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Rosetta Stone

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RosettaStone

Affiliate Overview – Nov 29, 2007
Two levels of affiliation

- Standard Affiliates:
  - As they exist today. No bidding on trademarks, no use of URL as the display URL
  - CHANGE: will allow use of 'Rosetta Stone' in ad copy to describe the item
  - CHANGE: will allow use of 'Rosetta Stone' as a subdomain in their links
  - CHANGE: will allow direct linking, but no use of our display URL

- Preferred Affiliates:
  - Will allow bidding on trademarks, but they must bid below us
  - Allowing bidding on RS serves as a blocking strategy, as they will displace competitors who will not stop this practice