

FINJAN HOLDINGS, INC.  
Form SC 13D  
June 13, 2013

**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, D.C. 20549

**SCHEDULE 13D**

(RULE 13d-101)

**INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULE 13d-1(a)  
AND AMENDMENTS THERETO FILED PURSUANT TO RULE 13d-2(a)**

(Amendment No. \_\_)

**Finjan Holdings, Inc.**

(Name of Issuer)

Common Stock, par value \$0.0001 per share

(Title of Class of Securities)

31788H105

(CUSIP Number)

Steven M. Spurlock

Benchmark Capital

2480 Sand Hill Road, Suite 200

Menlo Park, CA 94025

(650) 854-8180

(Name, Address and Telephone Number of Person

Authorized to Receive Notices and Communications)

**COPY TO:**

Sean Caplice, Esq.

c/o Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP

1200 Seaport Blvd., Redwood City, CA 94063

(650) 321-2400

June 3, 2013

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 240.13d-7 for other parties to whom copies are to be sent.

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

This information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act

but shall be subject to all other provisions of the Act (however, see the Notes).

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
BCPI I, L.P. ("BCPI I")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS  
WC

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM  
2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION Delaware

SOLE VOTING POWER  
64,242,658 shares are held by BCPI I for itself and as nominee for BCPI Founders' Fund I, L.P. ("BCPI FF") and for other individuals and entities, except that BCPI Partners I, L.P. ("BCPI GP"), the  
7 general partner of both BCPI I and BCPI FF, may be deemed to have sole power to vote these shares, BCPI Corporation ("BCPI Corp."), the general partner of BCPI GP, may be deemed to have sole power to vote these shares, and Michael Eisenberg ("Eisenberg") and Arad Naveh ("Naveh"), the directors of BCPI Corp., may be deemed to have shared power to vote these shares.

8 SHARED VOTING POWER  
NUMBER OF 8 See response to row 7.

9 SOLE DISPOSITIVE POWER  
SHARES 9 64,242,658 shares are held by BCPI I for itself and as nominee for BCPI FF and for other individuals and entities, except that BCPI GP, the general partner of both BCPI I and BCPI FF, may be deemed to have sole power to dispose of these shares, BCPI Corp., the general partner of BCPI GP, may be deemed to have sole power to dispose of these shares, and Eisenberg and Naveh, the directors of BCPI Corp., may be deemed to have shared power to dispose of these shares.

10 SHARED DISPOSITIVE POWER  
BENEFICIALLY See response to row 9.

OWNED BY  
EACH

REPORTING

PERSON

WITH

11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	4,242,658	
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW 11 EXCLUDES CERTAIN SHARES	<input type="checkbox"/>	
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 11		23.9%
14	TYPE OF REPORTING PERSON	PN	

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
BCPI Partners I, L.P. ("BCPI GP")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS  
WC

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM  
2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION Delaware  
SOLE VOTING POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
7 BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to vote these shares, BCPI Corp., the general partner  
of BCPI GP, may be deemed to have sole power to vote these shares, and Eisenberg and Naveh, the  
directors of BCPI Corp., may be deemed to have shared power to vote these shares.

8 SHARED VOTING POWER  
See response to row 7.

NUMBER OF SOLE DISPOSITIVE POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
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9 BCPI FF, may be deemed to have sole power to dispose of these shares, BCPI Corp., the general  
partner of BCPI GP, may be deemed to have sole power to dispose of these shares, and Eisenberg  
and Naveh, the directors of BCPI Corp., may be deemed to have shared power to dispose of these  
shares.

SHARES 10 SHARED DISPOSITIVE POWER  
BENEFICIALLY See response to row 9.

OWNED BY  
EACH

REPORTING

PERSON

WITH

11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	4,242,658	
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW 11 EXCLUDES CERTAIN SHARES	<input type="checkbox"/>	
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 11		23.9%
14	TYPE OF REPORTING PERSON		PN

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
BCPI Corporation ("BCPI Corp.")

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS  
WC

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM  
2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION Delaware

SOLE VOTING POWER  
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7 BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to vote these shares, BCPI Corp., the general partner  
of BCPI GP, may be deemed to have sole power to vote these shares, and Eisenberg and Naveh, the  
directors of BCPI Corp., may be deemed to have shared power to vote these shares.

8 SHARED VOTING POWER  
See response to row 7.

NUMBER OF SOLE DISPOSITIVE POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
9 BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to dispose of these shares, BCPI Corp., the general  
partner of BCPI GP, may be deemed to have sole power to dispose of these shares, and Eisenberg  
and Naveh, the directors of BCPI Corp., may be deemed to have shared power to dispose of these  
shares.

SHARES 10 SHARED DISPOSITIVE POWER  
BENEFICIALLY See response to row 9.

OWNED BY  
EACH

REPORTING

PERSON



WITH

11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	4,242,658	
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW 11 EXCLUDES CERTAIN SHARES	<input type="checkbox"/>	
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 11		23.9%
14	TYPE OF REPORTING PERSON	CO	

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
Michael Eisenberg (“Eisenberg”)  
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a)  (b)   
3 SEC USE ONLY  
4 SOURCE OF FUNDS  
WC  
5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM  
2(d) or 2(e)   
6 CITIZENSHIP OR PLACE OF ORGANIZATION Dual citizen of the United States and Israel  
7 SOLE VOTING POWER  
0 shares  
SHARED VOTING POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
8 BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to vote these shares, and BCPI Corp., the general  
partner of BCPI GP, may be deemed to have sole power to vote these shares. Eisenberg is a  
director of BCPI Corp. and may be deemed to have shared power to vote these shares.  
NUMBER OF 9 SOLE DISPOSITIVE POWER  
0 shares.  
10 SHARED DISPOSITIVE POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
SHARES BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to dispose of these shares, and BCPI Corp., the  
general partner of BCPI GP, may be deemed to have sole power to dispose of these shares.  
Eisenberg is a director of BCPI Corp. and may be deemed to have shared power to dispose of these  
BENEFICIALLY shares.

OWNED BY  
EACH

REPORTING

PERSON

WITH

11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	4,242,658	
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW 11 EXCLUDES CERTAIN SHARES	<input type="checkbox"/>	
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 11		23.9%
14	TYPE OF REPORTING PERSON	IN	

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
Arad Naveh ("Naveh")  
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a)  (b)   
3 SEC USE ONLY  
4 SOURCE OF FUNDS  
WC  
5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM  
2(d) or 2(e)   
6 CITIZENSHIP OR PLACE OF ORGANIZATION Dual citizen of the United States and Israel  
7 SOLE VOTING POWER  
0 shares  
SHARED VOTING POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
8 BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to vote these shares, and BCPI Corp., the general  
partner of BCPI GP, may be deemed to have sole power to vote these shares. Naveh is a director of  
BCPI Corp. and may be deemed to have shared power to vote these shares.  
NUMBER OF 9 SOLE DISPOSITIVE POWER  
0 shares.  
10 SHARED DISPOSITIVE POWER  
64,242,658 shares, all of which are directly owned and held by BCPI I for itself and as nominee for  
SHARES BCPI FF and for other individuals and entities. BCPI GP, the general partner of both BCPI I and  
BCPI FF, may be deemed to have sole power to dispose of these shares, and BCPI Corp., the  
general partner of BCPI GP, may be deemed to have sole power to dispose of these shares. Naveh  
is a director of BCPI Corp. and may be deemed to have shared power to dispose of these shares.  
BENEFICIALLY

OWNED BY  
EACH

REPORTING

PERSON

WITH

11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	4,242,658
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW 11 EXCLUDES CERTAIN SHARES	<input type="checkbox"/>
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 11	23.9%
14	TYPE OF REPORTING PERSON	IN

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## STATEMENTS ON SCHEDULE 13D

This Statement on Schedule 13D (this "Schedule 13D") relates to the beneficial ownership of common stock, par value \$0.0001 per share (the "Common Stock"), of Finjan Holdings, Inc., a Delaware corporation (the "Issuer"). This Schedule 13D is being filed by BCPI I, L.P., BCPI Partners I, L.P., BCPI Corporation, Michael Eisenberg and Arad Naveh.

### ITEM 1. **Security and Issuer.**

The class of equity securities to which this Schedule 13D relates is the Common Stock of the Issuer. The address of the principal executive offices of the Issuer is 261 Madison Avenue, New York, NY 10016.

### ITEM 2. **Identity and Background.**

(a) Name:

This Schedule 13D is being filed by BCPI I, L.P., a Delaware limited partnership ("BCPI I"), BCPI Partners I, L.P., a Delaware

limited  
partnership  
("BCPI GP"),  
BCPI  
Corporation, a  
Delaware  
corporation  
("BCPI Corp."),  
Michael  
Eisenberg  
("Eisenberg") and  
Arad Naveh  
("Naveh"). The  
foregoing  
entities and  
individuals are  
collectively  
referred to as  
the "Reporting  
Persons."

BCPI GP, the  
general partner  
of both BCPI I  
and BCPI  
Founders' Fund  
I, L.P. ("BCPI  
FF"), may be  
deemed to have  
sole power to  
vote and sole  
power to  
dispose of the  
shares of the  
Issuer directly  
owned and held  
by BCPI I for  
itself and as  
nominee for  
BCPI FF and for  
other  
individuals and  
entities. BCPI  
Corp., the  
general partner  
of BCPI GP,  
may be deemed  
to have sole  
power to vote  
and sole power  
to dispose of the

shares of the Issuer directly owned and held by BCPI I for itself and as nominee for BCPI FF and for other individuals and entities.

Eisenberg and Naveh are directors of BCPI Corp. and may be deemed to have shared power to vote and shared power to dispose of shares of the Issuer directly owned and held by BCPI I for itself and as nominee for BCPI FF and for other individuals and entities.

(b) Residence or business address:

The business address for each of the Reporting Persons is:

Benchmark  
Capital  
2480 Sand Hill  
Road, Suite 200  
Menlo Park,  
94025

(c) The principal occupation of each individual



who is a Reporting Person is venture capitalist. The principal business of BCPI I is to make investments in private and public companies, and the principal business of BCPI GP and BCPI Corp. is to serve as the general partner of BCPI I and BCPI GP, respectively.

(d) During the last five years, none of the Reporting Persons has been convicted in any criminal proceeding (excluding traffic violations or similar misdemeanors).

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(e) During the last five years, none of the Reporting Persons has been a party to any civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, Federal or state securities laws or finding any violations with respect to such laws.

(f) Citizenship:

BCPI I and BCPI GP are Delaware limited partnerships. BCPI Corp. is a Delaware corporation. Eisenberg and Naveh are dual

citizens of the  
United States  
and Israel.

**Source and  
Amount of  
ITEM 3. Funds or  
Other  
Consideration.**

On June 3,  
2013, the Issuer  
completed its  
merger with  
Finjan, Inc., a  
privately-held  
Delaware  
corporation  
("Finjan"),  
pursuant to the  
Agreement and  
Plan of Merger,  
dated as of June  
3, 2013 (the  
"Merger  
Agreement"), by  
and among the  
Issuer, COIN  
Merger Sub,  
Inc., a Delaware  
corporation and  
a wholly-owned  
subsidiary of  
the Issuer  
("Merger Sub"),  
and Finjan.  
Pursuant to the  
Merger  
Agreement,  
Merger Sub  
merged with  
and into Finjan,  
with Finjan  
remaining as the  
surviving  
corporation and  
a wholly-owned  
subsidiary of  
the Issuer (the  
"Reverse  
Merger").

In connection with the Reverse Merger, the Issuer issued Finjan security holders 245,604,624 shares of the Issuer's Common Stock.

In connection with the Reverse Merger, BCPI I received 64,242,658 shares of the Issuer's Common Stock, in exchange for all of its securities of Finjan.

The foregoing description of the Reverse Merger and the Merger Agreement is intended as a summary only and is qualified in its entirety by reference to the Merger Agreement, which is filed as an exhibit to this Schedule 13D and incorporated by reference herein.

No part of the purchase price was borrowed by any

Reporting  
Person for the  
purpose of  
acquiring any  
securities  
discussed in this  
Item 3.

ITEM 4. **Purpose of  
Transaction.**

The information  
set forth in Item  
3 with respect to  
the Reverse  
Merger is  
incorporated  
into this Item 4  
by reference in  
its entirety.

Of the shares of  
the Issuer's  
Common Stock  
issued to the  
Finjan security  
holders,  
approximately  
96.6% of such  
shares are  
subject to resale  
restrictions.  
After ten  
months  
following the  
closing of the  
Reverse  
Merger, the  
resale  
restrictions  
lapse entirely  
and each such  
security holder  
subject to the  
resale  
restrictions may  
sell all of the  
shares of the  
Issuer's  
Common Stock  
held by such

security holder.

In connection with the closing of the Reverse Merger, the Issuer appointed, among others, Eisenberg, a director of BCPI Corp., to its Board of Directors effective ten days after the mailing of the information statement of the Issuer pursuant to Rule 14f-1 of the Securities Exchange Act of 1934, as amended, regarding a change in the majority of directors of Issuer.

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The shares of the Issuer's Common Stock acquired by the Reporting Persons in the Reverse Merger (described in Item 3 above) were acquired solely for investment purposes. The Reporting Persons may, from time to time, acquire additional shares of Common Stock and/or sell all or a portion of the shares of Common Stock held by the Reporting Persons in the open market or in privately negotiated transactions, and/or may distribute the Common Stock held by the Reporting Persons to their respective partners. Any actions the Reporting Persons may undertake will be dependent upon the Reporting Persons' review

of numerous factors, including, among other things, the price levels of the Common Stock, general market and economic conditions, ongoing evaluation of the Issuer's business, financial condition, operations and prospects, the relative attractiveness of alternative business and investment opportunities, and other future developments.

Except as set forth above, the Reporting Persons have no present plans or intentions which would result in or relate to any of the transactions described in subparagraphs (a) through (j) of Item 4 of Schedule 13D.

**Interest in**  
**ITEM 5. Securities of the**  
**Issuer.**

(a) See Rows 11 and 13 for each Reporting Person. The percentage listed in Row 13 for



each Reporting Person was calculated based upon 268,420,355 shares of Common Stock reported to be outstanding as of June 3, 2013, in the Issuer's current report on Form 8-k, filed with the Securities and Exchange Commission on June 3, 2013.

(b) See Rows 7, 8, 9 and 10 for each Reporting Person.

(c) Except as set forth in Item 3 above, the Reporting Persons have not effected any transaction in the Common Stock of the Issuer during the past 60 days.

(d) Under certain circumstances set forth in the limited partnership agreement of BCPI I, BCPI FF and BCPI GP, the general partner and the limited partners of each of such entities, as applicable, may be deemed to

have the right to receive dividends from, or the proceeds from, the sale of Common Stock of the Issuer owned and held by BCPI I for itself and as nominee for BCPI FF and for other individuals and entities.

(e) Not applicable.

**Contracts, Arrangements, Understandings**  
ITEM 6. **or Relationships with Respect to Securities of the Issuer.**

Under certain circumstances set forth in the limited partnership agreement of BCPI I, BCPI FF and BCPI GP, the general partner and the limited partners of each of such entities, as applicable, may be deemed to have the right to receive dividends from, or the proceeds from, the sale of Common Stock of the Issuer owned and held by BCPI I for itself and as

nominee for  
BCPI FF and for  
other individuals  
and entities.

The information  
provided and  
incorporated by  
reference in  
Items 3, 4 and 5  
is hereby  
incorporated into  
this Item 6 by  
reference herein.

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In addition, the Issuer, BCPI I and certain of the Issuer's security holders entered into a Registration Rights Agreement, pursuant to which the Issuer agreed to file a registration statement on Form S-1 with the Securities and Exchange Commission covering the resale of all shares of the Issuer's Common Stock held by BCPI I and such other security holders on or before the 45<sup>th</sup> calendar day following the date of the Registration Rights Agreement.

Other than as described in this Schedule 13D, to the knowledge of the Reporting Persons, there are no other contracts, arrangements, understandings or relationships (legal or otherwise) among the persons named in Item 2 and between such persons and any person with respect to any securities of the Company.

**ITEM 7. Material to be Filed as Exhibits.**

Exhibit A: Reference to Steven M. Spurlock as Attorney-in-Fact

Exhibit B: Agreement of Joint Filing

Exhibit C: Agreement and Plan of Merger, dated as of June 3, 2013, by and among Converted Organics, Inc. (now known as Finjan Holdings, Inc.) (the "Issuer"), COIN Merger Sub Inc. and Finjan, Inc. (1)

Exhibit D: Form of Registration Rights Agreement, dated as of June 3, 2013, by and between the Issuer and certain stockholders of the Issuer. (2)

(1) Incorporated by reference to Exhibit 2.1 of the Issuer's Form 8-K filed with the Securities and Exchange Commission on June 3, 2013.

(2) Incorporated by reference to Exhibit 10.3 of the Issuer's Form 8-K filed with the Securities and Exchange Commission on June 3, 2013.

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## SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: June 11, 2013

BCPI I, L.P., a Delaware limited partnership

By: BCPI PARTNERS I, L.P., a Delaware limited partnership  
Its: General Partner

By: BCPI Corporation, a Delaware corporation  
Its: General Partner

By: /s/ Steven M. Spurlock  
Steven M. Spurlock  
Officer

BCPI PARTNERS I, L.P., a Delaware limited partnership

By: BCPI Corporation, a Delaware corporation  
Its: General Partner

By: /s/ Steven M. Spurlock  
Steven M. Spurlock  
Officer

BCPI CORPORATION, a Delaware corporation

By: /s/ Steven M. Spurlock  
Steven M. Spurlock  
Officer

MICHAEL EISENBERG

ARAD NAVEH

By: /s/ Steven M. Spurlock  
Steven M. Spurlock  
Attorney-in-Fact

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**EXHIBIT INDEX**

Exhibit Description

- A Reference to Steven M. Spurlock as Attorney-in-Fact
- B Agreement of Joint Filing
- C Agreement and Plan of Merger, dated as of June 3, 2013, by and among Converted Organics, Inc. (now known as Finjan Holdings, Inc.) (the "Issuer"), COIN Merger Sub Inc. and Finjan, Inc. (1)
- D Form of Registration Rights Agreement, dated as of June 3, 2013, by and between the Issuer and certain stockholders of the Issuer. (2)