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April 26, 2013

***VIA ELECTRONIC FILING***

Marlene Dortch, Secretary  
Federal Communications Commission  
445 Twelfth St., SW  
Washington, DC 20554

Re: Submission in PS Docket Nos. 10-255 and 11-153

Dear Ms. Dortch:

textPlus, Inc. (“textPlus”) is a leading mobile communications service that enables free app-to-app text messaging worldwide and free app-to-mobile phone text messaging in the US and Canada. textPlus’s chart-leading text messaging application is available for iOS, Android, and Windows smart phones.

textPlus wishes to supplement the record in the above-captioned proceedings by describing certain issues concerning bounce back messages in its service. textPlus stresses that the issues addressed in this letter are directly related to the specific system architecture found in the textPlus service; they do not necessarily describe or relate to the delivery of bounce back messages on any other text messaging service or application.

The textPlus application currently responds to users who try to text 911 by providing a bounce back message indicating that the number is not recognized or a similar message. While the current textPlus bounce back message is not unique to 911 calls, textPlus anticipates changing its bounce back message protocol very soon to provide for a message that is unique to 911 service. In order to do this, textPlus needs to alter the code for the textPlus application and push the updated application to its users. textPlus intends to make such a change in the near future concurrently with another application update cycle. Making and implementing changes to the code in an application update cycle like this typically takes two to four week to complete. There are no external costs associated with such an application update cycle and all necessary alterations are completed through code changes in the textPlus application; there are no server side changes required.

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Once implemented, the textPlus bounce back message that is unique to 911 will feature a pop-up bubble that appears as soon as the user types 911 into the address field for the text message. This feature could save critical time in an emergency situation.

Please direct any questions to the undersigned.

Very truly yours,

*/s/ Brian D. Weimer*

Brian D. Weimer

for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP