

**SNELL & WILMER OBTAINS UNANIMOUS JURY VERDICT FOR
SKYDIVE ARIZONA**

Over \$6.5 Million Awarded in Damages

PHOENIX (October 7, 2009) — Snell & Wilmer L.L.P. is pleased to announce that partners Sid Leach and Monica Limón-Wynn recently obtained a verdict in favor of client Skydive Arizona, one of the largest skydiving centers in the world, in a case involving trademark infringement, false designation of origin and unfair competition, and cybersquatting.

Doing business under the name “1-800-Skyride,” Defendants Cary Quattrocchi, Ben Butler, USSO, LLC CASC, Inc., Atlanta SC, Inc., and IGOVincent, Inc. participated in an alleged nationwide deceptive scheme using more than 1,000 Internet websites to divert customers away from Skydive Arizona and other legitimate skydiving centers.

At trial, Leach and Limón-Wynn contended that Defendants configured websites to mislead consumers into believing that a specific website was for an actual skydiving center. The Defendants implied on the websites that these fictitious centers existed in virtually every city in the United States. It was argued that Defendants induced consumers to purchase gift certificates from 1-800-Skyride by including numerous false representations on the sites about facilities, aircraft, staff and equipment. Furthermore, the evidence at trial indicated that consumers who viewed the websites and purchased certificates generally paid a substantially higher price than if they had purchased directly from an actual skydiving center.

Given Defendants’ use of the name “Skydive Arizona,” which the client had been using since 1986, and other names confusingly similar to “Skydive Arizona” in their websites and in six Internet domain names, Skydive Arizona also brought a trademark infringement claim and a cybersquatting claim against Defendants.

The jury found in favor of Skydive Arizona on the trademark and cybersquatting claims. In assessing damages primarily against the individual Defendants, the jury agreed with Skydive Arizona’s argument that the individual Defendants improperly used corporate shells to shield themselves from liability for their wrongful acts. Earlier this year, the Court ruled that Defendants were liable on Skydive Arizona’s claim for false designation of origin and unfair competition based on the deceptive websites. As to all three claims, the jury awarded a total of more than \$6.5 million in damages in favor of Skydive Arizona and also found that Defendants’ deceptive acts were willful. Based on the jury’s finding of willfulness, the Court may award additional damages in favor of Skydive Arizona as well as attorneys’ fees.

About Snell & Wilmer L.L.P.

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