

EXHIBIT A

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

ROCKSTAR CONSORTIUM US LP AND
NETSTAR TECHNOLOGIES LLC

Plaintiffs,

v.

GOOGLE INC.

Defendant.

Case No. 2:13-cv-00893-JRG-RSP

JURY TRIAL DEMANDED

Plaintiffs' Disclosure of Asserted Claims and Infringement Contentions
Pursuant to Patent Rule 3-1

Plaintiffs Rockstar Consortium US LP and Netstar Technologies LLC ("Plaintiffs") provide the following Disclosure of Asserted Claims and Infringement Contentions as to Defendant Google Inc. ("Google") in accordance with Patent Local Rule (P.R.) 3-1.

Fact discovery has not yet begun and Google has not yet provided documents or other information to Plaintiffs. Accordingly, Plaintiffs reserve the right to supplement or alter their responses herein based on any information produced by Google or other material located or produced during the course of discovery.

I. Preliminary Statement

Plaintiffs provide their P.R. 3-1 contentions, which contain the following information: (a) a list of each claim of each patent-in-suit that is allegedly infringed by Google; (b) for each asserted claim, the identity of each Accused Instrumentality of which Plaintiffs are aware; (c) charts identifying where each element of each asserted claim is found in each accused instrumentality, including for each element that is governed by 35 U.S.C. §112(6), the identity of

the structure(s) and act(s) in the Accused Instrumentality that perform(s) the claimed function; (d) a statement identifying whether each element of each asserted claim is claimed to be literally present or present under the doctrine of equivalents; (e) for patents that claim priority to an earlier application, the priority date to which each asserted claim allegedly is entitled; and (f) identification of Plaintiffs' own product(s) that incorporate(s) or reflect(s) each asserted claim.

In making these contentions, Plaintiffs have not yet received any discovery from Google regarding its infringing methods and systems and has not had access to the source code of the accused methods and systems. Plaintiffs have, however, researched available information, including (1) Google's websites, (2) publicly available information published by Google regarding the Accused Instrumentalities, and (3) publicly available statements and information describing Google's Accused Instrumentalities.

Google engages in the allegedly infringing conduct through computer systems operating proprietary software. Google does not publicly disclose the precise operation of its computer systems and does not publicly disclose its source code. Because Google has not publicly disclosed the specific operation of the Accused Instrumentalities and does not publicly disclose source code for those products and services, Plaintiffs are inherently limited in the degree of specificity they can provide in the preliminary infringement contentions. Under these circumstances, the Eastern District of Texas recognizes that a plaintiff will not be able to provide highly specified infringement contentions and that, under the federal rules, should be permitted further discovery to supplement initial contentions with additional information. *See American Video Graphics, L.P. v. Electronic Arts, Inc.*, 2005 U.S. Dist. LEXIS 3740 *7-8 (E.D. Tex. 2005). Similarly, the law requires that Plaintiffs only provide Google "with notice of infringement beyond that which is provided by the mere language of the patent rules themselves"

and the disclosures are “not meant to provide a forum for litigation of the substantive issues.” *Network Caching Technology, LLC v. Novell, Inc.*, 2003 U.S. Dist. LEXIS 9881, 2003 WL 21699799, *4-5 (N.D. Cal. 2003).

Accordingly, Plaintiffs reserve the right to amend these disclosures, including the identity of the claims being asserted, upon receiving discovery from Google.

II. Each Claim Of Each Patent In Suit That Is Allegedly Infringed By Defendant

Based on available information obtained to date, Plaintiffs allege that Google has infringed and is infringing at least the following claims (“Asserted Claims”) of the following patents:

Patent	Claims Alleged Infringed Literally and/or Under the Doctrine of Equivalents
U.S. Patent No. 6,098,065 (“’065 Patent”)	1
U.S. Patent No. 7,236,969 (“’969 Patent”)	1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23
U.S. Patent No. 7,469,245 (“’245 Patent”)	1, 3, 4, 5, 6, 7, 8, 9, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25
U.S. Patent No. 7,672,970 (“’970 Patent”)	1, 2, 3, 4, 5, 6, 8, 10, 11, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 29, 30, 31, 33, 34, 35, 36, 37, 38, 39, 41, 42, 43, 44, 45, 46, 47
U.S. Patent No. 7,895,178 (“’178 Patent”)	1, 5, 6, 7, 8, 9, 10, 12, 14, 15, 16, 17, 18
U.S. Patent No. 7,895,183 (“’183 Patent”)	1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20
U.S. Patent No. 7,933,883 (“’883 Patent”)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 28

III. The Identity of Defendant's Accused Instrumentalities

Based on available information obtained to date, Plaintiffs allege that the following Accused Instrumentalities infringe the Asserted Claims: Google's advertising services and applications including but not limited to Google Ads, Google AdWords, and Google AdWords Express or similar functionality used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com; Google search services provided to third-party websites such as Custom Search Services or AdSense for Search; and any Google-owned property that matches advertisements based in part on a received search term, along with Google's search algorithm and Google's algorithm for providing advertisements with search results. The Accused Instrumentalities also include any Google system that collects user data through registration, tracking, or other means, including but not limited to Google Plus, Doubleclick, Advertiser IDs for Android or any other system or operation used to track user activity on any Google-owned property, the data from which is used to provide search results and/or advertising to its users. It also includes the computers, databases, data centers, and code versions that perform or have performed the above activities.

IV. Charts Identifying Where Each Element Of Each Asserted Claim Is Found Within Each Accused Instrumentality

The claim charts attached as Exhibits A through G identify where each element of each asserted claim is found within the Accused Instrumentalities, as required under P.R. 3-1(c).

V. Whether Each Element Of Each Asserted Claim Is Claimed To Be Literally Present Or Present Under The Doctrine Of Equivalents In The Accused Instrumentality

Plaintiffs claim that each element of each asserted claim is present literally in the Accused Instrumentalities unless expressly noted in the claim charts attached. To the extent any claim construction results in the Accused Instrumentalities falling outside the literal scope of any asserted claim, Plaintiffs reserve the right to contend that the Accused Instrumentalities still

infringe under the doctrine of equivalents. Once the Court construes the claims at issue, Plaintiffs will designate which of such claims are infringed under the doctrine of equivalents.

VI. Priority Date to Earlier Application

Each of the claims asserted with respect to the Patents in Suit are entitled to a priority date no later than June 6, 1996.

VII. Plaintiffs' Products That Incorporate or Reflect Each Asserted Claim

None.

VIII. Document Production Pursuant To Patent Rule 3-2

Plaintiffs are serving herewith, via FTP, Plaintiffs' initial document production, which includes documents produced pursuant to P.R. 3-2. Plaintiffs have used their best efforts to identify responsive P.R. 3-2 documents and only those documents. However, given the volume of documents, some documents may have been inadvertently listed or inadvertently omitted. To the extent such deficiencies are identified, Plaintiffs will supplement the production accordingly.

These documents have been marked "CONFIDENTIAL" or "CONFIDENTIAL—SOURCE CODE." Pursuant to Patent Local Rule 2.2, access to such documents shall be limited to each party's outside counsel of record and the employees of such outside attorneys until such time as a protective order is entered.

DATED: March 24, 2014

Respectfully submitted,

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CERTIFICATE OF SERVICE

I hereby certify that all counsel of record, who are deemed to have consented to electronic service are being served this 24th day of March, 2014 with a copy of this document via the Court's CM/ECF system per Local Rule CD-5(a)(3).

/s/ John P. Lahad

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google


The following analysis shows how each claim element is literally present. In the event that a claim element is deemed to be missing under a literal infringement analysis (e.g., due to claim construction), Rockstar reserves the right to demonstrate the presence of a substantial equivalent of such an element and to pursue infringement under the doctrine of equivalents.

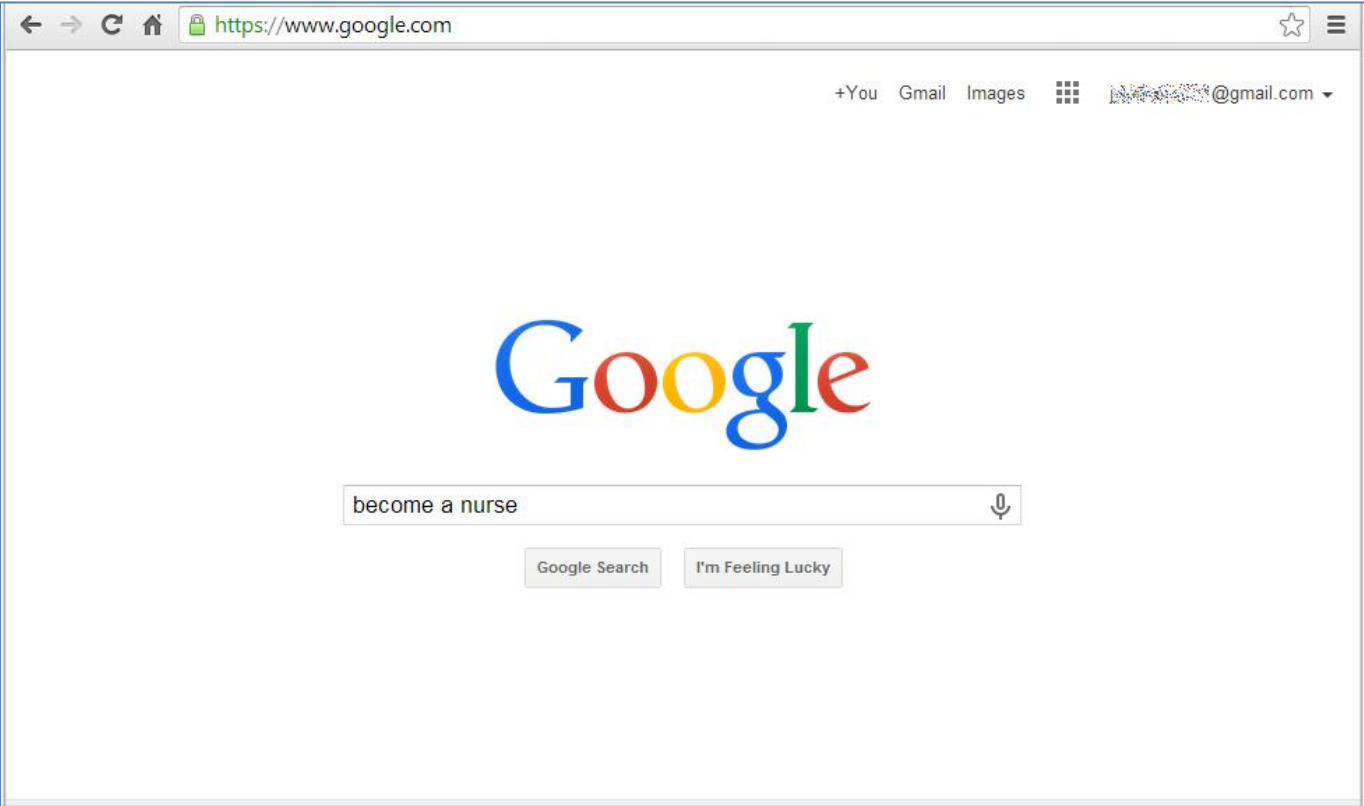
To the extent that the descriptions below give rise to either direct or indirect infringement, Rockstar alleges both.

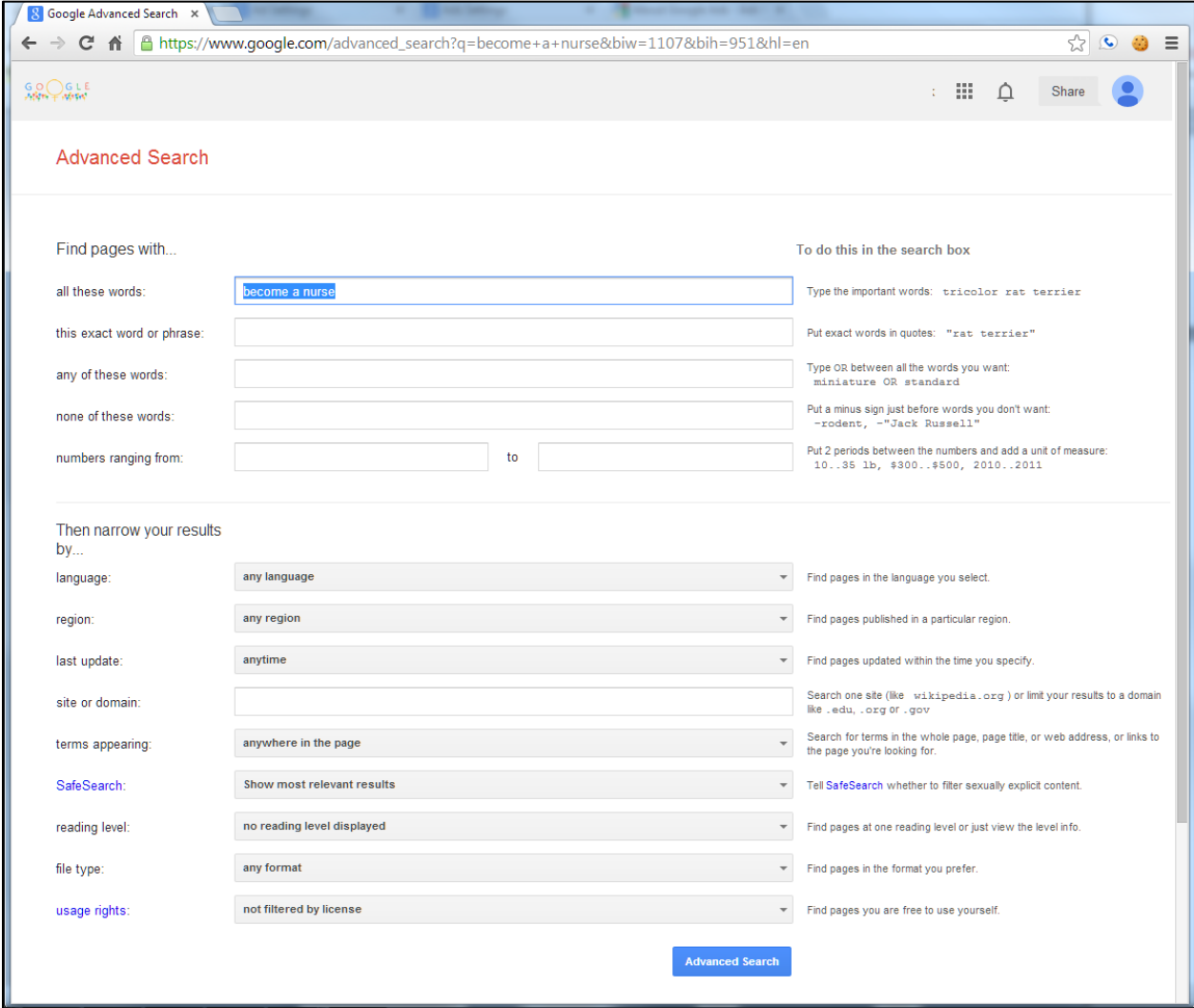
The screenshots below constitute exemplary results of the Accused Instrumentalities’ algorithms and source code and do not serve to limit the scope of alleged infringement. Rockstar alleges infringement by the Accused Instrumentalities at each applicable level of abstraction, *i.e.*, source code, algorithms, infrastructure, etc. Further, Rockstar alleges infringement by third-party applications “powered by” Google or that otherwise rely on the Accused Instrumentalities.

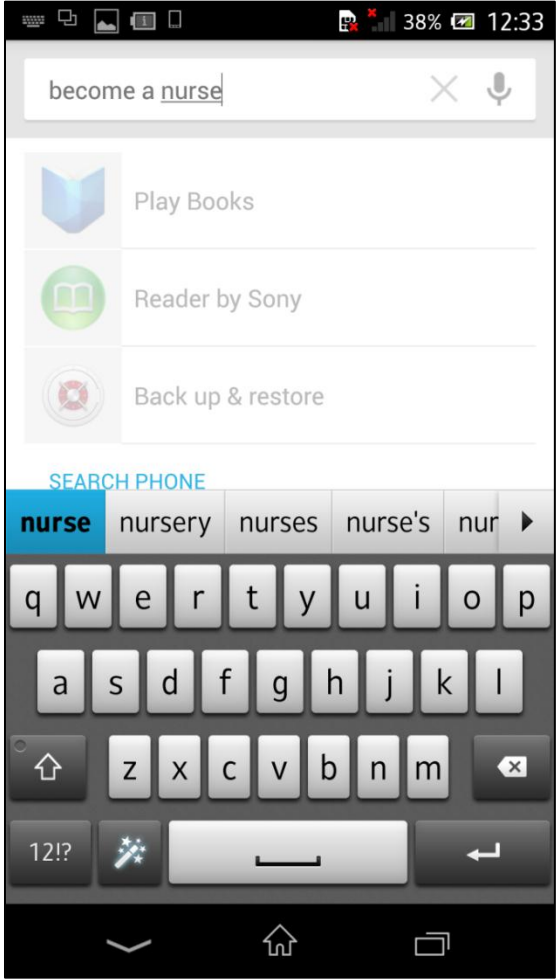
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”). ¹

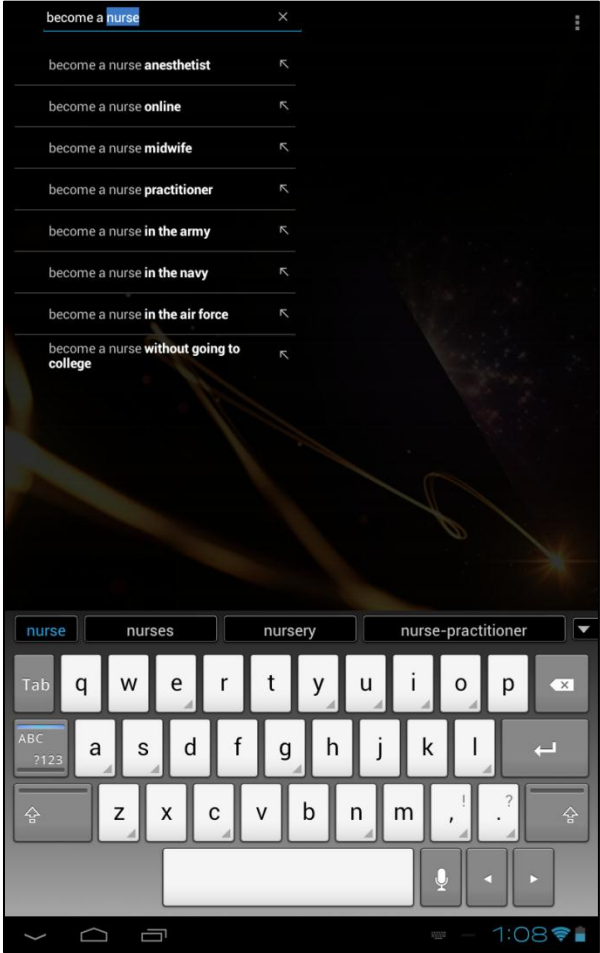
¹ Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

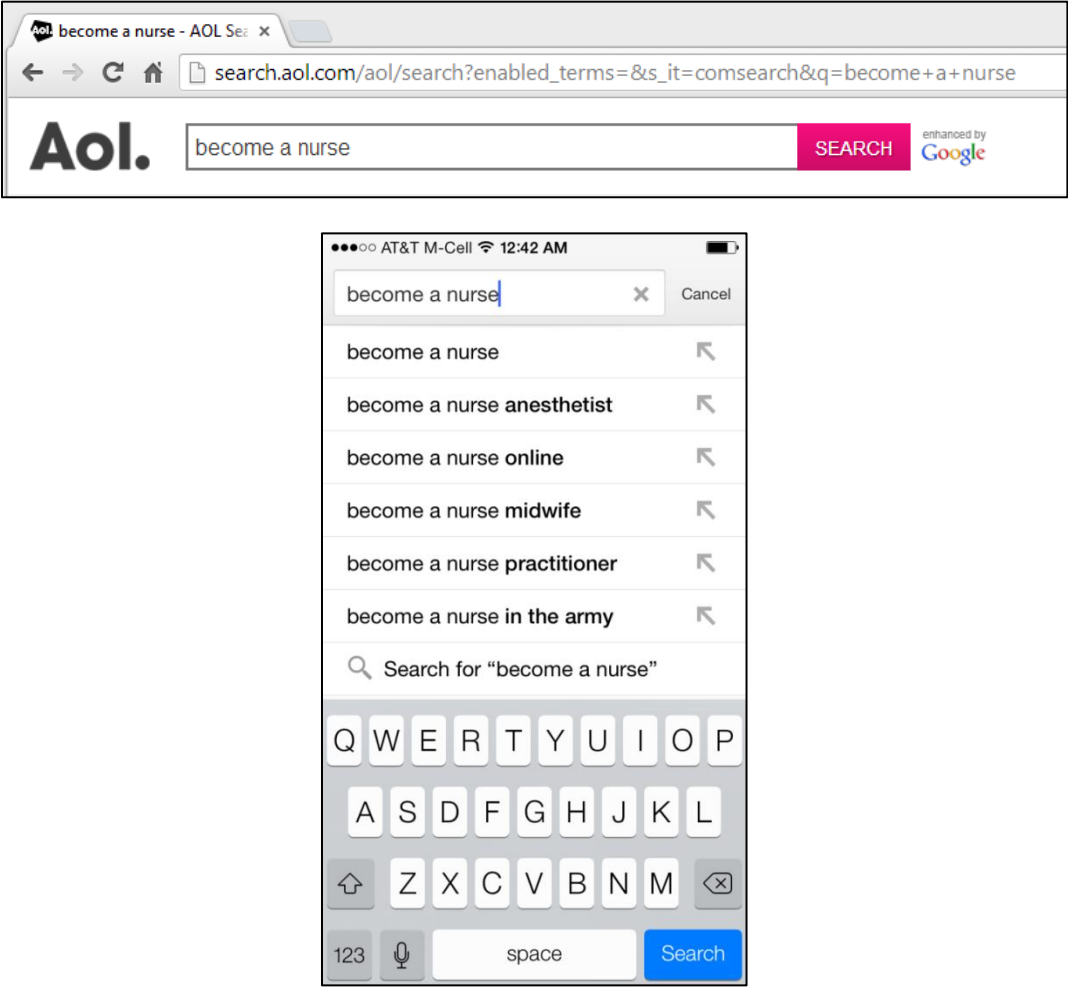
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="777 321 1885 1172" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">About the Google Search Network</h2><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><p>Where your ads can appear</p><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.<ul style="list-style-type: none">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our search partners' sites, such as AOL.</div> <p style="text-align: center;">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>
receiving, from the user, a search request including a search argument corresponding	The Accused Instrumentalities receive, from the user, a search request including a search argument corresponding to the desired information.

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
to the desired information;	 A screenshot of a web browser displaying the Google homepage. The browser's address bar shows the URL 'https://www.google.com'. In the top right corner, there are navigation links for '+You', 'Gmail', and 'Images', along with a user profile icon and the email address 'XXXXXX@gmail.com'. The main content area features the multi-colored 'Google' logo. Below the logo is a search input field containing the text 'become a nurse'. To the right of the search field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'.

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search interface in a browser window. The address bar shows the URL: https://www.google.com/advanced_search?q=become+a+nurse&biw=1107&bih=951&hl=en. The search results area is titled "Advanced Search" and is divided into two main sections: "Find pages with..." and "Then narrow your results by...".</p> <p>Find pages with...</p> <ul style="list-style-type: none">all these words: <input type="text" value="become a nurse"/> (highlighted in blue)this exact word or phrase: <input type="text"/>any of these words: <input type="text"/>none of these words: <input type="text"/>numbers ranging from: <input type="text"/> to <input type="text"/> <p>To do this in the search box</p> <ul style="list-style-type: none">Type the important words: tricolor rat terrierPut exact words in quotes: "rat terrier"Type OR between all the words you want: miniature OR standardPut a minus sign just before words you don't want: -rodent, -"Jack Russell"Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011 <p>Then narrow your results by...</p> <ul style="list-style-type: none">language: any language (dropdown) - Find pages in the language you select.region: any region (dropdown) - Find pages published in a particular region.last update: anytime (dropdown) - Find pages updated within the time you specify.site or domain: <input type="text"/> - Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .govterms appearing: anywhere in the page (dropdown) - Search for terms in the whole page, page title, or web address, or links to the page you're looking for.SafeSearch: Show most relevant results (dropdown) - Tell SafeSearch whether to filter sexually explicit content.reading level: no reading level displayed (dropdown) - Find pages at one reading level or just view the level info.file type: any format (dropdown) - Find pages in the format you prefer.usage rights: not filtered by license (dropdown) - Find pages you are free to use yourself. <p>At the bottom right of the search area is a blue button labeled "Advanced Search".</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1058 1328 1507 1360">Mobile Handset Running Android 4.2</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a search interface on a tablet device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon:</p> <ul style="list-style-type: none">become a nurse nursebecome a nurse anesthetistbecome a nurse onlinebecome a nurse midwifebecome a nurse practitionerbecome a nurse in the armybecome a nurse in the navybecome a nurse in the air forcebecome a nurse without going to college <p>Below the suggestions, there is a keyboard with a search bar above it. The search bar contains the word "nurse". The keyboard is a standard QWERTY layout. The background of the screen is dark with a space-themed image of a planet and stars.</p> <p>Tablet Device Running Android 4.0.2</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots. The top screenshot is a desktop browser window from AOL. The address bar shows the URL: search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse. The search bar contains the text "become a nurse" and a pink "SEARCH" button. To the right of the search bar is the text "enhanced by Google". The bottom screenshot is a mobile device screen showing the Google Search app interface. The status bar at the top indicates "AT&T M-Cell" and "12:42 AM". The search bar contains "become a nurse" with a "Cancel" button. Below the search bar is a list of search suggestions: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". At the bottom of the screen is a QWERTY keyboard with a "Search" button.</p>

Google Search App Running on iOS 7.1

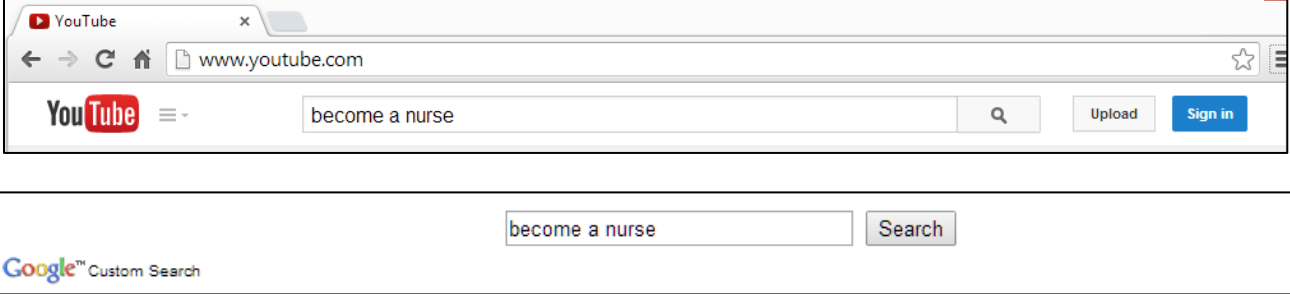
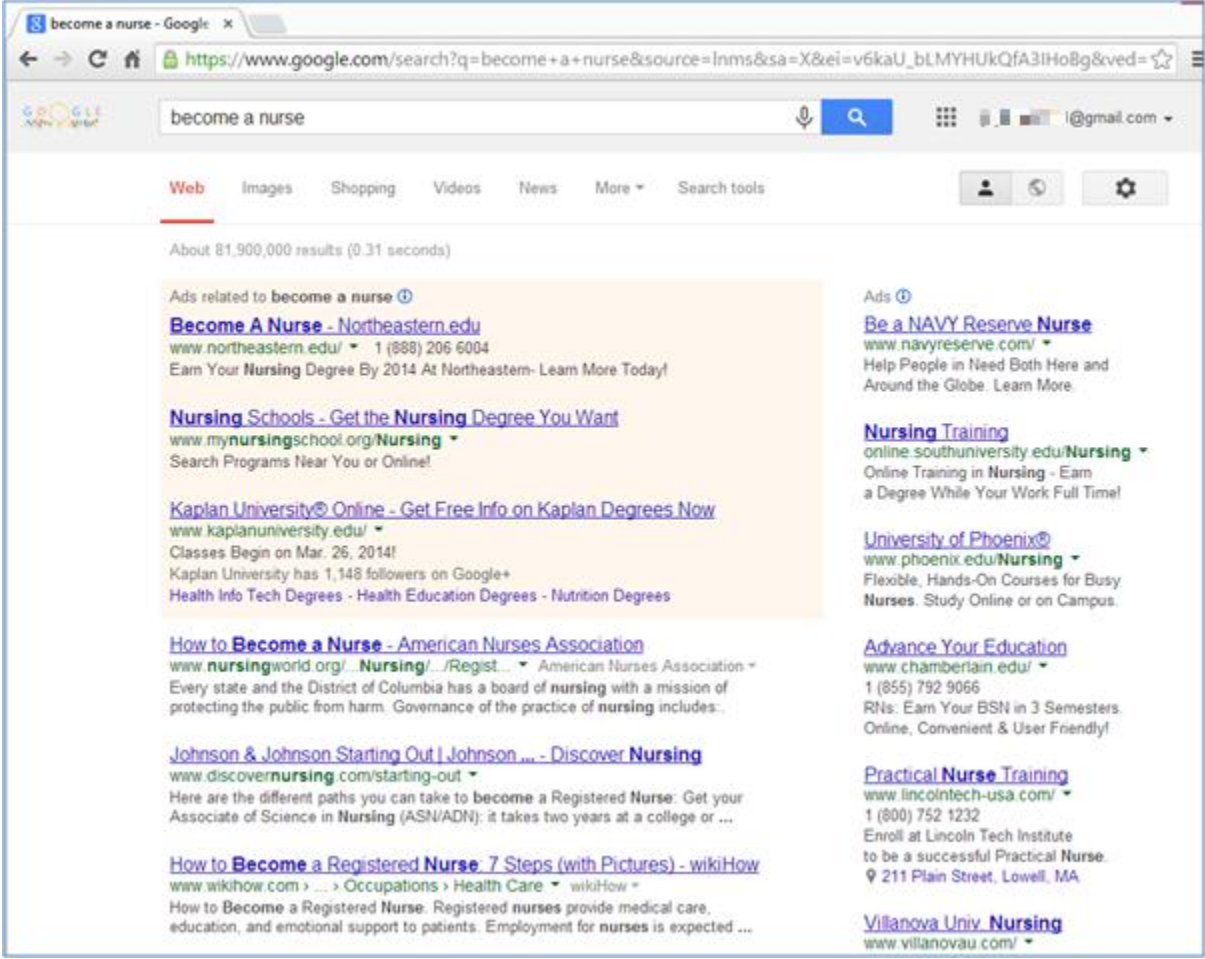
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image shows two screenshots of search interfaces. The top screenshot is a YouTube search page with the URL 'www.youtube.com' and the search term 'become a nurse'. The bottom screenshot is a Google Custom Search page with the search term 'become a nurse' and a 'Search' button. Below the screenshots is the URL: http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

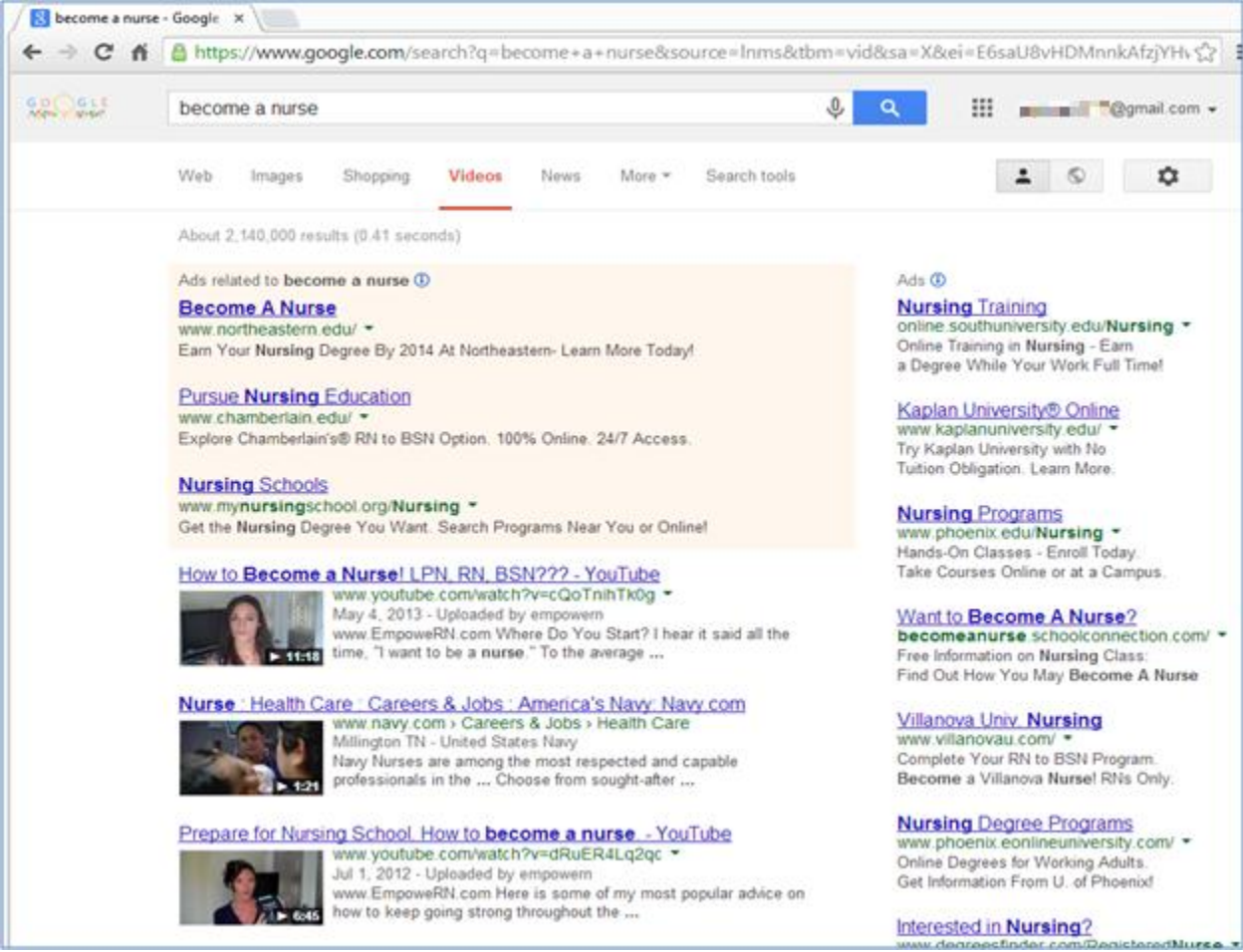
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

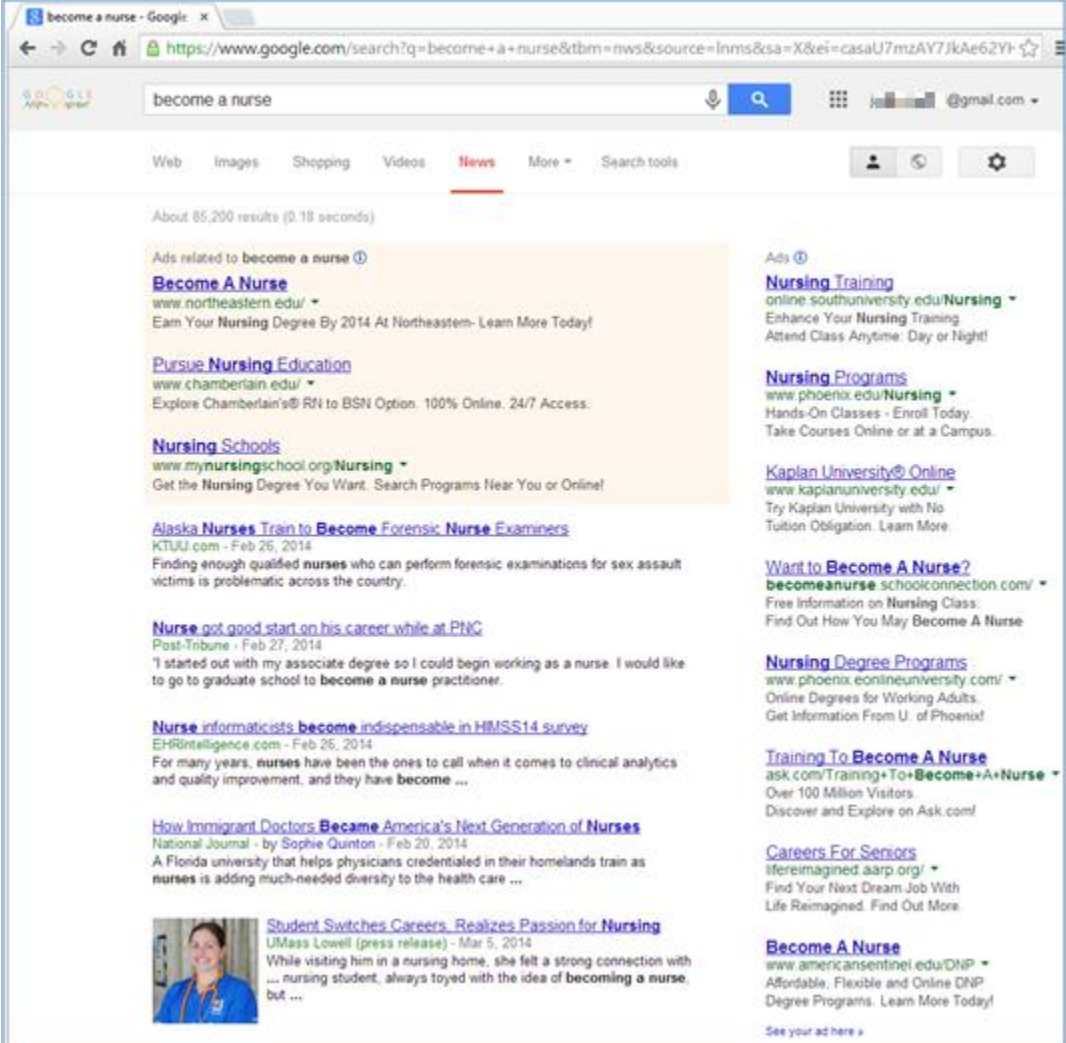
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chms2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- cGzNoU7vTcLZnq5JPYhQHA7twmtH2bqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMAa1/AfcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 41kK_Ac2ubuBIG_n_lrKHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKkhVD4vnjX0-6 _HJdRLKcOMqWOBPPUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET request of "Advanced Search"</p>

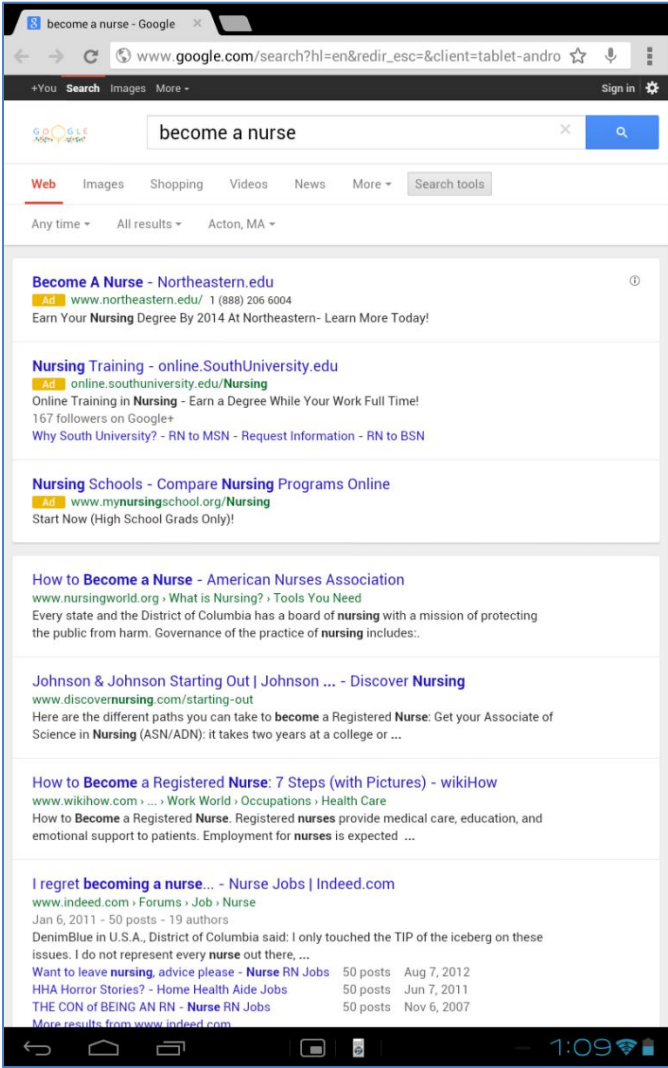
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

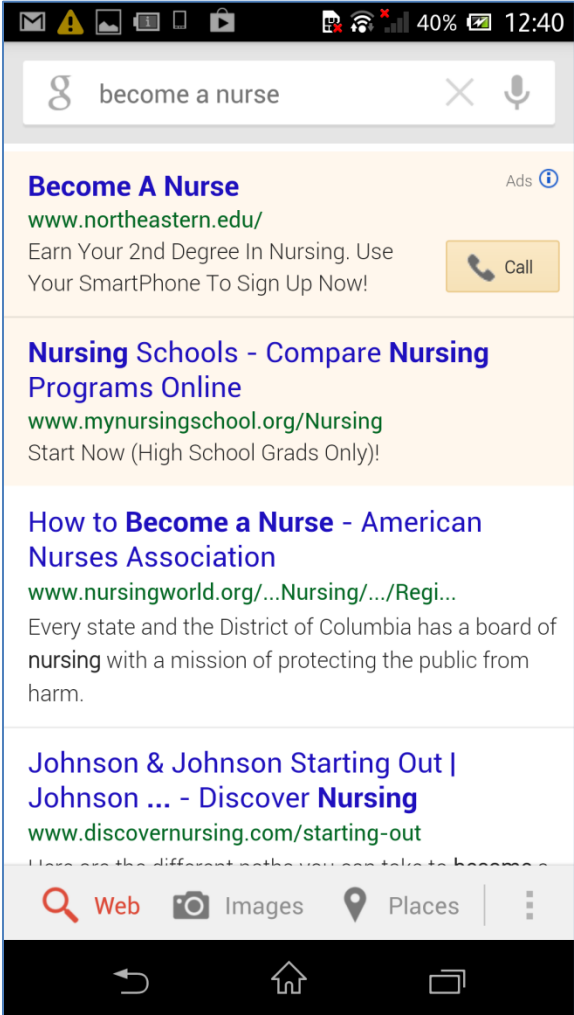
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
searching, based upon the received search argument, a first database having data network related information to generate search results;	The Accused Instrumentalities search, based upon the received search argument, a first database having data network related information to generate search results.

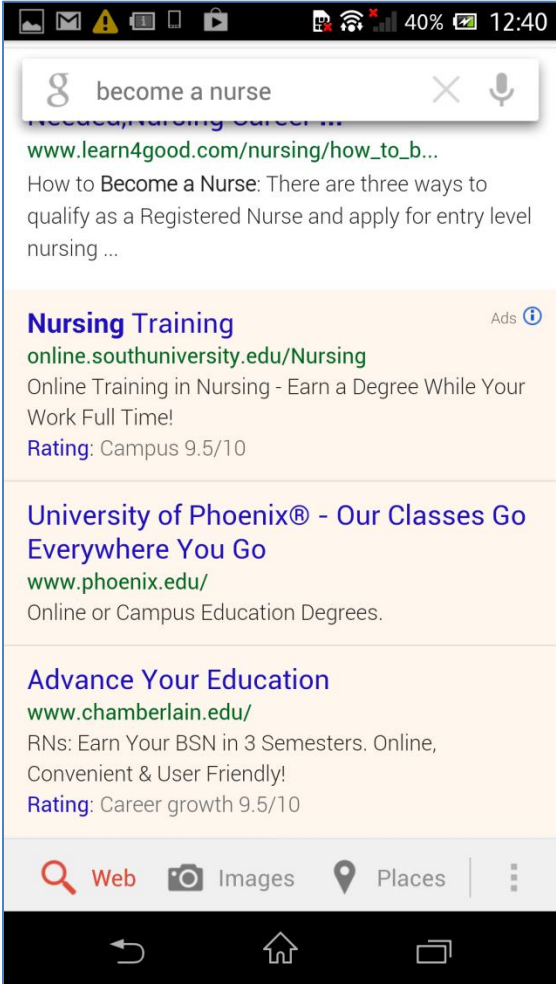
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu / 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesBe a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/. <p>The organic search results include:</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association: www.nursingworld.org/. Nursing! / Regist... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com / ... / Occupations / Health Care / wikiHow. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...

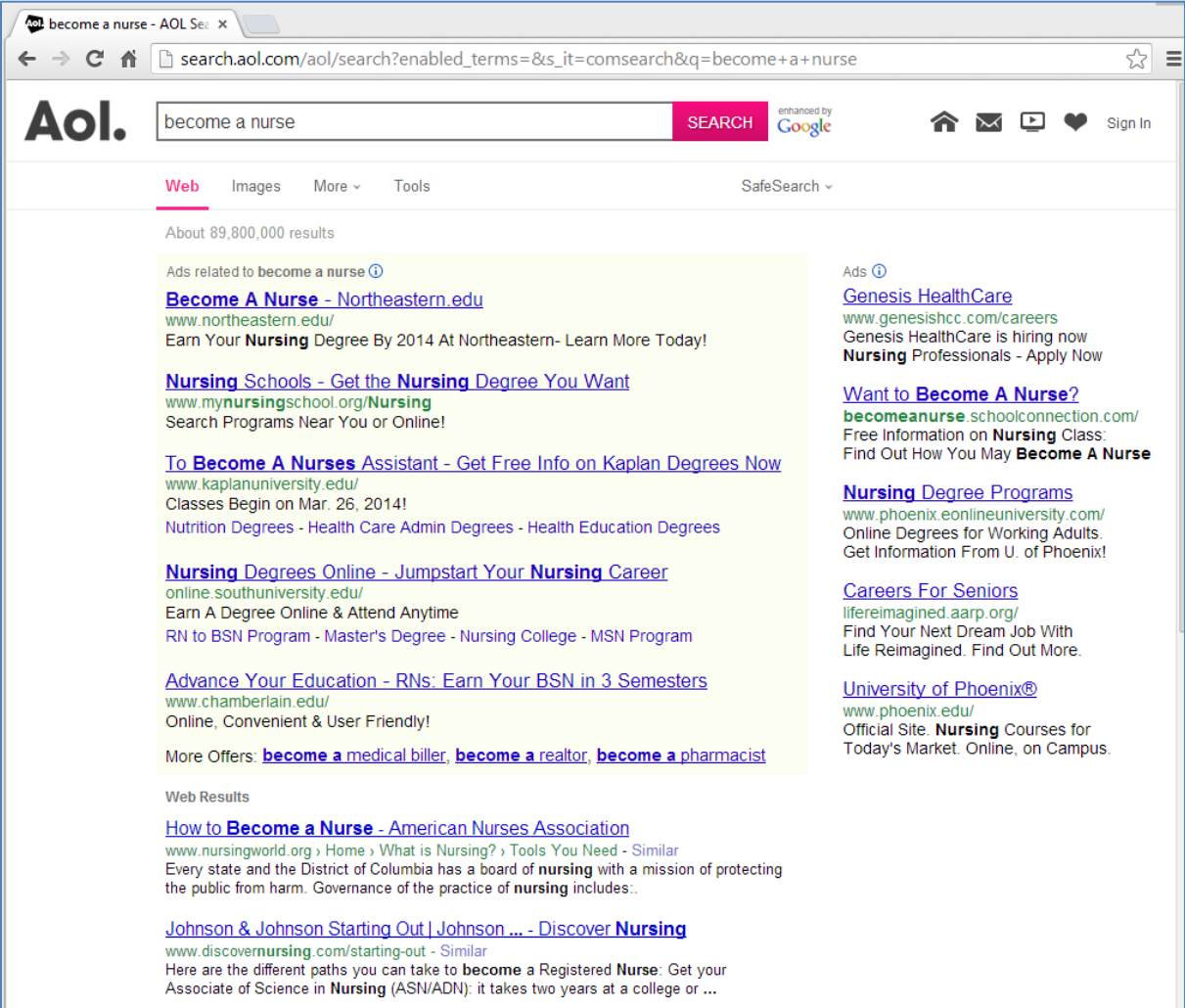
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The search results are categorized into "Ads related to become a nurse" and "Videos".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu/): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu/): Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org/Nursing): Get the Nursing Degree You Want. Search Programs Near You or Online! <p>Videos:</p> <ul style="list-style-type: none">How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g): May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com): Careers & Jobs > Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc): Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>Other search results:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu/Nursing): Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University® Online (www.kaplanuniversity.edu/): Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs (www.phoenix.edu/Nursing): Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? (becomeanurse.schoolconnection.com/): Free Information on Nursing Class: Find Out How You May Become A NurseVillanova Univ. Nursing (www.villanovau.com/): Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs (www.phoenix.eonlineuniversity.com/): Online Degrees for Working Adults. Get Information From U. of PhoenixInterested in Nursing? (www.degreefinder.com/RegisteredNurse...)

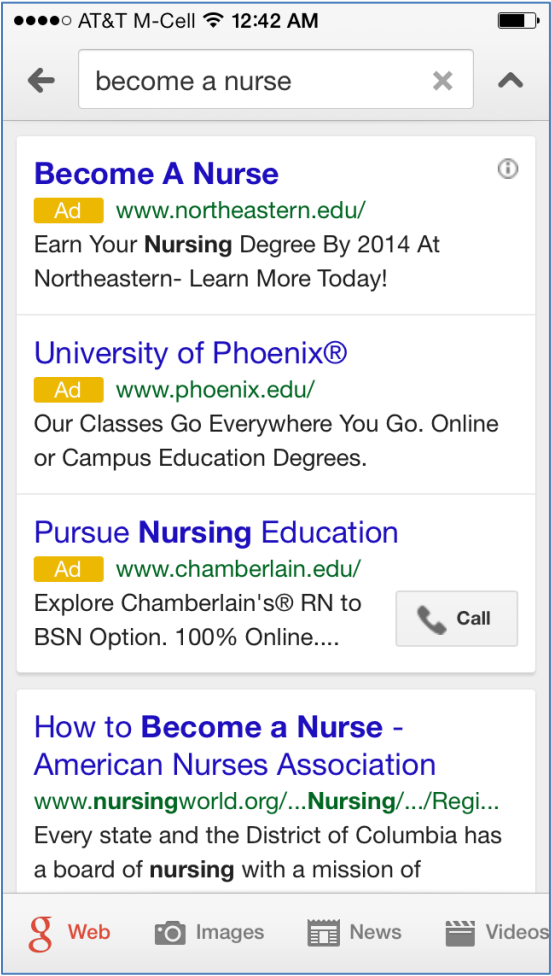
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>At the bottom right, there is a link: "See your ad here ></p>

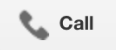

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: www.northeastern.edu/ (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Advertisement 2: online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSNAdvertisement 3: www.mynursingschool.org/Nursing Start Now (High School Grads Only)!Organic Result 1: www.nursingworld.org > What is Nursing? > Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Organic Result 2: www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...Organic Result 3: www.wikihow.com > ... > Work World > Occupations > Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Organic Result 4: www.indeed.com > Forums > Job > Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing. advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

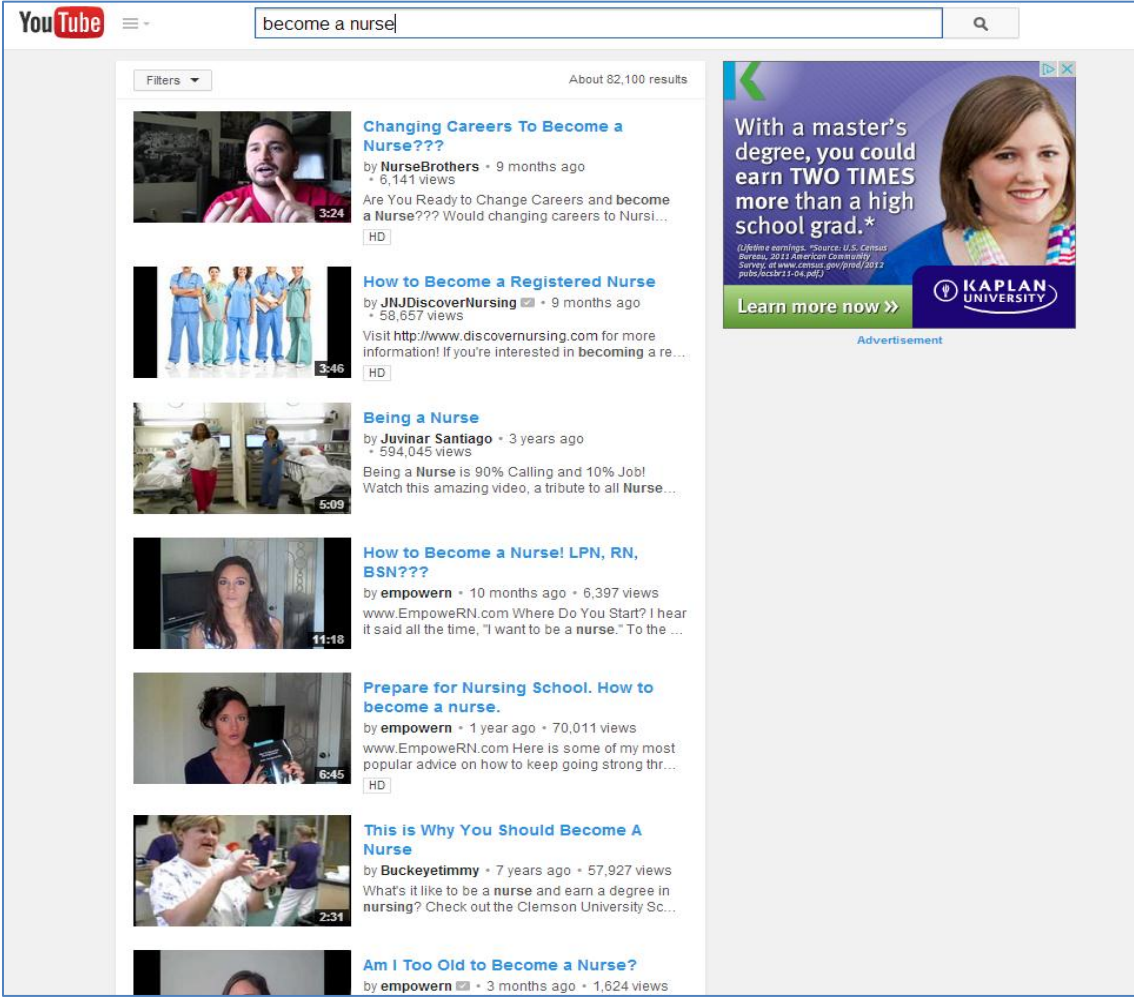
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is an advertisement titled "Become A Nurse" with the URL "www.northeastern.edu/" and a "Call" button. The second result is titled "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing". The third result is titled "How to Become a Nurse - American Nurses Association" with the URL "www.nursingworld.org/...Nursing/.../Regi...". The fourth result is titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with the URL "www.discovernursing.com/starting-out". The bottom of the screenshot shows the mobile browser interface with tabs for "Web", "Images", and "Places".

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Result 1: www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...Result 2 (Ad): Nursing Training (Ads icon) online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! Rating: Campus 9.5/10Result 3 (Ad): University of Phoenix® - Our Classes Go Everywhere You Go www.phoenix.edu/ Online or Campus Education Degrees.Result 4 (Ad): Advance Your Education www.chamberlain.edu/ RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Rating: Career growth 9.5/10Navigation bar: Web, Images, PlacesAndroid navigation bar: Back, Home, Recent Apps

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and the "SEARCH" button is highlighted. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", with "Web" selected. The results section shows "About 89,800,000 results". There are two columns of ads. The left column includes ads from Northeastern.edu, mynursingschool.org, kaplanuniversity.edu, southuniversity.edu, and chamberlain.edu. The right column includes ads from Genesis HealthCare, becomeanurse.schoolconnection.com, phoenix.eonlineuniversity.com, lifereimagined.aarp.org, and phoenix.edu. Below the ads, there are "Web Results" including links to nursingworld.org and discovernursing.com.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... CallHow to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of <p>The bottom of the screenshot shows a navigation bar with icons for Web, Images, News, and Videos.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1008 324 1554 1299"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are displayed in a list format, each with a video thumbnail, title, channel name, and view count. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JHJDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empowern (6,397 views), "Prepare for Nursing School. How to become a nurse." by empowern (70,011 views), "This is Why You Should Become A Nurse" by Buckeyetimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empowern (1,624 views). On the right side of the search results, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The ad also includes the Kaplan University logo and a small text reference to a U.S. Census Bureau report.</p>

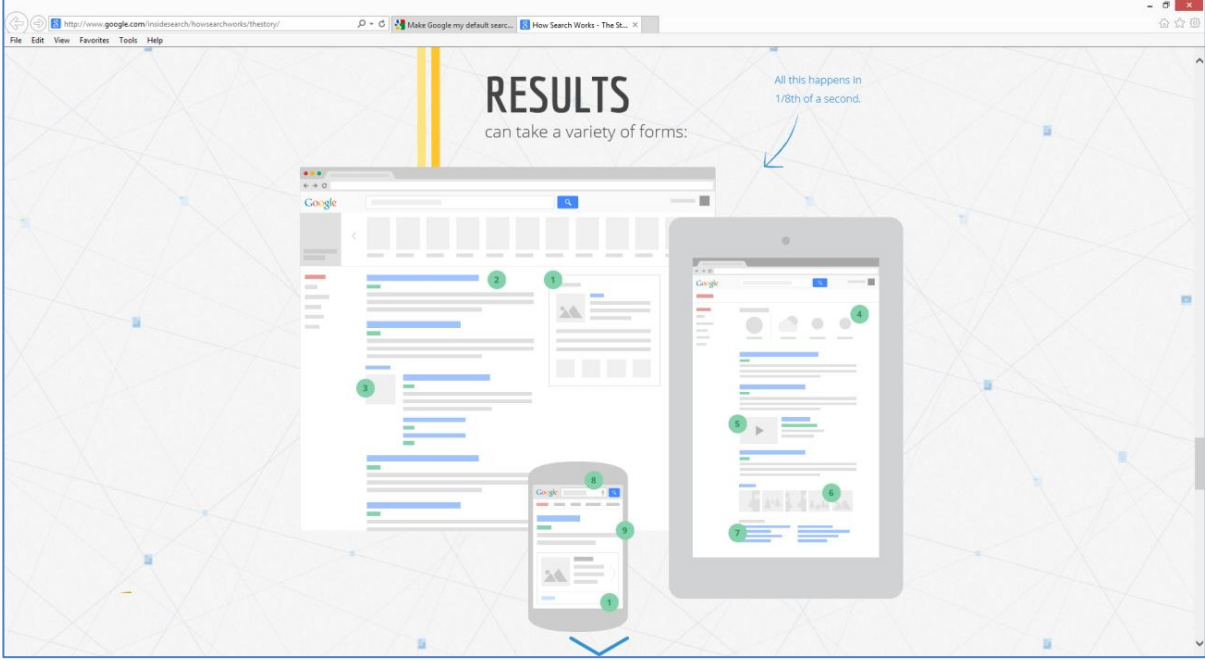
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How ></p> <p>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>Registered Nurse Courses www.anthem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p>To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+ Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing & Health Programs Nursing & Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p>Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ... Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.busines.s.nurse.htm</p> <p>The Top Ten Reasons ... Jokes and Nursing Humor on The ... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com / Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Nursing School www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p>Start a Career as a Nurse www.breckinridgenursing.com/ Classes Available Online & In Person. Get Started Today!</p> <p>Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p>Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>

Google Custom Search Results Page

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="0"><tr><td data-bbox="617 370 1222 971"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1318 370 1923 971"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="873 977 1978 1010">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>	<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

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	<div data-bbox="661 324 1900 1112"><p>1 BEFORE YOU SEARCH</p><p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p><hr/><p>Our index is well over 100,000,000 gigabytes</p><hr/><p>We've spent over 1million computing hours building the index so far</p></div> <p data-bbox="588 1120 1984 1193">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page displayed on three devices: a desktop monitor, a tablet, and a smartphone. The desktop view shows a search bar at the top, followed by a 'RESULTS' section with the text 'can take a variety of forms:'. Below this, there are several search results with blue bars representing advertisements. The tablet and smartphone views show the same search results adapted to their respective screen sizes. A blue arrow points to the text 'All this happens in 1/8th of a second.' in the top right corner of the desktop view. The URL in the browser's address bar is http://www.google.com/insidesearch/howsearchworks/thestory/.</p>
correlating the received search argument to a particular advertisement in a second database having advertisement related information; and	Upon information and belief, the Accused Instrumentalities correlate the received search argument to a particular advertisement in a second database having advertisement related information. See above.