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For Immediate Release

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Iconix Issued Seventh U.S. Patent for Email

Invention Extends Email Authentication to Provide "Visual ID" for Messages, Protecting Users and Businesses from Phishing

San Jose, California — September 15, 2015 — ICONIX, Inc., the industry leader in visual email solutions, announced today that the United States Patent and Trademark Office has issued Iconix's seventh patent titled "USER INTERFACE FOR EMAIL INBOX TO CALL ATTENTION DIFFERENTLY TO DIFFERENT CLASSES OF EMAIL." The abstract for U.S. Patent 9,137,048, dated September 15, 2015, states: "Sender emails have their Truemarks (icons) displayed in the sender column of a list view" and "fraudulent emails have a fraud icon displayed with a warning in the sender column."

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 helps protect enterprises from spear-phishing attacks. The *Iconix* services utilize the two main forms of email authentication – Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM) – to verify the source of a message, and then highlight legitimate email messages with an icon in the inbox and open messages. This gives users an intuitive "visual ID" for email messages, thus allowing them to quickly assess the legitimacy of messages. The result is increased trust and confidence in email and increased safety for users and businesses.

Speaking about the recent Pentagon breach, Adm. Mike Rogers, the commander of U.S. Cyber Command, emphasized the key role of users in the process – "That was a good reminder to all of us that you can have the greatest technology and greatest defensive structure in the world, but in the end, you can never underestimate the impact of user behavior." [1]

"Following the high-profile breaches at the Office of Personnel Management, the Pentagon, the IRS and several healthcare providers, consumers, businesses and government organizations are on heightened alert regarding fake email messages and attacks on their personal or organization's information" said Jose Picazo, CEO at ICONIX. "We know from security reports than more than 90% of breaches start with a fake email message, and users are left nearly helpless to figure out which messages they can trust. The two main defensive approaches – better filtering and better training – have proven to be insufficient since malicious messages still get through and users are still duped by them. By putting icons next to messages in the inbox, we give users a quick and easy way to discern real from fake, protecting them and their organization from harm. Ultimately we're trying to improve the entire email experience by making it quicker and safer for everyone."

Additional information about *Iconix* services is available at http://www.iconix.com.

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. For more information, visit http://www.iconix.com.

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[1] http://federalnewsradio.com/cybersecurity/2015/09/odni-launches-new-counterintelligence-campaign-response-hacks-opm-agencies/