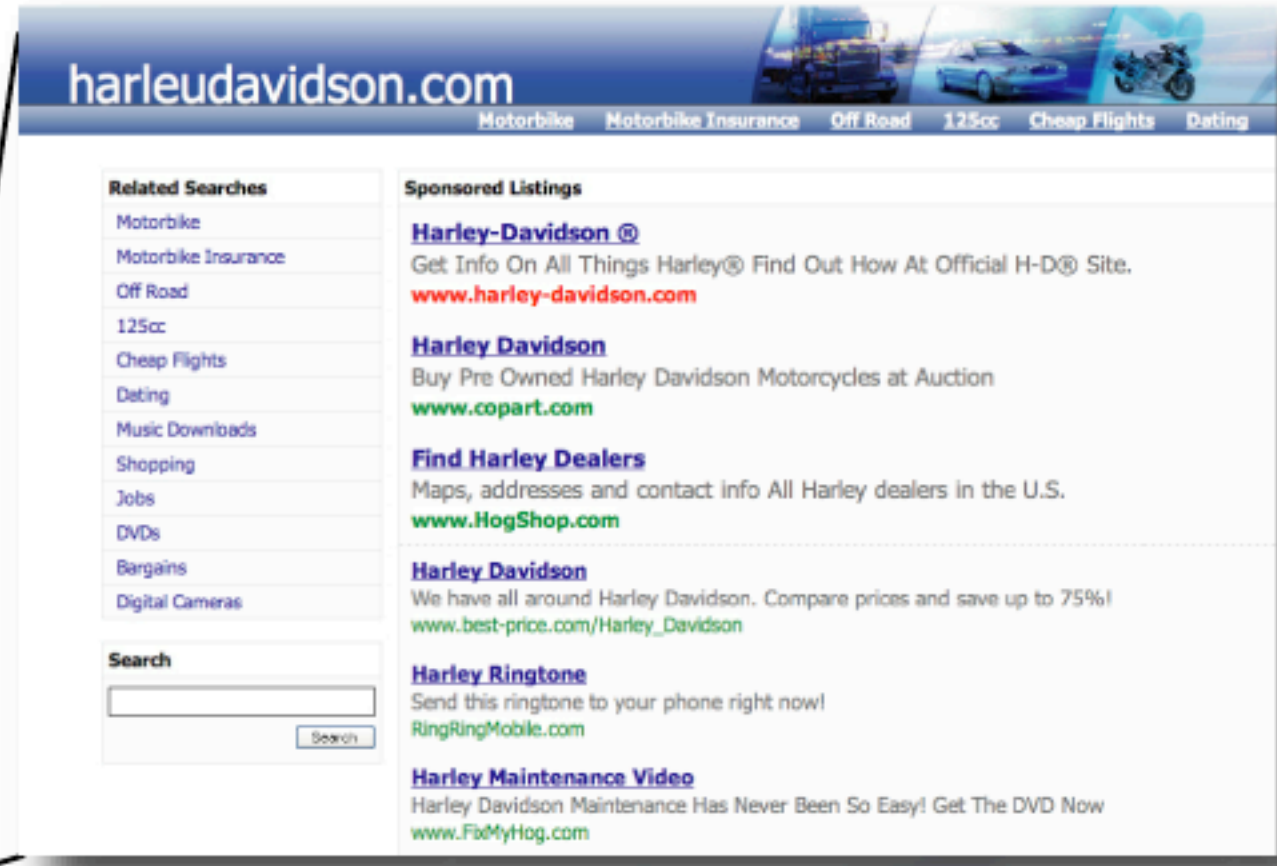


CONSUMER

BRAND SITE

CONSUMER INTENT:
TO VISIT BRAND SITE

Consumer misspells domain name of Brand Site, enters it into browser's address bar



BRAND PAYS
AD SERVICE

Cybersquatter's PPC Site
Site serves "sponsored links" to other sites, including, in this case, one to brand owner's legitimate site

CYBERSQUATTER USES AD SERVICE

Contextual Advertising Service*
Serves the site paid links that are 'relevant' to the content. (in this case, the links include one to the brand site) User clicks...

AD SERVICE PAYS CYBERSQUATTER