

DEC - 1 2011

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

**Full Legal Name of Service Provider:** Simon Sinek Inc.

**Alternative Name(s) of Service Provider (including all names under which the service provider is doing business):** Start With Why

**Address of Service Provider:** P.O. Box 1420, New York, NY 10028

**Name of Agent Designated to Receive Notification of Claimed Infringement:** David Mead

**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):  
8947 Heights Drive, Sandy, Utah 84094

**Telephone Number of Designated Agent:** 801-432-0025

**Facsimile Number of Designated Agent:** 952-556-9242

**Email Address of Designated Agent:** david@startwithwhy.com

**Signature of Officer or Representative of the Designating Service Provider:**  
[Redacted Signature] Date: 10.24.11

**Typed or Printed Name and Title:** David Mead, Director of Communication

**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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