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

|                        |                                                                                                                                                                                                                                                                                                                                                |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Proceeding             | 91232860                                                                                                                                                                                                                                                                                                                                       |
| Party                  | Plaintiff<br>TreeFrog Developments Inc.                                                                                                                                                                                                                                                                                                        |
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|                             |   |                         |
|-----------------------------|---|-------------------------|
| TreeFrog Development, Inc., | ) |                         |
|                             | ) |                         |
| Opposer,                    | ) | Opposition No. 91232860 |
|                             | ) | App. No. 86905410       |
| v.                          | ) |                         |
|                             | ) |                         |
| Sakar International, Inc.,  | ) |                         |
|                             | ) |                         |
| Applicant                   | ) | Mark: LIFEJACKET        |
|                             | ) |                         |

**OPPOSER’S REBUTTAL BRIEF**

Redacted Version

November 29, 2018

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## **I. INTRODUCTION.**

The purpose of Opposition proceedings based on allegations of likelihood of confusion is focused on issues surrounding the impact of registration of a contested mark on the Principal Register. Applicant, likely recognizing the weaknesses of its position, attempts to draw the Board's attention to a number of irrelevant factors—*i.e.*, the volume of sales of the parties' respective LIFEJACKET products, whether speakers were within Opposer's natural zone of expansion in 2014, and whether the parties' LIFEJACKET products presently appear side-by-side at brick-and-mortar retailers. But the fact remains that what matters, and what this case is about, is whether registration of Applicant's LIFEJACKET mark is likely to cause consumer confusion, mistake or deception and damage Opposer.

This case is not about counterfeiting—whether consumers will think Applicant's LIFEJACKET speaker cases are Opposer's LIFEJACKET mobile device cases. This case is about whether consumers will mistakenly believe Applicant's goods come from Opposer or the source of Opposer's goods. This case is not about whether the parties' goods are side-by-side on shelves today. This case is about whether the use of Applicant's applied-for mark on Applicant's recited goods creates the risk of a likelihood of consumer confusion or mistake (today or in the future) as to the source of Applicant's goods.

This case is not about the state of the market in 2014 (Applicant's date of first use). The date restrictions Applicant seeks to apply to Opposer's evidence is based on Applicant's erroneous reliance on “zone of expansion” law, instead of law addressing the *duPont* factors. This case is about the entirety of the record presented by Opposer, most of which Applicant failed to address. Applicant did not present the Board with any counter-evidence. The record proves registration of LIFEJACKET to Applicant would be counter to 15 U.S.C. § 1052(d). This opposition should be sustained and the Board should refuse registration of Applicant's mark.

**II. OPPOSER HAS STANDING THROUGH ITS OWNERSHIP OF AN INCONTESTABLE REGISTRATION AND CONTINUOUS USE OF THE LIFEJACKET MARK IN COMMERCE SINCE AT LEAST AS EARLY AS 2012.**

Applicant suggests the Board can dispose of this opposition because Opposer has essentially abandoned its mark. To establish standing in an opposition, a plaintiff must prove that it has a “real interest,” *i.e.*, a “reasonable” basis for its belief of damage. *Empresa Cubana Del Tabaco v. Gen. Cigar Co.*, 111 U.S.P.Q.2d 1058, 1062 (Fed. Cir. 2014); *Ritchie v. Simpson*, 50 U.S.P.Q.2d 1023, 1025 (Fed. Cir. 1999); *Lipton Indus., Inc. v. Ralston Purina Co.*, 213 U.S.P.Q. 185, 189 (CCPA 1982). Applicant, in its brief, does not contest Opposer’s standing.

Opposer has established its standing by properly introducing into evidence its pleaded incontestable registration. *See, e.g., Cunningham v. Laser Golf Corp.*, 55 U.S.P.Q.2d 1842, 1844 (Fed. Cir. 2000); *N.Y. Yankees P’ship v. IET Prods. & Servs., Inc.*, 114 U.S.P.Q.2d 1497, 1501 (TTAB 2015). Opposer is to be afforded all presumptions given to an incontestable registration.

Abandonment has not been pled by Applicant nor proven. Notwithstanding, Opposer has introduced evidence of common law use of its LIFEJACKET mark. (32 TTABVUE 2-4.) That same evidence shows Opposer has not abandoned its mark. Specifically, [REDACTED]

[REDACTED]

[REDACTED]. An example is end cap displays in Opposer’s retail locations, shown below:<sup>1</sup>

---

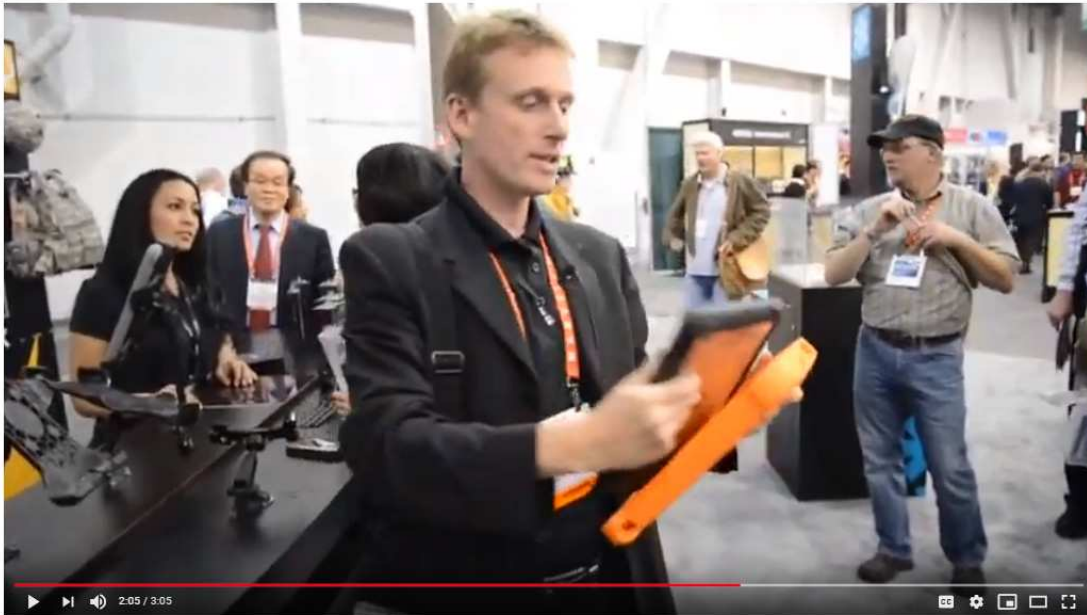
<sup>1</sup> Applicant contends (37 TTABVUE 10) that Opposer has never displayed the LIFEJACKET cases at retail. These images show Applicant’s assertion is false.



(Decl. of Jordan Vater (“Vater Decl.”) ¶ 10.) The LIFEJACKET products are in the lower right corner of each display, in packaging showing a bright orange case.

Opposer also featured its LIFEJACKET products at the annual Consumer Electronics Show (CES) since 2012. (*Id.* at 4.) Images from online, public sources, are shown below:





CES 2013 - LifeProof

754 views

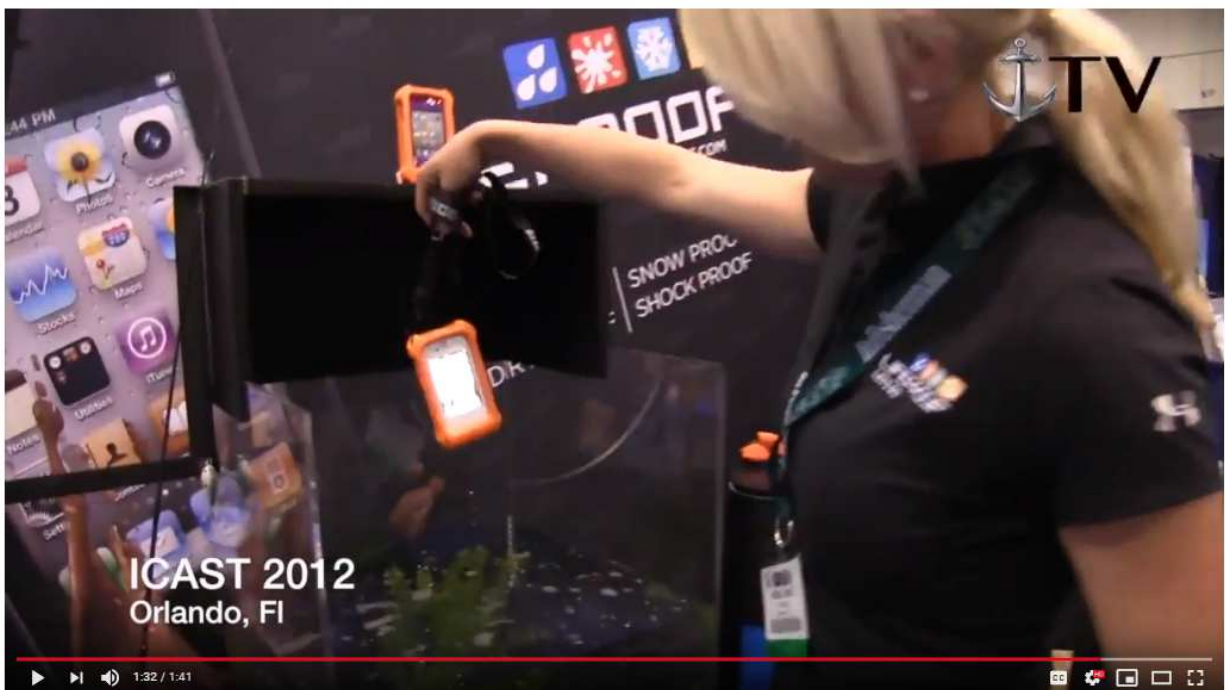
1 0 SHARE SAVE ...



Les Benito  
Published on Jan 9, 2013

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Gary Rayner, CEO of LifeProof, talks about the company's new offerings at CES.



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LifeProof at ICAST 2012

3,007 views

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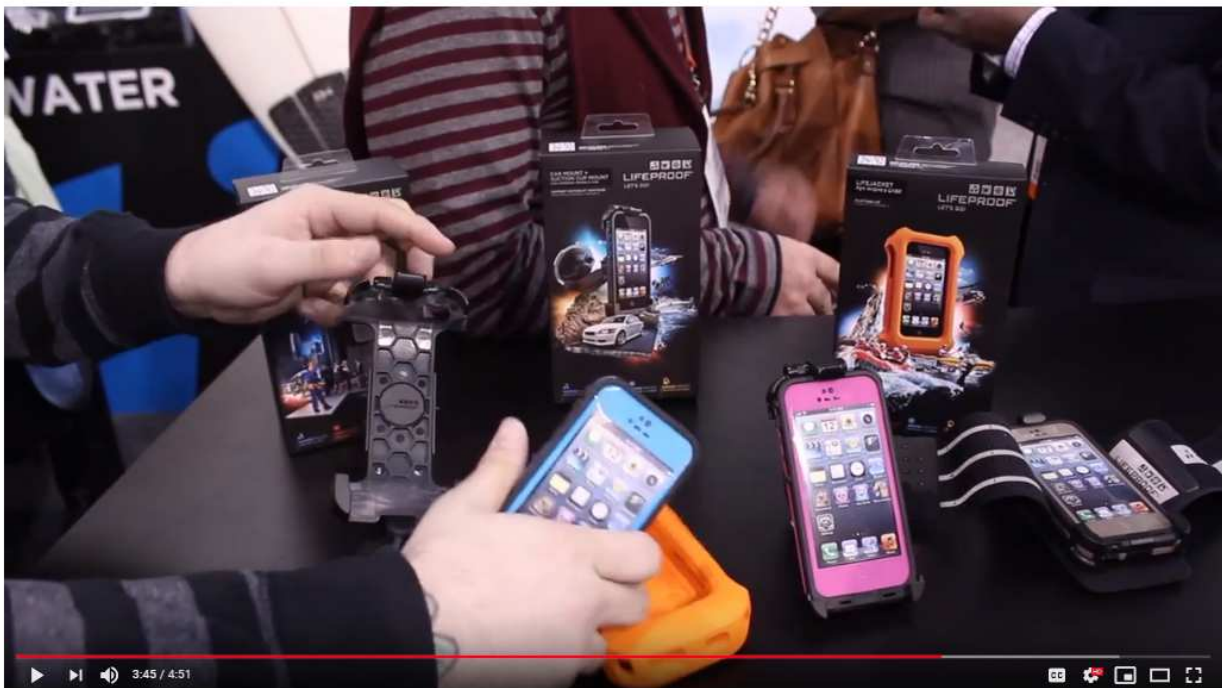
LifeProof iPhone cover and the NEW LifeProof Life Jacket.  
SHOW MORE



CES 2013 | LifeProof iPhone 5 Cases & Accessories

13,541 views

79 9 SHARE SAVE ...



[CES 2013] LifeProof Interview

4,928 views

68 1 SHARE SAVE ...

(Vater Decl. ¶¶ 5-9.)

Opposer's LIFEJACKET products have also been the subject of substantial media coverage. (32 TTABVUE 4.) Exhibit 26<sup>2</sup> to Opposer's summary judgment brief listing media mentions of Opposer's products includes more than 25 articles specifically mentioning Opposer's LIFEJACKET products in publications such as Men's Journal, Boating Magazine, CNET, and Wired. (Decl. of Eric R. Chad ("Chad Decl.") Exs. 1-26.) A search on the Internet reveals dozens more. (Chad Decl. Exs. 28-42.)

For juxtaposition, Applicant failed to place into evidence any advertising, promotion, or media recognition for Applicant's LIFEJACKET speaker cases. The conclusion to draw is that Applicant's alleged [REDACTED] sales were made trading on the renown and goodwill of Opposer and its LIFEJACKET and LIFEPROOF brands. Opposer owns the LIFEJACKET trademark, and it has every interest in stopping competitors from appropriating its trademarks and avoiding consumer confusion.

### **III. APPLICANT'S LIFEJACKET MARK, ON APPLICANT'S GOODS, IS LIKELY TO CAUSE CONFUSION, MISTAKE OR DECEPTION.**

Applicant's brief focuses on proving that Applicant's speaker cases are not mobile device cases. Applicant also focuses on the absence of confusion evidence; the absence of photographs of the parties' products directly side by side, today, on store shelves; and the alleged absence of commercial success of Opposer's LIFEJACKET product and decline in sales. All of these arguments are irrelevant in a Board proceeding under Section 2(d), which states:

No trademark by which the goods of the applicant may be distinguished from the goods of others shall be refused registration on the principal register on account of its nature unless it—

\* \* \*

(d) consists of or comprises a mark which so resembles a mark registered in the Patent and Trademark Office or a mark or trade name previously used in the

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<sup>2</sup> Applicant consented to admission of this exhibit as part of the parties' ACR Stipulation. (28 TTABVUE ¶¶ 1-2.)

United States by another and not abandoned, as to be likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake, or to deceive . . . .

15 U.S.C. § 1052(d).

The statute does not require a challenger to prove consumers believe one product is the other. It simply requires proof of likely confusion, mistake, or deception in general. Confusion, mistake, or deception as to the source of Applicant's goods is actionable under § 2(d). *In re Cook Med. Techms. LLC*, 105 U.S.P.Q.2d 1377, 1379 (TTAB 2012).

Although Opposer does not believe this is a close case, the senior user of a mark is entitled to the benefit of any doubt as to a likelihood of confusion under §2(d) before the Board. *In re H.D. Vest, Inc.*, Ser. No. 77599306, 2011 WL 481330, at \*5 (TTAB Jan. 31, 2011) ("To the extent there are any doubts, we resolve them, as we must, in registrant's favor."); *Interstate Brands Corp. v. McKee Foods Corp.*, 53 U.S.P.Q.2d 1910, 1915 (TTAB 2000) ("[O]ne who adopts a mark similar to the mark of another for the same or closely related goods or services does so at his own peril and any doubt as to the similarity of the marks must be resolved against him."). All *duPont* factors weigh in favor of sustaining this opposition.

**A. Priority is Proven: Opposer Used the LIFEJACKET Mark Before Applicant.**

Applicant claims it has priority because Applicant used LIFEJACKET on speaker cases first. (37 TTABVUE 12.) But the legal question is which party used the mark first, generally. 15 U.S.C. § 1052(d) (stating a party must prove that, vis-à-vis the other party, it owns "a mark or trade name previously used in the United States...and not abandoned"); *Warner Bros. Entm't, Inc. v. Kaplan Tr.*, Cancellation No. 92043813, 2007 TTAB LEXIS 194, at \*6 (TTAB Aug. 22, 2007) (non-precedential). Applicant admits "with respect to protective cases for cell phones, smart phones[,] and tablet computers, [Opposer] has priority with respect to" the LIFEJACKET mark. (37 TTABVUE 12.) Opposer established priority for this proceeding.

Applicant's cited cases address priority under the irrelevant "zone of expansion" doctrine, which is a priority doctrine in cases involving *unrelated* goods and intervening rights. 4 J. THOMAS MCCARTHY, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION § 24.20 (5th ed.). This doctrine allows a senior user to tack on priority of use of a mark on *unrelated* goods if the senior user can prove consumers might "reasonably expect [the junior user's goods] to emanate from [the senior user] in the normal expansion of [the senior user's] business under the mark." *Mason Eng'g v. Mateson Chem. Corp.*, 225 U.S.P.Q. 956, 962 (TTAB 1985). The time period for assessing the zone of expansion question is "when the subsequent user first began to do business under its mark." *Id.* This doctrine does not apply in this case.

**B. The Parties' Marks are Identical in Sight, Sound and Commercial Impression.**

Applicant acknowledges in its responsive brief that the parties' LIFEJACKET marks are visually and phonetically "essentially the same." (37 TTABVUE 16.) Applicant's use of a house mark—ALTEC LANSING—does not alter the sight and sound similarities because the house mark is not included in the applied-for mark. *See In re Microsoft Corp.*, 68 U.S.P.Q.2d 1195, 1199 (TTAB 2003) (holding that plans to use house mark MICROSOFT in combination with the applied-for mark OFFICE.NET is irrelevant to whether that applied-for mark is confusingly similar to the previously registered mark OFFICENET for competitive software).

The parties' marks have the same meaning and commercial impression. Applicant argues its LIFEJACKET mark is a play on its "successful JACKET branded products" (37 TTABVUE 17), but presents no evidence to prove its JACKET products were successful or that consumers recognize the JACKET name. The evidence and 30(b)(6) testimony shows the marks convey the same commercial impression, namely, that the parties' LIFEJACKET products have waterproof and floatation features, among other benefits. (32 TTABVUE 12.) The parties' marks are identical in appearance, sound, connotation, and commercial impression.

**C. A Viable Relationship Exists Between the Parties' Goods: They Are Related.**

When the parties' marks are identical, the degree of similarity between the goods that is required to support a finding of likelihood of confusion declines. *In re Shell Oil Co.*, 26 U.S.P.Q.2d 1687, 1688-89 (Fed. Cir. 1993) (“[E]ven when the goods or services are not competitive or intrinsically related, the use of identical marks can lead to the assumption that there is a common source”); *Time Warner Entm’t Co. v. Jones*, 65 U.S.P.Q.2d 1650, 1661 (TTAB 2002); *In re Opus One Inc.*, 60 U.S.P.Q.2d 1812, 1815 (TTAB 2001). The issue here is not whether purchasers would confuse the parties' goods (e.g., counterfeits), but rather whether there is a likelihood of confusion, mistake or deception **as to the source** of Applicant's goods. *Peter Piper, Inc. v. OTG Experience, LLC*, Opp. No. 91230289, Op. at \*22 (TTAB Nov. 15, 2018) (non-precedential); *In re Cook Med. Techns. LLC*, 105 U.S.P.Q.2d 1377, 1380 (TTAB 2012). A “viable relationship between the goods” will support a finding of likelihood of confusion. *In re Thor Tech Inc.*, 90 U.S.P.Q.2d 1634, 1636 (TTAB 2009); *see also Peter Piper*, Op. at \*22.

Opposer's evidence, summarized below, proves a viable relationship exists between Applicant and its cases for speakers, on the one hand, and Opposer and its cases for tablets/mobile phones, on the other hand:

- Many third parties have applied for and obtained use-based trademark registrations for both parties' goods.
- Many third parties use the same marks on both parties' goods.
- The goods are complementary because they are the type of goods that can be used together, as shown by Applicant's own social media pages.
- The goods are the type that are sold in the same sections of the same stores.
- Applicant attempted to register the LIFEJACKET mark (or very similar marks) for both phone and speaker cases.

(32 TTABVUE 18-23). Applicant provided no evidence to refute Opposer's evidence, only attorney argument and incorrect statements of law.

Specifically, Applicant did not provide any evidence that contradicts Opposer’s proof (and Applicant’s social media pictures) that cases for mobile devices and cases for speakers can be used at the same time, together<sup>3</sup> (32 TTABVUE 14-16). Applicant did not provide any evidence that shows Applicant’s goods are sold far away from mobile device cases in stores. Applicant did not contest it uses the same marketing messages to sell its products as Opposer—snow proof, water proof, sand proof, etc. (32 TTABVUE 16-17). Applicant provided no evidence, other than argument, to contest Opposer’s evidence showing Opposer is widely diversified in the mobile device accessory space. (32 TTABVUE 35.) Aside from attorney argument, Opposer’s evidence is unrebutted. Applicant’s other arguments are legally wrong, as discussed below.

**1. Relatedness Must Be Assessed Based on the Goods Claimed in Applicant’s Application Only.**

Applicant asserts that “a protective covering for a cell phone or tablet computer, is a very different product from” “a speaker that includes a replaceable protective case.” (37 TTABVUE 19.) This argument is legally wrong for two reasons. First, product confusion is not the relevant legal issue—*source confusion/deception/mistake is the issue*. *Peter Piper*, Op. at \*22.

Second, Applicant’s applied-for goods are cases for speakers, not the speakers themselves. In assessing the similarity or dissimilarity of the goods and services, the Board must consider the goods as they are described in the application and registration. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 110 U.S.P.Q.2d 1157, 1161 (Fed. Cir. 2014). As a result, the Board cannot give

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<sup>3</sup> Applicant attempts to rebut this fact with only attorney argument that the products are not “used together.” (37 TTABVUE 22.) Applicant’s own social media posts demonstrate the contrary. For instance, two photographs from Applicant’s Instagram page depict mobile phones, with protective cases, being used with Applicant’s LIFEJACKET speakers in a complete system. A potential consumer, evaluating such a system and learning that both the phone case and the speaker were both branded LIFEJACKET could only conclude that they came from the same source. 4 J. THOMAS MCCARTHY, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION § 24:26 (5th ed.); *see also, e.g., In re Iolo Techs.*, 95 U.S.P.Q.2d 1498, 1500 (TTAB 2010) (finding that software for analyzing PC performance and computer troubleshooting services were related).

any probative value to Applicant's argument that its "LIFEJACKET product" is "a removable case that goes around the speaker" that is "not sold separately" from the speaker. (37 TTABVue at 3.) There is nothing in Applicant's description of goods that prevents Applicant from offering speaker cases separately. *See, e.g., Peter Piper, Op.* at \*22. ("[W]e cannot give any probative value to Applicant's argument that it does not intend to use its marks in connection with offering food related services or products sold directly to end consumers at airports, because there is nothing in Applicant's description of goods and services that prevents Applicant from offering those goods and services to the ultimate consumers at airports.")

**2. Whether the Parties' Goods are Side-By-Side in Stores, Today, is Not Relevant to the Relatedness Inquiry.**

Applicant contends the parties' goods are not related because Opposer failed to produce a photograph of the parties' respective products side-by-side in stores. This argument is legally wrong for two reasons. First, this *duPont* factor simply asks whether there is a viable relationship between the applied-for goods, and the registrant's goods. Applicant's test is too limiting and contrary to case law.

Second, side-by-side proof is not required where an application lacks restrictions, because "goods and services are presumed to travel in the same channels of trade to the same class of purchasers." *In re Hughes Furniture Industries, Inc.*, 114 U.S.P.Q.2d 1134, 1137 (TTAB 2015) ("Because the identifications of goods in the application and registration are legally identical and unrestricted as to trade channels, we must also presume that both Applicant's and Registrant's legally identical products travel in the same ordinary trade and distribution channels and will be marketed to the same potential consumers."); *see also* TMEP § 1207.01(a)(iii). Absent restrictions, similarity in the parties' marks and goods is presumed to create the present or future possibility of the products side-by-side on store shelves. Opposer has presented more than enough evidence to show that consumers would draw this conclusion.

**3. Opposer's Third Party Registrations and Third Party Usage Evidence are Relevant and From the Proper Time Frame.**

Applicant tells the Board to ignore Opposer's evidence of third party registrations and third party use<sup>4</sup> because the evidence is not exclusively dated before 2014. Applicant again mixes up the zone of expansion doctrine and a straightforward likelihood of confusion analysis. The zone of expansion/doctrine of natural expansion is a priority doctrine. Separately, the relatedness of goods is a factor to be considered under *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361 (C.C.P.A. 1973) (hereinafter "*duPont*"). These are two distinct principles.

The correct timeframe for factual evidence supporting a *duPont* analysis in a Board proceeding is up through trial, not a snapshot in time when Applicant adopted the LIFEJACKET mark. *See Hornby v. TJX Cos., Inc.*, Cancellation No. 92044369, 2008 WL 1897568, at \*4 (TTAB Apr. 22, 2008) ("[W]ith respect to the petitioner's likelihood of confusion claim, our determination is based on the factual situation as of the time of trial . . ."); *Virgin Enters. Ltd. v. Albion Motors Ford Mercury, Inc.*, Opp. Nos. 91153575, 91153612, 91154161, 2007 WL 2344691, at \*16 (TTAB Aug. 10, 2007) (non-precedential) ("[T]he Board generally accepts and considers evidence related to likelihood of confusion and similar issues for the period up to the time of trial."). Opposer's evidence proving the viable relationship between the parties' goods can be dated up through trial.

The single case cited and quoted by Applicant addresses the priority doctrine of natural expansion/zone of expansion. In that case, *Technology Advancement Group*, the excerpt from the Board's decision cited by Applicant (37 TTABVUE 20-21) appears in the section of the decision addressing "Priority," not "Likelihood of Confusion." Cancellation Nos. 92028748, 92028775,

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<sup>4</sup> In its responsive brief, Applicant falsely asserts that the examples of third-party use and/or third-party registrations is limited to circumstance in which the third party used or registered the same mark for protective cases for mobile electronics and speakers but not speaker cases. (37 TTABVUE 21.) This is incorrect. In its opening brief, Opposer cited numerous examples of third parties that registered or used the same mark for both protective cases for mobile electronics *and* for speaker *cases*. (32 TTABVUE 19-23.)

and 92028781, 2005 TTAB LEXIS 290, at \*11, 24-26. This case does not support Applicant's misconstruction of the law.

Applicant also challenges the relevance of Opposer's 50+ third party registrations and examples of third party use of trademarks on both speakers and cases for mobile devices. Applicant says this evidence is not relevant because Applicant's applied-for goods are cases for speakers. Yet, throughout its brief, Applicant refers to its own LIFEJACKET product as just a speaker, or a "speaker that includes a replaceable protective case."<sup>5</sup> Applicant views its case and speaker as connected. Opposer's evidence expands on this theory, showing consumers, and the PTO, know that the same companies use the same marks on (1) speakers and cases for speakers; and (2) cases for mobile devices. A viable relationship between all three of these products exists.

Applicant was free to compile evidence that the USPTO has registered the same mark to different parties for the goods in question, but did not. *See, e.g., In re G.B.I. Tile and Stone Inc.*, 92 U.S.P.Q.2d 1366, 1369-70 (TTAB 2009) (Third party registrations supported argument that cited registration's roofing tiles and applicant's floor tiles were likely to originate from a common source; Board noted that applicant can also cite third party registrations to suggest opposite: that USPTO has registered same mark to different parties for goods in question). Opposer's evidence is unchallenged.

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<sup>5</sup> For instance, in its brief, Applicant makes each of the following statements: "Sakar developed a new speaker [and] . . . selected LIFEJACKET as the name of the new product." (37 TTABVUE 2-3.) "[T]he LIFEJACKET branded product is sold under the ALTEC LANSING name, and the speaker portion prominently displays that name." (*Id.* at 3.) "The LIFEJACKET branded products compete against higher-end audio brands such as Bose, JBL and Sony." (*Id.* at 4.) "The LIFEJACKET branded products have a retail price, depending on the model, from between \$69 and \$299." (*Id.* at 6.) "LIFEJACKET branded products are sold in the electronics section of retailers where audio speakers are sold." (*Id.*) "The LIFEJACKET name would certainly not be one that a consumer would expect to be used with a speaker." (*Id.* at 20.) Applicant also includes in its brief a table listing the unit and dollar sales of its LIFEJACKET product. To be clear, these are sales of speakers, not protective case speakers.

**D. Applicant Lacks Support for the Contention that it Sells to Audiophiles.**

Applicant contends it targets “audiophiles knowledgeable of the ALTEC LANSING brand.” (37 TTABVUE 16.) The three exhibits cited do not support its “audiophile” customer theory. Two exhibits were created in the context of these proceedings, namely (1) the deposition testimony of Applicant’s 30(b)(6) designee (37 TTABVUE at Remaklus Decl. Ex. 1 at 37-38) and (2) Applicant’s answers to interrogatories (37 TTABVUE at Remaklus Ex. 2 at Resp. to Interrog. No. 5). The Board should give little or no weight to such self-serving statements made in the context of these proceedings. *Rogers Corp. v. Fields Plastics & Chems., Inc.*, 176 U.S.P.Q. 280, 282 (TTAB 1972) (“The opinion of opposer’s vice-president on the issue before us is nothing more than a self-serving statement by an interested party and, as such, is devoid of probative value in a proceeding of this character.”); *Fuld Bros., Inc. v. Carpet Techn. Serv. Inst., Inc.*, 174 U.S.P.Q. 473, 476 (TTAB 1972) (finding self-serving statements inadmissible).

The third citation, an apparent PowerPoint presentation, highlights the “rugged” nature of Applicant’s speakers and not audio features. (37 TTABVUE at Remaklus Ex. 7). Applicant’s other examples in its brief, namely the images on page 4 and 5, again focus on the rugged nature and not the audio quality. Both parties target general consumers; this factor weighs in favor of Opposer.

**E. The Level of Commercial Success of Opposer’s LIFEJACKET Products does not Weigh in Favor of Applicant.**

Applicant tells the Board that because the LIFEJACKET mark is not famous, and its sales decreased year over year, it must be weak. But the absence of evidence that a mark is famous or a global best-seller does not support the conclusion that Opposer’s mark is conceptually or commercially weak. 15 U.S.C. § 1052(d) does not solely protect famous marks that have been wildly commercially successful. An applicant cannot register a similar mark simply because a prior registrant’s use is relatively small: “A newcomer does not gain the right to register a substantially identical mark simply because the number of persons exposed to the

registrant's mark may be small in relation to the newcomer's volume of use." *In re Shell Oil Co.*, 992 F.2d 1204, 26 U.S.P.Q.2d 1687 (Fed. Cir. 1993) (noting that reverse confusion may harm the prior registrant).

Setting fame aside, the evidence shows Registrant's LIFEJACKET mark is conceptually strong. Opposer owns an incontestable registration on the principal register. Applicant did not present any evidence of dilution. The mark is not descriptive, and is at the very least suggestive.

As to commercial strength, Opposer sold millions of dollars of LIFEJACKET products. Opposer marketed the products at large trade shows, with point-of-sale advertising at nationwide retailers, and the products have received nationwide unsolicited media attention. *Supra*, Section II. The products are sold online today, including on Amazon.com. (Vater Decl. ¶ 3.) Whether Opposer sells a large number of LIFEJACKET cases today in retail stores is not legally relevant, and Applicant provides no law for this proposition. The strength of the mark favors Opposer.

**F. The Absence of a Large Number of Reports of Actual Confusion is not Dispositive.**

**1. Opposer Produced Evidence of Confusion and Mistake.**

Legally, confusion evidence is not limited to purchasers confusing the parties' goods, it can also be confusion or mistake as to the source of these goods and services. *Cook Med. Techns. LLC*, 105 USPQ2d 1377, 1380 (TTAB 2012). Here, Opposer presented evidence of a user review of one of Applicant's LIFEJACKET speakers that attributed Opposer *as the source*:



(32 TTABVUE at 31.)

Applicant attempts to explain this instance of actual confusion as to source based on two faulty assumptions. First, Applicant assumes that, because the reviewer posted her or his review on the webpage for Applicant's LIFEJACKET 3 product, the reviewer knew the product came from Applicant, rather than Opposer. But it is entirely possible that the reviewer knew he or she had purchased a speaker branded LIFEJACKET without knowing Applicant.

Second, Applicant assumes that, because Opposer was not selling speakers at the time the review was posted, the reviewer could not have believed that the speaker came from Opposer. To the contrary, this post shows the relatedness of the goods. This customer saw LIFEJACKET, believed the speaker/speaker case came from Opposer and identified Lifeproof as the source.

More reasonable than accepting Applicant's unsupported assumptions is to take the review at face value: the reviewer purchased a speaker branded LIFEJACKET and associated the speaker and name with Opposer's LIFEPROOF products. This supports a conclusion that consumer confusion or mistake is likely.

Since Opposer's opening brief, Opposer has uncovered an additional instance of actual confusion. Specifically, a user operating under the handle R. Hammer reviewed a Life Jacket 2 speaker with model number iMW575. In the review, the reviewer identified the speaker as "The iMW577 'Lifeproof' speaker."



R. Hammer [VINE VOICE](#)

#### Tradeoffs - Durability vs Quality

October 26, 2016

Color: Grey [Vine Customer Review of Free Product](#) ( [What's this?](#) )

We live on the lake and our two kids love to spend most of the day in the water. We have tried multiple portable bluetooth speakers but the volume ability of some of those speakers in the can that we tried simply weren't impressive (and certainly not waterproof). The iMW577 "Lifeproof" speaker come with IP67 rating (same as iPhone 7) meaning that it can withstand up to 30 minutes in water down to 1m (about 3') and resists dust.

(Chad Decl. Ex. 27.) Again, this consumer believed ***Opposer, d/b/a LIFEPROOF, was the source*** of this LIFEJACKET product. This review further demonstrates that consumer confusion is likely between the parties' respective LIFEJACKET marks.

**2. An Absence of Actual Confusion Does Not Prove No Confusion; the Absence of Evidence is Not Dispositive.**

If the Board is not persuaded by Opposer's evidence, the only conclusion the Board may draw is that there is no evidence of any actual confusion known to the parties in the record. *Chevron Chem. Co. v. Voluntary Purchasing Grps., Inc.*, 212 U.S.P.Q. 904, 913 (5th Cir. 1981) (absence of evidence of actual confusion does not necessarily prove the converse because of difficulty of detection of instances of actual confusion); *see also CAE, Inc. v. Clean Air Eng'g, Inc.*, 60 U.S.P.Q.2d 1449, 1467 (7th Cir. 2001) (finding that a 25-year history without reported incidents of actual confusion does not prevent a finding that confusion is likely and "the most that the absence of evidence of factual confusion can be said to indicate is that the record does not contain any evidence of actual confusion known to the parties.").

The absence of evidence of actual confusion is of little weight and not dispositive in Board proceedings. *Nash-Finch Co. v. Ahold Licensing Sarl*, Cancellation No. 92058000, 2016 TTAB LEXIS 183, at \*23 (TTAB May 6, 2016) ("[I]t is well-settled that . . . while the presence of confusion may be very useful to our analysis, the lack of evidence of actual confusion carries little weight.")<sup>6</sup> Applicant's case law does not stand for the proposition that the absence of evidence of actual confusion is dispositive.

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<sup>6</sup> *See also Herbko Int'l Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165 (Fed. Cir. 2002); *J. C. Hall Co. v. Hallmark Cards, Inc.*, 144 U.S.P.Q. 435, 438 (C.C.P.A. 1965) ("Absence of proof of actual confusion is of minor relevancy in the resolution of the issue."); *Lebanon Seaboard Corp. v. R & R Turf Supply, Inc.*, 101 U.S.P.Q.2d 1826, 1834 (TTAB 2012) ("We recognize that evidence of actual confusion is difficult to obtain."). Instead, factors such as similarity of the marks and relatedness of the goods can be dispositive factors. *Herbko*, 308 F.3d at 1164.

Applicant first relies on *Citigroup Inc. v. Capital City Bank Group, Inc.*, 94 U.S.P.Q.2d 1645 (TTAB 2010). Though the Board did find the absence of actual confusion weighed in favor of the applicant in that proceeding, it was one of several factors the Board found in applicant's favor. *Id.* at 1664-65. The Board also found there were "significant" differences between the parties' marks and the consuming public would find the words "City" and "Bank" in the applicant's mark were generic descriptions identifying a community bank. *Id.* at 1664. Also distinguishable are *INTS It Is Not The Same GmbH v. Disidual Clothing, LLC*, Opp. No. 91212768, 2017 TTAB LEXIS 388 (Sept. 28, 2017), *CareFirst of Md., Inc. v. First Care, P.C.*, 434 F.3d 263 (4th Cir. 2006), *Oreck Corp. v. U.S. Floor Sys.*, 803 F.2d 166 (5th Cir. 1986), and *Pignons S.A. de Macanique de Precision v. Polaroid Corp.*, 657 F.2d 482 (1st Cir. 1981). As in *Citigroup*, the Board in *INTS* found that the marks at issue were dissimilar, and, in *CareFirst*, *Oreck*, and *Pignons*, the Fourth, Fifth, and First Circuits, respectively, held that **none** of the likelihood of confusion factors favored the plaintiff. *INTS*, 2017 TTAB LEXIS 338, at \*24-25; *Carefirst*, 434 F.3d 274; *Oreck*, 803 F.2d at 174; *Pignons*, 657 F.3d at 492.

In both *Barbara's Bakery* and *Gillette Canada*, cited in the excerpt from *Citigroup* quoted by Applicant, the Board found that confusion was likely and sustained the opposer's oppositions, despite the fact that the record was devoid of evidence of actual confusion. *Barbara's Bakery Inc. v. Landesman*, 82 U.S.P.Q.2d 1283, 1287, 1289 (TTAB 2007); *Gillette Canada Inc. v. Ranir Corp.*, 23 U.S.P.Q.2d 1768, 1773 (TTAB 1992). In both *Red Carpet* and *Central Soya*, also cited in Applicant's excerpt from *Citigroup*, the Board found the design marks at issue were dissimilar from opposer's. *Red Carpet Corp. v. Johnstown Am. Enters. Inc.*, 7 U.S.P.Q.2d 1404, 1407 (TTAB 1988); *Central Soya Co., Inc. v. N. Am. Plant Breeders*, Opp. No. 62,591, 1981 TTAB LEXIS 5, at \*32 (TTAB Sept. 4, 1981).

Finally, in *Lever Brothers Co. v. American Bakeries Co.*, while the court did find an absence of actual confusion to be relevant, it found that five of the remaining six factors under the Second Circuit’s likelihood-of-confusion test also warranted a finding that confusion was unlikely. *Lever Bros.*, 693 F.2d 251, 259 (2d Cir. 1982). These cases are in stark contrast to this case, where many, if not all, of the *duPont* factors favor Opposer.

#### **IV. APPLICANT’S LIFEJACKET MARK IS ALSO CONFUSINGLY SIMILAR TO OPPOSER’S LIFEPROOF MARK.**

Applicant does not challenge Opposer’s registrations or priority date for Opposer’ LIFEPROOF marks. (*See* 32 TTABVUE 40-41.) Applicant instead attacks Opposer’s rights in its LIFEACTIV mark because it is not registered. A party may prevail on a claim of likelihood of confusion based on its ownership of common law rights in a mark where the mark is distinctive, inherently or otherwise, and the party can show priority of use based on prior trademark use. *Wet Seal Inc. v. FD Mgmt. Inc.*, 82 U.S.P.Q.2d 1629, 1634 (TTAB 2007). Here, Opposer has provided a specimen of the LIFEACTIV mark (32 TTABVUE at Vater Decl. Ex. 2), testimony regarding continuous use (Vater Decl. ¶ 11), and sales information showing sales of LIFEACTIV products back to 2015. (11 TTABVUE at Chad Decl. Ex. 12.) The evidence shows Opposer owns a family of LIFE marks: LIFEPROOF, LIFEJACKET and LIFEACTIV.

Applicant attacks the similarity of the marks. The similarity between LIFEJACKET and the LIFEPROOF marks is proven with Opposer’s evidence of actual confusion. Consumers see Applicant’s LIFEJACKET mark and think of LIFEPROOF. *Supra* at Section III(F)(1). Further, the parties’ marks convey the same meaning—protection. The commercial impression is the same, given that both parties focus on the protective features of the products. Applicant touts its own LIFEJACKET product is “shock proof . . . and also waterproof” and “waterproof, sand proof, snow proof and shock proof – which equals everything proof.” (37 TTABVUE 2, 5.) Applicant admits Opposer markets using the same messaging. (*Id.* at 24.)

Applicant argues Opposer must prove the strength of its LIFEPROOF mark in 2014, not 2017.<sup>7</sup> (37 TTABVUE at 25.) Applicant cites no case law for this proposition. There is none. Evidence supporting the *duPont* factors can be dated up through the time of trial. *See Hornby v. TJX Cos., Inc.*, Cancellation No. 92044369, 2008 WL 1897568, at \*4 (TTAB Apr. 22, 2008) (“[W]ith respect to the petitioner’s likelihood of confusion claim, our determination is based on the factual situation as of the time of trial . . .”). Opposer’s evidence of the strength of its LIFEPROOF marks stands un rebutted. (*See* 32 TTABVUE 34.) Given the fame of the LIFEPROOF mark, as well as Opposer’s LIFE family of marks, consumers are likely to believe that Applicant’s LIFEJACKET product—a mobile device accessory—comes from Opposer. The opposition should be sustained.

**V. APPLICANT DOES NOT ADDRESS ITS FAILURE TO USE THE LIFEJACKET MARK ON THE GOODS IDENTIFIED IN ITS APPLICATION.**

As Opposer explained in its opening brief, Applicant does not actually use its LIFEJACKET mark in connection with the sale of speaker cases despite the fact that Applicant’s pending application is a use-based application for the LIFEJACKET mark used in connection with speaker cases. (32 TTABVUE 36.) Rather, Applicant sells speakers, and only speakers, under the LIFEJACKET mark. Speaker cases are not sold separately and are offered separately only as a replacement part. (*Id.*) In circumstances such as these, refusal of an application is proper. *J.E.M. Int’l Inc. v. Happy Rompers Creations Corp.*, 74 U.S.P.Q.2d 1526, 1530 (TTAB 2005) (non-precedential) (“[T]he USPTO will not issue a registration based on use covering goods upon which the mark has not been used, . . .”); *Herbaceuticals, Inc. v. Xel Herbaceuticals, Inc.*, 86 U.S.P.Q.2d 1572, 1576 (TTAB 2008) (gathering cases). Far from providing persuasive authority rebutting this

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<sup>7</sup> Applicant also argues the parties’ channels of trade are not similar, the parties target different consumers and that the parties’ goods are expensive. These issues are addressed in this Reply, *supra*, at III(c)(2), and Opposer’s main brief at 34.

fact, Applicant ignores it completely. This failure is significant and, by itself, warrants a refusal of Applicant's application.

## **VI. CONCLUSION.**

As Opposer explained in its opening brief, an opposition should be sustained. Opposer proved that a likelihood of confusion, mistake or deception exists and Opposer will be damaged by registration of the mark at issue. For the reasons set forth above, as well as those articulated in Opposer's opening brief and in connection with its motion for partial summary judgment, Opposer requests that the Board sustain the opposition and refuse registration to Applicant's application.

TREEFROG DEVELOPMENT, INC.  
By its attorneys,

Date: November 29, 2018

*s/Heather J. Kliebenstein*  
Heather J. Kliebenstein  
Eric R. Chad  
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## **CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing OPPOSER'S REBUTTAL BRIEF was filed electronically and served on this 29<sup>th</sup> day of November 2018, via email to:

Theodore R. Remaklus  
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\_\_\_\_\_  
s/Abigail Krueger  
Abigail Krueger

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

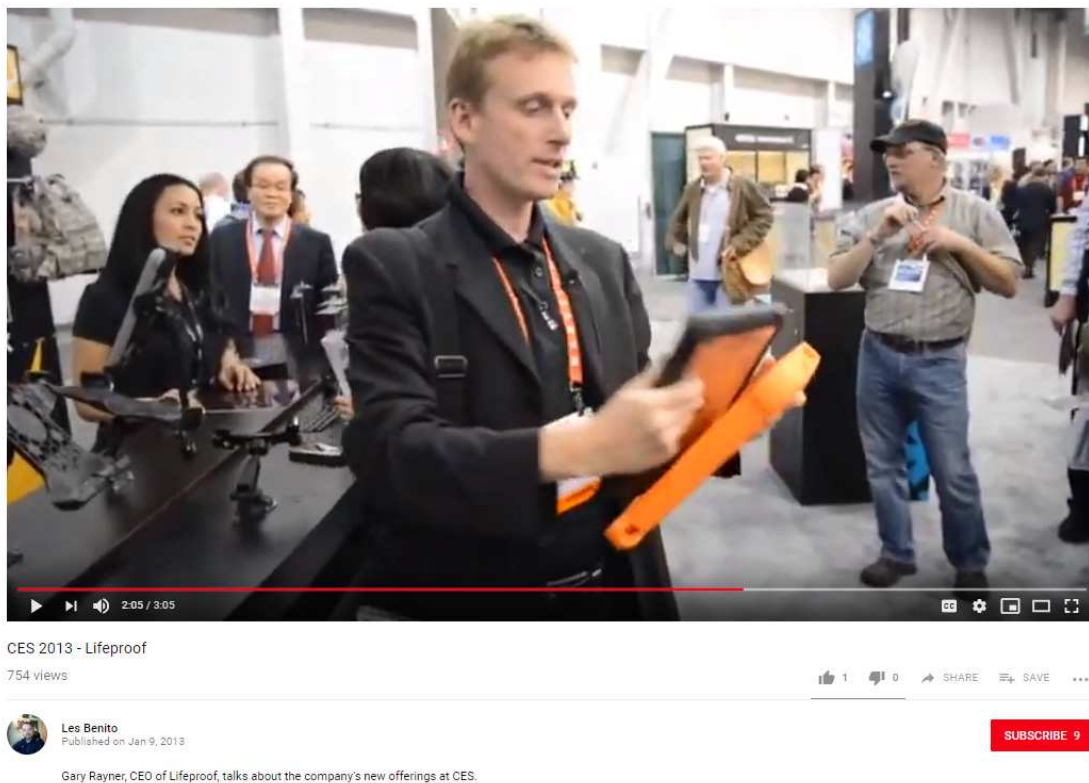
|                             |   |                         |
|-----------------------------|---|-------------------------|
| TreeFrog Developments Inc., | ) |                         |
| Opposer,                    | ) | Opposition No. 91232860 |
| v.                          | ) |                         |
| Sakar International, Inc.,  | ) | Serial No.: 86/905,410  |
| Applicant                   | ) | Mark: LIFEJACKET        |

**DECLARATION OF JORDAN VATER**

I, Jordan Vater, do hereby state as follows:

1. I am the Communications Manager for Opposer TreeFrog Developments Inc. (“Opposer” or “TreeFrog”) in the above-captioned matter, and I submit this declaration in conjunction with TreeFrog’s Reply Supplemental Brief.
2. As TreeFrog’s Communications Manager, I am familiar with TreeFrog’s promotion of its numerous products, including its LIFEJACKET products that I understand are at issue in this proceeding.
3. TreeFrog launched its LIFEJACKET line of protective cases in 2012. These cases remain on sale today, including on Amazon.com.
4. Since TreeFrog launched its LIFEJACKET line of protective cases in 2012, it has promoted these cases at a number of industry-related events. This includes the annual Consumer Electronics Show (CES) and iCast shows. Evidence of promotion of TreeFrog’s LIFEJACKET cases can be seen in coverage of these events on the popular video streaming website youtube.com.

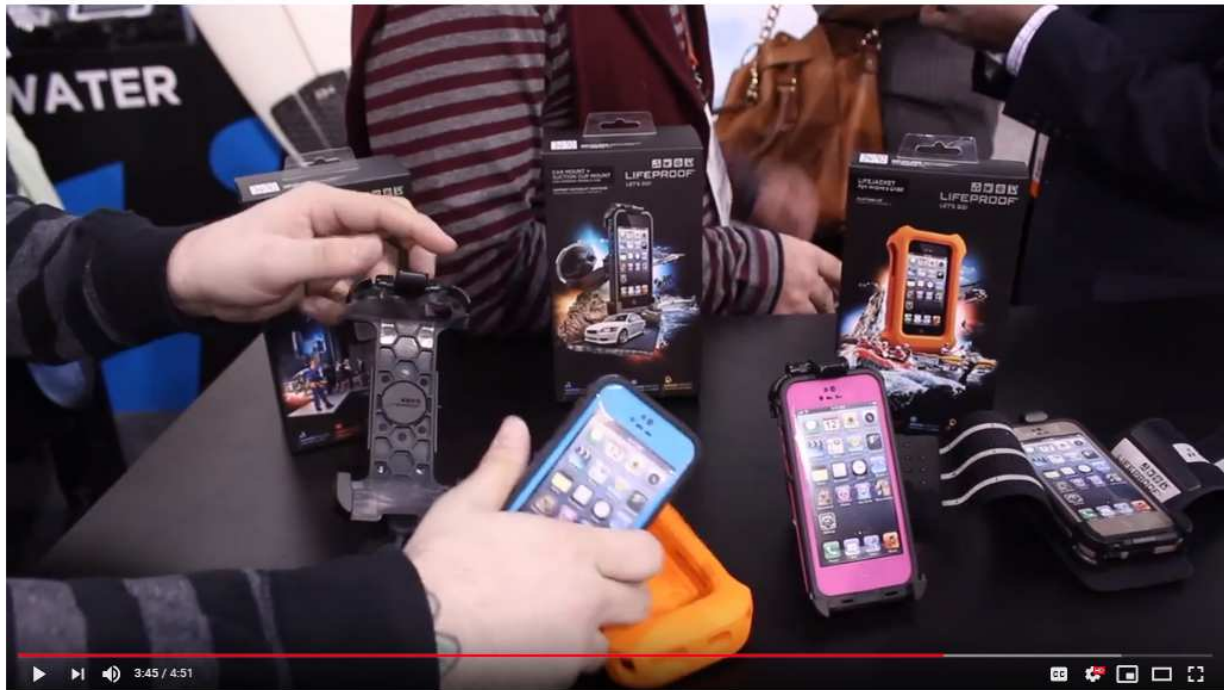
5. For instance, in a video posted to YouTube by an account identified as Les Benito on January 9, 2013, TreeFrog's presence at the 2013 CES is discussed. The video can be found at <https://www.youtube.com/watch?v=snco5VYj8gI>. Starting at around the 2:00 mark of the video, Gary Rayner, founder and former CEO of TreeFrog, discusses TreeFrog's LIFEJACKET case. I last viewed this video on or about November 27, 2018. A still captured from that video is shown below.



6. Another video covering the 2013 CES, posted to YouTube by an account identified as JBTech17 on January 9, 2013, includes discussion of TreeFrog's LIFEJACKET cases and their ability to provide waterproofing and flotation characteristic to encased phones starting at around the 0:20 mark. I last viewed the video, found at <https://www.youtube.com/watch?v=sOmChlxZE2Q>, on or about November 27, 2018. A still captured from that video is shown below.



7. Another video showing the presence of TreeFrog's LIFEJACKET cases at CES can be found at <https://www.youtube.com/watch?v=zjo4eW3GTuU>. This video, posted by an account identified as Dom Esposito, was posted on January 8, 2012, shows a LIFEJACKET case at approximately the 3:45 mark. I last viewed the video on or about November 27, 2018. A still captured from that video is shown below.



[CES 2013] LifeProof Interview

4,928 views

68 1 SHARE SAVE ...

8. The promotion of LIFEJACKET cases at CES was also demonstrated through social media. For instance, a Twitter user with the handle @myegurus tweeted about TreeFrog's LIFEJACKET cases at CES in 2016 on January 7, 2016 as shown below.



I last viewed this tweet, which can be viewed at

<https://twitter.com/myegurus/status/685164344716296192>, on or about November 27, 2018.

9. TreeFrog also promoted its LIFEJACKET cases at the 2012 iCast event. A demonstration of the LIFEJACKET case's ability to provide waterproofing and flotation can be starting at approximately the 1:20 mark of the video found at <https://www.youtube.com/watch?v=DPZgt0RBrR8>. This video was posted on July 12, 2012 by an account identified as AnclaTV. I last viewed the video on or about November 27, 2018. A still captured from that video is shown below.



CES 2013 | LifeProof iPhone 5 Cases & Accessories

13,541 views

79 9 SHARE SAVE ...

10. TreeFrog also promoted the LIFEJACKET product by placing it in in-store displays with other products bearing marks for TreeFrog's LIFE family of marks, including at Best Buy and Verizon stores, as show below (red circles added).





11. In addition to its LIFEJACKET mark and LIFEPROOF house mark, TreeFrog sells accessories for mobile devices under the mark LIFEACTIV, which it first used no later than 2015 and continues to use to this day.

I declare under penalty of perjury that the foregoing is true and correct.

Date: November 29, 2018

s/Jordan Vater  
Jordan Vater

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing DECLARATION OF JORDAN VATER was filed electronically and served on this 29<sup>th</sup> day of November 2018, via email to:

Theodore R. Remaklus  
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\_\_\_\_\_  
s/Abigail Krueger

Abigail Krueger

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

|                             |   |                         |
|-----------------------------|---|-------------------------|
| TreeFrog Developments Inc., | ) |                         |
| Opposer,                    | ) | Opposition No. 91232860 |
| v.                          | ) |                         |
| Sakar International, Inc.,  | ) | Serial No.: 86/905,410  |
| Applicant                   | ) | Mark: LIFEJACKET        |

**DECLARATION OF ERIC R. CHAD**

I, Eric R. Chad, do hereby state as follows:

1. I am an attorney with the firm of Merchant & Gould P.C., counsel for Opposer, TreeFrog Developments Inc. (“Opposer”), in the above-captioned matter, and I submit this declaration in conjunction with TreeFrog Developments Inc.’s Reply Supplemental Brief.

2. Attached hereto as Exhibit 1 is a true and correct copy of an article printed from the website located at carltonzone.com titled ““Life-Proof” iPhone LifeJacket Case – Stupid, Or Super Smart.” The article is dated August 13, 2012, and was printed on November 19, 2018.

3. Attached hereto as Exhibit 2 is a true and correct copy of an article printed from the website located at altova.com titled “7 Ways to Summer Proof Your Phone.” The article was printed on November 19, 2018.

4. Attached hereto as Exhibit 3 is a true and correct copy of an article printed from the website located at mensjournal.com titled “The Best New iPhone Cases.” The article was printed on November 19, 2018.

5. Attached hereto as Exhibit 4 is a true and correct copy of an article printed from the website located at travelingmom.com titled “Best of Travel Tech at CES 2016.” The article is dated January 12, 2016, and was printed on November 19, 2018.

6. Attached hereto as Exhibit 5 is a true and correct copy of an article printed from the website located at boatingmag.com titled “Cell Phone Cases for Boaters.” The article is dated June 1, 2015, and was printed on November 19, 2018.

7. Attached hereto as Exhibit 6 is a true and correct copy of an article printed from the website located at proptalk.com titled “Cellphone Lifejacket for Boaters.” The article is dated September 14, 2016, and was printed on November 19, 2018.

8. Attached hereto as Exhibit 7 is a true and correct copy of an article printed from the website located at cnet.com titled “Crave Giveaway: Waterproof iDevice Cases from LifeProof, Incipio.” The article is dated February 14, 2014, and was printed on November 19, 2018.

9. Attached hereto as Exhibit 8 is a true and correct copy of an article printed from the website located at floridasportsman.com titled “Lifeproof Your Phone.” The article is dated July 29, 2012, and was printed November 19, 2018.

10. Attached hereto as Exhibit 9 is a true and correct copy of an article printed from the website located at geekculture.com titled “Review: LifeProof iPhone Case!” The article is dated August 2, 2012, and was printed November 19, 2018.

11. Attached hereto as Exhibit 10 is a true and correct copy of an article printed from the website located at unlockunit.com titled “Going to the Beach? Don’t Forget Your Floating Phone Case!” This article was printed November 19, 2018.

12. Attached hereto as Exhibit 11 is a true and correct copy of an article printed from the website located at boatus.com titled “Life Jackets for Your Smartphone.” The article was printed November 19, 2018.

13. Attached hereto as Exhibit 12 is a true and correct copy of an article printed from the website located at trendhunter.com titled “Life Preserver Phone Cases.” The article is dated May 13, 2014, and was printed November 19, 2018.

14. Attached hereto as Exhibit 13 is a true and correct copy of an article printed from the website located at wired.com titled “LifeProof Adds Floating Lifejacket for Their Waterproof Case.” The article is dated July 31, 2012, and was printed November 19, 2018.

15. Attached hereto as Exhibit 14 is a true and correct copy of an article printed from the website located at newyorksailing.club titled “LifeProof Case: No Proof of Life.” The article was printed November 19, 2018.

16. Attached hereto as Exhibit 15 is a true and correct copy of an article printed from the website located at geeknewscentral.com titled “LifeProof Cases and Accessories.” The article is dated February 25, 2013, and was printed November 19, 2018.

17. Attached hereto as Exhibit 16 is a true and correct copy of an article printed from the website located at iamaileen.com titled “LifeProof Cases: Best Companion for Adventure Travel.” The article is dated October 15, 2015, and was printed November 19, 2018.

18. Attached hereto as Exhibit 17 is a true and correct copy of an article printed from the website located at slashgear.com titled “LifeProof Introduces Life Jacket, Various Mounts for iPhone 5 Case.” The article is dated January 8, 2013, and was printed November 19, 2018.

19. Attached hereto as Exhibit 18 is a true and correct copy of an article printed from the website located at pocket-lint.com titled “LifeProof Life Jacket for iPhone 5 Cases: Big,

Orange, and it Floats too.” The article is dated July 19, 2013, and was printed November 19, 2018.

20. Attached hereto as Exhibit 19 is a true and correct copy of an article printed from the website located at [blog.sea-doo.com](http://blog.sea-doo.com) titled “Must Have of the Week: The LifeProof Phone Case and LifeJacket.” The article is dated January 23, 2013, and was printed November 19, 2018.

21. Attached hereto as Exhibit 20 is a true and correct copy of an article printed from the website located at [geardiary.com](http://geardiary.com) titled “Porter the Dog v iPhone 5, Thanks to the LifeProof LifeJacket!” The article is dated July 14, 2013, and was printed November 19, 2018.

22. Attached hereto as Exhibit 21 is a true and correct copy of an article printed from the website located at [artoftheiphone.com](http://artoftheiphone.com) titled “The 5 Best Waterproof iPhone Cases . . . That Float!” The article is dated July 23, 2013, and was printed November 19, 2018.

23. Attached hereto as Exhibit 22 is a true and correct copy of an article printed from the website located at [mashable.com](http://mashable.com) titled “This iPhone Case Can Float Like a Boat.” The article is dated June 28, 2012, and was printed November 19, 2018.

24. Attached hereto as Exhibit 23 is a true and correct copy of an article printed from the website located at [appadvice.com](http://appadvice.com) titled “This Week in Accessories: LifeProof Free for the iPad Air, Voombox-Travel and More.” The article is dated March 14, 2014, and was printed November 19, 2018.

25. Attached hereto as Exhibit 24 is a true and correct copy of an article printed from the website located at [myboatlife.com](http://myboatlife.com) titled “Waterproof and Floating iPhone or iPad Cases for Boating.” The article was printed November 19, 2018.

26. Attached hereto as Exhibit 25 is a true and correct copy of an article printed from the website located at boomertechtalk.com titled “Waterproof iPhone Case Lifeproof Review and Tips.” The article is dated July 16, 2014, and was printed November 19, 2018.

27. Attached hereto as Exhibit 26 is a true and correct copy of an article printed from the website located at kiledjian.com titled “Your LifeProof iPhone Case Floats with its Own LifeJacket.” The article is dated October 19, 2012, and was printed November 19, 2018.

28. Attached hereto as Exhibit 27 is a true and correct copy of a printout of customer reviews for an “Altec Lansing iMW575 Life Jacket 2 Speaker” on Amazon.com.

29. Attached hereto as Exhibit 28 is a true and correct copy of an article printed from the website located at coolmomtech.com titled “2 new LifeProof products to keep your gear safe from the elements, the toilet bowl, and the toddlers (which is often worse than the first two combined).” The article is dated September 17, 2012, and was printed November 28, 2018.

30. Attached hereto as Exhibit 29 is a true and correct copy of an article printed from the website located at snapguide.com titled “How to Take Photos Underwater With iPhone (Lifeproof).” The article was printed November 28, 2018.

31. Attached hereto as Exhibit 30 is a true and correct copy of an article printed from the website located at bassresource.com titled “iPhone 5 Life Proof Case and Life Jacket.” The article is dated December 20, 2014, and was printed November 28, 2018.

32. Attached hereto as Exhibit 31 is a true and correct copy of an article printed from the website located at cultofmac.com titled “It’s Ugly and Extremely Orange, But It’ll Keep Your iPad from Drowning.” The article is dated October 9, 2012, and was printed November 28, 2018.

33. Attached hereto as Exhibit 32 is a true and correct copy of an article printed from the website located at boatingindustry.com titled "LIFEJACKET tablet case wins annual Tablet2Cases 'Best Waterproof' recognition." The article is dated April 8, 2014, and was printed November 28, 2018.

34. Attached hereto as Exhibit 33 is a true and correct copy of an article printed from the website located at asktingrey.com titled "Underwater Smartphone Photography." The article is dated January 21, 2016, and was printed November 28, 2018.

35. Attached hereto as Exhibit 34 is a true and correct copy of an article printed from the website located at prnewswire.com titled "LifeProof Floating LifeJacket Adds Bouyancy and Drop Protection to Waterproof iPhone Case." The article is dated July 10, 2012, and was printed November 28, 2018.

36. Attached hereto as Exhibit 35 is a true and correct copy of an article printed from the website located at snewsnet.com titled "LifeProof Introduces Floating LifeJacket for iPhone 4/4s Protection." The article is dated July 23, 2012, and was printed November 28, 2018.

37. Attached hereto as Exhibit 36 is a true and correct copy of an article printed from the website located at panbo.com titled "Testing iPad cases & mounts: Lifeproof, Lifedge, Life Jacket, RAM & Tallon." The article is dated July 15, 2013, and was printed November 18, 2018.

38. Attached hereto as Exhibit 37 is a true and correct copy of an article printed from the website located at paddleguy.com titled "Lifeproof iPhone case with New Lifejacket." The article is dated May 24, 2013, and was printed November 28, 2018.

39. Attached hereto as Exhibit 38 is a true and correct copy of an article printed from the website located at drugstorenews.com titled "LifeProof launches LifeJacket case for iPhones." The article is dated July 11, 2012, and was printed November 28, 2018.

40. Attached hereto as Exhibit 39 is a true and correct copy of an article printed from the website located at canoeekayak.com titled "Lifeproof Lifejacket and Case." The article is dated March 12, 2013, and was printed November 28, 2018.

41. Attached hereto as Exhibit 40 is a true and correct copy of an article printed from the website located at complex.com titled "The Best Floating Designs for the Summer." The article was printed November 28, 2018.

42. Attached hereto as Exhibit 41 is a true and correct copy of an article printed from the website located at personalwatercraft.com titled "LifeProof LifeJacket for iPhone Review." The article is dated November 3, 2015, and was printed November 28, 2018.

43. Attached hereto as Exhibit 42 is a true and correct copy of an article printed from the website located at bradwiegmann.com titled "Put a LifeJacket on that LifeProof Case iPhone." The article was printed November 28, 2018.

I declare under penalty of perjury that the foregoing is true and correct.

Date: November 29, 2018

s/Eric R. Chad  
Eric R. Chad

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing DECLARATION OF ERIC

R. CHAD was filed electronically and served on this 29<sup>th</sup> day of November 2018, via email to:

Theodore R. Remaklus  
Wood, Herron & Evans, L.L.P.  
2700 Carew Tower  
441 Vine Street  
Cincinnati, Ohio 45202  
[tremaklus@whe-law.com](mailto:tremaklus@whe-law.com)

\_\_\_\_\_  
s/Abigail Krueger  
Abigail Krueger

# Exhibit 1

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# "Life-Proof" iPhone LifeJacket Case - Stupid, Or Super Smart?

August 13, 2012

## IPHONE LIFEJACKET MAKES A POINT... AFTER THE INITIAL SHOCK

I was perusing the web and came across something that just struck me as plain stupid. It was the **LifeProof "LifeJacket" iPhone case** made for the iPhone 4/4S. My initial reaction? This is just plain dumb! But then I got to thinking about it...



First of all, whenever I see big, thick, ugly cases made for the **iPhone 4S** like the **Otterbox**, I just shake my head. Why in the world would you want to wrap a gorgeous, thin, sleek phone in a big ugly brick-like case? I've never been a fan of the **Otterbox**, nor have I ever been happy that an iPhone requires the need of such a monstrosity.

So when I saw the iPhone **LifeJacket** waterproof case by LifeProof, I just shook my head. Why in the world would someone want to put their iPhone in something that was even bigger and uglier than an Otterbox? But then I started to think about this...

I myself have **submerged** and nearly ruined an iPhone. I decided that I could not part with my beloved **iPhone 3GS** when I went on a

4-hour float trip. I put my iPhone in a **Ziplock bag** (yes, that was stupid) and thought it would survive the trip. Well, it didn't. The bag took on water, and I almost ruined my phone.

I also thought about how quickly I destroyed my **iPhone 4** (within 3 months of purchase) and how devastated I was to stare at the ugly, shattered display. After breaking the device that I could not live without, I thought it would have been much better to have spent the extra \$75 on an ugly Otterbox case rather than to stare at the horrid cracks running the length of the phone.

The bottom line? ***The iPhone is far to expensive and fragile of a device NOT to put it in something that can protect it.*** It is not a rugged device, and was not made to survive active life. Therefore, you have to protect your investment.

The LifeJacket looks like a joke, but it is shock-proof AND water-proof. If you're anything like me, water-proof is a great thing to have. I like to run, swim, bike, and play in the rain. I would much rather do all four of those things with my smartphone at my side than to do without. Therefore, the LifeJacket suddenly makes good sense.

If I still had an Apple iDevice, this is something I would probably consider buying. Fortunately for me, I'm no longer stuck in the world of super fragile smartphones as I now own a super-durable **Samsung Galaxy S2**. But I would highly recommend that people check out the LifeJacket before they drop their phone.

Furthermore, now that I have as much experience as I do in repairing iPhones, I can tell you that the quickest way to **FUBAR** your iPhone is to get it wet. There's **no turning back** once you burn out your backlight coil & IC chip.

If you're an active person and you own an iPhone, give this a look and protect your investment. You won't be sorry the first time it takes a dive in the toilet.

**Carlton Flowers**

iDevice Advisor

**GET YOUR LIFEPROOF "LIFEJACKET" CASE NOW AT  
AMAZON.COM!**



Own an **iPhone 4/4S**? Protect that investment now with a **LifeProof LifeJacket** case on Amazon.com for only \$45! It is shock-resistant and waterproof and made for active smartphone owners that don't want to leave their iPhones at home while they are out and about. It is far better to pay **\$45** now rather than **\$200 or more** later. Be safe, not

sorry... and get your LifeJacket today!

---

Carlton Flowers 2 Comments

0 Likes

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Smartphones, Technology

Apple, Iphone, Iphone 4, Iphone 4 Waterproof Case, Iphone 4s, Iphone 4s Case, Iphone Shockproof Case, Iphone Waterproof Case, Lifejacket Case

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## COMMENTS (2)

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**Elliott L** 2 years ago · 0 Likes

Easy solution: Buy a SONIM. Or a Cat phone.



**Postal Jim**

6 years ago · 0 Likes

iStupid for sure. Just by having an iPhone you qualify for that title.....hehehehehe



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# Exhibit 2

## 7 WAYS TO SUMMER PROOF YOUR PHONE



by Miranda Griffiths

You are going to the beach for the day and you want to bring your phone, but you're worried that the salt and sand might damage it. You could leave it at home, but you might need it to take cute pics with your friends – er, [finally enter your expense reports \[https://www.altova.com/mobiletogether.html\]](https://www.altova.com/mobiletogether.html) from that business trip last week. Not you? How about this one:

SPLASH. Your friend just pushed you in the pool, fully clothed, as a joke. We all have that one friend, right? But it doesn't seem so funny when you realize your phone was in your pocket. Now you are soaking wet and your phone is completely destroyed.

Or maybe you simply want to protect your phone because you don't want it to suffer any damage this summer. Whatever your situation, here are a few ways to waterproof, sand-proof, and sunscreen-proof your smartphones.



### 1. JOTO UNIVERSAL CASE BAG



A step up from using an actual plastic bag, this case uses the same concept, but makes it more durable and reusable. This is a budget friendly, light-weight option. And it's universal so it fits iPhones and Androids.

Get it here. [<http://www.amazon.com/JOTO-Universal-Waterproof-Snowproof-BlackBerry/dp/B00LBK7OSY>]

## 2. LIFEPROOF CASE



This case offers all around defense from all the elements, while remaining slim. Say good bye to the bulk and hello to lightweight protection. It's a little on the expensive side, but it is worth the price to have a worry-free summer.

Get it here:

For iPhone [<http://shop.lifeproof.com/en-us/apple-cases>]

For Android [<http://shop.lifeproof.com/en-us/samsung-cases>]

### 3. LIFEJACKET FLOAT



Maybe only having a waterproof case isn't enough. If you are, say, on a boat or kayak a case alone will not prevent the phone from sinking to the bottom of the ocean, never to be seen again. But don't fret; LifeProof also makes a floatation device for your precious cellphone. Keep it safe on your adventures on the water with this phone floatie.

Get it here. [[http://www.lifeproof.com/shop/us\\_en/lifeactiv-accessories/lifejacket-float/](http://www.lifeproof.com/shop/us_en/lifeactiv-accessories/lifejacket-float/)]

### 4. DOG AND BONE WETSUIT CASE



Along with flotation devices, cellphones also have wetsuits. This case is nice and slim and offers a tight fit to keep water out without eliminating your ability to use your phone's touchscreen.

Get it here:

For iPhone [<http://www.amazon.com/Dog-Bone-Wetsuit-Waterproof-Rugged/dp/B00TUXWD08/>]

For Android [<http://www.amazon.com/Dog-Bone-Wetsuit-Samsung-Waterproof/dp/B00YYJ7SBW/>]

## 5. TOWELMATE



Water isn't the only enemy of your phone this summer. The heat can really do damage to your device. If you can't find a shady place to store it, you can use the Towelmate. It's a beach towel that comes with a hidden pocket— the perfect place to keep your phone out of direct sunlight. It's also a great way to keep it safe from potential thieves while you're splashing in the waves.

Get it here. [<http://www.towelmate.com/order-products/pillow-and-pocket-beach-towel>]

## 6. DIY SUNBLOCK CASE



If you *are* worried about your phone getting stolen, here is another way to protect it. You can get creative with a do-it-yourself sunblock case. Just empty out an old bottle of sunblock and store your device safely inside. If you aren't feel crafty though, you can purchase an inexpensive version [here](http://www.firebox.com/product/2829/TanSafe) [<http://www.firebox.com/product/2829/TanSafe>]. It's an inconspicuous way to keep your phone out of sight.

## 7. LEAVE IT AT HOME

Obviously, if you don't want anything to happen, the only guaranteed method is to leave your electronic devices at home. Unfortunately that means you can't tweet or check the latest sales report while you are at the beach or cruising the harbor, but hey— it gives you more time to sit back and enjoy the activities of summer.

Knowing that your mobile device is safe will give you the peace of mind you need to complete your work tasks and work on your tan at the same time. As always, please use these devices at your own risk. Altova is not affiliated with any of the products mentioned here.

**Tags:** [mobile](#), [smartphones](#), [tablets](#)

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# Exhibit 3





The Best New iPhone Cases

Who says that phone cases were made exclusively for protection? (Obviously you want that too, though!) With 15 years in the books for the 21st century, we should expect our phone cases to go the extra mile. These ten certainly do! From one that you can dive deep in to the ocean with to others that are military-grade tough to some that just offer extra, suprising, features, find the one that's best for you on the slides that follow.

Best Fitness and Nutrition Apps for iPhone >>>





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### Lifeproof Life Jacket

This case is a must-have for any type of outdoor guy. Lifeproof's Life Jacket case for the iPhone 6 is not only waterproof—it can actually float! [Lifeproof.com](http://Lifeproof.com), \$31.99

[The Best Personal Fitness Trainer Apps for Every Guy >>>](#)

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### Urban Armor Maverick

This iPhone case looks like a tank, and is built like one too. It has an armor shell and impact resistant core, plus a military-rated drop protection.

[Urbanarmorgear.com](http://Urbanarmorgear.com), \$34.95

[Adventure is Out There >>>](#)

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### Bellroy 3-Card

Minimalists rejoice! The **Bellroy 3-Card** has enough space for your most used cards and the ability to hide some bills in the inside of the case—this one is great for those who like to keep things lean. It also has a secret slot for an extra sim card.

[Bellroy.com](https://bellroy.com), \$64.95.

[10 Best Mobile Apps to Track Your Sleep >>>](#)

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**Otter Box Resurgence Power Case**

This military-grade case delivers top-notch protection and power storage, with the addition of two power features: The Auto-Stop charge system cuts power when your phone is full, saving it for when you need it later, and an LED on the back of the case displays the reserve power in 25% increments.

[Otterbox.com](#), \$74.96

[The Best New Fitness App >>>](#)

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### Nodus Shell Case

This sleek vegetable-tanned Italian leather **Nodus** case offers you a magnetic mounting system (so you can mount it on your car dashboard, for example) and even includes the Micro Dock for free with your purchase.

[Thenoduscollection.com](http://Thenoduscollection.com), \$76.

[5 Personal Trainer Apps Worth the Download >>>](#)



### Trident Antimicrobial Kraken A.M.S.

The Kraken series is the superstar of Trident's phone case lineup, with tons of great features. The **Kraken A.M.S.** provides three layers of protection, and a detachable media stand for use with other accessories. According to their site, the Kraken is infused with silver ions that fight to keep your phone up to 99.99% free of common microbes. (Since cell phones are absolutely **crawling with bacteria**, this is a pretty big win.) The case also meets military grade standards for drop, vibration, dust, sand, and rain tests.

[Tridentcase.com](http://Tridentcase.com), \$79.95.

[6 Ways you can Hack Your Health with Your Smartphone >>>](#)



### Mophie Juice Pack Ultra

This ultra-powerful case provides a plethora of awesome features. Its reserve battery pack will give you an extra 150% charge, and all you need to do is flip a switch when you're ready to tap into it. A newly designed Impact-Isolation System integrates internal suspension bumpers to provide extra shock absorption for contact with the ground (we've all been there...). Additionally, the case is compatible with some great accessories, including a holster, charging station, and a car dock.

[Mophie.com](http://Mophie.com), \$149.95.

[Check Your Ticker Quicker >>>](#) Available at eBay for \$89.





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## Snow Lizard SLXtreme

If we're talking innovation—Snow Lizard's SLXtreme case has a built-in solar panel for green charging, making it one of the most creatively designed cases we've ever seen. Waterproof and drop-tested, this case is perfect for any type of adventure.

[Snowlizardproducts.com](http://Snowlizardproducts.com), \$149.99.

[10 Camping Gear Essentials for Your Next Trip >>>](#)

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# Exhibit 4



Photo Credit: Amy Barseghian / LifeStyle TravelingMom

# Best of Travel Tech at CES 2016

January 12, 2016 // by [Amy Barseghian](https://www.travelingmom.com/author/abarseghian/)

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**WE KNOW**



connected, and keeping our devices powered up all need some upgrading. Thanks to the Consumers Electronics Show (CES) in Las Vegas, we got a preview of how those upgrades will turn out. Everything from cases to chargers, have received upgrades from different companies, and these changes are very exciting. As we walked around the showroom floor, I kept an eye out for the best travel tech to come out of CES 2016.



(<https://www.travelingmom.com/wp-content/uploads/2016/01/Best-of-Travel-Tech-at-CES-2016.jpg>).

Ventev Global Charging Hub

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Worldly travellers know that not every place in the world has power outlets shaped the same way. That becomes a problem if you don't have an adapter or converter to fit the outlets. The Ventev Global Charging Hub takes care of that problem. While this is not a converter it is an adapter. Helping you get the power you need when in a different country.

## Kristall Liquid Screen Protector

There are products that are meant to protect your screen and many of them work great, but applying them is difficult. Kristall has an amazing way to apply their screen protector to your device. Simply wipe your device's screen, rub a circle shaped cloth with the solution on it, wait a few minutes and then polish. That's it. I got to try this on my phone and the day after applying it I felt a huge difference.

## Leo Smart Alert

Having peace of mind while you're travelling is priceless, just knowing that your home is safe makes any vacation that much easier. Leo Smart Alert is easy to use and adds peace of mind to any amazing vacation (<https://www.travelingmom.com/ski-trends-lift-up-family-vacations/>). Simply plug it in and you're done. The Smart Alert will be able to hear your fire or CO alarm and call you to let you know the alarm is going off. There is even an option to have it dial 911 as well.

## Zolt Laptop Charger

We are so used to the idea of a bulky charger, especially for something as big as our laptops. however, when travelling, bigger



isn't always better (unless we're talking legroom on a plane). When it comes to devices and their accessories, we want smaller and easier to access. Zolt does just that with their Laptop Charger. The charger is 3x smaller and 4x lighter than most laptop chargers available today.



TravelingMom  
We've been there.

(<https://www.travelingmom.com/wp-content/uploads/2016/01/Kristal-Liquid-Screen-Protector-Travel-Tech.jpg>)

Photo Credit: Amy Barseghian / LifeStyle Traveling Mom

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(<https://www.travelingmom.com/wp-content/uploads/2016/01/LifeActiv-Travel-Tech.jpg>)

Photo Credit: Amy Barseghian / LifeStyle  
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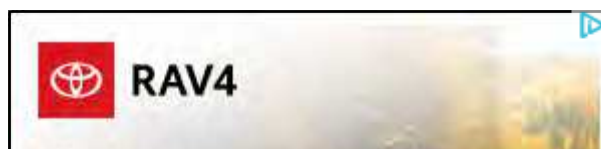


## Lifeproof Life Active Series

Travel to some of us means getting out in the wild, riding bikes, river rafting, or maybe just relaxing on the [deck of a boat](http://bestoflifemag.com/2015/09/what-you-need-to-know-about-chartering-yachts.html) (<http://bestoflifemag.com/2015/09/what-you-need-to-know-about-chartering-yachts.html>). No matter where your active travel takes you, Lifeproof has you covered with their new LifeActive series. All the accessories in this series are designed to protect in multiple situations. Drop your phone in the lake? Use the LifeActive Life Jacket case. Going for a bike ride? Use the LifeActive easy to use bike mount. From cases to belt clips, Lifeproof has you covered.

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(<https://www.travelingmom.com/wp-content/uploads/2016/01/SanDisk-Connect-Wireless-Stick-Travel-Tech.jpg>).

Photo Credit: SanDisk

## SanDisk Connect Wireless Stick

SanDisk is hitting the travel bug hard with their new Connect Wireless Stick. When we travel we don't always have access to the internet but still want to transfer our best travel photos (<https://www.travelingmom.com/tips-for-taking-better-flower-photos/>) and files. The Connect Wireless Stick allows you to connect multiple devices to your laptop or computer without the need for an internet connection. Share photos and files with friends or coworkers, stream videos to up to three devices, free up space on your phones or

tablets and so much more.

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### **Top 5 Family Travel Tech Picks at CES**

(<https://www.travelingmom.com/top-5-family-travel-tech-ces/>)

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### **Travel multitask (<https://www.travelingmom.com/travel-multitask/>)**

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**Travel with Toddlers (<https://www.travelingmom.com/travel-with-toddlers/>)**



### About Amy Barseghian

Amy Barseghian has been a social media influencer and writer since 2008; after spending most of her life in the Midwest and a four-year stay in Arizona, Amy and her family now call Orange County, California home. Amy is the founder of The Best of Life Magazine, where she writes about travel, technology, parenting, and family lifestyle. Amy is also a freelance writer for AndroidLife Magazine and SheBuysCars; additionally she is the owner of Social Halo Media where she helps companies manage their digital communities. Amy and her husband have two children that also love to travel; they are happy to call Aulani their Disney Vacation Club home.

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**YouTube** [\\_\(https://www.youtube.com/c/MommyMentor1\)](https://www.youtube.com/c/MommyMentor1)

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# Exhibit 5

# BOATING

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## Cell Phone Cases for Boaters

Protect your cell phone while boating with Lifeproof cases.

By JIM HENDRICKS   JUNE 1, 2015

0 Comments

With the incalculable number of boating apps, your mobile phone becomes increasingly valuable on board, which is a problem if it's still vulnerable to water damage.

Of course, you can shield your phone from spray or an incidental dunking in the livewell with a protector such as a LifeProof Frē waterproof case (\$79.99 for an iPhone 5; lifeproof.com).

These are great for boaters, yet even with a case, your phone won't float; if you drop it overboard in deep water, you're incommunicado.

To the rescue is the LifeProof LifeJacket (\$39.99 for an iPhone 5 case). Molded from closed-cell foam, it fits snugly around the company's waterproof case. The bright distress-orange color makes it easy to find if your phone goes in the drink.

Like many real life jackets, the case adds bulk, so it can be difficult to stuff in your pocket, but it comes with lanyards — one for your neck and one for your wrist. I like to wear mine around my neck, tucking it under the jacket to keep it from whipping about in rough water.

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# Exhibit 6

# CELLPHONE LIFEJACKET FOR BOATERS

Wednesday, September 14, 2016 - 08:30



*LifeProof FRE for iPhone 6*

Two cell phones (flip style), Leatherman multi-tool (not mine), Gerber knife (mine), sunglasses, and \$500 fishing rod and reel: all overboard, never to be seen again, except for the fishing rod, and that's only because it was sitting in five feet of gin-clear water. These are the high-end items PropTalk's fishing editor has seen slip into the salty drink over many years on the water. We're pretty sure you have a similar list. Some incidents were avoidable; others just the cost of a career in the outdoors. So when it was time to upgrade to a new smart phone—a necessary yet expensive investment—our intrepid editor took the smart step to protect this smart technology

against the mishaps that occasionally befall its operator. Enter the LifeProof (http://www.lifeproof.com/) FRED case for iPhone 6 (\$79.99). The company also makes similar cases for Samsung, LG, and Motorola smartphones. Made to meet the U.S. Military Standard for drop and shock protection, it's also waterproof up to 6.6 feet for one hour. The case is built using a combination of materials, principally polycarbonate, synthetic rubber, and silicone. LifeProof certifies that it water-tests all of its products and conducts an additional inspection, including a second water test, on random units. Cases that leak don't make the cut.



### *LifeProof LifeJacket*

Knowing that a high-tech case may not provide enough protection, Dollar paired it with LifeProof's LifeJacket, a safety orange, foam flotation device that keeps his smartphone afloat while adding even more shock protection should he bounce it off the deck of a boat. It slips on and off easily, and since the FRED case allows all key features to remain in play, he's free to snap

photos, shoot videos, and deliver on-the-water fishing reports without fear of a costly fumble. *by Captain Chris D. Dollar*

News (/category/news)



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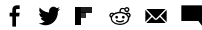
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# Crave giveaway: Waterproof iDevice cases from LifeProof, Incipio

Keep your mobile gadgets safe from the elements with this selection of cases that don't mind dancing in the rain or snow.

BY LESLIE KATZ | FEBRUARY 14, 2014 12:00 AM PST



James Martin/CNET

Congrats to Mark N. of Kingston, N.Y., for winning a laptop bag from Graceship in last week's giveaway. This week's prize ought to appeal to readers who've spent the last few days digging out of snowdrifts -- readers with iDevices, at least.

We've got a bundle of cases that aren't at all put off by rain or snow. From LifeProof, we have three waterproof, snow-proof, dirt-proof, and

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shock-proof cases: a [nūūd for the iPad mini](#) and a [frē for the iPhone 5C](#), both of which are fully submersible to 6.6 feet and promise to survive drops from up to 4 feet; and a [LifeJacket for the iPhone 5/5S/5C](#), which buoys your phone when you drop it in a giant rain puddle.

## Related stories

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Then, from Incipio, we've got a rugged [Atlas ID case](#) for the iPhone 5/5S. It's been engineered with a hard-shell exterior and water-resistant enclosures while maintaining access to all ports, buttons, and controls. It meets US military standards for drop protection and water and dust resistance, and is waterproof up to 6.56 feet for an hour.

Normally, these four sturdy cases would run you a total of \$330, but you have a chance to win all of them for free. How? There are a few rules, so please put down the snow shovel and read carefully.

- **Register as a CNET user.** Go to the top of this page and hit the "Join CNET" link to start the registration process. If you're already registered, there's no need to register again.
- **Leave a comment below.** You can leave whatever comment you want. If it's funny or insightful, it won't help you win, but we're trying to have fun here, so anything entertaining is appreciated.
- **Leave only one comment.** You may enter for this specific giveaway only once. If you enter more than one comment, you will be automatically disqualified.
- **The winner will be chosen randomly.** The winner will receive one (1) bundle of waterproof device cases, with a retail value of \$330.
- **If you are chosen, you will be notified via e-mail.** The winner must respond within three days of the end of the sweepstakes. If you do not respond within that period, another winner will be chosen.
- **Entries can be submitted until 12 p.m. ET on Monday, February 17.**

And here's the disclaimer that our legal department said we had to include (sorry for the caps, but rules are rules):

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU HAVE NOT YET WON. MUST BE LEGAL RESIDENT OF ONE OF THE 50 UNITED STATES OR D.C., 18 YEARS OLD OR AGE OF MAJORITY, WHICHEVER IS OLDER IN YOUR STATE OF RESIDENCE AT DATE OF ENTRY INTO SWEEPSTAKES. VOID IN PUERTO RICO, ALL U.S. TERRITORIES AND POSSESSIONS, AND WHERE PROHIBITED BY LAW. Sweepstakes ends at 12 p.m. ET on Monday, February 17, 2014. [See official rules](#) for details.**

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July 29th, 2012

## LifeProof Your iPhone

Mark Naumovitz

More From Mark Naumovitz (<http://www.floridasportsman.com/author/marknaumovitz/>)



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I have had a little bit of bad luck with my phones in the past, especially while kayaking. I think everyone that has been in the sport has either dunked, dropped, soaked and splashed their electronics at one point or another. So what do you have to do in order to make them, water-proof?





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The market is increasing in the number of ways to protect your investments with dry bags, pouches, sprays and the like. But what really works out there, is easy to use, and close to the iPhone size instead of a big and bulky mass trying to stuff in your pocket?

I was able to get the LifeProof case for my iPhone and have been using it for a few months so far, taking it of course kayak fishing, running, boating, working and everyday life. It's seen some spills on the pavement and floors and thank God, the phone is still working like a charm. The case is shown to be water proof, dirt proof, snow proof, and shock proof.

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What makes the LifeProof case, lifeproof, is the rubber gasket that follows the perimeter on the inside of the case. It is very important to keep this gasket clear of any debris, no matter how small, in order to keep the case functioning at 100%. The case comes in two pieces and snaps together, sealing the yellow gasket. The battery cable port also has a large gasket that seals the entrance, and hinges open when charging is needed. Unfortunately, aftermarket chargers that have a larger cable than the OEM iPhone cable will not be able to fit with the case on.

One thing that really sold me on the LifeProof case over my current Otterbox was the simple ease of getting the phone in and out of my pocket. I would get so angry when I would have to wrestle and rip out my phone from my pocket, and instead of pulling out a pile of lint every time and having the case look used with the Otterbox, I was happy to store the phone in my pocket until needed with the Lifeproof.





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LifeProof's seal, the yellow gasket.





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Side by side to the Ottherbox (on left). The LifeProof is only 10.8 mm wide.



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Drops and hits, the LifeProof kept my iPhone going.

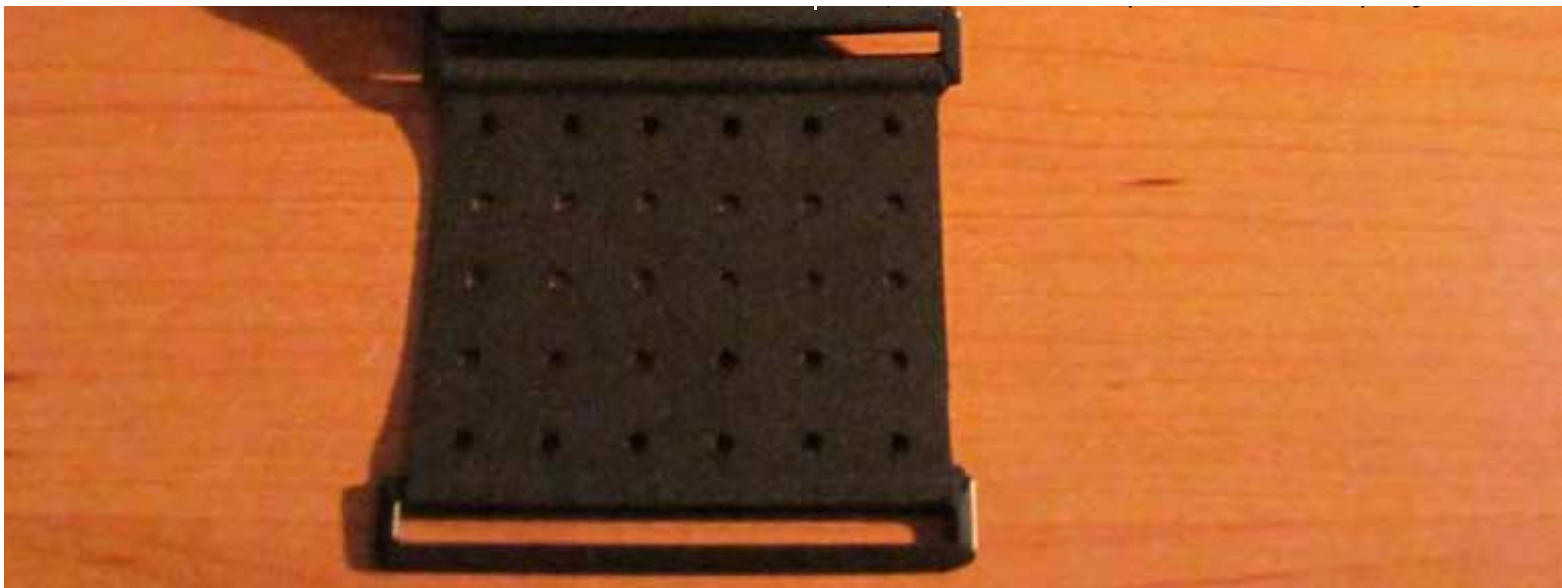
As far as durability, the case is made with a tough polycarbonate frame and has shock absorbing elastomer. Just before writing this review my iPhone took it's worst drop yet getting out of the truck, straight down on the concrete. Feeling confident I picked it up and yes, it was still functioning great, only leaving a nice battle scar.



far.

For you runners and gym rats out there, LifeProof has made a great workout companion in a snug, comfortable workout band. This is perfect timing because I just started training to run my first marathon in December and have been able to give it a few good sweat tests already. It's got a sturdy and fast single clip that is easy to pop in and out and setup your phone for your workout (I have been using the Nike+ GPS app to keep track of my runs and times).





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The LifeProof Arm Band-one hand release latch.





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Locked in and ready to go.



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Great for runs and workouts, doesn't move or slide on your arm.



([http://www.floridasportsman.com/wp-content/uploads/2012/07/IMG\\_0352.jpg](http://www.floridasportsman.com/wp-content/uploads/2012/07/IMG_0352.jpg)) Back to kayak fishing, for added protection I like to keep my iPhone and the LifeProof case in a water tight box. But what happens when you need to make/take a phone call on the water and you're possibly in fifty feet of water? Be real careful? Yes. For additional security you can pick up a LifeJacket to go over the LifeProof case. It give the phone buoyancy and additional shock protection with high-vis, tear and stain resistant foam, and it's also easy to install and remove when needed.

I did a little test with the LifeJacket by filling up a bowl of water and dropping the iPhone in it. To my relief, the little phone happily floated around while water completely covered it at the first dunk. This will be EXTREMELY helpful when in rough water on the kayak and will certainly give me a little more piece of mind when getting out my phone to take a picture or get a call.



<http://www.floridasportsman.com/wp-content/uploads/2012/07/photo.jpg>

You can still take great pictures with the LifeJacket installed!

So to wrap it up, out of all of the different accessories coming onto the market to help you protect your iPhone, I was very impressed with the LifeProof line and the complimenting additions they have to the case to make a complete package for your particular type of use with the iPhone. It's worth checking out!



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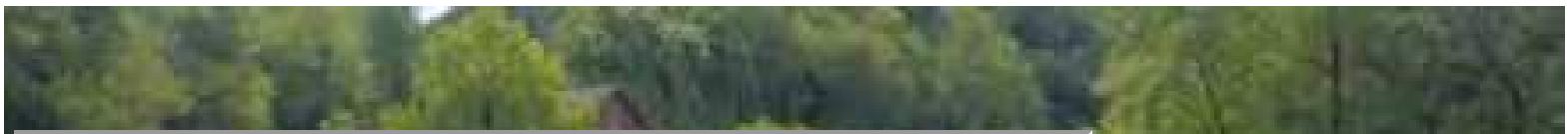
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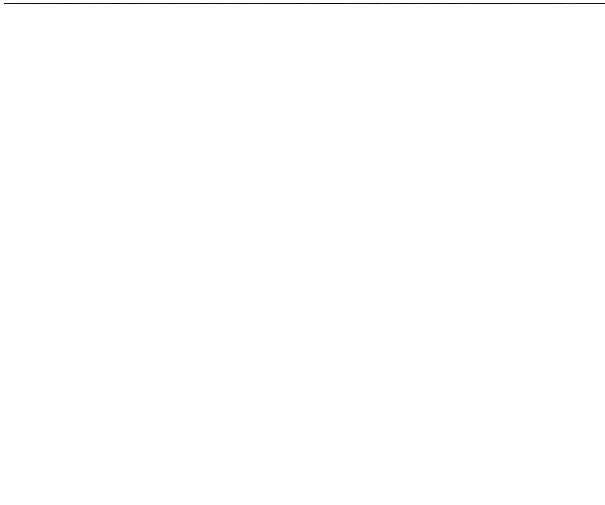
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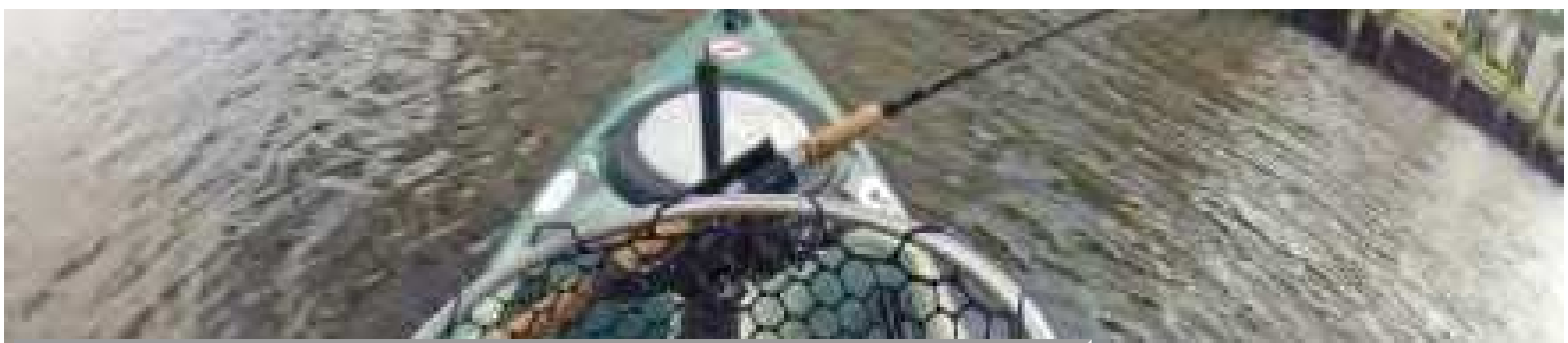




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# Exhibit 9



beanies  
and caps!



# Geek Culture

« NYC zombies! | [Main](#) | [YES! Curiosity has landed!](#) »

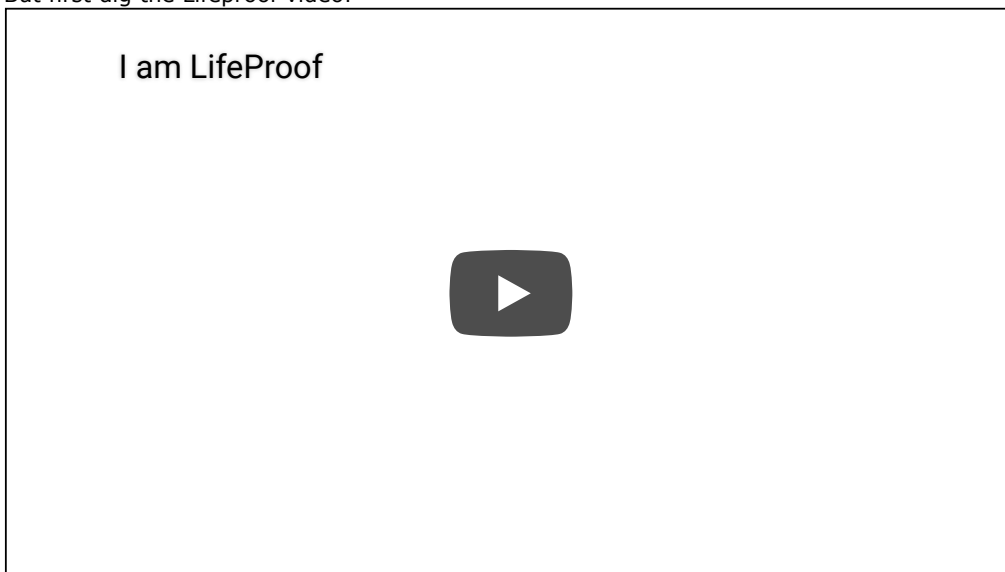
August 02, 2012

## Review: LifeProof iPhone case!

A funny thing happened when I put my iPhone in a [Lifeproof case](#)... I didn't take it out again! Considering how much I prefer my iPhone to be case-less and stark naked, that's a big compliment.

Lifeproof cases are the ultimate in water, dirt, shock, and snow protection. It would take forever to describe all the ways this case protects, so instead I will send you over to Lifeproof's website to check out the [Four Proofs](#).

But first dig the Lifeproof video!



I love that Lifeproof protects your iPhone from spaghetti!

Does it protect against drops? Yes indeed. I bumped and dropped my iPhone several times over the last couple of weeks, and each time it emerged unscathed and unshattered. The great thing about Lifeproof's case is that you can use the phone exactly as you would normally do without the case; browse the web, answer and make calls, etc. You know what this means don't you... yes, you can listen to music and make phone calls underwater! :-D

Sure there's a difference in the tactile feel and size of the iPhone in the case, and the plastic covering the glass screen is weird at first, but it's a small difference, and you'll quickly get used to that, and grow to appreciate the extra grip this case gives you. You'll mainly notice some difficulty with small interface buttons on apps, but just press a little harder than normal and you're fine.

I also tried out the armband, which holds the Lifeproof case super securely to your upper arm. I'm not a huge fan of armbands, but this one does its job great. Using it, I took my phone out paddle boarding, something I would never, EVER consider doing before. It was cool to know I had my phone with me, just in case of emergency, or an insatiable desire to check my email. If you are around water a lot with your phone, check out the [Floating LifeJacket accessory](#).

One downside, if you take a lot of pictures with your iPhone, you'll probably want to take it out of the case first so they are the best quality possible. The Lifeproof's lens is pretty invisible, but I found, like any additional lens, it takes away a little bit of the clarity from pictures. And the tiniest of nitpicks, the case

reverses the direction your finger must push to mute the phone. No big deal, just takes a bit to get used to.

Final words: if you are like me, and find yourself out at the beach or on the water, or throwing your phone in a knapsack occasionally, or doing gardening, carpentry, construction, or other dirty work with your iPhone in your pocket, you will want, need, and must have a Lifeproof in your life.

Lifeproof case comes in black or white and retail for around **\$80**, and perhaps even cheaper (55 bucks!) over at [Amazon](#). Available in six different colors too!

Posted by Snaggy at August 2, 2012 04:42 PM

---

# Exhibit 10

MOBILE

# Going to the beach? Don't forget your floating phone case!



Rica Serenio

🕒 8 Months Ago

💬 No Comment



0

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plasticase

WE HAVE **THE CA**  
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Some smartphones are IP67 certified, meaning that you can use them in water – for a limited time, though – in order to take some quick pictures and videos. Still, you should be very careful while doing this, since dropping a smartphone in water is bad news. Unless you have a floating phone case, of course.

No, we're not talking about classic [waterproof cases](#), which allow your phone to stay underwater for a longer period. These are way cooler since they keep your phone above the surface of the water, even if you accidentally drop them. And there are a lot of them, so it can be relatively difficult for you to pick one.

Fortunately, we did all the research for you and chosen a few models which are definitely worth the money. Without much further ado, let's see which is the best floating phone case you can currently get! ^

PS: Since we really don't know what phones you guys are using, we're going to make a list of cases for both iOS and Android smartphones.

## LifeProof Waterproof Case with LifeJacket

That's a fancy title, isn't it? A lot of people are praising this company's ability to make a good floating phone case and we tend to believe that they're doing a great job. Unfortunately, it's available just for iPhones, but don't worry Android users, we have something for you as well.



So, to make things clear, this is actually a duo: the LifeProof case, which makes the phone waterproof up to 6 feet, as well as the LifeJacket, an additional accessory that wraps around the phone as a second layer and makes it float.

The combo includes a pair of waterproof headphones, so you can listen to music as you swim, as a side note.

If you ask us, this is by far the most interesting and efficient floating phone case for your iPhone. However, it doesn't come for cheap, being available at \$120.



## 3iArt Floating Waterproof Case

Next in our top comes a universal case, able to fit phone up to 7 inches and featuring an IPX8 rating, meaning that your phone can go 100 feet deep and still survive.



At a first look, there's nothing special about it, but after examining it for a few moments you will notice the special sleeve which allows your phone to float with this case on it.

It also includes a 3.5mm plug, which allows you to connect headphones while using this floating phone case, through an outside port. Waterproof headphones, that is. By the way, unlike the previous model, this is almost ten times cheaper.



## Chums Float

What we have here is not actually a floating phone case, but an accessory that you can attach to your smartphone. Or to a camera, as a side note.



Made of high-density buoyant foam, it can keep any device you attach from it above the water. Simple as that. The only minus is that it attaches to your phone through a string, so you need a case that's compatible with it. Otherwise, it's a great alternative to any expensive case and it does the job!



The market is full of similar products, but, if you ask us if you are looking for a floating phone case, one of these three models are enough even for the most demanding users. Just make sure you don't keep your phone in water for longer periods since none of these cases can guarantee infinite waterproofing.

Also, if you know any models which are worth looking at, do tell us about them, using the comments section below!



## Minneapolis, MN: This Unbelievable, Tiny Company Is Disrupting A \$200 Billion Industry



---

Tags: [phone cases](#) [smartphones](#) [waterproof](#)

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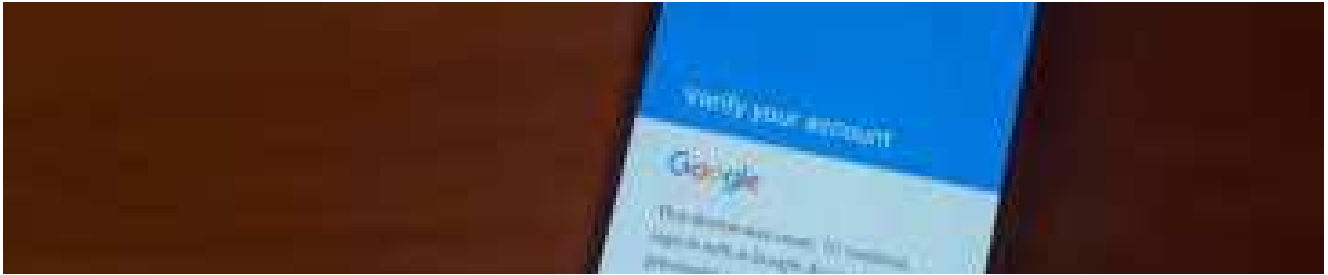
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# Exhibit 11



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## Life Jackets For Your Smartphone

By Tux Turkel

**Just because you take it boating doesn't mean your smartphone is up for a plunge. Be prepared for when the unexpected happens.**



Photo: Thinkstock

We're navigating with our mobile devices, communicating with them, checking the weather, and shooting videos. We're swiping and tapping and rocking our modern life. Everything is groovy, until a big wave slams into the boat and sends the tablet crashing to the deck. Or maybe one of the kids didn't realize you shouldn't put a smartphone down on a sandy beach. Perhaps you leaned over just a bit too far in the kayak to get that great picture and — oh, no! — your fancy new phone is now an underwater camera.

Until recently, many of us made do on the water with a Ziploc-style sandwich bag and a prayer. Better than nothing. But we knew deep down that what we really needed was a serious PFD — Protection For (our) Device.

Just in time, the aftermarket has stepped up with dozens of solutions that promise to protect your expensive mini-computer without compromising functionality. Styles and prices vary, but they typically fall into three broad categories.

### Waterproof-Shockproof-Dustproof

These are the most common and tend to be the most expensive. Prices range from \$70 for a phone to \$130 for a tablet. They're typically made of polycarbonate plastic that seals your device in a watertight cocoon. They're specifically sized, chiefly for Apple and Samsung products. Check that what you want will exactly fit what you have.

You also might see claims that a phone or tablet can be dropped from a certain height, without damage. In the marketing literature, you may notice that the case meets Military Standard 810. That standard includes a series of tests, such as dropping a device 26 times on different edges from four feet high, and even surviving gunfire vibration (hopefully you won't need that).

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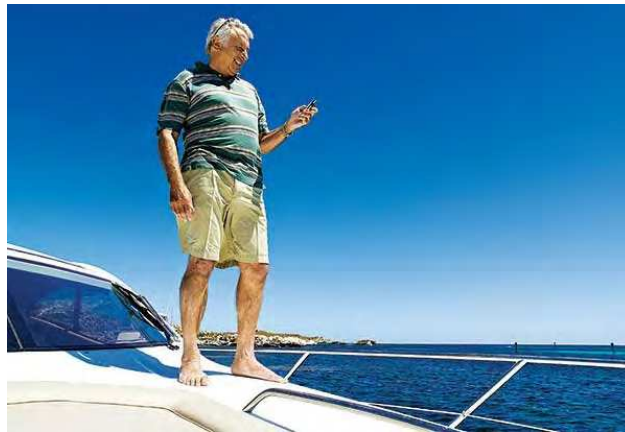
Case makers also tout waterproof standards, and it's common to see claims that a device can stay dry for a certain period of time at a specific depth. This is a reference to IP-68, an international standard that translates to submerging a device one hour in two meters of water, or 6.6 feet. It also means a high level of protection from dust and debris.

Can you count on these standards to protect a sophisticated piece of electronics costing hundreds of dollars? Probably, but defects do happen. Prudent buyers should test their new cases first by placing a piece of cotton or tissue paper inside, and maybe a couple of batteries for weight. Then drop it into a bathtub, or maybe a swimming pool.

## Floating

Cases that can survive a battle zone are fine for the military, but we're boat people. We're going to drop stuff overboard, and we want to get it back. So it has to float.

One solution is a buoyant foam accessory that fits over the protective case. It also adds another level of shock resistance. The most common group of floating products is the pouch style. Pouches aren't as form fitting as a hard case, but they tend to be less expensive, starting at \$10.



Have some sort of protection in place in case your phone goes splash. (Photo: Thinkstock)

Polyurethane pouches feature some sort of zip seal and often have a lanyard for more secure toting. Make sure the one you want has a clear back or cutout for the camera lens on your phone or tablet. Otherwise, it's useless for taking pictures.

Pouch makers say you can operate function keys and touch screens through the thin plastic, but check it out yourself with your device. And don't buy the old-style "dry packs" made for VHF radios and handheld GPS units. The poly is too thick.

## Four Cases Worth Checking Out

### Snow Lizard SLXtreme

The SLXtreme hits a lot of bases. It meets the industry waterproof, shockproof, and dustproof standards, with a polycarbonate case and rubberized grips. It also integrates a 2,000-milliamp battery that claims to double the battery life of an iPhone, with up to seven hours of talk time. The battery can receive a trickle charge for a small solar panel in the back.

**Cost: \$130**

### LifeProof LifeJacket

Designed to complement the LifeProof frē smartphone case (\$80), the LifeJacket is a high-visibility orange surround made of soft, buoyant foam. Allows access to side keys and controls. Corners have a mounting eyelet for lanyard and wrist strap. Has camera lens and flash opening on the back. Designed for iPhone 5/5S/5C. **Cost: \$40 | [www.lifeproof.com](http://www.lifeproof.com)**



### OtterBox Preserver

The Preserver features a two-piece padded, polycarbonate shell that snaps together. Submersible to 6 feet, 6 inches depth and drop-tested from the same height. Dust and debris proof to industry standards. Camera lens and flash openings; hinged port for charger. Comes with wrist lanyard. For iPhone 5 and 5S, and Galaxy S4. **Cost: \$89 |** [www.otterbox.com](http://www.otterbox.com)

### Seattle Sports E-Merse

With an updated design this year, E-Merse is a floating polyurethane pouch that uses slide-lock closures to seal out water up to 10 feet deep. The new models have a lower-profile slide bar, and the Dry Audio version, which features a waterproof headphone jack, has been reoriented to accommodate larger smartphones, such as the Galaxy S4. Comes with a breakaway lanyard. **Cost: \$15-\$20 |** [www.seattlesportsco.com](http://www.seattlesportsco.com)

## Chargers

Devices always seem to be running out of juice, just when we're far away from a power outlet. Some case makers have responded by integrating tiny batteries inside their products. At least one case uses the sun's rays to help charge the battery and costs roughly \$130.

This is a niche category but may evolve with improved battery technology and consumer demand. For now, it's about aligning expectation with reality. In-phone chargers prolong battery life and solar cells can revive a dead device. But don't expect the rapid recovery time you get from a wall outlet or 12-volt plug-in.

Speaking of expectations, it's fair to say that all these cases involve some degree of compromise. Some may muffle your speaker or ringtone. Others may impair your ability to press all the function keys or perform swipes, especially at the edges of the screen, where the case may intrude. It's possible that third-party cables won't fit through the charging port. Maybe these are things you can live with for your peace of mind on the water. At the same time, you'll want the ability to test a case and return it, if it's not suitable. 🏊



Tux Turkel has been exploring the Maine coast in small boats for 20-plus years.

— Published: June/July 2014

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# Exhibit 12



ALL Fashion Tech Life Culture Design Ads Business Eco Good Luxury Bizarre

## Life Preserver Phone Cases

**TRENDHUNTER**



**Next Article**

This Lifeproof Case is Like a Mini Life Jacket to Help Your Phone

By: Laura McQuarrie - May 13, 2014

References: [lifeproof](#) & [gadgets.in](#)



This Lifeproof case is a little on the chunky side, but the LifeJacket Float is actually like suiting your phone up in a bright orange life jacket so that it can safely go in the water.

The case is designed for iPhone 5, 5s and 5c models and with the option to attach a wrist strap, it's a pretty great way to ensure that your phone will be able to tag along for all of the best summer activities. Without the strap, if the phone does start to float away, its bright coloring still makes it very easy to spot in the water.

As well as keeping iPhones from sinking and getting wet, the foam Lifeproof case also offers shock protection for any bumps that happen when you're swimming, sailing or fishing.



Lifeproof Laptop Cases



Impervious Smartphone Sheaths (UPDATE)



Super-Rugged Smartphone Sheaths

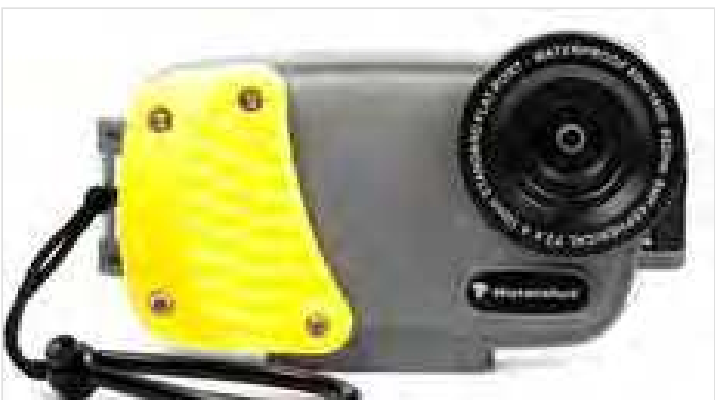
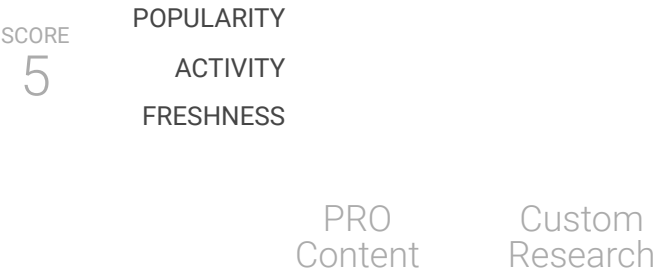


Multi-Tool Phone Cases



Stats for Life Preserver Phone Cases

**Trending:** Older & Warm      **Concept:** "lifeproof Case"  
**Research:** 4,223 clicks in 235 w      **Related:** 87 examples / 67 photos  
**Interest:** 1.6 minutes      **Segment:** Neutral, 0-0  
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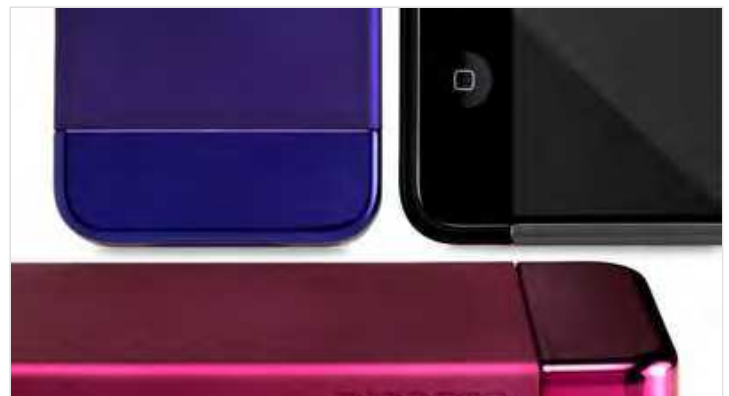
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## Trend Hunter's 2019 Future Festivals

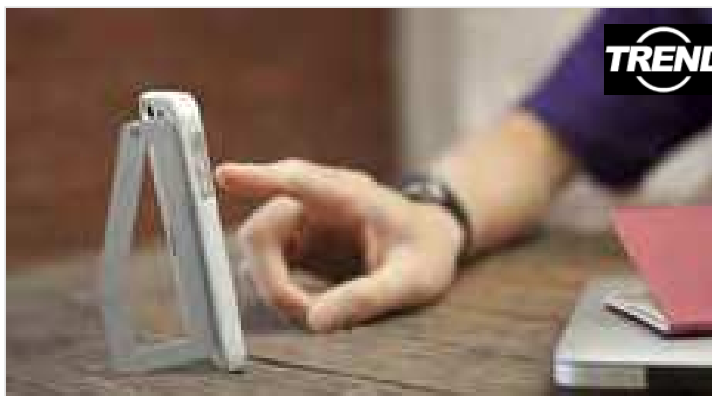
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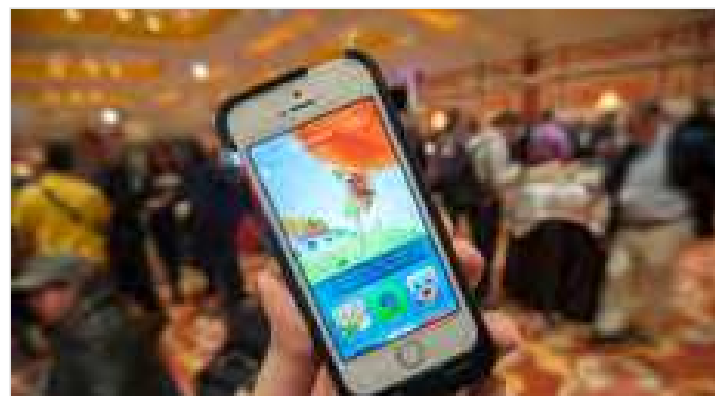


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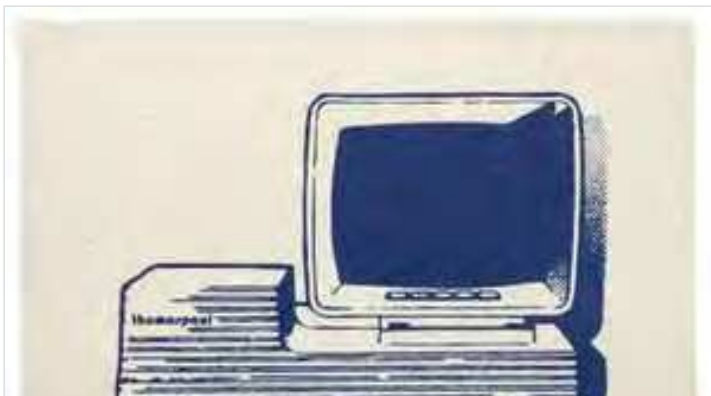


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# Exhibit 13

WIRED STAFF 07.31.12 07:30 AM

# LIFEPROOFADDSFLOATINGLIFEJACKETFORTHEIR WATERPROOFCASE

$$a = \frac{\Delta v}{\Delta t}$$

$$-g = \frac{v_2 - 0}{\Delta t}$$

$$v_2 = -g\Delta t = (-9.8 \text{ m/s}^2)(1.9 \text{ s}) = -18.62 \text{ m/s}$$

LIFFPROOF LIFE JACKET IMAGE LIFEPROOF

IT'S SUMMER, AND that means it's time to get outside and have some fun. It also means water, either at the beach or the lake or just running through the sprinkler on the front lawn. We all want to capture those moments, especially when we have kids, but it can be a risky endeavor. Phones do not like water and tend to sink to the bottom of things like lakes, which makes snapping the perfect picture very risky. LifeProof has two great solutions to the problem of taking your iPhone into less-than-friendly environments.

I reviewed the [LifeProof iPhone Case](#) a few months back, and it's proven to be a fantastic case to have this summer. It protects your iPhone from dirt and water and still lets you take pictures, talk, and otherwise use your phone just like normal. I've taken it to the beach and pool and gotten some great pictures. My only complaint has been that I worry about dropping it and watching it sink like a stone if I'm in deep water. The latest edition to the LifeProof product line, the LifeJacket, removes that worry by encasing your iPhone in a bright orange float.

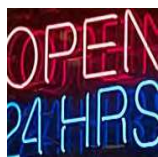
The LifeProof LifeJacket works with the [LifeProof waterproof iPhone case](#), slipping right over it when you'll be in conditions where your iPhone could sink. It's made of shock-, tear- and stain-resistant foam that not only adds buoyancy, but additional shock protection. A quick release lanyard and wrist strap are included so you can be hands-free until you actually need to use your phone.

This is bulky enough that you're not going to want to use it all the time, but since it just slips on and off your case in a matter of seconds, it's perfect for keeping on your boat or in your beach bag. Take it out when you need it and tuck it away when you don't. If you're just worried about keeping your iPhone safe from water and dirt, then the [LifeProof iPhone Case](#) (\$79.99) is all you need. If you spend a lot of time in deep water and want to protect your iPhone from sinking, too, then the [LifeProof LifeJacket](#) (\$39.99) will set your mind at ease.

*I received these products for review purposes.*

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# Exhibit 14



# Lifeproof Case: No Proof of Life

*We're overdue for a good old fashioned product review. This one's a Part II after a few solid years of use, and a little abuse.*

Lifeproof is a well known and very popular manufacturer of water and shock resistant cases for phones and tablets. They make sleek, form fitting products that are exactly customized to specific devices, and are generally well thought out to give full functionality so that the device can just stay in the case.



*The Lifeproof “Life Jacket” and iPhone case for the 5 series, with a suitably rugged backdrop.*

I’ve used their cases for iPhone 4 and 5 series phones. I was stoked about them at first, until they seemed to wear out prematurely. I’ll go on record right now as saying that I’m rough on gear. So, when I had trouble with my iPhone 4 case wearing away and falling apart, I thought it was me, but I put in a warranty claim anyway, and, BAM. New case for free. Good customer service!

The only problem is that it kept happening. First, the 4, and then with the 5. On our last Instructional Sailing Vacation trip in the Virgin Islands, one of the new cases leaked while

snorkeling and almost ruined my phone. I saved it with fresh water and then electrical contact cleaner, but it malfunctioned for a week and caused me some trouble with calls. (Yes, I did a proper water integrity test before putting the phone in. And, yes – I got some really kewl video footage of marine life for you that's on our Instagram.)

As well as the wearing-away issue and the leak, the buttons that control the volume on/off switch, and the microphone port sealing screw, failed on two different replacement cases.

The case comes with a mic/headset adaptor that seals the phone when using either. That protects the phone if the connection gets wet, and only the mic/headset is at risk. However, they never worked properly with any kind of headset.

In my humble opinion, my issues boil down to two things:

1. Lifeproof made an accessory called the Life Jacket for the 4 and 5 series phones. It's a bulky foam-rubber case that floats the device and also provides way more shock resistance. It actually blocks wind noise for phones, too. Unfortunately, the Life Jacket is very hard to get on and off the case, and wears it down quickly. Must be done, as there's no way to charge the phone with the Life Jacket on. (Never got around to trying some Exacto-knife surgical modifications.)
2. Durability issue with original cases, compounded by poor quality control in manufacturing of replacements. New cases had halves that didn't line up well, were warped, broke easily without using the Life Jacket, and in one case arrived with a loose broken part that had nothing to do with packing and shipping.

Sure, the company gladly kept sending replacements, and they made an easy process easier. (I had to wonder if that reflected growing problems with quality and higher return rates.)

However, when I got fed up and asked more questions about where they were made, and whether I could expect better quality replacements for later models (6 and 7 series phones), I got a meaningless first response and no answer to a follow up.

So, I'm stuck with kewl Life Jacket accessories and broken cases.

There's growing competition for this style of drop & drink resistant case for mobile devices. One manufacturer, who has been around for decades making similar products, is **Pelican**. They now make an iPhone case for the iPhone 6 and 6plus series phones that looks very similar to the Lifeproof products. I might have to give them a try despite the lack of Life Jacket and figure out a workaround.

At least one if not several companies make dedicated snorkeling cases for the iPhone as well.

One is the **TAT7 iPhone Scuba Case**. It's a simple, clear case that has three dedicated buttons: home screen, camera app, and shutter. It's rated for depths up to 100 feet. Once the phone is in, all one can do is shoot and stop (and toggle between pic and video, apparently). It has a built in wrist strap, which the Pelican doesn't appear to. Looks worthy of consideration. (Couldn't find a dedicated web site so that might be a slight red flag, but they are in product reviews and on Amazon.)

Anyway, here are links to Lifeproof and Pelican so you can do your own research and make your own decisions...

<http://www.lifeproof.com/>

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# Exhibit 15

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## LifeProof Cases and Accessories



February 25, 2013 (<https://geeknewscentral.com/2013/02/25/lifeproof-cases-and-accessories/>)



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KL Tech Muse (<https://geeknewscentral.com/author/kimlandwehr/>)



LifeProof (<http://www.lifeproof.com/>) showed off its cases at CES 2013 (<http://www.cesweb.org/>). Life Proof makes cases for iOS devices including iPhone 4, 4s and iPhone 5, the iPod Touch (4th generation) and the iPad (2nd, 3rd and 4th generation). What

makes the LifeProof cases special is although they are thin they are also extremely durable. They have been tested to meet military specs. LifeProof cases are shock proof, dirt proof and water proof. They are certified to be water proof up to 6.6 feet and has been tested up to ten feet. With these cases you can bring your iPhone or iPod into the shower, while swimming and boating without having to worry about it getting wet. The cases are intelligently designed so there is material only where it is need. Bumpers are placed only where they make sense and the rest of the case is sculptured, to make it thin and light as possible. The case has real glass over the location where the camera lens is so there is no distortion when taking a picture. There are removable covers for the speakers, and headphone jack so they are protected when not in use, but easily available when needed. The iPad cover offer similar protection, however because to use the iPad properly requires touch there is no coating or screen over the front as there is with the iPhone or iPod Touch.

To complement their cases, LifeProof also offers many ways to easily carry and secure your devices. There is the arm band so you can secure your iPhone or iPod to your arm while walking or running. They have the LifeProof bike and bar mount. There is a clip for your belt. For the photographer or podcaster LifeProof offer the iStabilizer ([http://www.lifeproof.com/shop/us\\_en/photography/](http://www.lifeproof.com/shop/us_en/photography/)) line of accessories including the iStabilizer Flex ([http://www.lifeproof.com/shop/us\\_en/photography/istabilizer-flex/](http://www.lifeproof.com/shop/us_en/photography/istabilizer-flex/)), the iStabilizer Dolly ([http://www.lifeproof.com/shop/us\\_en/photography/istabilizer-dolly-smartphone-dolly/](http://www.lifeproof.com/shop/us_en/photography/istabilizer-dolly-smartphone-dolly/)) and the iStabilizer monopod ([http://www.lifeproof.com/shop/us\\_en/photography/istabilizer-monopod-smartphone-monopod/](http://www.lifeproof.com/shop/us_en/photography/istabilizer-monopod-smartphone-monopod/)). There is even an accessory called the Lifejacket ([http://www.lifeproof.com/shop/us\\_en/fitness/lifeproof-lifejacket/](http://www.lifeproof.com/shop/us_en/fitness/lifeproof-lifejacket/)) which the iPhone or iPod Touch with the LifeProof case on it fits inside and it floats.

More information about the LifeProof case and accessories is available at the LifeProof website. You can buy (<http://images.amazon.com/images/P/.01.THUMBZZZ.jpg>) LifeProof products on the website, through Amazon and various retail locations

Interview by Andy McCaskey of SDR News (<http://www.sdrnews.com/>) and RV News Net (<http://rvnewsnet.com/>), and Daniel J Lewis of the The Noodle.mx Network (<http://noodle.mx/>) and the Audacity to Podcast (<http://theaudacitytopodcast.com/>)

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## One thought on “LifeProof Cases and Accessories”

Pingback: More Information On The Lifeproof Case For Iphone (<http://xos.zombieselection.info/more-information-on-the-lifeproof-case-for-iphone.html>)

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# Exhibit 16



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## 15 LIFEPROOF CASES: BEST COMPANION FOR ADVENTURE TRAVEL

COM/ABOUT/) / OCTOBER 15, 2015 / 25 COMMENTS (<https://iamaileen.com/lifeproof-cases-adventure-travel/#comments>)

If you travel a lot like I do, we both know that there are unavoidable accidents and conditions which could destroy our gadgets. I own an iPhone myself which is a definite and hefty investment. Given this fact, I am often wary in bringing it along with me as go on adventures out on the road... but of course, the fact remains that I still need a phone on me.

Now surely there are numerous protective cases available in the market today and I assure you that I have already tried most of the popular brands out there. However, I have come to realize lately that there's one brand that stood out from the rest: **LifeProof cases** ([http://www.amazon.com/LifeProof/b/?\\_encoding=UTF8&camp=1789&creative=9325&field-lbr\\_brands\\_browse-bin=LifeProof&linkCode=ur2&node=3619172011&tag=iamai01-20&linkId=4IYN4Q5JOF7TM5HK](http://www.amazon.com/LifeProof/b/?_encoding=UTF8&camp=1789&creative=9325&field-lbr_brands_browse-bin=LifeProof&linkCode=ur2&node=3619172011&tag=iamai01-20&linkId=4IYN4Q5JOF7TM5HK)).

I say this because a few months back, LifeProof sent me some samples to try. As a user, I certainly wanted to test their cases thoroughly before making a final verdict. And well today, I can absolutely say with confidence that the LifeProof cases are truly built for an active lifestyle and built with extreme protection in mind! Truth be told, they completely took away my worries for my tech gear as I did various activities: swimming, hiking, motorbiking, and more.

## WHY I LOVE LIFEPROOF CASES

### Four Proofs = Zero Worries



These LifeProof cases are primarily for Apple products, but they also offer items for Samsung and Motorola phones. Also, their two major types of cases are the **Fre** and **NÜÜD** series. The main difference between the two is the screen: Fre has a built-in screen protector whereas NÜÜD is screenless so that you can touch your device's actual screen (giving you perfect clarity and touch control).



Personally, I prefer to use the NÜÜD series. I didn't want the added protector screen of Fre since I already have a screen protector applied to my iPhone. Add the fact on how it felt more solid to me, and has less of a plastic-feel compared to that of the Fre. Yet despite the minor differences between the two main case types, they both have the same core property, "4 Proofs":

**WaterProof:** With LifeProof cases, not only can you use your phone near water, but you can also submerge it up to 6.6 feet or 2 meters for up to 1 hour! It's helpful to note that all the LifeProof items are factory water-tested for several times before shipment so you are sure to receive a leak-free phone case.

**DirtProof:** Because of its perfect seal, your gadget is fully protected from dirt and dust too.

**SnowProof:** Even more, it's well closed to the elements of snow and ice.

**DropProof:** Finally, LifeProof cases have a U.S. Military Standard for drop and shock protection, meaning that it can physically withstand the drops, fumbles, vibrations and bumps that you may ever encounter. In fact, your phone can survive a fall from 6.6 feet or 2 meters!

## Great Fit



The first time that I used my NÜÜD case, I instantly put it to the test. Besides, every package comes with instructions for it and after the initial process of proving that the LifeProof case is completely waterproof, what's next is to test it for real with my iPhone 5s.

To cut the story short, it worked — my LifeProof was really water-proof despite how the NÜÜD case was screenless! (Apparently, it has a tight rubber ring around the screen to prevent water from coming in).

Though for sure, I have to say that it was a nerve-wracking experience to watch my iPhone sinking to the bottom of my sink... but as it was, my iPhone really remained functional and I was even able to use commands while it was underwater! Surely after that test, I did not hold back in using my iPhone with a LifeProof case as I went on several swimming trips last summer.

Needless to say, LifeProof cases are really engineered to fit perfectly with your device and it also works well with every feature and function of your gadget.

**CONS:** The only problem that I see with the fit is that given the firm material that it is made of, I sometimes need to push hard on some buttons. But it didn't reach the point where it became annoying since after some use, I started to get a feel of the right pressure to apply for pressing.

(https:

## Light, Sleek, & Slim Design



One of the most common features of protective cases is the bulk, which often makes the overall look of the smartphone as unappealing and which also makes the smartphone heavier to hold. Thankfully, LifeProof was made in such a light, sleek, and slim design — but still with the full premium protection!

## Availability of the 'LifeJacket' Accessory



If in case you're planning on doing more extreme activities in the water, the LifeProof cases can't float by themselves if in case you drop them while you're swimming, surfing, or whatnot... But don't worry, because with their LifeJacket series — *just like what the name implies* — you can give your gadgets their own 'life raft'! Therefore, the LifeProof LifeJacket keep your phone or tablet afloat on the surface, and with its eye-catching color, it makes it easy to spot if for instance you lose it during a river rafting activity.

That being said, LifeProof is terrific for offering you peace of mind.

## OVERALL



Save (<https://www.pinterest.com/pin/create/button/?guid=x4ckfHCKzA17-1&url=https%3A%2F%2Fiamailen.com%2Flifeproof-cases-adventure-travel%2F&media=https%3A%2F%2Fiamailen.com%2Fphone.jpg&description=When%20it%20comes%20to%20adventure%2C%20LifeProof%20cases%20are%20the%20best%20for%20providing%20maximum%20protection%20against%20water%2C%20dirt%20cases-adventure-travel%2F%20%23travel%20%23phonecases%20%23travel>) (https://

LifeProof cases can absolutely give you the freedom to lead a life of an adventurous traveler without constantly worrying for the safety of your tech devices! It may be a costly product since it's priced at around \$80 (Php 3,600) but I can assure you that it's a solid investment. Besides, I bet that you want to fully enjoy your trip without any worries on your possessions!

So come and own LifeProof cases now! Or better yet, why not gift it to someone else? With its features, it's a great practical gift for someone who loves to travel.

**BUY NOW!** ([HTTP://WWW.AMAZON.COM/LIFEPROOF/B/?\\_ENCODING=UTF8&CAMP=1789&CREATIVE=9325&FIELD\\_LBR\\_BRANDS\\_BROWSE-BIN=LIFEPROOF&LINKCODE=UR2&NODE=3619172011&TAG=IAMAIO1-20&LINKID=41YN4QSJOFTM5HK](http://www.amazon.com/lifeproof/b/?_encoding=UTF8&camp=1789&creative=9325&field_lbr_brands_browse-bin=lifeproof&linkcode=ur2&node=3619172011&tag=iamaio1-20&linkid=41YN4QSJOFTM5HK))

DISCLAIMER: I received free products from LifeProof in return for an honest review. As always though, I only recommend and write about brands that I personally use or believe in. Therefore all views that are expressed here represent only those made by myself and NOT of any other entity in their favor.

## How about you?

- What do you think of LifeProof cases? Would you like to own one?
- Or do you already have one? How is it?



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Cara (@StylishGeek)  
October 22, 2015

I sure wish I read about your post before my family and I went to Hawaii for our post summer vacation! I would have loved to get this for my new iPhone 6s! But since I didn't have anything to protect it from the possibility of water damage I barely brought it out of my bag for fear of dropping it in the water. Darn! Oh well, next time! :)

REPLY



Aileen AUTHOR  
October 24, 2015

I'm sorry to hear that Cara! But at least now, you know that there's LifeProof to keep your phone protected in the waters so next time you're on a beach trip, don't fret ;)

REPLY



Amanda @ Adorkablil  
October 19, 2015

Oh wow! I have never heard of this company before but I am pretty excited. I am looking to upgrade my phone and really want a nice case that will protect it for me! Thank you so much for sharing!!

REPLY



Aileen AUTHOR  
October 20, 2015

You won't regret investing on LifeProof cases! Glad to have introduced them to you :)

REPLY



Joann Woolley  
October 19, 2015

I think I need to switch my phone case! It sounds like the lifeproof case can really take a beating. It's good that they test it in the water several times to ensure they are leak proof too. Okay the life jacket one is too fun because the classic orange puffy look, perfect for those beach adventures!

↩ REPLY



Aileen AUTHOR  
October 20, 2015

Indeed it is! Your phone will have its own floating life jacket :P But yeah, LifeProof cases are really tested against the elements so you'll be assured of its security.

↩ REPLY

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**Hey there! I am Aileen Adalid.**

At 21, I quit my corporate job in the Philippines to pursue my dreams. Today, I am a successful **digital nomad** (<https://iamaileen.com/how-to-become-a-digital-nomad-guide/>) (entrepreneur, travel writer, & vlogger) living a sustainable travel lifestyle.

**My mission?** To show you how it is absolutely possible to create a life of travel (<https://iamaileen.com/quit-job-5-steps-to-take-start-life-travel/>) too (no matter the odds), and I will help you achieve that through my detailed travel guides, adventures, resources, tips, and MORE!

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# Exhibit 17



# Lifeproof introduces Life Jacket, various mounts for iPhone 5 case

Eric Abent (<https://www.slashgear.com/author/eric/>) - Jan 8, 2013, 10:51 pm CST



Lifeproof's iPhone 5 (<https://www.slashgear.com/tags/iphone-5/>) case has been on the market for around a month now, so by now, a number of people are keeping their shiny new iDevice safe behind the company's handy little barrier. Here at ShowStoppers 2013, however, the company is revealing a number of new accessories for its iPhone 5 case, with the offerings ranging from strange to practical. For instance, how do you feel about making your iPhone 5 a little more buoyant?



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With the Life Jacket accessory, your iPhone 5 will actually float. That has to be a handy little feature for those who take their device out on the water, though we do feel like we should point out that such an accessory sort of undercuts the waterproofing Lifeproof's case brings to the table. In any case, with the big orange Life Jacket wrapped around your phone, you don't have to worry about it sinking to the bottom of the lake or sea should your device go overboard.

Other accessories announced today include more standard fare, like an arm band, bike/bar mount, car mount, and belt clip. These are all relatively self-explanatory, with the arm band giving you a way to run or jog with your encased iPhone 5. The bike mount naturally allows you attach your iPhone 5 to your bike, though Lifeproof's representatives also suggested that new mothers could use it to attach their phones to a baby's stroller. Finally, the car mount is about what you'd expect – a suction cup that you can attach to your windshield or dashboard.



It wasn't all about iPhone 5 owners though, as Lifeproof also took time at the show to announce a new case for the Galaxy S III (<https://www.slashgear.com/tags/samsung-galaxy-s-iii/>). Like the company's case for the iPhone 5, the Galaxy S III case will be waterproof up to depths of 6.6 feet, dirt proof, and shock proof from heights of up to 6.6 feet. Expect to hear more about these accessories and the incoming Galaxy S III case soon. Check out our CES portal (<https://www.slashgear.com/ces/>) for much more from this years trade show!

[illegible]

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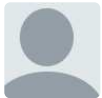
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Did Lifeproof state when the iPhone5 mount for bikes would be available?

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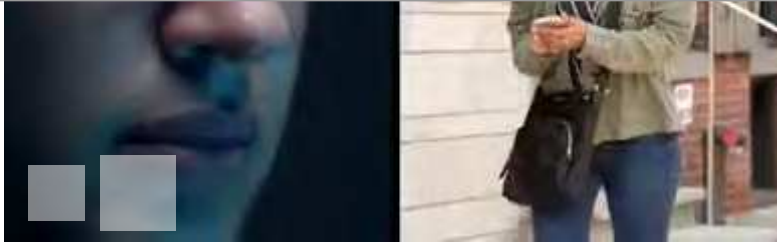
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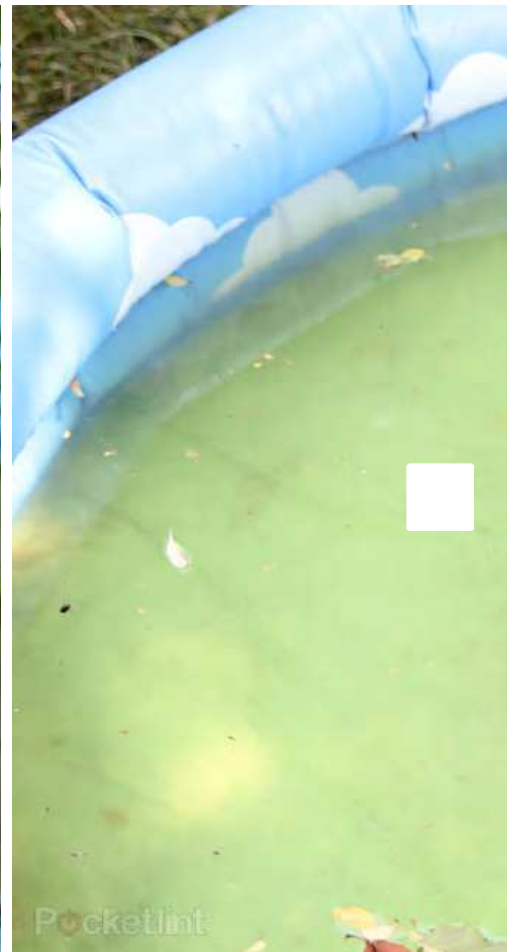
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# Lifeproof life jacket for iPhone 5 case: Big, orange, and it floats too

[Stuart Miles](#) | 19 July 2013

1/23

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## Popular In Phones



PROMOTION 5 reasons to buy the Nokia 7.1

iPhones don't float. If you've ever dropped one in water you don't need us to tell you that.

We suspect someone at Lifeproof experienced their iPhone sinking to the bottom of the pool and wondered how they could stop that from happening again. So they invented the Life Jacket iPhone 5 case, a floatable iPhone case that ensures, if you are on water, your iPhone 5 will always be safe.

There are actually two parts to the Life Jacket iPhone 5 case: an inner waterproof shell called Fre for iPhone 5, and the outer jacket to give it buoyancy.

Fre is a lightweight case that will allow you to submerge your iPhone in water down to a depth of 6.6 ft (2 meters), protect it from dust getting in, and let you drop it from 6.6ft without fear of damage.



The case completely seals in the iPhone, including a screw-in cap for the headphone socket.

Those who want to listen to music underwater even get a screw-in headphone adapter that keeps the unit waterproof, but you will need to bring your own

waterproof headphones to the party - tip, your white Apple earbuds won't work.

Available in a range of colours including black, white, blue, and red, the Fre iPhone 5 case costs £59.93 in the UK and \$79.99 in the US.



Once you've got the Fre case on your iPhone you can then add the Life Jacket. It's big, it's orange, and yes it floats.

The case is easy to add and take off and really designed for water sports types. There's very little to the Life Jacket apart from its floating capabilities, but the good news is that you can still use the phone as all the buttons and switches are easily accessible. Against your head it will make you look like an idiot though.



The Life Jacket costs £34.25 in the UK and \$39.99 in the US. That's fairly expensive considering what it is, but if you really are worried about losing your iPhone to the depths of the sea or at the bottom of the river when you next go white water rafting, then it's probably money well spent.

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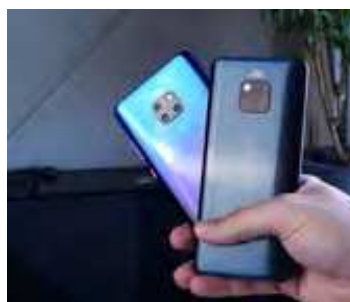
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# Exhibit 19

# MUST HAVE OF THE WEEK: The LifeProof phone case and LifeJacket

23 Wednesday, Jan 2013

POSTED BY SEA-DOO ONBOARD EDITOR IN MUST HAVE OF THE WEEK

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boating accessories, buoyant phone case, floating.phone, floating.phone case, jet boats, jetski, jetskis, kawasaki jetski, lifejackets for phone, on-water accessories, performance boats, personal watercraft, phone accessories, protect my iphone, pwc, Sea-Doo, seadoo, seadoo jetski, seadoo waverunner, waterproof.phone case, waverunner, yamaha waverunner

Now they have thought of everything....a Life Jacket for your phone? The new LifeProof Floating LifeJacket is the perfect accessory to accompany you on your Sea-Doo water adventures. The LifeJacket adds buoyancy and drop protection to the LifeProof waterproof phone case.

This new LifeJackets with lanyard is ideal for boater and personal watercraft enthusiasts. Many of us have stopped to take a photo or answer a phone call and have accidentally dropped our phones into the water—never to be seen or heard from again. This case, made from high-density foam, is designed to protect your phone and float for easy retrieval. MSRP is \$39.99, much less expensive than buying a new phone.

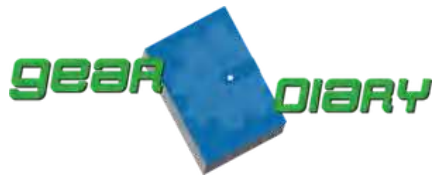
The LifeProof LifeJacket features include:

- Day-glow orange color ensures visibility in dense brush or water
- Buoyant — will float to the surface if dropped in water
- Light-weight construction gives a comfortable grip
- All buttons and features of iPhone are accessible while in the LifeJacket, including speaker and microphone
- Made from durable high-visibility, shock, tear, and stain resistant foam
- Quick release lanyard and wrist strap can be attached to eyelets on each corner
- Easy and quick to install and remove, no tools required



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# Exhibit 20

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# Porter the Dog v iPhone 5, Thanks to the LifeProof LifeJacket!

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Posted By: [Dan Cohen](#) [July 14, 2013](#)

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NOVEMBER 15, 2018

## Mujjo's Leather iPhone XS Max Case Is Better Than Apple's



If you're a fan of leather cases on your iPhone, and looking for one that's not only more protective than Apple's very own branded leather cases, you should check out the Mujjo Leather iPhone Cases. I had the opportunity to review the Mujjo case in green, and I'm pretty amazed at the overall look and feel. You Might Also Enjoy...

READ MORE

The LifeProof case for the iPhone 5 is a terrific way to keep your phone safe from life's bumps, bruises and mishaps. In addition to all the other protection it offers, the LifeProof case is waterproof. That means you can dump it in the toilet or leave it in the rain and feel confident it will still work. But what if, for example, you are spending time at a lake and don't want to worry about your phone getting wet? Moreover, what if you want your iPhone safe from water damage AND able to float? That's where LifeProof's LifeJacket comes in.



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14, 2018

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The LifeJacket is a \$39.99 accessory that adds an every layer of protection while making your phone completely buoyant. The LifeProof LifeJacket is molded from soft, buoyant foam that slips over the iPhone once it is inside a LifeProof case, and comes off just as quickly. The LifeJacket adds an additional layer of shock protection to your LifeProof Case and... it floats. As the company notes, “whether you are rafting, sailing, fishing or swimming, don the LifeJacket and take the plunge!”

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NOVEMBER  
10, 2018

**Kingston  
Nucleum  
Gets Your**

We wanted to test it out and decided to really put it to the test. Introducing ... Porter vs the iPhone 5.

Play Fetch... the iPhone 5 in the LifeProof Li...



The LifeProof LifeJacket is

Designed for your LifeProof fr? iPhone 5 Case

Buoys your iPhone 5 when the action gets wet n' wild

Adds enhanced drop, shock and scratch protection

Has a classic, high-visibility lifejacket-orange finish

Allows full access to buttons, controls, speakers and microphone

Works with Fr? case installs and removes with ease

All four corners feature mounting eyelets for lanyard and wrist strap

Includes a quick-release lanyard and wrist strap

Is backed by a 1-year warranty



The LifeProof LifeJacket delivers exactly what it promises. The extra layer of protection, easily seen bright color and ability to float is great for anyone who wants to use their iPhone around water. You can [learn more and order yours here](#).

**MSRP:** \$39.99

**What I Like:** Adds tons of extra protection; Floats; Is “Porter-friendly”

**What Needs Improvement:** Big and bulky...

**Source:** Manufacturer supplied review sample



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[LifeProof fr? for iPhone 5 Review - Helps Keep Your iPhone Safe and Secure](#)



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(2489)

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ABOUT THE AUTHOR



**Dan Cohen**

Having a father who was heavily involved in early laser and fiber-optical research, Dan grew up surrounded by technology and gadgets. Dan’s father brought home one of the very first video games when he was young and Dan remembers seeing a “pre-release” touchtone phone. (When he asked his father what the “#” and “\*” buttons were his dad said, “Some day, far in the future, we’ll have some use for them.”) Technology seemed to be in Dan’s blood but at some point he took a different path and ended up in the clergy. His passion for technology and gadgets never left him. Dan is married to Raina Goldberg who is also an avid user of Apple products. They live in New Jersey with their golden doodle Nava.

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OR SIGN UP WITH DISQUS [?](#)**Michael Anderson** Mod • 5 years ago

That was so much fun and Porter was such a great sport!

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That's an excellent demonstration, the "Fetch-a-Phone" of LifeProof LifeJacket demonstration. It doesn't get any more realistic than that. Kevin looked like he was thinking "What the nut are they doing???" :)

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I think Kevin spent a lot of time over the weekend thinking just that. :)

First pass Porter wouldn't fetch and I thought I was going for a swim. Then Carly realized we needed to call it a ball. From there it was all good. And yeah, the LifeVest works pretty darn well.

[^](#) | [v](#) • [Reply](#) • [Share](#) ›**Carly Z** Mod ➔ **dancohen** • 5 years ago

Porter is happy to play test fetch anytime. :)

I am impressed the life proof survived without even a scratch against Labrador jaws!

Sent from my Windows Phone

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# Exhibit 21

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1

## The 5 Best Waterproof iPhone Cases...That Float!

Posted by Alan. Last updated: July 23, 2013.

While there are many waterproof iPhone cases out there, there are very few that also float when dropped in water. Why a floating iPhone case? Because if you work around deep water or are a kayaker, outdoor sportsman, etc, a floating iPhone case could save you some serious money and a lot of hassles if you drop your iPhone in deep water. Below are several of the best solutions from keeping your iPhone from the bottom of a lake.

### 1. LifeProof Waterproof Case With LifeJacket



The **LifeProof** case ([\\$79](#)) for the iPhone is waterproof for up to 6 feet, but to make it float, you'll also need the **LifeJacket** ([\\$39.99](#)), a buoyant orange casing that fits around the LifeProof as a second layer and will make the

iPhone float. The LifeProof even comes with waterproof headphones that will allow you to listen to music as you swim! (See video examples below). The LifeProof is the best and most popular waterproof/floating iPhone case solution for the iPhone, but at around \$120 for the combo, it's also one of the most expensive.

**Helpful links:**

[Official LifeProof website](#)

[LifeProof Waterproof case for iPhone 4/4S](#) at Amazon.com

[LifeProof Waterproof case for iPhone 5](#) at Amazon.com

[LifeJacket Floating Case](#) for iPhone 4/4S at Amazon.com

[LifeJacket for iPhone 5](#) at Amazon.com

LifeProof Life Jacket! Float your iPhone!



## Water Proof



### 2. EcoPod by Grace Digital



The **EcoPod** (\$49.99) is a waterproof iPhone case what will float as long as it has a standard payload (smartphone) inside. Despite its waterproofing, the EcoPod isn't the type of case you'll to expose the iPhone to submersion in water for long periods (ie, you can't go swimming with this case)—it's only certified to keep water out at depths of 3 feet and for only 30 minutes. Still, it's good for most outdoor tasks where briefly dropping the iPhone in water is a risk. The EcoPod comes with waterproof earbuds.

#### Helpful links:

[Official website](#) for EcoPod Waterproof iPhone case

[EcoPod iPhone Case](#) at Amazon.com

### 3. Overboard Waterproof & Buoyant Case



The **Overboard** (\$29) is a clear waterproof pouch that is buoyant (it floats). The Overboard is waterproof up to an impressive depth of 19 feet. Another benefit of the Overboard is that, if you already use a case on your iPhone, you won't have to remove it to place it in the Overboard—you can use both at the same time (unless the case is extremely bulky). The Overboard has a [Pro Sport](#) version that comes with an armband and waterproof headphones. There is even a [version for the iPad](#).

#### Helpful links:

[Overboard for iPhone 5](#) at Amazon.com

[Overboard Pro Sport Case for iPhone 4/4S](#)

### 4. Chums Camera/iPhone Float



The **Chums Camera/iPhone Float** ([\\$9.99](#)) isn't a case, but it's a cheap accessory that you can attach to other waterproof cases to make them float. The Chums Float is made of high-density buoyant foam. Because there are way, way more waterproof iPhone cases and pouches that don't float than do, purchasing the Chums Float along with a cheaper waterproof iPhone case can save you some money over an expensive all-in-one solution, the tradeoff being this combo is more bulky.

**Helpful links:**

[Official website](#) for Chums Camera Float

[Chums Camera/iPhone Float at Amazon.com](#)

**5. DandyCase Waterproof Case (Requires a Float for Buoyancy)**



The DandyCase (\$29.99) is an affordable waterproof solution that works with just about every smartphone under 5" in screen size (all current iPhones fit into the case). The DandyCase is a clear pouch that lets you operate the iPhone's touchscreen through its plastic. You can also take reasonably good photos with the case on. It doesn't float by itself but does allow you to attach a floating dongle, like the one mentioned above in this article.

#### Helpful links:

[DandyCase](#) at Amazon.com

### 6. BeachBuoy by Proporta (Requires a Float for Buoyancy)



The BeachBuoy by Proporta (\$19) is another affordable waterproofing solution that is a see-through pouch. It is waterproof up to 16-foot. The clear plastic allows you to operate the iPhone's screen through the plastic, so you can still use apps, send text messages, and take pictures with the iPhone's camera. The BeachBuoy requires you to attach a float dongle to become buoyant (sold separately). You can often find this case cheaper than the \$19 retail price on Amazon. And although it says "for iPhone 5," it works with most smartphones, or any thing you want to waterproof, for that matter.

### Helpful Links:

[Official website](#) for the BeachBuoy by Proporta

[BeachBuoy for iPhone 5](#) at Amazon.com





1. *Michelle Cox* says:

[June 13, 2015 at 1:25 pm](#)

Thanks. This was helpful I'm going to get one of these

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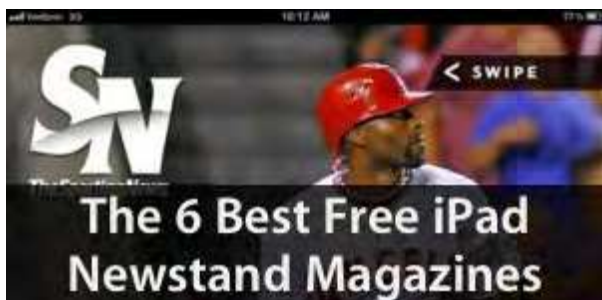
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### Video of the Week:



A song with the iPhone ringtone as the hook.

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# This iPhone Case Can Float Like a Boat

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## Life Proof LifeJacket



[Open Gallery](#)

# 1. LifeProof Case Exterior

First, make sure the screen is clean and free of dust particles or small hairs.

. [Show As List](#)

BY [ANDREA SMITH](#)

JUN 28, 2012

Everyone knows you should have a lifejacket handy when you're out on a boat. We've even seen instances of people putting them on their dogs just in case. But what about protecting your iPhone from an accidental tumble overboard? [LifeProof](#), maker of the sturdy cases that already protect your phone from water and dust, now has a LifeJacket for your phone.

Its sturdy, protective, bright orange casing is bouyant, so it will float on top of the water. That means if you accidentally drop your [iPhone](#) overboard, you can grab a boat hook and scoop it back up by the lanyard, or use a net to bring it in. And when you finally fish it back onboard, it will work work just fine.

**SEE ALSO:** [10 Waterproof Smartphone Cases to Prevent Disaster](#)

The LifeJacket is easy to install and remove and comes with a lanyard and a wrist strap. It will float in salt or fresh water and costs \$39.99.

LifeProof is also launching new colors for its iPhone 4/4S cases, adding teal, blue and red to the line-up later this summer.

Check out the gallery for some pictures of the LifeJacket and let us know if you'd take this accessory on a cruise or beach vacation.

What floats your boat for iPhone protection? Let us know in the comments.

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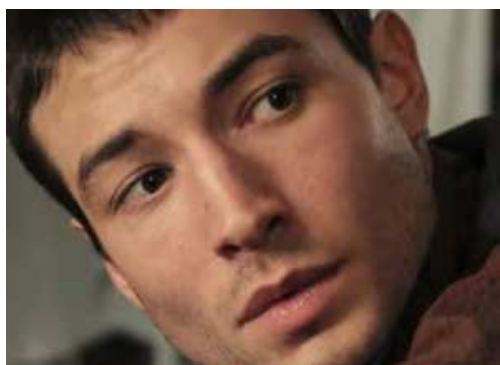
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Johnny Lieu

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8 hours ago

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# Exhibit 23



## This Week In Accessories: LifeProof Fre For The iPad Air, Voombox-Travel And More

by Brent Dirks

March 14, 2014

Spring, and three new case choices for the flagship iPad, are in the air in this week's edition.

### LifeProof fre for the iPad Air



LifeProof has just announced its first ultra-rugged case option for the iPad Air. The waterproof fre can protect an iPad Air from up to 6.6 feet of water for up to an hour and drops of up to 4 feet. It is also dust-proof. The built-in screen protector helps to protect the display from scratches. The fre retails for \$109.99, and it can be purchased through LifeProof or a number of other retailers now. Buyers can choose from a black or white version. A number of optional accessories, like a folio screen cover and LifeJacket, will be available soon. And for an extra \$20, buyers can subscribe to the Total Water Protection program. Good for a year, if your tablet succumbs to water damage, LifeProof will replace the iPad Air for a small service fee.



With just a 3-inch circumference, the Voombox-Travel from Divoom is definitely a portable speaker option. Using Bluetooth 4.0 technology, the Voombox-Travel can play up to 6 hours of music without needing to be recharged. The built-in microphone even allows for hands-free calling. An included metal carabiner allows music lovers to attach the speaker to things like a backpack or purse. Buyers can select from four different color choices – blue, red, green, or black. It can be purchased for \$49.90 from Divoom now.

### Swivel Screen Portfolio for the iPad Air from FAVI

---



FAVI's new Swivel Screen Portfolio is a reasonably priced way to turn your iPad Air into a MacBook clone. Featuring a detachable Bluetooth keyboard, the fully adjustable and rotating stand can put the tablet in just the right position for work or play. The built-in battery allows for up to 70 days of standby or 80 hours of continuous usage. Available in silver, black, or gold, the Swivel Screen Portfolio costs just \$39.99. It can be ordered now directly from FAVI's site.



The unique 3-Play from Grace Digital allows up to three Bluetooth devices to connect to any stereo, powered speakers, or car audio system. There's no need to pair and unpair devices, just hit play to start the music. The 3-Play itself can remember up to seven different devices and can play music for up to 10 hours without needing to be recharged. It can also be powered with a micro-USB cable. The 3-Play is \$99.99 and can be ordered now from Amazon.com

### PUMP HD Sportsbuds from BlueAnt



An IP-67 rated set of wireless Bluetooth earbuds, the PUMP HD Sportsbuds are designed for pretty much any activity under extreme conditions. Along with being waterproof in up to 3 feet of water for 30 minutes, the earbuds are coated with Teflon to repel any liquid. The rechargeable battery can go for up to eight hours of music playback before needing to be recharged. And BlueAnt promises high-quality sound thanks to 12.5mm diameter drivers and Mylar composite diaphragms. Available in black or green, the Sportbuds retail for \$129.95 and can be ordered through Apple or BlueAnt's site.

### Multi-Angle DODOcase for the iPad Air, iPad mini



While the handmade DODOcase is one of my favorite ways to protect an iPad or iPad mini, the company has just introduced an even more useful multi-angle version of the folio. The case comes with three preset angles while leather grip tabs provide a huge number of possible positions, up to 90 degrees. You can order a multi-angle case for both the iPad Air and both generations of the iPad mini starting at \$89.95. More information can be found on the DODOcase site now.

### What You Might Have Missed . . .

Review: SteelSeries' Stratus Is The iOS Game Controller We've Been Waiting For AppAdvice has taken a closer look at SteelSeries' Stratus iOS gamepad in a brand new product review. The TravelCard Is A Credit Card Size Battery Pack For iPhone This interesting new device is seeking funding on Kickstarter. The Mophie Space Pack Case Review Our own Bryan M. Wolfe reviews this exciting new accessory. The AyeGear H13 Hoodie: Clothing For The Techie Traveler This hoodie has 13 pockets to house all of your tech gear and accessories. Mujjo Unveils A New Selection Of Classy iOS Device Cases Mujjo has unveiled a handful of brand new iPhone and iPad cases. FineGrain's Coburn Jr. Is A Simple Wood Stand For iPhone If you like wood products, you'll love the Coburn Jr. wood stand for iPhone.

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## Waterproof and Floating iPhone or iPad Cases for Boating

 Diane Seltzer

&lt; &gt;



Keep your iPhone, iPad or Galaxy devices safe on your boat or around water with waterproof and floating device cases from LifeProof or Otterbox



Most boaters don't go out on their boat without their iPhones, iPads or other smartphone devices on board. We use them to take pictures, we use them for navigation apps, we use them to text, we post updates to Facebook and Twitter and sometimes we even use them to actually make phone calls.

I like to bring my phone into the water and take pictures of our raft-up with friends, or take pictures of the kids jumping off the swim platform (its fun to catch their expressions from

the front as they are jumping, rather than from standing behind them on the boat.

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Luckily, there are several brands on the market that offer waterproof or floating case solutions that are perfect for boaters... like LifeProof, and Otterbox.

West Marine seems to carry a good selection of both waterproof and floating device cases, and they are detailed nicely in their catalog, but I have also found that many of the same case options can be found cheaper on Amazon. I will include links below will take you to these products on each site and you can choose where to buy.



Waterproof iPhone cases will let you can take pictures from the water without worrying about dropping it in.



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## LifeProof fre and nuud Waterproof iPhone and iPad Cases



LifeProof fre and nuud cases are waterproof and designed to integrate with your devices features – so you can still use the touchscreen, camera, buttons, etc. According to descriptions the **LifeProof fre** is a thin, light and durable case that totally seals your smartphone or iPad Mini from elements. It also has a scratch protector for the touchscreen.

### WHERE TO BUY:

[fre Cases – \(also available in several colors\)](#)

iPhone 5 fre case – [\\$49.45 at Amazon](#)

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Galaxy S7 fre case – [\\$34 at Amazon](#)

Galaxy S8 fre case – [\\$34 at Amazon](#)

iPad Mini fre case – [\\$79.99 at Amazon](#)

[nuud Cases](#) – (also available in several colors)

The [LifeProof nuud](#) offers the same waterproof protection as the fre cases do, but without the screen protection (which I assume makes it easier to use the touchscreen) and it also has a sound enhancer.

## LifeProof LifeJacket Floats for iPhone or iPad



Even if you have a fre or nuud waterproof case on your iPhone or iPad, your device can still sink to the bottom of the water if it doesn't float. That could be trouble if you boat in water that is not crystal clear.

The [LifeJacket Floats](#) are made of soft, buoyant foam and are made to fit over the LifeProof fre or nuud case. Also includes a quick release lanyard or wrist strap.

## Otterbox Armor Series Waterproof Device Cases



The [Otterbox Armor cases](#) give your iPhone even more protection in the water – able to protect from 30 minutes of water immersion at depths up to 6.6 feet, can even survive 10 foot drops onto concrete. The case maintains full functionality of your iPhone with a built-in screen protector.

Also available in cool colors like arctic blue, neon green or electric orange.

When you think about how you use your iPhone or iPad on your boat, protecting your device (and all its important data) with a waterproof or floating case is worth the extra investment.

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(837)



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### Diane Seltzer

Founder & Editor at [My Boat Life](#)



Diane is the founder of MyBoatLife.com as well as the boating lifestyle site for kids [BoaterKids.com](#). She is also active in the boating industry, serving as the marketing director for a marine sunshade product, [SureShade](#), and founder of [Marine Marketing Tools](#), a collaborative site for sharing marine marketing best practices. Diane is also the author of the children's book [The Amazing Adventures of Boat Girl](#).

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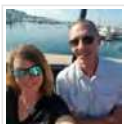
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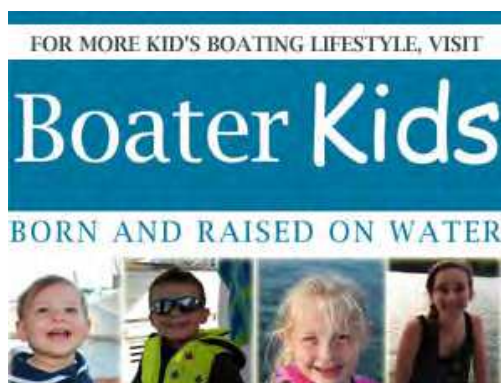
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# Waterproof iPhone Case Lifeproof Review and Tips

July 16, 2014 By Linda Sherman — 9 Comments

Protecting your phone from water during outdoor activities is challenging, especially during the summer months when many of us are active around pools, the beach and more.

In my home state of Hawaii, many people choose to live here because they love the water. It's a water centric kind of place where water activities can be easily indulged all year long. We even have daily weather reports that feature surf conditions.

That is why you so frequently see waterproof LifeProof smartphone cases in Hawaii.



The LifeProof Nuud white case with a clear back lets you show off that you have a gold iPhone 5s (note some color choices have a smoke back).

I was slow to come to the party, keeping my phone tucked away someplace safely dry when I went out outrigger canoe paddling. But I can tell you that once you become accustomed to taking your phone with you into the water, you can't go back.

I tested both the LifeProof Fre and the LifeProof Nuud iPhone 5s cases in a variety of locations on Kauai, including on the ocean, at the beach, in the pool, and while biking.

LifeProof Cases are available for a number of devices, including Apple iPad and Touch, iPhone 5, 5c; as well as Samsung Galaxy s3, s4 and s5.



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I looked to see what customers were saying about these cases online. I noticed that there were queries as to which one they should choose. I also found questions about maintenance, return policies, opening cases and operation of devices with the cases installed. This article addresses these concerns with reviews of the products I tested as well as tips offered to new users.

### Weight and Bulk

Both the Fre and Nuud are light weight and don't add much bulk to your phone.

In contrast, a friend showed me his Snow Lizard case and it was massive in comparison. I'm sure a more bulky case makes users feel very safe, but it seems unnecessary.

### Inexpensive Waterproof Case Options

I read so many unhappy consumer reviews of a number of inexpensive iPhone cases that claim to provide waterproofing. Given how dependent I am on my iPhone, I would be terrified to put my phone in one of them.

## The LifeProof Fre or the Nuud, Which is Right for You?

Overall, I liked both of the LifeProof cases.

It seems rather magical that your glass iPhone screen is exposed with the Nuud – but your iPhone is indeed protected, not only from water but from dirt and sand.

Keep in mind in making your choice that you may decide not to remove the case frequently. You are likely to be living with the case on a daily basis.



Nuud LifeProof iPhone case in the sand. If you use your browser to zoom in, you can see wet sand gathered at the edges where the case interfaces with my phone.

This was my first day of heavy sand exposure with my Nuud case and I had a moment of uneasiness looking at that sand on my phone. But it was easy to rinse it off, shake and wipe dry with a soft cloth.

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My husband @RayJGordon always roots for Philadelphia teams but we know @DrewBrees personally and of course like thi... <https://t.co/zs4QASKdX7> November 18

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### Why get the Fre?

- Slightly less expensive than the Nuud. The Nuud is \$89.99. The Fre is [currently on sale for \\$71.99](#) in 5 colors on LifeProof.com.
- If you prefer to use a screen protector, even though the Nuud provides one as an option, it makes more sense to choose the Fre.
- If you are currently using a slip-on case that completely encloses your iPhone, you probably feel you need that level of protection for your screen.
- If you have big fingers there is a visible difference between the two models – the home button is completely exposed on the Fre while a small bit of it is obstructed on the Nuud.



Love the way the yellow Fre LifeProof case coordinates with my yellow Pegasus outrigger canoe but please note this color LifeProof case has been recently discontinued

### Why get the Nuud?

- You are in direct contact with your iPhone screen.
- The back of the case is clear (on the white/clear case), revealing the cool color of your iPhone.
- You will dazzle your friends the first time you tap your fingernail on the glass of your phone and tell them the case is waterproof.



© Ray Gordon • [www.CourageGroup.com](http://www.CourageGroup.com)

You are in direct contact with your iPhone screen with the Nuud. It doesn't matter that your hands are wet, nor that you might drop it in the pool. This is sports fitness model, Ashley Guarrasi with the iPhone 5s LifeProof Nuud clear/white case

Other than that, the cases are similar. Both now have the headphone jack cover tether. The fingerprint ID function works on both the Fre and the Nuud but you should program it before you put the case on.

Personally, having used both cases, I like them both but I prefer the Nuud. I have never put a screen protector on my phone. So it is quite dependent on your personal preferences for that level of protection and how roughly you handle and store your phone.

## Water Damage Insurance for Your iPhone from LifeProof is only \$10

If you live in the USA, this seems like a real no-brainer. The [Total Water Protection Program](#) insurance is good for a year. The deductible, should you need to use the insurance is \$50 so the total cost is \$60.



\$10 for a year of protection for your iPhone or Samsung Galaxy

Your LifeProof case must have been purchased either from LifeProof.com or a Verizon corporate store at this time. Available only for purchases within the USA.

*You must have validly registered the LP Case and Eligible Device, in accordance with the Registration Process... within 14 days following your purchase of the LP Case from Verizon or 21 days following your purchase of the LP Case from LifeProof.*

When you purchase your case from LifeProof.com you will notice that there is a section under the color choice where you can "add optional accessories." Click for a check mark on the \$10 Total Water Protection Program for phones. (slightly higher for iPad).

You will need to use the device you are covering to sign up for the insurance (not your computer). This is done directly to the LifeProof website at [twpp.lifeproof.com](http://twpp.lifeproof.com). If you are having trouble doing this, you can contact the TWPP customer service department at 877-394-6001.

The original packaging is not required for registration as long as you have kept the registration card from the packaging with your 9 digit Program Registration Number. If you purchased directly from the LifeProof website, make sure you keep your Total Water Protection Program Confirmation e-mail with your 9 digit registration code.

You will need:

- 1) Your original receipt for your LifeProof case purchase. You will need to enter in your purchase date as well as upload a photo of your receipt if you bought from a Verizon Corporate Store. (If purchased directly through LifeProof you will need your original order number instead of a receipt)
- 2) Your Program Registration Number. You will need the 9 digit code printed on the card found inside of your LifeProof packaging. (If purchased directly through LifeProof this code will be located in your Total Water Protection Program Confirmation e-mail)
- 3) Your LifeProof Case. They will need the front and back serial numbers printed inside of your case.
- 4) A screenshot of your device's about page containing the IMEI/ Serial Number/ MEID.

## Talking on Your iPhone with the LifeProof Nuud Case

Both the Fre and Nuud come with a screw-in adapter for your headphones. The adapter has an integrated gasket that ensures a very solid waterproof connection to the case. If you plan on using headphones extensively in proximity to water, you should consider purchasing third-party water-resistant headphones.

People were complaining that they could not hear me when I used my headphones before I started using the adapter. I was using the standard iPhone white headphones. I was about to test different headphones when I realized I should just use the adapter. What I realized from using the adapter was that when I wasn't using the adapter, I just wasn't being careful to make sure that the headphone jack was fully seated. The adapter guarantees that so it is simply easier to seat firmly. The adapter also completes a waterproof connection to your phone.

I tested FaceTime video conferencing using the speakerphone. Even though I was out on the beach and did not have access to wifi, it worked fine.



LifeProof Nuud case with headphone adapter and standard iPhone headphones



LifeProof headphone adapter connector detail

## The New Tether for the LifeProof Headphone Jack Cover

When the Nuud was introduced, it came with a tether for the headphone jack cover (as you see in the adapter photo just above). This was a notable improvement as people were losing the headphone jack cover on previous models.

Today both the Nuud and the Fre come with a headphone jack cover tether. The Nuud was introduced with the tether, the Fre was updated with the introduction of the 5s in September 2013 to include a tether.

## Be Careful with LifeProof Amazon Purchases

Most Amazon sellers are not authorized by LifeProof and may be selling counterfeit or used cases, which could negate the LifeProof warranty and may cause damage to your phone.

Also beware eBay, Craigslist, flea market purchases, and that guy on the street who says “pssst, wanna buy a LifeProof case”? The fakes are hard to spot unless you know what you

are looking for.

### Choosing Where to Buy Your LifeProof Case

You can buy a LifeProof case at LifeProof.com and select retailers including BestBuy, AT&T, Verizon and Target. If you choose to return your LifeProof case within the first 30 days satisfaction guaranteed period, or because of issues with your case during the one year warranty period, you will be returning it to the offline or online store you bought it from.

If you have had good experiences with the retailer of your choice, you can depend on them to take care of you as they usually do.

Note however, importantly, you can only get the LifeProof Total Water Protection Program if you buy directly from LifeProof.com or a Verizon Corporate store.

**To prepare for a possible return of your case to LifeProof or your retailer:** Be sure to keep your receipt. It should have the logo of the store on it. You will be asked for the serial numbers taped inside the front and back of the case. Check to make sure these are there when you receive your case. These two numbers are different. I also recommend that you keep the original package which has an SKU number on it. There will be steps to ensure your case is not a counterfeit. Given the number of these out there, this is necessary. Make sure to get an RMA number from the retailer you are returning it to and write it on the outside of your package.

## You Will Want LifeProof Case Accessories

If you are taking your iPhone out onto the water, you will want to attach it to yourself somehow. The case with your phone inside is not buoyant enough to float on its own.

The [LifeProof Lifejacket](#) floatation device is not just for floating in the water – it also allows you to attach a lanyard to your phone as an alternative to an armband when you are out on the water and you need your hands free for paddling, etc. The Lifejacket comes with an attractive quick release LifeProof lanyard and wristband.

LifeProof made the Lifejacket day-glow orange so that it would be easily visible if it ever got away from you. Although light-weight for comfort, it appears to be durable and solidly built. All buttons and features of your iPhone are accessible while in the LifeJacket, including your speaker and microphone.



The LifeProof Lifejacket floating in a pool.

Many of us live in environments where rain can appear unexpectedly. Hawaii is definitely one of these places. The [LifeProof armband](#) is very comfortable. It is easy to reach with one hand to pull out your phone, use it and slip it back into the armband. It is adjustable to the size of your arm. The same armband works with the Fre and the Nuud for the 5s.



Ray Gordon with iPhone 5s LifeProof Fre case and armband.

If you enjoy biking, you will probably want the LifeProof [bike mount](#). Though you can also use the arm band, the bike mount allows you to easily monitor GPS and use other Bluetooth features – such as a health monitor – that you may want more continuously in front of you. As with the other accessories for the 5s, this accessory works with either the Fre or the Nuud.



LifeProof bike mount with the Fre case.

Other accessories for the 5s iPhone LifeProof case include a car mount and a belt clip. LifeProof also has accessories for other LifeProof cases for the iPhone 4/4s, iPhone 5c, iPhone 5 and iPad.

One essential accessory I use that is not on the LifeProof site is the inexpensive [waterproof bluetooth Boom Swimmer speaker](#).

# Installing and Removing Your LifeProof iPhone 5/5s Nuud Case

Install Guide for the LifeProof nuud for iPhone 5/5s



Your user manual is [here](#). Just select your product.

The case snaps easily onto your phone. But do follow the directions to make sure that your phone and the case are clean before putting it on. LifeProof includes a microfiber cleaning cloth in your package to help you remember to do this.

Check Seals:

Case back:

Make sure that the O-ring and seal are in place and free of dust, dirt, hair and debris

Case front:

Make sure that the integrated gasket is free of dust, dirt, hair and debris

If either the front or back is dirty: rinse it in warm water and shake off moisture

Check to make sure that serial numbers are taped into the back of the front and the back of the case. These numbers will not match each other. If these are not there, you may have a counterfeit case.

## Testing for Waterproof with the LifeProof Nuud

LifeProof includes an iPhone 5 shaped blue plastic insert marked with the assurance that your LifeProof case has been tested to make it easy for you test it once again. It is not without trepidation that many of us dunk our iPhones in water for the first time, so having a way to test the case without actually using your phone is a relief.



LifeProof water tester insert for the Nuud iPhone 5 case

## Installing and Removing Your iPhone 5/5s LifeProof Fre Case

### Install Guide for the LifeProof fre for iPhone 5/5s



Please note that the Fre case in this video does not show a tether for the headphone jack cover, but the latest Fre LifeProof case does have a tether. This improvement was made at the time of the introduction of the 5s, in September 2013. Previously the headphone jack cover was a separate item that was not attached to the case itself.

### Silence Switch on Both Fre and Nuud LifeProof Cases Toggles

It is not immediately obvious that the piece of rubber covering your silence switch easily toggles back and forth between silent mode and ringer on.

Note that it switches in the opposite direction what you are accustomed to on your iPhone, eg push UP for mute. But you will quickly adjust to this.

Use your finger or thumb pad, not your fingernail.

## Using the LifeProof Cases Underwater

The submerged depth limit is two meters (or 6.6 feet), so these are definitely not deep-dive devices. This is sufficient depth protection for snorkeling and most water play.

Please note that any touch screen will not respond underwater because of the way the touchscreen electronics work – it's similar to the problem you face using a touchscreen with gloves on.

To take photos, press the volume up (+) button on the side of your case.

To take video, start the video before going under. Your microphone will work normally.

Do not depend on utilizing wireless signals when your phone is underwater.

When you come to the surface, some water may be trapped on the outside of the camera lens. A quick shake of the phone should remove it instantly.

It is usual to see a small stream or bubbles escaping from the microphone or speaker vents when you first submerge your phone and case. This is normal and should not indicate a problem with the water seal.

Several reviewers note that the case's glass covering for your camera lens is excellent. In fact, several underwater photography experts have reported that it's actually better than some deep water camera covers. Therefore, your underwater photos should not exhibit significant distortion.

After using the case underwater in chlorinated or salt water, be sure to wash it off.

## You Will Probably Not Remove Your LifeProof Case Often

When I first began using the case, I thought I would just use it when I was going out onto the ocean. But I discovered that the case is quite comfortable to use in spite of its advanced functionality. I am in wet conditions much more often than I expected. If you have children or grandchildren, your phone is now far more childproof than it was before.

The number of health and sports Apps for the iPhone will continue to expand – along with the opportunities to use your phone during outdoor activities. Whether you are out running with your phone, you are working hard and perspiring, or you find yourself training in the rain, there are many reasons a LifeProof case makes sense on a daily basis.

Then there are our “oops moments.” The spills, the dirt, the drops that we want to protect our iPhone from.

If you are taking the phone underwater, LifeProof does recommend that you test it every three months, so you need to take the cover off then.

When I come out of the ocean after paddling, I wash the salt water off of everything, please do the same with your LifeProof case.

Clean your case liberally with clean fresh water to rinse off all salt, dirt, sand, or chlorine. Shake off excess water and dry with a clean, soft cloth.

Do not use abrasives, solvents, bleach, petroleum, or oxidizing agents on your LifeProof case.

Recommended maintenance:

- Keep O-rings, covers, seals and/or gaskets clean
- Water test before planned water use and retest every three months
- Rinse with fresh water after exposure to soap, chlorine or seawater
- Backup your device's data regularly
- After major impacts: Inspect for damage and ensure case, ports and covers are sealed.

In the past, LifeProof has advised that you really don't want to be constantly taking your case on and off because the closure is very precise. However, [this advice](#) is two years old and applies to a prior generation of cases. LifeProof has not included this warning on the latest model cases introduced summer 2013. Do keep in mind that if you are taking the case on and off, you should make sure that the seals are clean when you reinstall the case, and if you are putting the case on to take it out into the water, then you should water test the case first.

## Should I Worry About Negative LifeProof Reviews?

On the popular Wirecutter review site, they proclaimed the LifeProof Nuud "the best waterproof iPhone case." One of the comments accused the writer of writing a bogus review saying he had seen so many bad reviews on Amazon and Apple. The reviewer answered:

*User reviews are notoriously poor at evaluating stuff like this. That's because every person whose case fails will write a negative review whereas many people whose cases work fine can't be bothered to. LifeProof is the most popular waterproof case brand. More cases=more failures=more complaints.*

There is also the factor that there are a significant number of fake LifeProof cases out there. Be very careful where you buy your LifeProof case from. (LifeProof.com, BestBuy, AT&T, Verizon and Target are your best bet).

If you are a worrier, get the outstanding Total Water Protection Program insurance that LifeProof provides! It's only \$10 and if anything unexpected happens, your iPhone is covered for only \$50. You can only get this insurance if you buy directly from LifeProof or a Verizon Corporate Store. Please see the details above. I already had my iPhone insured through AT&T for \$10/month, so I am covered. Back up the notes, photos and videos on your iPhone regularly (you should do this regardless of water activities).

## A Few Photos and Video I Was Able to Take In the Ocean Thanks to Having a LifeProof Case



I was able to take photos from the water and post to social sites during an outrigger canoe paddling regatta. Kukui'ula Outrigger Club members. LifeProof Nuud iPhone 5s.



Special moment for father and son after paddling together in outrigger canoe regatta, captured from the water thanks to LifeProof Nuud case iPhone 5s



Hanalei Bay, Kauai from my OC-1 (one man) outrigger canoe. LifeProof Nuud case  
iPhone 5s

I went on a kayak whale watching trip and shot the following video. [The full story is here.](#)  
This was captured with a LifeProof Fre for iPhone 5s.

#### Kayak Whale Watching on Kauai with Lifeproof



I think it is obvious from my personal photos that I am genuinely enjoying LifeProof products myself. I have recommended them to close friends and family. I sincerely hope that my information and tips will help you have the best experience possible should you be in the market for a waterproof phone case.

---

*Filed Under: [Featured](#), [Linda Sherman](#), [Ray and Linda](#), [Reviews](#) Tagged With: [Apple](#), [LifeProof](#)*



#### About Linda Sherman

International, multicultural marketing pro, Linda brings a distinguished background of international subsidiary CEO/CMO to her Social Marketing expertise. These include CEO Club Med Japan, Barilla Japan and CMO Wal-Mart Japan. She is passionate about senior services including senior health care and housing. Linda Sherman has been featured and quoted in Forbes, The New York Times, Christian Monitor and other leading publications. She devised and implemented an innovative guerrilla-marketing plan for ZIMA in Japan that produced a lasting, profitable success. Linda has hands-on technical skills in building and search optimizing WordPress websites and an influential on-line presence. Her

company, The Courage Group, provides personal and start-up branding, digital film; social marketing strategy and training.

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Name



igobythisname • a year ago

What an incredibly informative and thorough written piece! Thank you so much! I've had a fre case for my 5S sitting for 2+ years! (Unopened, unused) On Tues we leave for Maui and I figured I'll use my old 5S with the Lifeproof case on it instead of buying a \$400 GoPro! Well I was very disappointed after I water tested then installed my iPhone and learned that the touchscreen doesn't work underwater :-)

Can you recommend where i can buy the lifejacket once i get to Maui? Seems like a must have! Don't want to lose my iPhone albeit an old one, i already lost my wife's Ray Ban Wayfarer sunglasses in the ocean at Kamaole Beach last year!

^ | v • Reply • Share ›



Linda Sherman Mod → igobythisname • a year ago

Thank you for your kind words. I did include a section on using the Lifeproof case underwater with a warning that the touchscreen doesn't work and instructions on how to take a photo with the volume button.

Unfortunately, I live on Kauai not Maui but I can imagine that it is going to be tough to find a lifejacket for a 5S in a store. Did you try Amazon?

16 ^ | v • Reply • Share ›



Kris • 2 years ago

Very nice review and very informative. I really found this very helpful and useful at the same time. I'm planning purchasing lifeproof for my phone. :) Thank you very much!

^ | v • Reply • Share ›



Linda Sherman Mod → Kris • 2 years ago

Thank you Kris! Which one did you get and how did it work out?

^ | v • Reply • Share ›



TooNaive • 2 years ago

This is really a good case. But i like metallic one, so i choose R-just Gundam waterproof case instead.

^ | v • Reply • Share ›



Tami Gongora • 3 years ago

Hello Linda,  
thank you for your article! I have a question, you said that you wash your case every time you go out in the ocean, that means you take off the case the thoroughly wash it, correct? Not that you just rinse with your phone in it, right? I just want to make sure I got this right because I plan on using it on the ocean! Thanks

1 ^ | v • Reply • Share ›



Linda Sherman Mod → Tami Gongora • 2 years ago

I have been getting away with just rinsing it, Tami. The inside of the case shouldn't be affected because it is sealed.

1 ^ | v • Reply • Share ›



Leo Guy • 4 years ago

Like the Lifeproof Nuud over the Fre', both cases are overpriced! Back of Lifeproof Nuud case scratches easily, not a fan of O-Ring seals there must be a better way to waterproof these

scratches easily, not a fan of O-ring seals there must be a better way to waterproof these cases?

^ | v • Reply • Share ›



**Linda Sherman** Mod ➔ Leo Guy • 2 years ago

I don't think they are overpriced for what you get Leo. In Hawaii we depend on them. They are constantly improving the technology of their products.

^ | v • Reply • Share ›

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# Exhibit 26

# INSIGHTS FOR SUCCESS

Strategy, Innovation, Leadership and Security

## Your LifeProof iPhone case float with its own Lifejacket

October 19, 2012 · technology · Comment

*Read my review of the LifeProof protection case for iPhone 4/4s [here](#). My original position still stands and I would rather waterproof my phone (using Liquipel) so I can use a battery case.*

If you own a LifeProof iPhone protective case, you should take a look at their LifeProof [Lifejacket](#).

The Lifejacket is a foam based case enhancer that increases the buoyancy of your phone so it doesn't sink. The bright orange color means it will be very visible even from a fair distance.

The foam they use seems to be very resistant and should provide years of use. I tried tearing it with my hands and it stood up very well. Because it is a thick foam, one of the side benefits is that it becomes much more shock resistant. The kit

## A Little About Me —



For the last 25+ years, I have helped organizations large and small achieve their maximum potential by leveraging proven frameworks, implementing efficient operational models and developing new revenue streams.

Having helped companies in over 40 countries, I have a unique perspective on international business that very few consultants can provide, and I'm excited to share my knowledge and experience with you.

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By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively.



The Lifeproof case is still selling for \$79.99 (now with free shipping\* to a bunch of countries). The Lifejacket sells as an add-on for \$39.99.

\* Free shipping applies for deliveries to the US and Europe. Canada seems to be excluded for the time being.



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758

3.7 out of 5 stars

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14%

3 star

6%

2 star

7%

1 star

20%

Write a review



Altec Lansing iMW575 Life Jacket 2 B...

by Altec Lansing

Color: Blue [Change](#)

Price: \$149.99

Add to Cart

Add to Wish List

Top positive review

[See all 505 positive reviews >](#)



Ed Gonade

Great speaker. Love the sound

July 18, 2016

Great speaker. Love the sound. Only reason I did not give it 5 stars is because the first one I received did not charge so make sure your charging light indicator works and it charges when you receive your speaker.

17 people found this helpful

Top critical review

[See all 253 critical reviews >](#)



Jim

USB Charger Plug In breaks loose!

March 5, 2015

Beware of this speaker!! Do not purchase!! I am a loyal Amazon Customer and there is one very major issue with this speaker which did come up several times in the reviews I have seen. So let me add another comment about the small USB plug in charger DISLODGING!!! Sad to say I am now on

346 people found this helpful

lifecycleproof

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R. Hammer [VINE VOICE](#)

Tradeoffs - Durability vs Quality

October 26, 2016

Color: Grey [Vine Customer Review of Free Product](#) ( [What's this?](#) )

We live on the lake and our two kids love to spend most of the day in the water. We have tried multiple portable bluetooth speakers but the volume ability of some of those speakers in the can that we tried simply weren't impressive (and certainly not waterproof). The iMW577 "Lifecycleproof" speaker come with IP67 rating (same as iPhone 7) meaning that it can withstand up to 30 minutes in water down to 1m (about 3') and resists dust.

I encourage you to look at some pretty creative Youtube videos out there are people shooting, blowing up w thermite, and otherwise mauling this speaker. It takes a kicking and keeps on ticking.

However, my gripe is that while the speaker is loud (a lot louder than the ones we had in the can), it still doesn't sound quite crisp like a stereo speaker in bigger units. I initially saw this speaker online (via the product picture) and thought it was a big sound bar. This thing is pretty small and small enough to mount to the front

Questions? Get fast answers from reviewers

What do you want to know about Altec Lansing iMW575 Life Jacket 2 Bluetooth Speaker Waterproof Wireless Bluetooth

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1/4

of your bike using the included mounts.

Other nice features of this speaker that I think are useful is the USB charging outlet which allows you to charge your phone (or other USB device) off the speaker. This is handy for when you're using your phone as the audio source via Bluetooth all day.

All in all I feel this is one tough brick of a speaker, with some pretty cool features. However, don't think you're getting a high end audiophile experience in this thing as there are definitely tradeoffs in insulating this speaker to keep it safe.

One person found this helpful

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Amazon Customer

### Truly Lifeproof Speaker

December 18, 2015

Color: Blue

I really shopped around and read reviews and polls from other sites rating speakers and this one really stood out from the rest. its not only water resistant but its water proof and also shock proof. even with all these features it definitely does not take away from the sound quality and volume that comes out of it. love this speaker and would highly recommend it to anyone.

Helpful

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Robertohhhh

### Worked for 37 days, now 2-3+ weeks of waiting for replacement

November 2, 2014

Color: Blue

#### #1 (stopped working)

Great sound, but what good is that when it stops working 37 days after purchase? Lights don't turn on, no sound comes out, it's a dead brick. It was plugged in most of the time throughout its 37 days. It's a bad design when what's possibly a dead battery makes the whole unit unusable. And that battery was never discharged throughout the unit's short life.

What's even worse is Altec, or company name is Sakar, warranty which needs you to send your unit in, then wait 2-3 weeks for what's a replacement, a new unit, or so the person on the phone said. So at least 2 weeks without any sound, after 1 month of usable life?

A real company like WD (Western Digital) has sent me a replacement (hard drive) and it arrived 2 days after my call, without them waiting for my unit's arrival, and then taking 2-3 weeks?!?!?!

A company like Lifeproof only wants pictures of the unit (iPhone case) with your signature and serial number, and they send you a replacement within their 1 year warranty period, on the next business day after your call. Those are just some example of how bigger companies handle warranty and customer service, without doing a small-company-approach like Altec does.

So if your unit works, great, but when it stops working, be prepared for waiting.  
I will not be purchasing any Altec or Sakar products in the future.

#### #2 (power button)

The other negative is having to press the Power button for 3 seconds to turn it on or turn it off. Who made that design decision, and how is that user friendly?  
There are much better ways to prevent accidental turning on/off.

There are many choices for portable bluetooth speakers, and Altec/Sakar don't care about their customers, that's my experience.

3 people found this helpful

Helpful

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### Altec Lansing LifeJacket 2 Wireless Waterproof Portable Mountable Bluetooth Speaker

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161



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# Exhibit 28

# 2 new LifeProof products to keep your gear safe from the elements, the toilet bowl, and the toddlers (which is often worse than the first two combined)

BY COOL MOM STAFF | SEP 17, 2012 | TRAVEL ESSENTIALS | 2 COMMENTS



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Last year, the sigOth, expert of diving in the hotel pool with his phone still in his shorts pocket, invested in a [LifeProof iPhone case](#), much to my delight. Especially last month when, once again, he dove into the hotel pool with his phone still in his pocket (sigh) only to emerge with it held triumphantly overhead, screaming *It's okay! It's okay!*



Of course when you're a parent, your gadgets are probably more susceptible to random acts of destruction than most. So I'm glad to see there are two new Lifeproof products you iPhone and iPad owners you might want to add to your list.



The brand new [LifeProof Nüüd Case for iPad 2](#) is a great investment if you take your iPad to the beach, the pool, camping, or hiking. It's also super smart for those of you who use the

iPad in the kitchen with [cooking apps](#), and tend to keep it a little too close to the bacon grease and cake batter for comfort.



It does add more weight and size to the tablet—good for backpacks or propping up

in the kitchen, maybe less so for sleek handbags. And at \$149.99 it's not a cheap case at all; but it's way easier than a trip to the Genius Bar to get flour out of your USB port. And of course, it's more affordable than a full replacement.



As for you skiers, swimmers, hikers, and travelers who plan to be around water or snow a lot, the new [LifeProof LifeJacket](#) is

a very cool accessory. Once you've got the pretty Lifeproof iPhone 4/4S case of your choice on your phone, it all snaps easily into the Lifejacket and then voila—it floats! The hard but foamy material really improves the impact protection, plus the bright orange makes it easy to spot, should you drop it from a ski lift onto the slopes somewhere.

The

one minor complaint: Wow, does it smell like plasticky chemicals. I'm not sure what it's made of exactly, but I'd keep it away from your toddler's mouth, especially since the soft texture and bright color will make it look extra gnawable.

One more caveat: As they say, the cases are not in any way "indestructible." If you're hard on it, you'll find yourself needing a replacement in a year or so. But like your suitcase, the point isn't to protect the suitcase. The point is to protect everything you value inside. —Liz

You can find [LifeProof products](#) online at their site, or through shops like Best Buy, Target, AT&T and J&R. Please note that Amazon resellers are not authorized by LifeProof. Thanks to the company for sending products for testing.

**TAGS: IPAD ACCESSORIES, IPAD CASES + TABLET CASES, IPHONE ACCESSORIES, SMARTPHONE ACCESSORIES, SMARTPHONE CASES, WATERPROOF**

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## Written by Cool Mom Staff

We spend our time looking for cool stuff so you don't have to. Hope this one fits the bill.

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## 2 Comments

**Gloria** on September 25, 2012 at 3:03 am

There is also a product that you dip your iPhone, etc., into and it waterproofs it with no bulky case, etc. Treat it with this product and you don't have to worry about the pool or potty anymore. Maybe our wonderful Cool Moms can find out exactly what it is. I saw it on TV and now, of course, can't remember the name!

Reply

**VandyMom** on October 29, 2012 at 10:27 pm

Great review! I love the bacon grease reference! I also like the nuude case for the iPad because there is no screen protector, unlike the case for the iPhone. that's why I have the Nautilus case, it's similar but no screen protector.

Reply

Hi! We're Kristen + Liz





We started Cool Mom Tech in 2010 to help make our increasingly digital lives easier, more organized, more meaningful, and more fun, however old your kids may be.

We love that it's grown to become the go-to source for millions of parents who want commonsense info about tech delivered with a smile.

We even have the privilege of sharing our tips + tricks with The TODAY Show, CNN, HLN, GMA, Nightline, newspapers and magazines around the country, and our favorite -- regular parents who stop us at PTA meetings and ask us how old kids need to be to get a smartphone, and whether they really need to panic about Snapchat.

(Answer: It's complicated.)

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# How to Take Photos Underwater With iPhone (Lifeproof)

 by **Amber Slaton**





Make sure your Lifeproof case has been water tested and is on properly. A Lifejacket is also useful so your phone won't sink if you drop it.

*Comment* ▾



Your touch screen won't work underwater. So how in the world are you supposed to take pictures? Read on to see!

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Once your phone is underwater the screen is useless, even if only partially submerged.

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4

The volume + button becomes our best friend now! Make sure your phone is in camera mode before submerging. Then just use the volume + button to take pictures!

*Comment* ▼

5

Sorry for the darkness, but you can see the shutter going off.

1 Comment ▼

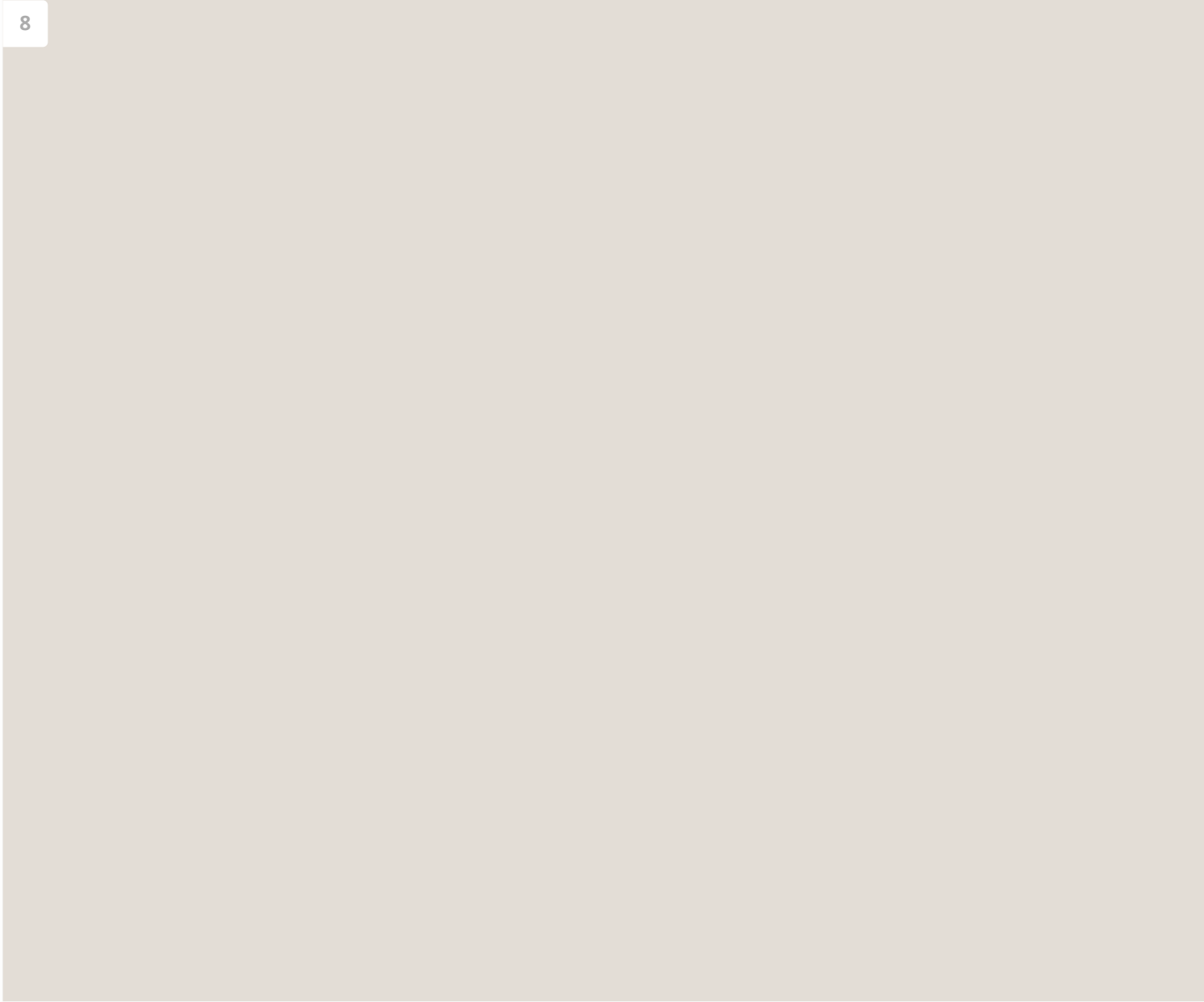
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If you are not in a controlled environment I suggest using a Lifejacket so your phone won't sink to a watery grave if dropped.

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7

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SUPPLIES

- iPhone
- Lifeproof case
- Lifejacket (optional)
- Water

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Location Holley, NY

My PB: Between 8-9 lbs

Favorite Bass:

Smallmouth

Favorite Lake or River:

Johnsons in WNY or Oak

Orchard in WNY

Posted December 20, 2014

Report post

I upgraded to the iPhone 6 so don't have a need for my life proof case and life jacket. The case is cracked on the very bottom making it not waterproof thanks to my soon to be 1 year old. The life jacket is in perfect working order. Willing to sell both for \$40 or trade for some lures or what ever ya got. Could always just use the back of the case if you have a current life proof and want camo.



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# It's Ugly and Extremely Orange, But It'll Keep Your iPad from Drowning

BY ELI MILCHMAN ([HTTPS://WWW.CULTOFMAC.COM/AUTHOR/ELI-MILCHMAN/](https://www.cultofmac.com/author/eli-milchman/)) • 5:36 PM, OCTOBER 9, 2012



LifeProof has definitely made an impact with the digital outdoors; seems I run into their sleek, modular, waterproof iPhone cases everywhere (we love them (<http://www.cultofmac.com/179499/if-your-iphone-is-tony-stark-lifeproofs-case-system-is-iron-man-review/>), btw). Now, the company is focusing on their new Nüüd iPad case, and the second available accessory for the case is the LifeJacket (<http://www.lifeproof.com/ipad/>), a flotation device that fits around the waterproof Nüüd case and keeps the iPad from sinking into the murky depths after you've, say, calculated your dive profile (<http://itunes.apple.com/us/app/idive-computer-hd/id510484785?mt=8&at=10I3Wi>).

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If you're not frequently yelling "arrghhh" or walking around the kitchen in flippers and goggles, the LifeJacket's Safety Orange charm, fat girth and \$60 price tag will probably annoy you. Fret not, landlubber, a handstrap/shoulderstrap accessory will be out by the end of the month.

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**Paul Lefebvre** — This is cool and Swift Playgrounds is a nice introduction. For those using Raspberry Pi instead of iPads you might want to

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## LIFEJACKET tablet case wins annual Tablet2Cases 'Best Waterproof' recognition

April 8, 2014

BY GLOBAL NAVIGATION AUTHORITY

**PALM BEACH GARDENS, Fla. --** The LIFEJACKET™ CASE from Global Navigation Authority, LLC has won the title '2013 Best Waterproof Tablet Case Runner-up' in Tablet2Cases' annual Golden Case Awards. The Golden Case Awards competition is sponsored each year by Tablet2Cases, a global supplier of protective cases for tablets and smartphones based in Hong Kong.

According to Tablet2Cases, their panel of judges "Has cumulatively spent over 10,000 hours tracking and reviewing the newest cases, profiling companies and building the World's first Tablet Case Wikipedia." The GNA Lifejacket is a waterproof case designed to protect an iPad from the elements when used in a boat cockpit or anywhere outdoors where there is exposure to the elements. The LifeJacket Apple iPad 1/2/3/4 waterproof Case was cited for its "Best Feature: Built-in Floatation", and that "In terms of protection from water and other elements, the LifeJacket iPad waterproof case is among the very best in its class: This case is capable of withstanding submersion for 30 minutes in depths of water up to three feet. Additionally...the LifeJacket case is literally a snap: Simply place the Apple iPad in the back cover and snap on the top piece... the hard plastic construction keeps things lightweight for easy carrying while providing nice protection against drops and shocks. The 3M glare-proof touchscreen window does an equally decent job in protecting the iPad and keeps the screen remarkably responsive."

LIFEJACKET is a waterproof iPad case with 'built-in' flotation, designed to protect an iPad when using it with Marine navigation, Geocaching, and other outdoor Apps. LIFEJACKET iPad cases are designed for extreme environments, provide a completely airtight operating environment that protects all iPads from the elements, and particularly from water incursion. Its IPX-7 and Military (MIL-STD-810G) certified design utilizes stainless steel hinge pins, aluminum mounting brackets, built in flotation and all non-corrosive materials, setting a new precedent in iPad protection. The LIFEJACKET also fits into a specially-designed aluminum tilting mounting bracket (sold separately) that is ideal for navigation consoles or in the cockpit. The LIFEJACKET case is currently designed to protect the original iPad, iPad2 and the new iPad. Future models will address the broader tablet market.

Visit [www.tablet2cases.com](http://www.tablet2cases.com) for more information.

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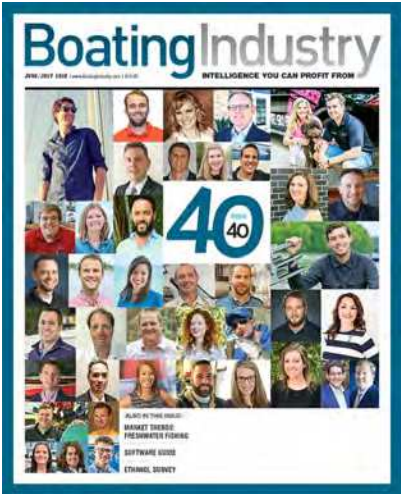
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CURRENT ISSUE



# Exhibit 33



# ASK TIM GREY

Answers for Photographers...

JANUARY 21, 2016 BY TIM GREY

## Underwater Smartphone Photography



**Today's Question:** Given your recent underwater iPhone photos, could you provide a brief outline on the best attributes and brands of waterproof cases for the smartphone?

**Tim's Quick Answer:** I have had great fun using an underwater case for my iPhone in a variety of locations. Admittedly, this involves what might be considered a bit more risk than you would take if you purchased a waterproof point-and-shoot camera. But since I always travel with my iPhone it seemed the more efficient to make use of my iPhone, with a degree of caution. I've opted for the LifeProof FRE case (<http://amzn.to/1UbMLXo>) in conjunction with the LifeProof LifeJacket flotation device (<http://amzn.to/1S4BuZU>).

**More Detail:** Most recently I was using my iPhone to capture underwater photos and videos while snorkeling in Huatulco, Mexico. You can see one sample (and follow me!) on Instagram here:

<https://www.instagram.com/p/BAqWy8oJ-a6/?taken-by=timgreyphoto>

To be sure, it is important to take a cautious approach when you are taking a smartphone underwater. If the case leaks your phone could be ruined, and you might lose the data that is on your device.

There are two very important precautions that I recommend in order to minimize the risks. First, be sure your device is completely backed up before every underwater photography adventure. That way, if your case leaks and your smartphone is ruined, at least you'll only lose your underwater photos (and the phone) without losing existing data.

Second, be sure to test the underwater case for leaks before every outing. I recommend submerging the case in a sink full of water, for example, using a weight to keep the case underwater. After an hour or so, check very carefully for any water inside the case. Then be sure to seal the case properly before use, and to limit any diving to the depth limit indicated by your specific case.

Since I use an iPhone, I was looking specifically for cases that fit the iPhone. Based on reviews and in-person evaluations, I decided on the LifeProof FRE case. There are other underwater cases available for different make and model smartphones, but I have not evaluated any of those in great detail.

I also highly recommend the LifeProof LifeJacket flotation device if you are an iPhone user. First you put the LifeProof FRE case onto your phone, then you slip that assembly into the LifeProof LifeJacket. The LifeJacket serves primarily as a flotation device, so your iPhone can float on the surface of the water. But I've also found the LifeJacket to be a real smartphone saver for activities on dry land. For example, if I want to take photos while riding a bike, the LifeJacket helps protect the phone in the event I should drop it. I can assure you from personal experience just a few days ago that the LifeJacket can indeed keep an iPhone safe when dropped from a moving bicycle.

Another option that works well for virtually any smartphone is the Phone Pouch from Ewa-Marine. I use an Ewa-Marine underwater bag for my digital SLR, and have found their products to work very well. You do need to be sure that the iPhone rests against the “back” surface of this underwater bag without any ripples, in order to ensure the best photos. But this bag does work very well, with the added flexibility of being usable with a variety of different devices. As long as your device fits in the underwater bag, you can use that device for underwater photos.

It is important to keep in mind, of course, that an iPhone or other smartphone won't perform as well as a digital SLR for underwater photography. The smaller sensors on smartphones work best with good lighting conditions, and you don't have to get very deep underwater before the light levels drop off significantly. That said, getting an underwater case for your smartphone is a great way to have fun while capturing some interesting photos!

Here are links to the products mentioned above:

**LifeProof FRE for iPhone 6:** <http://amzn.to/1UbMLXo>

**LifeProof LifeJacket for iPhone 6:** <http://amzn.to/1S4BuZU>

**Ewa-Marine Phone Pouch:** <http://amzn.to/1UbNbgp>

 **ASK TIM GREY**

# Exhibit 34

# LifeProof Floating LifeJacket Adds Buoyancy and Drop Protection to Waterproof iPhone Case

- New LifeJacket with lanyard ideal for staying connected while boating, fishing, mountain climbing, and more -



---

NEWS PROVIDED BY

**LifeProof →**

Jul 10, 2012, 08:15 ET

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ORLANDO, Fla., July 10, 2012 /PRNewswire/ -- ICAST 2012 (Booth 813) -- LifeProof, the award-winning maker of all-protective, everyday cases for smartphones and tablets, today announced the launch of the new LifeProof LifeJacket. Made from high-density foam, the LifeJacket is designed for anyone that uses their iPhone in the water or is looking for increased drop protection. Now swimmers, fishermen, mountain climbers, construction workers, and parents can take their iPhone into extreme environments and still stay connected.

(Logo: <http://photos.prnewswire.com/prnh/20110223/MM53531LOGO>)

**Float and splash with your iPhone and the new LifeProof LifeJacket:**

**LifeProof LifeJacket:** The LifeProof LifeJacket surrounds the LifeProof iPhone 4/4S case, floats in water and provides enhanced shock and scratch protection if dropped (up to 20 feet). The LifeJacket comes with a lanyard and wrist strap and features quick-release attachment points, allowing you to keep your hands free and your iPhone close. MSRP is \$39.99.

"LifeProof encourages people to live life – to swim, surf, ski, hike, bike or play with the kids, all while staying connected. Boaters, fisherman and swimmers have been clamoring for a way to keep their iPhone close in the water to use apps and stay in touch," said Gary Rayner, CEO of LifeProof. "The LifeJacket not only floats, but it will protect your iPhone from bump and impacts while rock climbing or accidental drops from great heights."

### **LifeProof LifeJacket Features:**

- Day-glow orange color ensures visibility in dense brush or water
- Buoyant – will float to the surface if dropped in water
- Light-weight construction gives a comfortable grip
- All buttons and features of iPhone are accessible while in the LifeJacket, including speaker and microphone
- Made from durable high-visibility, shock, tear, and stain resistant foam
- Quick release lanyard and wrist strap can be attached to eyelets on each corner
- Easy and quick to install and remove, no tools required

The LifeProof LifeJacket and an array of new colors and accessories will be featured during the International Convention of Allied Sportfishing Trades (ICAST). Dubbed the world's largest sportfishing trade show, iCAST runs from July 11 through July 13, 2012, at the Orange County Convention Center (Booth 813) in Orlando, Florida.

All LifeProof products are available on the company's website at [www.lifeproof.com](http://www.lifeproof.com).

### **About LifeProof**

LifeProof's company mantra is Freedom; LifeProof designs, manufactures and markets an entirely new category of products designed to give people more freedom from environmental constraints. Based in San Diego, LifeProof offers elegant and protective cases for smartphones and tablets that enable full functionality and interactivity under any condition encountered in daily life. The registered brand name 'LifeProof' is inspired by the protection and fully functional convenient operation of the device in water, mud, dirt, or snow. LifeProof has received numerous awards, including the Parent Tested Parent Approved Award and About.com's Readers' Choice Award 2012. For more information, visit [www.lifeproof.com](http://www.lifeproof.com).



# Exhibit 35



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## LifeProofIntroducesFloatingLifeJacketforiPhone4/ 4S Protection

Floating LifeJacket fits over the LifeProof iPhone 4/4S waterproof case, adding buoyancy and drop protection.

INGRIDNIEHAUS · JUL23,2012

## LifeProof Floating LifeJacket Adds Buoyancy and Drop Protection to Waterproof iPhone Case

--

LifeProof, the award-winning maker of all-protective, everyday cases for smartphones and tablets, announces the launch of the new LifeProof LifeJacket. Made from high-density foam, the LifeJacket is designed for anyone that uses their iPhone in the water or is looking for increased drop protection. Now swimmers, fishermen, mountain climbers, construction workers, and parents can take their iPhone into extreme environments and still stay connected.

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**LifeProof LifeJacket:** The LifeProof LifeJacket surrounds the LifeProof iPhone 4/4S case, floats in water and provides enhanced shock and scratch protection if dropped (up to 20 feet). The LifeJacket comes with a lanyard and wrist strap and features quick-release attachment points, allowing you to keep your hands free and your iPhone close. MSRP is \$39.99.

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Buoyant will float to the surface if dropped in water

Light-weight construction gives a comfortable grip

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Made from durable high-visibility, shock, tear, and stain resistant foam

Quick release lanyard and wrist strap can be attached to eyelets on each corner

Easy and quick to install and remove, no tools required

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# Testing iPad cases & mounts: Lifeproof, Lifedge, Life Jacket, RAM & Tallon

BY [BEN ELLISON](#) · JULY 15, 2013



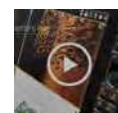
I've been testing three waterproof iPad cases that all have "Life" in their name for some reason (anyone?). Frankly, none got me excited until I recently snapped my iPad mini into the [Lifeproof frē case](#)



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above (running [Garmin BlueChart Mobile](#)). The design is stellar, I think.

The LifeProof is so light and snug that the mini still feels mini, but it now has a protective rubbery edge and non-slip back; it survived 30 minutes submerged in my sink, yet all the buttons plus the charge port still work fine. I suspect I'll always use this case on the boat and maybe everywhere. That's not to say that I know everything about the ever-changing world of pad cases. Let's review the testing and discuss...



The photo above shows the LifeProof frē before closure (with iPad running [Nobeltec TZ](#)). It just snaps together starting at the top of the iPad (left here) and you use a large coin or similar and two slots at the bottom to begin the process of taking it apart. I've done this fairly quickly several times now, but, as noted, I don't see much reason to remove the mini. Note the clear poly that goes over the iPad screen. I've used many cases with similar plastic protection — [see this 2011 discussion](#) — and this one seems the least intrusive, I think because it's fairly stiff and fits tight to the iPad screen.

The screen cover is also what distinguishes LifeProof's various frē cases from their "nüü" design, which establishes a seal around the device screen so there is nothing between it and your finger. Frē started with iPhone and nüü came along with [LifeProof's iPad](#)

🗨 Fabian Tollenaar - Calypso Ultrasonic Portable, wireless wind and more - 1 day ago

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I personally like the B&G Vulcan 5 - I have one tha...  
By [Steve Mitchell](#), 1 week ago

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Doug, You mention the notion of a limited budget but I'...  
By [Ben Stein](#), 2 weeks ago

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Hi all, these questions come from Doug Day, who inadver...  
By [Ben Ellison](#), 2 weeks ago

RE: Simrad Autopilot Head Units to replace AP11?

[2/3/4 case](#). I've met several boaters who were very happy with their iPad nüüd. Now LifeProof offers [iPhone 5](#) and [Samsung Galaxy SIII cases](#) in both frē and nüüd styles. I have no opinion about which is best, but maybe someone out there does



I was [enthused when Scanstrut introduced the Lifedge iPad case](#) early last year, but at least the iPad 1 version has issues. The main one is difficulty getting the rubbery outer shell to fit properly over the stiff back piece, which is also something you have to do at least partially whenever it needs charging. Scanstrut recommends using a water or oil-based lubricant — and now includes Lifedge Lube with the case — and that definitely makes the process easier. But it's still a pain in my experience, though I should note that my hands are a little screwy (from dupuytren's contracture) and the newer [Lifedge iPad 2/3/4 case](#) may be an easier fit.

Note the top of the photo above. I did leave this case right under one of *Gizmo's* large windows for quite a while, but I was still surprised to find that the anti-glare coating is apparently becoming detached from the main plastic screen protector. Don't do what I did! The screen, by the way, shows Navionics add-on nav module, which I like and is [nicely illustrated on The Hull Truth](#).

The AP22 and the AP21 will also work with your J3000X C...  
By Jonathan Udell, 2 weeks ago

Simrad AIS 400 PWR/0183 connector

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By Tritone1962, 3 weeks ago

RE: trianing

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By Ben Ellison, 4 weeks ago

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The Lifedge is the only iPad case I know of with a sturdy hand strap on the back (not shown), which may be particularly useful for racing sailors moving around a cockpit. There's also a [Surface Mount Kit](#) that can work with [adjustable ROKK deck](#) and [rail mounts](#) (also available [fixed](#) and with new [Scanstrut Rail Pods](#)). However, if you're settled on using RAM ball mounts around your boat, you'll be pleased to know that the hole pattern on the Lifedge case holder works fine, as shown above. Also shown are the two combination install tools and case legs that come with the case. [This video](#) shows how the legs can clip on in portrait or landscape modes and how the tool's "shoe horn" end is used to get the difficult case corners fitted. Is the YouTube commenter who claims they used an especially flexy cover correct, or are we seeing the difference between the iPad 1 and iPad 2/3/4 cases?

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The [Life Jacket waterproof iPad case](#), which is also [sold as the "forward" by Fugawi](#) and others, is a newcomer and that's why I've illustrated the full

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packaging. It's a big case that can hold *any* existing iPad model, and it floats; a drawback is that only the home button is accessible (though of course you can get to rotation and volume controls on the screen)...

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I don't think that many folks would want to walk around with the Life Jacket anyway, as it doesn't have soft edge bumpers or a non-skid back, and the four snap tabs that make it very easy to insert or remove an iPad are not friendly for hand holding. Though hard to see in the photo, this non-glare screen cover also suffered a little delamination while sitting in *Gizmo's* window, and I should note that cases like this that extend right to the edge of the pad's touch screen can sometimes get in your finger's way, like when trying to tap that "star" button (lower right) in [Transas iSailor...](#)



What the Life Jacket seems best suited for is mounting securely in its accessory bracket, not unlike a chart plotter! I

picture boaters leaving the case and bracket in place and sticking their iPad in it when they get underway. The bracket has a nice ratcheting mechanism and is quite solid, though the early model I received for testing does not snap snugly around the case and one thumbscrew needed extra washers to tighten on the bracket. The company reports that these issues are rare and also that they'll soon be out with a charging port that will be waterproof even in use (take that, LifeProof) and an alternative mounting plate.

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There are many ways an iPad can serve around a boat, but if you use one for underway navigation, I think you'll want it mounted in a sturdy way so that only one hand is needed. I liked Tallon's mount [when first spotted](#) and it's turned out to be a winner on the boat. I use the full [Tallon Ultimate iPad Mount](#) to put my (naked) iPad 1 just where I want it at *Gizmo's* lower helm. Since Tallon uses RAM mount ball connectors, I can move the iPad holder up to the flybridge (in fair weather), as seen in Panbo's current header photo, or I can mount the Lifedge case either up or down, [as seen here](#).

What's neat about the [Tallon Elite Socket USB](#) are the 12v outlet and USB port and the fact that you can remove the ball and cover all three holes for a flat, yachty look. The mount housing also seems very strong once you've drilled the big hole and screwed the parts

together. Note that the USB port wire has a male end you can attach it to a computer or the like, but I recently found a [12v USB adaptor](#) that I plan to try out soon.

It seems likely that LifeProof will come up with a “Lifejacket” (confusing!) flotation collar and universal cradle for the iPad mini frē case, like [it has for the iPad nüüd](#). Note that [RAM already has three iPad mini cradles](#) designed to work with sleeves and cases. It may seem strange to mix manufacturers so, but LifeProof, RAM, and Tallon may be a sweet way to go. What do you all think?

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**Ben Ellison**

Panbo editor, publisher & chief bottlewasher since 4/12/2005, and now excited to have Ben Stein as a very able colleague. Panbo is going to the next level in 2018 and beyond.

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**C Dan** [🕒](#) July 15, 2013 at 4:40 pm

I LOVE my LifeProof nuud case for the full-sized iPad... so much so that I am contemplating upgrading to the nuud for my iPhone 5 even though I already have the fre. Thanks for talking about mounting systems... I think you also had one for your devices that was 4 rubberized prong that gripped the device... am I mistaken?

[Reply](#)



**Hartley Gardner**

[🕒](#) July 15, 2013 at 4:54 pm

I recently upgraded to an iPhone 5, and got a LifeProof case for it (the kind with the clear plastic window over the display). Waterproof for sure, the only problem I've had reported is that my voice is distorted when talking. This problem seems worse when it's windy. But others say my voice is fine, so it isn't a killer (and I use a Bluetooth headset for really important calls). Assembly was easy, and the little click-open door for charging is doing fine after a couple months. If/when I get an iPad, it'll have one of these right away!

Hartley

[Reply](#)



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**ValkyrieYachts** · July 15, 2013 at 5:08 pm

Hi Ben,

The search for good cases that protect, yet remain useable is endless. One caution on the LifeProof cases. They are well made, but if you look at the warranty, you are obligated to pressure test the case before loading it. It also says you must retest it anytime the unit has been handled roughly (my words, not the warranty). Which means, for some of us, in order to make the warranty valid, each day we may have to pressure test the case!

In addition, if there is a leak, the warranty only replaces the case...No the electronic!

How do I know this?? My iPhone flooded in 3 feet of water (a swimming pool). Lifeproof's response was swift and immediate...I MUST HAVE DONE SOMETHING WRONG AS THEIR CASES ARE EACH TESTED! They also quickly point out the testing requirements and that even if it did leak because of their fault, they would replace the case.

Too bad they have such bad customer service as the cases are trim and nice.

Reply



**Ben Ellison** · July 15, 2013 at 5:40 pm

Thanks, ValkyrieY. I meant to mention that as I remember your past comments. But I wonder if any waterproof case manufacturer will replace a damaged phone or pad? It would be a heck of liability and we users can screw things up in so many ways (not to say you did). C Dan, I've never tested a RAM X-grip, but they look interesting:

<http://www.rammount.com/Products/XGriptradeMounts/tabid/4687/Default.aspx>

They look like they might hold a cased iPad and if they are adjustable enough you might not find that your cradle presses the volume button on your phone as

some do on my semi-nude Galaxy Nexus.

Reply



**David D** · July 15, 2013 at 8:41 pm

Hi Ben

I have been using an Ipad in the open cockpit of a sailboat for four years. I admit that these cases offer great protection. But what about functionality.

Ben since you have access to all of these brands of cases can you perform a simple test with them, for those of us who are in open cockpits?

Ben can you take a shower with them? Simulate a good downpour. Can you tell us if any of them allow the capacitive touch screen of the Ipad to function?

David D

Reply



**Ben Ellison** · July 15, 2013 at 9:46 pm

David, your timing is impeccable. It's wicked hot and sticky here in Maine (what climate change?) and I was just about to shower when I read your comment. So I took the iPad mini with LifeProof case with me (but let's keep that between us, please).

Interesting! When squarely catching full shower volume (from water conserving head, to be sure), the water sometimes initiated touch commands in Nobeltec TZ and Garmin BCM, though I could still sometimes touch tap my own commands. The iPad worked better when I turned the shower down to a gentle but heavy rain and/or if I tilted it more to the horizontal.

Some other cases may be less sensitive to rain because the screen shields are further away and touch commands have to be more aggressive, but even with the LifeProof I wouldn't call it impossible. I could have done my nav commands in the lee of a foul weather jacket, I think (had I been wearing one).

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What I don't get, though, is how do you deal with the iPad screen in bright sunlight? Have you considered a bimini to deal with both issues? Or an MFD?

PS I haven't taken it apart but the LifeProof is mostly dry on the outside now and the iPad is still working fine.

Reply



**Rick R** July 15, 2013 at 9:51 pm

I have used a RAM mount for three years. Two comments:

The iPad is in our pilothouse, so waterproofing is not an issue for us. Sometimes on a warm day in bright sun, the iPad will overheat. A cool breeze, or a wet cloth draped over the back of the iPad cools thing off, but I wonder if these waterproof cases will exacerbate the situation. I have used the iPad in the dingy in moderate rain, and a zip-lock sandwich bag kept everything nice and dry. The touch screen, GPS, and all the buttons still worked OK.

Reply



**Bob Mueller** July 16, 2013 at 5:41 am

I have the lifeproof nuud case for ipad2. I think it's great! It does not add much bulk to the ipad at all. I also purchased the lifeproof mount, to which I installed a RAM ball to the back side. It's very simple to move from the helm RAM to a RAM in my bunk.

I don't have any problems seeing the screen under my Bimini top, and with my polarized sunglasses as long as the ipad is kept horizontal. At vertical, my sunglasses make the screen completely black. At ipad horizontal, I think my polarized sunglasses actually make the screen brighter then with the naked eye. Not sure how that's possible, but that's what it feels like.

Lifeproof was a really great company, with a great warranty. After otter box acquired them, their customer service and warranty took

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a big nosedive. It's still nice stuff though.

Reply



**Don Senecal** · July 16, 2013 at 11:42 am

I have an iPad3 in the Lifeproof nuud case.

I cannot say enough good things about it. The texture is far superior to the iPads slick surface. When I place it down on a non-skid surface it stays there. It makes my iPad a bit larger, fitting in my hands better. I also purchased the LifeJacket float (for rough water use on deck) it fits over the nuud and will float the iPad if dropped overboard. (added drop protection as well). My original "float" was a bit loose. I contacted Lifeproof and they sent me a new one with return packing slip for the loose one. The new unit fit perfectly. They also offer a "Total Water Protection Program" (\$75 for one year) covers the iPad and a new case. Here's the info on that:

LifeProof Commitment

If, within one-year of purchasing your LifeProof case and registering with the Total Water Protection Program, your eligible device suffers water damage while in the case, LifeProof will repair or replace it.\* The program is limited to a one-time use, and requires the case be used in accordance with all provided instructions. A simple request process and a nominal service fee (\$50 for iPhone, \$75 for iPad) is all it takes. And, we'll send you a new case, too.

And the link:

<http://www.lifeproof.com/en/total-water-protection-program>

I have been very happy with this product so far.

Reply



**Gretchen** · July 16, 2013 at 3:03 pm

I LOVE the vision of you showering with your iPad.... Not every electronics wizard would go there, or admit it!

Reply

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**David D** · July 16, 2013 at 8:55 pm

Hi Ben

Re : Ipad in cockpit.

Ben, I do have a bimini but it doesn't necessarily solve the problems. As a matter of fact I sent you some photos last year which showed my two pad locations using a SeaSucker mount. One location is on the pedestal guard and the other is on the bimini frame tucked up right under the cloth. In either location wind and driving rain or spray can wet the screen and of course in those conditions your hands are also wet.

The biggest problem I had in sunlight was reflections. I cured that with a matte screen protector. Also the brightness has to be set to high. That really drains the battery which means you need a waterproof power supply. I've tried putting the pad to sleep for short periods when on a long trip but then you lose other functions like AIS. I back up with Garmin plotter, computer, & charts.

Reply



**LifeJacket Case**

· July 17, 2013 at 12:45 pm

Ben, thank you so much for taking the time out to perform this review! I would like to formally introduce myself as the designer, inventor and owner of Global Navigation Authority. We produce the LifeJacket Case and are very excited about the endless opportunities that surround tablets in the marine environment. Our case was designed by a long time boater (myself), for boaters specifically. We will launch our waterproof USB port to enable charging in early August. We will also launch a flat mount bracket with the AMPS holes pre drilled for multiple mounting options shortly thereafter. Currently our bracket has pre drilled holes in the bottom to connect perfectly to Ram mount 111U. We welcome any ideas or suggestions as our company will

continue to grow in the marine  
tablet protection direction.

Thank you once again,

James Klement

Global Navigation Authority

855-GNAVACOM

<http://www.gnava.com>

Reply



**Collin** 🕒 July 17, 2013 at 3:55 pm

“LifeProof offers cases in both frē and nüüd styles. I have no opinion about which is best, but maybe someone out there does.”

I've used a Lifeproof frē on both my iPhone 4 and 5 and have been generally happy with them. Lifeproof proved its salt after protecting my phone from an overnight dip in a class III rapid in northern Idaho. Perhaps the even bigger miracle was that it was found the next day! I can tell from first hand experience that the plastic film over the screen on the frē decreases the sensitivity of the touch screen measurably, as it doesn't lie perfectly flat on the glass. Recently I've had problems with the “end” button being completely unresponsive when I try to terminate a call. That can be a real annoyance. A quick search of the internet finds many other people having the same issue. Might be one of the reasons Lifeproof recently introduced the nüüd for the iPhone. Knowing what I know now, given the choice, I'd now go for the nüüd.

Reply



**Anonymous** 🕒 July 17, 2013 at 8:31 pm

The Tallon Ram Lifeproof combination is working well on my boat.

I also have a Lifedge iPad 2/3/4 case and it is difficult to install over the iPad (even with lubrication)- I no longer use this case.

I use the Ram X Grip and think this a great device, it holds a bare iPad, the Lifedge and the Lifeproof cases, it also copes with the other non-marine cases that I use like the

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Gumdrop and the STM Skinny.

Cheers Dave

Reply



**Collin** ⓘ August 5, 2013 at 6:22 pm

As a followup to the above post, I wanted to let people know I contacted LifeProof about the problem I was having and they replaced the case without hesitation and at no cost. The plastic film over the screen of the replacement case seems to be a much tighter fit. I don't know if they've changed the design since, but I was one of the first adopters to the frē case for the iPhone 5 when it was initially released. Time will tell if they have solved the problem...

Reply



**Maldwin Drummond**

ⓘ August 15, 2013 at 6:59 am

Ben,

Thank you for the talk last night, which was very informative. I used the lifeproof frē on my iPhone 5 this summer, and encountered the same problems with the screen mentioned above. For the last ten days, I have been using the nuud, and I think it is a vast improvement. I also have the nuud iPad case for my iPad 4, but have only been using it for 24 hrs. So far, so good. Lastly, I have life jackets for both, which I like as much for their anti shock capabilities as their flotation ability. They are a bit large, but that bothers me more on the phone than the pad. Best, Maldwin

Reply



**Ben Ellison** ⓘ August 15, 2013 at 11:02 am

Thanks, Maldwin! (I gave a talk on tablet nav apps to a wonderfully receptive audience in Camden last night.)

And let me add that Maldwin is probably an excellent case tester as he seems to spend significant time blasting around Penobscot Bay in a large RIB in most any weather.

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Reply



**Wing Chan**

🕒 September 1, 2013 at 10:40 am

Hello Mr Drummond.

I gather that you must be the same gentleman who help build the Sir Winston Churchill. Us old schooner folk are having a reunion in Portsmouth on 19th October. Do come. The current owner of the Malcolm Miller will be there. Wing Chan. [wingninchan@yahoo.com](mailto:wingninchan@yahoo.com)

Reply



**Daniel Noiseux**

🕒 November 30, 2013 at 10:23 am

Hello Ben, it is unfortunate that you didn't contact us to include in your review the German made Andres industry cases. As you are aware those cases have been on the market and used on boats for years now. Their cases are designed with very harsh environments in mind since Andres' primary markets are military and law enforcement, so everything they design and build take into consideration that the devices will get dropped, hit and receive water or chemicals.

Regards

<http://www.ipad-waterproof-case.com/>

Reply



**Ben Ellison**

🕒 November 30, 2013 at 12:35 pm

Sorry about that, Daniel, but in situations like this my testing is often somewhat random. All the gear discussed above was offered to me for testing, so I may have missed other waterproof iPad cases that are out there.

Reply



**Ben Ellison** 🕒 January 5, 2014 at 2:28 pm

Gumdrop has a new iPad marine case and mount that looks very interesting:

<http://www.gumdropcases.com/collection/marine-industry.html>

Reply

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# Exhibit 37


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## Lifeproof iPhone case with New Lifejacket

Published on May 24, 2013 by Paddle Guy in [Product reviews](#)



While doing some window shopping today my attention was drawn to a Lifeproof display in a local Apple store...\$100 + later I have myself what could be my best solution to protect my iPhone on the water, the Lifeproof dry case and new lifeproof Lifejacket (the bright orange outer in the pics). I have been using the DriPhone and a couple of other cheaper dry bags with the zip lock system, however both have issues..the DriPhone case is dry, but when fingers are wet you cant use the touch screen functions on your phone through the silicone.. same issue for the dry bags + they steam up inside with the slightest bit of moisture..neither are good solutions for my iPhone which is an important part of my professional life...



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Enter the lifeproof case and lifejacket... I have researched the Lifeproof case for a while and they seem to have a mix bag of results, some of the negative results are due to the regular opening and closing of the case and people not paying enough attention to the O-ring style seal..My intention is not to use the case under water so hope not to experience these issues and with all the camera work i do on the water I have a pretty thorough procedure when it comes to electronics and water proof cases.



I needed a case that will let my iPhone function as it is intended, protect from wet fingers, the occasional splash from wave, paddle or fish 😊 and the ability to float should I drop it...That's when the orange Lifeproof Lifejacket got my attention..the one I purchased is designed for the iPhone 5 however my iPhone 4 fits fine with the only function not ideal is the position of the camera (slightly covered by the lifejacket ) ..but as I will always have a camera out with me I rarely use the iPhone for taken pics on the water...and as the friendly sales assistant pointed out, when I upgrade to the 5 I will already have the Lifejacket 😊

the lifejacket has openings to allow access to all the outer functions of the phone such as volume... it has a lanyard position on all 4 corners so you can easily attach one of the 2 lanyards supplied, neck strap and wrist strap. It is made of durable, high vis foam that even my kids will find hard to destroy (don't let the dog get it though!)..

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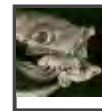
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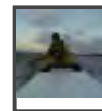


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# Exhibit 38

NEWS

## LifeProof launches LifeJacket case for iPhones

BY ALLISON CERRA

July 11, 2012

ORLANDO, Fla. — LifeProof has introduced a new protective, waterproof case for the iPhone 4 and iPhone 4S.

---

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The LifeProof LifeJacket, made from high-density foam that is shock, tear and stain resistant, is designed for anyone that uses their iPhone in the water or is looking for increased drop protection, the company said. The buoyant, lightweight case comes in a day-glow orange color to ensure visibility in dense brush or water. What's more, all buttons and features of iPhone are accessible while in the LifeJacket, including speaker and microphone and features a quick-release lanyard and wrist strap can be attached to eyelets on each corner.

"LifeProof encourages people to live life — to swim, surf, ski, hike, bike or play with the kids, all while staying connected. Boaters, fisherman and swimmers have been clamoring for a way to keep their iPhone close in the water to use apps and stay in touch," LifeProof CEO Gary Rayner said. "The LifeJacket not only floats, but it will

protect your iPhone from bump and impacts while rock climbing or accidental drops from great heights."

The LifeProof LifeJacket carries a suggested retail price of \$39.99.

## NEWS

# Diplomat promotes Atheer Kaddis to SVP sales and marketing

BY **ALARIC DEARMENT**

July 10, 2012

FLINT, Mich. — Diplomat Specialty Pharmacy has promoted its SVP managed markets and clinical services to SVP sales and marketing, the company said Tuesday.

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Diplomat said the newly promoted executive, Atheer Kaddis, would report directly to the company's president, Gary Kadlec. Kaddis previously worked as director of pharmacy services clinical for Blue Cross Blue Shield of Michigan.

"Atheer is a seasoned professional who has a deep understanding of specialty pharmacy," Kadlec said. "In this new position, Atheer will bring our sales, marketing, business development and trade relations under one authority to allow an agile and seamless response to all the needs of Diplomat's clients and stakeholders."

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# Exhibit 39

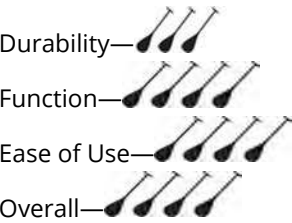
# LIFEPROOF LIFEJACKET AND CASE

March 12, 2013 | By [Charli Kerns](#) [f](#) [t](#)

Sometimes, having a cell phone while on the water is a nice thing to have. Some cases such as the [Watershot](#) offer both full-on water protection and the capability to take underwater photos/videos. For those who need something a little less sophisticated but still protective, the LifeProof LifeJacket and Case may be the perfect option. Photo editor Aaron Schmidt tested it out, and here's what he had to say:



The C&K rating, on a scale of 5 paddles:



Final Take: "Good enough for casual swimming and snorkeling, but given apparent durability, it may not hold for surfing in heavy conditions."

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BY MIRA MILLA,ALANI NELSON

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Image via [Inhabitat/HotTug](#)

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Image via [Home Wet Bar](#)

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Created for the laziest among us, this remote-controlled float is the perfect way to relax in the pool. And think of all the drinks you can have while you're there. [Skrillex's new album is out](#). [Travis is releasing a new album](#). [Skrillex's new album is out](#). [Travis is releasing a new album](#).

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Image via [Surf Europe Mag](#)

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Travis Scott Releases Skrillex's

The Tiki Table

6ix9ine Reportedly Scammed Fashion Nova With Six-Figure Deal

CLOSE

Why 6ix9ine Doesn't Shoutout To... ON 'DUMMY BOY'



Image via *Floating Pong*

Save your guests the trouble of getting out of the pool and instead opt for the floating beer pong table.

STYLE TheBestFloatingDesignsfortheSummer

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An inflatable Santa Claus wearing sunglasses and riding a red motorcycle with 'SC' on the side. Three reindeer are in the back seat. The scene is set in a snowy landscape with trees and a house in the background.

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Floating Golf Green

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Why use your pool for just swimming when the possibilities are endless? This patch of lush greenery is the perfect place for dad to practice his backstroke.

1st & 10th  
Six Nine Reportedly Scammed Fashion Nova With Six-Figure Deal

CLOSE

Why Six Nine Doesn't Shoutout To... ON 'DUMMY BUY'

# Bob Burnquist's Floating Skateboard

STYLE The Best Floating Designs for the Summer



Image via [Tumblr](#)

Quite possibly the coolest skating location in the world, a ramp floats above the crystal clear waters of Lake Tahoe. Maybe one day he'll invite you over for a visit so you can experience it, but until then you can just dream.



## 6 Parenthood Inflation

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Why 6ix9ine Doesn't Shoutout To... ON 'DUMMY BUY'



Image via **Sharper Image**

Lounging next to the pool doesn't come close to our (cupholders included) is the perfect escape from the friends.

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## NOW TRENDING

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- 6ix9ine Reportedly Scammed Fashion Nova With Six-Figure Deal

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- Why 6ix9ine Doesn't Shoutout To Young Thug / Diddy / Bow

JoustPoolGame

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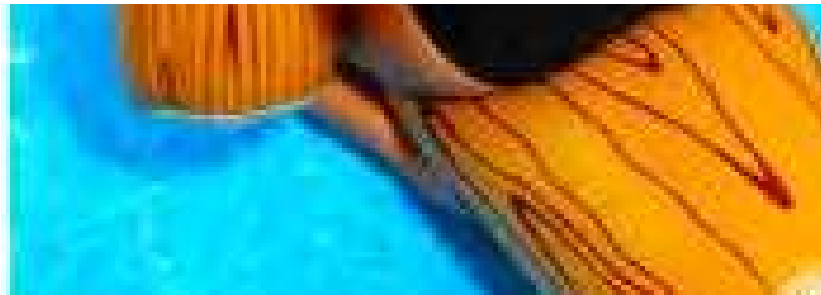
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To Gucci on 'DUMMY BOY'



STYLE The Best Floating Designs for the Summer

113yway011 DUMMYBOY

Image via **Urban Outfitters**

Travel back in time with some old-fashioned Renaissance jousting set is perfect for friends who want to reenact just releases some residual anger.

## Texas Float'em



**NOW TRENDING**

Travis Scott Releases Skrillex's

Give your guests the chance to gamble away their paychecks at your next pool party with this inflatable card table. With waterproof cards and a built-in cooler, Texas Float'em takes your poker game to the next level.

6ix9ine Reportedly Scammed  
Fashion Nova With Six-Figure Deal

CLOSE

Why 6ix9ine Doesn't Shoutout  
To... ON 'DUMMY BOY'

# Intex Mega Chill Floating Cooler



Image via Intex on [Amazon](#)

Parched but too lazy to get out of the pool? This ice cooler is cool and refreshing. The cooler is also suitable for floating down a river with friends. Attach the cooler easily to one of the tubes, sit back, and enjoy the relaxing ride.

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## NOW TRENDING

Travis Scott Releases Skrillex's  
Remix of "Sicko Mode"

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Why 6ix9ine Doesn't Shoutout  
To... ON 'DUMMY BUY'

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IT'S WAY OUT DUMMY BUY

# Excalibur Inflatable Motorized Boat

Image via Overstock

These motorized bumper boats transform many backyards into an amusement park ride. By using the water cannon, you can have fun without fear of retribution.

# Lifeproof LifeJacket Float for iPad



## NOW TRENDING

Travis Scott Releases Skrillex's Remix of "Sicko Mode"

6ix9ine Reportedly Scammed Fashion Nova With Six-Figure Deal

CLOSE

Why 6ix9ine Doesn't Shoutout To Queen of 'DUMMYS' Now



Image via Amazon

Nothing is worse than enjoying a day at the pool only to drop your iPad. Solving this problem with this life jacket, your kids and pets deserve life jackets, then your iPad more.

# Flateball Floating Pool Light

## NOW TRENDING

Remix of Travis Scott Releases Skrillex's "Remix of 'Sick Mode'"  
...ly deserves one.

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Why 6ix9ine Doesn't Shoutout To ... ON 'DUMMY BOY'



Image via [Limn](#)

This pool light adds a bit of sophistication to your summer minimal design; the Flatball Floating Pool Light is great for your next sunset or barbecue.

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The Best Floating Designs for the Summer

11/30/2018

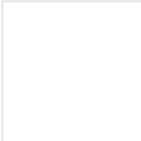
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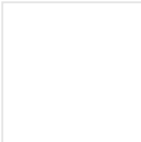
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Why 6ix9ine Doesn't Shoutout To Travis Scott 'DUMMY BOY'

Cabana Floating Islander

THE BEST Floating Designs for the Summer



Image via Brookstone

This is probably one of the most comfortable and luxurious ever come across. With enough room to comfortably lounge, summer libations, as well as a boarding platform, this cabana is nicer than some of your first apartments.

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An inflatable Santa Claus wearing a red suit and sunglasses, riding a red and white motorcycle. Three reindeer are in the back seat. The scene is set in a snowy landscape with a house in the background.

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Image via [Dude I Want](#)

Perfect for a warm summer night, this inflatable movie screen is a great way to enjoy the pool at night.

# Alexander Wang Inflatable Pool

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An inflatable Santa Claus is riding a red and white motorcycle in a snowy setting. Three reindeer are sitting on the back of the motorcycle. The scene is decorated with snow and winter trees.

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# Exhibit 41



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# LIFEPROOF LIFEJACKET FOR IPHONE REVIEW



**JEFF HEMMEL**

November 3, 2015  
(<https://www.personalwatercraft.com/blog/author/jeff-hemmel/>).  
(<https://www.personalwatercraft.com/products/lifeproof-lifejacket-for-iphone-review-1340.html>).

Images: Photos by **LifeProof**

## ◀ *Ideal phone protection for PWC users*

**LifeProof** has done a pretty good job of becoming the go-to case for the active **smartphone** user. In the personal watercraft/boating community, you literally seem to see them almost everywhere, protecting owner's phones from impact, water, shock...the list of potential calamities is endless. And in the process, they don't turn your phone into some big bulky brick. One of LifeProof's best features is that they offer all this protection while keeping things relatively slim.

If LifeProof cases have a flaw, however, it's that they don't float. Drop your phone and it still sinks like a rock. Even if the case is waterproof to 6.6 feet for an hour, that fact won't do you much good if you can't find the exact spot it went in the drink...or for that matter, drop it in water deeper than 7 feet.



LifeProof smart phone cases are waterproof, but they don't float. That could be a problem if you drop your phone into the water on a PWC ride.

Enter an accessory aimed right at personal watercraft users – the **LifeProof LifeJacket**.  
Correction: enter an accessory aimed right at PWC owners whose brand of smartphone is from Apple. Currently, the LifeJacket is only available for iPhones 5 and 6 (as well as iPad and iPad Mini).

**LifeProof iPhone Case Review (<https://www.personalwatercraft.com/products/lifeproof-iphone-case-review-1161.html>)**

If the name LifeJacket sounds like one of those bright orange, Mae West-style PFDs from yesteryear, you're not far off. The Lifejacket is indeed bright orange...and somewhat bulky. Made of durable, lightweight EVA foam, it wraps around your phone like a slip-on case on steroids, delivering up enough buoyancy to keep it afloat. There's nothing high-tech. The LifeJacket simply slips over a LifeProof case'd iPhone, holding it snugly in place. In addition to the added buoyancy, the phone also gets greatly expanded drop protection. Each corner is bulked up and the foam itself is quite dense. Drop it on the dock or launch ramp and you're chances of phone survival just increased dramatically.



Though it adds quite a bit of bulk to your iPhone, the LifeProof LifeJacket will make sure you can find it if it lands in the water.

You can still access all the phone's features. The screen area is left wide open, as are the speaker and headphone ports, along with the volume switch, on/off switch, and camera lens areas. There's also a recessed bar at each corner around which to wrap one of two included lanyards; choose a wrist or neck lanyard style depending upon how you plan to use the phone.

### **Waterproof Camera Options For PWC Enthusiasts**

**(<https://www.personalwatercraft.com/products/waterproof-camera-options-for-pwc-enthusiasts-1174.html>)**

Trust me, it works. With more than a little hesitation, I tossed my LifeJacket/LifeProof-equipped **iPhone** into the Gulf of Mexico and watched it rather quickly bob to the surface. The bright orange LifeJacket made it exceptionally easy to spot, a bonus considering many people may drop their phone while underway and will be retracing their path. The bulky case also proved relatively easy to hold, offering a secure grip with wet hands. To my surprise, I discovered the case even had a certain coolness factor. Stopping at a marina, numerous people who worked around the water asked me where I got it, and seemed to genuinely lust after the bright orange bulk.



Back, side and front views of the LifeProof LifeJacket.

Drawbacks? Mainly they center around that very same 8" x 4.6" x 1.6" bulk. With the case on, you can't realistically put the phone in your pocket, although I did note it fits very nicely within a PWC glove compartment. In the latter scenario, it also simultaneously pads the phone from bouncing around in the compartment in rough water. The larger sides also proved to be a little more cumbersome when texting, but nothing you can't work around. Finally, LifeProof cases protect the headphone jack with a screw-in plug; should you really need to access the jack while in the LifeJacket, you do have to remove the phone from the LifeJacket first, unscrew the plug, then slide it back in. I wouldn't risk using headphones while underway, so I don't see it as a problem.

And the obvious that's probably already abundantly clear – you do need to own a **LifeProof** case already.

All in all, however, those are pretty minor disadvantages when you consider the alternative is your very pricey smartphone sinking off into the depths, smashing on the launch ramp, or simply dropping in dark water where you can't locate it. As the saying goes, an ounce of protection...

The **LifeProof LifeJacket** retails for \$39.99. LifeProof cases start at \$79.99. For more information, visit <http://www.lifeproof.com/> (<http://www.lifeproof.com/>).

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Was \$39.99, now \$19!

(<https://www.personalwatercraft.com/features/what-you-need-to-know-about-pwc-trailers-1287.html>).

## What You Need To Know About PWC Trailers

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Play this for 1 min and see why everyone is addicted!

VIKINGS: FREE ONLINE GAME

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'70s TV Quiz: Match Characters to Their Shows

HOWSTUFFWORKS.COM

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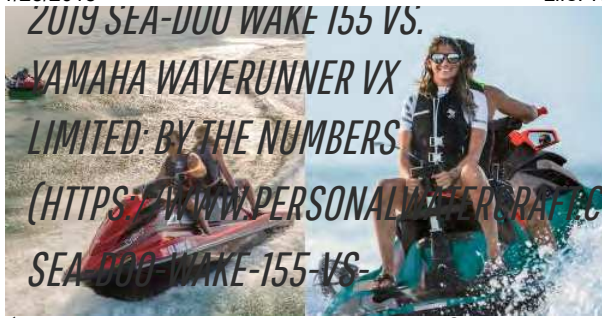
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## Put a LifeJacket on that LifeProof Case iPhone

Author: Brad Wiegmann |



Cell phones and water don't mix. It's a deadly combination that usually results in purchasing a new cell phone. Of course you can put a LifeProof case on it to protect the cell phone from water damage, but that will not keep it from sinking. The only way to insure your cell phone from sinking is to put a LifeJacket on it.

By lifeJacket, I don't mean a Personal Floatation Device or PFD that fits on a person to keep them afloat. No, I mean a LifeProof LifeJacket that has enough positive buoyancy to make sure it floats when dropped into the pool or lake.

The LifeProof LifeJacket was specially designed to enclose and protect your phone from shock and scratches. It comes with a quick release lanyard and wrist strap that can be connected in several ways including sideways, upside down or facing out or inward. By facing it inwards, the user can protect the iPhone screen from scratching their screen.

LifeProof LifeJackets are specially designed to let the user touch all of the control buttons of their iPhone including the camera and flash, headphone jack, microphone, speakers, and volume and on-off switch. The openings are big enough for fingers to reach through without letting the iPhone slip through or fall out.

Besides being extreme visible, the LifeProof LifeJacket has a grip enhanced finish. This makes for a better grip when out in wet conditions. Sand or dirt can also be easily rinsed off without affecting the buoyancy.

iPhones can quickly and effortlessly be put into a LifeProof LifeJacket. The highly durable, tear and stain resistant foam flexes as the iPhone is slipped into or out of

the LifeProof LifeJacket.

A LifeProof LifeJacket weighs only 2.25-ounces and measures 151mmx88mmx29mm. It comes in only one color and that's high visible orange.



What can you do with your iPhone safely protected with a LifeProof Case and LifeProof LifeJacket? You can go sailing, swimming, surfing, hunting, fishing or even spelunking.

I tested my LifeProof LifeJacket by dropping it into the lake while standing in my boat. It was an eerie feeling to drop into the lake. After letting it go, I had second thoughts, but it came right back up to the surface.

Now with the LifeProof case and LifeProof LifeJacket, I have the total package of protection from water, dirt, snow and shock.

Although a LifeProof LifeJacket is designed to float a cell phone exposing it to temperatures that exceed 140 degrees Fahrenheit. Exposure can cause shrinkage or a number of other damages can occur when exposed to an open flame or inside a hot vehicle interior. It would be prudent to test out the LifeProof LifeJacket for shrinkage, damage or positive buoyancy before using each time.

Now is the time to protect your iPhone from environmental hazards. Put that LifeJacket on your iPhone and never again get that sinking feeling when you drop your iPhone into the pool or lake.



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