Case5:08-cv-03369-JW Document57 Filed08/31/09 Page1 of 16 COULEY GODWARD KRONISH LLP MICHAEL G. RHODES (116127) (friddsmg@cooley.com) LEO P. NORTON (216282) (horton@cooley.com) SARAHTR KOOTI (255658) (sboot@cooley.com) Gasamile: (358) 550-6420 COULEY GODWARD KRONISH LLP PFTER J. WILL SEV (advinted pro-hac vice) (pwillssy@cooley.com) COULEY GODWARD KRONISH LLP PFTER J. WILL SEV (advinted pro-hac vice) (pwillssy@cooley.com) Couler Google AdWords Litigation In rc Google AdWords Litigation In rc Google AdWords Litigation STIPULATED PROTECTIVE ORDER	evitte v. Google In		Doc		
MICHAEL G. RHODES (116127) (ThodesmyGroodey com) IED P. NORTON (216282) (fortorion/geodey com) SARAH R. BOOT (233658) 4 (sbot@cooley com) SARAH R. BOOT (233658) 4 (sbot@cooley com) 7 (cooley com) 7 (cooley com) 7 (cooley com) 7 (cooley com) 9 (pwilleg@cooley com) 9 (pwilleg@cooley com) 10 Facsimile: (202) 842-7800 11 Reter, NW. 9 Washington, D.C. 20001 11 Telephone: (202) 842-7809 10 Facsimile: (202) 842-7899 11 Attorneys for Defendant 12 GOOGLE INC. 13 UNITED STATES DISTRICT COURT 14 NORTHERN DISTRICT OF CALIFORNIA 15 SAN JOSE DIVISION 16 In re Google AdWords Litigation 17 In re Google AdWords Litigation 18 STIPULATED PROTECTIVE ORDER 29 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 Construction 22 STIPULATED PROTECTIVE ORDER 23 STIPULATED PROTECTIVE ORDER 24 Construction 25 Construction 26 Construction 27 Construction 28 STIPULATED PROTECTIVE ORDER 29 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 Construction 22 STIPULATED PROTECTIVE ORDER 23 STIPULATED PROTECTIVE ORDER 24 Stipulated Protective ORDER 25 Construction 26 Construction 27 Stipulated PROTECTIVE ORDER 28 STIPULATED PROTECTIVE ORDER 29 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 STIPULATED PROTECTIVE ORDER 22 Stipulated PROTECTIVE ORDER 23 STIPULATED PROTECTIVE ORDER 24 Stipulated PROTECTIVE ORDER 25 Stipulated PROTECTIVE ORDER 26 Stipulated PROTECTIVE ORDER 27 Stipulated PROTECTIVE ORDER 28 STIPULATED PROTECTIVE ORDER 29 STIPULATED PROTECTIVE ORDER 20 Stipulated PROTECTIV		Case5:08-cv-03369-JW Document57	Filed08/31/09 Page1 of 16		
 San Diego, CA. 92121-1909 Telephone: (358) 550-6420 COOLEY GODWARD KRONISH LLP PFTER J. WILL SEY (admitted pro hac vice) (pwillsey@cooley.com) 7777 6th Street, N.W. Washington, D.C. 20001 Telephone: (202) 842-7800 Facsimile: (202) 842-7899 Attorneys for Defendant GOOGLE INC. UNITED STATES DISTRICT COURT MORTHERN DISTRICT OF CALIFORNIA SAN JOSE DIVISION In re Google AdWords Litigation Case No. 08-cv-03369 JW RS STIPULATED PROTECTIVE ORDER STIPULATED PROTECTIVE ORDER 	2 3	MICHAEL G. RHODES (116127) (rhodesmg@cooley.com) LEO P. NORTON (216282) (lnorton@cooley.com) SARAH R. BOOT (253658) (sboot@cooley.com)			
COLLEY GOUARD KRONISH LLP PFTER J. WILL SEY (admitted pro hac vice) (pwillsey@cooley.com) 777 6th Street, N.W. Washington, D.C. 20001 Telephone: (202) 842-7800 Facsimile: (202) 842-7809 10 Facsimile: (202) 842-7899 11 Attorneys for Defendant GOOGLF INC. 12 13 UNITED STATES DISTRICT COURT 14 NORTHERN DISTRICT OF CALIFORNIA 15 SAN JOSE DIVISION 16 17 In re Google AdWords Litigation Case No. 08-ev-03369 JW RS 18 19 20 21 22 23 24 25 26 27 28 26 27 28 20 20 21 22 23 24 25 26 27 28 20 20 20 20 21 22 23 24 25 26 27 28 20 20 20 21 22 23 24 25 26 27 28 29 20 20 20 20 21 22 23 24 25 26 27 28 29 20 20 20 20 21 22 23 24 25 26 27 28 26 27 28 29 20 20 20 20 21 20 21 22 23 24 25 26 27 28 29 20 20 20 20 21 21 22 23 24 25 26 27 28 26 27 28 26 27 28 29 20 20 20 20 21 22 23 24 25 26 27 28 29 20 20 21 20 21 22 23 24 25 26 27 28 26 27 28 26 27 28 26 27 28 27 28 29 20 20 20 20 21 22 23 24 25 26 27 28 26 27 28 27 28 29 20 20 20 20 20 20 20 20 20 20		San Diego, CA 92121-1909 Telephone: (858) 550-6000			
 PETER J. WILLSEY (admitted pro hac vice) (pwillsey@cooley.com) 777 6th Street, N.W.01 Washington, D.C. 20001 Telephone: (202) 842-7809 Attorneys for Defendant GOOGLE INC. Attorneys for Defendant GOOGLE INC. UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA SAN JOSE DIVISION In re Google AdWords Litigation Case No. 08-ev-03369 JW RS STIPULATED PROTECTIVE ORDER Attorneys and the state of the stat					
 77 foh Street, N.W. Washingon, D.C. 20001 Telephone: (202) 842-7899 Attorneys for Defendant GOOGLE INC. UNITED STATES DISTRICT COURT UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA SAN JOSE DIVISION In re Google AdWords Litigation Case No. 08-cv-03369 JW RS STIPULATED PROTECTIVE ORDER Case No. 100 - 100		PETER J. WILLSEY (admitted pro hac vice)			
Telephone: (202) 842-7800 Facsimile: (202) 842-7899 11 Attorneys for Defendant GOOGLE INC. 12 UNITED STATES DISTRICT COURT 13 UNITED STATES DISTRICT COURT 14 NORTHERN DISTRICT OF CALIFORNIA 15 SAN JOSE DIVISION 16 In re Google AdWords Litigation Case No. 08-ev-03369 JW RS 18 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 STIPULATED PROTECTIVE ORDER 23 STIPULATED PROTECTIVE ORDER 24 STIPULATED PROTECTIVE ORDER 25 STIPULATED PROTECTIVE ORDER		777 6th Street, N.W. Washington, D.C. 20001			
GOOGLE INC. GOOGL	10	Telephone: (202) 842-7800			
12 13 UNITED STATES DISTRICT COURT 14 NORTHERN DISTRICT OF CALIFORNIA 15 SAN JOSE DIVISION 16 In re Google AdWords Litigation 17 In re Google AdWords Litigation 18 Case No. 08-ev-03369 JW RS 19 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 STIPULATED PROTECTIVE ORDER 23 STIPULATED PROTECTIVE ORDER 24 Stipulated PROTECTIVE ORDER 25 Stipulated PROTECTIVE ORDER 26 Stipulated PROTECTIVE ORDER	11	Attorneys for Defendant			
14 NORTHERN DISTRICT OF CALIFORNIA 15 SAN JOSE DIVISION 16 In re Google AdWords Litigation Case No. 08-ev-03369 JW RS 18 STIPULATED PROTECTIVE ORDER 19 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 STIPULATED PROTECTIVE ORDER 23 Stipulated PROTECTIVE ORDER 24 Stipulated PROTECTIVE ORDER 25 Stipulated PROTECTIVE ORDER					
15 SAN JOSE DIVISION 16 In re Google AdWords Litigation Case No. 08-cv-03369 JW RS 18 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 Stipulated Protective order 22 Stipulated Protective order 23 Stipulated Protective order 24 Stipulated Protective order 25 Stipulated Protective order 26 Stipulated Protective order 27 Stipulated Protective order	13	S DISTRICT COURT			
16 In re Google AdWords Litigation Case No. 08-cv-03369 JW RS 18 STIPULATED PROTECTIVE ORDER 20 STIPULATED PROTECTIVE ORDER 21 STIPULATED PROTECTIVE ORDER 23 Stipulated protective order 24 Stipulated protective order 25 Stipulated protective order 26 Stipulated protective order 27 Stipulated protective order	14	NORTHERN DISTR	LICT OF CALIFORNIA		
In re Google AdWords Litigation Case No. 08-cv-03369 JW RS 18 STIPULATED PROTECTIVE ORDER 19 Image: Stipulated Protective Order 20 Image: Stipulated Protective Order 21 Image: Stipulated Protective Order 22 Image: Stipulated Protective Order 23 Image: Stipulated Protective Order 24 Image: Stipulated Protective Order 25 Image: Stipulated Protective Order 26 Image: Stipulated Protective Order 27 Image: Stipulated Protective Order 28 Stipulated Protective Order	15	SAN JOS	E DIVISION		
18	16				
19 STIPULATED PROTECTIVE ORDER 20	17	In re Google AdWords Litigation	Case No. 08-cv-03369 JW RS		
20 21 22 23 24 25 26 27 28 COULY GONVARD KNINHLLP ATOMINYA LAW STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS	18		STIPULATED PROTECTIVE ORDER		
21 22 23 24 25 26 27 28 CODLEY CODWARD KRONSHILLW STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS					
22 23 24 25 26 27 28 CODLY GOUWARD ATORNEYS AT LAW STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS					
23 24 25 26 27 28 COOLEY GODWARD KRONISH LLP ATTORNEYS AT LAW STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS					
24 25 26 27 28 COOLEY GODWARD KONSH LLP ATORNEYS AT LAW STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS					
25 26 27 28 COOLEY GODWARD KRONISH LLP ATTORNEYS AT LAW STIPULATED PROTECTIVE ORDER CASE No. 08-cv-03369 JW RS					
26 27 28 Cooley Godward KRONISH LLP ATTORNEYS AT LAW STIPULATED PROTECTIVE ORDER CASE No. 08-cv-03369 JW RS					
27 28 Cooley Godward KRONISH LLP ATTORNEYS AT LAW STIPULATED PROTECTIVE ORDER CASE No. 08-cv-03369 JW RS					
28 Cooley Godward KRONISH LLP Attorneys At Law CASE No. 08-cv-03369 JW RS					
COOLEY GODWARD KRONISH LLP Attorneys At Law CASE NO. 08-CV-03369 JW RS					
	COOLEY GODWARD KRONISH LLP Attorneys At Law				

1

I. PURPOSE OF PROTECTIVE ORDER

2 Disclosure and discovery activity in this consolidated action are likely to involve 3 production of confidential, proprietary, or private information for which special protection from 4 public disclosure and from use for any purpose other than prosecuting this litigation would be 5 warranted. Accordingly, to expedite the flow of discovery materials, to facilitate the prompt 6 resolution of disputes over the confidentiality of discovery materials, to adequately protect 7 information the parties are entitled to keep confidential, to ensure that only materials the parties 8 are entitled to keep confidential are subject to such treatment and to ensure that the parties are 9 permitted reasonably necessary uses of such materials in preparation for and in the conduct of 10 trial, Plaintiffs and defendant Google Inc. ("Google") (Plaintiff and Google collectively "the 11 Parties"), by and through their respective counsel, hereby stipulate and agree to and request the 12 Court to enter the following Stipulated Protective Order ("Protective Order") as an order of the 13 Court pursuant to Rule 26(c) of the Federal Rules of Civil Procedure.

14

II. INFORMATION SUBJECT TO THIS PROTECTIVE ORDER

Discovery materials produced in this case may be marked as one of two categories:
"CONFIDENTIAL" and "CONFIDENTIAL OUTSIDE COUNSEL ONLY," as set forth below.
These categories of information shall be identified collectively in this Protective Order as
"Protected Information." The protections conferred by this Protective Order cover not only
Protected Information, but also any information copied or extracted therefrom, as well as all
copies, excerpts, summaries, or compilations thereof, plus testimony, conversations, or
presentations that might reveal Protected Information.

22

A. Designation of Protected Information

Any document or tangible thing, including, but not limited to, electronic images
 and discovery responses, but excluding deposition testimony, containing or including any
 Protected Information may be designated as such by the producing party by marking
 "CONFIDENTIAL" or "CONFIDENTIAL OUTSIDE COUNSEL ONLY" on each page
 containing Protected Information prior to or at the time copies are furnished to the receiving
 party.

Case5:08-cv-03369-JW Document57 Filed08/31/09 Page3 of 16

1	2. Electronic media containing or including any Protected Information may be				
2	designated as such by the producing party by affixing a label to such media with a				
3	"CONFIDENTIAL" or "CONFIDENTIAL OUTSIDE COUNSEL ONLY" designation prior to				
4	or at the time copies are furnished to the receiving party.				
5	3. In the case of deposition testimony, the designating party may designate testimony				
6	as Protected Information by:				
7	(a) Making a statement on the record, at any time during the deposition, that				
8	certain testimony is CONFIDENTIAL or CONFIDENTIAL OUTSIDE				
9	COUNSEL ONLY.				
10	(b) Sending written notice to all Parties, within thirty (30) calendar days after				
11	receiving a certified copy of the deposition transcript, that certain testimony is				
12	CONFIDENTIAL or CONFIDENTIAL OUTSIDE COUNSEL ONLY.				
13	Deposition transcripts shall be treated as CONFIDENTIAL OUTSIDE COUNSEL				
14	ONLY until the expiration of the time to make a confidentiality designation. Any				
15	portions so designated shall thereafter be treated in accordance with the terms of				
16	this Protective Order.				
17	4. All Protected Information not reduced to documentary, tangible, or physical form				
18	or that cannot be conveniently designated as set forth above in paragraphs 1-3, shall be designated				
19	by the producing party by informing the receiving party of the designation in writing.				
20	5. Any documents (including physical objects) made available for inspection by				
21	counsel for the receiving party prior to producing copies of selected items shall initially be				
22	considered, as a whole, to constitute Protected Information and shall be subject to this Protective				
23	Order. Thereafter, the producing party shall have a reasonable time to review and designate the				
24	appropriate documents as Protected Information prior to furnishing copies to the receiving party.				
25	B. Information Designated as Confidential				
26	6. For purposes of this Protective Order, "CONFIDENTIAL" information shall mean				
27	all information or material produced for or disclosed to a receiving party that a producing party,				
28	including any party to this action and any non-party producing information or material voluntarily				
ARD P	2. STIPULATED PROTECTIVE ORDER				

Case5:08-cv-03369-JW Document57 Filed08/31/09 Page4 of 16

1	or pursuant to a subpoena or court order, reasonably and in good faith considers to constitute				
2	confidential technical, sales, marketing, financial, or business information, other commercially				
3	sensitive information, or AdWords account information of the named plaintiffs, however				
4	embodied, that has been so designated by the producing party.				
5	7. The following information is not CONFIDENTIAL information:				
6	(a) Published advertising materials;				
7	(b) Any information that is or becomes, after its disclosure to a receiving party,				
8	part of the public domain as a result of publication not involving a violation of this				
9	Protective Order;				
10	(c) Any information that the receiving party can show was already known to it				
11	prior to the disclosure;				
12	(d) Any information that the receiving party can show by written records was				
13	received by it after the disclosure from a source who obtained the information				
14	lawfully and under no obligation of confidentiality to the producing party; and				
15	(e) Any information which the receiving party can show was independently				
16	developed by it after the time of disclosure by personnel who did not have access				
17	to the producing party's CONFIDENTIAL information				
18	8. Information designated CONFIDENTIAL shall be available only to:				
19	(a) The owners, principals, shareholders, or employees of a party, or if the				
20	party is an individual, the individual, who have responsibility for managing this				
21	litigation, making decisions dealing directly with the litigation in this action or				
22	who are assisting outside counsel in preparation for proceedings in this action;				
23	(b) Outside litigation counsel of record and supporting personnel employed in				
24	the law firm(s) of outside litigation counsel of record, such as attorneys,				
25	paralegals, legal translators, legal secretaries, legal clerks and shorthand reporters;				
26	(c) Technical advisers, as defined in Paragraph 11, and their necessary support				
27	personnel, subject to the provisions of paragraphs 11 through 16 herein, and who				
28	have signed the form attached hereto as Attachment A;				
D	3. STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS				

1					
1	(d) The Court, its personnel, and stenographic reporters (see paragraph 22				
2	below regarding filing or submitting Protected Information to the Court);				
3	(e) Independent legal translators retained to translate in connection with this				
4	action; independent stenographic reporters and videographers retained to record				
5	and transcribe testimony in connection with this action; graphics, translation, or				
6	design services retained by counsel or the Parties for purposes of preparing				
7	demonstrative or other exhibits for deposition, trial, or other court proceedings in				
8	the actions; non-technical jury or trial consulting services not including mock				
9	jurors; electronic litigation database service providers retained by counsel or a				
10	party; outside copy services retained by counsel; and				
11	(f) Witnesses in this action where at least one of the following conditions				
12	applies:				
13	i. The witness is a current employee of the designating party;				
14	ii. The witness is a person identified as an author, recipient, or one who				
15	otherwise had access to or knowledge of the Protected Information				
16	prior to its production in this action;				
17	iii. The designating party has consented on the record at a deposition or				
18	hearing to the disclosure of the Protected Information to the witness; or				
19	iv. At least ten (10) days prior to the disclosure, the party desiring to				
20	disclose the Protected Information to the witness notifies the				
21	designating party of that desire, with a specific identification of the				
22	Protected Information to be disclosed, and the designating party fails to				
23	object in writing to such desire within that ten (10) day period. If,				
24	however, an objection is made in writing, the Protected Information				
25	may not be disclosed to the witness until and unless the receiving party				
26	desiring to make such disclosure moves for, and obtains, appropriate				
27	relief from the Court.				
28	Witnesses receiving Protected Information under this section shall not be allowed to retain copies				

of any such material received unless otherwise provided for under this Protective Order. A
 witness who received Protected Information during a deposition, however, may review that
 material while reviewing the transcript of the deposition, provided that the Protected Information
 is not retained by the witness after the review of the transcript for accuracy is complete.

5

C.

Information Designated as Confidential Outside Counsel Only

9. The CONFIDENTIAL OUTSIDE COUNSEL ONLY designation is reserved for 6 7 CONFIDENTIAL information that a producing party reasonably and in good faith considers to 8 constitute proprietary marketing, financial, sales, web traffic, research and development, or 9 technical data or information, AdWords account information of putative class members, or other 10 commercially sensitive competitive information, including, without limitation, confidential 11 information obtained from a nonparty pursuant to a current Nondisclosure Agreement ("NDA"), 12 CONFIDENTIAL information relating to future products or services not yet commercially 13 released, strategic plans, and settlement agreements or settlement communications, the disclosure of which is likely to cause harm to the competitive position of the producing party. Documents 14 15 **OUTSIDE** ATTORNEYS' **EYES** HIGHLY marked CONFIDENTIAL **ONLY** or 16 CONFIDENTIAL shall be treated as if designated CONFIDENTIAL OUTSIDE COUNSEL 17 In determining whether information should be designated as CONFIDENTIAL ONLY. 18 OUTSIDE COUNSEL ONLY, each party agrees to use such designation only in good faith.

19 10. Information designated CONFIDENTIAL OUTSIDE COUNSEL ONLY shall be
20 available only to the categories of persons identified in paragraphs 8(b)-(f), above.

21

D. Disclosure of Technical Advisers

11. Information designated by the producing party under any category of Protected Information and such copies of this information as are reasonably necessary for maintaining, defending or evaluating this litigation may be furnished and disclosed to the receiving party's technical advisers and their necessary support personnel. The term "technical adviser" shall mean an independent, outside expert witness or consultant with whom counsel may deem it necessary to consult and who has first complied with paragraph 12 and who the receiving party has given notice of in accordance with paragraph 13.

COOLEY GODWARD KRONISH LLP Attorneys At Law San Diego

Case5:08-cv-03369-JW Document57 Filed08/31/09 Page7 of 16

12. No disclosure of Protected Information to a technical adviser or their necessary 2 support personnel shall occur until that person has: (1) signed the form attached hereto as 3 Attachment A; (2) a signed copy has been provided to the producing party; (3) the receiving party 4 has given notice in accordance with paragraph 13; and (4) to the extent there has been an 5 objection, that objection is resolved as discussed in paragraph 13.

13. A party desiring to disclose Protected Information to a technical adviser shall also 6 7 give prior written notice by email to the producing party, who shall have ten (10) business days 8 after such notice is given to object in writing. The party desiring to disclose Protected 9 Information to a technical adviser must provide the following information for each technical 10 adviser: name, address, curriculum vitae, current employer, employment history for the past four 11 (4) years, and a listing of cases in which the witness has testified as an expert at trial or by 12 deposition within the preceding four (4) years. No Protected Information shall be disclosed to 13 such expert(s) or consultant(s) until after the expiration of the foregoing notice period.

14 14. A party objecting to disclosure of Protected Information to a technical adviser 15 shall state with particularity the ground(s) of the objection and the specific categories of 16 documents that are the subject of the objection. The objecting party's consent to the disclosure of 17 Protected Information to a technical adviser shall not be unreasonably withheld, and its objection 18 must be based on that party's good faith belief that disclosure of its Protected Information to the 19 technical adviser will result in specific business or economic harm to that party.

20 15. If after consideration of the objection, the party desiring to disclose the Protected 21 Information to a technical adviser refuses to withdraw the technical adviser, that party shall 22 provide notice to the objecting party. Thereafter, the objecting party shall move the Court, within 23 ten (10) business days of receiving such notice, for a ruling on its objection. A failure to file a 24 motion within the ten (10) business day period shall operate as an approval of disclosure of the 25 Protected Information to the technical adviser. The parties agree to cooperate in good faith to 26 shorten the time frames set forth in this paragraph if necessary to abide by any discovery or 27 briefing schedules.

COOLEY GODWARD KRONISH LLP ATTORNEYS AT LAW SAN DIEGO

28

1

16. The objecting party shall have the burden of showing to the Court "good cause" for preventing the disclosure of its Protected Information to the technical adviser. This "good cause" shall include a particularized showing that: (1) the Protected Information is confidential commercial information, (2) disclosure of the Protected Information would result in a clearly defined and serious injury to the objecting party's business, and (3) the proposed technical advisor is in a position to allow the Protected Information to be disclosed to the objecting party's competitors.

7

E.

Challenges to Confidentiality Designations

8 17. The parties shall use reasonable care when designating documents or information 9 as Protected Information. Nothing in this Protective Order shall prevent a receiving party from 10 contending that any documents or information designated as Protected Information have been 11 improperly designated. A receiving party may at any time request that the producing party cancel 12 or modify the Protected Information designation with respect to any document or information 13 contained therein.

14 18. A party shall not be obligated to challenge the propriety of a designation of any 15 category of Protected Information at the time of production, and a failure to do so shall not 16 preclude a subsequent challenge thereto. A challenge shall be written, shall be served on counsel 17 for the producing party, and shall particularly identify the documents or information that the 18 receiving party contends should be differently designated. The parties shall use their best efforts 19 to resolve promptly and informally such disputes through an in person or telephonic conference. 20 During the conference, the challenging party must explain the basis for its belief that the 21 confidentiality designation was not proper, and must give the designating party a reasonable 22 opportunity to review the designated material and explain the basis for the chosen designation. If 23 an agreement cannot be reached, the receiving party shall request, through a motion accompanied by a competent declaration that certifies compliance with the meet and confer requirements, that 24 25 the Court cancel or modify a designation. The burden of demonstrating the confidential nature of 26 any information shall at all times be and remain on the designating party.

27 19. Until a determination by the Court, the information in issue shall be treated as
28 having been properly designated and subject to the terms of this Protective Order.

COOLEY GODWARD KRONISH LLP Attorneys At Law San Diego 1

F.

Limitations on the Use of Protected Information

2 20. All Protected Information shall be held in confidence by each person to whom it is 3 disclosed, shall be used only for purposes of this litigation, shall not be used for any business 4 purpose, and shall not be disclosed to any person who is not entitled to receive such information 5 as herein provided. All produced Protected Information shall be carefully maintained so as to 6 preclude access by persons who are not entitled to receive such information.

7 21. Except as may otherwise be ordered by the Court, during a deposition, any person 8 other than the witness, his or her attorney(s), or any person qualified to receive Protected 9 Information under this Order shall be excluded from the portion of the examination concerning 10 such information, unless the producing party consents to persons other than qualified recipients 11 being present at the examination. If the witness is represented by an attorney who is not qualified 12 under this Protective Order to receive such information, then prior to the examination, the 13 producing party shall request that the attorney provide a signed statement, in the form of 14 Attachment A hereto, that he or she will comply with the terms of this Protective Order and 15 maintain the confidentiality of Protected Information disclosed during the course of the 16 examination. In the event that such attorney declines to sign such a statement prior to the 17 examination, the parties, by their attorneys, shall jointly seek a protective order from the Court 18 prohibiting the attorney from disclosing Protected Information.

19 22. Without written permission from the designating party or order of the Court
20 secured after appropriate notice to all interested persons, a party may not file or otherwise submit
21 in the public record in this action any Protected Information. Any party desiring to file or
22 otherwise submit Protected Information must do so under seal and must comply with Civil Local
23 Rule 79-5.

24 23. Outside attorneys of record for the parties are hereby authorized to be the persons
25 who may retrieve confidential exhibits and/or other confidential matters filed with the Court upon
26 termination of this litigation without further order of this Court, and are the persons to whom such
27 confidential exhibits or other confidential matters may be returned by the Clerk of the Court, if
28 they are not so retrieved. No material or copies thereof so filed shall be released except by order

COOLEY GODWARD KRONISH LLP Attorneys At Law San Diego of the Court, to outside counsel of record, or as otherwise provided for hereunder.

2

1

24. Protected Information shall not be copied or otherwise reproduced by a receiving 3 party, except for transmission to qualified recipients, without the written permission of the 4 producing party, or, in the alternative, by further order of the Court. Nothing herein shall, 5 however, restrict a qualified recipient from making working copies, abstracts, digests and 6 analyses of CONFIDENTIAL and CONFIDENTIAL OUTSIDE COUNSEL ONLY information 7 for use in connection with this litigation, and such working copies, abstracts, digests and analyses 8 shall be deemed Protected Information under the terms of this Protective Order. Further, nothing 9 herein shall restrict a qualified recipient from converting or translating CONFIDENTIAL and 10 CONFIDENTIAL OUTSIDE COUNSEL ONLY information into machine readable form for 11 incorporation into a data retrieval system used in connection with this action, provided that access 12 to that Protected Information, in whatever form stored or reproduced, shall be limited to qualified 13 recipients.

14

G. Nonparty Use of This Protective Order

15 25. A nonparty producing information or material voluntarily or pursuant to a 16 subpoena or a court order may designate such material or information as Protected Information 17 pursuant to the terms of this Protective Order.

18 26. A nonparty's use of this Protective Order to protect its Protected Information does 19 not entitle that nonparty access to the Protected Information produced by any party in this case.

20

H. No Waiver of Privilege

21 27. Nothing in this Protective Order shall require production of information that a 22 party contends is protected from disclosure by the attorney-client privilege, the work product 23 doctrine, or other privilege, doctrine, right, or immunity. If information subject to a claim of attorney-client privilege, work product protection, or other privilege, doctrine, right, or immunity 24 25 is nevertheless inadvertently or unintentionally produced, such production shall in no way 26 prejudice or otherwise constitute a waiver or estoppel as to any such privilege, doctrine, right or 27 immunity. Any party that inadvertently or unintentionally produces materials protected by the 28 attorney-client privilege, work product doctrine, or other privilege, doctrine, right, or immunity

Case5:08-cv-03369-JW Document57 Filed08/31/09 Page11 of 16

1 may obtain the return of those materials by promptly notifying the recipient(s) upon discovery of 2 the unintentional or inadvertent production and providing a privilege log for the inadvertently 3 produced materials. The recipient(s) shall gather and return all copies of and electronic media 4 containing privileged material to the producing party, except for electronic copies and any pages 5 containing privileged markings by the recipient, which pages shall instead be destroyed and 6 certified as such by the recipient to the producing party. Notwithstanding this provision, outside 7 litigation counsel of record are not required to delete information that may reside on their 8 respective firm's electronic back-up systems that are over-written in the normal course of 9 business.

10

I. **Miscellaneous** Provisions

11 28. Inadvertent or unintentional production of documents or things containing 12 Protected Information which are not designated as one or more category of Protected Information 13 at the time of production shall not be deemed a waiver in whole or in part of a claim for 14 confidential treatment. The producing party shall promptly notify the other parties of the error 15 upon discovery of such error in writing and provide replacements of the Protected Material at 16 issue bearing the appropriate confidentiality legend. In the event of any unintentional or 17 inadvertent disclosure of Protected Information other than in a manner authorized by this 18 Protective Order, counsel for the party responsible for the disclosure shall immediately notify 19 opposing counsel of all of the pertinent facts, and make every effort to further prevent 20 unauthorized disclosure including, retrieving all copies of the Protected Information from the 21 recipient(s) thereof, and securing the agreement of the recipients not to further disseminate the 22 Protected Information in any form. Compliance with the foregoing shall not prevent the 23 producing party from seeking further relief from the Court.

24 25 26

29. Within sixty (60) days after the entry of a final non-appealable judgment or order, or the complete settlement of all claims asserted against all parties in this action, each party shall, at the option of the producing party, either return or destroy all physical objects and documents 27 which embody Protected Information it has received, and shall destroy in whatever form stored or 28 reproduced, all physical objects and documents, including but not limited to, correspondence,

Case5:08-cv-03369-JW Document57 Filed08/31/09 Page12 of 16

1 memoranda, notes and other work product materials, which contain or refer to any category of 2 Protected Information. All Protected Information, not embodied in physical objects and 3 documents shall remain subject to this Protective Order. Notwithstanding this provision, outside 4 litigation counsel of record are not required to delete information that may reside on their 5 respective firm's electronic back-up systems that are over-written in the normal course of 6 business. Notwithstanding the foregoing, outside counsel shall be entitled to maintain copies of 7 all pleadings, motions and trial briefs (including all supporting and opposing papers and exhibits 8 thereto), written discovery requests and responses (and exhibits thereto), deposition transcripts 9 (and exhibits thereto), trial transcripts, and exhibits offered or introduced into evidence at any 10 hearing or trial, and their attorney work product which refers or is related to any 11 CONFIDENTIAL and CONFIDENTIAL OUTSIDE COUNSEL ONLY information for archival 12 purposes only. If a party opts to destroy CONFIDENTIAL or CONFIDENTIAL OUTSIDE 13 COUNSEL ONLY information, the party must provide a Certificate of Destruction to the 14 producing party.

15 30. If at any time documents containing Protected Information are subpoenaed by any 16 court, arbitral, administrative or legislative body, the person to whom the subpoena or other 17 request is directed shall immediately give written notice thereof to every party who has produced 18 such documents and to its counsel, and shall provide each such party with an opportunity to 19 object to the production of such documents. If a producing party does not take steps to prevent 20 disclosure of such documents within ten (10) business days of the date written notice is given, the 21 party to whom the referenced subpoena is directed may produce such documents in response 22 thereto.

23 24 25

31. This Protective Order is entered without prejudice to the right of any party to apply to the Court at any time for additional protection, or to relax or rescind the restrictions of this Protective Order, when convenience or necessity requires. Furthermore, without application to 26 this Court, any party that is a beneficiary of the protections of this Protective Order may enter a 27 written agreement releasing any other party hereto from one or more requirements of this 28 Protective Order even if the conduct subject to the release would otherwise violate the terms

11.

COOLEY GODWARD KRONISH LLP ATTORNEYS AT LAW SAN DIEGO

1	herein.
---	---------

2	32. The United States District Court for the Northern District of California is
3	responsible for the interpretation and enforcement of this Protective Order. After termination of
4	this litigation, the provisions of this Protective Order shall continue to be binding except with
5	respect to those documents and information that become a matter of public record. This Court
6	retains and shall have continuing jurisdiction over the parties and recipients of the Protected
7	Information for enforcement of the provision of this Protective Order following termination of
8	this litigation. All disputes concerning Protected Information produced under the protection of
9	this Protective Order shall be resolved by the United States District Court for the Northern
10	District of California.
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	///
27	///
28	///
/ARD LP LAW	12. STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS
	I I

COOLEY GODWAR KRONISH LLP ATTORNEYS AT LAW SAN DIEGO

	Case5:08-cv-03369-JW Document57 Filed08/31/09 Page14 of 16				
1	33. Any of the notice requirements herein may be waived, in whole or in part, but only				
2	in writing signed by the attorney-in-charge	e for the party against whom such waiver will be			
3	effective.				
4	IT IS SO STIPULATED.				
5	Dated: August 28, 2009	COOLEY GODWARD KRONISH LLP			
6		By: /s/Peter J. Willsey			
7		By: /s/Peter J. Willsey Peter J. Willsey			
8		Attorneys for Defendant GOOGLE, INC.			
9	Dated: August 28, 2009	SCHUBERT JONCKHEER KOLBE & KRALOWEC LLP			
10		ROBERT C. SCHUBERT S.B.N. 62684 WILLEM F. JONCKHEER S.B.N. 178748			
11		KIMBERLY A. KRALOWEC S.B.N. 163158			
12		By:/s/Willem F. Jonckheer			
13		Willem F. Jonckheer			
14		Attorneys for Plaintiffs			
15	ATTESTA	ATION OF FILER			
16	I, Sarah R. Boot, hereby attest that concurrence in the filing of the document has been				
17	obtained from each of the other signatories.				
18	Dated: August 28, 2009	COOLEY GODWARD KRONISH LLP			
19		By: /s/Sarah R. Boot			
20		By: /s/Sarah R. Boot Sarah R. Boot			
21		Attorneys for Defendant GOOGLE INC.			
22	PURSUANT TO THE STIPULAT	ION, IT IS SO ORDERED.			
23	Dated:, 2009				
24					
25		By:			
26		United States District Court Judge			
27					
28 Cooley Godward					
KRONISH LLP Attorneys At Law San Diego		13.STIPULATED PROTECTIVE ORDER CASE NO. 08-cv-03369 JW RS			

	Case5:08-cv-03369-JW Document57 Filed08/31/09 Page15 of 16				
1	1 <u>ATTACHMENT A TO THE PROTECTIVE ORDER</u>				
2	2 CONFIDENTIALITY AGREEMENT				
3	I reside at				
4	1. My present employer is				
5 6	5 2. My present occupation or job description is				
7	3. I have read the Protective Order dated, 2009, and have been				
8	engaged ason behalf of				
9	in the preparation and conduct of litigation titled <i>In re Google Adwords</i>				
10	Litigation, United Stated District Court, Northern District of California, Case Number 08-cv-				
11	03369 JW RS.				
12	4. I am fully familiar with and agree to comply with and be bound by the provisions				
13	of said Protective Order. I understand that I am to retain all copies of any documents designated				
14	as CONFIDENTIAL and/or CONFIDENTIAL OUTSIDE COUNSEL ONLY information in a				
15	secure manner, and that all copies are to remain in my personal custody until I have completed				
16	my assigned duties, whereupon the copies and any writings prepared by me containing any				
17	CONFIDENTIAL and/or CONFIDENTIAL OUTSIDE COUNSEL ONLY information are to be				
18	returned to counsel who provided me with such material.				
19	5. I will not divulge to persons other than those specifically authorized by said				
20	Protective Order, and will not copy or use except solely for the purpose of this action, any				
21	information obtained pursuant to said Protective Order, except as provided in said Protective				
22					
23					
24	assist me of the terms of said Protective Order.				
25	6. In accordance with paragraph 13 of the Protective Order (if applicable), I have				
26	attached my resume, curriculum vitae or other information to this executed Confidentiality				
27	Agreement sufficient to identify my current employer and employment history for the past four				
28	(4) years, and the cases in which I have testified as an expert at trial or by deposition within the				
Cooley Godward Kronish LLP Attorneys At Law San Diego	14. STIPULATED PROTECTIVE ORDER CASE NO. 08-CV-03369 JW RS				

	Case5:08	-cv-03369-JW	Document57	Filed08/31/09	Page16 of 16
1	preceding four	r (4) years.			
2			f perjury under th	e laws of the Unit	ted States of America that the
3		ue and correct.			
4	Execut	ted on			
5	Litera	ted on[[date]		
6					
7				[si	gnature]
8					
9	Company:				
10					
11	Address:				
12					
13					
14					
15	636237 v5/SD				
16					
17					
18					
19 20					
20					
21					
22 23					
23 24					
25					
23 26					
20					
28					
DWARD LLP T LAW GO			1	15. STI	PULATED PROTECTIVE ORDER Case No. 08-cv-03369 JW RS