

IN THE UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF DELAWARE

PERSONALIZED USER MODEL, L.L.P.,	)	
	)	
Plaintiff,	)	
	)	
v.	)	
	)	
GOOGLE, INC.,	)	
	)	C.A. No. 09-525 (LPS)
Defendant.	)	
_____	)	REDACTED - PUBLIC VERSION
GOOGLE, INC.,	)	
	)	
Counterclaimant,	)	
	)	
v.	)	
	)	
PERSONALIZED USER MODEL, L.L.P.	)	
and YOCHAI KONIG,	)	
	)	
Counterclaim-Defendants.	)	

**PARTIES’ JOINT LIST OF EXHIBITS ADMITTED INTO EVIDENCE AT TRIAL**

MORRIS, NICHOLS, ARSHT & TUNNELL LLP  
Karen Jacobs (#2881)  
Jeremy A. Tigan (#5239)  
Regina Murphy (#5648)  
1201 N. Market Street  
P.O. Box 1347  
Wilmington, DE 19899-1347  
(302) 658-9200  
kjacobs@mnat.com  
jtigan@mnat.com  
rmurphy@mnat.com

POTTER ANDERSON & CORROON LLP  
Richard L. Horwitz (#2246)  
David E. Moore (#3983)  
Bindu A. Palapura (#5370)  
Hercules Plaza, 6th Floor  
1313 N. Market Street  
Wilmington, DE 19801  
(302) 984-6000  
rhorwitz@potteranderson.com  
dmoore@potteranderson.com  
bpalapura@potteranderson.com

Attorneys for Personalized User Model, L.L.P. and  
Yochai Konig

Attorneys for Defendant Google, Inc.

OF COUNSEL:

Marc S. Friedman  
DENTONS US LLP  
1221 Avenue of the Americas  
New York, NY 10020-1089

Mark C. Nelson  
Richard D. Salgado  
DENTONS US LLP  
2000 McKinney Avenue, Suite 1900  
Dallas, TX 75201

Jennifer D. Bennett  
DENTONS US LLP  
1530 Page Mill Road, Suite 200  
Palo Alto, CA 94304-1125

Andrew M. Grodin  
DENTONS US LLP  
101 JFK Parkway  
Short Hills, NJ 07078-2708

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OF COUNSEL:

Charles K. Verhoeven  
David A. Perlson  
Joshua Lee Sohn  
Antonio R. Sistos  
Margaret Pirnie Kammerud  
QUINN EMANUEL URQUHART &  
SULLIVAN, LLP  
50 California Street  
San Francisco, CA 94111

Andrea Pallios Roberts  
QUINN EMANUEL URQUHART &  
SULLIVAN, LLP  
555 Twin Dolphin Drive, Suite 560  
Redwood Shores, CA 94065

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**UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF DELAWARE**

**Personalized User Model L.L.P. v. Google, Inc.  
Case Number: 09-525 (LPS)**

**Parties' Joint List of Exhibits Admitted Into Evidence at Trial**

PRESIDING JUDGE: Judge Stark				PLAINTIFF'S ATTORNEY: Karen Jacobs Marc Friedman	DEFENDANTS ATTORNEY: Richard Horwitz Charles Verhoeven
TRIAL DATES: March 10 - 14, 18 - 20 2014				COURT REPORTER Brian Gaffigan	COURTROOM DEPUTY Ronald Golden
PTX No.	DTX No.	Date Offered	Admitted	Description of Exhibits and Witnesses	
1		3/11/14	Yes	U.S. Patent No. 6,981,040, Konig et al.	
2		3/11/14	Yes	U.S. Patent No. 7,685,276, Konig et al	
6		3/12/14	Yes	Souped-up search engines PUM 0092080-083	
11		3/12/14	Yes	Cookie-Based Personalized Search G-PUM-0000650-666	
12		3/12/14	Yes	[REDACTED] G-PUM-0000278-282	
13		3/12/14	Yes	Goowiki, Main, Kansas GGL-PUM00000001-002	
14		3/12/14	Yes	Web Doc. Entitled Google Developer handbook - Kansas GGL-PUM00000205-207	
15		3/12/14	Yes	Google Search Data, Data Available to Personalized Search GGL-PUM00000115-117	
16		3/12/14	Yes	[REDACTED] Developer's Guide GGL-PUM00009182-238	
17		3/12/14	Yes	Google Developer Guide Library - "Web Search Overview, or, The Life of a Query" G-PUM-0071630-651	
21		3/12/14	Yes	An Overview of Personalization Efforts at Google G-PUM-0071479-491	
22		3/12/14	Yes	Personalized Search G-PUM-0465340-369	
24		3/12/14	Yes	Defendant Google Inc.'s Objections and Responses to Plaintiff's Fourth Set of Interrogatories to Google No. 19-31, 34-36)	

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25		3/12/14	Yes	[REDACTED] 2009-05-19 G- PUM-0464990-024	
30		3/12/14	Yes	Defendant Google Inc.'s Supplemental Objections and Responses to Plaintiff's Fourth Set of Interrogatories to Google (Nos. 24-26, 28-29)	
33		3/12/14	Yes	[REDACTED] GGL- PUM00119029-033	
34		3/12/14	Yes	[REDACTED] GGL-PUM00118990-009	
35		3/12/14	Yes	Google's Supplemental Objections and Responses to Plaintiff P.U.M.'s October 18, 2011 Amended Notice of Rule 30 (B)(6) Deposition of Google Inc. (Topic 1)	
37		3/12/14	Yes	E-mail regarding profiles G-PUM-0243477-485	
38		3/12/14	Yes	PowerPoint - "Personalized Search" G-PUM-0465025-046	
39		3/12/14	Yes	Declaration - no bates number	
41		3/12/14	Yes	Twiddler Quick Start Guide GGL-PUM00012638-642	
43		3/12/14	Yes	Official Google Blog: Personalized Search for everyone GGL-PUM00113861-863	
44		3/12/14	Yes	TwiddlerCatalog G-PUM-0074613-619	
69		3/12/14	Yes	[REDACTED] - Restricted - Source Code - GGL-PUM00100140 -143	
76		3/12/14	Yes	Restricted - Source Code GGL-PUM00100167-173	
97		3/12/14	Yes	Restricted - Source Code GGL-PUM00099996-100012	
98		3/12/14	Yes	[REDACTED] code GGL-PUM00100652-665	
110		3/12/14	Yes	Google AdRank GGL-PUM00005951	
112		3/12/14	Yes	UBAQ in 15 minutes G-PUM-0424833-837	
113		3/12/14	Yes	PowerPoint entitled "User-Based Ads Quality" G-PUM-0075603-619	

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114		3/18/14	Yes	Google Resume G-PUM-0257622-626	
115		3/12/14	Yes	Ads Quality: System And Team Overview GGL-PUM00008731	
140		3/12/14	Yes	E-mail - re: UBAQ in Kansas 4/23/2011 G-PUM-0325400	
200		3/12/14	Yes	Restricted - Source Code GGL-PUM00099915-981	
202		3/12/14	Yes	Goowiki webpage - Text Classification in Personalized Applications GGL-PUM00000775-781	
213		3/12/14	Yes	Noogler Personalization Personalization Profiles, Exercises and Tips G-PUM-0000109-114	
220		3/12/14	Yes	PowerPoint entitled "ContentAds aka AdSense" G-PUM-0143302- 349	
222		3/11/14	Yes	PowerPoint entitled "CTR Prediction in ContentAds (AdSense for Content)" G-PUM-296873-899	
223		3/12/14	Yes	CUBAQ Overview Launch Approval [REDACTED] G-PUM- 0423902-924	
226		3/12/14	Yes	Redacted letter dated July 20, 2011	
275		3/13/14	Yes	E-mail 11/5/01 PUM 0092370-378	
331		3/18/14	Yes	Google Announces Fourth Quarter and Fiscal Year 2010 Results and Management Changes	
334		3/18/14	Yes	E-mail Subject: Important and time critical: Kaltix acquisition G- PUM-0501504-506	
336		3/18/14	Yes	Article "The Search Engine of the Future" dated- 6/8/2007 G-PUM- 0295254-260	
341		3/18/14	Yes	Article "iGoogle, Personalized Search and You" dated 5/1/2007 PUM 0068048-051	
342		3/18/14	Yes	Searching for the personal touch CNET News PUM 0068313-317	
356		3/12/14	Yes	Microsoft Computer Dictionary - Fourth Edition	
357		3/12/14	Yes	Random House Webster's Unabridged Dictionary, Second Edition	



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PTX No.	DTX No.	Date Offered	Admitted	Description of Exhibits and Witnesses	
403		3/12/14	Yes	Google Inc.'s Response to Plaintiff's Second Set of Requests for Admission (No. 6-29, 36-38)	
404		3/12/14	Yes	AFC User Profile G-PUM-0437534	
406		3/12/14	Yes	Test Ad Serving Privacy Policy and Cookie Opt-out GGL-PUM00092864-872	
407		3/12/14	Yes	Internal Google Experiment "CUBAQ core targeting," G-PUM-0075368-372	
408		3/12/14	Yes	Overview G-PUM-0424101-111	
409		3/12/14	Yes	Audience/Interest Based Advertising, Kansas Use in [REDACTED] G-PUM-0075490-495	
411		3/12/14	Yes	[REDACTED] GGL-PUM00005598-601	
413		3/12/14	Yes	CUBAQ Update G-PUM-0290425-445	
416		3/12/14	Yes	E-mail [REDACTED] G-PUM-0440481-482	
433		3/12/14	Yes	A breadth-first look at Personalized Search G-PUM-0465275-306	
436		3/13/14	Yes	Google Merchant Center, Categorize your products	
437		3/13/14	Yes	Google AdWords, AdWords Help Center, "How are ads ranked?" GGL-PUM00002212-214	
498		3/11/14	Yes	Assignment LUMEN000139-140	
499		3/11/14	Yes	Assignment LUMEN000610-613	
501		3/11/14	Yes	Patent Assignment PUM 0069236-240	
509		3/11/14	Yes	Provisional Patent Application of Konig and Twersky for Personal WEB PUM 0091981-2031	
513		3/13/14	Yes	UTOPY Newsletter #1 - 9/1/1999 PUM 0002015-016	
532		3/13/14	Yes	Memo Personal WEB PUM 0091543-554	
576		3/12/14	Yes	Gaia gdh Developer handbook GGL-PUM00000256-260	

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PTX No.	DTX No.	Date Offered	Admitted	Description of Exhibits and Witnesses	
632		3/12/14	Yes	Automated Profile Generation and Monitoring G-PUM-0000090-092	
729		3/12/14	Yes	Optimization for User Profile and Boostmap: [REDACTED] [REDACTED] G-PUM-0012934-936	
730		3/12/14	Yes	Languages and Personalized Search GGL-PUM00000340-343	
736		3/12/14	Yes	Google Interest Based Ads or IBA G-PUM-0075038-039	
770		3/12/14	Yes	[REDACTED] R1.13 (9/21/2006 15:54) GGL-PUM00000992-1000	
869		3/12/14	Yes	Restricted - Source Code GGL-PUM00100473-478	
942		3/12/14	Yes	Restricted - Source Code GGL-PUM00102361-386	
1113		3/12/14	Yes	Google screenshot of "Adwords Beginners Guide"	
1185		3/14/14	Yes	Google Video GGL-PUM113503	
1268		3/11/14	Yes	Figures 1-49 from the Expert Report of Michael Pazzani	
1312		3/12/14	Yes	Work in Progress: Migrating Ads and Search to use [REDACTED] G-PUM-0443504-509	
1451		3/11/14	Yes	Dissertation of Yochai Konig "REMAP: Recursive Estimation and Maximization of a Posteriori Probabilities"	
1457		3/12/14	Yes	Restricted - Source code GGL-PUM00118938-966	
1458		3/12/14	Yes	[REDACTED] GGL-PUM00119150-151	
1462		3/12/14	Yes	[REDACTED] GGL-PUM00119158-159	
	6	3/18/14	Yes	Redacted E-mail re: Patent dated 12/26/2005	
	7	3/18/14	Yes	Utopy, Inc. Meeting of the Board of Directors Held on 3/3/2006	
	111	3/18/14	Yes	U.S. Patent No. 6,981,040 (Konig et al.) dated 12/27/2005	
	112	3/18/14	Yes	U.S. Patent No. 7,685,276 (Konig et al.) dated 3/23/2010	
	114	3/18/14	Yes	Transmittal Form re: Amendments to the Specification for Serial	



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PTX No.	DTX No.	Date Offered	Admitted	Description of Exhibits and Witnesses	
				No. 09/597,975 In re Application entitled: Automatic, Personalized Online Information and Product Services dated 9/4/2003	
	150	3/13/14	Yes	PUM's 11th Suppl. Resp. to Google's 1st Set of Roggs (Nos. 1, 11) dated 12/1/2010	
	151	3/13/14	Yes	Presentation entitled: Utopy Personal Web dated July 1999	
	157	3/13/14	Yes	E-mail from Y. Konig to Twersky et al. re: initial patent document dated 8/30/1999	
	161	3/13/14	Yes	Utopy – Providing Your Personal Web, White Paper Draft #1 dated May 1999	
	163	3/13/14	Yes	SRI Int'l Employment Agreement dated 4/8/1996	
	165	3/13/14	Yes	PUM's 13th Suppl. Resp. to Google's 1st Set of Roggs (No. 1) dated 2/8/2011	
	196	3/13/14	Yes	Presentation entitled: Utopy - Next Generation Personalization Platform	
	221	3/18/14	Yes	Utopy.com web page screen shot	
	238	3/13/14	Yes	PUM's Second Supplemental Responses to Defendant Google's First Set of Interrogatories (No. 1)	
	251	3/14/14	Yes	U.S. Patent No. 7,631,032	
	259	3/14/14	Yes	Joachims, T. et al (1997), WebWatcher: A Tour Guide for the World Wide Web, In Proceedings of the Fifteenth International Joint Conference on Artificial Intelligence	
	264	3/14/14	Yes	Mladenic, D. (1996), Personal WebWatcher: design and implementation, Technical Report IJS-DP-7472	
	266	3/14/14	Yes	Montebello, M. et al. (1998), A Personal Evolvable Advisor for WWW Knowledge-Based Systems, Proceedings of Workshop on Reuse of Web information at the Seventh International World Wide Web Conference	
	270	3/14/14	Yes	Wasfi, A. (1999), Collecting User Access Patterns for Building User Profiles and Collaborative Filtering, IUI '99 Proceedings of the 4th international conference on Intelligent user interfaces	

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PTX No.	DTX No.	Date Offered	Admitted	Description of Exhibits and Witnesses	
	370	3/13/14	Yes	Plaintiff PUM's Fifth Supplemental Responses to Google's First Set of Interrogatories (No. 1)	
	411	3/13/14	Yes	Google's Amended Answer and Defenses to Personalized User Model, LLP's First Amended Complaint for Patent Infringement and Google Inc.'s Amended Counterclaims against Personalized User Model, LLP and Yochai Konig	
	412	3/13/14	Yes	Purchase Agreement between Google and SRI Int'l dated 1/18/2011	