

# **EXHIBIT Q**

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN JOSE DIVISION

CLRB HANSON INDUSTRIES, LLC,	)	
etc., et al.,	)	
	)	
Plaintiffs,	)	
	)	
v.	)	Case No.
	)	05-03639 JW
GOOGLE, INC.,	)	
	)	
	)	
Defendant.	)	
_____	)	

30 (b) (6) DEPOSITION OF BRETT R. HANSON

August 18, 2006

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UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN JOSE DIVISION

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CLRB HANSON INDUSTRIES, LLC d/b/a  
INDUSTRIAL PRINTING, and HOWARD  
STERN, on behalf of themselves and  
all others similarly situated,

Plaintiffs,

v.

GOOGLE, INC.,

Defendant.

Case No.  
05-03639 JW

Confidential  
Portions Bound  
Separately

-----x

August 18, 2006

9:45 a.m.

30(b)(6) VIDEOTAPED DEPOSITION

of CLRB HANSON INDUSTRIES d/b/a  
INDUSTRIAL PRINTING by BRETT R. HANSON,  
taken by Defendant, pursuant to notice,  
held at the offices of Thacher Proffitt  
& Wood, 2 World Financial Center, New  
York, New York, before Amy E. Sikora,  
CRR, CSR, RPR, Certified Realtime  
Reporter, Certified Shorthand Reporter,  
Registered Professional Reporter, and  
Notary Public within and for the State  
of New York.

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A P P E A R A N C E S:

WOLF POPPER LLP

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845 Third Avenue

New York, New York 10022

BY: LESTER L. LEVY, ESQ.

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180 Townsend Street

San Francisco, CA 94107-1909

BY: DAVID T. BIDERMAN, ESQ.

M. CHRISTOPHER JHANG, ESQ.

ALSO PRESENT:

THOMAS DELVECCHIO, Videographer

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B. Hanson

55428. And 4401 Quebec Avenue North, New Hope, Minnesota 55428.

Q. And you understand that you're here to testify as a representative of an entity which is described as CLRB Hanson Industries LLC d/b/a Industrial Printing?

A. Yes.

Q. And what is your relationship to that entity?

A. I'm 100 percent owner, single member.

Q. Okay. And is that entity a sole proprietorship or some other type of entity?

A. It's a limited liability corporation treated as disregarded entity as a single member for tax consideration.

Q. And how long has that entity been in existence?

A. September of 1992, I believe. Excuse me, September of 2002, I believe.

Q. And there was an entity --

MR. BIDERMAN: Withdraw that.

Q. You, sir, also did business with Google prior to September 2002; is that

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B. Hanson

2 right?

3 A. Yes, sir.

4 Q. And through what entities did  
5 you do business with Google prior to  
6 September 2002?

7 A. Industrial Printing.

8 Q. And what is Industrial Printing?

9 A. Industrial Printing is a  
10 business that does -- it's CLRБ, actually.  
11 It was a d/b -- a sole proprietorship that  
12 was sold to CLRБ.

13 Q. Okay. Just so I understand, the  
14 entity that existed prior to September 2002  
15 was known as what?

16 A. Industrial Printing.

17 Q. Okay. And what was the form of  
18 that entity?

19 A. Industrial Printing was a sole  
20 proprietorship.

21 Q. And who was the sole proprietor?

22 A. I was.

23 Q. And then in September 2002 what  
24 happened?

25 A. CLRБ purchased assets of

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B. Hanson

Industrial Printing.

Q. And was CLRB in existence prior to September 2002?

A. No, sir.

Q. So it was formed specifically for the purposes of purchasing those assets?

A. Yes, sir.

Q. And other than the sole proprietorship known as Industrial Printing and the entity known as CLRB, have you done business with Google through any other entities?

A. Yes.

Q. And what are those other entities?

A. I've done -- I've done business as a consultant on behalf of other entities.

Q. Could you explain that?

A. SECOA.

Q. You have to spell that name.

A. S-E-C-O-A, Inc.

Q. Okay. And what is SECOA, Inc.?

A. Secoa, Inc. is a stage manufacturing firm located in Champlin,

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B. Hanson

proprietorship, have you otherwise placed any advertisements with Google for yourself?

A. Not that I can recall.

Q. And with respect to Industrial Printing, when did Industrial Printing first start to do business with Google?

A. I think it was on or about July 2002.

Q. And prior to that time, had you had -- pardon me. Prior to that time, had you used any other on-line advertising other than Google?

MR. LEVY: Could you tell me who "you" is?

MR. BIDERMAN: The sole proprietorship and Industrial Printing.

MR. LEVY: You're asking did Industrial Printing use another service?

MR. BIDERMAN: Yes.

Q. Yahoo, Overture?

A. Could you ask the question again, please.

Q. Sure. Prior to starting to do



1 B. Hanson

10:05 2 business with Google, had industrial printing  
10:05 3 used any other on-line advertising services?

10:05 4 A. Yes, sir.

10:05 5 Q. What were those?

10:05 6 A. The ones I can recall are Yahoo,  
10:05 7 which was Overture, Ah-Ha. I think that may  
10:05 8 have been the extent of the -- the extent of  
10:05 9 them that I can recall.

10:05 10 Q. Okay. And what type of business  
10:05 11 is Industrial Printing engaged in?

10:05 12 A. Printing services.

10:05 13 Q. What type of printing services?

10:05 14 A. Printing on three-dimensional  
10:05 15 substrates.

10:05 16 Q. And is that the same type of  
10:05 17 business that Hanson Industries is engaged  
10:06 18 in?

10:06 19 A. I'm not sure of the full extent  
10:06 20 of what Hanson Industries does.

10:06 21 Q. Does Hanson Industries do  
10:06 22 printing on three-dimensional substrates?

10:06 23 A. I'm not sure if they do at this  
10:06 24 point.

10:06 25 Q. And how about CLRB Hanson, does

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B. Hanson

that do the same type of business that  
Industrial Printing did?

A. No. At the present time CLRB is  
strictly a web fulfillment company.

Q. And what's a web fulfillment  
company?

A. We have a site that takes orders  
for signage and places them with third  
parties and collects a fee.

Q. And did CLRB Hanson ever do  
printing on three-dimensional substrates?

A. Yes.

Q. When -- how long did it do that?

A. Three years.

Q. And when did it stop,  
approximately?

A. September of 2005.

Q. Okay. And when you, through  
Industrial Printing, first began to do  
business with Google, could you describe the  
process by which you established the  
relationship with Google?

A. I found the web site for Google,  
selected the -- the -- I think it was called

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B. Hanson

2 matter what I changed the daily budget to, it  
3 always went over.

4 Q. Okay. So it's fair to say you  
5 came to that understanding sometime, say,  
6 June 2005?

7 A. Yes.

8 Q. And with respect to Exhibits 39  
9 and 38, the communications with Tina, did you  
10 speak to her by phone?

11 A. I don't know if Google has  
12 phones. No. E-mail.

13 Q. And have you ever spoken to  
14 anyone at Google by telephone?

15 A. Recently, I believe, I received  
16 a voicemail. In fact, on Monday, thanking us  
17 for our business from a Matt. I don't know,  
18 Matt something left on my voicemail.

19 Q. And anything other than that  
20 communication?

21 A. Not that I can recall.

22 Q. I thought -- have you ever  
23 spoken to anyone by phone or otherwise at  
24 Google about daily budget issues?

25 A. I think I -- let me refresh my

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B. Hanson

cards?

A. Yes, sir.

Q. Okay. Could you tell me the names of the credit cards or identify the credit cards. We can put that under seal so it's -- no one else is going to look at it, other than except for this litigation.

MR. LEVY: Just the names of the cards?

MR. BIDERMAN: Just the names. I was going to ask for the numbers next. All right, I was going to ask.

A. I believe they're all identified by the billing information contained on the Google reports. I don't recall off the top of my -- I don't recollect the names.

Q. How many credit cards have you used, if you know?

A. I have no idea.

Q. More than four?

A. Possibly.

Q. More than 10?

A. Probably not.

Q. And other than through credit

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B. Hanson

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cards, have you ever paid for Google

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advertising in any other fashion?

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A. No, sir.

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Q. And do you remember --

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MR. BIDERMAN: Okay. Withdraw

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the question.

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Q. When -- other than the one time

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that you signed up for the AdWords program in

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July 2002, have you ever signed up for the

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AdWords program again? In other words,

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established an account?

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A. Can you clarify how you're

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asking that question?

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Q. Sure. Did you go in there and

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basically start anew, registering a new

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e-mail address, providing new account

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information?

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A. Not that I can recall.

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Q. Just that one time?

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A. On behalf of CLRB?

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Q. Yes.

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A. Yes.

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Q. And it was really on behalf of

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Industrial Printing, and you're best

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B. Hanson

2 with a daily budget of \$50 for Industrial  
3 Printing. Has that daily budget changed?

4 A. I believe you have the records.  
5 Yes.

6 Q. And how often has it changed?

7 A. Sometimes change it three, four  
8 times a day.

9 Q. And what has it varied from?

10 A. Zero, turning off the campaign,  
11 suspending the campaign, to from -- to answer  
12 your specific question, zero to I think it's  
13 been as high as \$2,000 a day.

14 Q. And what causes you to change  
15 your daily budget?

16 A. Our -- our web logs that track  
17 traffic in correlation with the orders.  
18 Certain times of day. Certain days of the  
19 week. Certain keywords. Whether we're going  
20 to continue in how the traffic is coming in  
21 from -- from MSN or Yahoo in correlation with  
22 our web logs and how that ties in. We've got  
23 a formula that we look at.

24 Q. And because you advertise on MSN  
25 and Yahoo also; is that correct?

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B. Hanson

A. Yes, sir.

Q. And other than MSN, Yahoo and Google, any other on-line advertising that you've used on behalf of Industrial Printing or CLRB Hanson?

A. Industrybrains.com. Super Pages, Verizon Super Pages. Mama, M-A-M-A, dot com. Request. That's a pay per impression.

MR. BIDERMAN: Did you get the name?

THE REPORTER: Yes.

A. That's what I can recall.

Q. Then I'll show you as exhibit next in order, Exhibit 24, which are -- is Exhibit A1 to the complaint or amended complaint in this case.

(Discussion off the record.)

(Exhibit No. 24, Exhibit A1 to the amended complaint in this case, marked for identification as of this date.)

Q. Exhibit 24 are, as I represented, exhibits to the amended

1 B. Hanson

14:26 2 A. Yes. I was seeing at this time  
14:26 3 if there was an affiliate program that they  
14:26 4 offered, yeah.

14:26 5 Q. And you were told that they  
14:26 6 don't have one, nor do they plan to implement  
14:26 7 one. Do you recall that?

14:26 8 A. Just whatever this e-mail back  
14:26 9 from them says.

14:27 10 Q. There's a reference, if you look  
14:27 11 under tab 64, to -- it's an e-mail from you  
14:27 12 to Bethanie dated 7 December 2004?

14:27 13 A. Under 64?

14:27 14 Q. Yes, sir. It's under tab 64.

14:27 15 Do you see that reference or see  
14:27 16 that e-mail string?

14:27 17 A. Yes.

14:27 18 Q. What was that e-mail string  
14:27 19 involving?

14:27 20 A. This was a report, I believe,  
14:27 21 that I sent to Bethanie to -- our log files  
14:27 22 weren't matching with what Google was saying  
14:27 23 the clicks were.

14:28 24 Q. Okay. And how were your log  
14:28 25 files created?



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B. Hanson

14:28 A. Well, they're created every  
14:28 time -- our web sites are hosted on our  
14:28 server, so when someone logs in, it tells us  
14:28 who came to our site and where they came  
14:28 from. And it wasn't matching with Google's,  
14:28 and I had mentioned that to Google at that  
14:28 time.

14:28 Q. Through this e-mail?

14:28 A. Right.

14:28 Q. And then what was -- what was  
14:28 the ultimate conclusion of that inquiry?

14:28 A. I don't recall.

14:28 Q. Do you have -- have you ever  
14:28 reached any conclusions one way or the other  
14:28 about, quote, whether you're paying for  
14:28 clicks that are not coming to your site?

14:28 A. We have not.

14:28 Q. And I understand, that's not  
14:28 part of this -- you're not suing Google in  
14:28 this lawsuit for that, are you?

14:29 A. No, sir.

14:29 Q. And if you look under tab 64,  
14:29 there's a reference -- there's a call  
14:29 summary -- I'm sorry, 66, there's a call



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STATE OF CALIFORNIA        )  
                                  )    ss.  
COUNTY OF LOS ANGELES    )

I, Oscar Ventura, hereby certify:

I am an employee of Barkley Court Reporters,  
duly authorized agent for the deposition officer that  
stenographically recorded the testimony in the foregoing  
deposition and authorized to execute this copy  
certificate.

The foregoing is true and correct copy of  
the original transcript of the proceedings taken before  
me as thereon stated.

Dated September 8, 2006.

  
\_\_\_\_\_