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For Immediate Release

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Iconix Issued Fifth U.S. Patent for Email

Invention Extends Email Authentication to Increase Trust and Utility for Consumers and Businesses, Helps Combat Phishing and Spear-Phishing Attacks

San Jose, California — December 7, 2011 — ICONIX, Inc., the industry leader in visual email solutions, announced today that the United States Patent and Trademark Office has issued Iconix's fifth patent titled "USER INTERFACE FOR EMAIL INBOX TO CALL ATTENTION DIFFERENTLY TO DIFFERENT CLASSES OF EMAIL." The abstract for U.S. Patent 8,073,910, dated December 6, 2011, states: "A user interface for email users which calls attention to one or more categories of emails in different ways." Iconix filed the patent on March 3, 2005.

Technology from this patent is used in all of the Iconix® offerings, including the *Iconix* Truemark® service, which helps protect consumer users from phishing attacks, and *Iconix* SP Guard™, which protects enterprises from spear-phishing attacks. The *Iconix* services highlight legitimate email messages with an icon in the inbox and open messages, giving users an intuitive "visual ID" for key email messages, thus allowing them to easily distinguish real from fake. The result is increased trust and confidence in email and increased safety for users and businesses.

"With the recent wave of data breaches and spear-phishing attacks, consumers and business users are more wary than ever about the safety of the email they receive," said Jeff Wilbur, vice-president of marketing at ICONIX. "Among other things, the inventions covered in this patent address using email authentication results to display icons which signify the category of the email, such as a well-known brand, buddy-list or fraudulent. Visually displaying the identity of the sender helps users instantly see what's real and who it's from, creating a safer and more productive online experience. Another aspect of the patent involves displaying a pop-up window in the list view to allow additional information about the sender to be displayed to the recipient, which further enriches trust and interaction."

"Consumers, businesses and government agencies are fighting the onslaught of deceptive email which is increasingly becoming harder to detect and block. Iconix's technology leadership promises to help counter the increasing sophistication of spear phishing," said Craig Spiezle, Executive Director of the Online Trust Alliance. Combined with the business value of email authentication, the Iconix trust indicator enabled by this technology is a step forward for trusted email."

The *Iconix Truemark* service supports most major email programs and is available free of charge to consumers. Additional information and plug-in software is available at www.iconix.com. Additional information about *Iconix SP Guard* is available at http://www.iconix.com/business/spearphishing.php.

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 email recipients 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 http://www.iconix.com.

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