

**Interim Designation of Agent to Receive Notification  
of Claimed Infringement**

Full Legal Name of Service Provider: Purple Key, Inc

Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): Lela.com

Lelalocal.com

Lelaknows.com

Address of Service Provider: 1745 Broadway, 17<sup>th</sup> Floor, NY NY 10019

Name of Agent Designated to Receive

Notification of Claimed Infringement: Steven M Adler

Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):

1745 Broadway, 17<sup>th</sup> Floor, NY NY 10019

Telephone Number of Designated Agent: 917-612-6200

Facsimile Number of Designated Agent: 917-591-6176

Email Address of Designated Agent: DMCA@Lela.com or Steven.Adler@Lela.com

Signature of Officer or Representative of the Designating Service Provider:

Date: 3/23/12

Typed or Printed Name and Title: Steven M Adler CFO

**Note: This Interim Designation Must be Accompanied by a Filing Fee\*  
Made Payable to the Register of Copyrights.**

**\*Note: Current and adjusted fees are available on the Copyright website at  
[www.copyright.gov/docs/fees.html](http://www.copyright.gov/docs/fees.html)**

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APR 30 2012

Mail the form to:

Copyright I&R/Recordation

P.O. Box 71537

Washington, DC 20024



Received

MAR 23 2012

Copyright Office