

From: John Ludwig  
Sent: Tuesday, September 27, 1994 7:53 AM  
To: Thomas Reardon  
Subject: RE: mosaic communications corp

Reardon EXHIBIT 8  
for Identification  
KATHLEEN E. BARNEY, CSR  
Dept 3, 1998  
Witness

- shiva. we worked with them. we are doing a limited dialup server. everyone grows past this.
- backup vendors. again everyone grows past our stuff
- utility vendors. ditto.

basically the dynamic we see is we bundle something, it makes people aware of the function, and then a certain percentage of them want more. this % is greater than the initial sales of the feature as a standalone product

this doesn't always work, depends on how creative the isv is and how much room there is to be creative.

i think the other thing to be plain about, without being threatening, is that we are going to do something. we feel forced into it by our os and networking competition - ibm, novell, apple, all of whom have announced plans. so we need to compete effectively and will do something. the vendor can either work with us and perhaps gain some benefit by being closest to what we are doing, or not.

From: Thomas Reardon  
To: John Ludwig  
Subject: FW: mosaic communications corp  
Date: Monday, September 26, 1994 6:30PM

the big theme of this call, as in a million other encounters i've had is "yeah, but you guys are just going to fuck us eventually". how do you respond to that? can we point to an example of how we've helped another company's business by working on a jda or other bundling agreement?

there are all the obvious arguments about how getting "in the box" is an unbelievable revenue opportunity for servers and for client add-ons, in this case they were really looking for touchy-feely arguments.

-thomas

From: Thomas Reardon  
To: John Ludwig; James 'J' Allard (jallard); Bernard Aboba (bemarda)  
Cc: Pat Ferrel (patfer)  
Subject: mosaic communications corp  
Date: Monday, September 26, 1994 06:26PM

this is the company formed by jim clark and most of the original ncsa dudes.

i talked with paul koontz, vp marketing, for about 20 minutes regarding there development plans. he had a lot of attitude about working with microsoft, but was open to at least exploring a deal. they claim to have talked with many folks here, so i'd like to at least collapse that down to one contact. i will send him an nda tonight, when its returned i want to have a more detailed conversation about what we want for our box and what we would be willing to let them keep proprietary. you should be involved in that call.

-thomas

DEPOSITION EXHIBIT  
13  
5/6/82  
Reardon

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