

EXHIBIT B



AdWords policy on trademarks in ads - scope of investigation

In certain regions, we allow some ads to show with a trademark in ad text if the ad is from a reseller or from an informational site. Learn more about our [trademark policy for resellers and informational sites](#).

For regions that are not included under our trademark policy for resellers and informational sites: if our investigation finds that the advertiser is using the trademark in ad text, we will require the advertiser to remove the trademark and prevent them from using it in ad text in the future.

1. Regions where we investigate ad text only

Please note the regions where we will investigate ad text only. We will not disable keywords in response to a trademark complaint in these regions. Furthermore, our investigation will only affect ads served on or by Google.

Google is dedicated to providing relevant advertising to our users, advertisers, and publishers alike. Accordingly, our trademark policy aims to provide users with choices relevant to their keywords. At the same time, we investigate trademark violations in ad text, both as a courtesy to the trademark owner and to ensure that ads are clear to users.

[Regions in which we investigate ad text only](#)

Afghanistan	Equatorial Guinea	Liberia	Saint Lucia
Åland	Eritrea	Libya	Saint Martin
Albania	Estonia	Liechtenstein	Saint Pierre and Miquelon
Algeria	Ethiopia	Lithuania	Saint Vincent and the Grenadines
American Samoa	Europa Island	Luxembourg	Samoa
Andorra	Falkland Islands (Islas Malvinas)	Macedonia (FYROM)	San Marino
Angola	Faroe Islands	Madagascar	São Tomé and Príncipe
Anguilla	Fiji	Malawi	Saudi Arabia
Antarctica	Finland	Malaysia	Senegal
Antigua and Barbuda	France	Maldives	Serbia
Argentina	French Guiana	Mali	Seychelles
Armenia	French Polynesia	Malta	Sierra Leone
Aruba	French Southern and Antarctic Lands	Marshall Islands	Singapore
Austria	Gabon	Martinique	Slovakia
Azerbaijan	Gaza Strip	Mauritania	Slovenia
Bahrain	Georgia	Mauritius	Solomon Islands
Baker Island	Germany	Mayotte	Somalia
Bangladesh	Ghana	Mexico	South Africa
Barbados	Gibraltar	Micronesia	South Georgia and the South Sandwich Islands
Bassas da India	Glorioso Islands	Midway Islands	Spain
Belarus	Greece	Moldova	Sri Lanka
Belgium	Greenland	Monaco	Sudan
Belize	Grenada	Mongolia	Suriname
Benin	Guadeloupe	Montenegro	Svalbard
Bermuda	Guam	Montserrat	Swaziland
Bhutan	Guatemala	Morocco	Sweden
Bolivia	Guernsey	Mozambique	Switzerland
Bosnia and Herzegovina	Guinea	Myanmar (Burma)	Syria
Botswana	Guinea-Bissau	Namibia	Tajikistan
Bouvet Island	Guyana	Nauru	Tanzania
British Indian Ocean Territory	Haiti	Nepal	Thailand
		Netherlands	

British Virgin Islands	Holy See (Vatican City)	Netherlands	The Bahamas
Brunei	Honduras	Antilles	The Gambia
Bulgaria	Howland Island	New Caledonia	Timor-Leste
Burkina Faso	Hungary	Nicaragua	Togo
Burundi	Iceland	Niger	Tokelau
Cambodia	India	Nigeria	Tonga
Cameroon	Indonesia	Niue	Trinidad and Tobago
Canada	Iran	Northern Mariana Islands	Tromelin Island
Cape Verde	Iraq	Norway	Tunisia
Cayman Islands	Ireland	Oman	Turkey
Central African Republic	Ireland	Pakistan	Turkmenistan
Chad	Isle of Man	Palau	Turks and Caicos Islands
Chile	Israel	Palmyra Atoll	Tuvalu
Clipperton Island	Italy	Panama	Uganda
Colombia	Jamaica	Papua New Guinea	Ukraine
Comoros	Jan Mayen	Paraguay	United Arab Emirates
Congo	Japan	Peru	United Kingdom
Cook Islands	Jarvis Island	Philippines	United States
Costa Rica	Jersey	Pitcairn Islands	Uruguay
Côte d'Ivoire	Johnston Atoll	Poland	Uzbekistan
Croatia	Jordan	Portugal	Vanuatu
Cuba	Juan de Nova Island	Puerto Rico	Venezuela
Cyprus	Kazakhstan	Qatar	Vietnam
Czech Republic	Kenya	Reunion	Virgin Islands
Democratic Republic of the Congo	Kingman Reef	Romania	Wake Island
Denmark	Kiribati	Russia	Wallis and Futuna
Djibouti	Kuwait	Rwanda	West Bank
Dominica	Kyrgyzstan	Saint Barthelemy	Western Sahara
Dominican Republic	Laos	Saint Helena	Yemen
Ecuador	Latvia	Saint Kitts and Nevis	Zambia
Egypt	Lebanon		Zimbabwe
El Salvador	Lesotho		

EU and EFTA Regions: In EU and EFTA regions, we do not prevent the selection of trademarks as keywords. However, in response to a complaint, we will do a limited investigation as to whether a keyword (in combination with particular ad text) is confusing as to the origin of the advertised goods and services. An example could be an ad that falsely implies affiliation with the trademark owner. If we find that it is confusing, we will remove the specific ad that is the subject of the complaint.

Under our EU and EFTA policy, we will permit the following types of ads to display against a trademarked keyword, *provided that the ad is not confusing as described above*. (The following are examples and not an exhaustive list.)

- ads using a trademarked term when that term is being used in a descriptive or generic way, such as not in reference to the term as a trademark
- ads for competing products or services
- ads for resale of the trademarked goods or services
- ads for the sale of components, replacement parts, or compatible products corresponding to a trademark
- ads for informational sites about a product or service corresponding to the trademark

[See EU and EFTA regions](#)

Austria	Greece	New Caledonia
Åland	Guadeloupe	Norway
Bassas da India	Guernsey	Poland
Belgium	Hungary	Portugal
Bouvet Island	Iceland	Reunion
Bulgaria	Ireland	Romania
Clipperton Island	Isle of Man	Saint Barthelemy
Cyprus	Italy	Saint Martin
Czech Republic	Jan Mayen	Saint Pierre and Miquelon

Denmark	Jersey	
Estonia	Juan de Nova Island	Slovakia
Europa Island		Slovenia
Finland	Latvia	Spain
France	Liechtenstein	Svalbard
French Guiana	Lithuania	Sweden
French Polynesia	Luxembourg	Switzerland
French Southern and Antarctic Lands	Malta	Tromelin Island
	Martinique	United Kingdom
Germany	Mayotte	Wallis and Futuna
Gibraltar	Monaco	
Glorioso Islands	Netherlands	

2. Regions where we investigate ad text and keywords

In certain regions, we may investigate the use of trademarks in ad text, in keywords, or in both ad text and keywords.

[Regions in which we investigate both ad text and keywords](#)

Australia
Brazil
China
Hong Kong
Macau
New Zealand

North Korea
South Korea
Taiwan

When we receive a complaint from a trademark owner, our review is limited to ensuring that the advertisements at issue are not using a term corresponding to the trademarked term in the ad text or as a keyword. If they are, we will require the advertiser to remove the trademarked term from the ad text or keyword list and will prevent the advertiser from using the trademarked term in the future. Any such investigation will only affect ads served on or by Google.

We do not take any action in situations where an advertisement is being triggered by non-trademarked terms, even though the search query contains a trademarked term. This occurrence stems from the fact that Google allows advertisers to use a broad matching system to target their ads. For example, if an advertiser has selected the keyword "shoes," that advertiser's ad can appear when a user enters the word "shoes" as a search query, regardless of other search terms that may be used. So, the ad could show if the user enters any of the following search queries: "tennis shoes," "red shoes," or "Nike shoes." This system eliminates the need for the advertiser to specify the many different search query combinations that are relevant to their ad.

Was this information helpful?

Yes No

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