

©copyright-archive

An Authors' Trust Initiative.

PO Box 105, Coonawarra, SA, Australia 5277

Tel +(61)438 005 051

Tel: + (61) 8737 3680

Fax: +(61) 8125 6766

Email: slim@copyright-archive.com

www.copyright-archive.com

Feb 20, 2014

WITHOUT PREJUDICE

Legal Department

162 Hargobind Nagar, Dhogri Road, Jalandhar . Punjab

info@arbinfosys.com; contact@arbinfosys.com

Tel. +91 - 90419 11005

Dear Sirs,

RE: UNAUTHORIZED USE OF COPYRIGHT MATERIAL

(REF:WWW.EXA.COM.AU_WEB_DESIGN_-V-

WWW.ARBINFOSYS.COM_PORTFOLIOS_SAMPLE-CONTENTS_)

We represent the owner of copyright in WWW.EXA.COM.AU (the Work), Exa Pty Ltd. It has come to our attention that you are using copyrighted material from www.exa.com.au on **www.arbinfosys.com** without a valid license.

The copyright owner has a number of exclusive rights under international copyright law in the U.S. and all countries that have ratified the Berne Convention. These exclusive rights include the right to reproduce the Works, and to publish and communicate the Works to the public (including by way of sale, broadcast or putting the Works online). It is an infringement of copyright to do any of the acts comprised in the copyright in relation to the whole or a substantial part of the Works, or to authorise

such an act, without the permission or licence of the copyright owner.

We have attached evidence of infringing copyright material found on your web page. You have **fourteen (14) days** to respond in one of the following ways:

1) Cease and desist using this material and pay the demand amount in full and final settlement of the matter;

OR

2) Ignore this demand, in which case we will -

a) Have your site removed from your web host;

b) Have links to your domain removed from the indexes of Google, Bing and Yahoo and

c) Sue you for copyright infringement under United States law.

We expect to incur significant new legal costs while enforcing our client's rights under the Digital Millenium Copyright Act (17 U.S.C. ss 512(c)(3) and 512(d)(3) (D.M.C.A.)) if this matter is not settled quickly. You can expect the settlement amount to double or triple in that case.

More information about this process, your rights and the underlying law is available at http://www.copyright-archive.com/page_22.html.

You are now on notice as to copyright in respect of the Work. If we do not receive an adequate response by **Mar 6, 2014**, we will immediately and without further warning take such action as necessary in order to protect our client's rights including, without limitation, legal action for injunctive relief or to recover damages and legal costs without further notice to you.

"Pull down" notices under the D.M.C.A. will be sent to Google, your web host, Microsoft and Yahoo on this day (copies of these are available, along with the full brief of evidence against you, at

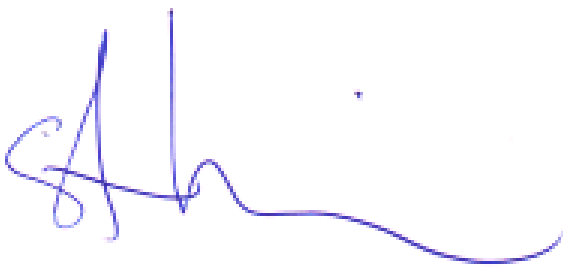
<http://copyright-archive.com/briefs/>. We reserve all of the owner's other rights.

The evidence of your infringement from Google.com and the Wayback Machine (Archive.org) has been recorded on our files and attempting to remove or otherwise destroy evidence to avoid prosecution will provide further evidence against you.

The Authors' Trust is committed to investigating copyright infringement to protect the interests of the author's we represent. If you join, *we may be able to identify instances where your site has also been copied by others*, and we could recover damages for you to offset or exceed what you owe. See the postscript below for more information on joining the The Author's Trust.

I am happy to discuss this matter but be aware of any time zone differences (I am located in the UTC+09:30 time zone). It would be appreciated if you were able to send an email to make an appointment for a voice call, quoting your reference: ***www.exa.com.au_web_design_-v-www.arbinfosys.com_portfolios_sample-contents_Case 56.***

Faithfully

A handwritten signature in blue ink, appearing to be 'S. L. Moignard', written in a cursive style.

**S. L. Moignard BA LLB(Hons) Grad Dip (Inf Tech) Grad Dip (Legal Practice and Ethics)
as trustee for The Authors' Trust**

PS: I am happy to discuss repayment through programming or design time if you have the relevant skills. You also may be able to pay this settlement by signing up with the The Author's Trust. Call

me or email me to discuss on +61 438 005 051 (slim@copyright-archive.com).

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Settlement Demand - Remittance Details

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An Authors' Trust Initiative.

PO Box 105, Coonawarra, SA, Australia 5277

Tel +(61)438 005 051

Tel: + (61) 8737 3680

Fax: +(61) 8125 6766

Email: slim@copyright-archive.com

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Reference: **www.exa.com.au_web_design_-v-
www.arbinfosys.com_portfolios_sample-contents_**

Case Number: **56**

Settlement Demand Date: **Feb 20, 2014**

Penalty Amount: **\$295 USD**

Fee Amount: **\$589 USD**

Total Amount: **\$884 USD**

Payment Terms

The Authors' Trust is the authorised collection and copyright agent for Exa Pty Ltd and you must pay the full amount to us to effect settlement.

Payment Options

a) **11** payments (20% p/a) of **\$100** b) **5** payments (14% p/a) of **\$200** c) **2** payments (8% p/a) of **\$500** d) **1** payment (0% p/a) of **\$884**

The payment of an instalment converts the settlement offer to a debt due with the interest shown. Failure to pay any instalment will automatically incur additional interest.

Payment Methods

1) Bank Transfer:

The Authors' Trust

Name of Bank: **BankSA** BSB: **105070** Account: **25386940**

Swift Code: **SGBLAU2S**

Reference No: **www.exa.com.au_web_design_-v-**

www.arbinfosys.com_portfolios_sample-contents_Case 56

2) Send cheques made out to:

The Authors' Trust

PO Box 105

Coonawarra SA 5263 AUSTRALIA



3) Credit Card

Name on card: _____ Expiry: ____ / ____

Card Number:

CVV: _____ Signature: _____

Please advise **proof of payment** by email to accounts@copyright-archive.com

Brief of Evidence

Full copy available at

http://www.copyright-archive.com/briefs/www.exa.com.au_web_design_-v-www.arbinfosys.com_portfolios_sample-contents_Case_56.pdf

Copyright-Archive Report

Completed comparing:

[http://www.exa.com.au/web_design/\(116.240.194.24\)](http://www.exa.com.au/web_design/(116.240.194.24))

versus

[http://www.arbinfosys.com/portfolios/sample-contents/\(192.186.218.200\)](http://www.arbinfosys.com/portfolios/sample-contents/(192.186.218.200))

on Feb 16, 2014 using "with the client to ensure specific needs are met and a tailored solution is" as a seed Statistically Improvable Phrase (SIP) initially and then comparing the entire text on both URL's.

Details:

1) <http://www.arbinfosys.com/portfolios/sample-contents/>: Failed wbmachine - using Google Earliest Crawl Date as evidence of their date: Jan 7, 2014

2) http://www.exa.com.au/web_design/ has an earlier Priority Date: **Nov 16, 2009** than

<http://www.arbinfosys.com/portfolios/sample-contents/> : **Jan 7, 2014**. It will be necessary for the owner of <http://www.arbinfosys.com/portfolios/sample-contents/> to prove they created and published the text in question from http://www.exa.com.au/web_design/ earlier than **Nov 16, 2009**, requiring without 3rd party witnesses as to the precise content being available earlier as well as an independently certified contemporaneous web server access log showing unbroken crawler rejection of Google and Wayback between **Nov 16, 2009** and **Jan 7, 2014** (**1513** days) via a [robots.txt](#) file prohibiting crawling, residing on <http://www.arbinfosys.com/portfolios/sample-contents/> Otherwise, this infringement has been ongoing for **1553** days so far and as at Feb 16, 2014.

3) The level of **character similarity** between these text **snippets** is **601**. This means out of **917** characters, **601** were the same, giving a percentage of **65.54%**.

4) The level of **character similarity** between these two **pages** is **46%**. This means out of **2639** characters on the smallest page, **1208** were the same, giving a percentage of **45.77%**, bearing in mind that the largest page (http://www.exa.com.au/web_design/) contained **13923** more characters than ours, and generated a percentage of **7.29%** in that context.

5) The frequency of **identical words** occurring between the two **snippets** is **77%**. This means out of **135** words in the smallest snippet, **104** were the same, giving a percentage of **77.04%**, bearing in mind that http://www.exa.com.au/web_design/ contained **3** more words.

6) The frequency of **identical words** occurring between the two **pages** is **108**. In relation to <http://www.arbinfosys.com/portfolios/sample-contents/>'s 'unique word count' of **250**, this is **43.20%**. In relation to http://www.exa.com.au/web_design/'s 'unique word count' of **1002**, this is **10.78%**. <http://www.arbinfosys.com/portfolios/sample-contents/> contains **752** less words. Using <http://www.arbinfosys.com/portfolios/sample-contents/> with **250** unique words, the actual identical word frequency is **108** and the identical word frequency ratio is **43.20%**.

7) The frequency of **different words** occurring between the two **pages** is **894**. In relation to <http://www.arbinfosys.com/portfolios/sample-contents/>'s 'unique word count' of **250**, this is **357.60%**. In relation to http://www.exa.com.au/web_design/'s 'unique word count' of **1002**, this is **89.22%**. <http://www.arbinfosys.com/portfolios/sample-contents/> contains **752** less words. Using http://www.exa.com.au/web_design/ with **1002** unique words, the actual identical word frequency is **108** and the different word frequency ratio is **89.22%**.

8) The frequency of **identical sentences (SLIPs - statistical less improbable phrases - 4 words)** occurring between the two **pages** is **25**. In relation to <http://www.arbinfosys.com/portfolios/sample-contents/>'s 'short sentence count' of **882**, this is **12%**. In relation to http://www.exa.com.au/web_design/'s 'short sentence count' of **140**, this is **77%**. http://www.exa.com.au/web_design/ contains **742** less sentences. Using http://www.exa.com.au/web_design/ with **140** non-unique short sentences (NOSLIPs - Non_Unique Statistically Less Improbable Phrases), the actual identical sentence frequency is **25** and the identical sentence frequency ratio is **77%**

9) The actual frequency of **materially similar (if not identical) [Levenshtein < 30 characters] sentences** occurring between the two **pages** is **18** (comparing http://www.exa.com.au/web_design/ with <http://www.arbinfosys.com/portfolios/sample-contents/>), and **16** (comparing <http://www.arbinfosys.com/portfolios/sample-contents/> with http://www.exa.com.au/web_design/).

10) In relation to http://www.exa.com.au/web_design/'s NOSLIPs of **140**, 18 amounts to **12.86%**.

11) In relation to <http://www.arbinfosys.com/portfolios/sample-contents/>'s NOSLIPs of **882**, 16 amounts to **1.81%**.

12) http://www.exa.com.au/web_design/ contains **742** less sentences than <http://www.arbinfosys.com/portfolios/sample-contents/>. Using http://www.exa.com.au/web_design/ with **140** NOSLIPs, the actual materially similar sentence frequency ratio is **18** and the identical sentence frequency ratio is **12.86%**. When the order of the pages is reversed, using <http://www.arbinfosys.com/portfolios/sample-contents/> with **882** NOSLIPs, the actual materially similar sentence frequency ratio is **16** and the identical sentence frequency ratio is **1.81%**.

13) It is more accurate to refer to the higher percentage as otherwise legitimate copies are ignored. Therefore, the materially similar sentences ratio is **12.86%**.

14) SUBSTANTIALITY: As merely indicative, we have added a small weighting of **0.025** per percent for scores of over **30%** for snippet similarity. While the snippet is a subset of the whole page score, a high score here signifies the degree of copying intensity at one point in the document, making it easier to demonstrate an infringement. Greater than **66%** of the characters in the snippet are identical and therefore the cost is **1.64**, making the total substantiality weighting **1.64**.

15) SUBSTANTIALITY: It is highly improbable that 2 pages that have more than **25%** character similarity do not contain copying. Therefore, this factor carries a **0.08** of a percent weighting. We are confident this page contains a substantial degree of copying because greater than **25%** of the characters on <http://www.arbinfosys.com/portfolios/sample-contents/> are identical - in fact **45.77%** match. The additional weighting is **3.66** and the **total weighting** so far is **5.3**

16) SUBSTANTIALITY: We have added a moderate weighting of **0.05** per percent for scores over **25.00%** for identical words in the snippet. Even though the snippet is a subset of the whole page score, a high score here means that there is more intence of copying in one location of <http://www.arbinfosys.com/portfolios/sample-contents/>. As greater than **77.04%** of the words in the snippet are identical the weighting is **3.85** and the **total weighting** is **9.15**.

17) SUBSTANTIALITY: It is highly improbable that a page with more than **10%** of identical words does not contain copying. Therefore, this factor carries **1.1** of a percent weighting. We are confident this page contains a substantial degree of copying because greater than **1.1%** of the words on <http://www.arbinfosys.com/portfolios/sample-contents/> are identical with http://www.exa.com.au/web_design/ - in fact **43.20%** match. The additional weighting is **47.52** and the total substantiality weighting so far is **56.67**.

18) SUBSTANTIALITY: It is highly improbable that a page with more than **50** identical words does not contain copying. Therefore, this factor carries **0.02** of a percent weighting. We are confident this page contains a substantial degree of copying because **108** words on <http://www.arbinfosys.com/portfolios/sample-contents/> are identical with http://www.exa.com.au/web_design/. The additional weighting is **2.16** and the total substantiality weighting so far is **58.83**.

19) SUBSTANTIALITY: It is unlikely that a page with more than **5%** identical sentences does not contain copying - in fact, that is the definition of copying. Therefore, this factor carries a **6** percent weighting. We are confident this page contains a substantial degree of copying because **77%**

sentences on <http://www.arbinfosys.com/portfolios/sample-contents/> are identical with http://www.exa.com.au/web_design/. The additional weighting is **462.00** and the total substantiality weighting so far is **520.83**.

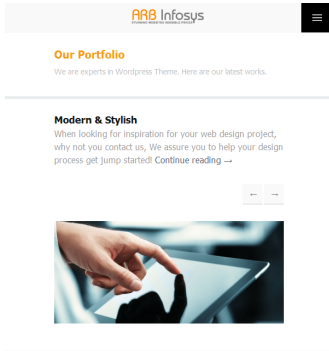
20) SUBSTANTIALITY: It is highly improbable that a page with more than **4** actual identical sentences does not contain copying. This factor carries **10** of a percent weighting. We are confident this page contains a substantial degree of copying because **25** sentences on <http://www.arbinfosys.com/portfolios/sample-contents/> are identical with http://www.exa.com.au/web_design/. The additional weighting is **250.00** and the total substantiality weighting so far is **770.83**.

21) SUBSTANTIALITY: We are confident that this page contains a substantial degree of copying because more than **4** phrases on the page are materially similar if not identical to those on yours. In fact, there are **18** materially similar sentences on http://www.exa.com.au/web_design/ matching <http://www.arbinfosys.com/portfolios/sample-contents/>. This factor carries a **6** percent weighting. The additional weighting is therefore **108.00** and the total substantiality weighting so far is **878.83**.

22) SUBSTANTIALITY: We are confident that this page contains a substantial degree of copying because more than **10%** of phrases longer than **45** characters on <http://www.arbinfosys.com/portfolios/sample-contents/> are materially similar if not identical to those on http://www.exa.com.au/web_design/. In fact, there are **12.86** materially similar sentences. This factor carries a **4** percent weighting. The additional weighting is therefore **51.44** and the total substantiality weighting is **930.27**.

23) FINAL SUBSTANTIALITY: For these reasons, the total extent of copying from http://www.exa.com.au/web_design/ by <http://www.arbinfosys.com/portfolios/sample-contents/> has been assessed at **930.27**, where **100** amounts to an infringement that is *legally actionable in terms of whether there is a sufficient degree of copying (whether the copying is substantial)*.

Historical 3rd Party Evidence



Our Portfolio
We are experts in Wordpress Theme. Here are our latest works.

Modern & Stylish
When looking for inspiration for your web design project, why not you contact us, We assure you to help your design process get jump started! [Continue reading](#) →

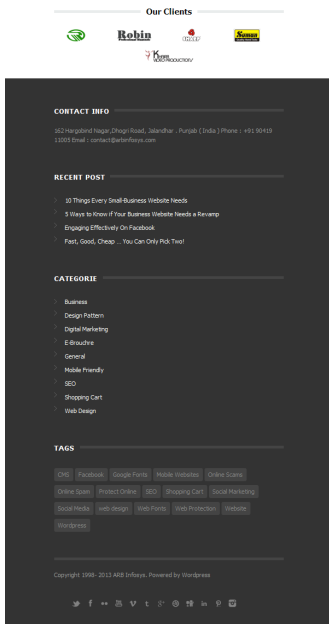
Project Description
ARB Infosys that deliver results and properly represent your brand or business.

Our team work closely with each client to ensure the best results. From consultation to implementation, ARB's web design professionals work together with the client to ensure specific needs are met and a tailored solution is delivered.

With the latest web design technology, ARB creates premium Modern & Stylish web designs. To enquire about our customised web design services, contact ARB on +91 90419 11005 or contact us via our web form.

Project Detail
CLIENT: ThemeGoods
SKILL: HTML, PHP, CSS, Javascript
TAGS: Webdesign, Wordpress, Photography

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Our Clients

CONTACT INFO
352 Hargobind Nagar, Dhogr Road, Jalandhar - Punjab (India) | Phone : +91 90419 11005 | Email : contact@arbinfosys.com

RECENT POST

- 10 Things Every Small-Business Website Needs
- 5 Ways to Know if Your Business Website Needs a Revamp
- Engaging Effectively On Facebook
- Fast, Good, Cheap - You Can Only Pick Two!

CATEGORY

- Business
- Design Pattern
- Digital Marketing
- E-Business
- General
- Mobile Friendly
- SEO
- Shopping Cart
- Web Design

TAGS

[One](#) [Facebook](#) [Google Fonts](#) [Mobile Responsiveness](#) [Online Survey](#)
[Online Store](#) [Product Design](#) [SEO](#) [Shopping Cart](#) [Social Marketing](#)
[Social Media](#) [Web Design](#) [Web Pages](#) [Web Development](#) [Webinars](#)

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Exa's well-timed delivery, comprehensive SEO results, fine portfolio of the results our clients get from Exa's SEO.

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Exa is a full set of products available to fully cater to your requirements for a Customised Web Solution. In addition to Web Design, SEO and Web Development, we also offer other services such as Social Media Marketing, E-commerce, Online CRM, CRM for Content Management, Product Management System, HRM, CRM, Software Integration and Mobile Apps. Exa also offers standardised packages, which are an ideal solution for SME's wanting to commercialise their Web Design or Web Development or Online Marketing.

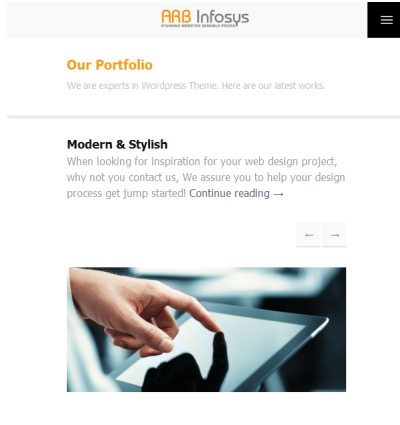
Screenshot recorded as of May 26, 2010
Work priority date Nov 16, 2009
http://web.archive.org/web/20100526005810/http://www.exa.com.au/web_design/

Historical Snippets (text surrounding matched sentences as of priority dates)

Context on their site as at Feb 16, 2014:
...for inspiration for your web design project, why not you contact us, We assure you to help your design process get jump started! Continue reading Project Description ARB Infosys that deliver results and properly represent your brand or business. Our team work closely with each client to ensure the best results. From consultation to implementation, ARBs web design professionals work together **with the client to ensure specific needs are met and a tailored solution is delivered.** With the latest web design technology, ARB creates premium Modern & Stylish web designs. To enquire about our customised web design services, contact ARB on +91 90419 11005 or contact us via our web form.. Project Detail CLIENT: ThemeGoods. SKILL: HTML, PHP, CSS, Javascript. TAGS: Webdesign, Wordpress, Photography Launch Project .Our Clients . CONTACT INFO.162 Hargobind Nagar,Dhogr...

Context on your site as at Nov 16, 2009:
...nitoring. This process is a holistic approach to web design. that ensures synergy with your business goals and objectives.. Customised Web Design. Exa designs web solutions that deliver. results and properly represent your brand or business.. Our team work closely with each client to ensure the best results. From. consultation to implementation, Exa's web design professionals work together. **with the client to ensure specific needs are met and a tailored solution is delivered..** With the latest web design technology, Exa creates premium web designs. To. enquire about our customised web design services, contact Exa on 1800 09 69 69. or contact us via our web form.. Testimonials. Read. comments & feedback. from our clients. SEO Results. See the difference Web. Magnet makes to your SEO. Folio. View our impressive. folio of over 1000 clients. Contact Us. Exp...

Contemporary Screen Layout Comparison



Project Description

ARB Infosys that deliver results and properly represent your brand or business.

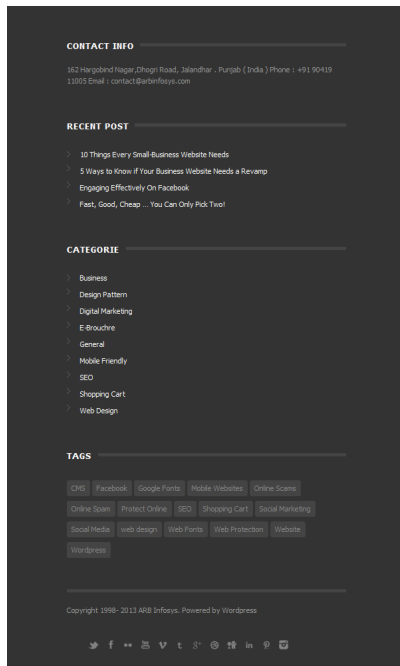
Our team work closely with each client to ensure the best results. From consultation to implementation, ARB's web design professionals work together with the client to ensure specific needs are met and a tailored solution is delivered.

With the latest web design technology, ARB creates premium Modern & Stylish web designs. To enquire about our customised web design services, contact ARB on +91 99419 11005 or contact us via our web form.

Project Detail

CLIENT: ThemeGoods
SKILL: HTML, PHP, CSS, Javascript
TAGS: Webdesign, WordPress, Photography

[Launch Project](#)



Smarten Up Your Business

Digital marketing is the heart of the modern day marketing plan, an integral part of a successful marketing campaign or strategy. Online marketing provides measurable tangible results and is designed to meet the needs of today's consumer. Exa is the leader in digital marketing, providing a customised web solution designed around your business and market objectives.

Our customised web solutions promise to deliver value, allowing businesses to gain a competitive advantage, greater market share, increased revenue, brand equity and reduced advertising spend. Exa understands that in today's complex environment, businesses need to secure their position as industry leader through their most effective tool, their website.

Exa utilises the latest techniques and technologies to design and deliver professional web solutions, tailored to your needs. As the industry leader, Exa aims to fulfil your marketing objectives of attracting genuine customers and generating quality leads and sales for your organisation.

Exa recognises that every business has unique requirements, and we harness these to give your business the competitive edge required to succeed now and into the future.

Industry Leader

Exa is at the forefront for web design, web development, online marketing and SEO, consistently outperforming its competitors in Google. Our highly qualified staff, including experienced web designers, web developers and SEO experts, will help your business increase its industry positioning, credibility, demand and profitability. Trust Exa, the industry expert in web solutions.

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Online Marketing

Exa recognises the importance of proper analysis and planning in online marketing.

Web Design

Exa is recognised for its skill in designing user-friendly, effective websites.

Web Development

Our web development solutions are tailored to your business needs and provide an end to end solution.

Search Engine Optimisation

Search engine marketing is the most successful form of marketing.

e-Commerce

This method of connectivity exchange has become prominent in today's business sector.

Email Marketing

Exa has designed an email marketing system that is tailored to your business needs.

Internet Security

Exa can implement an internet security solution that will ensure your company information is protected 24x7x365.

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Recorded on Feb 16, 2014
[http://www.exa.com.au/web_design/\(116.240.194.24\)](http://www.exa.com.au/web_design/(116.240.194.24))

Recorded on Feb 16, 2014
[http://www.arbinfosys.com/portfolios/sample-contents/\(192.186.218.200\)](http://www.arbinfosys.com/portfolios/sample-contents/(192.186.218.200))

Contemporary Snippets (text surrounding matched sentence)

Context on their site as at Feb 16, 2014:

...for inspiration for your web design project, why not you contact us, We assure you to help your design process get jump started! Continue reading Project Description ARB Infosys that deliver results and properly represent your brand or business. Our team work closely with each client to ensure the best results. From consultation to implementation, ARBs web design professionals work together **with the client to ensure specific needs are met and a tailored solution is** delivered. With the latest web design technology, ARB creates premium Modern & Stylish web designs. To enquire about our customised web design services, contact ARB on +91 90419 11005 or contact us via our web form.. Project Detail CLIENT: ThemeGoods. SKILL: HTML, PHP, CSS, Javascript. TAGS: Webdesign, WordPress, Photography Launch Project .Our Clients . CONTACT INFO.162 Hargobind Nagar,Dhogr...

Context on your site as at Feb 16, 2014:

...ion. Monitoring. This process is a holistic approach to web design. that ensures synergy with your business goals and objectives.. Customised Web Design. Exa designs web solutions that deliver. results and properly represent your brand or business.. Our team work closely with each client to ensure the best results. From. consultation to implementation, Exas web design professionals work together. **with the client to ensure specific needs are met and a tailored solution is.** delivered.. With the latest web design technology, Exa creates premium web designs. To. enquire about our customised web design services, contact Exa on 1800 09 69 69. or contact us via our web form.. Testimonials. Read. comments & feedback. from our clients. SEO Results. See the difference. WebMagnet makes to your SEO. Folio. View our impressive. folio of over 1000 clients. Contact Us. Expe...

Full text from both sites

Full text from their site:

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Development; Domain; Services; Online; Engine; are; your; project; results and; brand; with; client to; best results; with the client to; met; tailored; delivered; With the latest web; customised; customised web design services,; or contact us via; form; Mobile; Websites; Media; - (25/882), [<http://www.arbinfosys.com/portfolios/sample-contents/>].

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Consumers now turn to company **websites** as their primary source for information, product research, price comparison and purchasing simplicity, and businesses have been forced [to provide websites that](#) meet the **needs** of the public Web design is a fundamental part of an online marketing strategy Web design is a highly respected technique [for engaging](#) the online [audience; the skill](#) required to design user- **friendly** , effective websites acquired with training, time and experience An effective web design will emphasise the functionality of the site, as well as its aesthetic value Exas customised web design incorporates an entertaining, informative and attractive interface while encouraging user interest and conversions With a **team** of creative and professional web design **experts** , Exa offers unrivalled websites, web pages and online campaigns For the most qualified web design Australia has to offer, look no further than Exa

Web Design Benefits As internet usage amongst businesses and consumers continues to rise, so too does the need for web design To stay ahead of the competition, companies must pay careful attention to web design and functionality as integral components of online marketing Experienced, qualified and credible web design companies will custom design your website to suit your **specific** business needs Successful online marketing targets your consumer market first time **via** proven web design methods Because online marketing is now the preferred advertising method, businesses need to **ensure** their web page is designed accordingly to remain relevant and competitive Up to date web design allows businesses to remain at the top of their market Companies who have their website designed **by** credible and experienced [web designers will achieve greater results](#) from their online campaigns; consumers appreciating the ease and effectiveness of their website experience A **good** web design will guarantee a visually dynamic point of contact for your customers and encourage them to return Exa - the Web Design Leader Exa is Australias ultimate web design company, consisting of an experienced team of web development experts and [professional web designers](#) [Our extensive client portfolio](#) includes hundreds of individual, unique customised web **designs** Exa boasts a creative and innovative web design **process** , guaranteed to provide clients with a visually appealing, yet productive website According to our client testimonials, Exas online marketing and web design has paid for itself, providing instant, achievable results Our Web Design Process

Web development involves a continuous process, the overall site design intentionally providing user friendly features and visual appeal Exa is the leader for web design in Australia, providing professional and customised web design to businesses, brands and organisations Our web design process consists of seven steps, including: Consultation Research and Analysis Planning Innovation Architecture **Implementation** Monitoring This process is a holistic approach to web design that ensures synergy with your business goals and objectives Customised Web Design Exa designs [web solutions that deliver results and your](#) brand or [business work each](#) ensure the **best** results From consultation [to implementation, Exas professionals](#) work **together** client specific [met tailored solution is delivered latest web design technology](#) , Exa creates **premium** web designs To our design services, contact Exa on 1800 09 69 69 us web form Testimonials Read comments & feedback from our clients SEO Results See the difference WebMagnet makes to your SEO Folio View our impressive folio of over 1000 clients Contact Us Experts will assist with your enquiry Call 1800 096 969 GET OUR DIGITAL NUGGETS Gain access to news, insights and strategies Thank you! You have been subscribed to the newsletter **LOOKING FOR SOMETHING?** Search our site [CONNECT WITH EXA](#) Home Internet Marketing Search **Engine** Optimisation SEO Company Testimonials Portfolio Contact Us Articles March **2013** Target Android Apple Make Most Of Linkedin Google Images Quality Sales Leads November 2012

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<http://www.google.com/search?q=%22If%20you%20would%20like%20a%20proposal%20or%20a%20consultation%20please%20take%20a%20moment%20to%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: For creative, professional and affordable web design services, look no further than Exa. Our talented and artistic designers can establish a solution that meets ...

Footnote/Sentence no.2 on http://www.exa.com.au/web_design/: "*purchasing simplicity, and businesses have been forced to provide websites that*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

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Footnote/Sentence no.3 on http://www.exa.com.au/web_design/: "*Web design is a fundamental part of an online marketing strategy*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Web%20design%20is%20a%20fundamental%20part%20of%20an%20online%20marketing%20strategy%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *Web design is a fundamental part of an online marketing strategy. Web design is a highly respected technique for engaging the online audience; the skill ...*

Footnote/Sentence no.4 on http://www.exa.com.au/web_design/: "*effective websites acquired with training, time and experience*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22effective%20websites%20acquired%20with%20training,%20time%20and%20experience%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: ... *respected technique for engaging the online audience; the skill required to design user-friendly, effective websites acquired with training, time and experience.*

Footnote/Sentence no.5 on http://www.exa.com.au/web_design/: "*web design will emphasise the functionality of the site, as well as its*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22web%20design%20will%20emphasise%20the%20functionality%20of%20the%20site,%20as%20well%20as%20its%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: *An effective web design will emphasise the functionality of the site, as well as its aesthetic value. Exa's customised web design incorporates an entertaining, ...*

Footnote/Sentence no.6 on http://www.exa.com.au/web_design/: "*informative and attractive interface while encouraging user interest and*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22informative%20and%20attractive%20interface%20while%20encouraging%20user%20interest%20and%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *Exa's customised web design incorporates an entertaining, informative and attractive interface while encouraging user interest and conversions. With a team of ...*

Footnote/Sentence no.7 on http://www.exa.com.au/web_design/: "*web design experts, [Proprietary or misspelled word] offers unrivalled websites, web pages and online*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

http://www.google.com/search?q=%22web%20design%20experts,%20*%20offers%20unrivalled

[%20websites,%20web%20pages%20and%20online%22&tbs=qdr:y9,sbd:1&start=0&safe=off](#)

Google Snippet: *With a team of creative and professional web design experts, Exa offers unrivalled websites, web pages and online campaigns. For the most qualified web ...*

Footnote/Sentence no. **8** on http://www.exa.com.au/web_design/: "*For the most qualified web design Australia has to offer, look no*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22For%20the%20most%20qualified%20web%20design%20Australia%20has%20to%20offer,%20look%20no%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *... experts, Exa offers unrivalled websites, web pages and online campaigns. For the most qualified web design Australia has to offer, look no further than Exa.*

Footnote/Sentence no. **9** on http://www.exa.com.au/web_design/: "*credible web design companies will custom design your website to suit your*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22credible%20web%20design%20companies%20will%20custom%20design%20your%20website%20to%20suit%20your%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *Experienced, qualified and credible web design companies will custom design your website to suit your specific business needs. Successful online marketing ...*

Footnote/Sentence no. **10** on http://www.exa.com.au/web_design/: "*market first time via proven web design methods*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22market%20first%20time%20via%20proven%20web%20design%20methods%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *Successful online marketing targets your consumer market first time via proven web design methods. Because online marketing is now the preferred advertising ...*

Footnote/Sentence no. **11** on http://www.exa.com.au/web_design/: "*the preferred advertising method, businesses need to ensure their web page is*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22the%20preferred%20advertising%20method,%20businesses%20need%20to%20ensure%20their%20web%20page%20is%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *Because online marketing is now the preferred advertising method, businesses need to ensure their web page is designed accordingly to remain relevant and ...*

Footnote/Sentence no. **12** on http://www.exa.com.au/web_design/: "*allows businesses to remain at the top of their market*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22allows%20businesses%20to%20remain%20at%20the%20top%20of%20their%20market%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *Up to date web design allows businesses to remain at the top of their market. Companies who have their website designed by credible and experienced web ...*

Footnote/Sentence no. **13** on http://www.exa.com.au/web_design/: "*designed by credible and experienced web designers will achieve greater results*" was crawled by Google on Nov 16,

2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22designed%20by%20credible%20and%20experienced%20web%20designers%20will%20achieve%20greater%20results%22&tbs=qdr:y9,sbd:1&start=0&afe=off> Google Snippet: *Companies who have their website designed by credible and experienced web designers will achieve greater results from their online campaigns; consumers ...*

Footnote/Sentence no. **14** on http://www.exa.com.au/web_design/: "*ultimate web design company consisting of an experienced team of web development experts and*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22ultimate%20web%20design%20company%20consisting%20of%20an%20experienced%20team%20of%20web%20development%20experts%20and%22&tbs=qdr:y9,sbd:1&start=0&afe=off> Google Snippet: *Exa is Australia's ultimate web design company, consisting of an experienced team of web development experts and professional web designers. Our extensive ...*

Footnote/Sentence no. **15** on http://www.exa.com.au/web_design/: "*Our extensive client portfolio includes hundreds of individual, unique*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Our%20extensive%20client%20portfolio%20includes%20hundreds%20of%20individual,%20unique%22&tbs=qdr:y9,sbd:1&start=0&afe=off> Google Snippet: *Our extensive client portfolio includes hundreds of individual, unique customised web designs. Exa boasts a creative and innovative web design process, ...*

Footnote/Sentence no. **16** on http://www.exa.com.au/web_design/: "*Our web design process consists of seven steps*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Our%20web%20design%20process%20consists%20of%20seven%20steps%22&tbs=qdr:y9,sbd:1&start=0&afe=off> Google Snippet: *- Our web design process consists of seven steps, including: Consultation; Research and Analysis; Planning; Innovation; Architecture; Implementation; Monitoring.*

Footnote/Sentence no. **17** on http://www.exa.com.au/web_design/: "*[Proprietary or misspelled word] boasts a creative and innovative web design*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

http://www.google.com/search?q=%22*%20boasts%20a%20creative%20and%20innovative%20web%20design%22&tbs=qdr:y9,sbd:1&start=0&afe=off Google Snippet: *Our extensive client portfolio includes hundreds of individual, unique customised web designs. Exa boasts a creative and innovative web design process, ...*

Footnote/Sentence no. **18** on http://www.exa.com.au/web_design/: "*process, guaranteed to provide clients with a visually appealing, yet*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22process,%20guaranteed%20to%20provide%20clients%20>

[with%20a%20visually%20appealing,%20yet%22&tbs=qdr:y9,sbd:1&start=0&safe=off](#) Google Snippet: *Exa boasts a creative and innovative web design process, guaranteed to provide clients with a visually appealing, yet productive website. According to our client ...*

Footnote/Sentence no. **19** on http://www.exa.com.au/web_design/: "*According to our client testimonials, [Proprietary or misspelled word] online marketing and web design has*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

[http://www.google.com/search?q=%22According%20to%20our%20client%20testimonials,%20*%20online%20marketing%20and%20web%20design%20has%22&tbs=qdr:y9,sbd:1&start=0&afe=off](http://www.google.com/search?q=%22According%20to%20our%20client%20testimonials,%20*%20online%20marketing%20and%20web%20design%20has%22&tbs=qdr:y9,sbd:1&start=0&safe=off) Google Snippet: *... provide clients with a visually appealing, yet productive website. According to our client testimonials, Exa's online marketing and web design has paid for itself, ...*

Footnote/Sentence no. **20** on http://www.exa.com.au/web_design/: "*process, the overall site design intentionally providing user friendly features*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22process,%20the%20overall%20site%20design%20intentionally%20providing%20user%20friendly%20features%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: *Web development involves a continuous process, the overall site design intentionally providing user friendly features and visual appeal. Exa is the leader for ...*

Footnote/Sentence no. **21** on http://www.exa.com.au/web_design/: "*[Proprietary or misspelled word] is the leader for web design in Australia, providing*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

http://www.google.com/search?q=%22*%20is%20the%20leader%20for%20web%20design%20in%20Australia,%20providing%22&tbs=qdr:y9,sbd:1&start=0&safe=off Google Snippet: *... the overall site design intentionally providing user friendly features and visual appeal. Exa is the leader for web design in Australia, providing professional and ...*

Footnote/Sentence no. **22** on http://www.exa.com.au/web_design/: "*results and properly represent your brand or business*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22results%20and%20properly%20represent%20your%20brand%20or%20business%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: *Exa designs web solutions that deliver results and properly represent your brand or business. Our team work closely with each client to ensure the best results.*

Footnote/Sentence no. **23** on http://www.exa.com.au/web_design/: "*Our team work closely with each client to ensure the best results*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Our%20team%20work%20closely%20with%20each%20client%20to%20ensure%20the%20best%20results%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: *Our team work closely with each client to ensure the best results. From consultation to implementation, Exa's web design professionals work together with the ...*

Footnote/Sentence no. **24** on http://www.exa.com.au/web_design/: "*consultation to implementation, [Proprietary or misspelled word] web design professionals work together*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

http://www.google.com/search?q=%22consultation%20to%20implementation,%20*%20web%20design%20professionals%20work%20together%22&tbs=qdr:y9,sbd:1&start=0&safe=off

Google Snippet: *From consultation to implementation, Exa's web design professionals work together with the client to ensure specific needs are met and a tailored solution is ...*

Footnote/Sentence no. **25** on http://www.exa.com.au/web_design/: "*with the client to ensure specific needs are met and a tailored solution is*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22with%20the%20client%20to%20ensure%20specific%20needs%20are%20met%20and%20a%20tailored%20solution%20is%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *From consultation to implementation, Exa's web design professionals work together with the client to ensure specific needs are met and a tailored solution is ...*

Footnote/Sentence no. **26** on http://www.exa.com.au/web_design/: "*enquire about our customised web design services, contact [Proprietary or misspelled word] on 1800 09 69 69*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

http://www.google.com/search?q=%22enquire%20about%20our%20customised%20web%20design%20services,%20contact%20*%20on%201800%2009%2069%2069%22&tbs=qdr:y9,sbd:1&start=0&safe=off

Google Snippet: *With the latest web design technology, Exa creates premium web designs. To enquire about our customised web design services, contact Exa on 1800 09 69 69 ...*

Footnote/Sentence no. **27** on http://www.exa.com.au/web_design/: "*41 crucial questions to ask when choosing a web developer*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%2241%20crucial%20questions%20to%20ask%20when%20choosing%20a%20web%20developer%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *- 41 crucial questions to ask when choosing a web developer · » Freshen up for Google · » CASE STUDY: Bringing the best deal online to customers ...*

Footnote/Sentence no. **28** on http://www.exa.com.au/web_design/: "*Are you ready for the next generation internet*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Are%20you%20ready%20for%20the%20next%20generation%20internet%22&tbs=qdr:y9,sbd:1&start=0&safe=off>

Google Snippet: *- LinkedIn: 6 Tips for Lead Generation · » The National Broadband Network · » Web 3.0. Are you ready for the next generation internet? » Case Study: Reaching a ...*

Footnote/Sentence no. **29** on http://www.exa.com.au/web_design/: "*Five reasons why B2B can benefit from Search Engine Ranking*" was crawled by Google on Nov 16, 2009, proving it had

been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Five%20reasons%20why%20B2B%20can%20benefit%20from%20Search%20Engine%20Ranking%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [Five reasons why B2B can benefit from Search Engine Ranking](#) · [» Facebook's new messaging system will it be worth the Hype?](#) [» Print Media Decline; Why ...](#)

Footnote/Sentence no.**30** on http://www.exa.com.au/web_design/: "*Print Media Decline; Why Papers Need to Adapt to The Internet*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Print%20Media%20Decline;%20Why%20Papers%20Need%20to%20Adapt%20to%20The%20Internet%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [Facebook's new messaging system will it be worth the Hype?](#) [» Print Media Decline; Why Papers Need to Adapt to The Internet](#) · [» Challenging Website Helps ...](#)

Footnote/Sentence no.**31** on http://www.exa.com.au/web_design/: "*Challenging Website Helps Raise Money for Brain Fitness*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Challenging%20Website%20Helps%20Raise%20Money%20for%20Brain%20Fitness%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [... will it be worth the Hype?](#) [» Print Media Decline; Why Papers Need to Adapt to The Internet](#) · [» Challenging Website Helps Raise Money for Brain Fitness ...](#)

Footnote/Sentence no.**32** on http://www.exa.com.au/web_design/: "*Top 10 reasons you should NOT use an AD AGENCY for Web*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Top%2010%20reasons%20you%20should%20NOT%20use%20an%20AD%20AGENCY%20for%20Web%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [Top 10 reasons you should NOT use an AD AGENCY for Web](#) · [» Google Instant, what it means for SEO](#) · [» Why SEO isn't enough?](#) [» Why your website must not ...](#)

Footnote/Sentence no.**33** on http://www.exa.com.au/web_design/: "*Why your website must not be run by your IT department*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%22Why%20your%20website%20must%20not%20be%20run%20by%20your%20IT%20department%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [Google Instant, what it means for SEO](#) · [» Why SEO isn't enough?](#) [» Why your website must not be run by your IT department](#) · [» 5 reasons to test your site in all ...](#)

Footnote/Sentence no.**34** on http://www.exa.com.au/web_design/: "*5 reasons to test your site in all major web browsers*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):

<http://www.google.com/search?q=%225%20reasons%20to%20test%20your%20site%20in%20all%20major%20web%20browsers%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [... it means for SEO](#) · [» Why SEO isn't enough?](#) [» Why your website must not be run by your IT department](#) · [» 5 reasons to test your site in all major web browsers?](#)

Footnote/Sentence no.35 on http://www.exa.com.au/web_design/: "*How to stand out and dominate your market in 2011*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):
<http://www.google.com/search?q=%22How%20to%20stand%20out%20and%20dominate%20your%20market%20in%202011%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [How to stand out and dominate your market in 2011!](#) » [Online Trends for 2011](#) · » [Where are you with Location Based Marketing?](#) » [To PPC or Not to PPC?](#)

Footnote/Sentence no.36 on http://www.exa.com.au/web_design/: "*Plan to avoid the biggest mistake for 2011 NOW*" was crawled by Google on Nov 16, 2009, proving it had been published to the world by that date. Test this for yourself with this link (go to the bottom of the last page of links to find the earliest dated record):
<http://www.google.com/search?q=%22Plan%20to%20avoid%20the%20biggest%20mistake%20for%202011%20NOW%22&tbs=qdr:y9,sbd:1&start=0&safe=off> Google Snippet: - [Plan to avoid the biggest mistake for 2011 NOW!](#) » [Five reasons why B2B can benefit from Search Engine Ranking](#) · » [Facebook's new messaging system will it ...](#)

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PO Box 105, Coonawarra, SA, Australia 5277
Tel +(61)438 005 051

Official Affidavit

1. I am the Chief Developer at the Copyright-Archive, located in Coonawarra, South Australia. I make this declaration of my own personal knowledge.
2. The Copyright-Archive is a web application that searches for and locates copyrighted material on the internet that has been re-used without permission or citation. It uses search engines to find copies and the Internet Archive to date them and establish chronological priority.
3. The Internet Archive is a website that provides access to a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, it provides free access to researchers, historians, scholars, and the general public. The Internet Archive has partnered with and receives support from various well-known institutions and libraries, including the Library of Congress.
4. The Internet Archive has created a service known as the Wayback Machine. The Wayback Machine makes it possible to surf more than 240 billion pages stored in the Internet Archive's web archive. Visitors to the Wayback Machine can search archives by URL (i.e., a website address). If archived records for a URL are available, the visitor will be presented with a list of available dates. The visitor may select one of those dates, and then begin surfing on an archived version of the Web. The links on the archived files, when served by the Wayback Machine, point to other archived files (whether HTML pages or images). If a visitor clicks on a link on an archived page, the Wayback Machine will serve the archived file with the closest available date

to the page upon which the link appeared and was clicked.

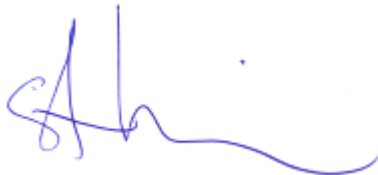
5. The archived data made viewable and browseable by the Wayback Machine is compiled using software programs known as crawlers that surf the Web and automatically store copies of website files, preserving these files as they exist at the point of time of capture.

6. The Internet Archive assigns a URL on its site to the archived files in the format [http://web.archive.org/web/\[Year in yyyy\]\[Month in mm\]\[Day in dd\]\[Time code in hh:mm:ss\]/\[Archived URL\]](http://web.archive.org/web/[Year in yyyy][Month in mm][Day in dd][Time code in hh:mm:ss]/[Archived URL]). Thus, the Internet Archive URL <http://web.archive.org/web/19970126045828/http://www.archive.org/> would be the URL for the record of the Internet Archive home page HTML file (<http://www.archive.org/>) archived on January 26, 1997 at 4:58 a.m. and 28 seconds (1997/01/26 at 04:58:28). A web browser may be set such that a printout from it will display the URL of a web page in the printout's footer. The date assigned by the Internet Archive applies to the HTML file but not to image files linked therein. Thus images that appear on the printed page may not have been archived on the same date as the HTML file. Likewise, if a website is designed with "frames," the date assigned by the Internet Archive applies to the frameset as a whole, and not the individual pages within each frame.

7. Attached hereto as Exhibit A are true and accurate copies of printouts of the Internet Archive's records of the HTML files for the URLs and the dates specified in the footer of the printout.

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

DATE: Feb 16, 2014



SIGNED:

S. L. Moignard BA LLB Grad Dip (Inf Tech)

WHOIS Emails Summary

Email addresses for their host:

changed@apnic.net
abuse@iprimus.com.au
netops@iprimus.com.au
routing@commander.com

WHOIS Contact Information

Domain name ownership: **Different ownership.**

IP address allocation: **Different host.**

Citation, backlinks or author credit: **None**

Total same sentences: **25**

Total similar sentences: **18**

Overall similarity: **62%**

Alexa page rank: **16519559**

ISP/Host email addresses for DMCA pull-down notices: **dmca@google.com;**

abuse@godaddy.com;arbinfosys@vsnl.net

noc@godaddy.com

.

Data reliability: **Lowest.**

Call or email for any further technical information as to how this data was obtained, its verifiability or any other related questions.

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An Authors' Trust Initiative.

PO Box 105, Coonawarra, SA, Australia 5277

Tel +(61)438 005 051

Tel: + (61) 8737 3680

Fax: +(61) 8125 6766

Email: slim@copyright-archive.com

www.copyright-archive.com

Feb 20, 2014

VIA POST AND EMAIL

Google, Inc.

Attn: Customer Support/Google Legal Support, DMCA Complaints

1600 Amphitheatre Parkway

Mountain View, CA 94043

Phone: (650) 253 0000

Fax: (650) 618-2680, (650) 963-3255 or (650) 253 0001

Email: removals@google.com

Dear Sirs,

RE: NOTICE OF COPYRIGHT INFRINGEMENT

I act on behalf of Peter Ball, care of Exa Pty Ltd (the "Owner").

As required under Sections 512(c)(3) and 512(d)(3) of the Digital Millenium Copyright Act (17 U.S.C. ss 512(c)(3) and 512(d)(3)), we are instructed to place you on notice that:

1. The Owner is the exclusive owner of the copyrights in the website located at http://www.exa.com.au/web_design/ and the text, artwork, logos and photographs appearing therein (singly and collectively, the "**Owner Material**") which I have determined to have a priority date of Nov 16, 2009 (using the historical data located at the Internet Archive - see attached affidavit); and

2. Utilizing the search query "*with the client to ensure specific needs are met and a tailored solution is*" at www.google.com the following search results (the "**Infringing Material**") were returned which infringe the Owner Material and the exclusive rights of the Owner:

["with the client to ensure specific needs are met and a tailored solution is"](#)

<http://www.arbinfosys.com/portfolios/sample-contents/>

Jan 7, 2014

From consultation to implementation, ARB's web design professionals work together with the client to ensure specific needs are met and a tailored solution is ...

on search results page: 1

recorded by me at: Sun Feb 16 2014 18:22:42 GMT+1030

3. Proof of the owner's priority is visible using the same query at www.google.com:

["with the client to ensure specific needs are met and a tailored solution is"](#)

http://www.exa.com.au/web_design/

Nov 16, 2009

From consultation to implementation, Exa's web design professionals work together with the client to ensure specific needs are met and a tailored solution is ...

on search results page: 1

recorded by me at: Sun Feb 16 2014 18:22:42 GMT+1030

Please immediately remove or disable all access to the Infringing Material.

I have a good faith belief that use of the copyrighted material described above is not authorized by the Owner, its agent, or the law.

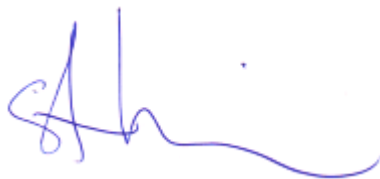
I swear, under penalty of perjury, that the information in this notification is accurate and that I am the Owner or am authorized to act on behalf of the Owner.

We require contact details for this account holder be provided as required under the DMCA. Please email this information to slim@copyright-archive.com.

A full copy of the brief of evidence against this account holder is located at http://copyright-archive.com/briefs/www.exa.com.au_web_design_-v-www.arbinfosys.com_portfolios_sample-contents_Case 56.pdf.

Should you require any further information regarding this matter, please contact me at the address above.

Faithfully



S. L. Moignard BA LLB(Hons) Grad Dip (Inf Tech) Grad Dip (Legal Practice and Ethics)
as trustee for The Authors' Trust

Attachments - Affidavit

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Tel: + (61) 8737 3680

Fax: +(61) 8125 6766

Email: slim@copyright-archive.com

www.copyright-archive.com

Feb 20, 2014

VIA POST AND EMAIL

Confluence Networks

Confluence Networks

85260

India

Dear Sirs,

RE: NOTICE OF COPYRIGHT INFRINGEMENT

I act on behalf of Peter Ball, care of Exa Pty Ltd (the "Owner").

As required under Sections 512(c)(3) and 512(d)(3) of the Digital Millennium Copyright Act (17 U.S.C. ss 512(c)(3) and 512(d)(3)), we are instructed to place you on notice that:

1. The Owner is the exclusive owner of the copyrights in the website located at http://www.exa.com.au/web_design/ and the text, artwork, logos and photographs appearing therein (singly and collectively, the "**Owner Material**") which I have determined to have a priority date of Nov 16, 2009 (using the historical data located at the Internet Archive - see attached affidavit); and
2. Utilizing the search query "*with the client to ensure specific needs are met and a tailored solution is*" at www.google.com the following search results (the "**Infringing Material**") were returned which infringe the Owner Material and the exclusive rights of the Owner:

["with the client to ensure specific needs are met and a tailored solution is"](#)

<http://www.arbinfosys.com/portfolios/sample-contents/>

Jan 7, 2014

From consultation to implementation, ARB's web design professionals work together with the client

to ensure specific needs are met and a tailored solution is ...

on search results page: 1

recorded by me at: Sun Feb 16 2014 18:22:42 GMT+1030

3. Proof of the owner's priority is visible using the same query at www.google.com:

"with the client to ensure specific needs are met and a tailored solution is"

http://www.exa.com.au/web_design/

Nov 16, 2009

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on search results page: 1

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Please immediately remove or disable all access to the Infringing Material.

I have a good faith belief that use of the copyrighted material described above is not authorized by the Owner, its agent, or the law.

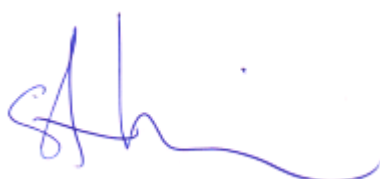
I swear, under penalty of perjury, that the information in this notification is accurate and that I am the Owner or am authorized to act on behalf of the Owner.

We require contact details for this account holder be provided as required under the DMCA. Please email this information to slim@copyright-archive.com.

A full copy of the brief of evidence against this account holder is located at http://copyright-archive.com/briefs/www.exa.com.au_web_design_-v-www.arbinfosys.com_portfolios_sample-contents_Case 56.pdf.

Should you require any further information regarding this matter, please contact me at the address above.

Faithfully

A handwritten signature in blue ink, appearing to be 'S. L. Moignard', written in a cursive style.

S. L. Moignard BA LLB(Hons) Grad Dip (Inf Tech) Grad Dip (Legal Practice and Ethics)
as trustee for The Authors' Trust

Attachments - Affidavit

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©copyright-archive

An Authors' Trust Initiative.
PO Box 105, Coonawarra, SA, Australia 5277
Tel +(61)438 005 051
Tel: + (61) 8737 3680
Fax: +(61) 8125 6766
Email: slim@copyright-archive.com
www.copyright-archive.com

Feb 20, 2014

VIA POST AND EMAIL

Attn: Copyright Infringement Notification,
Microsoft Corporation; The Microsoft Network
One Microsoft Way, Redmond, WA 98052, United States.

Phone: (425) 703-5529
Fax: (425) 936-7329
Email: dmcaagnt@microsoft.com

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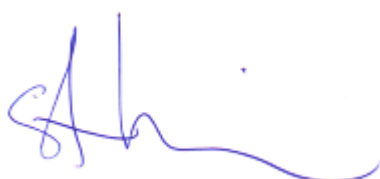
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An Authors' Trust Initiative.

PO Box 105, Coonawarra, SA, Australia 5277

Tel +(61)438 005 051

Tel: + (61) 8737 3680

Fax: +(61) 8125 6766

Email: slim@copyright-archive.com

www.copyright-archive.com

Feb 20, 2014

VIA POST AND EMAIL

Copyright Agent
c/o Yahoo! Inc.
701 First Avenue
Sunnyvale, CA 94089, United States.

Phone: (408) 349-5080
Fax: (408) 349-7821
Email: copyright@yahoo-inc.com

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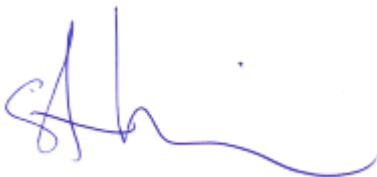
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S. L. Moignard BA LLB(Hons) Grad Dip (Inf Tech) Grad Dip (Legal Practice and Ethics)
as trustee for The Authors' Trust

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PO Box 105, Coonawarra, SA, Australia 5277

Tel +(61)438 005 051

Official Affidavit

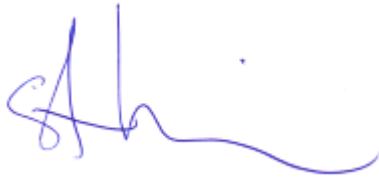
1. I am the Chief Developer at the Copyright-Archive, located in Coonawarra, South Australia. I make this declaration of my own personal knowledge.
2. The Copyright-Archive is a web application that searches for and locates copyrighted material on the internet that has been re-used without permission or citation. It uses search engines to find copies and the Internet Archive to date them and establish chronological priority.
3. The Internet Archive is a website that provides access to a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, it provides free access to researchers, historians, scholars, and the general public. The Internet Archive has partnered with and receives support from various well-known institutions and libraries, including the Library of Congress.
4. The Internet Archive has created a service known as the Wayback Machine. The Wayback Machine makes it possible to surf more than 240 billion pages stored in the Internet Archive's web archive. Visitors to the Wayback Machine can search archives by URL (i.e., a website address). If archived records for a URL are available, the visitor will be presented with a list of available dates. The visitor may select one of those dates, and then begin surfing on an archived version of the Web. The links on the archived files, when served by the Wayback Machine, point to other archived files (whether HTML pages or images). If a visitor clicks on a link on an archived page, the Wayback Machine will serve the archived file with the closest available date to the page upon which the link appeared and was clicked.
5. The archived data made viewable and browseable by the Wayback Machine is compiled using software programs known as crawlers that surf the Web and automatically store copies of website files, preserving these files as they exist at the point of time of capture.
6. The Internet Archive assigns a URL on its site to the archived files in the format `http://web.archive.org/web/[Year in yyyy][Month in mm][Day in dd][Time code in hh:mm:ss]/[Archived URL]`. Thus, the Internet Archive URL `http://web.archive.org/web/19970126045828/http://www.archive.org/` would be the URL for the record of the Internet Archive home page HTML file (`http://www.archive.org/`) archived on January 26, 1997 at 4:58 a.m. and 28 seconds (1997/01/26 at 04:58:28). A web browser may be set such that a printout from it will display the URL of a web page in the printout's footer. The date assigned by the Internet Archive applies to the HTML file but not to image files linked therein. Thus images that appear on the printed page may not have been archived on the same date as the HTML file. Likewise, if a website is designed with "frames," the date assigned by the Internet Archive applies to

the frameset as a whole, and not the individual pages within each frame.

7. Attached hereto as Exhibit A are true and accurate copies of printouts of the Internet Archive's records of the HTML files for the URLs and the dates specified in the footer of the printout.

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

DATE: Feb 20, 2014

A handwritten signature in blue ink, appearing to be 'S. L. Moignard', written in a cursive style.

SIGNED:

S. L. Moignard BA LLB Grad Dip (Inf Tech)

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