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For Immediate Release

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Iconix Issued Fourth U.S. Patent for Email

Invention Extends Email Authentication to Increase Trust for Consumers and Businesses

San Jose, California — September 22, 2010 — ICONIX, Inc., the industry leader in visual email solutions, announced today that the United States Patent and Trademark Office has issued Iconix's fourth patent titled "E-MAIL MESSAGE AUTHENTICATION AND MARKING EXTENDING STANDARDS COMPLAINT TECHNIQUES."

The abstract for U.S. Patent 7,801,961, dated September 21, 2010, states: "A system and method for e-mail authentication. The method includes aggregating a plurality of headers associated with an e-mail message and transmitting the aggregated plurality of headers to a validation service. A validation response is then received from the validation service. The e-mail is authenticated based on the validation response." Iconix filed the patent on May 9, 2008.

"Among other things, various claims of this patent address using standards-based authentication, such as SPF and DKIM, to provide email recipients with visual indications of the integrity of the sender," said Jeff Wilbur, vice-president of marketing at ICONIX. "In accordance with one aspect of the inventions covered within the patent, giving consumers visual indications of emails' integrity allows consumers to easily distinguish real email from fake email in their inboxes."

"The focus of our Online Trust and Cybersecurity Forum in Washington, D.C. is to educate businesses, government organizations and consumer advocacy groups regarding best practices and the latest technologies to ensure safer online experiences," said Craig Spiezle, Executive Director of the Online Trust Alliance. "The technology delivered by ICONIX in this patent is exactly the type of innovation that helps increase consumer trust in online activity."

About ICONIX, Inc.
ICONIX, Inc. is the leading provider of trusted email identification solutions. ICONIX provides the industry's first visual solution for businesses and consumers. The patented Iconix® solution enables consumers to quickly identify messages from legitimate senders, which proactively combats widespread email-based identity theft techniques, such as phishing. The Iconix® Truemark® service is the only standards-based visual authentication solution that works across various email platforms. For more information, visit www.iconix.com.

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