

Caltech/MIT Enterprise Forum
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**OPPORTUNITIES FOR INNOVATORS:
Venturing in Online Search, Advertising & Sales**

KEYNOTE SPEAKER

Farhad Mohit

*Co-Founder & Chief Strategist
Shopzilla*

While completing his MBA in Entrepreneurial Management at the Wharton School, Mr. Mohit and fellow MBA student, Henri Asseily, envisioned a business model to facilitate e-commerce by freeing the information and knowledge flow between buyers and sellers. This idea became their graduate thesis, and along with Wharton School Senior Marketing professor, Dr. David Reibstein, the trio founded Shopzilla (as BizRate.com) in 1996.

Today, Mr. Mohit's original concept of Shopzilla, as an informational intermediary linking online buyers and sellers ranks among the most popular shopping search engines on the Web, garnering approximately 18 million unique visitors a month and facilitating over \$2Bn/yr in purchases. Boasting industry-leading features, power and scope of search, Shopzilla's mission remains to help consumers find, compare and buy anything, sold by anyone, anywhere, at the best price.

In June of 2005 Shopzilla was acquired by E.W. Scripps for \$569 million dollars. Shopzilla operates as a wholly owned, but completely independent division of the company.

A 10-year veteran of the online shopping space, Mr. Mohit has been acknowledged as an entrepreneurial visionary in the comparison shopping industry with numerous awards including Silicon Iran's Young Entrepreneur of the Year Award in 2002, and Computer World Honors Award for contributions in technology in 2004. Focusing on the topics of entrepreneurship and the Internet, Mr. Mohit has been an invited speaker at many universities including: MIT, Wharton, Harvard, UCLA, USC as well as numerous industry events and tradeshows. He serves as a judge specializing in technology projects for the annual Wharton Business Plan Competition.

Mr. Mohit holds a Bachelor of Science in Mathematics/Applied Science and Economics with a specialization in Computing from the University of California, Los Angeles, and an MBA in Entrepreneurial Management from the Wharton School.

PANELISTS

David Hughes

*CEO
The Search Agency*

David Hughes joined The Search Agency in early 2004 as its Chief Executive Officer, overseeing its product, technology, operations, sales, and account management functions. With offices in Los Angeles and Rhode Island, The Search Agency provides clients with full-service Search Engine Marketing and Search Engine Optimization services using proprietary software, algorithms and account management processes. The company has grown rapidly, and currently manages over \$40 million in annual paid search spend. The Search Agency's clients include two of the top ten, and four of the top twenty largest online advertisers in the U.S. These clients

PANELISTS *(continued)*

come from many different industries including: Consumer Finance, Consumer Packaged Goods, Online Retail, Internet Services, Real Estate, Mortgage, Flowers, Software, and Technology.

Prior to joining The Search Agency, Hughes served as Senior Vice-President, Corporate Development for United Online, Inc. Hughes and his team were responsible for developing and running all user acquisition programs, new products and services to be offered to NetZero/Juno customers, developing and implementing Search Services, and forming large strategic relationships. Prior to joining United Online, he was a Management Consultant with the Boston Consulting Group, and an Associate with Mercer Management Consulting. Hughes is a graduate of Harvard University's Graduate School of Business Administration, where he received the Dean's Award for leadership, and the University of Western Ontario, in Canada, where he earned a Bachelor of Arts with Honors.

Hughes is past President of the Harvard Business School Association Club of Southern California, and currently sits on its Board.

Craig Ogg

Co-Founder & CTO

ThisNext, Inc.

Craig Ogg is currently CTO of ThisNext, Inc., a social commerce startup he co-founded in early 2005 that is in the process of closing its Series A round of funding. Craig's experience includes 17 years in commercial software development and product design. He has been developing consumer Internet services since 1996, most recently as the Vice President of R&D at Stamps.com where he was one of the first employees. Other products he has been responsible for include CyberMedia's Oil Change, PeopleLink, and Nantucket's Clipper compiler for dBase. This is the fifth startup that he has co-founded, and the first of them to take venture financing.

Joel Toledano

Director of Business Development--Search

Yahoo!

Joel Toledano is the Director of Business Development and chief negotiator for the Yahoo! Search business unit. He is responsible for a wide range of business development activities, ranging from establishing and managing strategic partnerships to identifying, developing and executing new revenue-producing channels and business initiatives with both startups and established companies. His accomplishments include the top deals in each of Yahoo!'s Search, Access and subscription services businesses. In addition, he previously managed day-to-day aspects of the company's sponsored search relationship with Overture Services prior to Yahoo!'s acquisition of the company.

Prior to his work for Yahoo! Search, Joel worked in business development for Yahoo! Consumer Services, where he was responsible for development and implementation of Yahoo!-branded Internet access services, including services offered through alliances with SBC and other broadband and narrowband providers.

Before joining Yahoo!, Joel ran the business development unit for Rentals.com until it was acquired by Primedia in 2001. Prior to that, Joel was an attorney with Wilson, Sonsini, Goodrich & Rosati, where he represented and advised public and private companies, successfully navigating companies through a series of high profile IPOs and acquisitions.

MODERATOR

Barney Pell

Founder & CEO

Powerset

Dr. Barney Pell is currently the Founder and CEO of Powerset, a stealth-stage startup company that is developing advanced AI technologies to deliver breakthrough capabilities in search and navigation. Prior to Powerset, Dr. Pell was an Entrepreneur in Residence at Mayfield, a Venture Capital Firm based in Silicon Valley. There he explored, evaluated and advised early-stage companies in the areas of search, information management, human interfaces and social software. Prior to joining Mayfield, Barney was Technical Area Manager for the 80-person Collaborative and Assistant Systems (CAS) area within the Computational Sciences Division at NASA Ames Research Center.

Dr. Pell received his Ph.D. in Computer Science from Cambridge University in 1993, where he was a Marshall Scholar, and his B.S. degree in Symbolic Systems from Stanford University in 1989, where he graduated Phi Beta Kappa and was a National Merit Scholar. From 1998 to 2000, Dr. Pell was Chief Strategist and Vice-President of Business Development for StockMaster.com, a provider of internet-based stock-market analysis tools. Dr. Pell helped StockMaster.com grow from \$500,000 to \$5 million in revenue in 2 years, when the company was acquired by Red Herring Communications in July, 2000. From 2000 to 2002, Dr. Pell was Vice President of Strategy for Whizbang! Labs. a provider of advanced text processing and search engine software. Whizbang created Flipdog, an online recruiting site that automatically built the world's largest jobs database extracted directly from corporate websites, which was acquired by Monster.com.

PROGRAM PRODUCERS

Michael M. Krieger

Attorney at Law

Willenken, Wilson, Loh & Lieb, LLP

Michael Krieger is a Los Angeles attorney with the litigation firm Willenken Wilson Loh & Lieb LLP. He has practiced high technology business and intellectual property law for more than 20 years, focusing on litigation strategy, counseling and preventive methods to both secure and exploit clients' key IP assets. This includes patents and other IP, and the associated transactions supporting development, commerce, and services in the technology arena. He has served as an expert in computer-related litigation.

With degrees in mathematics (B.S., Caltech; Ph.D., UCLA) and law (UCLA), he was on the MIT Mathematics and UCLA Computer Science faculties and also a Fulbright Scholar prior to practicing law. This background led to involvement in key areas as they emerged including public key encryption, open source software, and domain names.

Mr. Krieger is on the editorial board of Cyberspace Lawyer and has served on the Executive Committee of the Intellectual Property Section of the California Bar, was Editor-in-Chief of its journal, and chairs the Section's Computer Law Committee. Since 1997 he has taught a seminar in law and business issues for the UCLA Computer Science Department graduate program.

PROGRAM PRODUCERS (continued)

Richard C. Hsu

Partner

Townsend and Townsend and Crew, LLP

Richard Hsu is a Partner in the Palo Alto office of the law firm Townsend and Townsend and Crew, and is Chair of its Technology Licensing Practice Group, where he counsels and provides companies advice on all licensing transactions as well as for intellectual property issues arising in contexts such as major acquisitions and settlements. Prior to joining Townsend, Mr. Hsu was a Senior Attorney at Venture Law Group and also former general counsel at Cyrano Sciences, Inc. (acquired by Smiths Detection), a company founded by Caltech Nobel Laureate Robert H. Grubbs. Mr. Hsu is a graduate of Columbia Law School and of Caltech.

SPONSOR



For more than five decades Christie, Parker & Hale (CPH) has rigorously protected the discoveries and inventions of their clients.

CPH's practice is rooted in intellectual property and the company specializes in patents, trademarks, copyrights, trade secrets, unfair competition, plant variety protection, related litigation, and international property rights.

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Anticipating clients' needs, CPH provides practical, cost-effective advice. They create value in their services by thorough analysis, experienced judgment, and innovative approaches concerning:

- 1) The profitable exploitation of intellectual property
- 2) Controlling the costs of creating and protecting intellectual property
- 3) Licensing intellectual property
- 4) Creating and protecting intellectual property in foreign markets
- 5) Dealing with encroachment on intellectual property rights

All of the firm's patent attorneys hold degrees in some field of science or engineering including advanced degrees in biotechnology, computer science, electronics, mechanics, material sciences, chemistry, and medical technology. Their attorneys effectively handle subject matter in all fields of technology. Teaming seasoned litigators with technically versed patent prosecutors is one of their greatest strengths for successfully handling litigation and related issues.