

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen
 Joshua D. Wright
 Terrell McSweeney

In the Matter of

Jerk, LLC, a limited liability company,

CX

CX

CX

CX

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

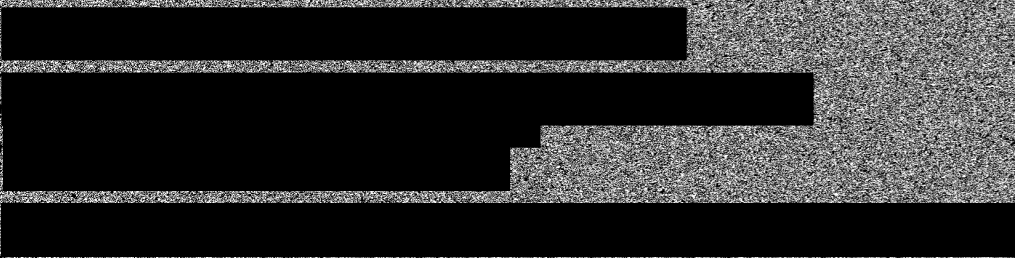
[REDACTED]

CX

CX

CX

From: [REDACTED]
To: [REDACTED]
BCC: "John Fanning" [REDACTED]
Date: 8/18/2010 8:00:57 AM UTC



[REDACTED]

CX

CX

From:

Subject: Re: New Name

To: [REDACTED]

To:

Like Flickr, for reputations. "REP"r. Reper.

Personally, I'd prefer to drop the second 'r', but as John said on the phone, it makes a nice palindromic.

On Apr 29, 2010, at 2:33 PM, wrote:

I like scoop a lot too. What is rener supposed to mean/suggest?

On Apr 25, 2010, at 1:00 PM, wrote:

Scoop.com, and think it really speaks to who we are. Reper just seems a little too obvious.

From: [REDACTED]

Subject: Re: New Name

Date: April 29, 2010 at 2:31 PM

To:

[REDACTED] John Fanning [REDACTED]

I like scoop a lot too. What is reper supposed to mean/suggest?
On Apr 25, 2010, at 1:00 PM, [REDACTED] wrote:

Reper is okay, but how much time do we have to find another name? Are we abandoning jerk all together? I personally like the name
[REDACTED] REPER JUST SEEMS A LITTLE TOO OBVIOUS.

[REDACTED]

On Apr 22, 2010, at 1:25 PM, [REDACTED] wrote:

Fine as long as people don't start confusing Reper with Reaper. :P

[REDACTED]

On Apr 22, 2010, at 1:21 PM, John Fanning wrote:

Guys,

We are still working with jerk.com, but I am trying to negotiate a better deal and because we have not made much progress lately on financing we might have to switch the brand. I have reper.com which I want to launch, we could use both brands, settle on one, and we could switch the company name to reper which might make it easier to finance.

john

John W Fanning
Chairman Netcapital

[REDACTED]

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FTC-JERK0001923

CX0731-003

From:
Subject: Re: New Name
Date: April 22, 2010 at 1:26 PM
To: John Fanning
Cc:

Fine as long as people don't start confusing Reper with Reaper. :P

On Apr 22, 2010, at 1:21 PM, John Fanning wrote:

Guys,

~~We are still working with jerk.com, but I am trying to negotiate a better deal and because we have not made much progress lately on financing we might have to switch the brand. I have reper.com which I want to launch, we could use both brands, settle on one, and we could switch the company name to reper which might make it easier to finance.~~

john

John W Fanning
Chairman Netcapital

CX0732

From: John Fanning
Subject: RE: positions/titles
Date: June 15, 2010 at 4:14 PM
To:
Cc:

When it comes to reper.com, it's owned by jwfk.com LLC so I think the founders titles have already been taken, however I think it's probably ok to have " and use the titles of founder reper.com because clearly the project has been driven the the three of us. My main concern right now is to close financing. We need to do that now.

john

John W Fanning
Chairman Netcapital

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From:

CX0733

CX0734

MARKED CONFIDENTIAL

REDACTED IN ITS ENTIRETY

CX0735

MARKED CONFIDENTIAL

CX0736



CX0737









[REDACTED]

[REDACTED]

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