



**Interim Designation of Agent to Receive Notification of Claimed Infringement**

**Full Legal Name of Service Provider:** The Better Advertising Project, Inc.

**Alternative Name(s) of Service Provider (including all names under which the service provider is doing business):** Better Advertising

**Address of Service Provider:** 450 Lexington Avenue, New York, NY 10017

**Name of Agent Designated to Receive Notification of Claimed Infringement:** Scott B Meyer

**Full Address of Designated Agent to which Notification Should be Sent** (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):

The Better Advertising Project, Inc., 450 Lexington Avenue, New York, NY 10017

**Telephone Number of Designated Agent:** 212-878-9230

**Facsimile Number of Designated Agent:** 646-861-4771

**Email Address of Designated Agent:** scott@betteradvertising.com

**Signature of Officer or Representative of the Designating Service Provider:**

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Date: December 3, 2009

**Typed or Printed Name and Title:** Scott B. Meyer, Chief Executive Officer & Founder

SCANNED 1 15-2010

