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Image# 13961279529

FEC FORM 3X

REPORT OF RECEIPTS AND DISBURSEMENTS

For Other Than An Authorized Committee

							Office	Jse Only	
NAME OF COMMITTEE (in 1)		E OR PRINT		mple: If typir r the lines.	ng, type	12FE	4M5		
icPurple, Inc.									
ADDRESS (number and		O Box 2409							
Check if diffe	rent								
than previous reported. (AC	ly L	a Jolla				CA	9023	88-2409	
2. FEC IDENTIFIC	ATION NUMB	ER ▼	CITY 🛦			STATE A	L	ZIP CO	DE 🛦
C C00519838			3. IS THIS REPORT		NEW N) OR	×	AMENDED (A))	
4. TYPE OF REP (Choose One)	ORT ((b) Monthly Report Due On:	Feb 20 (M2)	_ r	May 20 (M5)		Aug 20 (M8)		Nov 20 (M11) (Non-Election Year Only)
(a) Quarterly Rep	orts:	Due On.	Mar 20 (M3)		Jun 20 (M6)	×	Sep 20 (M9)		Dec 20 (M12) (Non-Election Year Only)
April 15	D (04)		Apr 20 (M4)	,	Jul 20 (M7)	Ш	Oct 20 (M10)	Jan 31 (YE)
July 15	Report (Q1)	(c) 12-D	ay ·Election	Primary (12P)	Ge	neral (12G)		Runoff (12R)
Quarterly October	Report (Q2)	Repo	ort for the:	Convention (12C)	Spe	ecial (12S)		
Quarterly	Report (Q3)			M = M /	D D /	YIY	Y	in the	
January Year-End	Report (YE)		Election on					State o	f
July 31 M Report (N Year Onl	lon-election		T -Election	General (300	ā)	Rui	noff (30R)		Special (30S)
Terminati (TER)	on Report	перс	ort for the:	M = M /	D D /	YY	Y Y	in the	
			Election on					State o	f
5. Covering Period	08	01	2012	through	M M M	31		012	
I certify that I have ex	amined this R	eport and to	the hest of my kno	wledge and b	nelief it is tru	e corre	ct and compl	ete	
Type or Print Name of		om Grueskin							
Signature of Treasurer	Tom Grue.	skin		[Electronically	Filed] D	ate	M M / D	0 /	2013
NOTE: Submission of fa	alse, erroneous	, or incomplet	e information may su	bject the pers	son signing th	is Repor	t to the penal	ties of 2 l	J.S.C. §437g.
Office Use Only								C FOR Rev. 12/20	

SUMMARY PAGE

FEC Form 3X (Rev. 02/2003)	OF RECEIPTS AND DISBURSEMENTS	Page 2
Write or Type Committee Name icPurple, Inc.		
Report Covering the Period: From:	08 01 2012 To:	08 31 Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y
	COLUMN A This Period	COLUMN B Calendar Year-to-Date
6. (a) Cash on Hand January 1, 2012		0.00
(b) Cash on Hand at Beginning of Reporting Period	. 8008.90	
(c) Total Receipts (from Line 19)	. 32861.10	623013.87
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	. 40870.00	623013.87
7. Total Disbursements (from Line 31)	23203.12	605346.99
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	. 17666.88	17666.88
9. Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	. 0.00	
Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	. 70.00	
This committee has qualified as a mu	lticandidate committee. (see FEC FORM 1M)	
	For further information contact:	
	Federal Election Commission 999 E Street, NW Washington, DC 20463	
	Toll Free 800-424-9530 Local 202-694-1100	

DETAILED SUMMARY PAGE

of Receipts FEC Form 3X (Rev. 06/2004) Page 3 Write or Type Committee Name icPurple, Inc. 31 2012 01 Report Covering the Period: 80 2012 From: To: **COLUMN A COLUMN B** I. Receipts **Total This Period** Calendar Year-to-Date 11. Contributions (other than loans) From: (a) Individuals/Persons Other Than Political Committees 612623.72 30695.72 (i) Itemized (use Schedule A)..... 0.00 311.00 (ii) Unitemized (iii) TOTAL (add 30695.72 612934.72 Lines 11(a)(i) and (ii)......▶ 0.00 0.00 (b) Political Party Committees (c) Other Political Committees 0.00 0.00 (such as PACs)..... (d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry 612934.72 30695.72 Totals to Line 33, page 5)▶ 12. Transfers From Affiliated/Other 0.00 Party Committees..... 0.00 0.00 0.00 13. All Loans Received 0.00 0.00 14. Loan Repayments Received..... 15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) 2165.35 10077.45 (Carry Totals to Line 37, page 5)..... 16. Refunds of Contributions Made to Federal Candidates and Other 0.00 Political Committees..... 0.00 17. Other Federal Receipts 1.70 (Dividends, Interest, etc.)..... 0.03 18. Transfers from Non-Federal and Levin Funds (a) Non-Federal Account 0.00 (from Schedule H3)..... 0.00 0.00 0.00 (b) Levin Funds (from Schedule H5) 0.00 (c) Total Transfers (add 18(a) and 18(b)).. 0.00 19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c)).......▶ 32861.10 623013.87 20. Total Federal Receipts

32861.10

623013.87

(subtract Line 18(c) from Line 19)▶

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 4

	II. Disbursements	Total This Period		
21.	Operating Expenditures: (a) Allocated Federal/Non-Federal Activity (from Schedule H4)		Calendar Year-to-Date	
	(i) Federal Share	0.00	0.00	
	(ii) Non-Federal Share	0.00	0.00	
	(b) Other Federal Operating			
	Expenditures	5695.72	105123.72	
	(c) Total Operating Expenditures (add 21(a)(i), (a)(ii), and (b))▶	5695.72	105123.72	
22.	Transfers to Affiliated/Other Party	7		
2	CommitteesContributions to	0.00	0.00	
٥.	Federal Candidates/Committees and Other Political Committees	0.00	0.00	
24.	Independent Expenditures	7 7		
25	(use Schedule E) Coordinated Party Expenditures	0.00	142186.53	
.0.	(2 U.S.C. §441a(d)) (use Schedule F)	0.00	0.00	
	(
26.	Loan Repayments Made	0.00	0.00	
27.	Loans Made	0.00	0.00	
28.	Refunds of Contributions To: (a) Individuals/Persons Other			
	Than Political Committees	0.00	0.00	
	(b) Political Party Committees	0.00	0.00	
	(c) Other Political Committees		0.00	
	(such as PACs)	0.00	0.00	
	(d) Total Contribution Refunds			
	(add Lines 28(a), (b), and (c))▶	0.00	0.00	
29.	Other Disbursements	17507.40	358036.74	
30.	Federal Election Activity (2 U.S.C. §431(20)) (a) Allocated Federal Election Activity			
	(from Schedule H6)			
	(i) Federal Share	0.00	0.00	
	(ii) "Levin" Share	0.00	0.00	
	(b) Federal Election Activity Paid Entirely			
	With Federal Funds	0.00	0.00	
	(c) Total Federal Election Activity (add Lines 30(a)(i), 30(a)(ii) and 30(b))▶	0.00	0.00	
31.	Total Disbursements (add Lines 21(c), 22,	20202.10		
	23, 24, 25, 26, 27, 28(d), 29 and 30(c))	23203.12	605346.99	
32.	Total Federal Disbursements			
	(subtract Line 21(a)(ii) and Line 30(a)(ii)	23203.12	605346.99	
	from Line 31)	23203.12	000340.99	

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 5

III. Net Contributions/Operating Expenditures		
3. Total Contributions (other than loans) (from Line 11(d), page 3)	30695.72	612934.72
4. Total Contribution Refunds (from Line 28(d))	0.00	0.00
5. Net Contributions (other than loans) (subtract Line 34 from Line 33)	30695.72	612934.72
6. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))▶	5695.72	105123.72
7. Offsets to Operating Expenditures (from Line 15, page 3)	2165.35	10077.45
8. Net Operating Expenditures (subtract Line 37 from Line 36)	3530.37	95046.27

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

	F	OR	LINE	NU	MBER	:	PAGE	:	6	OF	13
Use separate schedule(s)		he	ck only	or	ne)						
for each category of the Detailed Summary Page		X	11a		11b		11c		12		
			13		14		15		16		17

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee. NAME OF COMMITTEE (In Full) icPurple, Inc. Full Name (Last, First, Middle Initial) Avalon Capital Group, Inc. Date of Receipt Mailing Address 5786 La Jolla Blvd. 80 2012 31 City State Zip Code Transaction ID: SA11AI.4451 CA La Jolla 92038 Amount of Each Receipt this Period FEC ID number of contributing C 760.98 federal political committee. In-kind - IT Services & Supplies Name of Employer Occupation Receipt For: Aggregate Year-to-Date ▼ Primary General 50188.98 Other (specify) Full Name (Last, First, Middle Initial) **B.** Avalon Capital Group, Inc. Date of Receipt Mailing Address 5786 La Jolla Blvd. 08 31 2012 City State Zip Code Transaction ID: SA11AI.4472 CA La Jolla 92038 Amount of Each Receipt this Period FEC ID number of contributing C 4934.74 federal political committee. In-kind - Administrative Support Services Name of Employer Occupation Receipt For: Aggregate Year-to-Date ▼ Primary General 55123.72 Other (specify) Full Name (Last, First, Middle Initial) **c.** Theodore Waitt Date of Receipt Mailing Address 5786 La Jolla Blvd 2012 80 13 Zip Code City State Transaction ID: SA11AI.4468 CA La Jolla 92037 Amount of Each Receipt this Period FEC ID number of contributing C 25000.00 federal political committee. Name of Employer Occupation CEO Avalon Capital Group, Inc. Receipt For: Aggregate Year-to-Date ▼ Primary General 425000.00 Other (specify) 30695.72 SUBTOTAL of Receipts This Page (optional).....

30695.72

TOTAL This Period (last page this line number only).....

SCHEDULE A (FEC Form 3X)		Use separate schedule(s)	FOR LINE NUMBER: PAGE 7 OF 13 (check only one)
TEMIZED RECEIPTS		for each category of the Detailed Summary Page	11a 11b 11c 12 13 14 X 15 16 17
			erson for the purpose of soliciting contributions e to solicit contributions from such committee.
NAME OF COMMITTEE (In Full) icPurple, Inc.			
Full Name (Last, First, Middle Initial)			Date of Receipt
Mailing Address 225 Broadway City	State	Zip Code	08 31 2012
San Diego	CA	92101	Transaction ID : SA15.4464 Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	С		2126.25
Name of Employer	Occupation		Media Buy Refund - Support for CA Non-Federa Candidate
Receipt For: Primary General Other (specify) ▼	Aggregate Y	'ear-to-Date ▼ 2126.25	
Full Name (Last, First, Middle Initial)			Date of Receipt
Mailing Address			M = M / D = D / Y = Y = Y
City	State	Zip Code	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	С		
Name of Employer	Occupation		
Receipt For: Primary General Other (specify) ▼	Aggregate Y	ear-to-Date ▼	
Full Name (Last, First, Middle Initial)			Date of Receipt
Mailing Address			M M / D D / Y Y Y Y
City	State	Zip Code	Amount of Each Receipt this Period
FEC ID number of contributing federal political committee.	С		
Name of Employer	Occupation		
Receipt For: Primary General Other (specify) ▼		′ear-to-Date ▼	
SUBTOTAL of Receipts This Page (optional))	2126.25
TOTAL This Period (last page this line num	ber only)		2126.25

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SCHEDULE B (FEC Form 3X)		PAGE 8 OF 13		
ITEMIZED DISBURSEMENTS	Use separate schedule(s) for each category of the	(orlean orli)	one)	
	Detailed Summary Page	21b	22 23 28a 28b	24 25 26 28c 29 30b
Any information copied from such Reports and States or for commercial purposes, other than using the nar				
NAME OF COMMITTEE (In Full)				
icPurple, Inc.				
Full Name (Last, First, Middle Initial) A. Avalon Capital Group, Inc.			Date of Disburse	ment
Avaiori Capital Group, Iric.		M M / D		
Mailing Address 5786 La Jolla Blvd.		08 3	1 2012	
City La Jolla	State Zip Code CA 92038		Transaction ID	: SB21B.4452
Purpose of Disbursement	OA 92036			
In-kind - IT Services & Supplies Candidate Name			Amount of Each	Disbursement this Period
Candidate Name		Category/ Type		760.98
Office Sought: House Disburser Senate	ment For: Primary General			
President	Other (specify)			
State: District:				
Full Name (Last, First, Middle Initial)			Data of Dialogue	
B. Avalon Capital Group, Inc.			Date of Disburse	
Mailing Address 5786 La Jolla Blvd.			08 3	
City La Jolla	State Zip Code CA 92038		Transaction ID	: SB21B.4473
Purpose of Disbursement In-kind - Administrative Support Services			Amount of Each	Disbursement this Period
Candidate Name		Category/ Type		4934.74
	ment For:			
Senate President	Primary General Other (specify) ▼			
State: District:				
Full Name (Last, First, Middle Initial) C.			Date of Disburse	ment
Mailing Address			M M / D	D / Y Y Y Y
City	State Zip Code			
Purpose of Disbursement				
Candidate Name		Category/ Type		Disbursement this Period
Office Sought: House Disburser	ment For: Primary General Other (specify)			
				5695.72
SUBTOTAL of Disbursements This Page (optional)		<u> </u>		5095.72
TOTAL This Period (last page this line number only)			5695.72

SCHEDULE B (FEC Form 3X)	Lloo concrete delegatività (-)	FOR LINE	PAGE 9 OF 13	
ITEMIZED DISBURSEMENTS Use separate schedule(s) for each category of the (check only o		y one) 22 23 24 25		
	Detailed Summary Page	21b 27	28a 28b	$ \begin{array}{c cccc} 24 & 25 & 26 \\ 28c & 29 & 30b \end{array} $
Any information copied from such Reports and Stater	nents may not be sold or us	sed by any perso		
or for commercial purposes, other than using the nan				
NAME OF COMMITTEE (In Full)				
│				
Full Name (Last, First, Middle Initial)				
A. Caplin & Drysdale			Date of Disbursem	ent
		M M / D D		
Mailing Address One Thomas Circle NW Su. 1100	08 24	2012		
City	State Zip Code			
Washington	DC 20005		Transaction ID:	SB29.4453
Purpose of Disbursement Legal Fees		001	Amount of East D	iohuroomont this Davidad
Candidate Name			Amount of Each D	isbursement this Period
		Category/ Type		1974.42
_	ment For: 2012	71: -	,	
	Primary General			
State: District:	Other (specify) ▼			
Full Name (Last, First, Middle Initial)				
B. Direct File			Date of Disbursem	ent
			M = M / D = D	/ Y = Y = Y
Mailing Address 504 Van Ness Ave			08 08	2012
•	State Zip Code		Transaction ID :	SB29.4457
Fresno Purpose of Disbursement	CA 93721			
Internet Based CA Filing Software		001	Amount of Each D	isbursement this Period
Candidate Name		Category/		150.00
Office Sought: House	mont For: 0040	Type		100.00
	ment For: 2012 Primary General			
President	Other (specify)			
State: District:	-			
Full Name (Last, First, Middle Initial)				
C. Direct File			Date of Disbursem	
Mailing Address 504 Van Ness Ave			08 08	2012
,	State Zip Code		Transaction ID :	SB29.4459
Fresno Purpose of Disbursement	CA 93721			
Internet Based CA Filing Software		001	Amount of Fach D	isbursement this Period
Candidate Name		Category/ Type		150.00
Office Sought: House Disburser	ment For: 2012	. 715 -		
Senate	Primary General			
President	Other (specify) ▼			
State: District:				
SUBTOTAL of Disbursements This Page (optional)				2274.42
222.3712 of Biobarcomonic This Lago (optional)				
TOTAL This Period (last page this line number only))			7

SC	CHEDULE B (FEC Form 3X)	Harrison C. C. C. C.	FOR LINE I	NUMBER: PAGE 10 OF 13
ITEMIZED DISBURSEMENTS		Use separate schedule(s) for each category of the	(check only	one)
		Detailed Summary Page	21b 27	22 23 24 25 26 28a 28b 28c X 29 30b
Δn	y information copied from such Reports and Staten	ents may not be sold or use		
	for commercial purposes, other than using the nam			
\setminus	NAME OF COMMITTEE (In Full)			
$ \rangle$	icPurple, Inc.			
\angle	Full Name (Last, First, Middle Initial)		T	
A.	Robert J Emma			Date of Disbursement
				M M / D D / Y Y Y Y
	Mailing Address 5998 Alcala park Unit 8104			08 01 2012
	City	State Zip Code		
	San Diego	CA 92110		Transaction ID : SB29.4436
	Purpose of Disbursement Contract Pay		001	Amount of Each Dishursoment this Davied
	Candidate Name			Amount of Each Disbursement this Period
			Category/ Type	2316.00
		nent For: 2012		
		Primary General		
	State: District:	Other (specify) ▼		
_	Full Name (Last, First, Middle Initial)			
В.	LJ Strategies LLC			Date of Disbursement
				M = M / D = D / Y = Y = Y
	Mailing Address 2877 Via Posada			08 13 2012
	,	State Zip Code CA 92037		Transaction ID : SB29.4461
	La Jolla Purpose of Disbursement	CA 92037		
	Proposal - Business Plan		001	Amount of Each Disbursement this Period
	Candidate Name		Category/	12500.00
	Office Sought: House Disbursen	nent For: 2012	Туре	12000.00
		Primary General		
		Other (specify)		
_	State: District:			
_	Full Name (Last, First, Middle Initial)			Data of Dishursans-st
U.	Paypal			Date of Disbursement
	Mailing Address P.O. Box 45950			08 14 2012
	01			
		State Zip Code NE 68145		Transaction ID : SB29.4466
	Purpose of Disbursement	001.0		
	Service Fee		001	Amount of Each Disbursement this Period
	Candidate Name		Category/	30.00
	Office Sought: House Disbursen	nent For: 2012	Туре	
		Primary General		
		Other (specify) ▼		
	State: District:			
_	UDTOTAL of Disharman at The Total Control			14846.00
Ls	UBTOTAL of Disbursements This Page (optional)		·····	14040.00
۱,	OTAL This Period (last page this line number only)			

ITEMIZED DISBURSEMENTS	Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE N (check only 21b 27	
Any information copied from such Reports and Statem or for commercial purposes, other than using the name NAME OF COMMITTEE (In Full) icPurple, Inc.			n for the purpose of soliciting contributions
Full Name (Last, First, Middle Initial) A. UPS Mailing Address PO Box 894820			Date of Disbursement M
,	tate Zip Code CA 90189-4820	001 Category/	Transaction ID : SB29.4455 Amount of Each Disbursement this Period
Senate X I	nent For: 2012 Primary General Other (specify)	Туре	138.16
Full Name (Last, First, Middle Initial) B. UPS Mailing Address PO Box 894820			Date of Disbursement M M M / D D / Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y
Los Angeles Purpose of Disbursement Express Mail Packages Candidate Name		001 Category/ Type	Transaction ID : SB29.4456 Amount of Each Disbursement this Period 11.76
Senate X I	ent For: 2012 Primary General Other (specify)		
Full Name (Last, First, Middle Initial) C. Wells Fargo Mailing Address 7714 Girard Ave.			Date of Disbursement M M M / D D / Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y
La Jolla Purpose of Disbursement Bank Fee Candidate Name	ctate Zip Code CA 90237	001 Category/ Type	Transaction ID : SB29.4469 Amount of Each Disbursement this Period 25.90
Senate X	nent For: 2012 Primary General Other (specify) ▼		
SUBTOTAL of Disbursements This Page (optional) TOTAL This Period (last page this line number only).			175.82

ITEMIZED DISBURSEMENTS	Use separate schedule(s) for each category of the Detailed Summary Page	FOR LINE I (check only 21b 27	
Any information copied from such Reports and Statem or for commercial purposes, other than using the name NAME OF COMMITTEE (In Full) icPurple, Inc.	ents may not be sold or used e and address of any political	by any perso committee to	on for the purpose of soliciting contributions
Full Name (Last, First, Middle Initial) A. Wells Fargo Mailing Address 7714 Girard Ave.			Date of Disbursement M M M / D D / Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y
,	tate Zip Code CA 90237	001 Category/	Transaction ID : SB29.4462 Amount of Each Disbursement this Period 20.00
Senate President District:	nent For: 2012 Primary General Other (specify)	Туре	
Full Name (Last, First, Middle Initial) B. Mailing Address			Date of Disbursement
Purpose of Disbursement Candidate Name Office Sought: House Disbursem Senate F	ent For: Primary General Other (specify)	Category/ Type	Amount of Each Disbursement this Period
State: District: Full Name (Last, First, Middle Initial) Mailing Address			Date of Disbursement
City S Purpose of Disbursement Candidate Name	tate Zip Code	Category/ Type	Amount of Each Disbursement this Period
	nent For: Primary General Other (specify)	Турс	
SUBTOTAL of Disbursements This Page (optional) TOTAL This Period (last page this line number only).			20.00 17316.24

SCHEDULE D (FEC Form 3X) **DEBTS AND OBLIGATIONS**

Excluding Loans

(Use separate schedule(s) for each numbered line)

PAGE FOR LINE NUMBER: (check only one)

	9
X	10

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13 OF

NAME OF COMMITTEE (In Full) icPurple, Inc. A. Full Name (Last, First, Middle Initial) of Debtor or Creditor Nature of Debt (Purpose): Email Management Advanced By Avalon MailChimp Capital Grp, Inc Mailing Address 512 Means St. Su, 404 State Zip Code Atlanta 30318 Transaction ID: SD10.4421 Outstanding Balance Beginning This Period 10.00 Amount Incurred This Period Payment This Period Outstanding Balance at Close of This Period 0.00 10.00 0.00 B. Full Name (Last, First, Middle Initial) of Debtor or Creditor Nature of Debt (Purpose): **Email Management Tool** MailChimp Mailing Address 512 Means St. Su, 404 City State Zip Code Atlanta GΑ 30318 Outstanding Balance Beginning This Period Transaction ID: SD10.4438 60.00 Outstanding Balance at Close of This Period Amount Incurred This Period Payment This Period 60.00 0.00 0.00 C. Full Name (Last, First, Middle Initial) of Debtor or Creditor Nature of Debt (Purpose): Mailing Address City State Zip Code Outstanding Balance Beginning This Period Outstanding Balance at Close of This Period Payment This Period Amount Incurred This Period 70.00 1) SUBTOTALS This Period This Page (optional)..... 70.00 2) TOTALS This Period (last page this line number only)..... 0.00 3) TOTAL OUTSTANDING LOANS from Schedule C (last page only)..... 70.00 4) ADD 2) and 3) and carry forward to appropriate line of Summary Page (last page only)