

Exhibit P

REDACTED

ATTORNEY-CLIENT PRIVILEGE

-----Original Message-----

From: Britton Mauchline [mailto:britton@google.com]
Sent: Friday, February 07, 2003 3:47 PM
To: bydesign@lrbcg.com
Cc: Jeff Edwards; Kimberli Heard
Subject: RE: Google/USA Wallpaper/ABWF

Hi Tammy-

I have submitted to add the negative kws 'blind' and 'factory' that will prevent your ads from coming up when someone searches on 'American Blind & Wallpaper Factory'.

Have a great weekend!

Britton Mauchline
Client Services Specialist
Google
401 N. Michigan Ave. #1200
Chicago, IL 60611
britton@google.com <mailto:britton@google.com>
312.840.8261 - p
312.840.8289 - f

-----Original Message-----

From: USA Wallpaper [mailto:bydesign@lrbcg.com]
Sent: Monday, February 03, 2003 5:02 PM
To: Britton Mauchline
Subject: RE: Google/USA Wallpaper/ABWF

ABWF 001308

Google email re negative kw

Hi Britton:

We have a problem that I need your assistance with. As I think you are aware, our competitor, American Blind and Wallpaper Factory, has stated to both you and Overture that they will not allow any advertiser to use the search term "American Blind & Wallpaper" or combination of.

I received an email from Google stating this (see below) so I know you are aware of this. We had no problem with that.

Today again our listing was showing up under "American Blind & Wallpaper Factory" and "American Blind & wallpaper Co." as sponsored listing in Premium. My guess is those are being thrown in as freebies to satisfy the impressions in the campaign? Those ads need to be removed immediately, as they are threatening to sue us.

We got our trademark attorney involved and there is no problem with us using the search term "American wallpaper" because that describes a product and they do not own the trademark on a descriptive phrase such as that. However, all our terms for their trademark names "American Blind & Wallpaper" "American Blind & Wallpaper Factory" and "Decorate Today" must be removed immediately. Can you assist?

Tammy

USA Wallpaper

<http://www.usawallpaper.com>

1-800-573-5824

<mailto:bydesign@lrbcg.com>

-----Original Message-----

From: Britton Mauchline [<mailto:britton@google.com>]
Sent: Tuesday, January 07, 2003 12:06 PM
To: USA Wallpaper
Cc: Jeff Edwards
Subject: Google/USA Wallpaper/ABWF

Hi Tammy-

Just wanted to touch base with you now that it's a brand new year and we're seeing such great things with your Premium campaign! Your CTRs have been steadily climbing and are now between 10-12% when they had been between 6-8% before. I hope you're seeing the results on your end as well!

On another note, American Blind & Wallpaper Factory has recently had Google remove all advertisers from their trademarked terms:

American Blind and Wallpaper Factory, Decoratetoday and American Blind Factory. They have also requested to add the negative kws

"Blind" and "Factory" to the kw "american wallpaper" you have running in your campaigns so your ads will not appear on a query for their

Google email re negative kw
trademarked brand. Please let me know if you would be amenable to adding these negatives to that kw in both your Premium and AWS campaigns.

Thanks so much for your help and I look forward to hearing how things are going for you so far this year!

Britton Mauchline
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