

# Exhibit 1



# State of California Secretary of State

## Statement of Information

(Foreign Corporation)

FEES (Filing and Disclosure): \$25.00.

If this is an amendment, see instructions.

**IMPORTANT – READ INSTRUCTIONS BEFORE COMPLETING THIS FORM**

**F**

**G816376**

**FILED**

In the office of the Secretary of State  
of the State of California

**JUL-25 2019**

**1. CORPORATE NAME**

SNOWFLAKE COMPUTING, INC.

**2. CALIFORNIA CORPORATE NUMBER**

C3493022

This Space for Filing Use Only

**No Change Statement** (Not applicable if agent address of record is a P.O. Box address. See instructions.)

**3. If there have been any changes to the information contained in the last Statement of Information filed with the California Secretary of State, or no statement of information has been previously filed, this form must be completed in its entirety.**

☐ If there has been no change in any of the information contained in the last Statement of Information filed with the California Secretary of State, check the box and proceed to **Item 13**.

**Complete Addresses for the Following** (Do not abbreviate the name of the city. Items 4 and 5 cannot be P.O. Boxes.)

**4. STREET ADDRESS OF PRINCIPAL EXECUTIVE OFFICE** CITY STATE ZIP CODE  
450 CONCAR DRIVE, SAN MATEO, CA 94402

**5. STREET ADDRESS OF PRINCIPAL BUSINESS OFFICE IN CALIFORNIA, IF ANY** CITY STATE ZIP CODE

**6. MAILING ADDRESS OF THE CORPORATION, IF DIFFERENT THAN ITEM 4** CITY STATE ZIP CODE

**Names and Complete Addresses of the Following Officers** (The corporation must list these three officers. A comparable title for the specific officer may be added; however, the preprinted titles on this form must not be altered.)

**7. CHIEF EXECUTIVE OFFICER/** ADDRESS CITY STATE ZIP CODE  
FRANK SLOOTMAN 450 CONCAR DRIVE, SAN MATEO, CA 94402

**8. SECRETARY** ADDRESS CITY STATE ZIP CODE  
ROBERT SPECKER 450 CONCAR DRIVE, SAN MATEO, CA 94402

**9. CHIEF FINANCIAL OFFICER/** ADDRESS CITY STATE ZIP CODE  
THOMAS TUCHSCHERER 450 CONCAR DRIVE, SAN MATEO, CA 94402

**Agent for Service of Process** If the agent is an individual, the agent must reside in California and Item 11 must be completed with a California street address, a P.O. Box address is not acceptable. If the agent is another corporation, the agent must have on file with the California Secretary of State a certificate pursuant to California Corporations Code section 1505 and Item 11 must be left blank.

**10. NAME OF AGENT FOR SERVICE OF PROCESS** [Note: The person designated as the corporation's agent MUST have agreed to act in that capacity prior to the designation.]

CORPORATION SERVICE COMPANY WHICH WILL DO BUSINESS IN CALIFORNIA AS CSC - LAWYERS INCORPORATING SERVICE

**11. STREET ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CALIFORNIA, IF AN INDIVIDUAL** CITY STATE ZIP CODE

**Type of Business**

**12. DESCRIBE THE TYPE OF BUSINESS OF THE CORPORATION**  
DATA ANALYTIC SOFTWARE SALES

**13. THE INFORMATION CONTAINED HEREIN IS TRUE AND CORRECT.**

07/25/2019

ROXANNE EAKIN

ANNUAL REPORT SIGNER

DATE


TYPE/PRINT NAME OF PERSON COMPLETING FORM

TITLE

SIGNATURE

# Exhibit 2

19-603344

|   |   |           |               |
|---|---|-----------|---------------|
|    | <b>Secretary of State</b><br><b>Statement of Information</b><br>(California Stock, Agricultural<br>Cooperative and Foreign Corporations)  | <b>29</b> | <b>SI-550</b> |
|   | <b>IMPORTANT — Read instructions before completing this form.</b><br><br><b>Fees (Filing plus Disclosure) – \$25.00;</b><br><br><b>Copy Fees – First page \$1.00; each attachment page \$0.50;</b><br>Certification Fee – \$5.00 plus copy fees |           |               |
| <b>1. Corporation Name</b> (Enter the <b>exact</b> name of the corporation as it is recorded with the California Secretary of State. Note: If you registered in California using an assumed name, see instructions.)<br><br>SNOWFLAKE COMPUTING, INC. |   |           |               |

**FILED**  
**Secretary of State**  
**State of California**  
**JAN 22 2019**

*This Space For Office Use Only*

**2. 7-Digit Secretary of State File Number**

C3493022

**3. Business Addresses**

|   |   |                    |                          |
|---|---|--------------------|--------------------------|
| a. Street Address of Principal Executive Office - Do not list a P.O. Box<br><b>100 S. ELLSWORTH AVENUE, SUITE 100</b> | City (no abbreviations)<br><b>SAN MATEO</b> | State<br><b>CA</b> | Zip Code<br><b>94401</b> |
| b. Mailing Address of Corporation, if different than item 3a  | City (no abbreviations)                     | State              | Zip Code                 |
| c. Street Address of Principal California Office, if any and if different than Item 3a - Do not list a P.O. Box       | City (no abbreviations)                     | State<br><b>CA</b> | Zip Code                 |

**4. Officers**

The Corporation is required to list all three of the officers set forth below. An additional title for the Chief Executive Officer and Chief Financial Officer may be added; however, the preprinted titles on this form must not be altered.

|  |            |             |   |   |
|--|------------|-------------|---|---|
| a. Chief Executive Officer/<br><b>ROBERT</b>         | First Name | Middle Name | Last Name<br><b>MUGLIA</b>                  | Suffix                                      |
| Address<br><b>100 S. ELLSWORTH AVENUE, SUITE 100</b> |            |             | City (no abbreviations)<br><b>SAN MATEO</b> | State<br><b>CA</b> Zip Code<br><b>94401</b> |
| b. Secretary<br><b>MARGO</b>                         | First Name | Middle Name | Last Name<br><b>SMITH</b>                   | Suffix                                      |
| Address<br><b>100 S. ELLSWORTH AVENUE, SUITE 100</b> |            |             | City (no abbreviations)<br><b>SAN MATEO</b> | State<br><b>CA</b> Zip Code<br><b>94401</b> |
| c. Chief Financial Officer/<br><b>THOMAS</b>         | First Name | Middle Name | Last Name<br><b>TUCHSCHERER</b>             | Suffix                                      |
| Address<br><b>100 S. ELLSWORTH AVENUE, SUITE 100</b> |            |             | City (no abbreviations)<br><b>SAN MATEO</b> | State<br><b>CA</b> Zip Code<br><b>94401</b> |

**5. Director(s)**

California Stock and Agricultural Cooperative Corporations ONLY: **Item 5a:** At least one name and address must be listed. If the Corporation has additional directors, enter the name(s) and addresses on Form SI-550A (see instructions).

|   |             |                         |                |
|---|-------------|-------------------------|----------------|
| a. First Name   | Middle Name | Last Name               | Suffix         |
| Address   |             | City (no abbreviations) | State Zip Code |
| b. Number of Vacancies on the Board of Directors, if any <input type="text"/> |             |                         |                |

**6. Service of Process** (Must provide either Individual OR Corporation.)

**INDIVIDUAL** – Complete Items 6a and 6b only. Must include agent's full name and California street address.

|   |             |                         |                             |
|---|-------------|-------------------------|-----------------------------|
| a. California Agent's First Name (if agent is not a corporation)            | Middle Name | Last Name               | Suffix                      |
| b. Street Address (if agent is not a corporation) - Do not enter a P.O. Box |             | City (no abbreviations) | State<br><b>CA</b> Zip Code |

**CORPORATION** – Complete Item 6c only. Only include the name of the registered agent Corporation.

|   |
|---|
| c. California Registered Corporate Agent's Name (if agent is a corporation) – Do not complete Item 6a or 6b<br>Corporation Service Company Which Will Do Business In California As CSC - Lawyers Incorporating Service C/592199 |
|---|

**7. Type of Business**

Describe the type of business or services of the Corporation

**SAAS OF CLOUD DATA WAREHOUSING**

**8. The Information contained herein, including in any attachments, is true and correct.**

01.21.2019

Date

Jill Cilmi

Type or Print Name of Person Completing the Form

Vice President

Title

SI-550 (REV 01/2017)

*Jill E. Cilmi*  
 Signature  
 2017 California Secretary of State  
 www.sos.ca.gov/business/be

# Exhibit 3

# United States of America

## United States Patent and Trademark Office

### Yeti Snowflake

**Reg. No. 5,500,123**

**Registered Jun. 26, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Yeti Data, Inc. (DELAWARE CORPORATION)  
660 Palo Alto Ave.  
Palo Alto, CALIFORNIA 943011349

CLASS 9: Computer software for advertising, marketing, and commercial transaction data management and analytics

FIRST USE 5-1-2014; IN COMMERCE 5-1-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-438,556, FILED 10-29-2014



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

# Exhibit 4





Protect your intellectual property in the European Union

## EUTM file information

**SNOWFLAKE**  
**017736083**

## Timeline



## Trade mark information

|                       |                                 |                          |                   |
|-----------------------|---------------------------------|--------------------------|-------------------|
| Name                  | <b>SNOWFLAKE</b>                | Filing date              | <b>26/01/2018</b> |
| Filing number         | <b>017736083</b>                | Registration date        | <b>25/05/2018</b> |
| Basis                 | <b>EUTM</b>                     | Expiry date              | <b>26/01/2028</b> |
| Date of receipt       | <b>26/01/2018</b>               | Designation date         |                   |
| Type                  | <b>Word</b>                     | Filing language          | <b>English</b>    |
| Nature                | <b>Individual</b>               | Second language          | <b>German</b>     |
| Nice classes          | <b>9 ( Nice Classification)</b> | Application reference    | <b>JETM</b>       |
| Vienna Classification |                                 | Trade mark status        | <b>Registered</b> |
|                       |                                 | Acquired distinctiveness | <b>No</b>         |

## Goods and services

English (en)

- 9** Computer software for data management and analytics.

## Description

No data

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X

## Yeti Data, Inc

|                         |                       |              |                           |  |  |
|-------------------------|-----------------------|--------------|---------------------------|--|--|
| ID                      | <b>884987</b>         | Country      | <b>US - United States</b> | Correspondence address   |  |
| Organisation            | <b>Yeti Data, Inc</b> | State/county | <b>California</b>         | Yeti Data, Inc<br>660 Palo Alto Ave<br>Palo Alto California 94301<br>ESTADOS UNIDOS (DE AMÉRICA) | Hidden. You can set your contact details to be publicly available via the User Area. |
| Legal status            | <b>Legal entity</b>   | Town         | <b>Palo Alto</b>          |  |  |
| State, district or t... | <b>n/a</b>            | Post code    | <b>94301</b>              |  | Hidden. You can set your contact details to be publicly available via the User Area. |
|                         |                       | Address      | <b>660 Palo Alto Ave</b>  |  |  |
|                         |                       |              |                           |  | Hidden. You can set your contact details to be publicly available via the User Area. |

## Representatives

### ALLEN & OVERY LLP

|              |                     |              |                          |  |  |
|--------------|---------------------|--------------|--------------------------|--|--|
| ID           | <b>62850</b>        | Country      | <b>DE - Germany</b>      | Correspondence address   |  |
| Organisation | <b>n/a</b>          | State/county | <b>n/a</b>               | ALLEN & OVERY LLP<br>Dreischeibenhau 1<br>D-40211 Düsseldorf<br>ALEMANIA | Hidden. You can set your contact details to be publicly available via the User Area. |
| Legal status | <b>Legal person</b> | Town         | <b>Düsseldorf</b>        |  |  |
| Type         | <b>Association</b>  | Post code    | <b>40211</b>             |  | Hidden. You can set your contact details to be publicly available via the User Area. |
|              |                     | Address      | <b>Dreischeibenhau 1</b> |  |  |
|              |                     |              |                          |  | Hidden. You can set your contact details to be publicly available via the User Area. |

## Correspondence

| From                        | Procedure | Filing number | Subject  | Date       | Actions |
|-----------------------------|-----------|---------------|--|------------|---------|
|                             | EUTM      | 017736083     | L304 – Cover letter for registration certificate   | 30/05/2018 |         |
|                             | EUTM      | 017736083     | Certificate  | 29/05/2018 |         |
|                             | EUTM      | 017736083     | L101F - Receipt of an application for a European Union trade mark (EUTM) and notification that a provisional filing date has been accorded | 26/01/2018 |         |
|                             | EUTM      | 017736083     | Application form and attachment  | 26/01/2018 |         |
| Showing 1 to 4 of 4 entries |           |               |  |            |         |

## IR transformation

No data

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No data

## Exhibition priority

No data

## Priority

No data

## Publications

| Bulletin number             | Date       | Section | Description  |
|-----------------------------|------------|---------|--|
| 2018/033                    | 16/02/2018 | A.1     | Applications published under Article 44 EUTMR                        |
| 2018/099                    | 29/05/2018 | B.1     | Registrations with no amendments since the application was published |
| Showing 1 to 2 of 2 entries |            |         |  |

## Cancellation

No data

## Recordals

No data

## Oppositions

No data

## Appeals

No data

## Decisions

No data

## Renewals

No data

## Trade mark relations

No data

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X

No data

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# Exhibit 5



# United States of America

## United States Patent and Trademark Office

# Yeti Data

**Reg. No. 5,510,650**

**Registered Jul. 10, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Yeti Data, Inc. (DELAWARE CORPORATION)  
660 Palo Alto Ave.  
Palo Alto, CALIFORNIA 943011349

CLASS 9: Computer software for advertising, marketing, and commercial transaction data management and analytics

FIRST USE 5-1-2014; IN COMMERCE 5-1-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "DATA"

SER. NO. 86-438,582, FILED 10-29-2014



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

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- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

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**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

# Exhibit 6

[DOCS](#) » [SQL FUNCTION REFERENCE](#) » [ALL FUNCTIONS \(ALPHABETICAL\)](#) » [CONCAT ,](#)[PREVIOUS](#) | [NEXT](#)**Categories:**[String & Binary Functions \(General\)](#)

# CONCAT , ||

Concatenates one or more strings, or concatenates one or more binary values. If any of the values is null, the result is also null.

The `||` operator provides alternative syntax for CONCAT and requires at least two arguments.

**See also:**[CONCAT\\_WS](#)

---

## Syntax

```
CONCAT ( <expr1> [ , <exprN> ... ] )
```

```
<expr1> || <expr2> [ || <exprN> ... ]
```

---

## Arguments

`<exprN>`

The input expressions must all be strings, or all be binary values.

---

## Returns

The data type of the returned value is the same as the data type of the input value(s).

---

## Usage Notes



- Metadata functions such as `GET_DDL` accept only constants as input. Concatenated input generates an error.

---

## Collation Details🔗

- The [collation specifications](#) of all input arguments must be compatible.
- The collation of the result of the function is the highest-[precedence](#) collation of the inputs.

---

## Examples🔗

Concatenate two strings:

```
select concat('George Washington ', 'Carver');
+-----+
| CONCAT('GEORGE WASHINGTON ', 'CARVER') |
|-----|
| George Washington Carver                |
+-----+
```

Concatenate two VARCHAR columns:

```
create table table1 (s1 varchar, s2 varchar, s3 varchar);
insert into table1 (s1, s2, s3) values
  ('ye', 't', 'i'),
  ('Colorado ', 'River ', null);
```

```
select concat(s1, s2)
  from table1;
+-----+
| CONCAT(S1, S2) |
|-----|
| yet            |
| Colorado River |
+-----+
```



Concatenate more than two strings:

```
select concat(s1, s2, s3)
  from table1;
```

```
+-----+
| CONCAT(S1, S2, S3) |
+-----+
| yeti                |
| NULL                |
+-----+
```

Use the “||” concatenation operator instead of the function:

```
select 'This ' || 'is ' || 'another ' || 'concatenation ' || 'technique
+-----+
| 'THIS ' || 'IS ' || 'ANOTHER ' || 'CONCATENATION ' || 'TECHNIQUE.'
+-----+
| This is another concatenation technique.
+-----+
```

[PREVIOUS](#) | [NEXT](#)



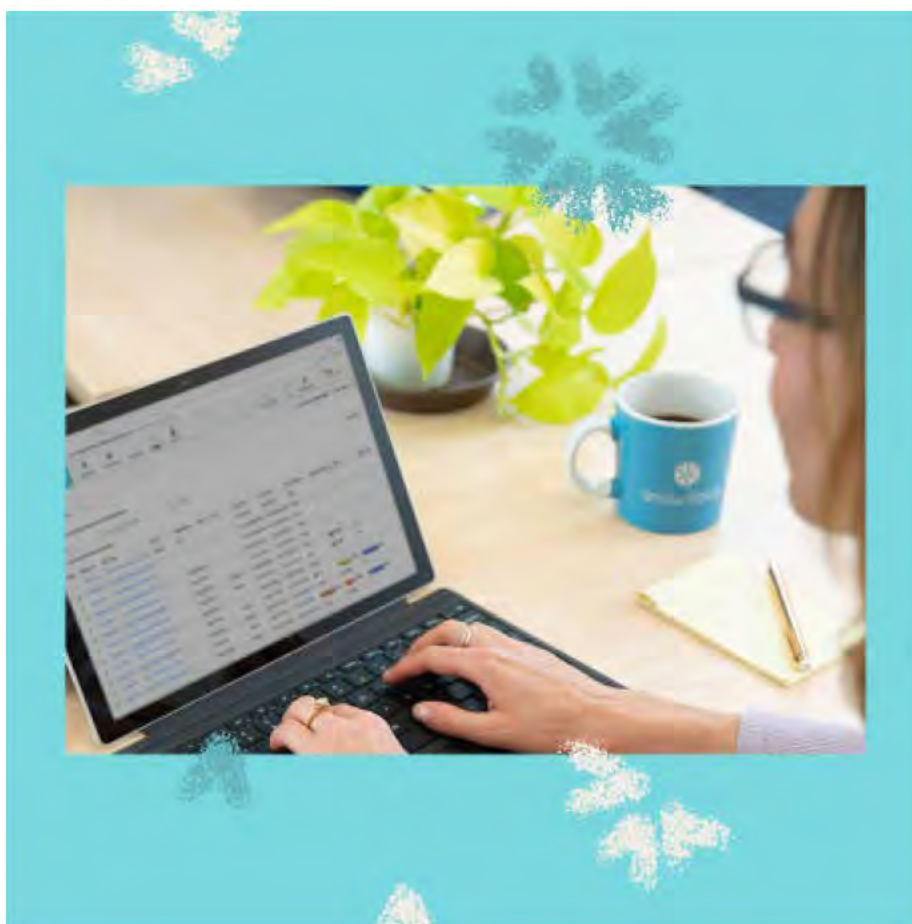
# Exhibit 7



Blog

# Snowflake crystalizes partner relationships with shared channels

With more than 150 shared channels in Slack, the cloud data platform stays engaged with external partners and avoids email roadblocks



By Devon Maloney January 15, 2020

---

**S**nowflake, a cloud data platform based in San Mateo, California, centers its business around streamlining so its customers can thrive with data warehousing, data tools and the cloud all on one platform.

To be successful, the startup needs to effectively collaborate internally and externally on everything from IT support to vendor relationships. To do this, [Snowflake](#) has turned to Slack. It uses more than 150 [shared channels](#)—a feature that connects two separate organizations in the same Slack workspace so they can share messages, tools and files to get things done, sidestepping email entirely.

**“Having the ability to message an external vendor via Slack provides next-level support. The run-around you usually have to go through via email does not exist when you use shared channels.”**

**Marisa Guarino**

IT systems engineer at Snowflake

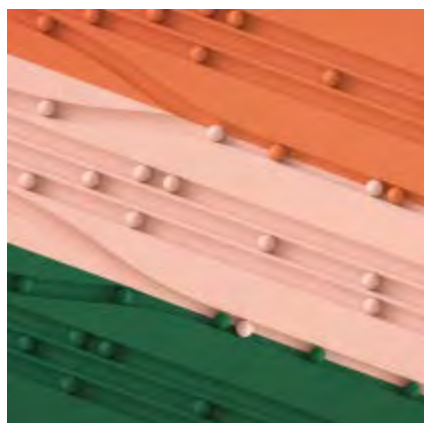


## Strengthening partner and vendor relationships through shared channels

At first, Snowflake used multi-channel or single-channel [guest access on Slack](#) to work with external partners such as data analytics software companies [Looker](#) and [Luma](#), regularly leveraging those data platforms and customer networks. But external partners' guest access allowed limited access to Snowflake's Slack workspace.

Over time, Snowflake found that it was collaborating so heavily with these partners that bringing them in on a case-by-case basis was overloading its IT department.

“Those relationships are really the reason that we started using shared channels,” says **Marisa Guarino**, an IT systems engineer at Snowflake. “It became such a to-do for our IT team to have to individually guest-invite people. For example, there are like 250 people from Looker in our shared channel now. Shared channels allow us to talk to our partners on that scale.”



## Create your first shared channel today

Shared channels also help Snowflake maximize relationships with vendors it uses for internal services, such as incident response platform [PagerDuty](#). By bringing communication into shared channels, Snowflake was able to go from one engineering team collaborating with PagerDuty to much wider internal use of the software.

“With shared channels, we can talk with PagerDuty directly, asking everything from, ‘Can your product do this?’ to ‘Do we need more licenses?’ ” says Guarino. “Having the ability to message an external vendor via Slack provides next-level support. The run-around you usually have to go through via email does not exist when you use shared channels.”

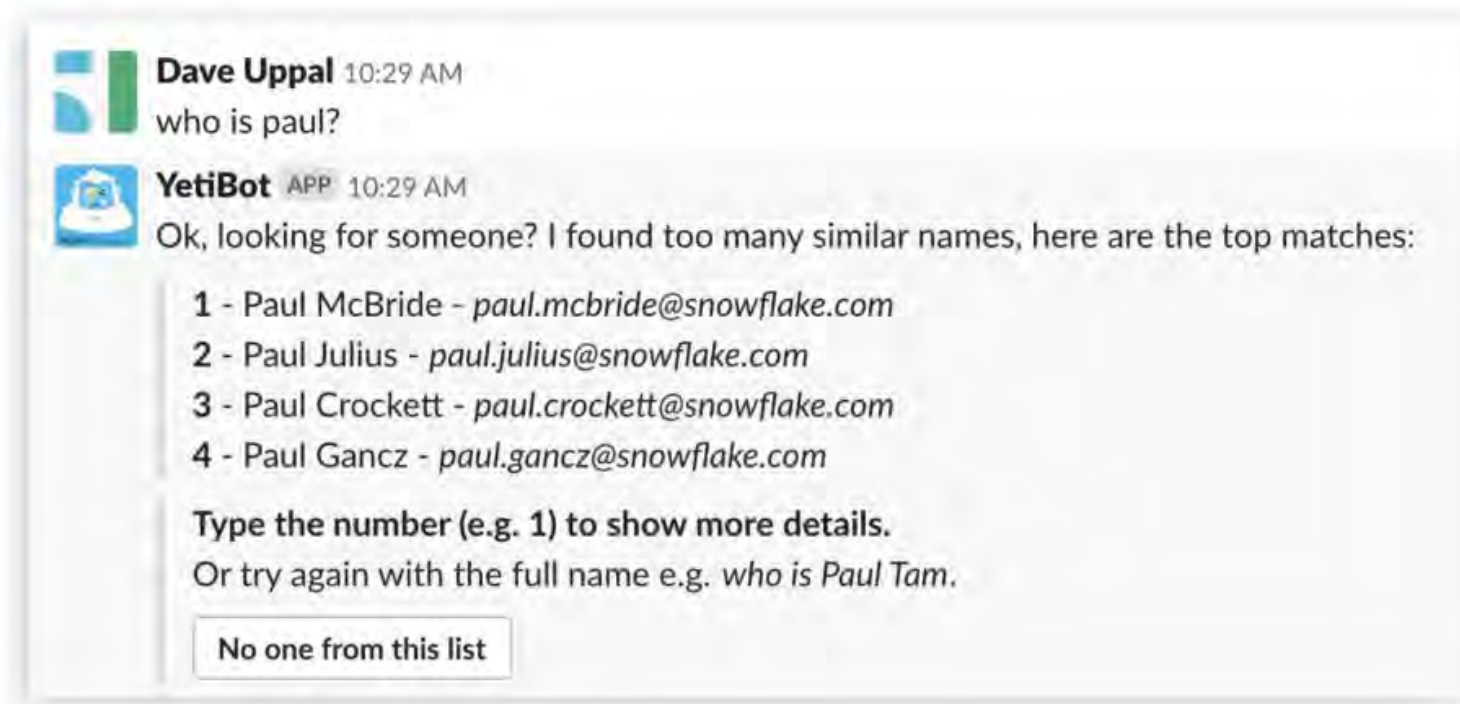
According to Guarino, shared channels have become essential to the way IT functions at Snowflake. “Every time I start working with an external vendor, I’m like, ‘We need to use Slack shared channels because I am so tired of sending emails,’ ” says Guarino. “It lets us have collaborative conversations without having a million emails sent back and forth.”

## Making IT support and knowledge bases accessible with YetiBot

YetiBot, a custom [Slack bot](#) created by Snowflake, helps employees engage with IT support and access a robust internal knowledge base. It acts like a chat-based concierge for technical assistance, personnel queries and more.

“YetiBot has become our little one-stop shop for any questions people might have,” says Guarino. “Something as onerous as opening an IT ticket can be as simple as just talking to the bot and saying, ‘I need help.’ ”

A Snowflake employee can also ask YetiBot to query one of the company’s various databases. For example, an employee can ask who someone is or where they sit, and YetiBot will consult the company’s identity and access management platform [Okta](#) or its workplace operations platform [SpaceIQ](#) to bring back that information. Using [MoveWorks](#)’ machine-learning artificial intelligence, YetiBot helps Snowflake’s teams navigate the company’s infrastructure, ticketing processes, help wikis and more.



“Before, we didn’t really have a ticketing process,” says Guarino. “Then we decided to start using [digital transformation platform] ServiceNow. But expecting people to go from nothing to [ServiceNow](#) is kind of like teaching a child about shapes and then expecting them to architect a 50-story skyscraper. YetiBot really helped with that transition.”

## Transforming internal feedback with Workflow Builder in Slack

Snowflake’s IT team also programmed a new automation in Slack using [Workflow Builder](#) that prompts employees at the end of their interaction with an IT support person to react with a 🏔️ emoji. When they do, they’re privately messaged a survey—called a “surfvey”—through which they can rate their experience and offer feedback on their own time, without having to switch contexts. That information is

then fed into a private customer satisfaction channel, allowing managers to easily view their direct reports' progress over time.

**“You can move beyond just communication and productivity and towards creating internal programs and interdepartmental collaboration, all in Slack.”**

**Marisa Guarino**

IT systems engineer at Snowflake

“The IT team doesn't spend enough time shouting from the rooftops about how well we're doing, and a lot of our innovations sort of just go unseen and unheard,” says Guarino. “Slack makes things like surveys a fun, easy and personalized experience, without taxing the user. It's really nice to be able to get that feedback instantaneously.”

Guarino also says it's the success of workflows like the “survey” that has made Slack a critical component of how Snowflake does business.

“To me, the value of Slack really comes from the cultural buy-in,” she says. “Once you take down that first barrier, you open the floodgates for companywide adoption. You can move beyond just communication and productivity and towards creating internal programs and interdepartmental collaboration, all in Slack.”





Channels 

Collaboration 

Customer stories 

High-performing teams 

---

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## Opening up: Leadership trends for the post-lockdown workplace

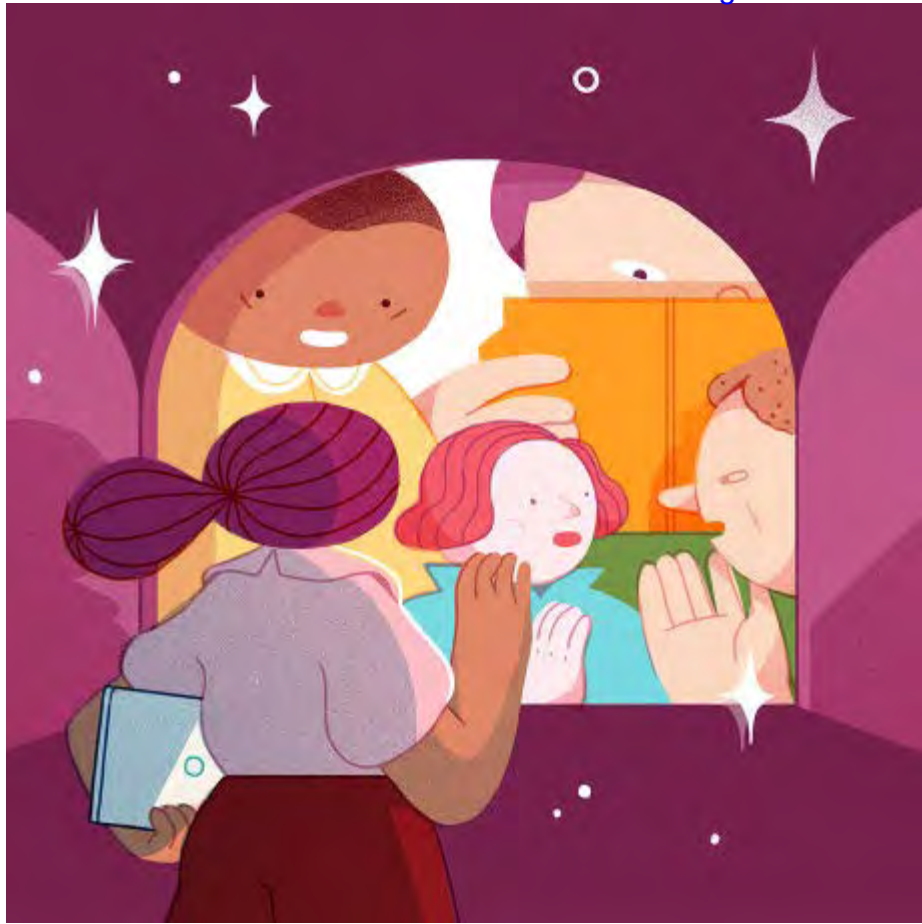
Executives from Culture Amp, IAG and Slack share strategies for adapting to a profoundly different working environment



Engineering 

## Coordinating pull requests and code reviews in Slack

A quick-start guide to moving your dev work into channels—and speeding it up in the process



### 3 ways to strengthen client relationships in Slack channels

How Crema, IQ Accountants and Spark 64 are creating more opportunities for collaboration with clients

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Slack is the collaboration hub, where the right people are always in the loop and key information is always at their fingertips. Teamwork in Slack happens in channels — searchable conversations that keep work organized and teams better connected.

---



## PRODUCT

Why Slack?

Enterprise

Customer Stories

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## SLACK FOR TEAMS

Engineering

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# Exhibit 8

Keyword or website  
URLIndustry *optional*Location *optional*

snowflake.com X

All Industries

United States

NEW SEARCH

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Showing 25 of 500 keywords for:

snowflake.com X All Industries X United States X



Sorted by: Google Ads Search Volume

snowflake &gt;

snowflake computing &gt;

snowflake data warehouse &gt;

snowflake database &gt;

snowflake software &gt;

aws snowflake &gt;

snowflake data &gt;

snowflake company &gt;

snowflake documentation &gt;

snowflake pricing &gt;

snowflake inc &gt;

snowflake db &gt;

snowflake cloud &gt;

snowflake architecture &gt;

cloud data warehouse &gt;

EMAIL ALL MY KEYWORDS

Put your keywords to work!

snowflake sql &gt;

snowflake san mateo &gt;

snowflake training &gt;

snowjapan &gt;

snowflake technology &gt;

what is snowflake database &gt;

hadoop data lake &gt;

amazon snowflake &gt;

warehouse prices &gt;

snowflake analytics &gt;

Put your keywords to work!

Showing 25 of 500 keywords for snowflake.com

[EMAIL ALL MY KEYWORDS](#)

| Keywords                       | Search<br>volume | CPC<br>\$ | Competition | Search<br>volume | CPC<br>\$ | Competition |
|--------------------------------|------------------|-----------|-------------|------------------|-----------|-------------|
| snowflake                      | 450,000          | \$1.46    | High        | 9,440            | \$0.05    | High        |
| snowflake<br>computing         | 5,400            | \$2.31    | High        | 180              | \$2.25    | Medium      |
| snowflake<br>data<br>warehouse | 2,900            | \$6.17    | High        | 230              | \$6.90    | High        |
| snowflake<br>database          | 2,900            | \$3.77    | High        | 180              | \$0.05    | High        |
| snowflake<br>software          | 1,900            | \$1.70    | High        | 120              | \$0.05    | Low         |
| aws<br>snowflake               | 1,900            | \$3.28    | High        | 110              | \$0.05    | Low         |

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Put your keywords to work!

|                            |       |         |        |     |        |        |
|----------------------------|-------|---------|--------|-----|--------|--------|
| snowflake data             | 1,300 | \$1.99  | High   | 140 | \$1.91 | Medium |
| snowflake company          | 1,300 | \$2.09  | High   | 60  | \$0.05 | Low    |
| snowflake documentation    | 1,000 | \$12.68 | High   | 90  | \$0.05 | Low    |
| snowflake pricing          | 880   | \$6.17  | High   | 50  | \$0.05 | Low    |
| snowflake inc              | 880   | \$15.12 | High   | 610 | \$0.05 | Low    |
| snowflake db               | 880   | \$2.39  | High   | 60  | \$0.05 | Low    |
| snowflake cloud            | 720   | \$1.91  | High   | 50  | \$0.05 | Low    |
| snowflake architecture     | 720   | \$8.31  | High   | 40  | \$0.05 | Low    |
| cloud data warehouse       | 720   | \$53.56 | Medium | 330 | \$0.05 | High   |
| snowflake sql              | 590   | \$0.01  | High   | 40  | \$0.05 | Medium |
| snowflake san mateo        | 480   | \$7.94  | High   | 40  | \$0.05 | Low    |
| snowflake training         | 480   | \$2.13  | High   | 30  | \$0.05 | Low    |
| snowjapan                  | 390   | \$7.06  | High   | 0   | \$0.05 | Low    |
| snowflake technology       | 390   | \$1.96  | High   | 30  | \$0.05 | Medium |
| what is snowflake database | 390   | \$4.84  | High   | 180 | \$0.05 | High   |
| hadoop data lake           | 390   | \$27.35 | High   | 30  | \$0.05 | High   |
| amazon snowflake           | 390   | \$3.20  | High   | 30  | \$0.05 | Low    |
| warehouse prices           | 320   | \$1.16  | Medium | 20  | \$0.37 | High   |
| snowflake analytics        | 260   | \$4.17  | High   | 20  | \$1.66 | High   |

EMAIL ALL MY KEYWORDS



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**Put your keywords to work!**

**EMAIL ALL MY KEYWORDS**

# Exhibit 9



Christian W. Liedtke, P.C.

Attorney at Law

3420 Bristol Street, 6<sup>th</sup> Floor • Costa Mesa, CA 92626  
Telephone: +1 (949) 698-7840 • Facsimile: +1 (949) 698-7861  
E-Mail: cw.liedtke@acuminis.biz • www.acuminis.biz

Date: June 11, 2020

Via USPS Priority Mail and Email  
Snowflake, Inc.

Attn: Frank Sloodman

450 Concar Drive

San Mateo, CA 94402

Re: Trademark Infringement; Unfair Competition  
Our Ref.: YEDAT-0003

Dear Mr. Sloodman:

This firm represents Yeti Data, Inc. ("Yeti Data") in certain intellectual property matters. As you know, Yeti Data has used its SNOWFLAKE® and YETI SNOWFLAKE® trademarks in interstate commerce in the U.S. and internationally, including, but not limited to, Europe for years. Our client uses its valuable SNOWFLAKE® and YETI SNOWFLAKE® trademarks in connection with sales related SaaS solutions.

Yeti Data has spent a great deal of time and money promoting its products, services and trademarks throughout the U.S. and internationally and has developed a significant amount of goodwill in its trademarks.

To protect its substantial investment, Yeti Data has obtained trademark registrations in the U.S. and abroad in addition to its rights at common law. Copies of U.S. Trademark Registration No. 5500123 and EU Trademark No. 017736083 are enclosed.

It has come to our client's attention that Snowflake, Inc. operates under an identical or at least confusingly similar name and uses identical or at least confusingly similar marks for goods and services identical to those offered by our client.

Your unauthorized use of an identical name and/ or mark in connection with identical goods and services is very likely to cause confusion among customers, potential customers and others in the relevant public who believe there exists some affiliation or association between your company and/ or your goods and services and our client, when there is not. Especially, as your goods and services are targeted to the same group of customers and potential customers as our client's. In fact, actual confusion has already occurred.

Your unauthorized use of an identical mark in connection with identical goods and services is a direct infringement of our client's rights and constitutes infringement of our client's federally registered trademark rights, false designation of origin, false advertising, as well as unfair competition under federal and state laws. Please understand that in this letter we do not intend to catalogue every possible cause of action that arises as a result of your use of our client's marks.

Accordingly, we hereby request that you cease and desist from all current and future use of the SNOWFLAKE name and marks, or any mark or name confusingly similar to our client's marks, to identify your goods and services. This includes, but is not limited to, removing all appearances of the SNOWFLAKE name and marks from your website(s), social media profile(s), marketing materials, advertising, signage and products. This also includes transferring ownership of all domain names that you have registered in violation of our client's trademark rights, to our client.

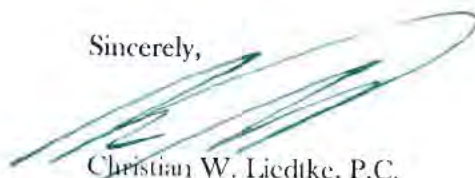
As mentioned, our client is internationally active and its trademark rights extend beyond the U.S. including, for example, the EU. The scope of our client's demand is therefore similarly global in nature.

While Yeti Data intends to vigorously protect its SNOWFLAKE® and YETI SNOWFLAKE® trademarks, it is open to discussing, and would in fact prefer, an amicable resolution.

Please contact me at your earliest convenience so that we can discuss this important issue. We have marked this matter for follow-up on Friday, June 19, 2020 and would appreciate your response by that time. We trust you will understand that we will have to advise our client to consider appropriate legal action if we do not hear from you by this time. Furthermore, failure to respond will be regarded as further evidence of willful and intentional infringement of our client's trademark rights and may subject you to enhanced monetary damages.

Finally, please understand that this letter is written without prejudice to or waiver of and with full reservation of all rights and remedies our client may have in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'C. Liedtke', with a large, sweeping flourish extending to the right.

Christian W. Liedtke, P.C.  
Attorney at Law

Enclosures

CWL:AW

# United States of America

United States Patent and Trademark Office

## Yeti Snowflake

**Reg. No. 5,500,123**

**Registered Jun. 26, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Yeti Data, Inc. (DELAWARE CORPORATION)  
660 Palo Alto Ave.  
Palo Alto, CALIFORNIA 943011349

CLASS 9: Computer software for advertising, marketing, and commercial transaction data management and analytics

FIRST USE 5-1-2014; IN COMMERCE 5-1-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-438,556, FILED 10-29-2014



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office





Protect your intellectual property in the European Union

## EUTM file information

**SNOWFLAKE**  
**017736083**

### Timeline



### Trade mark information

|                       |                                 |                          |                   |
|-----------------------|---------------------------------|--------------------------|-------------------|
| Name                  | <b>SNOWFLAKE</b>                | Filing date              | <b>26/01/2018</b> |
| Filing number         | <b>017736083</b>                | Registration date        | <b>25/05/2018</b> |
| Basis                 | <b>EUTM</b>                     | Expiry date              | <b>26/01/2028</b> |
| Date of receipt       | <b>26/01/2018</b>               | Designation date         |                   |
| Type                  | <b>Word</b>                     | Filing language          | <b>English</b>    |
| Nature                | <b>Individual</b>               | Second language          | <b>German</b>     |
| Nice classes          | <b>9 ( Nice Classification)</b> | Application reference    | <b>JETM</b>       |
| Vienna Classification |                                 | Trade mark status        | <b>Registered</b> |
|                       |                                 | Acquired distinctiveness | <b>No</b>         |

### Goods and services

English (en)

**9** Computer software for data management and analytics.

### Description

No data

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## Yeti Data, Inc

|                       |                       |               |                           |  |  |
|-----------------------|-----------------------|---------------|---------------------------|--|--|
| ID                    | <b>384987</b>         | Country       | <b>US - United States</b> | Correspondence address   |  |
| Organisation          | <b>Yeti Data, Inc</b> | State/country | <b>California</b>         | Yeti Data, Inc<br>660 Palo Alto Ave<br>Palo Alto California 94301<br>ESTADOS UNIDOS (DE AMÉRICA) | Hidden. You can set your contact details to be publicly available via the User Area. |
| Legal status          | <b>Legal entity</b>   | Town          | <b>Palo Alto</b>          |  |  |
| State, district or t. | <b>n/a</b>            | Post code     | <b>94301</b>              |  | Hidden. You can set your contact details to be publicly available via the User Area. |
|                       |                       | Address       | <b>660 Palo Alto Ave</b>  |  | Hidden. You can set your contact details to be publicly available via the User Area. |

## Representatives

### ALLEN & OVERY LLP

|              |                     |               |                           |   |  |
|--------------|---------------------|---------------|---------------------------|---|--|
| ID           | <b>62850</b>        | Country       | <b>DE - Germany</b>       | Correspondence address  |  |
| Organisation | <b>n/a</b>          | State/country | <b>n/a</b>                | ALLEN & OVERY LLP<br>Dreischeibenhäus 1<br>D-40211 Düsseldorf<br>ALEMANIA | Hidden. You can set your contact details to be publicly available via the User Area. |
| Legal status | <b>Legal person</b> | Town          | <b>Düsseldorf</b>         |   |  |
| Type         | <b>Association</b>  | Post code     | <b>40211</b>              |   | Hidden. You can set your contact details to be publicly available via the User Area. |
|              |                     | Address       | <b>Dreischeibenhäus 1</b> |   | Hidden. You can set your contact details to be publicly available via the User Area. |

## Correspondence

| From | Procedure | Filing number | Subject  | Date       | Actions |
|------|-----------|---------------|--|------------|---------|
|      | EUTM      | 017736083     | L304 - Cover letter for registration certificate   | 30/05/2018 |         |
|      | EUTM      | 017736083     | Certificate  | 29/05/2018 |         |
|      | EUTM      | 017736083     | L101F - Receipt of an application for a European Union trade mark (EUTM) and notification that a provisional filing date has been accorded | 26/01/2018 |         |
|      | EUTM      | 017736083     | Application form and attachment  | 26/01/2018 |         |

Showing 1 to 4 of 4 entries

## IR transformation

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X

No data

## Exhibition priority

No data

## Priority

No data

## Publications

| Bulletin number | Date       | Section | Description  |
|-----------------|------------|---------|--|
| 2018/033        | 16/02/2018 | A.1     | Applications published under Article 44 EUTMR                        |
| 2018/099        | 29/05/2018 | B.1     | Registrations with no amendments since the application was published |

Showing 1 to 2 of 2 entries

## Cancellation

No data

## Recordals

No data

## Oppositions

No data

## Appeals

No data

## Decisions

No data

## Renewals

No data

## Trade mark relations

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# Exhibit 10

# Morgan Lewis

**Rochelle D. Alpert**

Partner

+1.415.442.1326

rochelle.alpert@morganlewis.com

June 19, 2020

**VIA EMAIL ([CW.LIEDTKE@ACUMINIS.BIZ](mailto:CW.LIEDTKE@ACUMINIS.BIZ))**

Christian Liedtke

Acuminis LP

3420 Bristol Street, 6th Floor

Costa Mesa CA 92626

Re: Response to Yeti Data's Purported Claims of Trademark Infringement and Unfair Competition

Dear Mr. Liedtke:

Your June 11, 2020 letter to Frank Sloodman at Snowflake, Inc. ("Snowflake") on behalf of Yeti Data, Inc. ("Yeti Data") has been referred to Morgan, Lewis & Bockius LLP for response. In the event there is a need for any further communications, please send your communications directly to me.

Snowflake was quite surprised to receive your letter alleging trademark infringement and unfair competition claims against Snowflake. After reviewing your client's website and other public information about the present computer software offerings of Yeti Data, as further detailed below, Snowflake believes Yeti Data's purported claims are without merit.

To begin, your letter does not even acknowledge that Snowflake has long used Snowflake as a corporate name and trade name, as a domain name, and as a trademark, both registered and at common law, without any objection, or even inquiry, whatsoever from your client, Yeti Data. Indeed, Snowflake filed an application for SNOWFLAKE and its logo, *before* your client filed for the application for the federal registration you reference in your letter covering YETI SNOWFLAKE for computer software. Your client did not object to the SNOWFLAKE and logo registration before issuance, and it has similarly not objected to numerous other SNOWFLAKE-related trademark registrations that have issued to Snowflake in the United States and in other countries around the globe, including in Europe, since 2014.

Mr. Christian Liedtke  
Acuminis LP  
June 19, 2020  
Page 2

Snowflake and its services have appeared and been profiled in literally thousands of articles in the technology and mainstream press; it is hard to understand how Yeti Data would not have taken action much sooner than now, if there were any viable grounds for Yeti Data's claims of trademark infringement or unfair competition. We can only surmise that your client's letter was prompted not because of any legitimate perceived issue, but by recent press reports (on which we have no comment) inferring that Snowflake may be planning for an IPO.

During Snowflake's approximately six years of public use of its Snowflake names, domain names and/or marks for Snowflake's highly regarded data warehousing and related services, Snowflake has not received inquiries about Yeti Data's computer software, let alone encountered any actual confusion with Yeti Data or its computer software. Revealingly, you provided no evidence in your letter of any actual confusion, so we can only assume your client has not experienced any genuine actual confusion either.

That Snowflake has not encountered any confusion with your client, Yeti Data, is not surprising. Snowflake does not consider Yeti Data's registered goods as competitive with, or even related to, the services of Snowflake. The YETI SNOWFLAKE registration, as limited at the direction of the USPTO at the time of its registration, covers "computer software for advertising, marketing and commercial transaction data management and management analytics." As previously noted, Snowflake does not offer any computer software of this type, but only offers services related to Snowflake's data warehousing services it has offered for over a half-dozen years.

Lastly, your client's own website appears to have not been substantively updated in a number of years suggesting the lack of any commercial viability of your client, particularly in recent years. The Yeti Data website's lack of any posted privacy policy or terms and conditions whatsoever, let alone any statements that address the intricacies of the GDPR or California's privacy laws, despite your client using a California address for its trademark registrations and seeking personal identifiable information on its website from visitors to the site, strongly calls into question your client's position that it is an ongoing business. Similar questions are raised by the fact that your client has failed to maintain its corporate status in Delaware and California for several years, further underscoring that your client is not, and literally cannot, be active in entering into any contracts for any goods or services.

Simply stated, your letter provides no facts to support any claims your client supposedly has against Snowflake. Instead, the public record demonstrates just the opposite — that your client has no viable claims and no legitimate use.

Accordingly, Snowflake declines to take the actions you outlined in your letter. Please understand, Snowflake believes it has viable grounds to cancel Yeti Data's registrations and/or to

Mr. Christian Liedtke  
Acuminis LP  
June 19, 2020  
Page 3

otherwise successfully defend against your client's purported claims against Snowflake. We trust that this letter will put an end to Yeti Data's meritless claims against Snowflake.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rochelle D. Alpert", is written over a faint, light blue circular background.

Rochelle D. Alpert

bcc: John LaBarre  
Pierre Keeley