

EXHIBIT 1

1 UNITED STATES DISTRICT COURT
2 NORTHERN DISTRICT OF CALIFORNIA
3 SAN JOSE DIVISION

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

Case No. C 05-03649 JW PVT

8 Plaintiffs,

9 vs.

10 GOOGLE, INC.,

11 Defendant.

12 **NOTICE OF PENDENCY AND PROPOSED**
13 **SETTLEMENT OF CLASS ACTION AND SETTLEMENT HEARING**

14 **TO: ALL PERSONS OR ENTITIES RESIDING IN THE UNITED STATES WHO HAVE**
15 **PAID GOOGLE FOR ADVERTISING PURSUANT TO GOOGLE'S ADWORDS**
16 **PROGRAM WHO (A) BECAME ADWORDS ADVERTISERS BETWEEN JUNE 1,**
17 **2005 AND FEBRUARY 28, 2009, INCLUSIVE, AND WHO WERE CHARGED MORE**
18 **THAN THEIR PER DAY DAILY BUDGET ON ANY DAY DURING THAT TIME**
19 **PERIOD; OR (B) PAUSED THEIR ADWORDS ADVERTISING CAMPAIGNS ON**
20 **ANY DAY DURING THE PERIOD FROM JANUARY 1, 2002 TO FEBRUARY 28,**
21 **2009, INCLUSIVE, AND DURING THE SAME BILLING PERIOD WHEN THEIR**
22 **ADWORDS ADVERTISING CAMPAIGNS WERE PAUSED, WERE CHARGED**
23 **MORE THAN THE PRODUCT OF THEIR PER DAY DAILY BUDGET TIMES THE**
24 **NUMBER OF DAYS THAT SUCH CLASS MEMBERS' ADVERTISING CAMPAIGNS**
25 **WERE NOT PAUSED DURING THAT BILLING PERIOD**

26 **PLEASE READ THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. YOUR**
27 **RIGHTS MAY BE AFFECTED BY PROCEEDINGS IN THIS LITIGATION. IF YOU**
28 **ARE A CLASS MEMBER, YOU MAY BE ENTITLED TO RECEIVE BENEFITS**
PURSUANT TO THE PROPOSED SETTLEMENT DESCRIBED HEREIN.

EXCLUSION DEADLINE: REQUESTS FOR EXCLUSION FROM THE CLASS MUST
CONTAIN THE INFORMATION SET FORTH BELOW AND BE ACTUALLY RECEIVED BY
THE CLAIMS ADMINISTRATOR ON OR BEFORE July 14, 2009.

1
2 **I. SUMMARY OF SETTLEMENT AND RELATED MATTERS**

3 A. Purpose of this Notice

4 This Notice is given pursuant to Rule 23 of the Federal Rules of Civil Procedure and an Order
5 of the Court, dated May, 2009. The purpose of this Notice is to inform you that the
6 above-entitled action (“the Action”) has been certified as a class action and of the terms of a proposed
7 settlement of the Action. This Notice describes rights you may have under the proposed settlement
8 and what steps you may take in relation to this litigation. This Notice is not an expression of any
9 opinion by the Court as to the merits of any claims or any defenses asserted by any party in this
10 litigation, or the fairness or adequacy of the proposed settlement.

11 B. Statement of Recovery to the Class

12 Pursuant to the settlement described herein, \$20,000,000, in a combination of cash and
13 AdWords Credits, have been created for the benefit of the Class. These funds have been placed in an
14 interest-bearing escrow account.

15 A Class member’s distribution from the net Settlement Fund will be determined by a Plan of
16 Allocation to be approved by the Court. An explanation of how each Class member’s distribution will
17 be calculated for purposes of the settlement is set forth in the proposed Plan of Allocation which is
18 summarized in Part VI of this Notice below.

19 C. Statement of Potential Outcome of the Case

20 Google has denied, and continues to deny, each and all claims of wrongdoing against it and
21 continues to assert defenses thereto, and has expressly denied any wrongdoing or legal liability out of
22 any of the conduct alleged in the Action. Google denies that Representative Plaintiffs or the Class
23 have suffered any damages or are entitled to any restitution. Representative Plaintiffs considered that
24 there was a substantial risk that they and the Class might not have prevailed on their claims and that
25 there were risks that they and the Class could have recovered substantially less than the settlement
26 amount, if the case had been litigated to judgment.

27 The settlement was reached only after the parties conducted arduous arm’s-length negotiations

1 over a period of two months. Representative Plaintiffs' Counsel have determined that the settlement
2 was fair, reasonable and adequate and in the best interest of the Class.

3 D. Statement of Attorney's Fees and Expenses and Representative Plaintiffs' Incentive
4 Compensation Awards Sought

5 Representative Plaintiffs' Counsel for the Class intend to apply for: attorneys' fees of not more
6 than \$5,000,000, plus a proportionate share of the interest earned on the Settlement Proceeds, for
7 reimbursement of expenses incurred in connection with the prosecution and settlement of this
8 litigation, not to exceed \$250,000; and for an incentive compensation award to the two Representative
9 Plaintiffs, not to exceed \$20,000 each.

10 E. Further Information

11 Further information regarding the litigation and this Notice may be obtained by contacting
12 Representative Counsel for the Class:

13 LESTER L. LEVY
14 WOLF POPPER LLP
15 845 Third Avenue
16 New York, NY 10022

17 RACHEL S. BLACK
18 SUSMAN GODFREY L.L.P.
19 1201 Third Avenue, Suite 3800
20 Seattle, WA 98101

21 MARC M. SELTZER
22 SUSMAN GODFREY L.L.P.
23 1901 Avenue of the Stars, Suite 950
24 Los Angeles, CA 90067-6029

25 **II. NOTICE OF SETTLEMENT HEARING**

26 NOTICE IS HEREBY GIVEN, pursuant to Rule 23 of the Federal Rules of Civil Procedure
27 and an Order of the United States District Court for the Northern District of California (the "Court")
28 dated May , 2009, that a hearing ("Settlement Hearing") will be held by the Court on
September 14, 2009 at 9:00 a.m., at the United States Courthouse, 280 South 1st Street, San

1 Jose, California, 95113. The purpose of the Settlement Hearing will be, among other things: (1) to
2 determine whether the proposed Settlement Agreement is fair, reasonable and adequate to the Class
3 and should be approved by the Court and, therefore, whether the Action should be dismissed on the
4 merits and with prejudice, and (2) to consider the reasonableness of an application by Representative
5 Plaintiffs' Counsel for payment of attorney's fees and reimbursement of costs and expenses incurred
6 in connection with the Action and for incentive compensation award to the Representative Plaintiffs.

7 The Court has certified a Settlement Class defined as: all persons and entities residing in the
8 United States who have paid Google for advertising pursuant to Google's AdWords program who (a)
9 became AdWords advertisers between June 1, 2005 and February 28, 2009, inclusive, and who were
10 charged more than their per day Daily Budget on any day during that time period; or (b) paused their
11 AdWords advertising campaigns on any day during the period from January 1, 2002 to February 28,
12 2009, inclusive, and during the same billing period when their AdWords advertising campaigns were
13 paused, were charged more than the product of their per day Daily Budget times the number of days
14 that such Class Members' advertising campaigns were not paused during that billing period. Excluded
15 from the Class are Resellers, defined as persons or entities whose regular business activities include
16 placing ads on Google's AdWords program on behalf of otherwise unaffiliated persons or entities.

17 **III. BACKGROUND OF THE ACTION**

18 AdWords is a global advertising program offered by Google. This Action concerns Google's
19 billing practice for its AdWords program.

20 On May 4, 2006, Representative Plaintiffs filed their Second Amended Class Action
21 Complaint, which is the operative complaint in the Action, which alleges five causes of action: (1)
22 Breach of Contract; (2) Breach of the Implied Covenant of Good Faith and Fair Dealing; (3)
23 Violations of Cal. Bus. & Prof. Code § 17200, *et seq.* ("UCL"); (4) Violation of Cal. Bus. & Prof.
24 Code § 17500, *et seq.* ("FAL"); and (5) Unjust Enrichment. In their Complaint, the Representative
25 Plaintiffs sought damages, restitution, and injunctive relief to remedy Google's practice of (1)
26 charging its AdWords advertisers up to 120% of their per day daily budget on any given day
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1 (Plaintiffs' "120% claims"); and (2) charging AdWords customers who paused their campaigns more
2 than their per day Daily Budget times the number of days their campaigns were not paused during the
3 billing period (Plaintiffs' "pausing claims").

4 Google filed four separate motions for partial summary judgment. The Court dismissed the
5 Representative Plaintiffs' Second and Fifth Causes of action for breach of the implied covenant of
6 good faith and fair dealing and unjust enrichment. Google also successfully argued that its practice of
7 charging AdWords Advertisers up to 120% of their daily budget on any given day does not, in and of
8 itself, constitute breach of contract. The Court held that triable issues of fact existed as to whether
9 Google's practice of charging up to 120% of an AdWords Advertiser's per day Daily Budget violates
10 the UCL and FAL and whether Google's pre-September 2006 pausing practices constitute a breach of
11 contract.

12 **IV. BACKGROUND OF THE SETTLEMENT**

13 Google has denied all claim of wrongdoing or liability in the Action. The Settlement
14 Agreement is not and shall not be construed or deemed to be evidence or an admission or a concession
15 on the part of Google of any fault or liability or damages whatsoever, and Google does not concede
16 any infirmity in the defenses which it has asserted in the Action.

17 Counsel for the parties conducted extensive settlement negotiations to achieve the settlement
18 described herein. The settlement was reached only after the parties conducted arduous arm's-length
19 negotiations and after the parties conducted extensive pre-trial discovery. During the course of this
20 Action, Google produced hundreds of thousands of pages of documents, responded to multiple
21 interrogatories, and Google employees testified at deposition. In addition, Representative Plaintiffs
22 produced documents to Google, responded to interrogatories, and testified at deposition.

23 In determining to settle the Action, Representative Plaintiffs and Representative Plaintiffs'
24 Counsel have taken into account the substantial expense and length of time necessary to prosecute the
25 litigation through complete pretrial discovery, trial, post-trial motions and likely appeals, taking into
26 consideration the significant uncertainties in predicting the outcome of this complex litigation.
27 Representative Plaintiffs' Counsel believes that the settlement described herein provides substantial

1 benefits to the Class. Based on their consideration of all of these factors, Representative Plaintiffs and
2 Representative Plaintiffs' Counsel have concluded that it is in the best interests of the Class to settle
3 the Action on the terms described herein, subject to the approval of the Court.

4 Representative Plaintiffs recognized the uncertainty and risk of the outcome of any litigation,
5 especially complex litigation such as this, and the difficulties and risks inherent in the trial of such an
6 action. Representative Plaintiffs desired to settle the claims of the Class against Google on the terms
7 and conditions described herein which provide substantial and immediate benefits to the Class.
8 Representative Plaintiffs' Counsel deems such settlement to be fair, reasonable and adequate to, and in
9 the best interests of, the members of the Class.

10 Google, while continuing to deny all allegations of wrongdoing or liability, desired to settle
11 and terminate all existing or potential claims against it without in any way acknowledging fault or
12 liability. During the course of the litigation, Google, in addition to denying any liability, disputed that
13 Representative Plaintiffs and the Class were damaged by any wrongful conduct on its part. The
14 settlement provides immediate and substantial benefits to the Class and avoids the risks that liability or
15 damages might not be proven at trial.

16 THE COURT HAS NOT FINALLY DETERMINED THE MERITS OF REPRESENTATIVE
17 PLAINTIFFS' CLAIMS OR THE DEFENSES THERETO. THIS NOTICE DOES NOT IMPLY
18 THAT THERE HAS BEEN OR WOULD BE ANY FINDING OF VIOLATIONS OF LAW OR
19 THAT RECOVERY COULD BE OBTAINED IN ANY AMOUNT IF THE ACTION WERE NOT
20 SETTLED.

21 **V. TERMS OF THE SETTLEMENT**

22 In full and complete satisfaction of the claims which have or could have been asserted in this
23 Action, and subject to the terms and conditions of the Stipulation, Google has paid \$20,000,000 into
24 escrow on behalf of the Class (the "Settlement Proceeds"), which has been earning interest since on or
25 about March 31, 2009. The Settlement Proceeds, which are inclusive of any Fee and Expense Award
26 and incentive compensation award to Representative Plaintiffs, shall be distributed by Google (with
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1 respect to AdWords Credits) and the Claims Administrator in accordance with the terms of the Plan of
2 Allocation described below.

3 The settlement will release Representative Plaintiffs' and Class Members' Released Claims
4 against the Google. The Released Claims are defined as: any and all claims, demands, actions, causes
5 of action, rights, offsets, suits, damages, lawsuits, liens, costs, losses, expenses or liabilities of any
6 kind whatsoever, for any relief whatsoever, including monetary, injunctive or declaratory relief, or for
7 reimbursement of attorneys' fees, costs or expenses, which the Representative Plaintiffs or any
8 Member of the Class which were or could have been asserted based on the allegations set forth in the
9 complaints filed by the Representative Plaintiffs in the Action, specifically including any and all
10 claims based on a Class Member being charged more than his, her, or its Daily Budget.

11 Upon the Effective Date of the settlement, the Representative Plaintiffs and Class Members on
12 behalf of themselves, their heirs, executors, administrators, successors, assigns, employees, officers,
13 directors, attorneys, representatives, affiliates, agents, and any persons or entities they represent, shall
14 be deemed to release and forever discharge Google from all Released Claims, and shall forever be
15 barred and enjoined from prosecuting, commencing, instituting or asserting all or any of the Released
16 Claims in any action or other proceeding in any court of law asserting all or any of the Released
17 Claims in any action or other proceeding in any court of law or equity, arbitrational tribunal,
18 administrative or other forum, whether directly, representatively, derivatively, or in any other capacity
19 against Google.

20 If the settlement is approved by the Court, all claims which have or could have been asserted in
21 the Action will be dismissed on the merits and with prejudice as to all Class Members and all Class
22 Members shall be forever barred from prosecuting a class action or any other action raising any
23 Released Claims against Google.

24 The settlement will become effective at such time as Final Judgment entered by the Court
25 approving the settlement shall become final and not subject to appeal (the "Effective Date").
26
27

1 **VI. PLAN OF ALLOCATION OF**

2 **SETTLEMENT FUND AMONG CLASS MEMBERS**

3 1. The \$20,000,000 settlement and the interest earned thereon are the “Settlement
4 Proceeds.”

5 2. Upon final approval of the settlement by the Court and the satisfaction of the
6 other conditions to the effectiveness of the Settlement, the Settlement Proceeds will be allocated under
7 the Court’s direction and supervision, as follows:

8 a. To pay the fees, expenses and costs of Representative Plaintiffs’ Counsel as and
9 to the extent allowed by the Court;

10 b. To pay an incentive compensation award to each Representative Plaintiff to the
11 extent allowed by the Court; and

12 c. To pay all costs and expenses reasonably incurred in connection with the
13 preparation and filing of tax returns and the payment of taxes on the interest earned on the
14 Settlement Proceeds, including all taxes and tax expenses.

15 3. Subject to the approval by the Court of the Plan of Allocation described below, the
16 balance of the Settlement Proceeds remaining after the payment of the foregoing fees, costs, expenses
17 and taxes (the “Net Settlement Proceeds”) shall be distributed in the form of cash or AdWords Credits
18 as set forth below, to Class members who have not requested exclusion from the class in accordance
19 with the instructions contained in this Notice. The following methodology shall be used to calculate
20 the distribution to each Class member:

21
$$\frac{(\text{Class Member's Total Overcharges}) \times (\text{Net Settlement Proceeds})}{\text{sum total of Estimate of all Class Members' Total Overcharges}}$$

23 a. “Net Settlement Proceeds” means the remaining balance of the Settlement
24 Proceeds, including all interest earned thereon, following payment of any Fee and Expense
25 Award as allowed by the Court.

26 b. “17200 Overcharge” means the dollar amount that a Class Member, who signed
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1 up for AdWords between June 1, 2005 and February 28, 2009, was charged by Google in
2 excess of his, her, or its per day Daily Budget, the first month such overcharge occurred.

3 c. "Overcharge" means to charge an AdWords Advertiser more than his, her, or its
4 per day Daily Budget on any given day.

5 d. "Pausing Overcharge" means the dollar amount that Google charged a Class
6 Member, who paused his, her, or its campaign for any amount of time in a billing period, in
7 excess of the product of the Class Member's per day Daily Budget times the number of days
8 that the campaign was not paused during the same billing period, at any time during the period
9 between January 1, 2002 and February 28, 2009, inclusive.

10 e. "Total Overcharges" means, for each Class Member, the sum of his, her, or its
11 17200 Overcharges and Pausing Overcharges, less any Overcharges that are duplicative of the
12 Pausing Overcharges.

13 f. "Claims Administrator" means Gilardi & Co. LLC.

14 g. For each Class Member who has a balance due on his, her, or its AdWords
15 account as of the Class Member Distribution Calculation Date that is equal to or greater than
16 that Class Member's Distribution (defined as "Active AdWords Advertisers"), Google will
17 issue AdWords Credits in the amount of such Class Member's Distribution within ten business
18 days of the Class Member Distribution Calculation Date. At the time of distribution, Google
19 will notify each Class Member who is an Active AdWords Advertiser who has a balance due
20 on his, her, or its AdWords account as of the Class Member Distribution Calculation Date that
21 is less than such Class Member's Distribution that they may elect to receive cash in lieu of
22 AdWords Credits by contacting Google via email. To make such an election, the Active
23 AdWords Advertiser must notify the Claims Administrator within forty days of the Class
24 Member Calculation Date via email or in writing, including the following information: (1)
25 name of Class Member; (2) AdWords account(s) number; (3) email address associated with
26 AdWords account; (4) mailing address. The request must be emailed to the Claims
27 Administrator at the following email address: _____, or sent to the Claims
28

1 Administrator at the following address:

2
3 *CLRB Hanson LLC et al. v. Google Class Action Settlement*
4 c/o Gilardi & Co., LLC
5 P.O. Box _____
6 Corte Madera, California 94976

7 Each Active AdWords Advertiser who makes such an election before the designated deadline
8 shall receive that portion of the Class Member's Distribution that is in excess of the balance
9 due on his, her, or its AdWords account in cash.

10 h. The Claims Administrator will issue checks to all Class Members who are not
11 Active AdWords Advertisers, in the amount of each Class Member's Distribution. To the
12 extent, at the conclusion of efforts to make distributions to Class Members, there remains any
13 undistributed portion of the Net Settlement Proceeds, it shall be disposed of pursuant to the
14 instructions of Representative Plaintiffs' Counsel, with approval of the Court. Under no
15 circumstances shall the Net Settlement Proceeds, or any portion thereof, be paid or otherwise
16 revert to Google following the Effective Date of the Settlement.

17 i. The computation of each Class Member's Distribution shall be made by Google
18 or the Claims Administrator, and the data supporting such computation shall be supplied to the
19 Claims Administrator. Payment pursuant to the Plan of Allocation set forth above shall be
20 conclusive against all Class Members. No Person shall have any claim against Representative
21 Plaintiffs' Counsel, the Claims Administrator or other agent designated by Representative
22 Plaintiffs' Counsel, Google, or Google's Counsel based on the distributions made substantially
23 in accordance with the Settlement Agreement, the Plan of Allocation, or further orders of the
24 Court.

25 4. If the proposed Settlement is approved by the Court, the Court will enter a final
26 judgment (the "Judgment") which will:

- 27 a. Dismiss the Litigation against Google with prejudice, and without costs;
28 b. Adjudge that Representative Plaintiffs and each Class Member, except those
members of the Class who have previously timely and validly requested exclusion from the

1 Class, shall be deemed conclusively to have released the Released Claims (as described above)
2 against Google. Notwithstanding that Representative Plaintiffs or any Class Member may
3 hereafter discover facts in addition to or different from those which Representative Plaintiffs
4 and Class Members now know or believe to be true with respect to the Litigation and Released
5 Claims or to the subject matter of the release, plaintiffs and each Class Member shall be
6 deemed, upon the Effective Date of the Settlement, to fully, finally and forever settle and
7 release any and all Released Claims as against Google;

8 c. Bar and permanently enjoin Representative Plaintiffs and each Class Member,
9 except those members of the Class who have timely and validly requested exclusion from the
10 Class, from prosecuting any Released Claims against Google; and

11 d. Reserve jurisdiction, without affecting the finality of the Judgment entered,
12 over:

- 13 (i) Implementation of the Settlement and any award or distribution of the
14 Settlement Proceeds, including interest thereon;
- 15 (ii) Disposition of the Settlement Proceeds;
- 16 (iii) Hearing and determining Representative Plaintiffs' Counsel's appli-
17 cations for attorneys' fees, costs, interest, and expenses (including fees
18 and costs of experts and consultants) and for an incentive compensation
19 award for Representative Plaintiffs;
- 20 (iv) Enforcing and administering the Settlement, including any releases
21 given in connection therewith; and
- 22 (v) Other matters related to the foregoing.

23 **VII. RIGHTS OF CLASS MEMBERS**

24 The Court has certified this action to proceed as a class action pursuant to Rules 23(a) and
25 23(b)(3) of the Federal Rules of Civil Procedure. If you are not a Reseller, you are a member of the
26 Class if: you reside in the United States, have paid Google for advertising pursuant to Google's
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1 AdWords program and either (a) became an AdWords advertiser between June 1, 2005 and February
2 28, 2009, inclusive, and were charged more than your per day Daily Budget on any day during that
3 time period; or (b) paused your AdWords advertising campaign on any day during the period from
4 January 1, 2002 to February 28, 2009, inclusive, and during the same billing period when your
5 AdWords advertising campaign was paused, were charged more than the product of your per day
6 Daily Budget times the number of days that your AdWords advertising campaign was not paused
7 during that billing period. Class members have the following options:

8 A. If you wish to remain a member of the Class, you may share in the proceeds of the
9 Settlement. Class Members will be represented by Representative Plaintiffs and Representative
10 Plaintiffs' Counsel, unless you enter an appearance through counsel of your own choice at your own
11 expense. You are not required to retain your own counsel, but if you choose to do so, such counsel
12 must file an appearance on your behalf on or before July 14, 2009, and
13 must serve copies of such appearance on the attorneys listed below.

14 B. If you do not wish to remain a member of the Class, you may exclude yourself from the
15 Class by following the instructions below. Persons who exclude themselves from the Class will NOT
16 receive any share of the Settlement Proceeds and will NOT be bound by the Settlement.

17 C. If you object to the Settlement, the Plan of Allocation, or to Representative Plaintiffs'
18 Counsel's application for attorney's fees and expenses and for an incentive compensation award for
19 Representative Plaintiffs, and if you do not exclude yourself from the Class, you may present your
20 objections by following the instructions below.

21 **VIII. EXCLUSION FROM THE CLASS AND SETTLEMENT**

22 Each member of the class shall be bound by all determinations and judgments in this Action
23 concerning the Settlement, whether favorable or unfavorable, unless such person files a written request
24 for exclusion by first-class mail so that it is actually received by the Claims Administrator on or before
25 July 14, 2009. Your rights against Google will be affected by this Settlement.

26 To be effective, any request for exclusion from the Class must be in writing and must include
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1 the name, email address, AdWords account number, and mailing address of the person seeking to opt
2 out, the dates that the person was an AdWords Advertiser, and a statement that the person wishes to be
3 excluded from the Class, and must be signed by or on behalf of the person so requesting exclusion and
4 sent via first-class mail to:

5 *CLRB Hanson LLC et al. v. Google Class Action Settlement*
6 c/o Gilardi & Co., LLC
7 P.O. Box 990
8 Corte Madera, California 94976

9 **IX. SETTLEMENT HEARING**

10 At the Settlement Hearing, the Court will determine whether to finally approve this Settlement
11 and dismiss the Action and the claims of Representative Plaintiffs and the Class. The Settlement
12 Hearing may be adjourned from time to time by the Court without further written notice to the Class.

13 At the Settlement Hearing, any Class member who has not filed a proper request for exclusion
14 from the Class may appear in person or by counsel and be heard to the extent allowed by the Court in
15 opposition to the fairness, reasonableness and adequacy of the Settlement, the Plan of Distribution, or
16 the application of Representative Plaintiffs' Counsel for an award of attorney's fees and expenses and
17 for an incentive compensation award to Representative Plaintiffs, *provided, however*, that in no event
18 shall any person or entity be heard in opposition to the Settlement, the Plan of Distribution, or
19 Representative Plaintiffs' Counsel's application for attorney's fees and expenses and for an incentive
20 compensation award to Representative Plaintiffs, and in no event shall any paper or brief submitted by
21 any such person be accepted or considered by the Court, unless, the objection is filed with the Court
22 and served on Representative Plaintiffs' Counsel and Google's Counsel so that it is received no later
23 than July 14, 2009. Any such objection shall include all briefs or other papers to be considered
24 by the Court, and must include the name and address of the person and the dates that the person was an
25 AdWords Advertiser, and must be served to Representative Plaintiffs Counsel at the following
26 addresses:

1 LESTER L. LEVY
2 WOLF POPPER LLP
3 845 Third Avenue
4 New York, NY 10022

5 RACHEL S. BLACK
6 SUSMAN GODFREY L.L.P.
7 1201 Third Avenue, Suite 3800
8 Seattle, WA 98101

9 and upon counsel for Google:

10 DARALYN DURIE
11 Durie Tangri Lemley Roberts & Kent
12 332 Pine Street, Suite 200
13 San Francisco, CA 94104

14 and said objections, papers and briefs must be filed with the Clerk of the Court, showing due proof of
15 service upon Representative Plaintiffs' Counsel and counsel for Google.

16 **X. ATTORNEY'S FEES AND EXPENSES**

17 At the Settlement Hearing, or at such other time as the Court may direct, Representative
18 Plaintiffs' Counsel will apply to the Court for an award of attorney's fees from the Settlement
19 Proceeds in an amount not exceeding \$5,000,000, plus a proportionate share of the interest earned on
20 the Settlement Proceeds, and for reimbursement of their costs and expenses, not to exceed \$250,000;
21 and for a incentive compensation award to the two Representative Plaintiffs, not to exceed \$20,000
22 each. Representative Plaintiffs' Counsel, without further notice to the Class, may subsequently apply
23 to the Court for fees and expenses incurred in connection with administering this Settlement and
24 distributing the Settlement proceeds to the members of the Class.

25 **XI. FURTHER INFORMATION**

26 For a more detailed statement of the matters involved in this Action, reference is made to the
27 pleadings, to the Settlement Agreement, to the Orders entered by the Court and to the other papers
28 filed in the Action, which may be inspected at the Office of the Clerk of the United States District
Court for the Northern District of California, San Jose Division, United States Courthouse, 280 South
1st Street, San Jose, California, 95113, during regular business hours.

ALL INQUIRIES CONCERNING THIS NOTICE OR THE PROOF OF CLAIM FORM BY

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CLASS MEMBERS SHOULD BE MADE TO THE CLAIMS ADMINISTRATOR. PLEASE DO NOT CONTACT THE COURT OR THE CLERK'S OFFICE FOR INFORMATION.

Dated: _____, 2009

James W. Ware
UNITED STATES DISTRICT JUDGE