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October 25, 2012

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VIA FEDEX

Aaron Fennimore, Esq.
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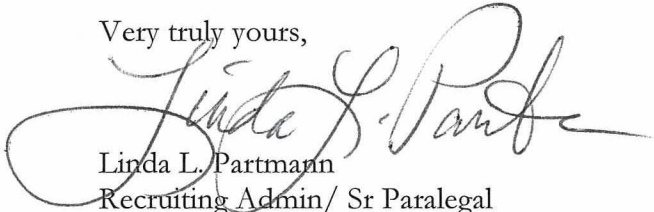
Re: INSTAGRAM - Madrid Protocol Registration Certificate

Dear Aaron:

Enclosed please find a copy of the Madrid Protocol registration certificate which we received on October 23, 2012.

Please confirm receipt of this original certificate – email confirmation is fine.

Very truly yours,



Linda L. Partmann
Recruiting Admin/ Sr Paralegal

Enclosure

cc: Thomas H. Zellerbach, Esq.
Stephen Venuto, Esq.

Thomas H. Zellerbach, Stacy E. Don
Orrick, Herrington & Sutcliffe LLP
2050 Main Street, Suite 1100,
IP Prosecution Department,
Irvine CA 92614
United States of America

Geneva, October 4, 2012

Our ref.: 806/659335201
Your ref.: 25 636. 6001

International registration No. 1 129 314
(INSTAGRAM)

In accordance with Rule 14(1) of the Common Regulations under the Madrid Agreement and the Protocol Relating to that Agreement, please find herewith the certificate for the above-mentioned international registration. This certificate is issued only in the language in which the international application was filed.

This international registration will be published in the *WIPO Gazette of International Marks*
No.: 2012/38.

ORRICK IP PROSECUTION
Due Date 4/4/14
Action Item 18 mo Exam period over
Resp Atty THZ
Docketed by (Signature)
Entered 10/23/12
International Bureau of the
World Intellectual
Property Organization

RECEIVED
OCT 23 2012

**MADRID AGREEMENT AND PROTOCOL CONCERNING THE
INTERNATIONAL REGISTRATION OF MARKS**

WARNING

The mark to which the attached international registration certificate relates will be published in the *WIPO Gazette of International Marks* by the International Bureau of WIPO. It is recalled that no fee is payable for such publication over and above those already paid for the international registration itself.

We warn the owners of international registrations against the activities of certain private bodies which, for a charge, offer to publish their marks, doing so in a manner and in terms that suggest that such publication is a necessary part of the procedure provided for in the Madrid Agreement and Protocol. It is however entirely unnecessary, and without any legal effect for the purposes of these two international treaties.

CERTIFICATE OF REGISTRATION

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications appearing in the present certificate conform to the recording made in the International Register of Marks maintained under the Madrid Agreement and Protocol.



Ásta Valdimarsdóttir
Head of the Operations Service
Madrid Registry
Brands and Designs Sector

Geneva, October 4, 2012

1 129 314

Registration date: **March 15, 2012**

Date next payment due: **March 15, 2022**

Instagram, Inc.
181 South Park Avenue
San Francisco CA 94107
(United States of America).

Legal nature of the holder (legal entity) and place of organization: Corporation, Delaware, United States.

Name and address of the representative: Thomas H. Zellerbach, Stacy E. Don Orrick, Herrington & Sutcliffe LLP, 2050 Main Street, Suite 1100, IP Prosecution Department, Irvine CA 92614 (United States of America).

INSTAGRAM

Indication relating to the nature or kind of mark: standard characters

List of goods and services - NCL(10):

- 9 Downloadable computer software for modifying the appearance and enabling transmission of photographs.
- 42 Providing a web site that gives users the ability to upload

photographs; technical support services, namely, providing help desk services in the field of computer software, namely, providing users with instructions and advice on the use of downloadable computer software, provided online and via e-mail; computer services, namely, providing an interactive website featuring technology that allows users to manage their online photograph and social networking accounts.

Basic application: United States of America, 19.09.2011, 85426267.

Basic application: United States of America, 19.09.2011, 85426271.

Data relating to priority under the Paris Convention: United States of America, 19.09.2011, 85426267, class 9

Data relating to priority under the Paris Convention: United States of America, 19.09.2011, 85426271, class 42

Designations under the Madrid Protocol: Australia, European Union, Israel, Japan, Norway, Republic of Korea, Singapore, Switzerland, Turkey.

Declaration of intention to use the mark: Singapore.

Date of notification: 04.10.2012

Language of the international application: English

