

# On-Line AdVentures

The newsletter of  
On-Line Ventures,  
dedicated to  
providing timely  
information for  
our partners,  
friends and  
associates

First Quarter 2008

Building Successful Companies Since 1993

On-Line  
ventures

## E4X SIMPLIFIES INTERNATIONAL SALES

### FEATURED PARTNERSHIP COMPANIES

#### **401kExchange**

[www.401kexchange.com](http://www.401kexchange.com)

#### **Cognitor**

[www.cognitor.com](http://www.cognitor.com)

#### **E4X**

[www.e4x.com](http://www.e4x.com)

#### **NameProtect**

[www.nameprotect.com](http://www.nameprotect.com)

#### **Visit Our Website:**

[www.on-lineventures.com](http://www.on-lineventures.com)

#### **Or call us at:**

**(904)273-8290**

Working closely with merchants and others serving the industry, E4X became well acquainted with the key issues impeding the growth of international sales. Most fell into one of two categories: issues related to payments and issues related to logistics.

As the internet grew, our passion for finding solutions that would allow merchants to tap into the enormous potential of the global market also grew.

Today, E4X can help retailers overcome all of the barriers they face in the global marketplace, including Payments and Logistics. We are continually assessing and devel-

oping new solutions that further simplify global sales. We know the market. We know the opportunity. We are committed to making international sales as easy as domestic ones for you.

([www.E4X.com](http://www.E4X.com))



## NameProtect Acquired By Corporation Service Company

Corporation Service Company (CSC), a privately-held company and leading provider of legal and financial services to corporations and law firms has announced that it has acquired NameProtect, a privately-held leader of digital brand management solutions for the Global 2000. Both companies now will offer customers enhanced and expanded trademark and brand related products and services from the merged product line, such as comprehensive trademark clearance searches which incorporate Internet search results, digital brand monitoring solutions that identify and prioritize brand and logo

abuse, global domain name management and acquisition services, On-Line Ventures through its relationship with Mason Wells Private Equity was an early investor in NameProtect and provided corporate governance and other business development services to the company over the past five years.

([www.NameProtect.com](http://www.NameProtect.com))



([www.incsport.com](http://www.incsport.com))

The acquisition represents another successful development and financially positive exit for an On-Line Ventures portfolio company. Since its beginning in 1993, On-Line Ventures has completed dozens of IPO's and strategic company sales for its partnership portfolio companies.



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*On-Line AdVentures is produced and published by Steve Getsy (sgetsy@on-lineventures.com). Your comments and suggestions are welcome.*

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**Feature Company  
Mission: Cognitor**

Cognitor provides solutions to enhance the quality of your customer service organization through improved management and delivery of customer resolutions across all customer channels and service level analytics to measure efficiency and efficacy of service delivery.



## 401kExchange Entering 12th Year Of Service

Since 1996, 401kExchange has helped employer plan sponsors, retirement advisors, and 401k service providers make intelligent decisions about retirement plans with industry leading market intelligence and analysis.

401kExchange provides the information and analytical tools needed to ensure sound, yet cost-effective retirement plans.

401kExchange.com has developed the world's only online, customized 401(k) industry Exchange, ratings, and due diligence research service, specifically created for the benefit of 401(k) Retirement Advisors, Plan Sponsors and Service Providers. Employers are entitled to complimentary access to our Member Services upon

the completion of our Employer Registration Survey.

- Retirement Advisors are entitled to selected access to our Member Services upon completion of our Retirement Advisor Registration Survey. Employers are entitled to complimentary access to our Member Services upon the completion of our Employer Registration Survey.

[www.401kExchange.com](http://www.401kExchange.com)



On-Line Ventures is a leading private equity firm that has helped develop over 20 information technology companies and assisted in exit transactions having a total value of over \$250 Million. Currently the company is looking to help develop buyout opportunities in the outsourced business services area, early stage opportunities in the eCommerce market, and latter stage opportunities in any segment of the online industry. Please contact Steve Getsy (sgetsy@on-lineventures.com) or (904-273-8290).

## From The Desk Of Steve Getsy

I am pleased to announce the expansion of On-Line Ventures' relationship with our partners at Mason Wells Private Equity, who have just raised their new Buyout Fund II. Along with two other senior executives, I will be taking on the role of Executive Operating Partner for this fund. In this position, I will be assisting with the identification, management and business operations of some of the Fund's investments. I really enjoy this type of role and am actively seeking additional similar relationships, where I can help

advise and work closely with top tier venture and buyout firms. Please contact me directly with these types of opportunities.

Also, On-Line Ventures continues to seek new opportunities with the focus, as it has been for the past 14 years on early and latter stage opportunities in the on-line industry. The investment criteria will be similar as well, including quality people, recurring revenue business models with proprietary, applied technology, mission critical solutions and potential for market leadership.

I continue to seek opportu-

nities to help promising companies in the pre IPO stage through my corporate governance services. Please contact me directly if you think I might be able to help a fast growing company in this area.

[www.masonwells.com](http://www.masonwells.com)

