


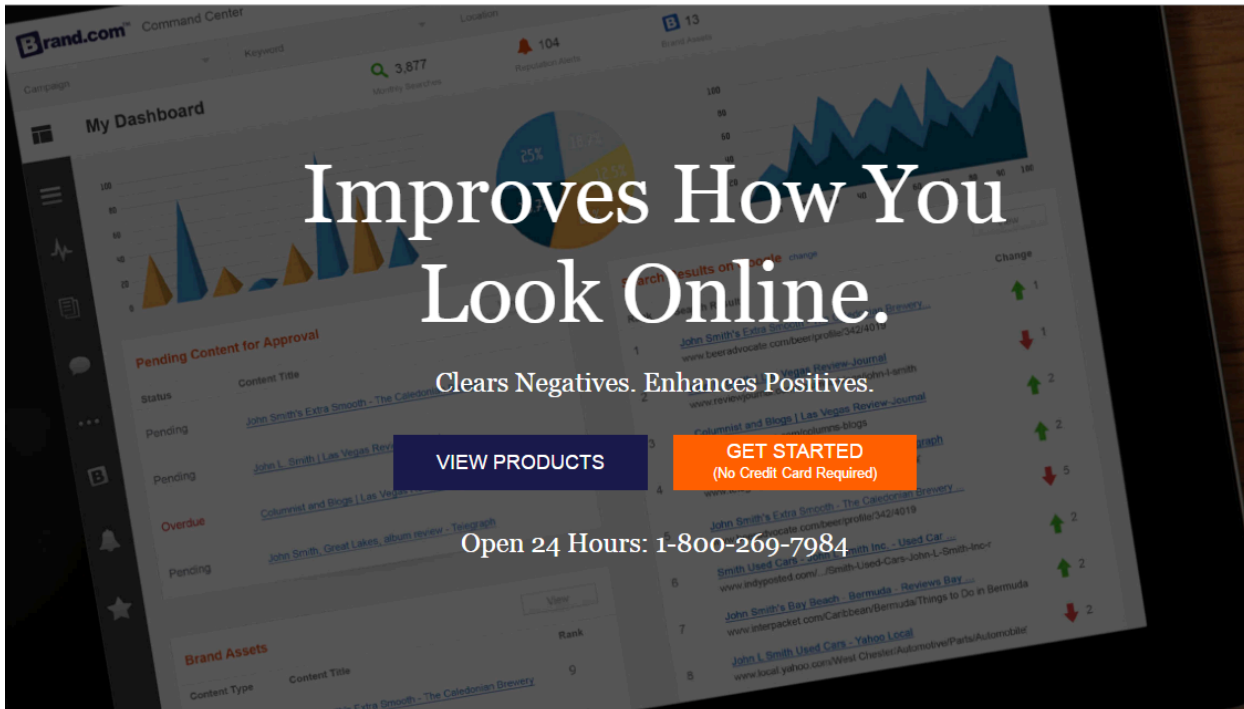
Exhibit 54 Brand.com Legal Department:

Brand.com Home Page:

<https://web.archive.org/web/20140124002118/http://www.brand.com/>

Call 24/7 for a FREE Consultation:  800-269-7984 | Client Login

Brand.com™ Products The Platform Case Studies Blog About Us



Improves How You Look Online.

Clears Negatives. Enhances Positives.


[VIEW PRODUCTS](#) [GET STARTED \(No Credit Card Required\)](#)

Open 24 Hours: 1-800-269-7984

The screenshot shows the Brand.com Command Center interface. At the top, there's a navigation bar with the Brand.com logo and links to Products, The Platform, Case Studies, Blog, and About Us. Below this is a header with contact information: 'Call 24/7 for a FREE Consultation: 800-269-7984' and a 'Client Login' link. The main dashboard area is titled 'My Dashboard' and features several widgets. On the left, there's a sidebar with icons for Campaigns, Keyword (showing 3,877 Monthly Searches), Location (showing 104 Reputation Alerts), and Brand Assets (showing 13). The central part of the dashboard displays a 'Pending Content for Approval' table with columns for Status, Content Title, and a 'View' button. The table lists several items, including 'John Smith's Extra Smooth - The Caledonian Brewery', 'John L. Smith | Las Vegas Review-Journal', 'Columnist and Blogs | Las Vegas Review-Journal', and 'John Smith's Great Lakes, album review - Telegraph'. To the right of the table, there's a 'Brand Assets' table with columns for Content Type, Content Title, and Rank. The table lists several items, including 'John Smith's Extra Smooth - The Caledonian Brewery', 'John L. Smith | Las Vegas Review-Journal', 'Columnist and Blogs | Las Vegas Review-Journal', and 'John Smith's Great Lakes, album review - Telegraph'. At the bottom of the dashboard, there's a 'Brand Assets' table with columns for Content Type, Content Title, and Rank. The table lists several items, including 'John Smith's Extra Smooth - The Caledonian Brewery', 'John L. Smith | Las Vegas Review-Journal', 'Columnist and Blogs | Las Vegas Review-Journal', and 'John Smith's Great Lakes, album review - Telegraph'.

Brand.com Plan Options; Note: 'De-Indexing':

<https://web.archive.org/web/20140205100832/http://www.brand.com:80/business-plans.htm>

Call 24/7 for a FREE Consultation:  800-709-3136 | [Client Login](#) | [Get Started](#)

Brand.com™ [Products](#) [The Platform](#) [Case Studies](#) [Blog](#) [About Us](#)

[Clearing Plans](#)

[De-Indexing](#)

[Control Plans](#)

[Google Autocomplete](#)

[Yahoo Autocomplete](#)

[Bing Autocomplete](#)

[Related Searches Plans](#)

[Review Suppression](#)

[Corporate Brand Enhancement](#)

[Political Brand Enhancement](#)

[Crisis Management](#)

[Media Blitz](#)

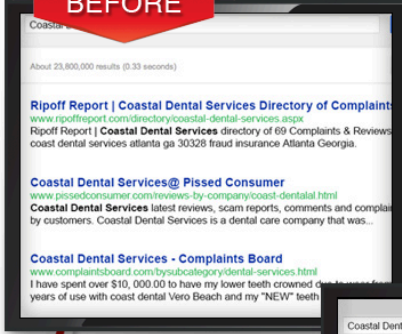
[Wikipedia](#)

[Image Suppression](#)

What's Your Plan To Clear Negative Searches?

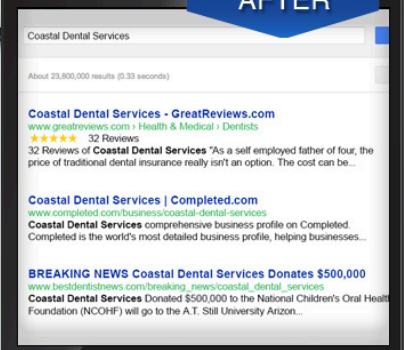
The Clearing Plan suppresses bad reviews, complaint boards, negative blogs, and other online attacks in search engines.

BEFORE



In just a few minutes, an unreasonable customer, disgruntled employee, or a competitor can anonymously attack you on complaint boards. These attacks cause a loss in revenue, increase refunds, and damage your brand.

AFTER



Clearing Plans suppress online attacks and repopulate page 1 of Google, Yahoo, and Bing with positive information

Call 24/7 for a FREE Consultation

800-709-3136

The Reviews Are In

Brand.com™

Brand.com De-Indexing details: (scroll down for screen shot)

Brand.com De-Indexing details: (scroll down for screen shot)

<https://web.archive.org/web/20140205092622/http://www.brand.com:80/biz-deindexing.htm>

Clearing Plans

De-Indexing

Control Plans

Google Autocomplete

Yahoo Autocomplete

Bing Autocomplete

Related Searches Plans

Review Suppression

Corporate Brand Enhancement

Political Brand Enhancement

Crisis Management

Media Blitz

Wikipedia

Image Suppression

Call 24/7 for a
FREE Consultation

800-709-3136

The Reviews Are In

Brand.com™

★★★★★

RATED #1

Online Brand Management
Company by TopSEOs.com

WINNER OF

2013 Red Herring Award

OVER 1 MILLION

People Use Brand.com

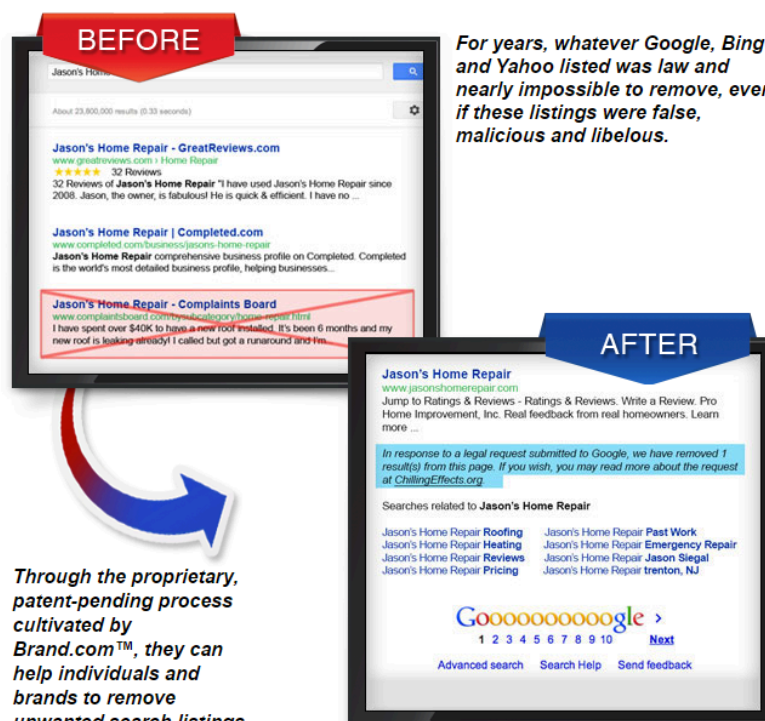
Control How You Look Online

(No Credit Card Required)

Get Started

Remove Unwanted Search Results From Google, Yahoo, or Bing

What the de-indexing process means, in effect, is that the website or search engine listing in question is literally removed from Google, Yahoo and Bing's algorithms. As such, when someone conducts a search query for related terms, the unwanted listing never appears.



Through the proprietary, patent-pending process cultivated by Brand.com™, they can help individuals and brands to remove unwanted search listings.

21.5M number of URLs that Google, Yahoo and Bing were requested to remove from search in September 2013

Source: Mashable

Brand.com Google, Yahoo, and Bing De-Indexing Action Plan Benefits

- + Fully remove a false, negative, libelous listing from the pages of Google, Yahoo, and Bing.
- + Ensure that this undesirable online listing is virtually invisible to Internet users.
- + Have your case presented to Google, Yahoo, or Bing by a legal team retained by Brand.com, fully devoted to removing your unwanted online listing.
- + Avail yourself of Brand.com's proprietary, patent-pending processes, unmatched among other brand management companies.
- + Neutralize the threat that defamatory online listings pose to your personal or corporate brand.
- + Publish positive press about your personal or professional brand, cultivating an improved public image.
- + Assume greater control over the way your brand is portrayed on the Internet.
- + Establish your brand as a credible and desirable one in the minds of search engine users.

Emails from Michael Arnstein and Brand.com representatives. Most communication was done by phone after aggressive solicitations for NSC's business.

brand.com			1-12 of 12	
<input type="checkbox"/>	<input type="checkbox"/>	lan, me (11)	Re: Guaranteed publication for the NSC	6/5/14
<input type="checkbox"/>	<input type="checkbox"/>	Swank, John, me, Amanda (5)	Swank IBS :: Invoice 1420	6/5/14
<input type="checkbox"/>	<input type="checkbox"/>	lan, Mike, me (9)	Boomerang-Returned Re: Brand.com info	6/4/14
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ian Sharkey	Re: Guaranteed online press for the Natural Sapphire Company	6/3/14
<input type="checkbox"/>	<input type="checkbox"/>	Ian, me (6)	Re: Guaranteed positive online press for The Natural Sapphire Company - immediate impact!	5/29/14
<input type="checkbox"/>	<input type="checkbox"/>	Ian, me, Mike (3)	Re: Positive online press for the Natural Sapphire Company	5/8/14
<input type="checkbox"/>	<input type="checkbox"/>	Ian Sharkey	Re: Positive online press for The Natural Sapphire Company	4/21/14
<input type="checkbox"/>	<input type="checkbox"/>	Brand.com via DocuSign	Voided: Michael Arnstein:Your Brand.com Action Plan	4/9/14
<input type="checkbox"/>	<input type="checkbox"/>	Brand.com via DocuSign	EXPIRATION PENDING: Michael Arnstein:Your Brand.com Action Plan	4/5/14
<input type="checkbox"/>	<input type="checkbox"/>	John Katziner	I just Googled You....	2/21/14
<input type="checkbox"/>	<input type="checkbox"/>	Brand.com via DocuSign	REMINDER: Michael Arnstein:Your Brand.com Action Plan	1/16/14
<input type="checkbox"/>	<input type="checkbox"/>	Brand.com via DocuSign	Michael Arnstein:Your Brand.com Action Plan	1/9/14

Brand.com eventually went Bankrupt: News reporting from March 2015:
<https://technical.ly/philly/2015/03/11/what-happened-brand-com/>