

# EXHIBIT 12

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.

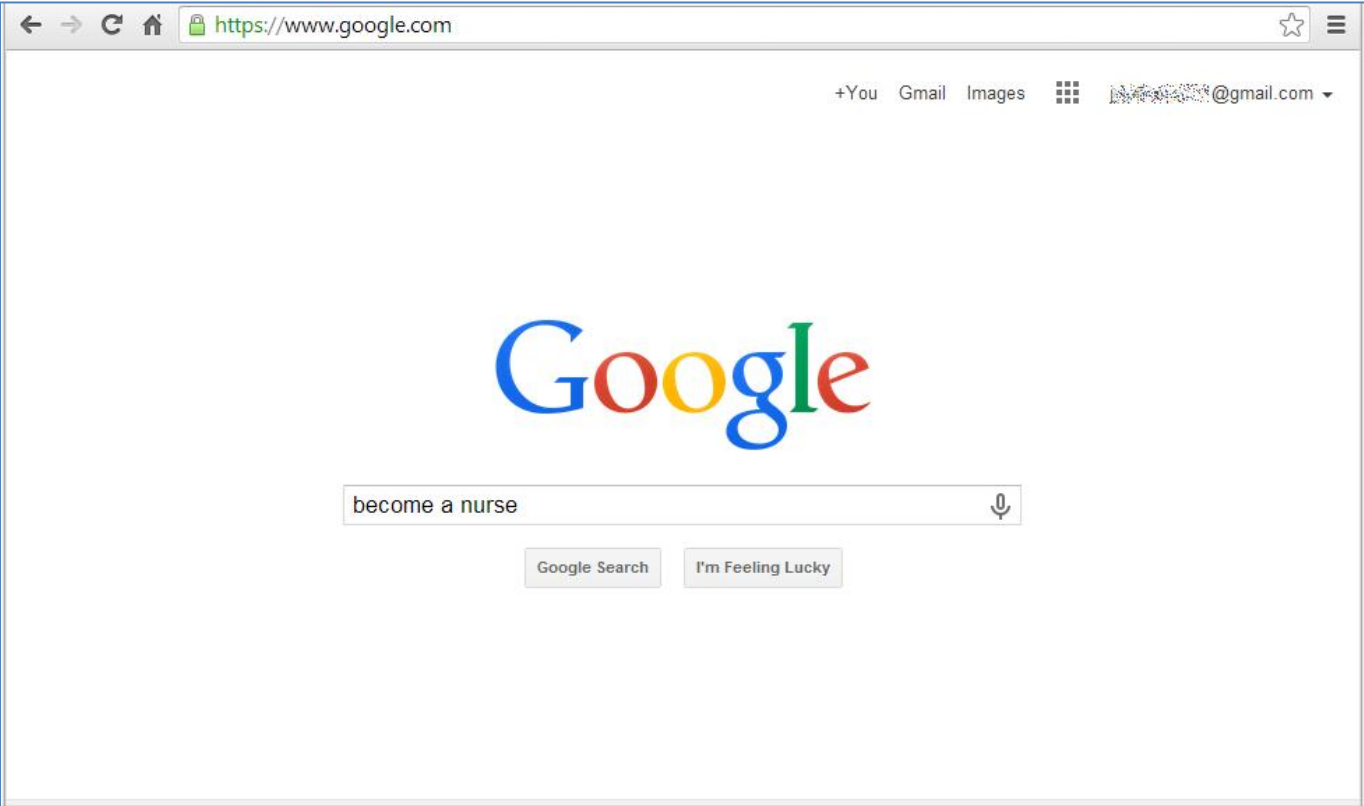
The screenshots below constitute exemplary results of the Accused Instrumentalities’ algorithms and source code and do not serve to limit the scope of alleged infringement. Rockstar alleges infringement by the Accused Instrumentalities at each applicable level of abstraction, *i.e.*, source code, algorithms,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

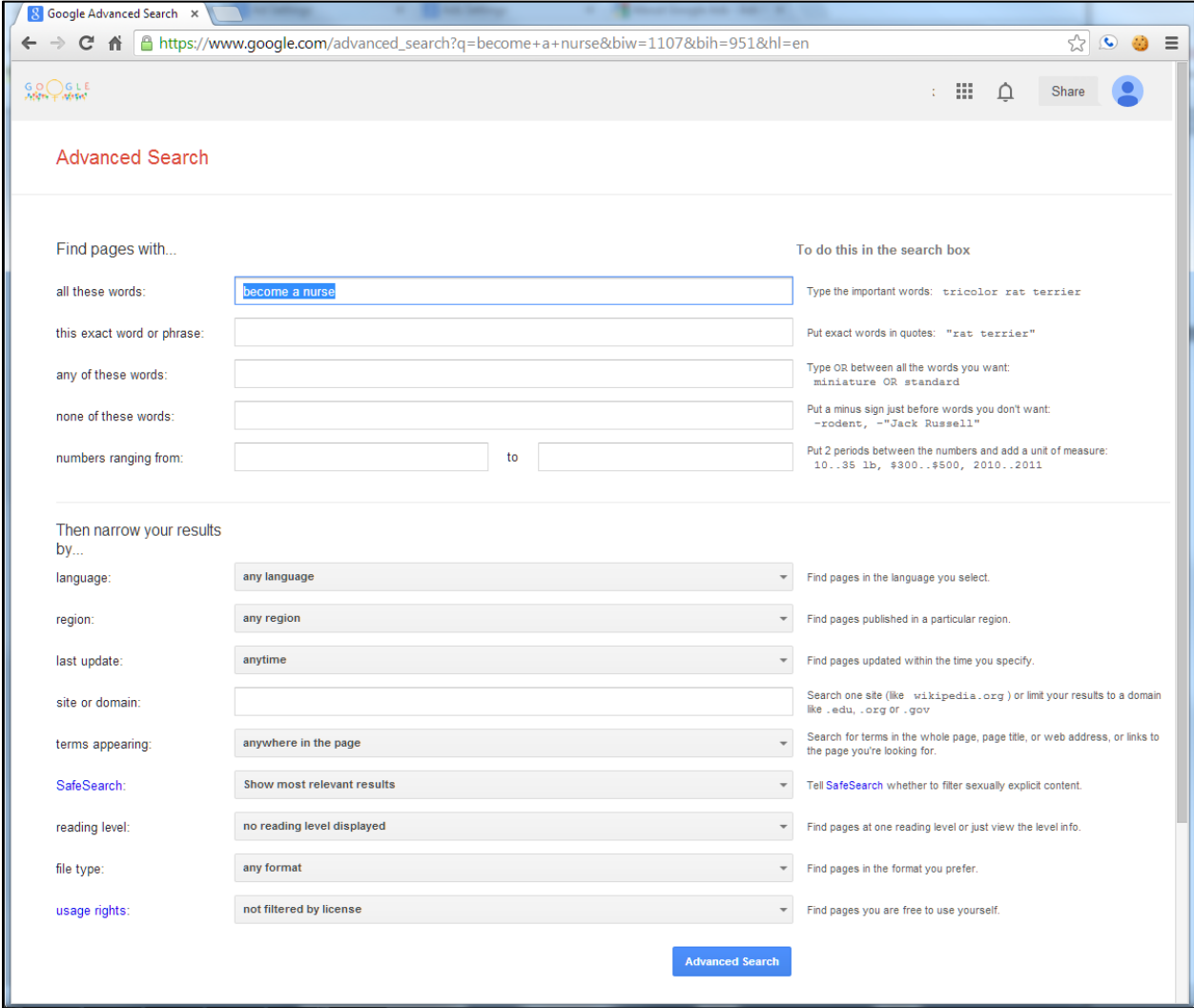
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 1</b>	
A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	Google’s advertising services and applications perform the steps of the 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”). <sup>1</sup>

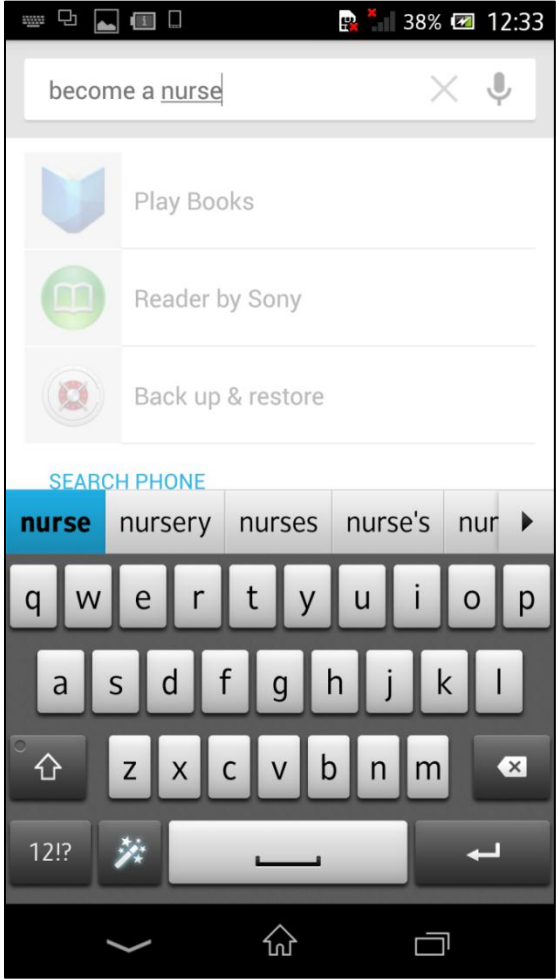
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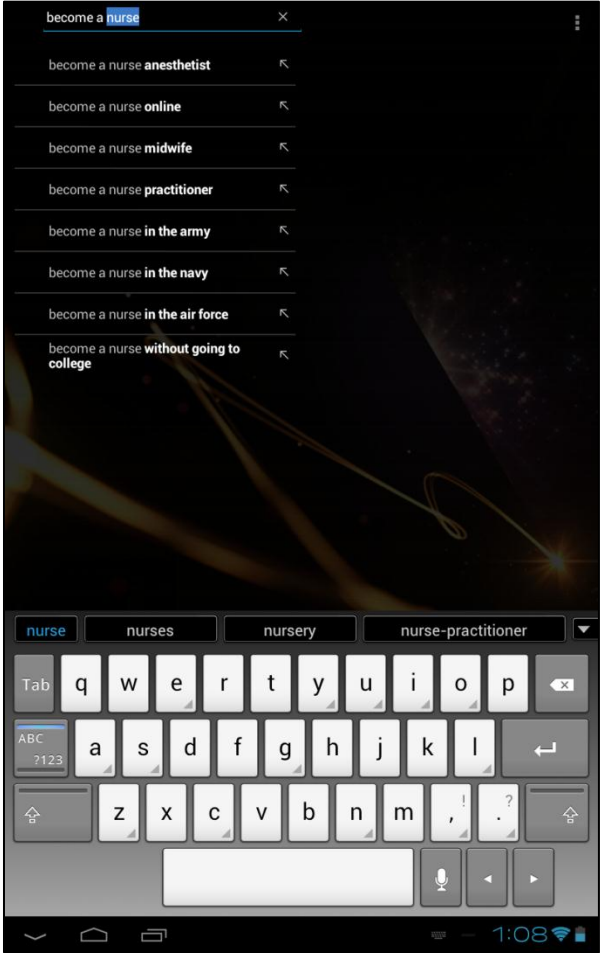
<sup>1</sup> Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="829 354 1627 414" data-label="Section-Header"> <h2>About the Google Search Network</h2> </div> <div data-bbox="829 457 1837 576" data-label="Text"> <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> </div> <div data-bbox="829 604 1144 636" data-label="Section-Header"> <h3>Where your ads can appear</h3> </div> <div data-bbox="829 657 1816 717" data-label="Text"> <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> </div> <div data-bbox="850 738 1795 799" data-label="List-Group"> <ul style="list-style-type: none"> <li>• <b>On Google search sites:</b> Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</li> </ul> </div> <div data-bbox="871 820 1144 1063" data-label="Image"> <p>The image is a screenshot of a Google search results page. A red dashed rectangular box highlights the main content area of the search results, which includes several text ads interspersed with organic search results. The ads are displayed in a standard format with a blue link and a short description. The Google logo is visible at the top left of the page.</p> </div> <div data-bbox="850 1091 1858 1149" data-label="List-Group"> <ul style="list-style-type: none"> <li>• <b>On other sites that are part of the Search Network (search partners):</b> Ads might appear alongside or above search results on our <a href="#">search partners'</a> sites, such as AOL.</li> </ul> </div> <div data-bbox="934 1177 1984 1214" data-label="Text"> <p><a href="https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771">https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771</a></p> </div>
<p>receiving, from the user, a search request including a search argument corresponding</p>	<p>The Accused Instrumentalities receive, from the user, a search request including a search argument corresponding to the desired information.</p>

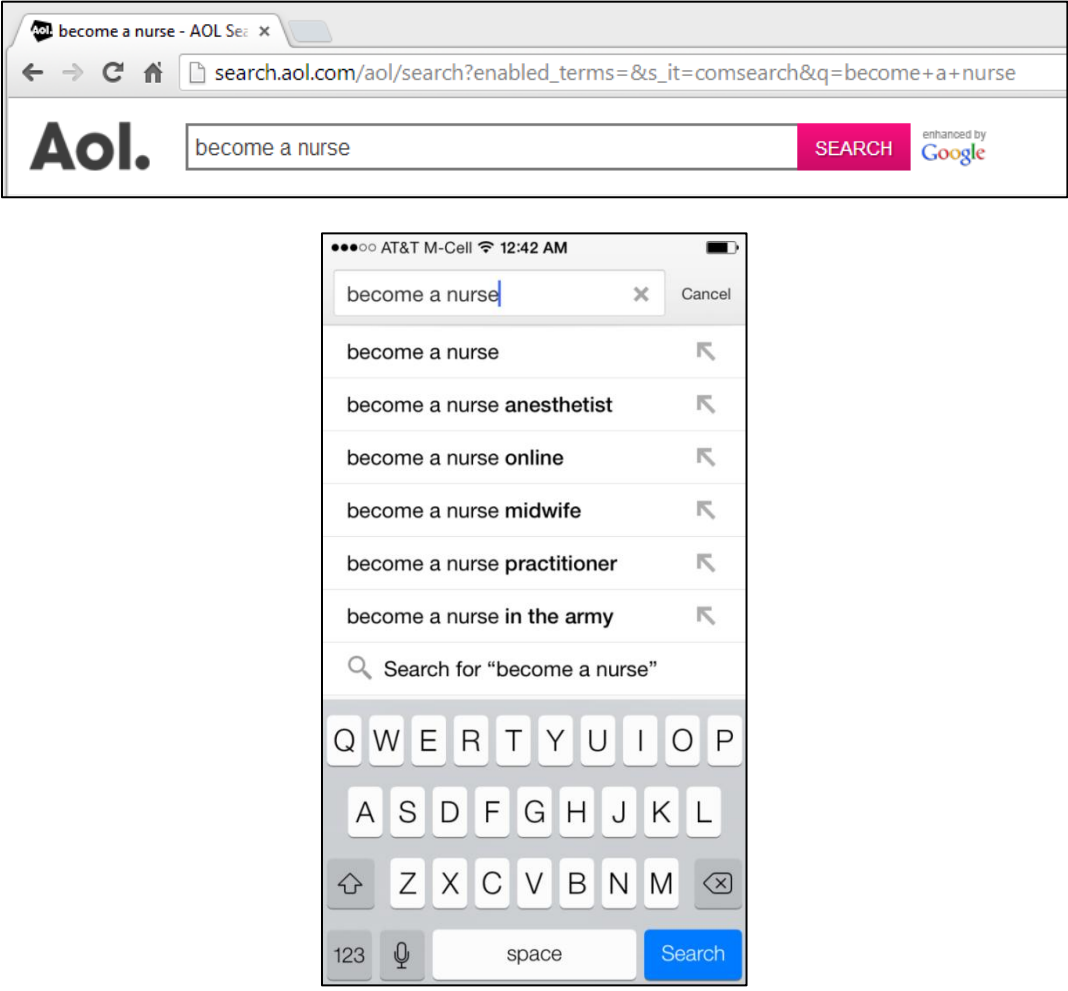
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
to the desired information;	 A screenshot of a web browser displaying the Google homepage. The browser's address bar shows the URL 'https://www.google.com'. In the top right corner, there are links for '+You', 'Gmail', and 'Images', along with a user profile icon labeled '@gmail.com'. The Google logo is centered on the page. 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 page. The search query entered is "become a nurse". The interface includes various search filters such as language, region, last update, site or domain, terms appearing, SafeSearch, reading level, file type, and usage rights. A blue "Advanced Search" button is visible at the bottom right of the search area.</p>

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

U.S. PATENT NO. <b>7,236,969</b>	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"><li>become a nurse <b>nurse</b></li><li>become a nurse <b>anesthetist</b></li><li>become a nurse <b>online</b></li><li>become a nurse <b>midwife</b></li><li>become a nurse <b>practitioner</b></li><li>become a nurse <b>in the army</b></li><li>become a nurse <b>in the navy</b></li><li>become a nurse <b>in the air force</b></li><li>become a nurse <b>without going to college</b></li></ul> <p>Below the suggestions, there is a keyboard with a search bar above it. The search bar contains the text "nurse" and has a dropdown menu with the following options: "nurses", "nursery", and "nurse-practitioner". The keyboard is a standard QWERTY layout with a microphone icon and navigation buttons at the bottom. The time displayed at the bottom right of the screen is 1:08.</p>

Tablet Device Running Android 4.0.2

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, showing a search for "become a nurse". The URL is search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse. The search bar contains "become a nurse" and a "SEARCH" button is visible. The bottom screenshot is a mobile device screen showing the Google Search app interface. The search bar contains "become a nurse" and a list of suggestions is displayed: "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". A keyboard is visible at the bottom of the screen.</p>

Google Search App Running on iOS 7.1



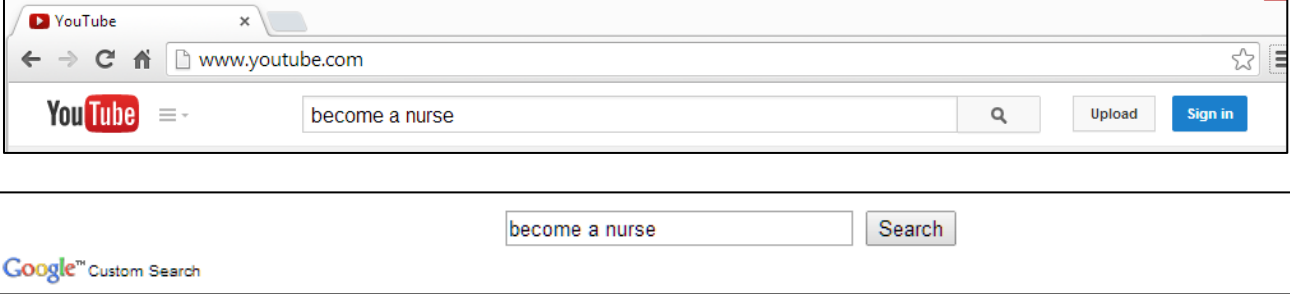
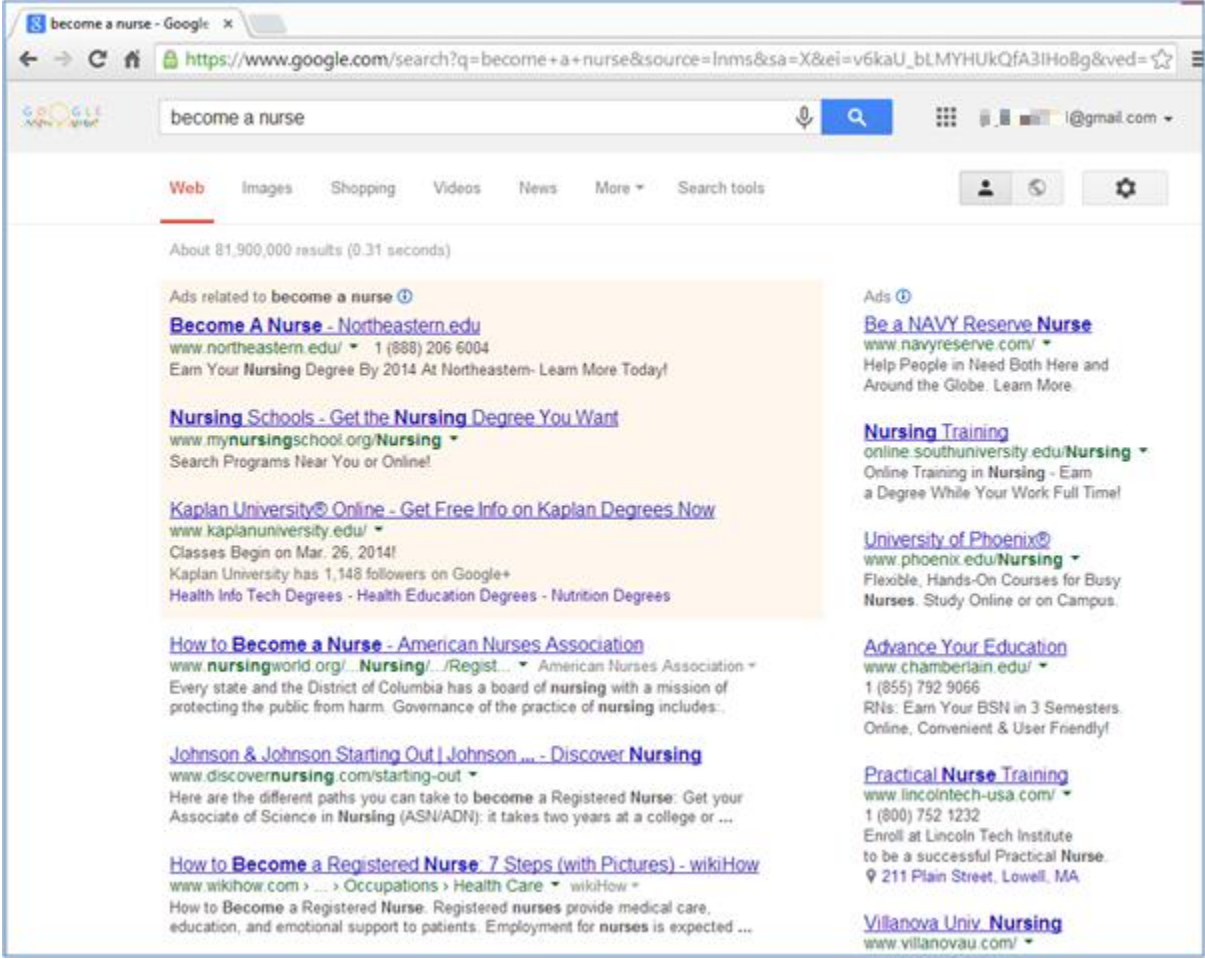
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image shows two screenshots of search interfaces. The top screenshot is a YouTube search page with the URL 'www.youtube.com' and the search term 'become a nurse'. The bottom screenshot is a Google Custom Search page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

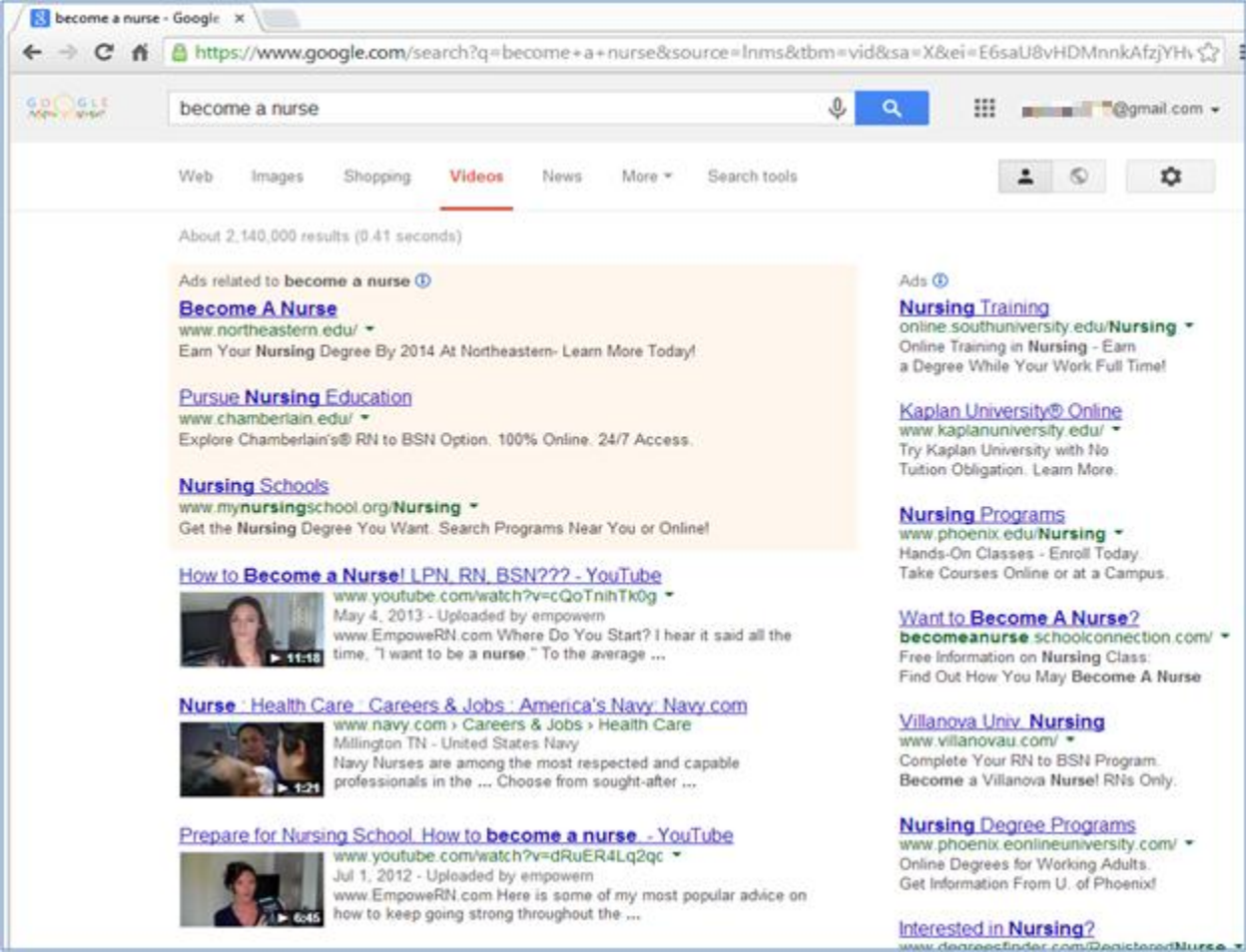
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

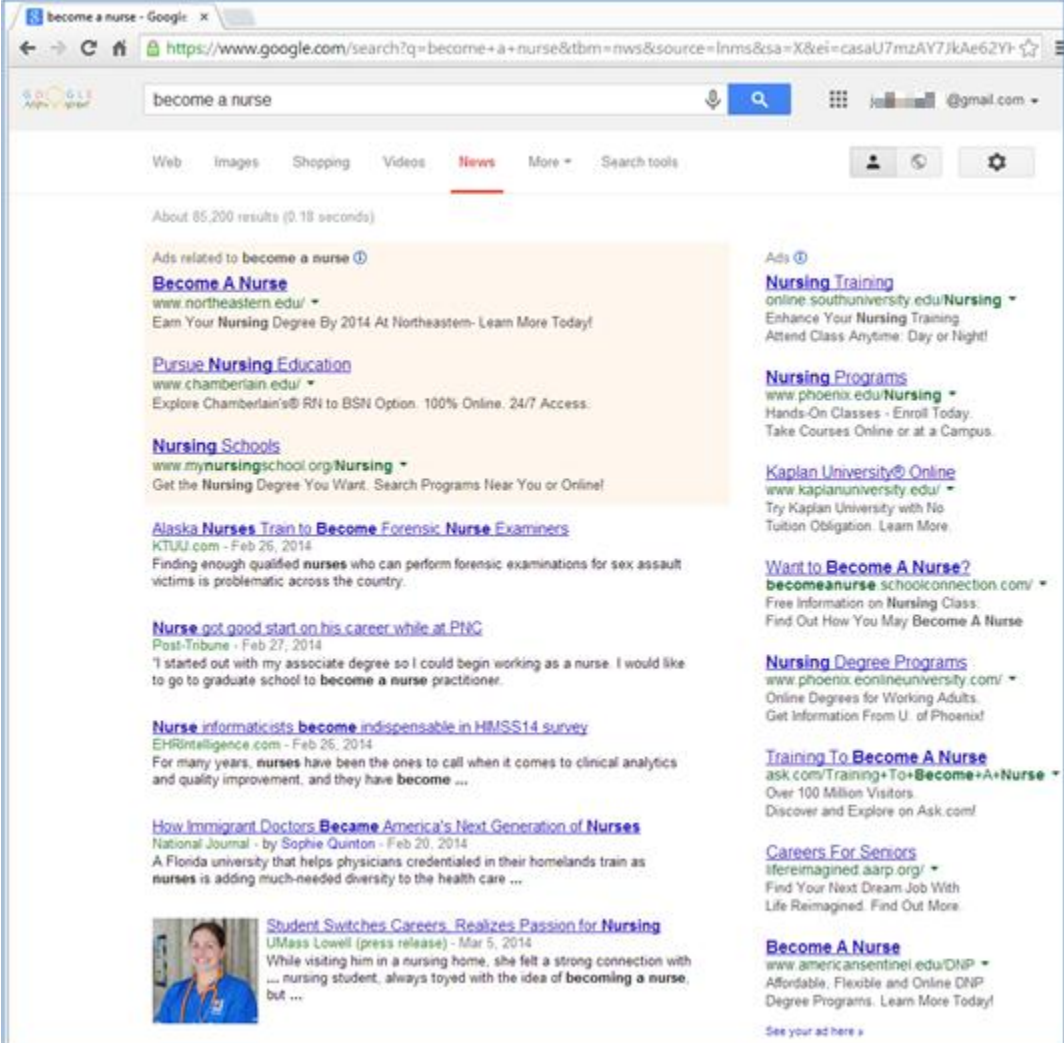
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chms2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;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_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPPUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5                 </pre> <p style="text-align: center;">GET request of "Advanced Search"</p>

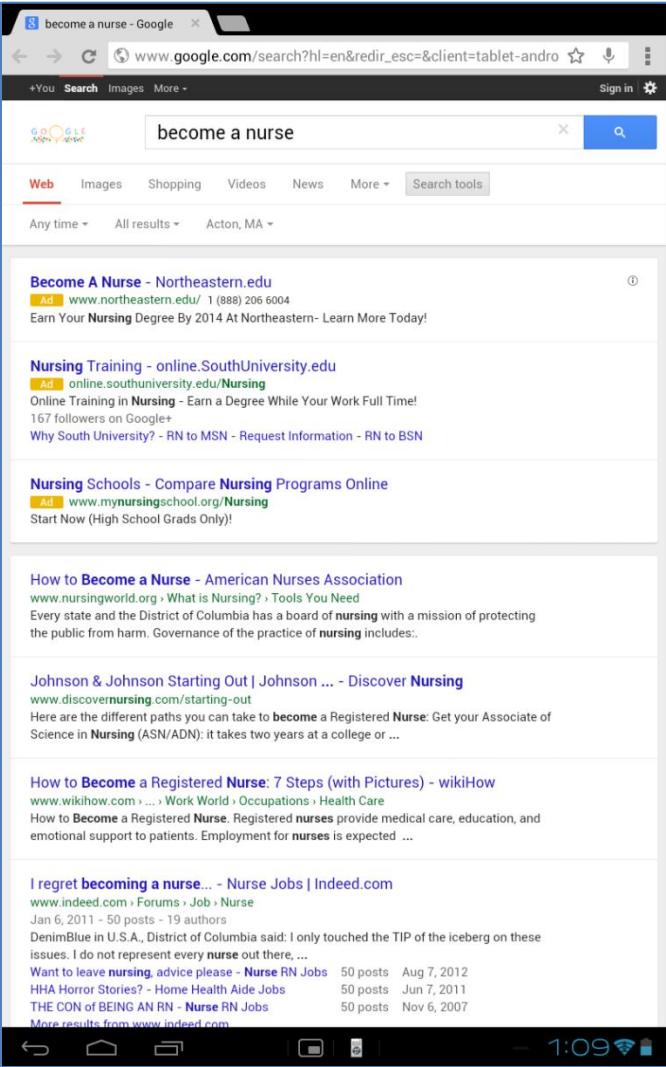
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. <b>7,236,969</b>	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.

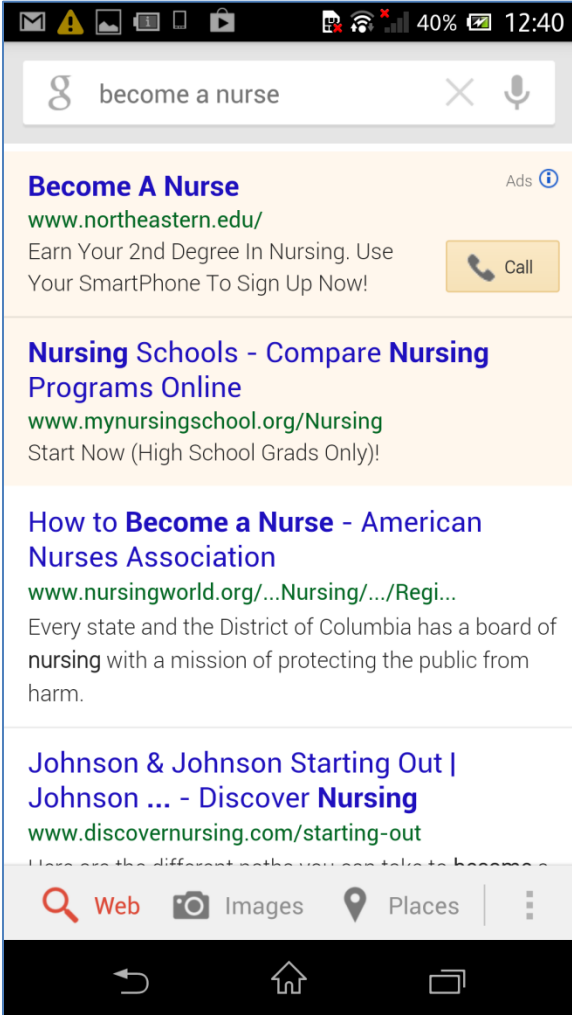
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a "Search tools" button. Below the search bar, it indicates "About 81,900,000 results (0.31 seconds)".</p> <p>The results are divided into two columns. The left column contains several organic search results:</p> <ul style="list-style-type: none"><li><b>Ads related to become a nurse</b> (highlighted in a light orange box):<ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu / 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b>: www.mynursingschool.org/Nursing. Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b>: 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 Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b>: 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:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson... - Discover Nursing</b>: 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 ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: 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 ...</li></ul></li></ul> <p>The right column contains several advertisements:</p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b>: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b>: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b>: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b>: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b>: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b>: www.villanovau.com/.</li></ul>

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	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The results are categorized into several sections:</p> <ul style="list-style-type: none"><li><b>Ads related to become a nurse:</b><ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu/): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu/): Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing): Get the Nursing Degree You Want. Search Programs Near You or Online!</li></ul></li><li><b>How to Become a Nurse! LPN, RN, BSN??? - YouTube</b>: A video thumbnail with a duration of 11:48, uploaded by empowern on May 4, 2013.</li><li><b>Nurse - Health Care - Careers &amp; Jobs - America's Navy - Navy.com</b>: A video thumbnail with a duration of 1:21, from the United States Navy website.</li><li><b>Prepare for Nursing School - How to become a nurse - YouTube</b>: A video thumbnail with a duration of 6:45, uploaded by empowern on Jul 1, 2012.</li></ul> <p>On the right side of the search results, there are additional ads and links:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu/Nursing): Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>Kaplan University® Online</b> (www.kaplanuniversity.edu/): Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nursing Programs</b> (www.phoenix.edu/Nursing): Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com/): Free Information on Nursing Class: Find Out How You May Become A Nurse</li><li><b>Villanova Univ. Nursing</b> (www.villanovau.com/): Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li><li><b>Nursing Degree Programs</b> (www.phoenix.eonlineuniversity.com/): Online Degrees for Working Adults. Get Information From U. of Phoenix</li><li><b>Interested in Nursing?</b> (www.degreefinder.com/RegisteredNurse):</li></ul>

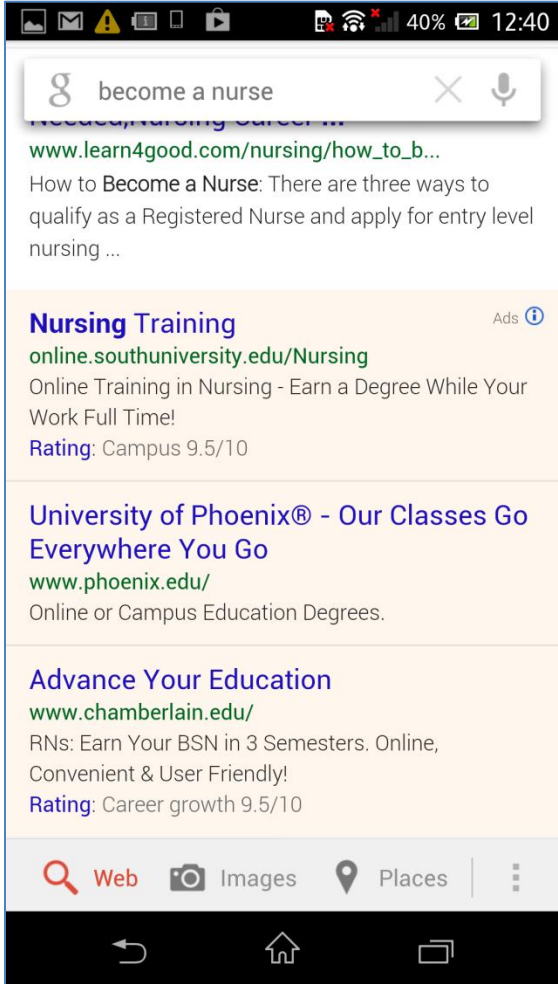
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (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."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (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 ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (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 ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (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 ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenixonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows the search URL: https://www.google.com/search?q=become+a+nurse&amp;tbm=nws&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jKkAe62YI-...</p>

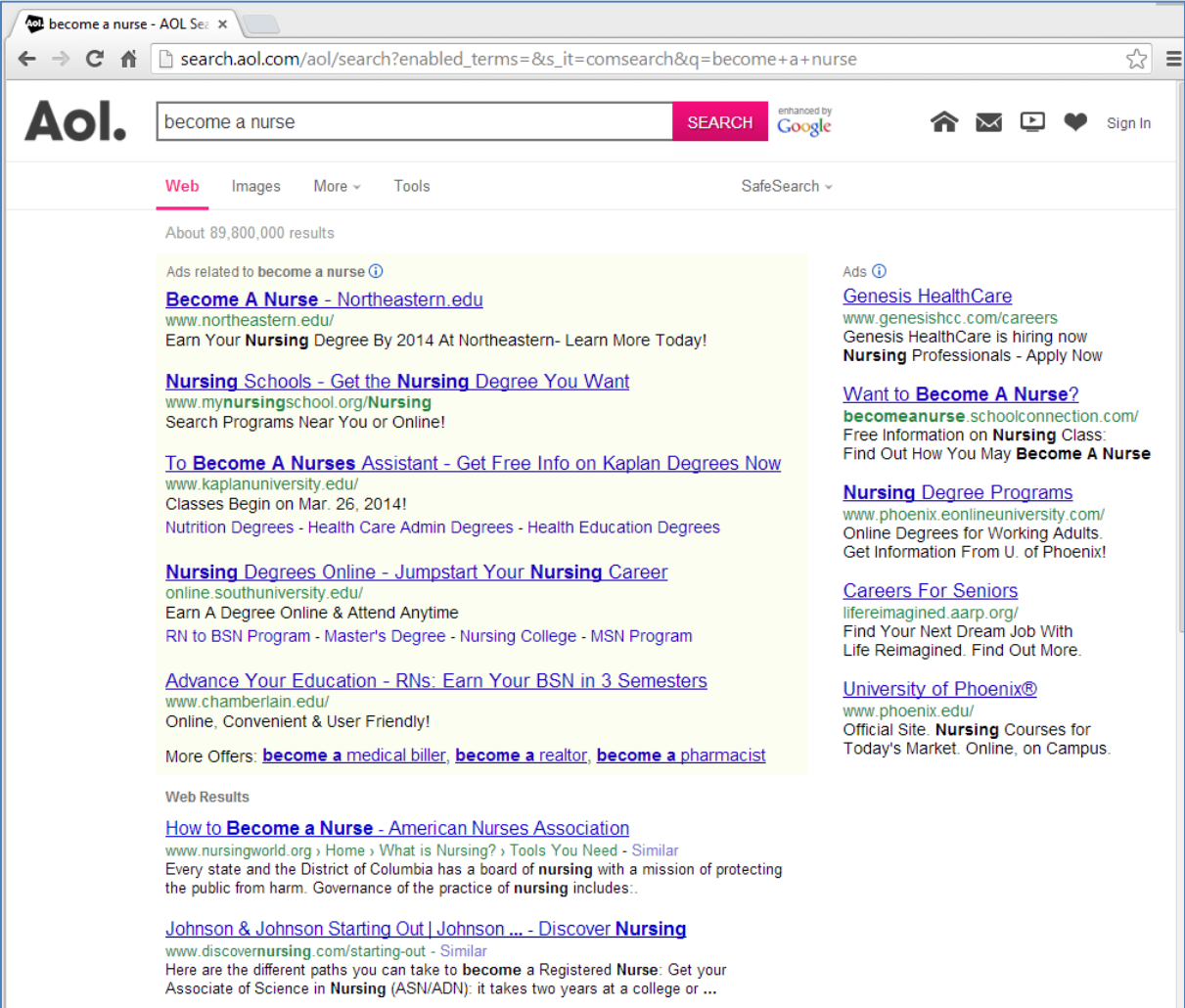
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> "Become A Nurse - Northeastern.edu" with URL <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"</li><li><b>Advertisement 2:</b> "Nursing Training - online.SouthUniversity.edu" with URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "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 BSN"</li><li><b>Advertisement 3:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!"</li><li><b>Organic Result 1:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org">www.nursingworld.org</a>. Text: "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:."</li><li><b>Organic Result 2:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "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 ..."</li><li><b>Organic Result 3:</b> "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL <a href="http://www.wikihow.com">www.wikihow.com</a>. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."</li><li><b>Organic Result 4:</b> "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with URL <a href="http://www.indeed.com">www.indeed.com</a>. Text: "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, ..."</li></ul> <p>The bottom of the screenshot shows a mobile status bar with the time 1:09 and various icons.</p>

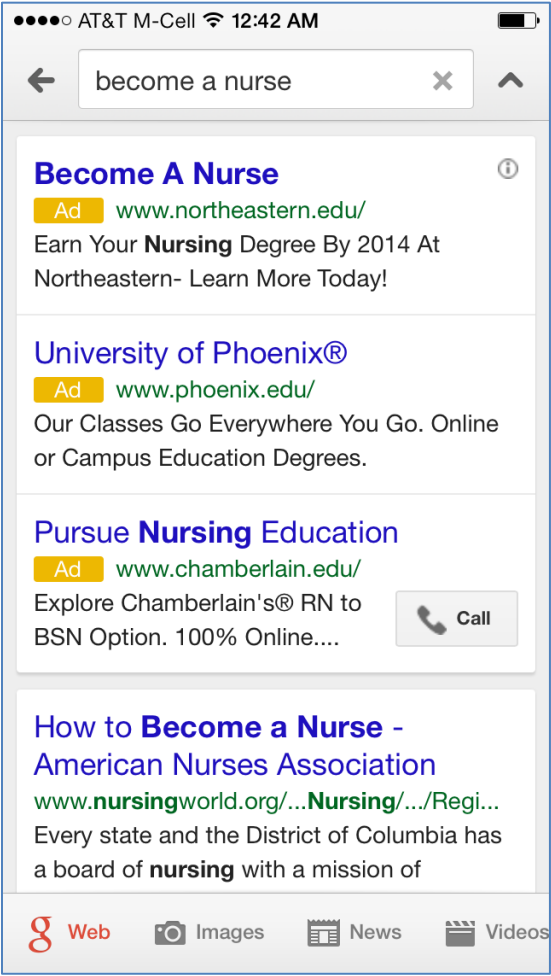


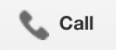

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is an advertisement titled "Become A Nurse" 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".

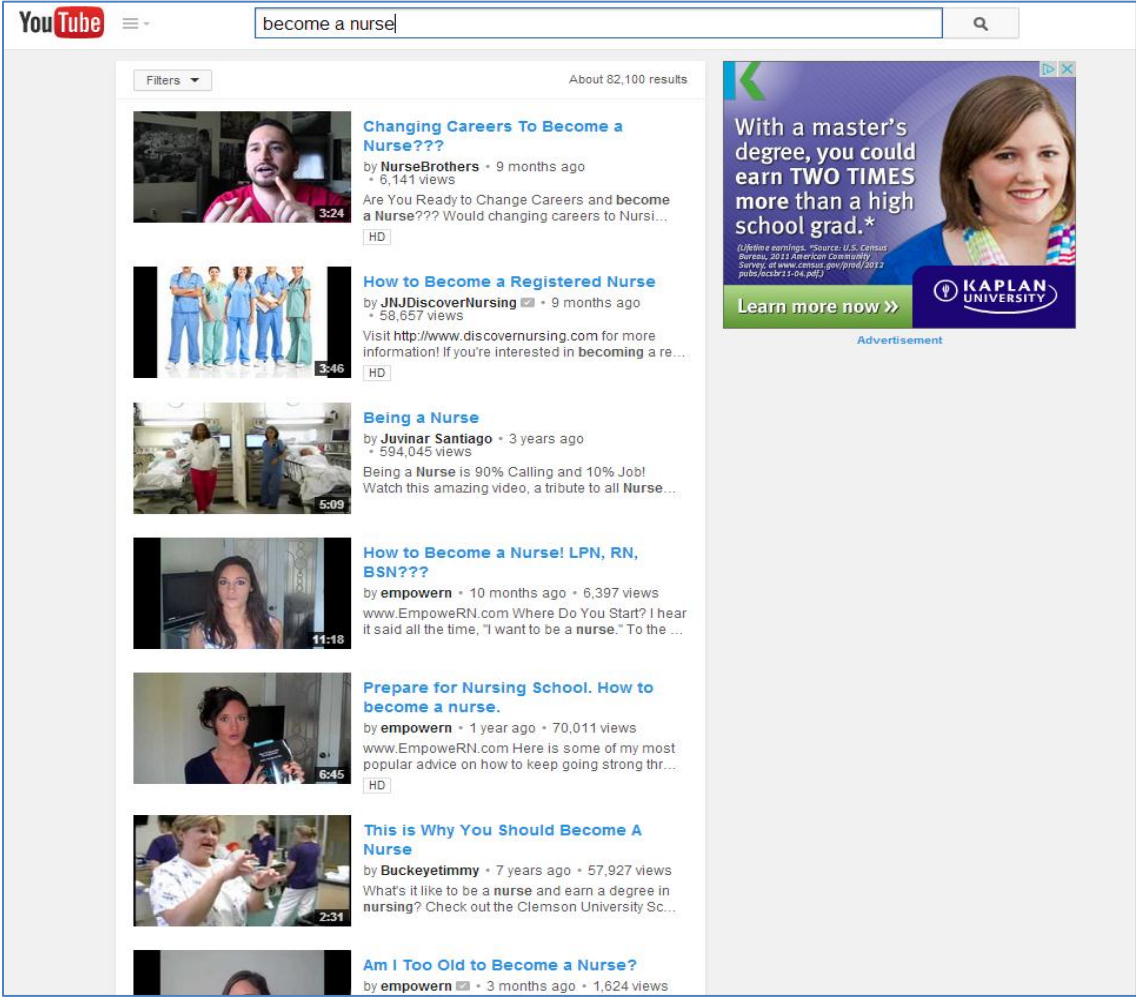


U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li><b>Search Bar:</b> Contains the text "become a nurse" and a microphone icon.</li><li><b>Search Results:</b><ul style="list-style-type: none"><li><b>Organic Result:</b> A link to <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the snippet: "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...".</li><li><b>Advertisement 1:</b> Titled "Nursing Training" (marked as an Ad), with the URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The text reads: "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and includes a "Rating: Campus 9.5/10".</li><li><b>Advertisement 2:</b> Titled "University of Phoenix® - Our Classes Go Everywhere You Go", with the URL <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. The text reads: "Online or Campus Education Degrees."</li><li><b>Advertisement 3:</b> Titled "Advance Your Education", with the URL <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. The text reads: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!" and includes a "Rating: Career growth 9.5/10".</li></ul></li><li><b>Navigation Bar:</b> Includes icons for "Web", "Images", and "Places".</li><li><b>Mobile OS Bar:</b> Shows standard Android navigation icons (back, home, recent apps) and system status icons (signal, Wi-Fi, 40% battery, 12:40).</li></ul>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li><li>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></li></ul> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisbcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

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"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <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><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  <a href="#">Programs and Campuses - Apply Online</a></p><p><b>Nursing Degree Programs</b> Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  <a href="#">Nursing Programs - Nursing Degrees</a></p></div>

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	 <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 &gt;&gt;". The ad also includes the Kaplan University logo and a small note about the source of the earnings data: "(*)Median earnings. *Source: U.S. Census Bureau, 2011 American Community Survey. cf www.census.gov/pirc/0112/publ/accbr11-04.pdf".</p>

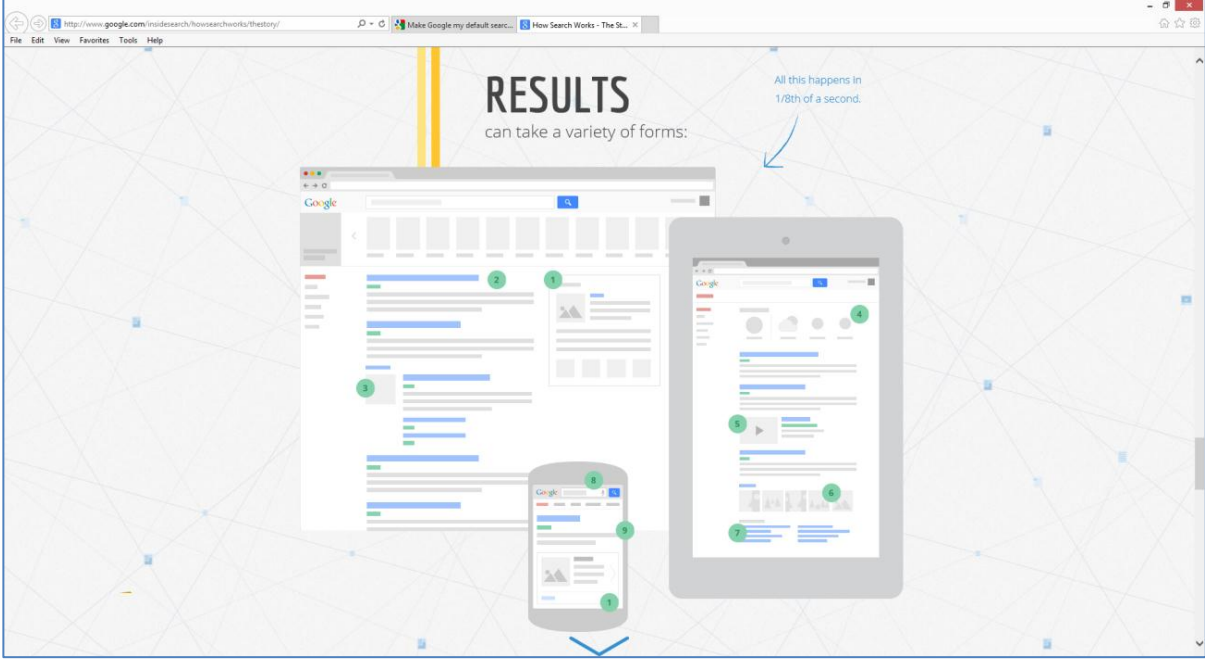
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How &gt;</p> <p><b>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</b></p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google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

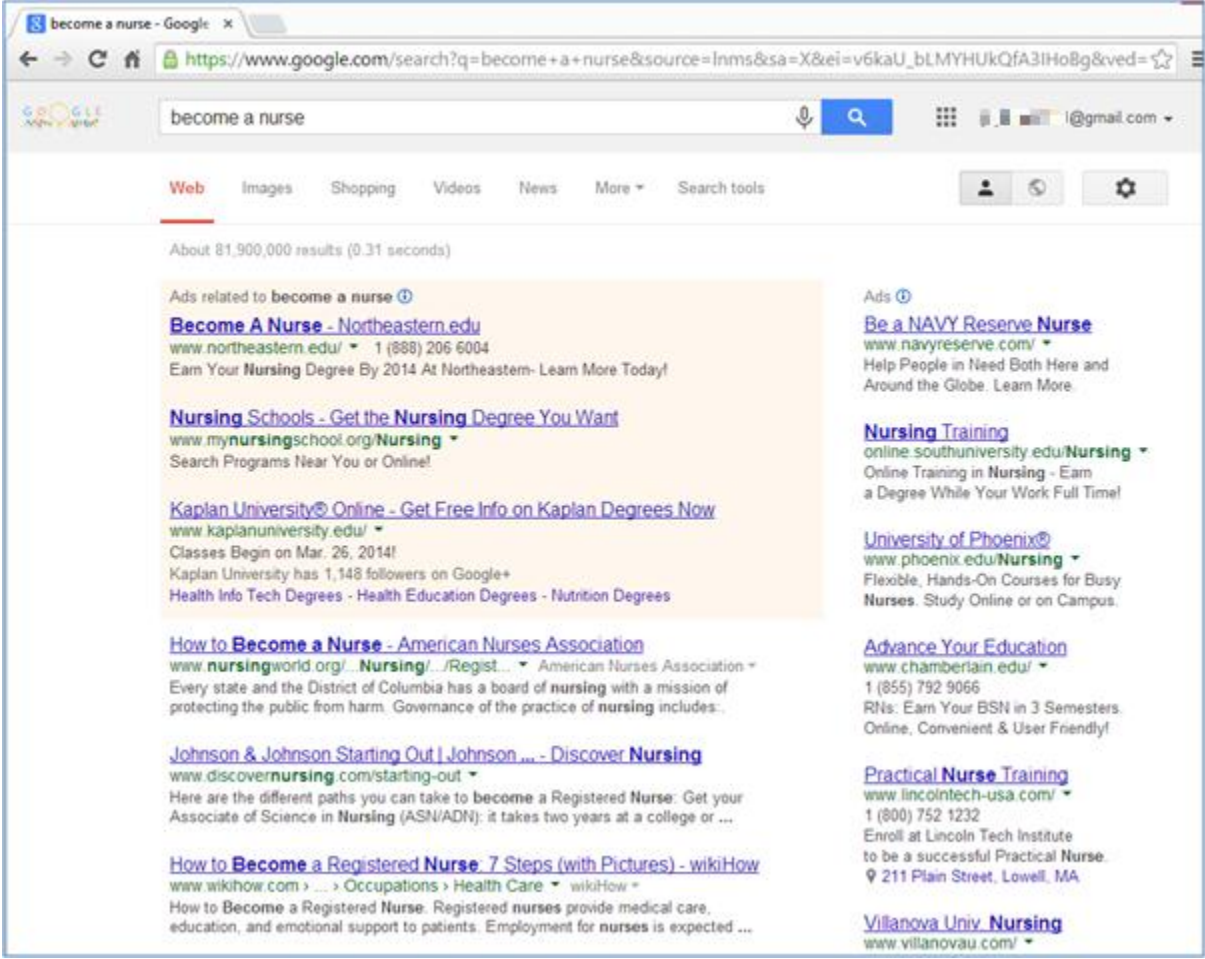
Google Custom Search Results Page

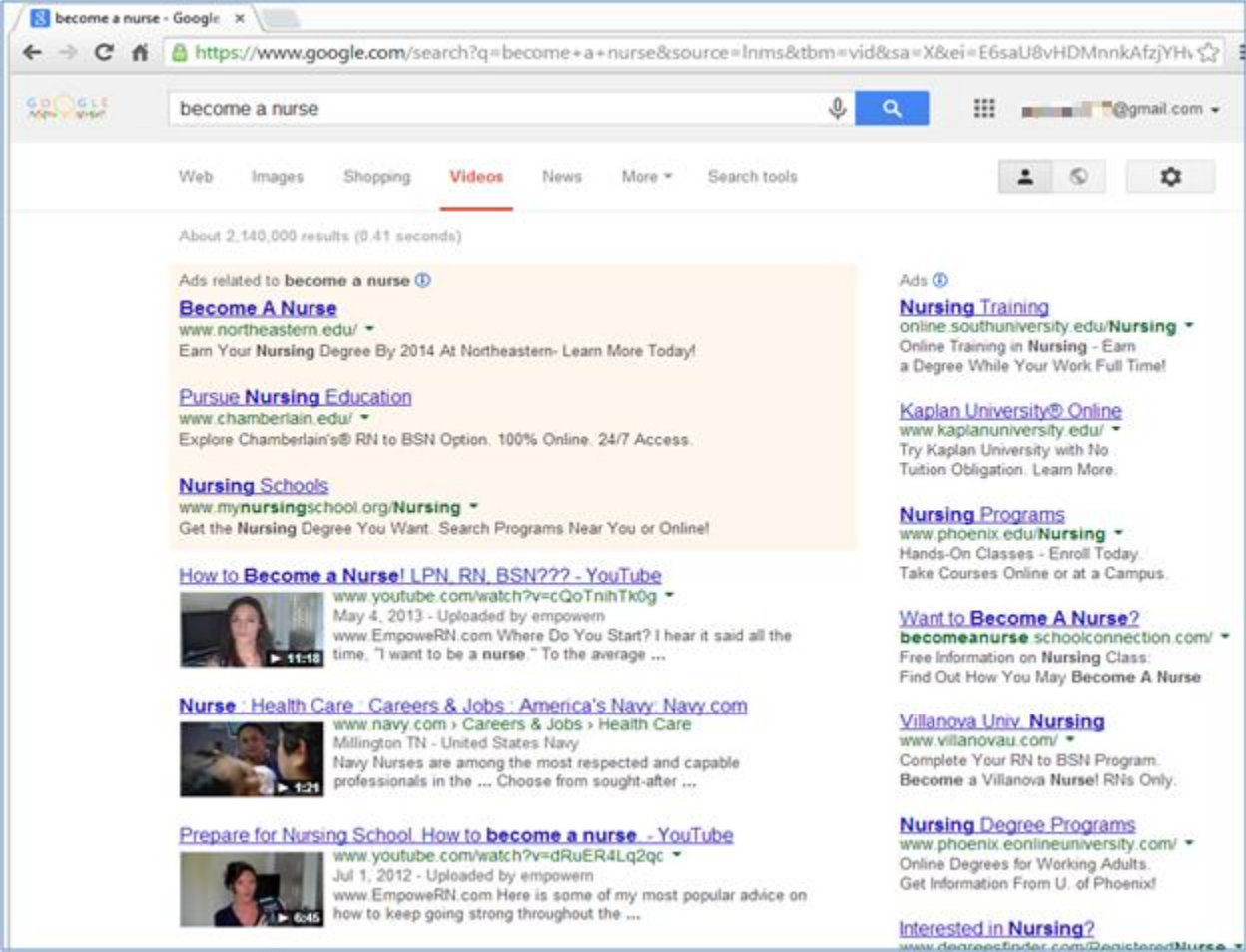
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="0"><tr><td data-bbox="617 370 1222 971"><p><b>Finding information by crawling</b></p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is 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 <a href="#">sitemaps</a> 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><b>Organizing information by indexing</b></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 <a href="#">Knowledge Graph</a>, 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 1976 1010"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p>	<p><b>Finding information by crawling</b></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 <a href="#">sitemaps</a> 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><b>Organizing information by indexing</b></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 <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p><b>Finding information by crawling</b></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 <a href="#">sitemaps</a> 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><b>Organizing information by indexing</b></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 <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

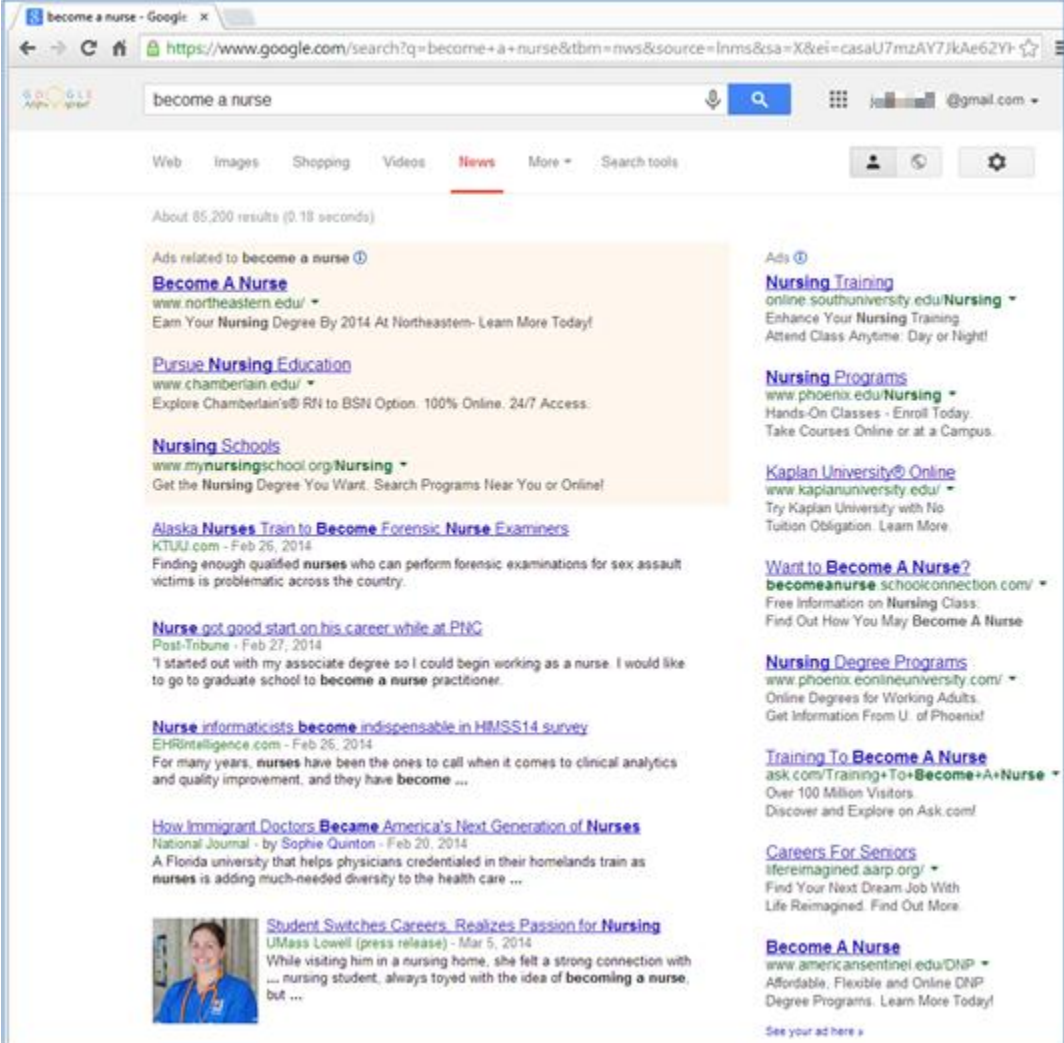
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 1112"><p><b>1 BEFORE YOU SEARCH</b></p><p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that 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 <b>100,000,000</b> gigabytes</p><hr/><p>We've spent over <b>1million</b> computing hours building the index so far</p></div> <p data-bbox="588 1120 1984 1193"><a href="https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</a></p>

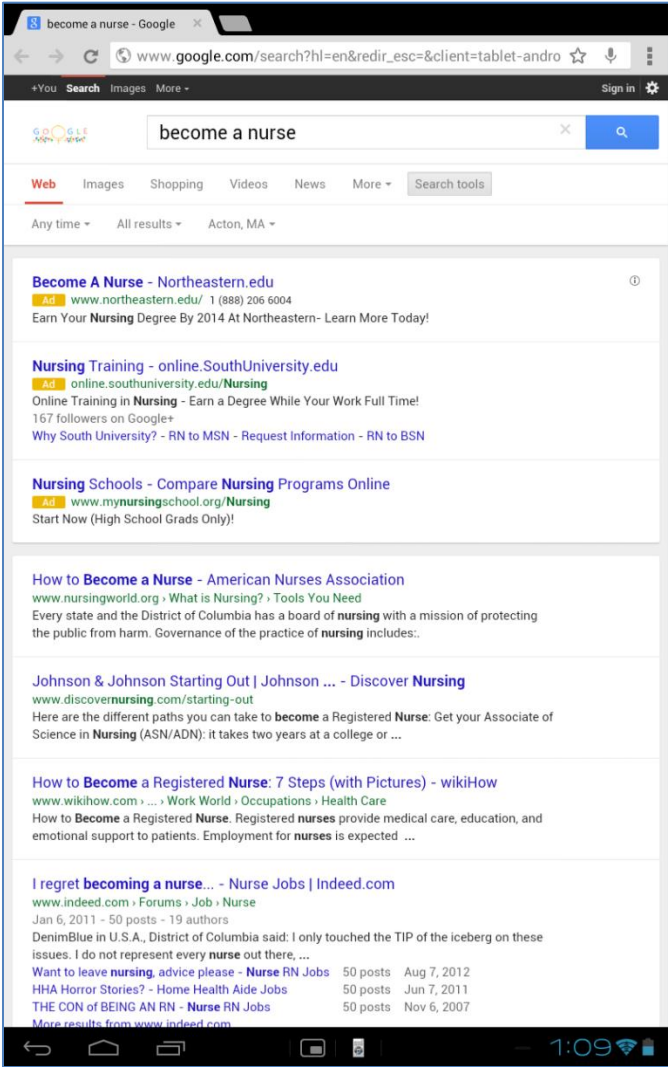


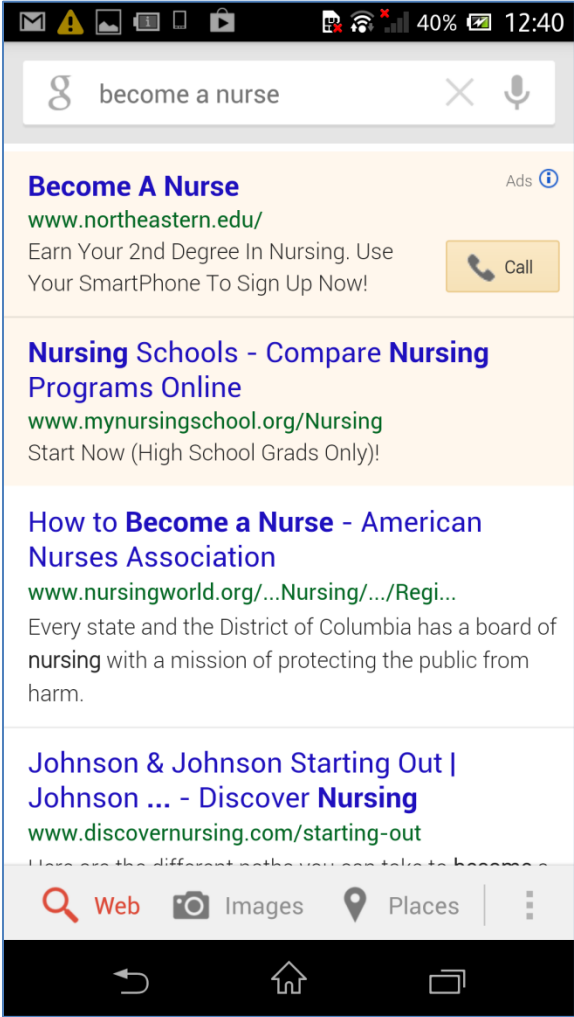
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page displayed on three different devices: a desktop monitor, a tablet, and a smartphone. The desktop view shows a search bar at the top, followed by a 'RESULTS' section with the text 'can take a variety of forms:'. Below this, there are several search results with numbered callouts (1-5) pointing to specific elements. 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 <a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a>.</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.

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	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> 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 Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b> 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:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson... - Discover Nursing</b> 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 ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com/...&gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b> online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b> www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b> www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b> www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b> www.villanovau.com/</li></ul>

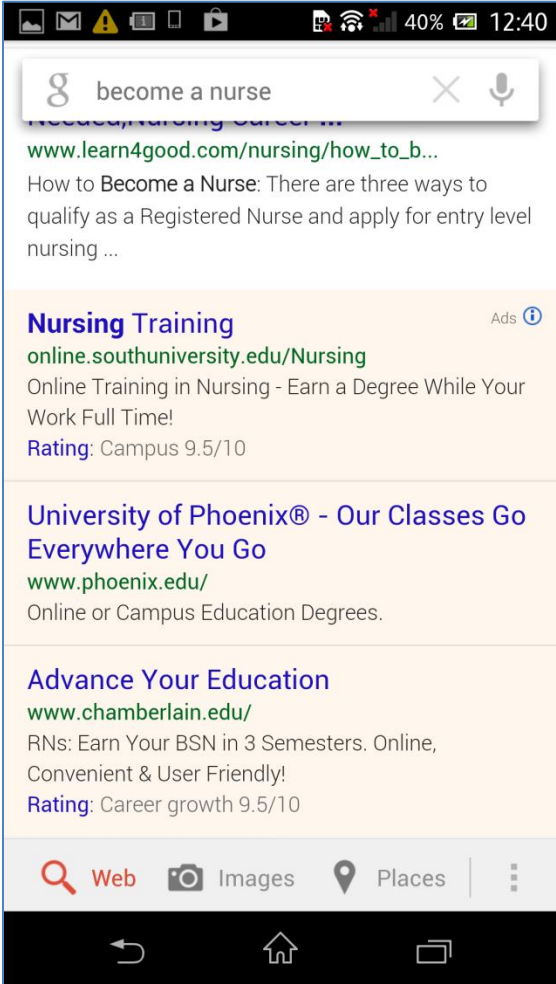
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content. The first video is titled "How to Become a Nurse! LPN, RN, BSN???" from YouTube, uploaded by empowern in May 2013. Other videos include "Nurse - Health Care - Careers &amp; Jobs: America's Navy" from Navy.com and "Prepare for Nursing School - How to become a nurse" from YouTube, uploaded by empowern in July 2012. On the right side, there are several advertisements for nursing programs, including "Become A Nurse" from northeastern.edu, "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from schoolconnection.com, "Villanova Univ Nursing", "Nursing Degree Programs" from phoenix.eonlineuniversity.com, and "Interested in Nursing?" from dnccnecfinder.com.</p>

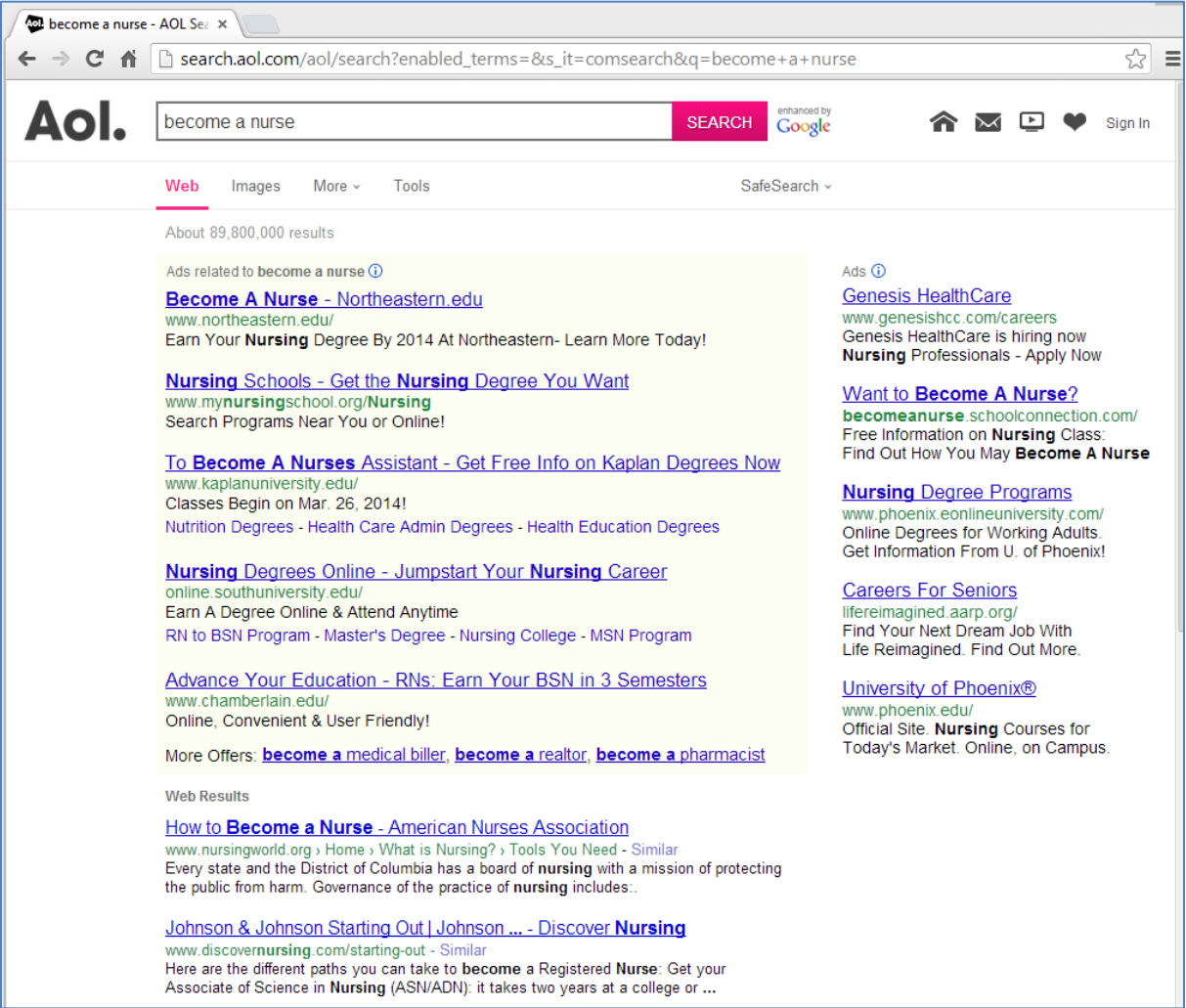
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (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."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (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 ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (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 ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (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 ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows the search URL: https://www.google.com/search?q=become+a+nurse&amp;tbn=...&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jkAe62YI...</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> "Become A Nurse - Northeastern.edu" with URL <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"</li><li><b>Advertisement 2:</b> "Nursing Training - online.SouthUniversity.edu" with URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "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 BSN"</li><li><b>Advertisement 3:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!"</li><li><b>Organic Result 1:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org">www.nursingworld.org</a>. Text: "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:."</li><li><b>Organic Result 2:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "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 ..."</li><li><b>Organic Result 3:</b> "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL <a href="http://www.wikihow.com">www.wikihow.com</a>. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."</li><li><b>Organic Result 4:</b> "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with URL <a href="http://www.indeed.com">www.indeed.com</a>. Text: "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, ..."</li></ul> <p>The bottom of the screenshot shows a mobile status bar with the time 1:09 and various icons.</p>

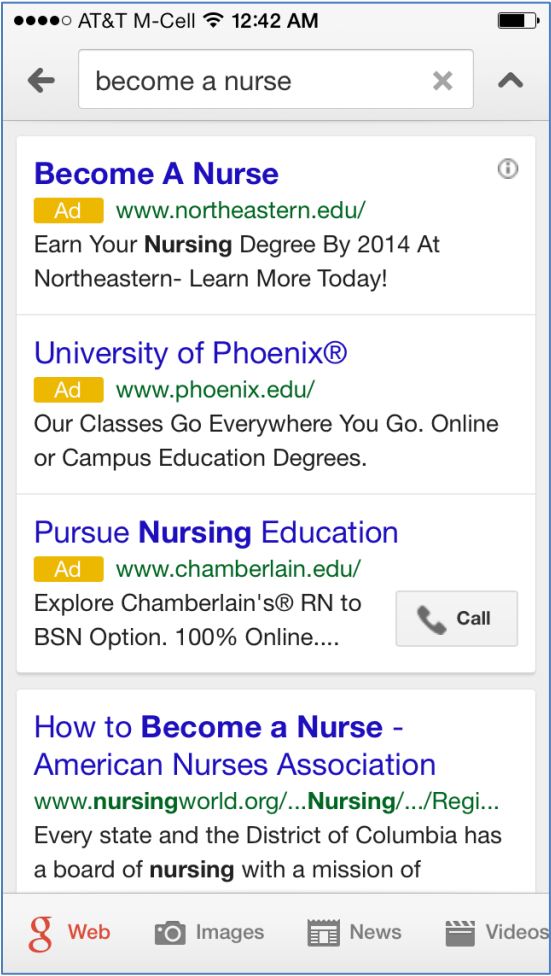
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li><b>Search Bar:</b> Contains the text "become a nurse" and a microphone icon.</li><li><b>Search Results:</b><ul style="list-style-type: none"><li><b>Result 1:</b> "Become A Nurse" (Ad) with URL <a href="http://www.northeastern.edu/">www.northeastern.edu/</a>. Description: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.</li><li><b>Result 2:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Description: "Start Now (High School Grads Only)!".</li><li><b>Result 3:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a>. Description: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."</li><li><b>Result 4:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Description: "Here are the different paths you can take to become a..."</li></ul></li></ul> <p>The bottom of the screenshot shows a navigation bar with "Web", "Images", and "Places" tabs, and a home indicator bar with back, home, and recent apps icons.</p>

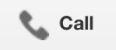



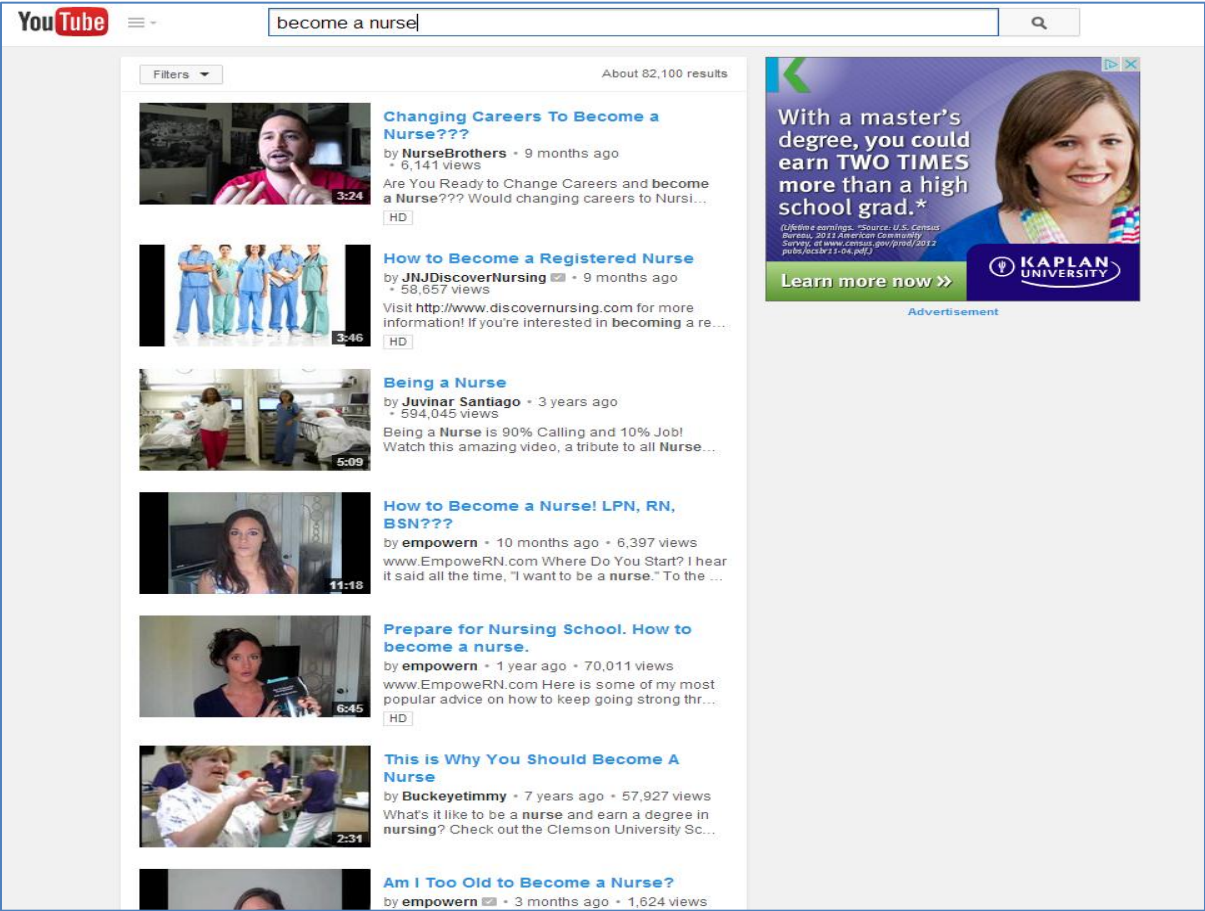
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li>Result 1: <a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

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	 <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=&amp;s_it=comsearch&amp;q=become+a+nurse". The search bar contains "become a nurse" and a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown menu. 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 "How to Become a Nurse - American Nurses Association" and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing".</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"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <p>The bottom of the screenshot shows a navigation bar with icons for Web, Images, News, and Videos.</p>

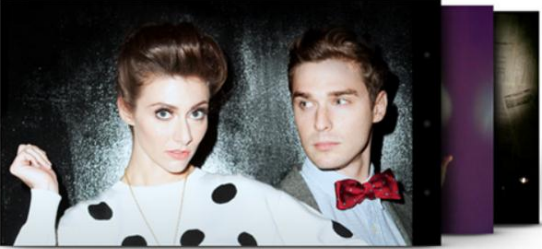
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	<div data-bbox="1008 324 1554 1299"><p><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  <a href="#">Programs and Campuses - Apply Online</a></p><p><b>Nursing Degree Programs</b> Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! <a href="#">Nursing Programs - Nursing Degrees</a></p></div>

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	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empower • 10 months ago • 6,397 views. Video length: 11:18.</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empower • 1 year ago • 70,011 views. Video length: 6:45.</li><li><b>This is Why You Should Become A Nurse</b> by Bucketymmy • 7 years ago • 57,927 views. Video length: 2:31.</li><li><b>Am I Too Old to Become a Nurse?</b> by empower • 3 months ago • 1,624 views.</li></ul> <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". The ad is labeled "Advertisement" at the bottom.</p>

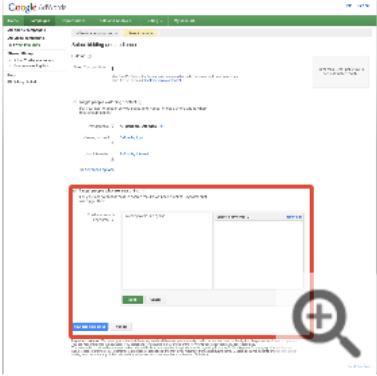
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window with the address bar displaying <a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175">www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175</a>. The page features a blue banner at the top with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a "Find Out How &gt;" button. Below the banner, the search results are titled "Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web". The results show "About 156 results (0.21 seconds)" and "Ads by Google related to: become a nurse". The ads include links to "Nursing Schools" (www.mynursingschool.org/Nursing), "Registered Nurse Courses" (www.anthem.edu/Nursing), "To Become A Nurses Assistant" (www.kaplanuniversity.edu/), "Nursing Degree Programs" (www.phoenix.eonlineuniversity.com/), "Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ..." (www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.business.nurse.htm), and "The Top Ten Reasons ... Jokes and Nursing Humor on The ..." (www.nursinghumor.com/top.ten.reasons.htm). On the right side, there are additional ads for "Want to Become A Nurse?", "Nursing School" (www.westcoastuniversity.edu/BSN-School), "Start a Career as a Nurse" (www.breckinridgenursing.com/), "Careers For Seniors" (lifereimagined.aarp.org/), and "Training To Become A Nurse" (ask.com/Training+To+Become+A+Nurse).</p>

Google Custom Search Results Page



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	<div data-bbox="718 360 1890 867"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p><p><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p></div> <div data-bbox="659 945 1902 1312"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p><p><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p></div>

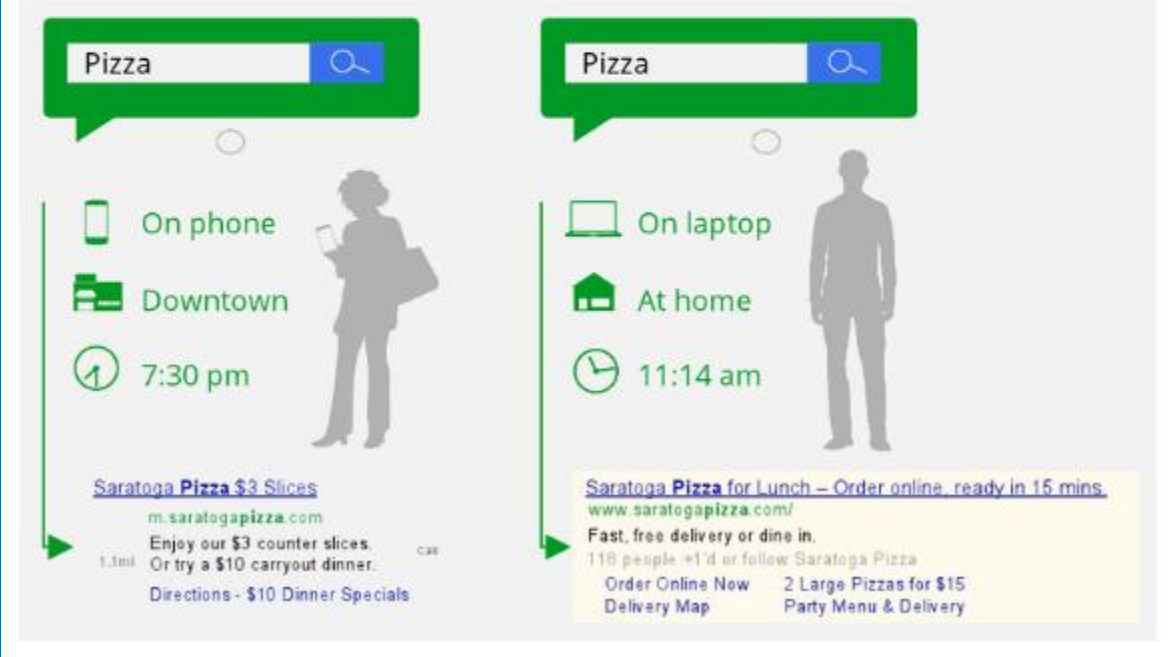
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 397 1795 747"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 755 1984 787"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p>

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	<p data-bbox="793 337 1081 370"><b>About targeting groups</b></p> <p data-bbox="793 397 1890 454">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="793 483 1375 508">A single targeting group can contain the following types of targets:</p> <ul data-bbox="814 537 1879 1104" style="list-style-type: none"><li data-bbox="814 537 1134 561">• <b>Demographics:</b> Age and gender.</li><li data-bbox="814 573 1696 597">• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li data-bbox="814 609 1843 662">• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. <a href="#">Learn more about interest categories.</a></li><li data-bbox="814 673 1864 852">• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="856 760 1543 852" style="list-style-type: none"><li data-bbox="856 760 1218 784">◦ Channels (YouTube Partner Channels)</li><li data-bbox="856 795 1102 820">◦ Videos (YouTube Videos)</li><li data-bbox="856 831 1543 855">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li data-bbox="814 881 1879 971">• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube.</a></li><li data-bbox="814 982 1822 1039">• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li data-bbox="814 1050 1869 1104">• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1213 1125 1984 1157"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

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	<p data-bbox="793 334 1398 358">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="848 391 1734 415" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="827 959 877 984"><b>Note</b></p> <p data-bbox="827 1008 1377 1032">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="827 1057 1850 1122">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1283 1149 1976 1174"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>



U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="764 321 1894 1166"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><p>Search ad      Gmail ad      Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><hr/><p> <b>Example</b></p><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1208 1978 1240"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>

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	<p><b>Smarter ads optimized for varying user contexts:</b> Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The image displays two search results for 'Pizza' on a mobile device. On the left, a user is 'On phone' in 'Downtown' at '7:30 pm'. The ad for 'Saratoga Pizza \$3 Slices' includes a mobile link (m.saratogapizza.com), a location extension (1.1mi), and a call to action: 'Enjoy our \$3 counter slices. Or try a \$10 carryout dinner. Directions - \$10 Dinner Specials'. On the right, a user is 'On laptop' 'At home' at '11:14 am'. The ad for 'Saratoga Pizza for Lunch - Order online, ready in 15 mins.' includes a website link (www.saratogapizza.com/), a call to action: 'Fast, free delivery or dine in.', and a promotion: '118 people +1'd or follow Saratoga Pizza. Order Online Now 2 Large Pizzas for \$15. Delivery Map Party Menu &amp; Delivery'.</p> <p><a href="http://www.google.com/think/products/enhanced-campaigns.html">http://www.google.com/think/products/enhanced-campaigns.html</a></p>

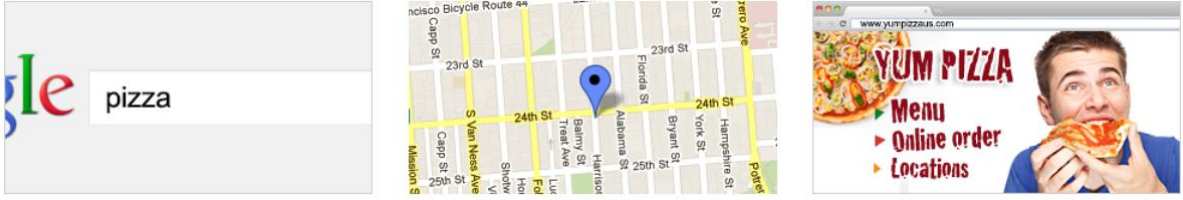
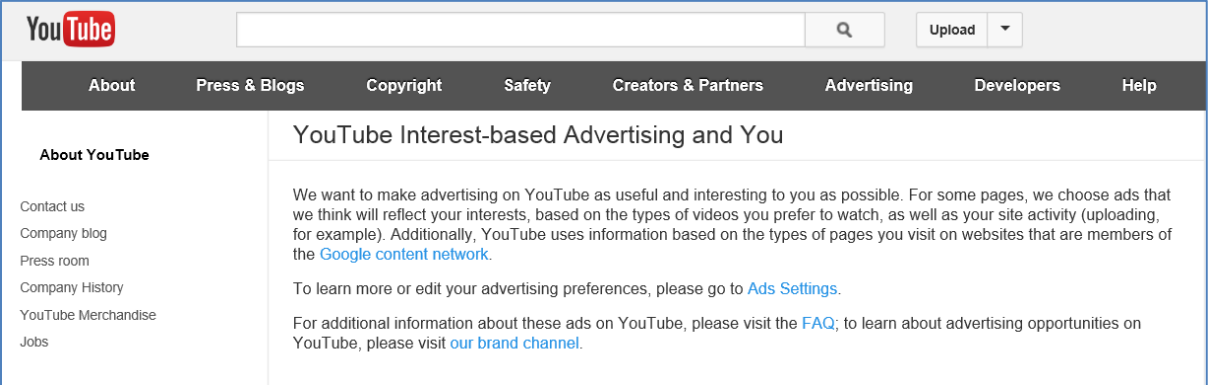
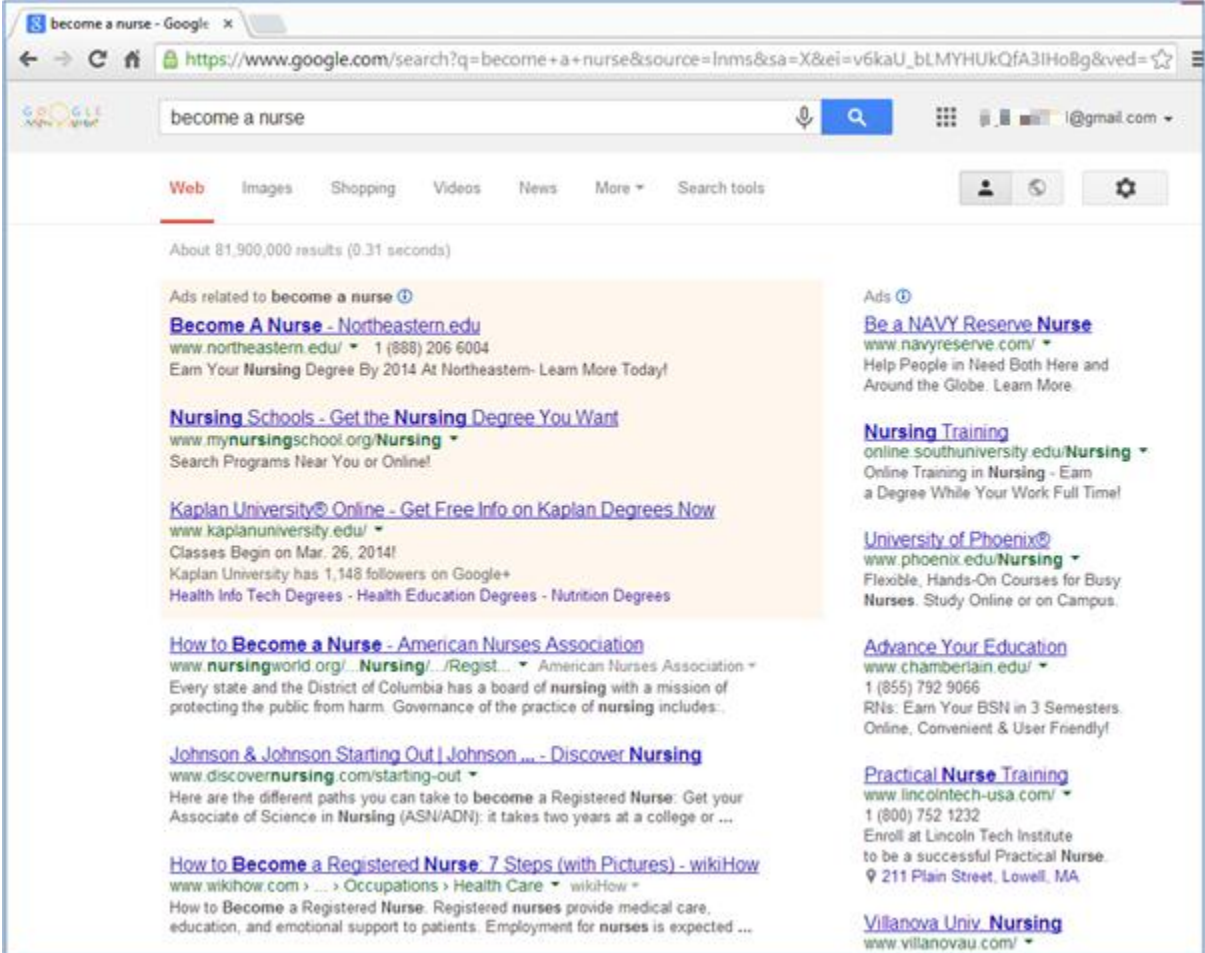
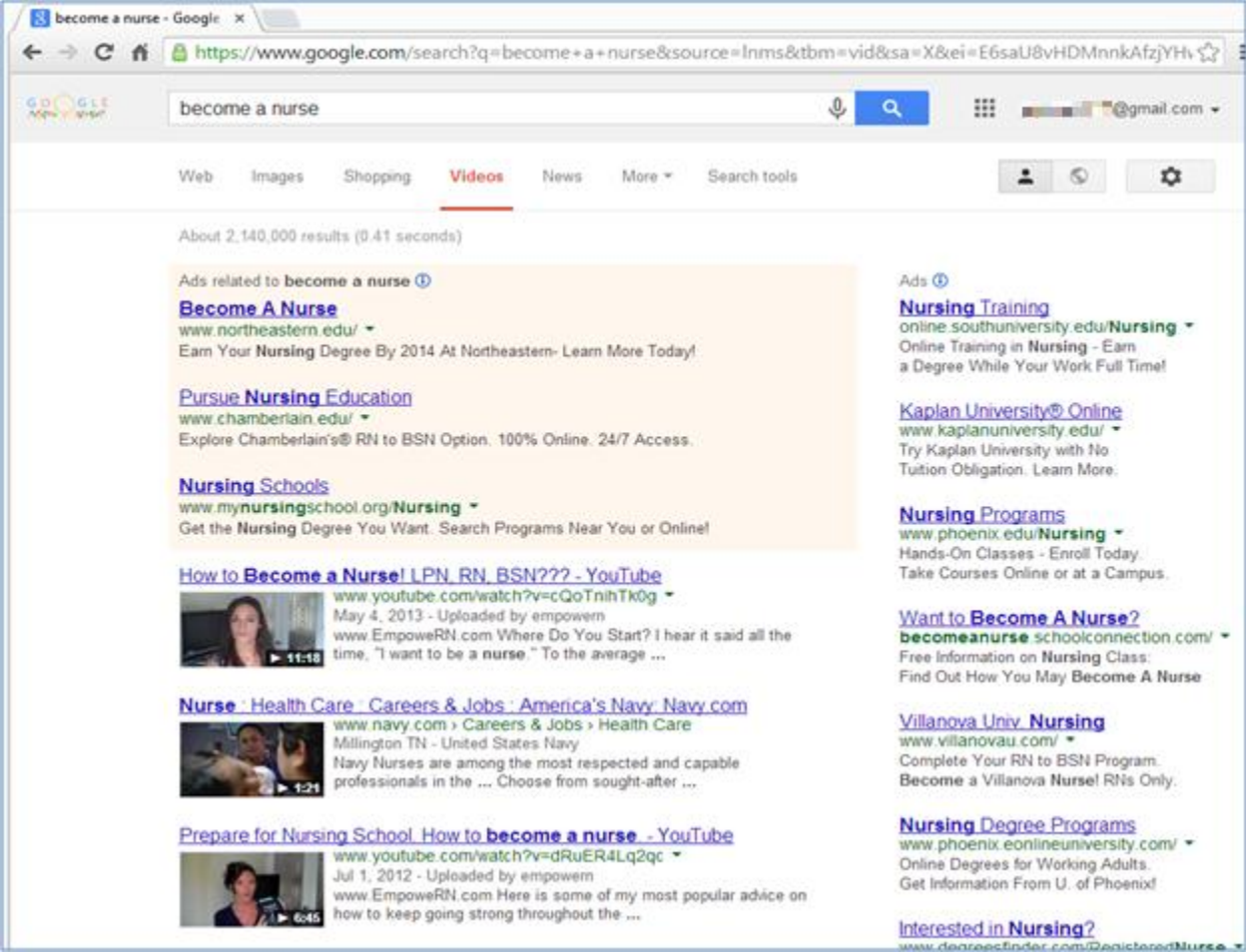
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 321 1885 828"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><b>Get Started</b> For free setup help call: <b>1-855-500-2762*</b></p>  <div style="display: flex; justify-content: space-between;"> <div data-bbox="688 706 1060 820"> <p><b>People search on Google</b></p> <p>People search on Google for products and services that you have to offer.</p> </div> <div data-bbox="1081 706 1453 820"> <p><b>They see your ad</b></p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> </div> <div data-bbox="1474 706 1864 820"> <p><b>You get more customers</b></p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p> <div data-bbox="682 933 1885 1315">  <p><b>YouTube Interest-based Advertising and You</b></p> <p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>.</p> <p>To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>.</p> <p>For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.</p> </div> <p><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p> </div>

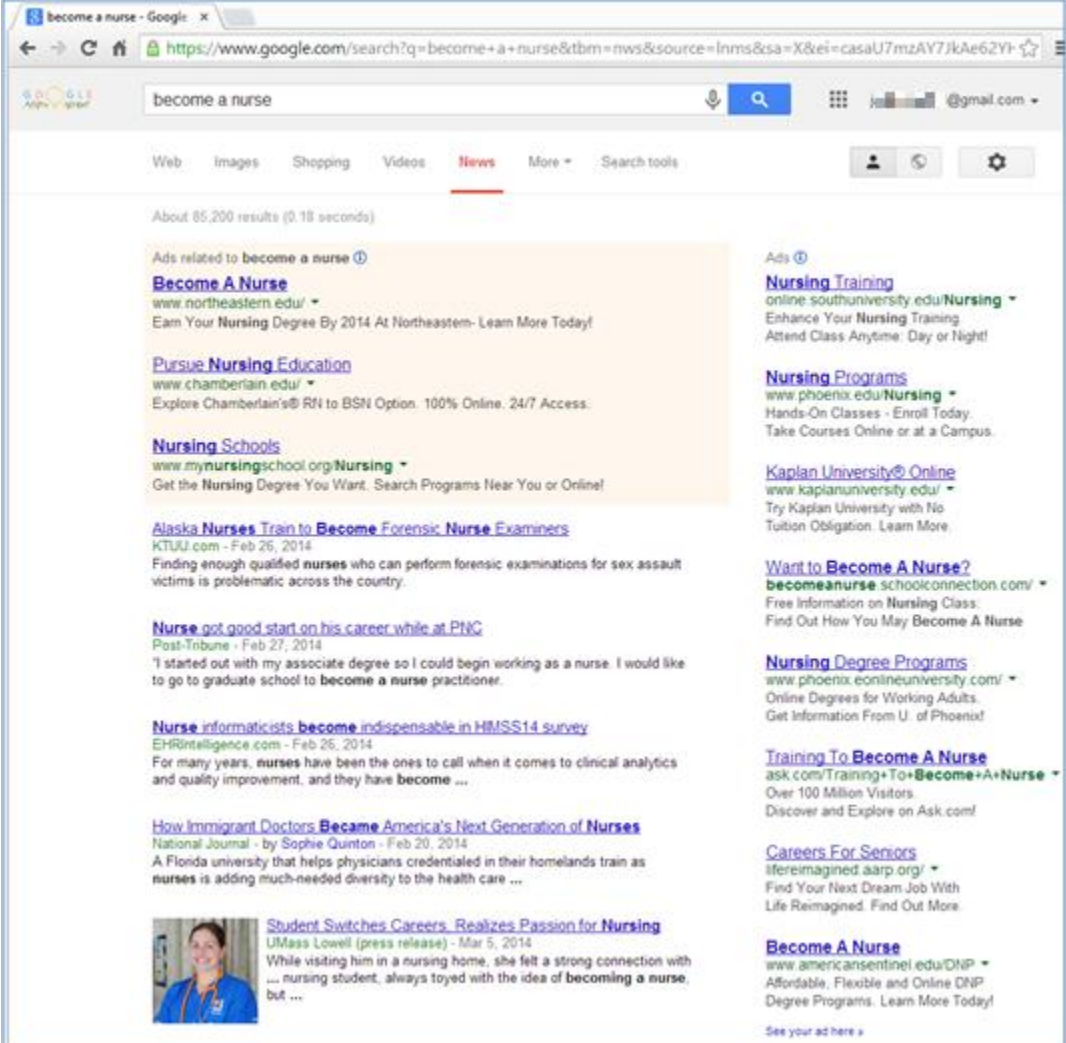
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

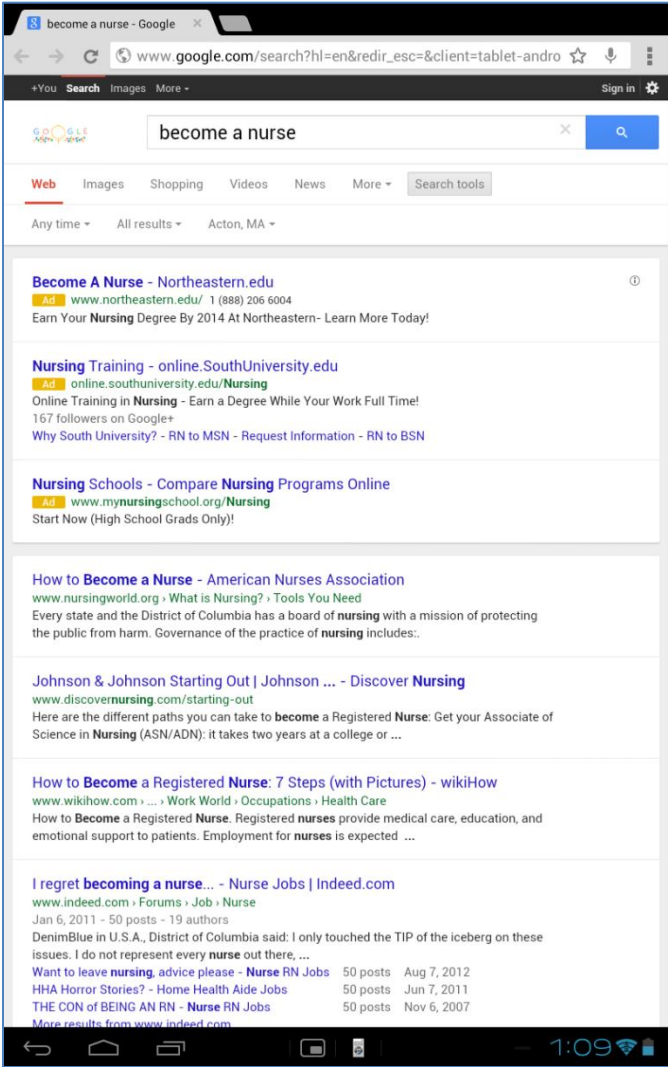
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
providing the search results together with the particular advertisement to the user.	The Accused Instrumentalities provide the search results together with the particular advertisement to the user.  See above

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 81,900,000 results. The search results are organized into two columns. The left column features several sponsored links (ads) related to nursing education, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University® Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson... - Discover Nursing", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". The right column displays a section for "Ads" with links such as "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing". The browser's address bar shows the search URL, and the search bar contains the text "become a nurse".</p>

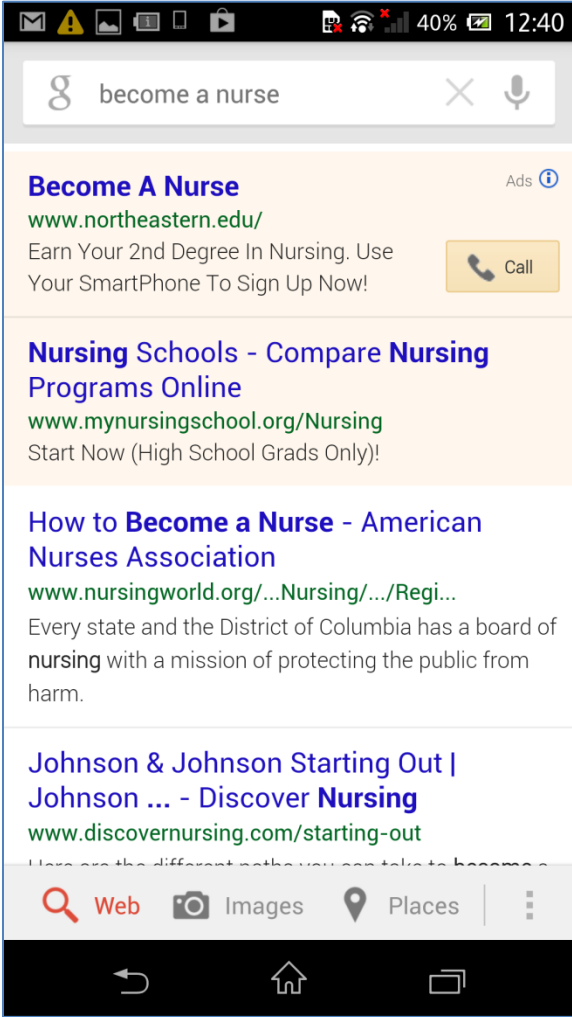
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and titles:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Eam Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>How to Become a Nurse! LPN, RN, BSN??? - YouTube</b> (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 ...</li><li><b>Nurse - Health Care - Careers &amp; Jobs - America's Navy - Navy.com</b> (www.navy.com) - Careers &amp; Jobs &gt; Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</li><li><b>Prepare for Nursing School - How to become a nurse - YouTube</b> (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 ...</li></ul> <p>On the right side, there are additional ads and search results:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>Kaplan University® Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nursing Programs</b> (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A Nurse</li><li><b>Villanova Univ. Nursing</b> (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li><li><b>Nursing Degree Programs</b> (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Interested in Nursing?</b> (www.donoreefinder.com/DonoreefinderNurse)</li></ul>

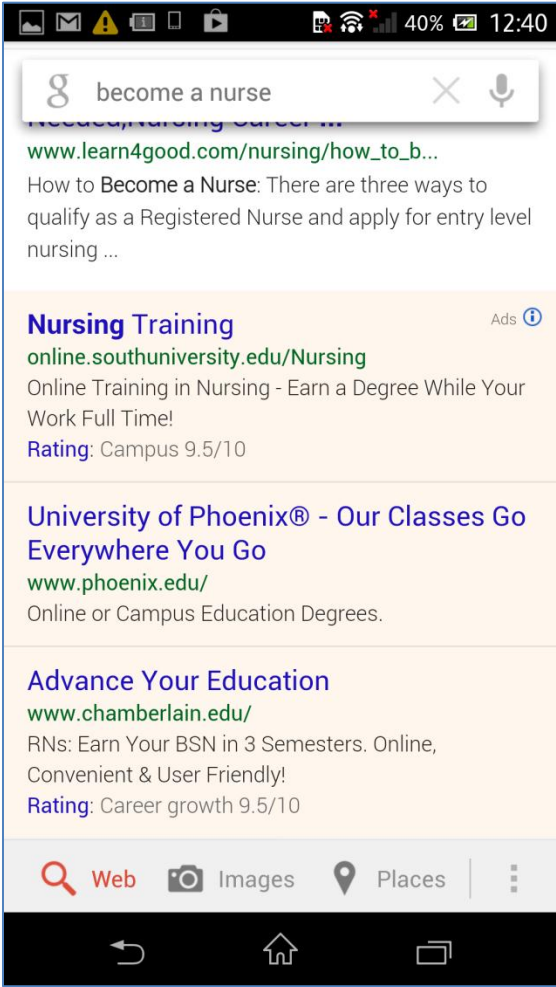


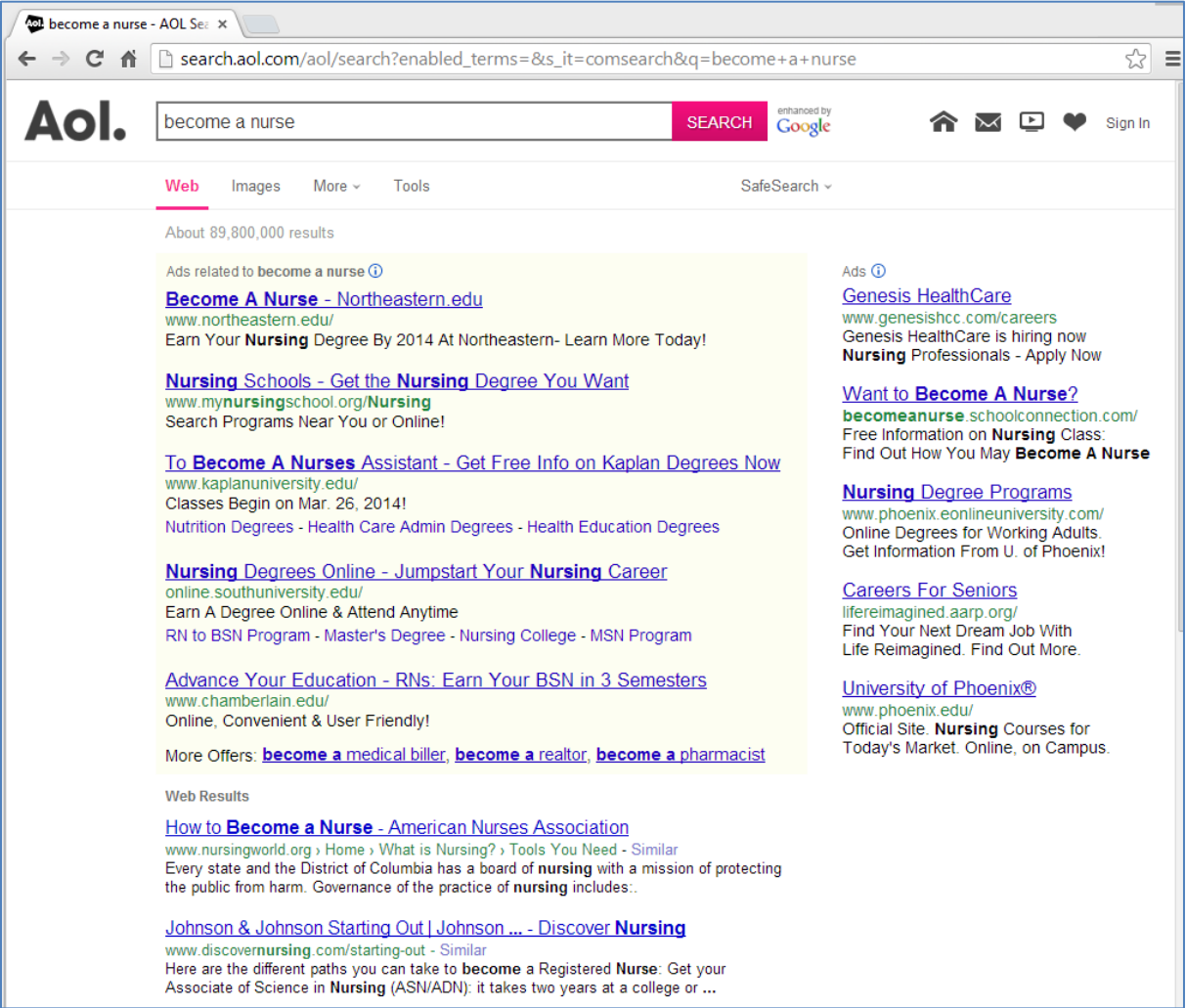
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (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."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (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 ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (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 ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (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 ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The page also shows navigation tabs for Web, Images, Shopping, Videos, News, and More, along with search tools and a user profile icon.</p>

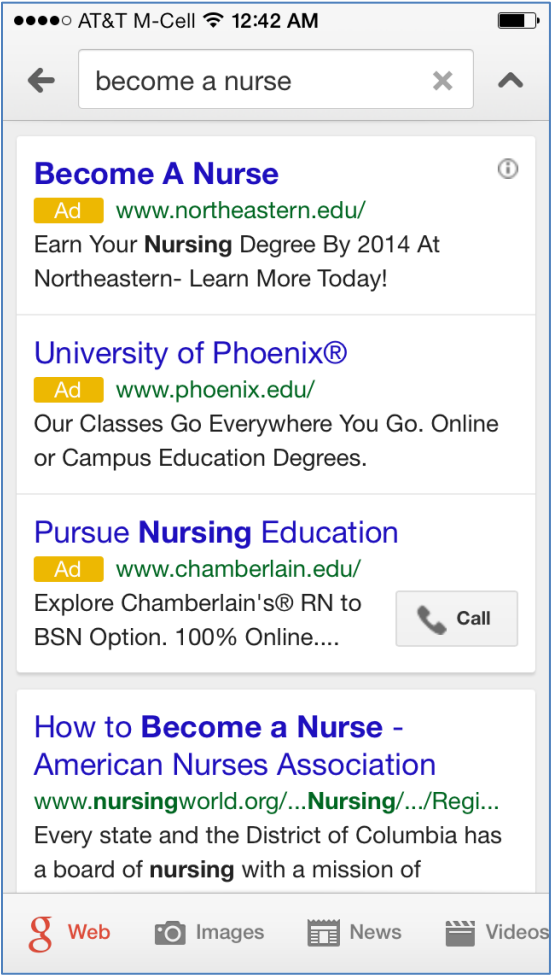
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> "Become A Nurse - Northeastern.edu" with URL <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"</li><li><b>Advertisement 2:</b> "Nursing Training - online.SouthUniversity.edu" with URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "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 BSN"</li><li><b>Advertisement 3:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!"</li><li><b>Organic Result 1:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org">www.nursingworld.org</a>. Text: "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:."</li><li><b>Organic Result 2:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "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 ..."</li><li><b>Organic Result 3:</b> "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL <a href="http://www.wikihow.com">www.wikihow.com</a>. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."</li><li><b>Organic Result 4:</b> "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with URL <a href="http://www.indeed.com">www.indeed.com</a>. Text: "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, ..."</li></ul> <p>The bottom of the screenshot shows a mobile status bar with the time 1:09 and various icons.</p>

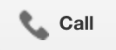



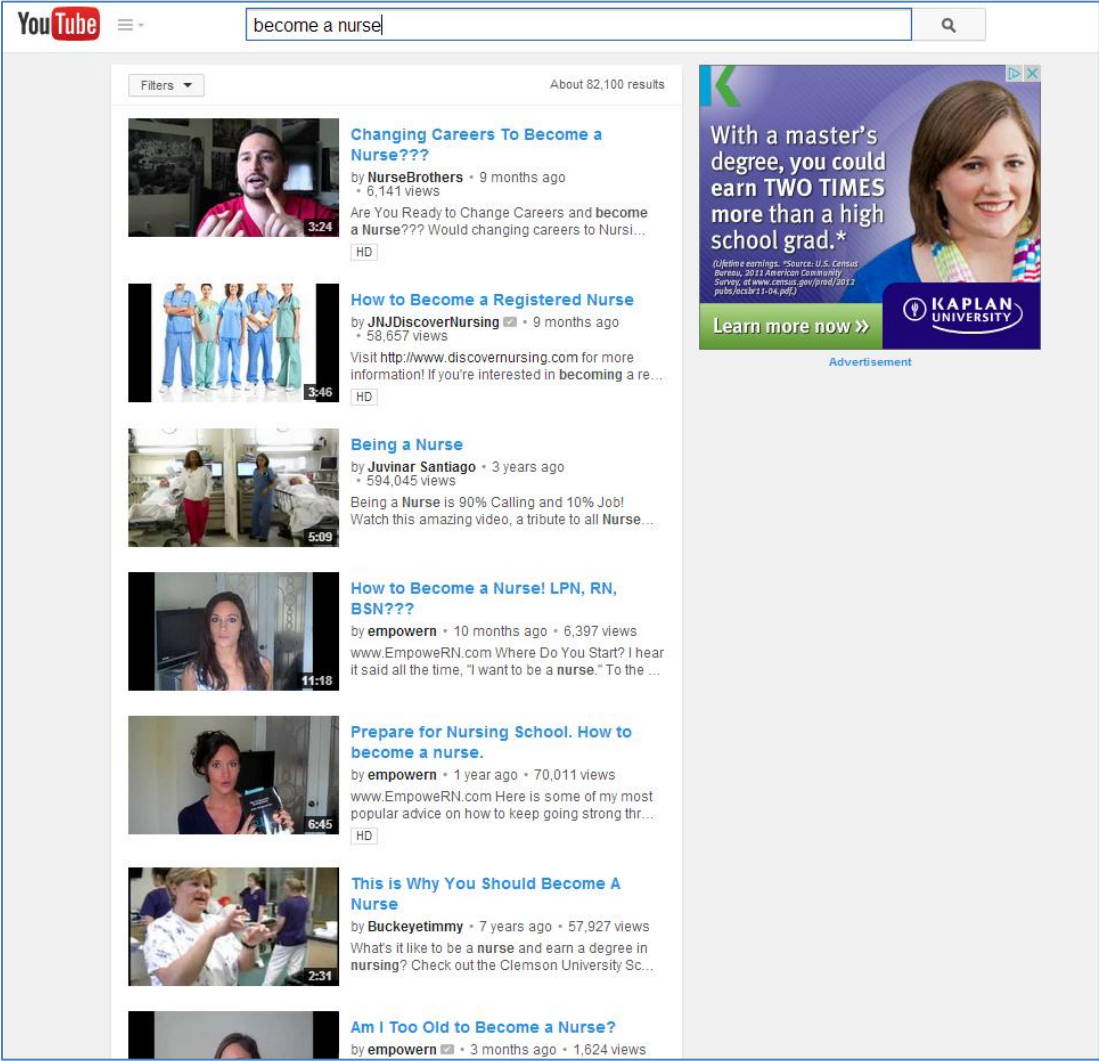
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) - <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now! [Call button]</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> - <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Start Now (High School Grads Only)!</li><li><b>How to Become a Nurse - American Nurses Association</b> - <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> - <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a> Here are the different paths you can take to become a...</li></ul></li><li>Bottom navigation bar: Web, Images, Places, and a menu icon.</li></ul>

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"><li><b>Search Bar:</b> Contains the text "become a nurse" and a microphone icon.</li><li><b>Search Results:</b><ul style="list-style-type: none"><li><b>Organic Result:</b> Title: "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". URL: <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></li><li><b>Advertisement 1:</b> Title: "Nursing Training". URL: <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: "Rating: Campus 9.5/10".</li><li><b>Advertisement 2:</b> Title: "University of Phoenix® - Our Classes Go Everywhere You Go". URL: <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. Description: "Online or Campus Education Degrees."</li><li><b>Advertisement 3:</b> Title: "Advance Your Education". URL: <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!". Rating: "Rating: Career growth 9.5/10".</li></ul></li><li><b>Navigation Bar:</b> Includes icons for "Web", "Images", and "Places".</li><li><b>Bottom Bar:</b> Includes icons for back, home, and recent apps.</li></ul>

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 search bar at the top contains the text "become a nurse" and a "SEARCH" button. Below the search bar, there are navigation options for "Web", "Images", "More", and "Tools", along with a "SafeSearch" dropdown. The results section indicates "About 89,800,000 results".</p> <p>Under the heading "Ads related to become a nurse", there are several advertisements:</p> <ul style="list-style-type: none"> <li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Nursing Schools - Get the Nursing Degree You Want</b>: www.mynursingschool.org/Nursing Search Programs Near You or Online!</li> <li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b>: www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li> <li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b>: online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li> <li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b>: www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li> </ul> <p>Additional offers listed include: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, and <a href="#">become a pharmacist</a>.</p> <p>Under the heading "Web Results", there are several organic search results:</p> <ul style="list-style-type: none"> <li><b>How to Become a Nurse - American Nurses Association</b>: www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar 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:.</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: www.discovernursing.com/starting-out - Similar 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 ...</li> </ul> <p>On the right side of the page, there are additional advertisements:</p> <ul style="list-style-type: none"> <li><b>Genesis HealthCare</b>: www.genesisbcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now</li> <li><b>Want to Become A Nurse?</b>: becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A Nurse</li> <li><b>Nursing Degree Programs</b>: www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li> <li><b>Careers For Seniors</b>: lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li> <li><b>University of Phoenix®</b>: www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.</li> </ul>

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"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <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><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  <a href="#">Programs and Campuses - Apply Online</a></p><p><b>Nursing Degree Programs</b> Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! <a href="#">Nursing Programs - Nursing Degrees</a></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 as follows:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24. Description: "Are You Ready to Change Careers and become a Nurse???"</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46. Description: "Visit <a href="http://www.discovernursing.com">http://www.discovernursing.com</a> for more information! If you're interested in becoming a re..."</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empowern • 10 months ago • 6,397 views. Video length: 11:18. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the ..."</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empowern • 1 year ago • 70,011 views. Video length: 6:45. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."</li><li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."</li><li><b>Am I Too Old to Become a Nurse?</b> by empowern • 3 months ago • 1,624 views.</li></ul> <p>On the right side of the search results, there is an 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.*" Below this, it says "Learn more now &gt;&gt;" and "Advertisement". A small note at the bottom of the ad reads: "(*)Median earnings. *Source: U.S. Census Bureau, 2011 American Community Survey. <a href="http://www.census.gov/ipeds/data/pubs/acsbr11-04.pdf">www.census.gov/ipeds/data/pubs/acsbr11-04.pdf</a>".</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window with the address bar displaying 'www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175'. The page content includes a banner for 'HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?' with a 'Find Out How &gt;' button. Below this is the search title 'Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web'. The search results section shows 'About 156 results (0.21 seconds)'. There are two columns of 'Ads by Google' related to 'become a nurse'. The left column includes links for 'Nursing Schools', 'Registered Nurse Courses', 'To Become A Nurses Assistant', and 'Nursing Degree Programs'. The right column includes links for 'Want to Become A Nurse?', 'Nursing School', 'Start a Career as a Nurse', 'Careers For Seniors', and 'Training To Become A Nurse'. Below the ads, there are organic search results for 'Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ...' and 'The Top Ten Reasons ... Jokes and Nursing Humor on The ...'.</p>

Google Custom Search Results Page

Case No. 2:13-cv-893  
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

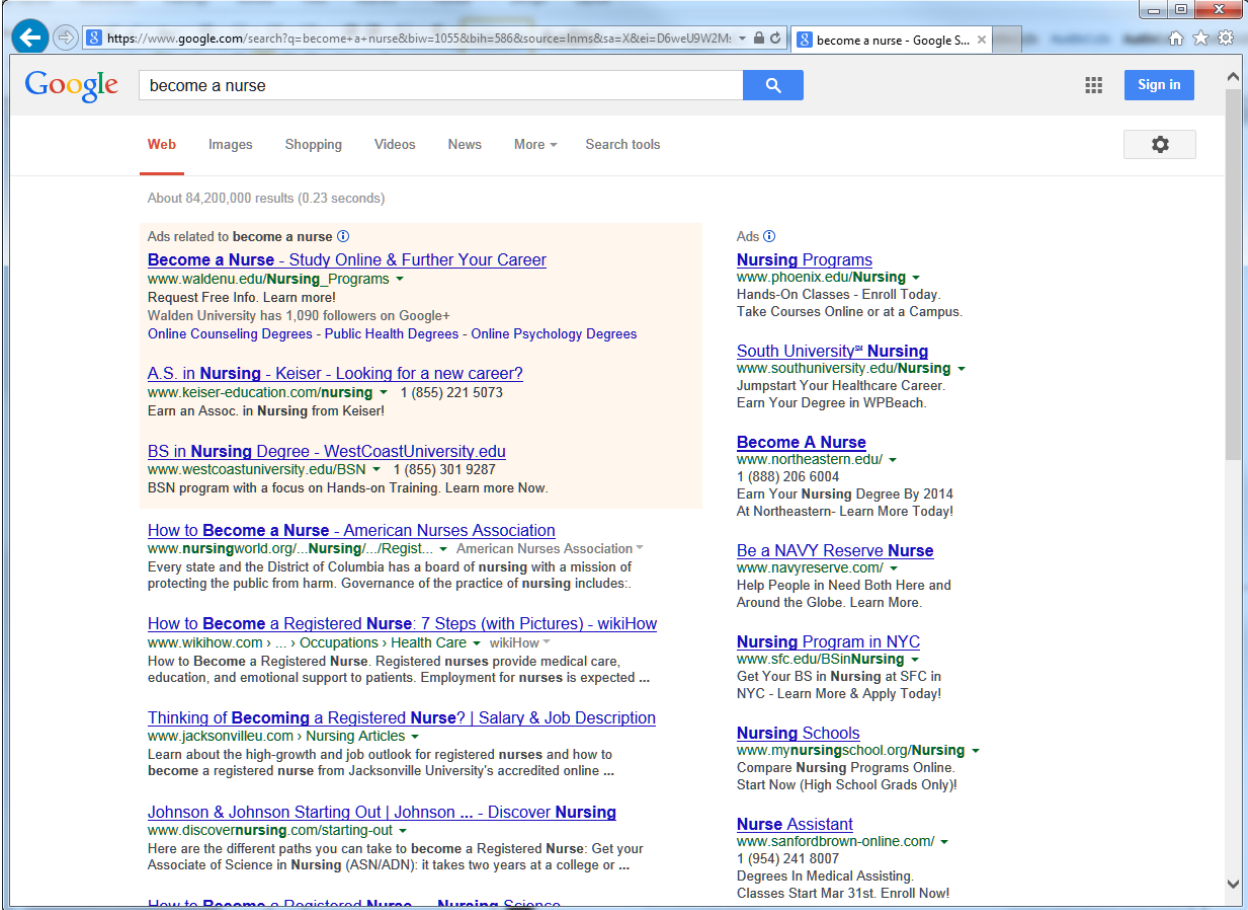
U.S. PATENT NO.  
7,236,969

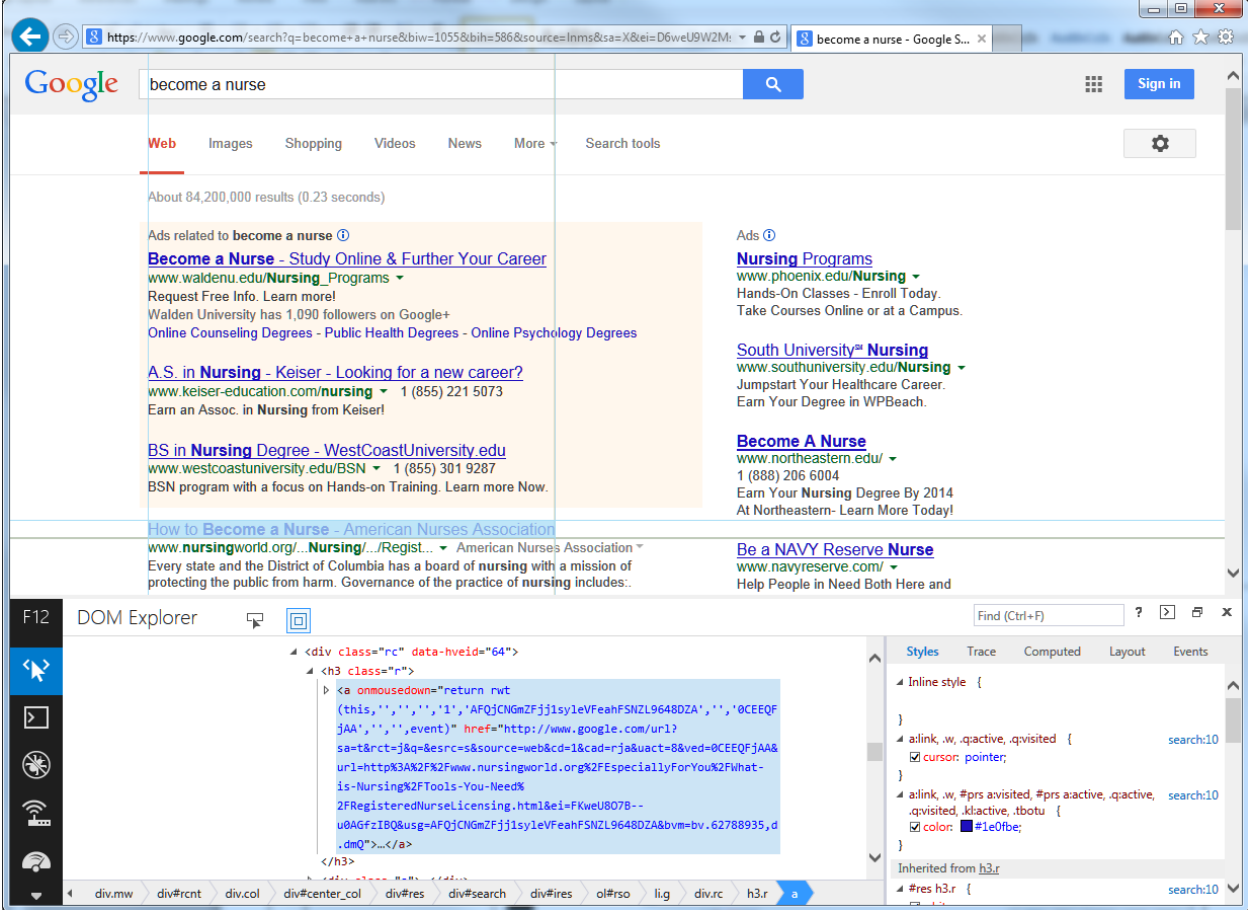
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Fiddler Web Debugger interface with the following components:

- Request Headers:** GET /search/ou?searchclient=psy-ab&become=+nurse&become=+nurse&gclid=3.353902092.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-103322.8.0.chm\_ps\_d%20
- Cookies / Login:** Lists various cookies such as AFSID, OGP=200001, OGC=270001-1, and PRF.
- Referer:** https://www.google.com/
- X-Client-Cl:** Cl=+1yQE1b6JAQ6s6Cm2yQE1x3AQehs6C0C9yGU9yKAQ=+
- Transformers:** A list of transformers including Textview, Syntaxview, Imageview, and others.
- Response:** A large block of JavaScript code for the search results page, starting with `function __searchClientReady() {`



U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and the Google logo. Below the search bar, there are navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are displayed in a list format, with each result including a title, a URL, and a brief description. The results are organized into two columns. The left column contains results such as "Become a Nurse - Study Online &amp; Further Your Career" from Walden University, "A.S. in Nursing - Keiser - Looking for a new career?" from Keiser Education, "BS in Nursing Degree - WestCoastUniversity.edu" from West Coast University, "How to Become a Nurse - American Nurses Association", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", "Thinking of Becoming a Registered Nurse?   Salary &amp; Job Description" from Jacksonville University, and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". The right column contains results such as "Nursing Programs" from Phoenix.edu, "South University® Nursing" from South University, "Become A Nurse" from Northeastern.edu, "Be a NAVY Reserve Nurse" from Navy Reserve, "Nursing Program in NYC" from SFC in NYC, "Nursing Schools" from MyNursingSchool.org, and "Nurse Assistant" from Sanford Brown Online. The search results are dated "About 84,200,000 results (0.23 seconds)".</p>

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	 <p>The screenshot shows a Google search results page for the query "become a nurse". The search results include several sponsored links (ads) for nursing programs from Walden University, Phoenix University, South University, West Coast University, and Northeastern University. Below the ads, there are organic search results from the American Nurses Association and the Navy Reserve. A DOM Explorer window is overlaid on the bottom of the browser, showing the HTML structure of the search button. The selected element is an anchor tag with the following code:</p> <pre>&lt;a onmousedown="return rwt (this, '', '', '', '1', 'AFQjCNGm2Fjj1syleVfeahFSNZL96480ZA', '', '0CEEQF jAA', '', '', 'event)' " href="http://www.google.com/ur1? sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=1&amp;cad=rja&amp;uact=8&amp;ved=0CEEQFjAA&amp; ur1=http%3A%2F%2Fwww.nursingworld.org%2Fespeciallyforyou%2Fwhat- is-nursing%2Ftools-you-need% 2Fregisterednurselicensing.html&amp;ei=FkueU807B-- u0AGfzIBQ&amp;usq=AFQjCNGm2Fjj1syleVfeahFSNZL96480ZA&amp;bv=bv.62788935,d .dmQ"&gt;...&lt;/a&gt;</pre>

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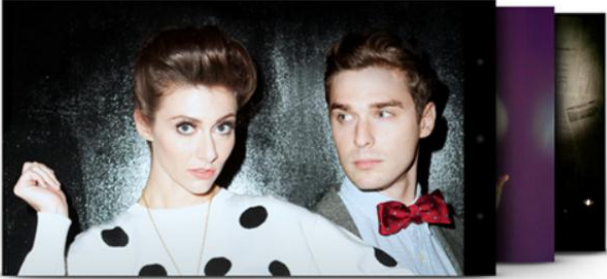
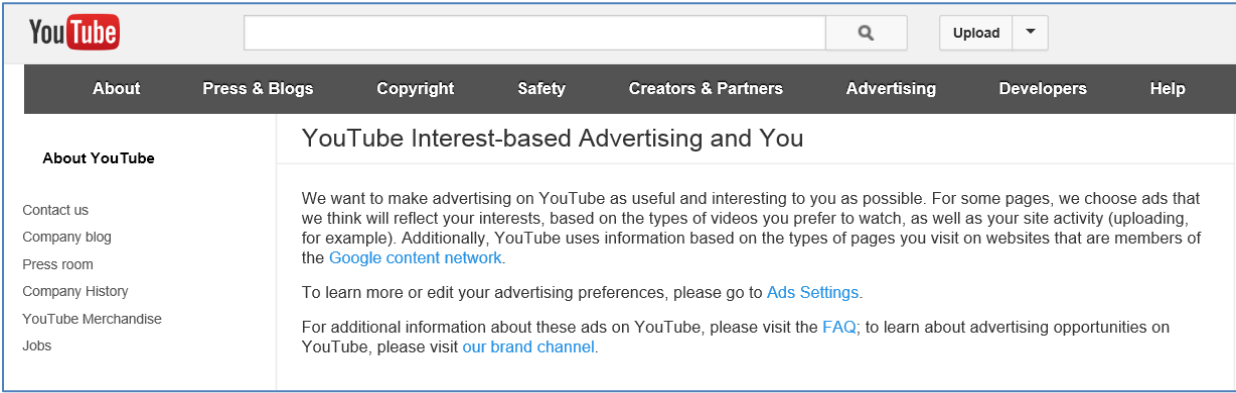
The screenshot shows a Google search for "become a nurse". The search results page includes several organic results and advertisements. A DOM Explorer window is overlaid on the page, displaying the HTML code for a search result. The code shows an [a](#) tag with an `onmousedown` event listener that returns `google.arwt(this)`. The href attribute points to a URL for Walden University's nursing programs. The DOM Explorer also shows the CSS styles for the search result, including a center column and a list of search results.

```
<a id="vs0p1" onmousedown="return google.arwt(this)" href="http://www.google.com/ac1k?sa=1&ai=CaPR2FKweU7-5Ce6ksAFDkoFIu9y37wTrwMPgogH42YukAggAEAEoA1D1jIb8-v____8BYHngqYvApNgP oAHdLrLrhA8gBAaoEKE_QdgiQvTyG-1Mb1VbgVtIK1v3d0IP15kdQqLSUbK5h6KF025TuJpWAB4u_xR6Q8wM&sig=AOD64_2ExdR9HwkvXMeie05Mg_01Qx9Ww&rc=j&q=become+a+nurse&ved=0CCgQ0Qw&adur1=ht tp://info.waldenu.edu/walden-programs/nursing/?comm_code%3D411325% 26inifinity%3Dgaw-College%2520of%2520Health%2520sciences%2520BUS% 2520BENG%2520SPART-NUR%2520NON%2520GEN%2520BALL%2520Become%2520a% 2520Nurse%2520BROAD-43710364691-how%2520to%2520become%2520an% 2520rn-b"></a>
```

<p>U.S. PATENT NO. <b>7,236,969</b></p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<p><b>Claim No. 2</b></p>	
<p>A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p>	<p>The Accused Instrumentalities correlate the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p> <p>See claim 1 above.</p> <div data-bbox="659 594 1902 1133" style="border: 1px solid black; padding: 10px;"> <p>Using keyword matching options</p> <ul style="list-style-type: none"> <li>• Use matching options with your keywords to help control which searches can trigger your ad.</li> <li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li> <li>• Use the search terms report to monitor which keyword variations triggered your ads.</li> </ul> <p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p> <p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p>

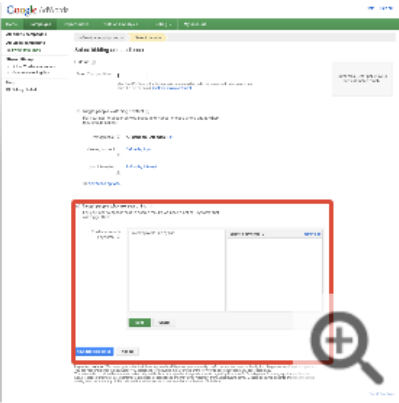
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	<div data-bbox="661 324 1900 690"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1207 698 1984 730"><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p>



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	<div data-bbox="806 321 1759 1351"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.</li><li>• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).</li><li>• You can use your <a href="#">advanced location options</a> to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</li></ul><hr/><p><input type="radio"/> Where your users are located (physical location)</p><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none"><li>• <b>IP address:</b> Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet. If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</li><li>• <b>Device location:</b> If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:<ul style="list-style-type: none"><li>• <b>GPS:</b> Accuracy varies depending on GPS signal and connection.</li><li>• <b>Wi-Fi:</b> Accuracy should be similar to the access range of a typical Wi-Fi router.</li><li>• <b>Google's cell ID (cell tower) location database:</b> Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</li></ul></li></ul></div> <p data-bbox="1213 1360 1978 1393"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></p>

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	<div data-bbox="682 324 1927 714"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 722 1978 755"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p> <div data-bbox="667 792 1894 1182"><p>The screenshot shows the YouTube homepage with a navigation menu including 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The 'About YouTube' section is expanded, showing links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network. To learn more or edit your advertising preferences, please go to Ads Settings. For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.'</p></div> <p data-bbox="1423 1190 1978 1222"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

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	<p data-bbox="709 337 1031 370"><b>About targeting groups</b></p> <p data-bbox="709 402 1927 467">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="709 500 1360 524">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 557 1906 1190" style="list-style-type: none"><li data-bbox="737 557 1087 581">• <b>Demographics:</b> Age and gender.</li><li data-bbox="737 597 1707 621">• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li data-bbox="737 638 1875 703">• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li><li data-bbox="737 711 1896 906">• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="779 808 1539 906" style="list-style-type: none"><li data-bbox="779 808 1182 833">◦ Channels (YouTube Partner Channels)</li><li data-bbox="779 849 1056 873">◦ Videos (YouTube Videos)</li><li data-bbox="779 881 1539 906">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li data-bbox="737 938 1906 1036">• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li><li data-bbox="737 1052 1854 1117">• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li data-bbox="737 1125 1906 1190">• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1213 1206 1980 1239" style="text-align: right;"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>




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	<p data-bbox="709 334 1356 360"><b>2. Target people who are searching (TrueView in-search):</b></p> <ul data-bbox="768 396 1717 422" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="743 1003 802 1029"><b>Note</b></p> <p data-bbox="743 1055 1331 1081">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="743 1107 1839 1175">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1281 1243 1978 1269"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

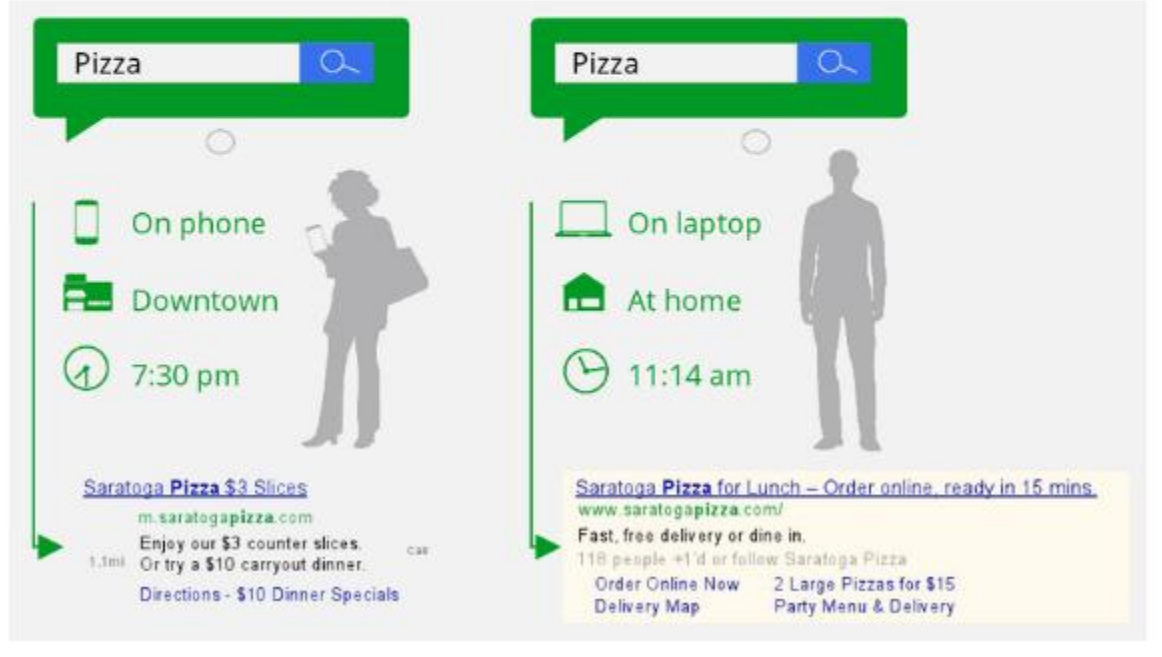
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1247"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 464 1360 665"><p>Search ad      Gmail ad      Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><hr/><p> <b>Example</b></p><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1289 1982 1321"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<p data-bbox="722 354 1205 386"><b>Types of cookies used by Google</b></p> <p data-bbox="722 409 1940 464">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p> <table border="1" data-bbox="722 483 1940 906"><thead><tr><th data-bbox="730 490 907 522">Category of use</th><th data-bbox="907 490 1932 522">Example</th></tr></thead><tbody><tr><td data-bbox="730 548 907 581">Preferences</td><td data-bbox="907 548 1932 899"><p data-bbox="928 555 1911 665">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p data-bbox="928 688 1911 743">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p data-bbox="928 766 1911 876">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></tbody></table>	Category of use	Example	Preferences	<p data-bbox="928 555 1911 665">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="928 688 1911 743">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="928 766 1911 876">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p data-bbox="928 555 1911 665">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="928 688 1911 743">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="928 766 1911 876">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</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		
	<table border="1"><tr><td data-bbox="684 328 877 1192">Advertising</td><td data-bbox="877 328 1927 1192"><p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p><p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p><p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p><p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p><p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p><p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p></td></tr></table> <p data-bbox="1310 1230 1982 1269"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="711 321 1852 1198"><h2 data-bbox="774 358 1545 415">Set up your ad's target language</h2><p data-bbox="774 464 1806 583">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="774 613 1835 699">With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="774 730 1717 753">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="774 784 1278 813">How language targeting works in AdWords</h3><p data-bbox="774 844 1829 963">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <b>Google Display Network</b> (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="774 987 1829 990"/><p data-bbox="800 1008 936 1036"> <b>Example</b></p><p data-bbox="854 1055 1757 1174">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p data-bbox="1209 1208 1980 1239"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 347 1831 555"><b>Smarter ads optimized for varying user contexts:</b> Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p data-bbox="1205 1289 1982 1321"><a href="http://www.google.com/think/products/enhanced-campaigns.html">http://www.google.com/think/products/enhanced-campaigns.html</a></p>


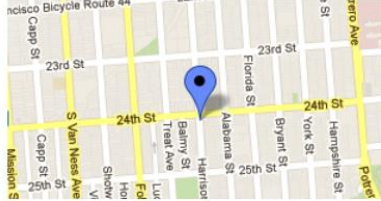

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1900 844"> <h3>How AdWords Express works</h3> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><a href="#">Get Started</a> For free setup help call: <b>1-855-500-2762*</b></p>    <div style="display: flex; justify-content: space-between;"> <div data-bbox="667 722 1045 836"> <p><b>People search on Google</b></p> <p>People search on Google for products and services that you have to offer.</p> </div> <div data-bbox="1081 722 1459 836"> <p><b>They see your ad</b></p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> </div> <div data-bbox="1501 722 1879 836"> <p><b>You get more customers</b></p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p style="text-align: right;"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p> <div data-bbox="661 950 1900 1079" style="border: 1px solid #ccc; padding: 5px;"> <p><b>Where geographically will people see my ad?</b></p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p style="text-align: right;"><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p> </div>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="682 332 1887 570"><b>4. Better location matching for customers</b> Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p> <p data-bbox="1066 605 1980 634"><a href="http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</a></p>



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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p> <p><i>English? Español? Estonian?</i></p> <p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p> <p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p> <p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google <a href="#">detects</a> that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p> <p><i>Local, Regional, National or International?</i></p> <p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about <a href="#">location targeting</a>.</p> <p><a href="http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</a></p>

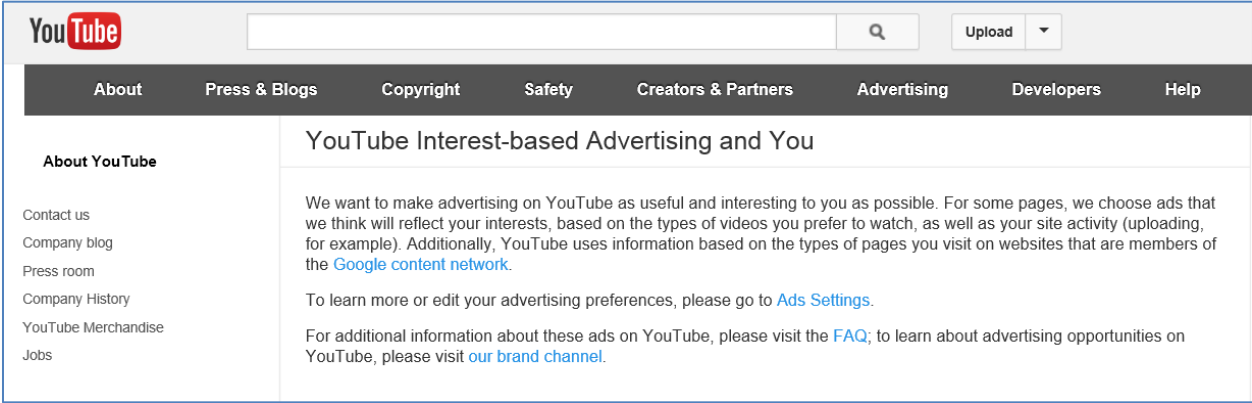
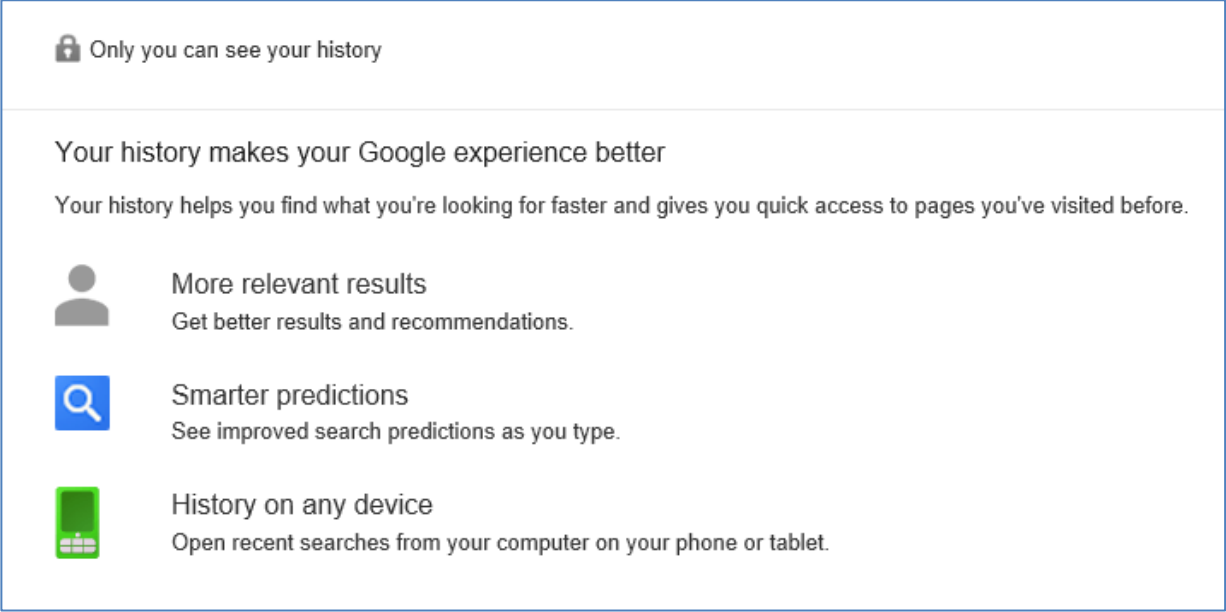
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the YouTube homepage with a navigation menu including 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The 'About YouTube' section is expanded, displaying the title 'YouTube Interest-based Advertising and You'. The text explains that YouTube uses user data to show relevant ads and provides links to 'Ads Settings', 'FAQ', and 'our brand channel'.</p> <p><a href="http://www.youtube.com/t/ads_preference">http://www.youtube.com/t/ads_preference</a></p>  <p>The screenshot shows a Google search history page with the heading 'Only you can see your history'. It states 'Your history makes your Google experience better' and lists three benefits: 'More relevant results' (better recommendations), 'Smarter predictions' (improved search suggestions), and 'History on any device' (accessing searches from other devices).</p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1528 321 1992 358"><a href="https://history.google.com/history/">https://history.google.com/history/</a></p> <div data-bbox="659 394 1902 609" style="border: 1px solid black; padding: 5px;"><p data-bbox="667 402 968 435"><b>Unique device identifier</b></p><p data-bbox="667 451 1894 597">A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p data-bbox="936 643 1982 680"><a href="http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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## Why sign in to Chrome

With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.

### Chrome OS



Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at <http://www.google.com/chrome/signingin>

### Learn how to sign in to Chrome and enable sync

- [Windows, Mac, and Linux instructions](#)
- [Chrome device instructions](#)
- [Mobile device instructions](#)

Getting a sync error? [Troubleshoot sync issues](#)



Don't sign in to Chrome if you're using a **public** or **untrusted** computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.

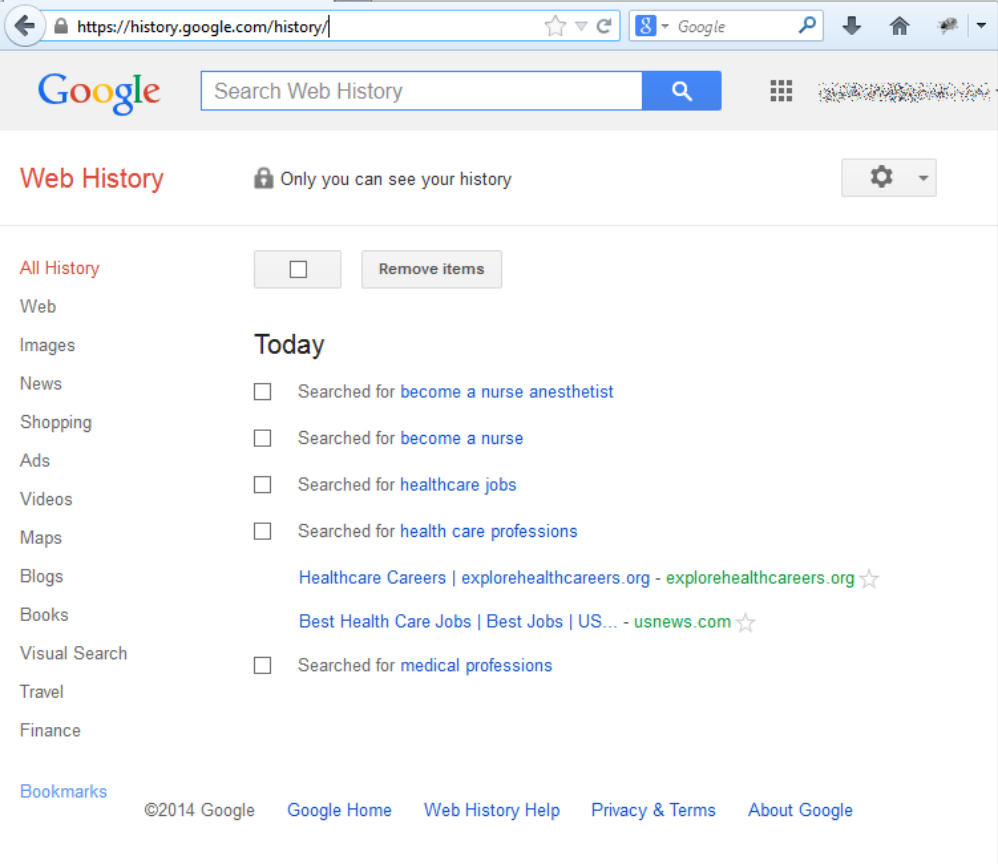
### How your information is synced

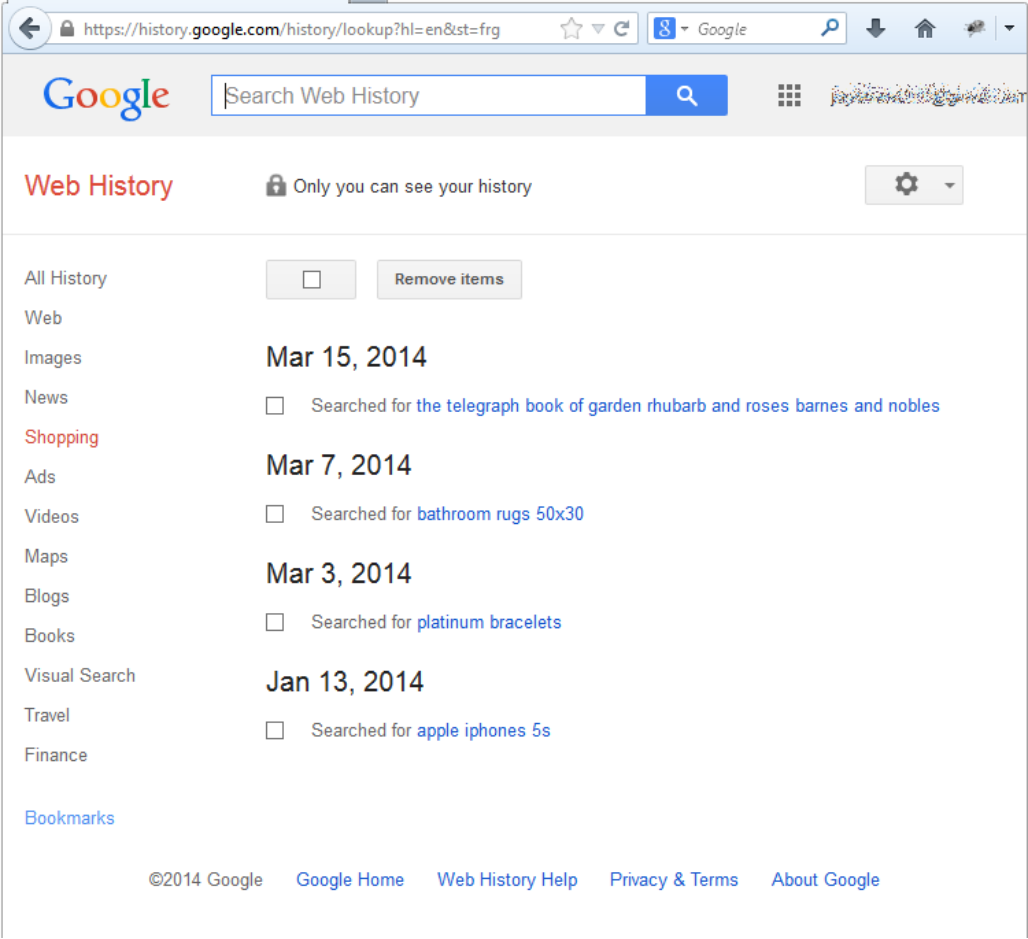
- **Your settings and data are saved to your Google Account.**

When you sign in to Chrome, your Chrome settings on that computer are saved to your [Google Account](#). When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.





Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.

- **Changes are synced instantaneously.**

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 3</b>	
<p>A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.</p>	<p>The user profile data include selections of the user from previous search arguments.</p> <p>See claims 1 and 2 above.</p>  <p>The screenshot shows a Google Web History page. The address bar displays 'https://history.google.com/history/'. The page title is 'Web History' with a lock icon and the text 'Only you can see your history'. Below the title, there is a search bar for 'Search Web History'. A list of search history items is shown under the heading 'Today'. Each item consists of a checkbox and a search query: 'Searched for become a nurse anesthetist', 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', and 'Searched for medical professions'. Some items have links to search results, such as 'Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org' and 'Best Health Care Jobs   Best Jobs   US... - usnews.com'. A 'Remove items' button is visible next to the 'All History' section. The footer of the page includes '©2014 Google', 'Google Home', 'Web History Help', 'Privacy &amp; Terms', and 'About Google'.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL <a href="https://history.google.com/history/lookup?hl=en&amp;st=frg">https://history.google.com/history/lookup?hl=en&amp;st=frg</a>. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main content area is titled "Web History" and includes a lock icon with the text "Only you can see your history" and a settings gear icon. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main area shows a list of search history items grouped by date:</p> <ul style="list-style-type: none"><li><b>Mar 15, 2014</b><ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">the telegraph book of garden rhubarb and roses barnes and nobles</a></li></ul></li><li><b>Mar 7, 2014</b><ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">bathroom rugs 50x30</a></li></ul></li><li><b>Mar 3, 2014</b><ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">platinum bracelets</a></li></ul></li><li><b>Jan 13, 2014</b><ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">apple iphones 5s</a></li></ul></li></ul> <p>At the bottom of the page, there is a footer with the text "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 617"><p><b>Search history</b></p><p>When signed in, you can receive more relevant results and recommendations based on your search activity. You can turn off or edit your <a href="#">search history</a> at any time.</p><hr/><p><input type="button" value="Save"/> <input type="button" value="Cancel"/></p></div> <div data-bbox="651 657 1911 868"><p><b>Search History settings</b></p><p>With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History.</p></div> <p data-bbox="940 873 1978 909"><a href="https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131">https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="690 321 1908 928"><p> Only you can see your history</p><hr/><p>Your history makes your Google experience better</p><p>Your history helps you find what you're looking for faster and gives you quick access to pages you've visited before.</p><p> <b>More relevant results</b> Get better results and recommendations.</p><p> <b>Smarter predictions</b> See improved search predictions as you type.</p><p> <b>History on any device</b> Open recent searches from your computer on your phone or tablet.</p></div> <p data-bbox="1530 938 1976 971"><a href="https://history.google.com/history/">https://history.google.com/history/</a></p> <div data-bbox="659 1008 1902 1219"><p><b>Unique device identifier</b></p><p>A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p data-bbox="936 1256 1976 1289"><a href="http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</a></p>



U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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## Why sign in to Chrome

With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.

### Chrome OS



Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at <http://www.google.com/chrome/signingin>

### Learn how to sign in to Chrome and enable sync

- [Windows, Mac, and Linux instructions](#)
- [Chrome device instructions](#)
- [Mobile device instructions](#)

Getting a sync error? [Troubleshoot sync issues](#)



Don't sign in to Chrome if you're using a **public** or **untrusted** computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.




### How your information is synced

- **Your settings and data are saved to your Google Account.**

When you sign in to Chrome, your Chrome settings on that computer are saved to your [Google Account](#). When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.

Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.

- **Changes are synced instantaneously.**

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 4</b>	
<p>A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.</p>	<p>Upon information and belief, the user profile data include selections of the user from previous search results.</p> <p>See claims 1 and 3 above.</p> <div data-bbox="659 513 1902 1224" style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;"><b>Personalized Search for everyone</b></p> <hr/> <p>Posted: Friday, December 04, 2009 <span style="float: right;">  25  Tweet 36  Like 161                 </span></p> <hr/> <p>Today we're helping people get better search results by extending <a href="#">Personalized Search</a> to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from <a href="#">epicurious.com</a>, Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on <a href="#">www.cornellbigred.com</a>, Google might show me this result first, instead of the Big Red soda company or others.</p> <p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p> <p style="text-align: center;"><a href="http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html">http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</a></p> </div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 337 1806 1344" style="border: 1px solid black; padding: 10px;"><h2>About Google Web History</h2><p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3>View and manage your Web History</h3><p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at <a href="http://www.google.com/history">www.google.com/history</a> . Learn how to <a href="#">delete your Web History</a> , <a href="#">save your Web History</a> , or <a href="#">edit your Web History on your mobile device</a> .</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none"><li>• Pages you visit</li><li>• Searches on Google</li><li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li><li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li><li>• Your IP address</li><li>• Your browser type and language</li></ul><h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a> , <a href="#">Safari</a> , <a href="#">Internet Explorer</a> , <a href="#">Toolbar</a> , and <a href="#">Firefox</a> .</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none"><li>1. Visit <a href="http://google.com/history/optout">google.com/history/optout</a> when not signed in to a Google Account.</li><li>2. Click <b>Disable customizations based on search activity</b>. This will turn the setting off for anyone who uses the same browser and computer as you.</li></ol></div> <p data-bbox="1327 1351 1978 1383" style="text-align: right;"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="661 329 968 362"><b>Unique device identifier</b></p> <p data-bbox="661 375 1900 524">A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p> <p data-bbox="1024 570 1980 602"><a href="http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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## Why sign in to Chrome

With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.

### Chrome OS



Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at <http://www.google.com/chrome/signingin>

### Learn how to sign in to Chrome and enable sync

- [Windows, Mac, and Linux instructions](#)
- [Chrome device instructions](#)
- [Mobile device instructions](#)

Getting a sync error? [Troubleshoot sync issues](#)



Don't sign in to Chrome if you're using a **public** or **untrusted** computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.

### How your information is synced




- **Your settings and data are saved to your Google Account.**

When you sign in to Chrome, your Chrome settings on that computer are saved to your [Google Account](#). When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.

Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.

- **Changes are synced instantaneously.**

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 5</b>	
<p>A method as claimed in claim 4, wherein the user profile data includes user specified preferences.</p>	<p>The profile data include user specified preferences.</p> <p>See claims 1 and 4 above.</p> <div data-bbox="659 513 1902 1282" style="border: 1px solid #ccc; padding: 10px;"><p>Then narrow your results by...</p><p>language: <input type="text" value="English"/></p><p>region: <input type="text" value="United States"/></p><p>last update: <input type="text" value="anytime"/></p><p>site or domain: <input type="text" value="google.com"/></p><p>terms appearing: <input type="text" value="anywhere in the page"/></p><p>SafeSearch: <input type="text" value="Filter explicit results"/></p><p>reading level: <input type="text" value="no reading level displayed"/></p><p>file type: <input type="text" value="any format"/></p><p>usage rights: <input type="text" value="not filtered by license"/></p><p style="text-align: right;"><input type="button" value="Advanced Search"/></p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1029"><h3>Personalized Search for everyone</h3><hr/><p>Posted: Friday, December 04, 2009  25  Tweet 36  Like 161</p><hr/><p>Today we're helping people get better search results by extending <a href="#">Personalized Search</a> to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from <a href="#">epicurious.com</a>, Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on <a href="#">www.cornellbigred.com</a>, Google might show me this result first, instead of the Big Red soda company or others.</p><p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p></div> <p data-bbox="961 1039 1978 1065"><a href="http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html">http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="653 326 1913 899"> <p><b>Types of cookies used by Google</b></p> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p> <table border="1"> <thead> <tr> <th>Category of use</th> <th>Example</th> </tr> </thead> <tbody> <tr> <td>Preferences</td> <td> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td> </tr> </tbody> </table> </div> <p style="text-align: right;"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p> <div data-bbox="709 976 1856 1300"> <p><b>Types of location data used by Google</b></p> <p>Different types of location information may be used in various Google products.</p> <p><b>Implicit location information</b> is information that does not actually tell us where your device is located, but allows us to infer that you are either interested in the place or that you might be at the place. An example of implicit location information would be a manually typed search query for a particular place. Implicit location information is used in a variety of ways. For example, if you type in "Eiffel Tower", we infer that you may like to see information for places near Paris, and we can then use that to provide recommendations about those local places to you.</p> <p><b>Internet traffic information</b>, such as IP address, is usually assigned in country-based blocks, so it can be used to at least identify the country of your device, and do things such as to provide you with the correct language and locale for search queries. This information is sent as a normal part of internet traffic.</p> </div> <p style="text-align: right;"><a href="https://www.google.com/intl/en/policies/technologies/location-data/">https://www.google.com/intl/en/policies/technologies/location-data/</a></p>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				




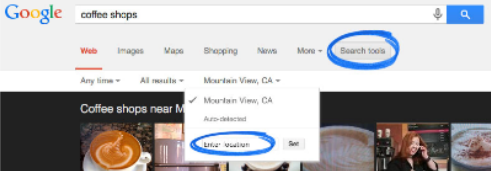
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 321 1768 1360"><h2>Change your location on Google</h2><p> This article covers how to change your search location on your computer or tablet. Learn how to <a href="#">update your search location on your phone</a>.</p><p>To find results for a specific area, you can set your location. For example, if you're traveling in Barcelona and you've set your location to that city, search for <b>restaurants</b> to see restaurants near you.</p><h3>Change your location</h3><p>To change your location on your computer or tablet, follow these steps:</p><ol style="list-style-type: none"><li>1. Open your local Google search page, like google.com or google.fr, and do any search.</li><li>2. Click <b>Search Tools</b> under the search box.</li><li>3. Click the current location.</li><li>4. Type your new location in the box that says "Enter location."</li><li>5. Click <b>Set</b>.</li></ol><p>Note: You can only set a location within the country of your current Google domain. For example, it's not possible to set a U.S. address on www.google.es, the Google domain for Spain.</p><h3>See results from a certain location</h3><ul style="list-style-type: none"><li>+ See results near a certain location</li><li>+ See results from your country</li><li>+ Search on Google.com instead of your local Google domain</li></ul><h3>How location is auto-detected</h3><p>If you don't set your location, Google shows an approximate location based on the following things to help provide you with the most relevant results:</p><ul style="list-style-type: none"><li>• Your IP address.</li><li>• Google Toolbar's My Location feature if it's turned on.</li></ul></div> <p data-bbox="1201 1367 1978 1398"><a href="https://support.google.com/websearch/answer/179386?hl=en">https://support.google.com/websearch/answer/179386?hl=en</a></p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 358 1902 570"><p><b>Unique device identifier</b></p><p>A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p data-bbox="1024 607 1980 634"><a href="http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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## Why sign in to Chrome

With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.

### Chrome OS



Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at <http://www.google.com/chrome/signingin>

### Learn how to sign in to Chrome and enable sync

- [Windows, Mac, and Linux instructions](#)
- [Chrome device instructions](#)
- [Mobile device instructions](#)

Getting a sync error? [Troubleshoot sync issues](#)



Don't sign in to Chrome if you're using a **public** or **untrusted** computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.

### How your information is synced

- **Your settings and data are saved to your Google Account.**

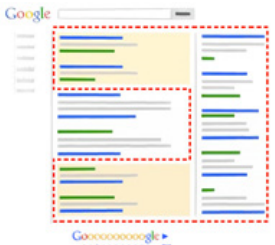
When you sign in to Chrome, your Chrome settings on that computer are saved to your [Google Account](#). When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.

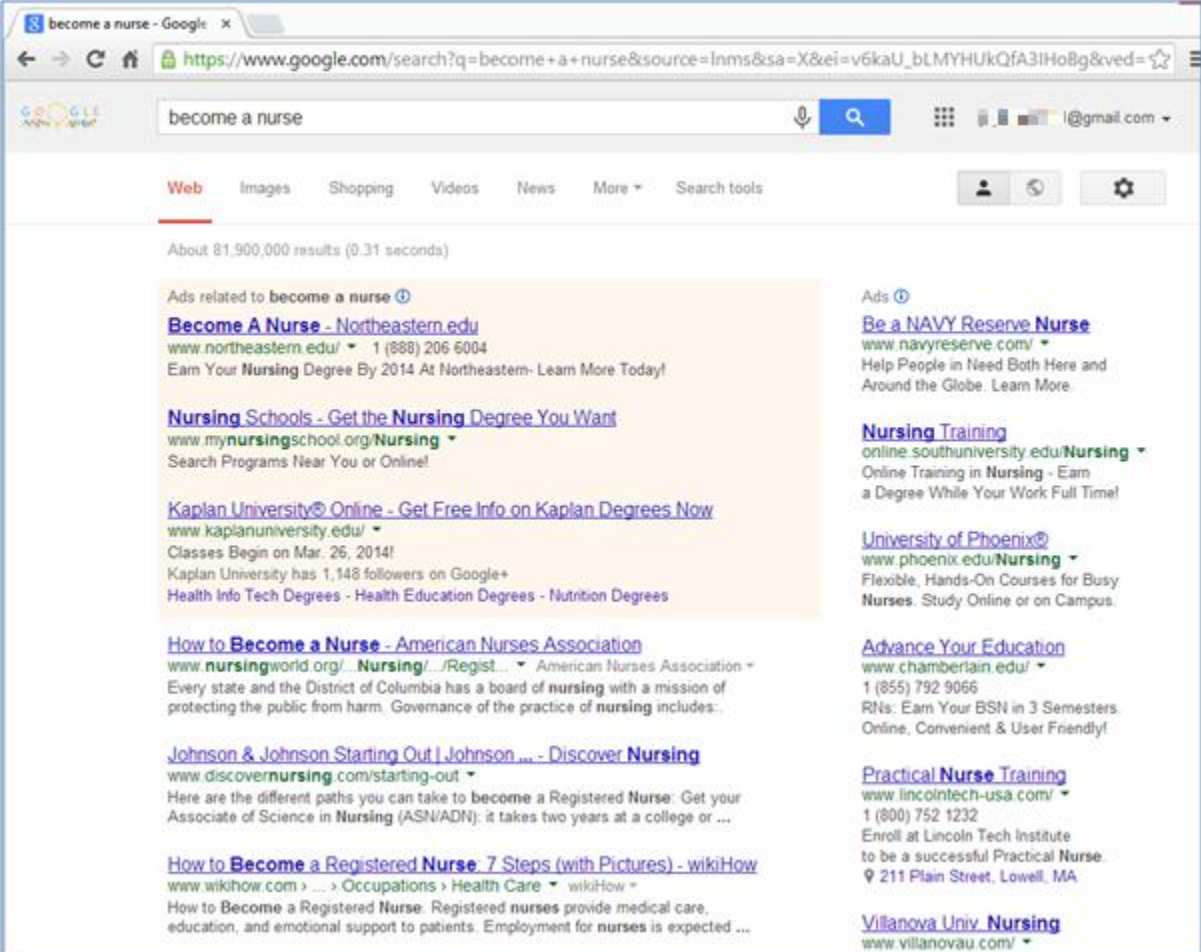
Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.

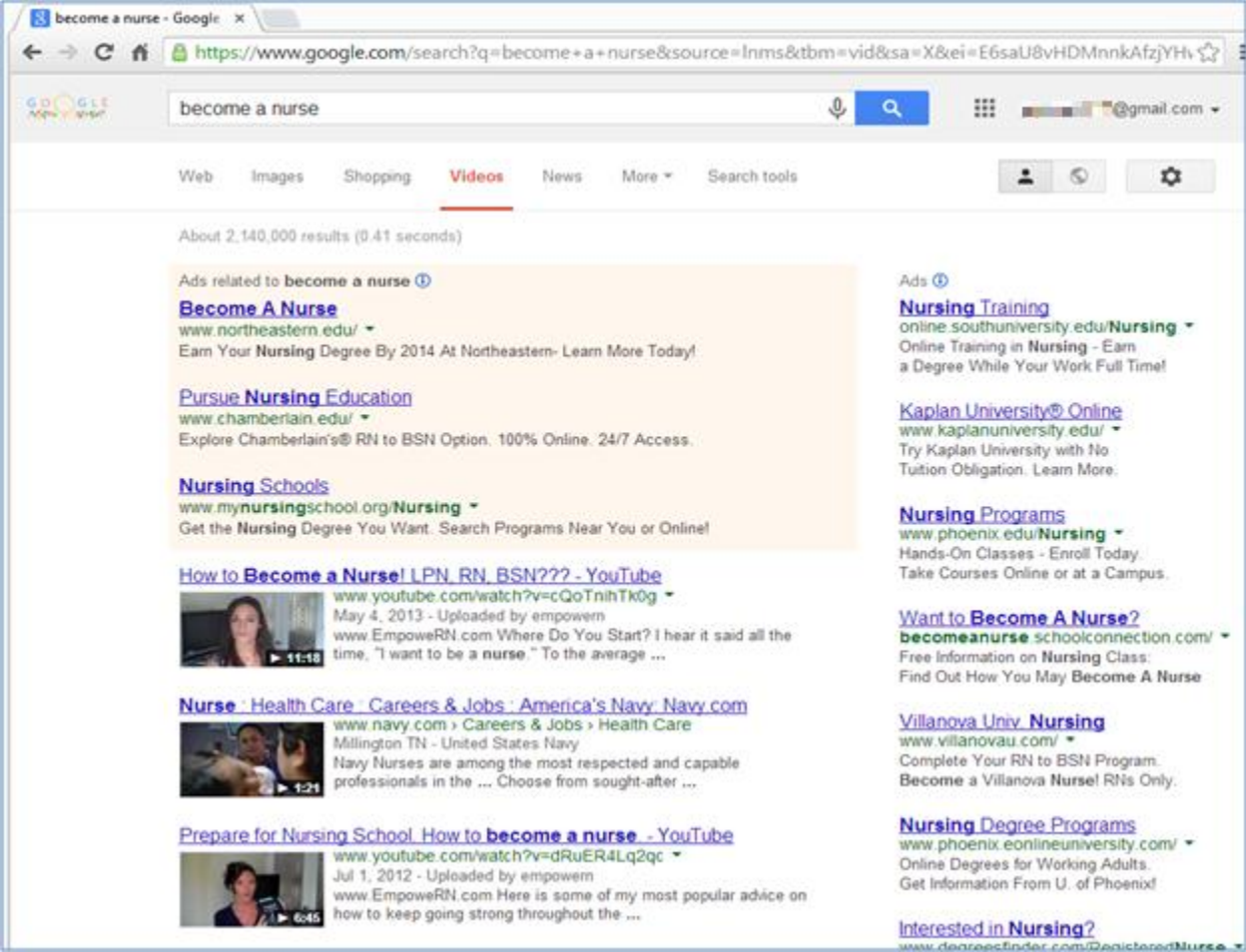
- **Changes are synced instantaneously.**

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

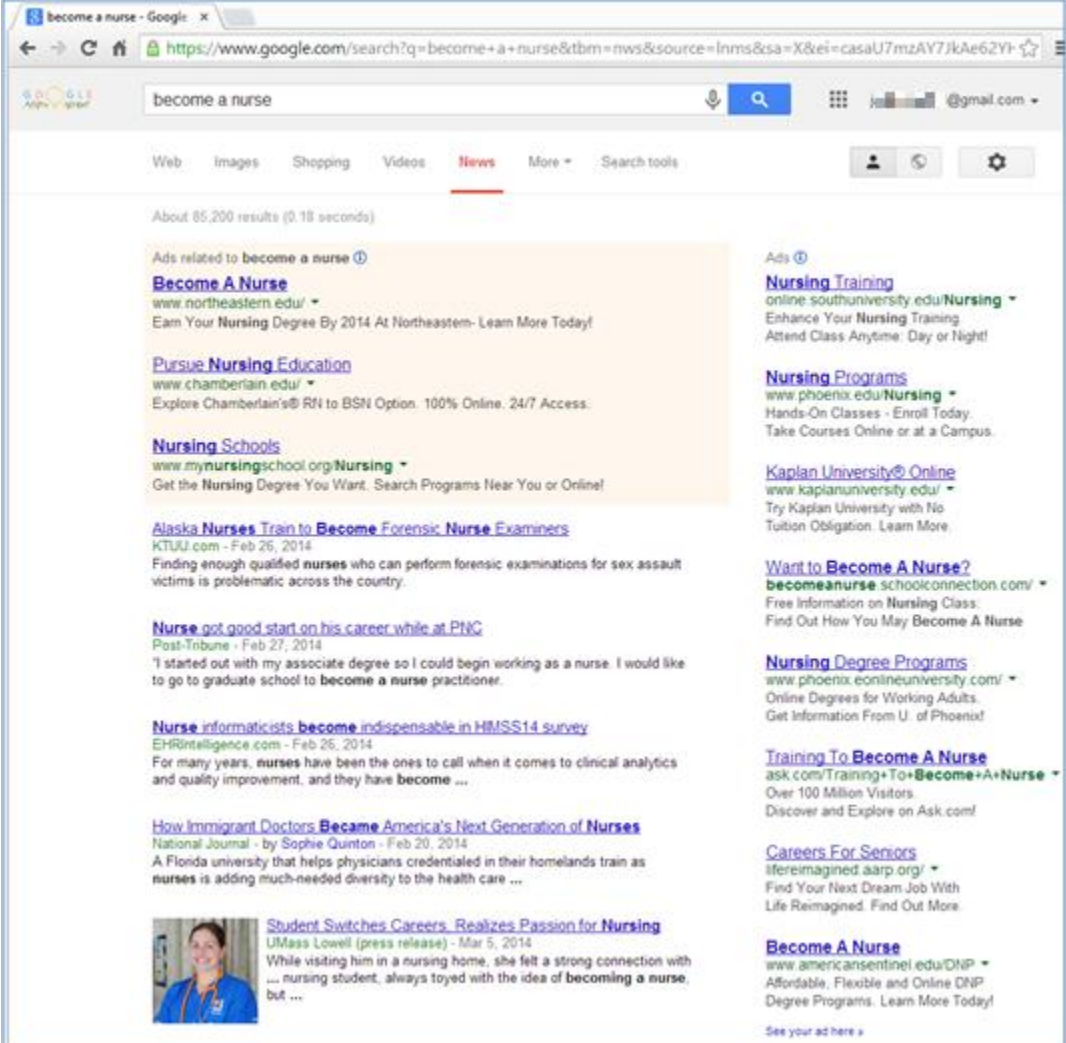
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 6</b>	
A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.	Upon information and belief, the Accused Instrumentalities provide the search results and the particular advertisement to the user including displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.  See claim 1 above.

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="829 354 1627 414"><h2>About the Google Search Network</h2></div> <p data-bbox="829 457 1837 576">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 data-bbox="829 604 1144 633"><b>Where your ads can appear</b></p> <p data-bbox="829 662 1816 714">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 data-bbox="850 743 1795 795" style="list-style-type: none"><li>• <b>On Google search sites:</b> Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</li></ul>  <p data-bbox="850 1096 1858 1144">• <b>On other sites that are part of the Search Network (search partners):</b> Ads might appear alongside or above search results on our <a href="#">search partners'</a> sites, such as AOL.</p> <p data-bbox="934 1177 1984 1209"><a href="https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771">https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771</a></p>

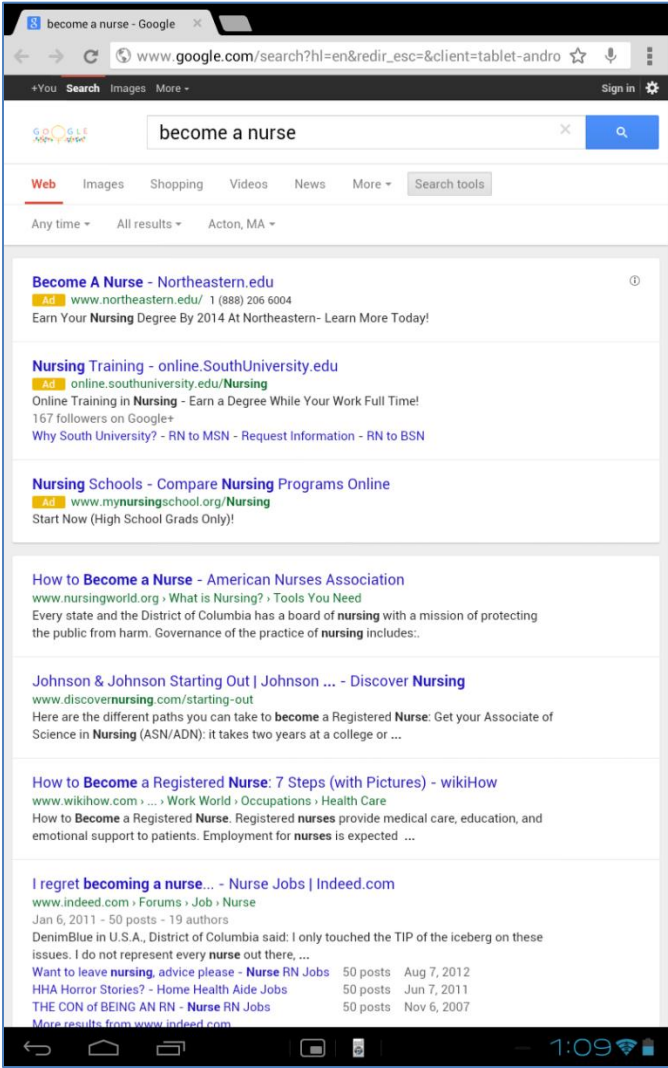
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu   1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing   Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> 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 Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b> 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:...</li><li><b>Johnson &amp; Johnson Starting Out   Johnson... - Discover Nursing</b> 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 ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com &gt; ... &gt; Occupations &gt; 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 ...</li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/   Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b> online.southuniversity.edu/Nursing   Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b> www.phoenix.edu/Nursing   Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b> www.chamberlain.edu/   1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b> www.lincolntech-usa.com/   1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b> www.villanovau.com/  </li></ul>

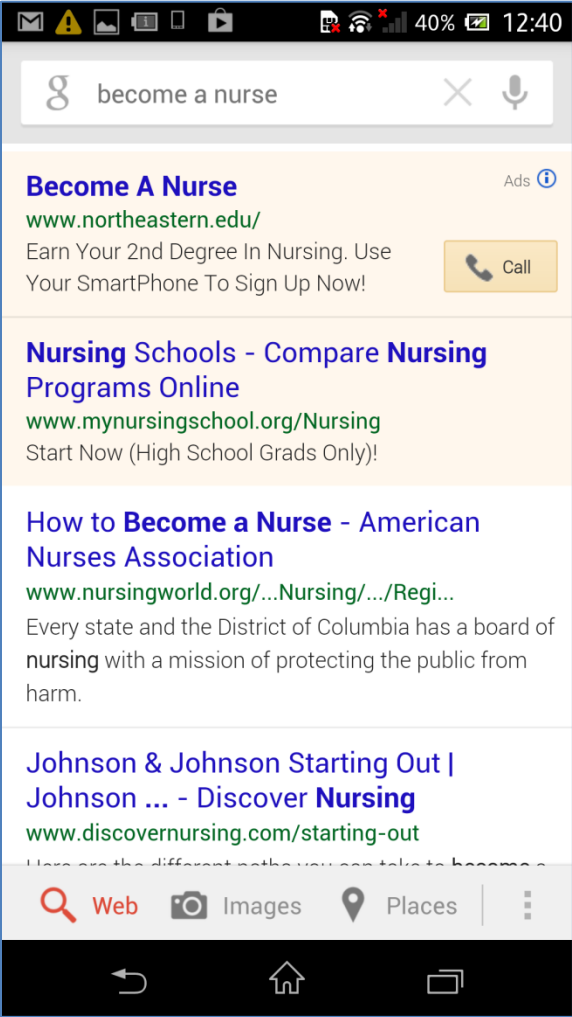
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Eam Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>How to Become a Nurse! LPN, RN, BSN??? - YouTube</b> (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 ...</li><li><b>Nurse - Health Care - Careers &amp; Jobs - America's Navy - Navy.com</b> (www.navy.com) - Careers &amp; Jobs &gt; Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</li><li><b>Prepare for Nursing School - How to become a nurse - YouTube</b> (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 ...</li></ul> <p>On the right side, there are additional ads and search results:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>Kaplan University Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nursing Programs</b> (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A Nurse</li><li><b>Villanova Univ Nursing</b> (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li><li><b>Nursing Degree Programs</b> (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix</li><li><b>Interested in Nursing?</b> (www.degreefinder.com/RegisteredNurse)</li></ul>

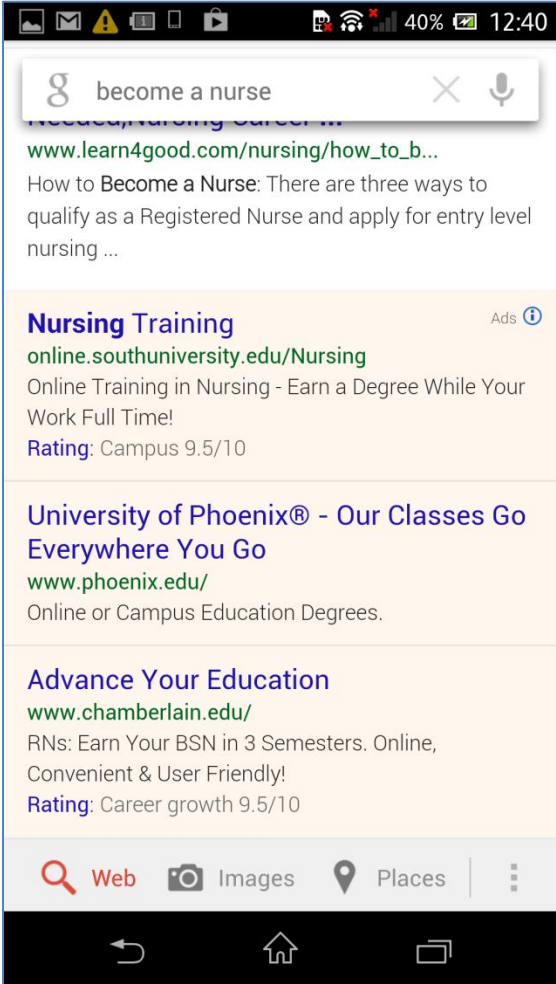


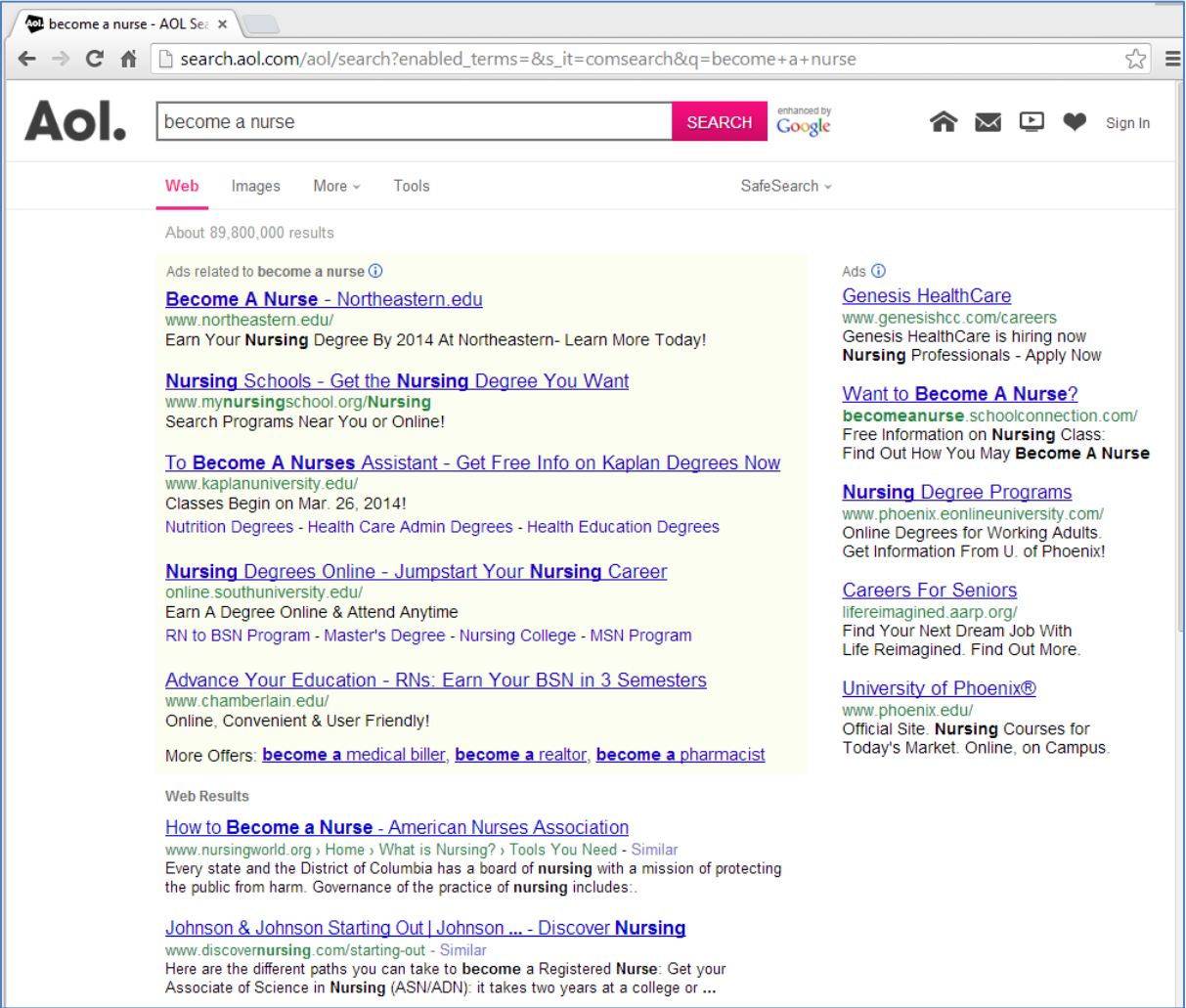
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (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."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (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 ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (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 ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (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 ...</li></ul> <p>Organic search results on the right side include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows the URL: https://www.google.com/search?q=become+a+nurse&amp;tbm=nws&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jKAE62YI-...</p>

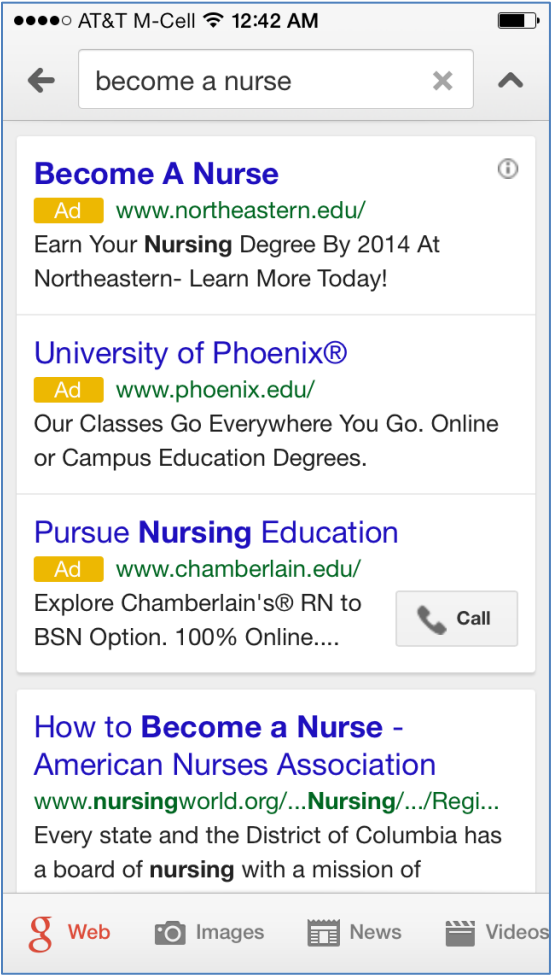


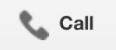

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a>   (888) 206 6004 Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Advertisement 2:</b> <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a> Online Training in <b>Nursing</b> - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN</li><li><b>Advertisement 3:</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Start Now (High School Grads Only)!</li><li><b>Organic Result 1:</b> <a href="http://www.nursingworld.org">www.nursingworld.org</a> &gt; What is Nursing? &gt; Tools You Need Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:..</li><li><b>Organic Result 2:</b> <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a> Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li><li><b>Organic Result 3:</b> <a href="http://www.wikihow.com">www.wikihow.com</a> &gt; ... &gt; Work World &gt; Occupations &gt; Health Care How to <b>Become</b> a Registered <b>Nurse</b>. Registered <b>nurses</b> provide medical care, education, and emotional support to patients. Employment for <b>nurses</b> is expected ...</li><li><b>Organic Result 4:</b> <a href="http://www.indeed.com">www.indeed.com</a> &gt; Forums &gt; Job &gt; 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 <b>nurse</b> out there, ... Want to leave <b>nursing</b>. advice please - <b>Nurse RN Jobs</b> 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - <b>Nurse RN Jobs</b> 50 posts Nov 6, 2007 More results from <a href="http://www.indeed.com">www.indeed.com</a></li></ul>

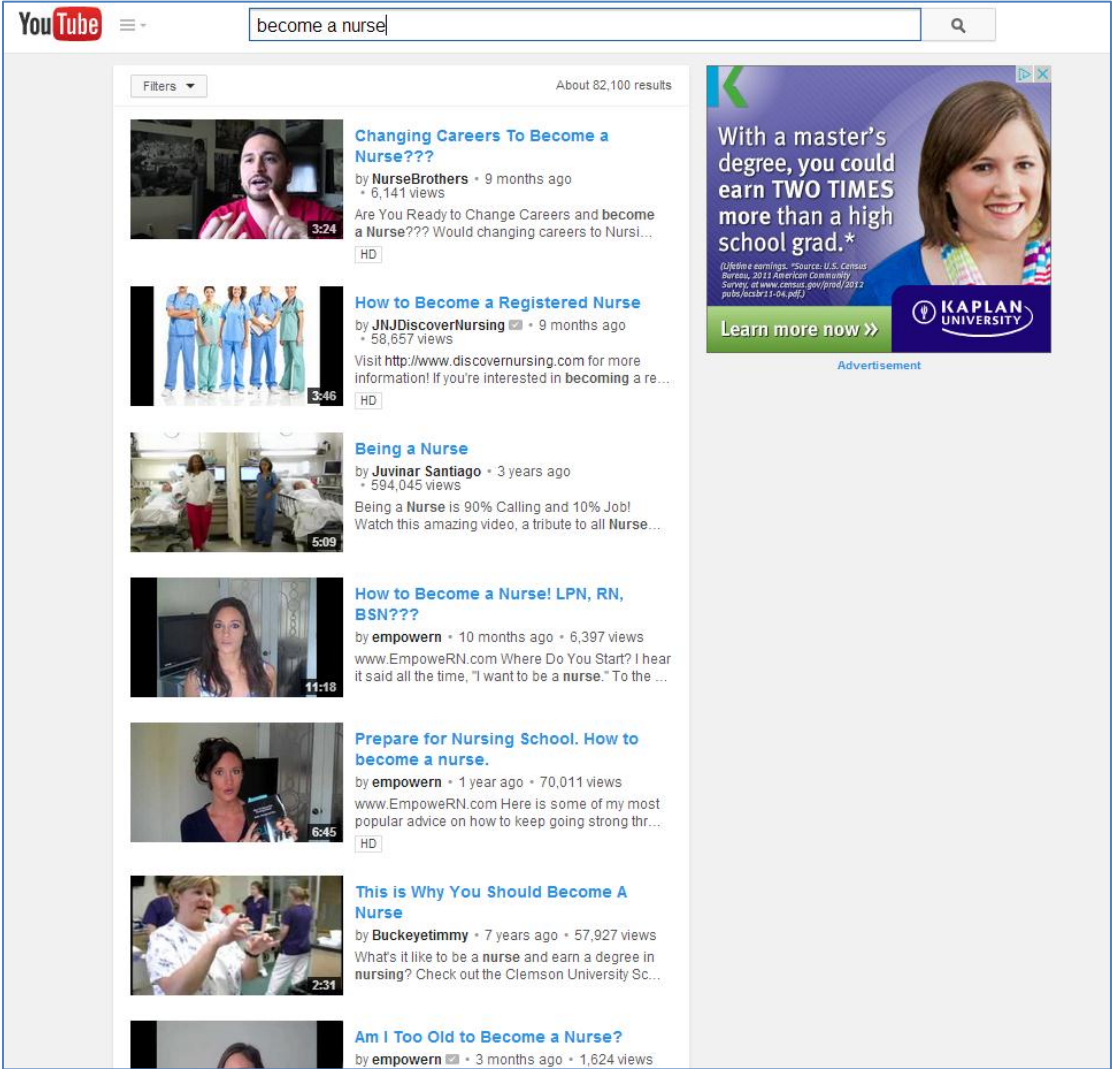
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) www.northeastern.edu/ Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now! Call button</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> www.mynursingschool.org/Nursing Start Now (High School Grads Only)!</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out Here are the different paths you can take to become a...</li></ul></li><li>Bottom navigation bar: Web, Images, Places, and a menu icon.</li></ul>


U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the text: "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (Ads ⓘ) from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: Campus 9.5/10.</li><li><b>University of Phoenix® - Our Classes Go Everywhere You Go</b> from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. Text: "Online or Campus Education Degrees."</li><li><b>Advance Your Education</b> from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. Text: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!". Rating: Career growth 9.5/10.</li></ul> <p>The bottom of the screen shows navigation icons for Web, Images, and Places, and a mobile OS dock with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><a href="http://www.northeastern.edu/">Become A Nurse - Northeastern.edu</a> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><a href="http://www.mynursingschool.org/Nursing">Nursing Schools - Get the Nursing Degree You Want</a> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><a href="http://www.kaplanuniversity.edu/">To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</a> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><a href="http://online.southuniversity.edu/">Nursing Degrees Online - Jumpstart Your Nursing Career</a> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><a href="http://www.chamberlain.edu/">Advance Your Education - RNs: Earn Your BSN in 3 Semesters</a> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><a href="http://www.nursingworld.org">How to Become a Nurse - American Nurses Association</a> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><a href="http://www.discovernursing.com/starting-out">Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</a> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><a href="http://www.genesisihcc.com/careers">Genesis HealthCare</a> www.genesisihcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><a href="http://becomeanurse.schoolconnection.com/">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><a href="http://www.phoenix.eonlineuniversity.com/">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><a href="http://lifereimagined.aarp.org/">Careers For Seniors</a> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><a href="http://www.phoenix.edu/">University of Phoenix®</a> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

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"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <p>The bottom of the screen shows navigation tabs 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 data-bbox="1039 365 1396 479"><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b></p><p data-bbox="1039 483 1501 511"><a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></p><p data-bbox="1039 516 1501 613">How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><hr/><p data-bbox="1039 673 1270 706"><b>Nursing Schools</b> ⓘ</p><p data-bbox="1039 711 1512 738"><b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a></p><p data-bbox="1039 743 1459 808">Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><hr/><p data-bbox="1039 852 1375 885"><b>Practical Nurse Training</b></p><p data-bbox="1039 889 1407 917"><b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a></p><p data-bbox="1039 922 1396 987">Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>. </p><p data-bbox="1039 992 1480 1024"><a href="#">Programs and Campuses - Apply Online</a></p><hr/><p data-bbox="1039 1068 1407 1101"><b>Nursing Degree Programs</b></p><p data-bbox="1039 1105 1512 1133"><b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a></p><p data-bbox="1039 1138 1386 1235">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! </p><p data-bbox="1039 1240 1438 1273"><a href="#">Nursing Programs - Nursing Degrees</a></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 as follows:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46. Description: "Visit <a href="http://www.discovernursing.com">http://www.discovernursing.com</a> for more information! If you're interested in becoming a re..."</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empower • 10 months ago • 6,397 views. Video length: 11:18. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the..."</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empower • 1 year ago • 70,011 views. Video length: 6:45. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."</li><li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."</li><li><b>Am I Too Old to Become a Nurse?</b> by empower • 3 months ago • 1,624 views. Video length: [unclear].</li></ul> <p>On the right side of the search results, there is an 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.*" Below this, it says "Learn more now &gt;&gt;" and "Advertisement". A small note at the bottom of the ad reads: "(*Lifetime earnings. *Source: U.S. Census Bureau, 2011 American Community Survey. <a href="http://www.census.gov/ipeds/data/ipeds/ipeds/2011/pub/ipeds/11-04.pdf">www.census.gov/ipeds/data/ipeds/ipeds/2011/pub/ipeds/11-04.pdf</a>)".</p>

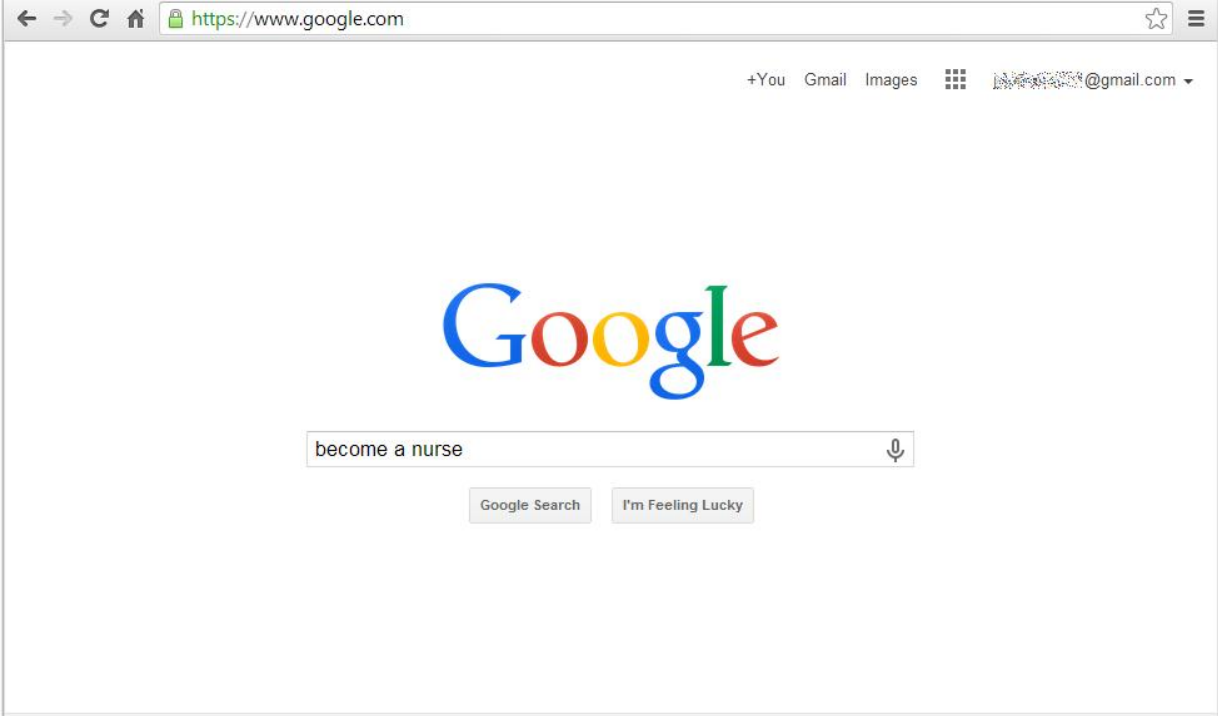
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window with the address bar displaying <a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175">www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175</a>. The page features a blue banner at the top with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a "Find Out How &gt;" button. Below the banner, the search results are titled "Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web". The results show "About 156 results (0.21 seconds)" and "Ads by Google related to: become a nurse". The ads include links to "Nursing Schools", "Registered Nurse Courses", "To Become A Nurses Assistant", "Nursing Degree Programs", "Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ...", and "The Top Ten Reasons ... Jokes and Nursing Humor on The ...".</p>

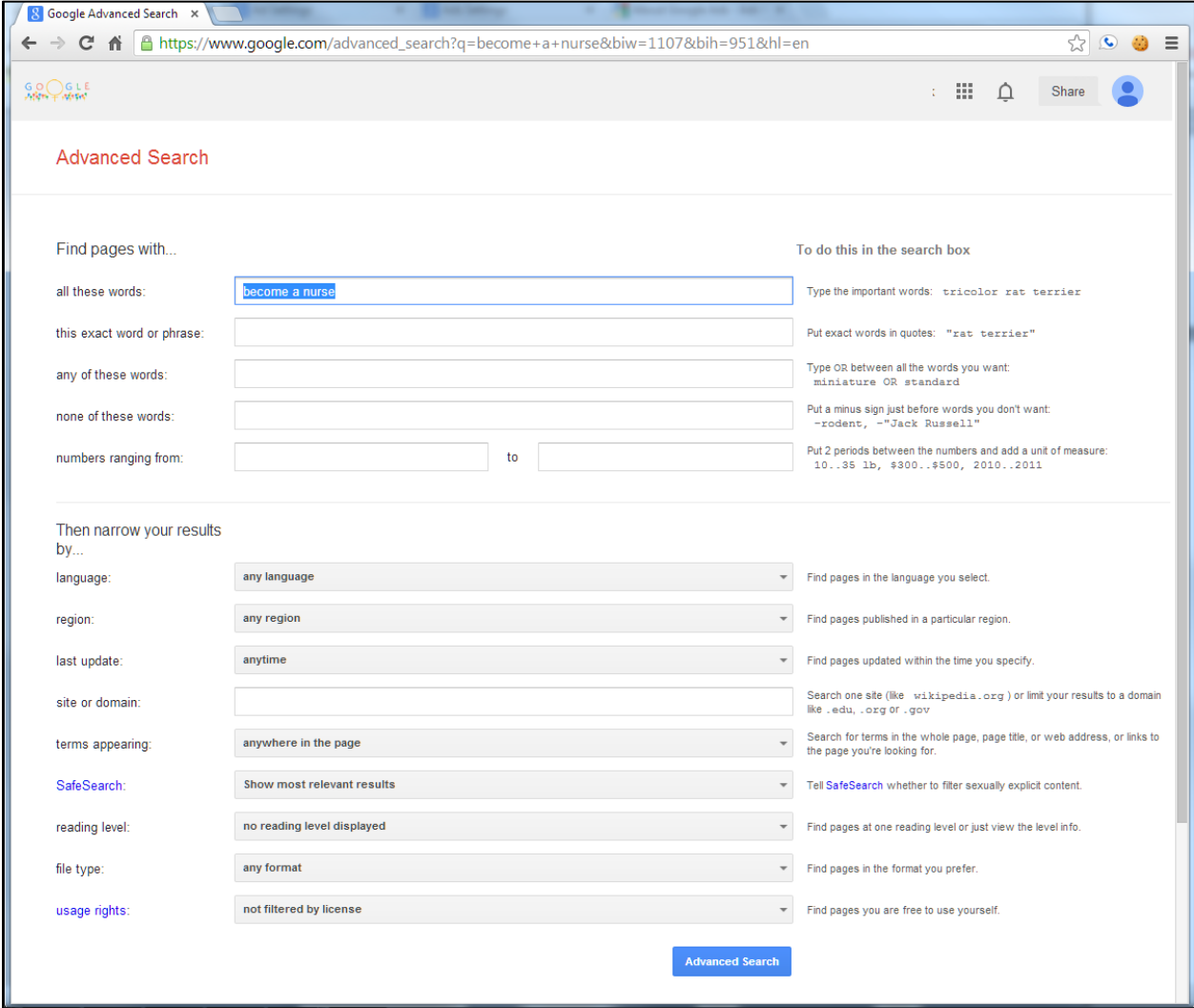
Google Custom Search Results Page

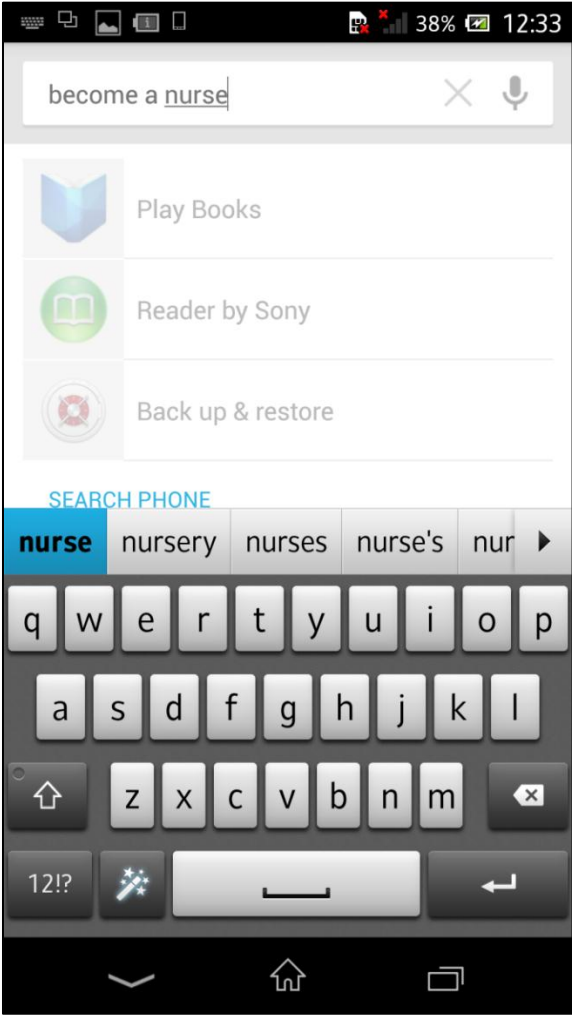


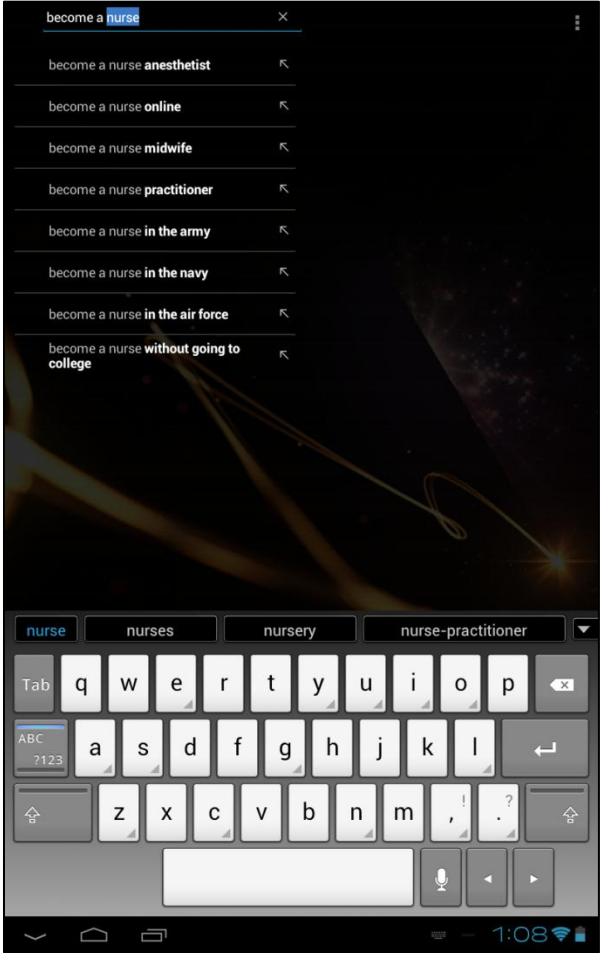
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 8</b>	
<p>A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:</p>	<p>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 Cstom 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”).</p> <p>See claim 1 above.</p>
<p>receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;</p>	<p>The Accused Instrumentalities receive, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information at a server.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying "https://www.google.com". The page content includes the Google logo, a search bar containing the text "become a nurse", and two buttons labeled "Google Search" and "I'm Feeling Lucky". The browser interface also shows navigation icons (back, forward, refresh, home) and a user profile icon with the email address "@gmail.com".</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search page. The search query entered is "become a nurse". The interface includes various filters for narrowing results, such as language, region, last update, site or domain, terms appearing, SafeSearch, reading level, file type, and usage rights. A blue "Advanced Search" button is visible at the bottom right of the search area.</p> <p>Google Advanced Search x</p> <p>https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en</p> <h3>Advanced Search</h3> <p>Find pages with...</p> <p>all these words: <input type="text" value="become a nurse"/></p> <p>this exact word or phrase: <input type="text"/></p> <p>any of these words: <input type="text"/></p> <p>none of these words: <input type="text"/></p> <p>numbers ranging from: <input type="text"/> to <input type="text"/></p> <p>To do this in the search box</p> <p>Type the important words: tricolor rat terrier</p> <p>Put exact words in quotes: "rat terrier"</p> <p>Type OR between all the words you want: miniature OR standard</p> <p>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</p> <p>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011</p> <p>Then narrow your results by...</p> <p>language: <input type="text" value="any language"/> Find pages in the language you select.</p> <p>region: <input type="text" value="any region"/> Find pages published in a particular region.</p> <p>last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.</p> <p>site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov</p> <p>terms appearing: <input type="text" value="anywhere in the page"/> Search for terms in the whole page, page title, or web address, or links to the page you're looking for.</p> <p>SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.</p> <p>reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.</p> <p>file type: <input type="text" value="any format"/> Find pages in the format you prefer.</p> <p>usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself.</p> <p><input type="button" value="Advanced Search"/></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android 4.2 mobile handset interface. At the top, the status bar displays signal strength, Wi-Fi, 38% battery, and the time 12:33. Below the status bar is a search bar containing the text "become a nurse". To the right of the search bar are a close button (X) and a microphone icon. Below the search bar, there are three search suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red and white lifebuoy icon. Below these suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen is the Android 4.2 navigation bar with three icons: a downward arrow, a home button, and a recent apps button.</p> <p>Mobile Handset Running Android 4.2</p>

U.S. PATENT NO. <b>7,236,969</b>	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"><li>become a nurse <b>nurse</b></li><li>become a nurse <b>anesthetist</b></li><li>become a nurse <b>online</b></li><li>become a nurse <b>midwife</b></li><li>become a nurse <b>practitioner</b></li><li>become a nurse <b>in the army</b></li><li>become a nurse <b>in the navy</b></li><li>become a nurse <b>in the air force</b></li><li>become a nurse <b>without going to college</b></li></ul> <p>Below the suggestions, there are four tabs: "nurse", "nurses", "nursery", and "nurse-practitioner". A virtual keyboard is visible at the bottom of the screen, and the system status bar at the very bottom shows the time as 1:08.</p>

Tablet Device Running Android 4.0.2

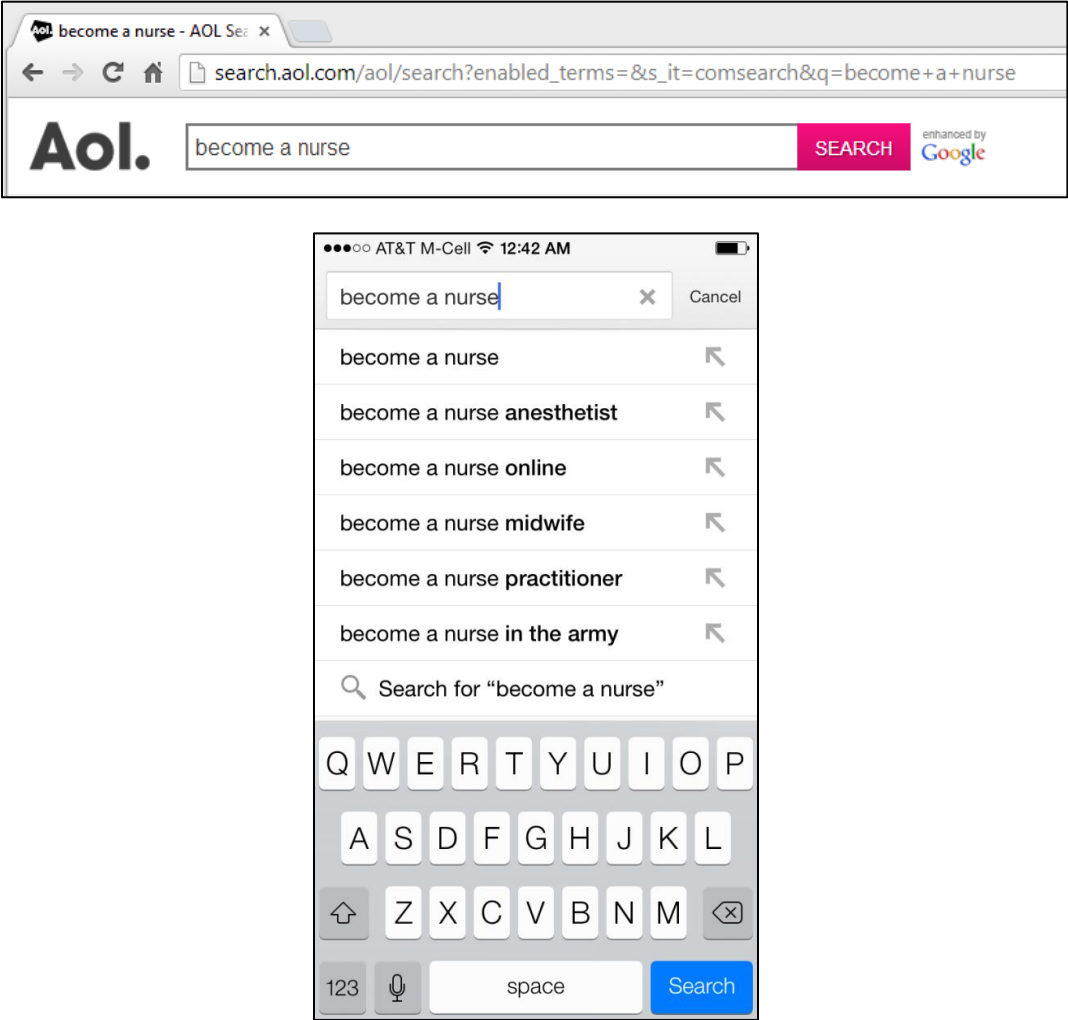
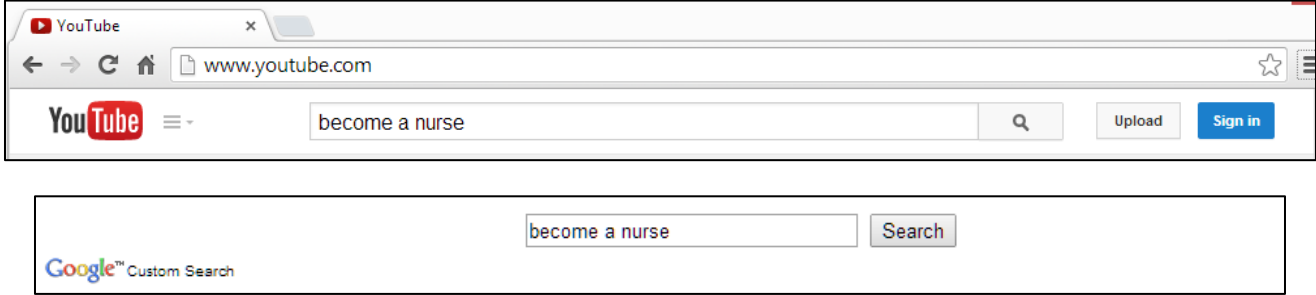
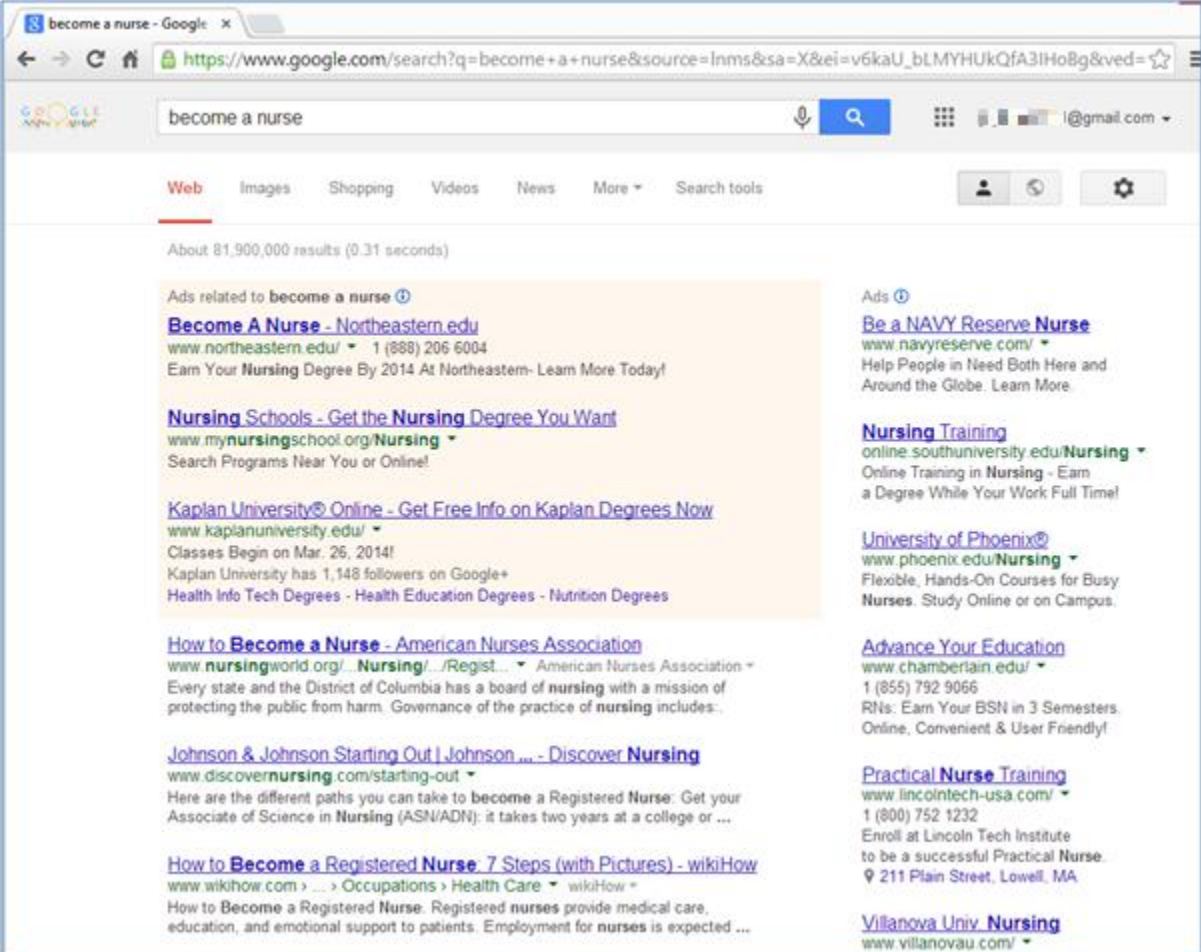
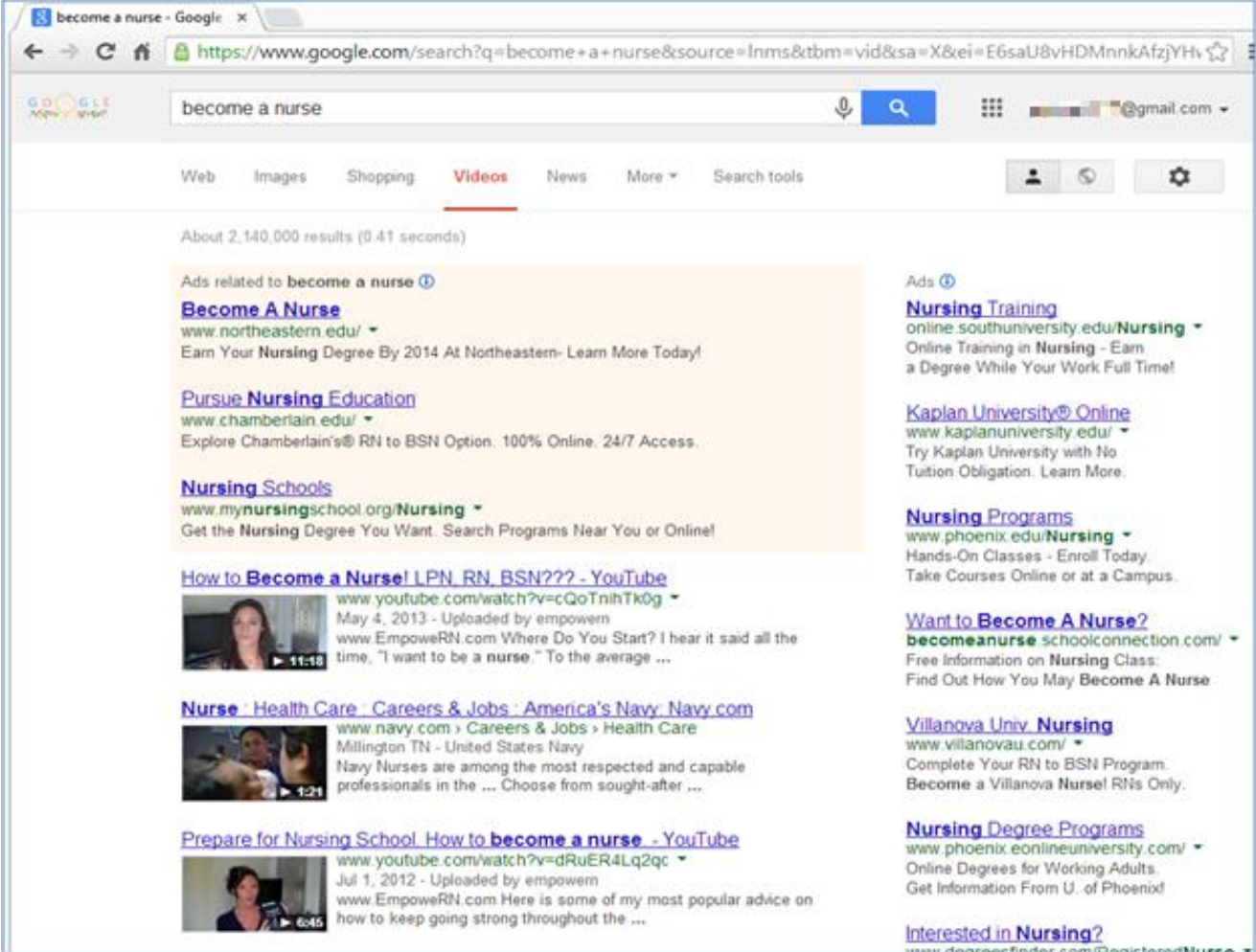
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots related to a search for "become a nurse". The top screenshot is a desktop browser window from AOL, showing the search results page with the URL <code>search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse</code>. The search bar contains the text "become a nurse" and a "SEARCH" button. The bottom screenshot is a mobile search interface on an AT&amp;T M-Cell phone at 12:42 AM. It shows a search bar with "become a nurse" and a list of 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". A keyboard is visible below the suggestions, and a "Search" button is at the bottom right.</p>

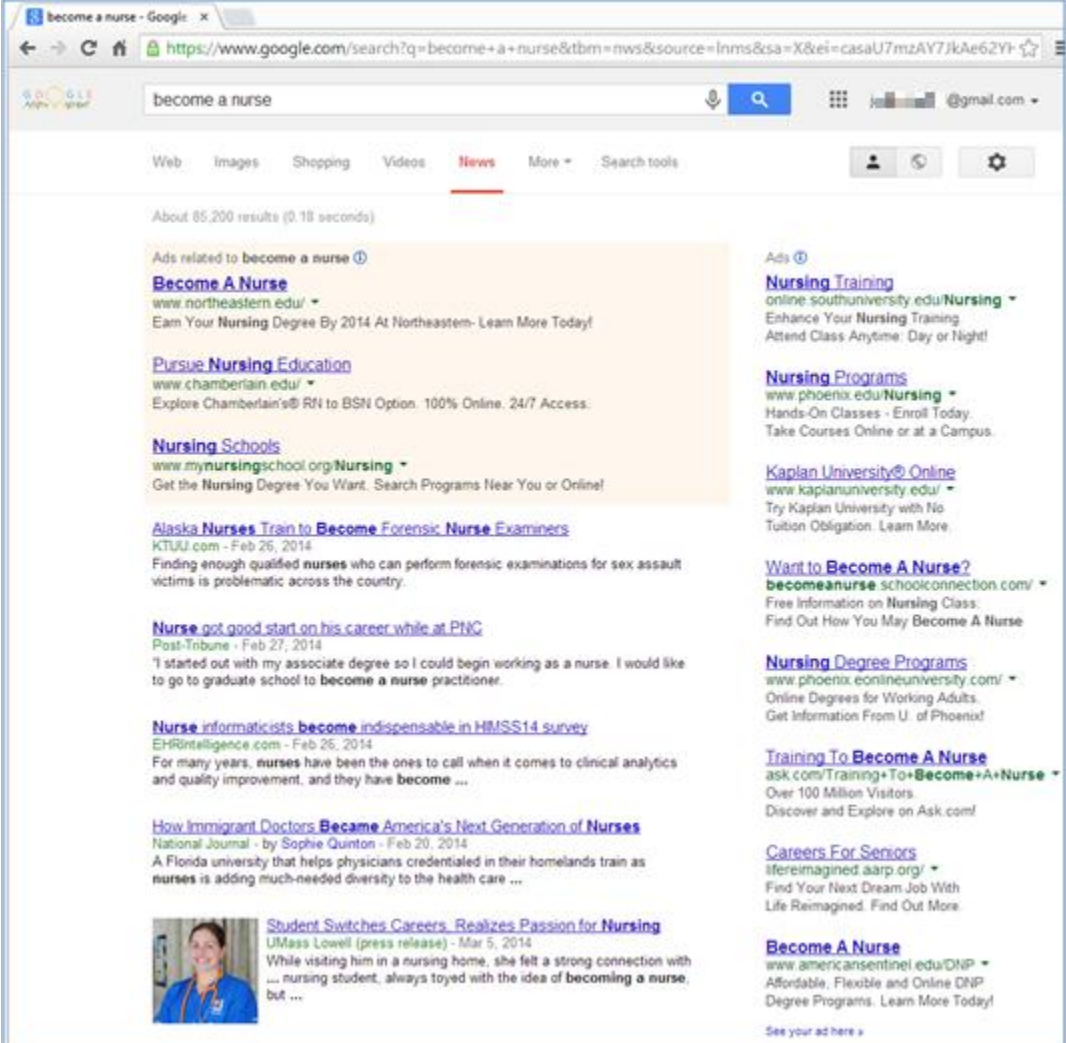
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

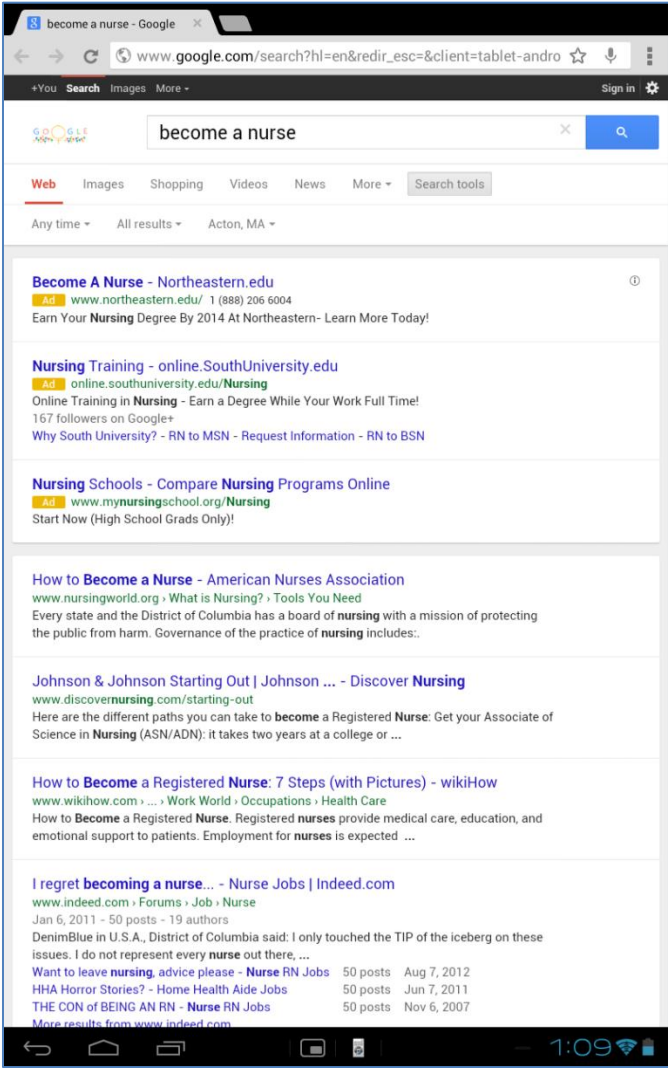
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Google Search App Running on iOS 7.1</p>  <p style="text-align: right;"><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p>
<p>searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;</p>	<p>The Accused Instrumentalities search, by the server computer based upon the received search argument, a first database to generate search results, the first database has data network related information and is contained on the server computer.</p> <p>See claim 1 above.</p>

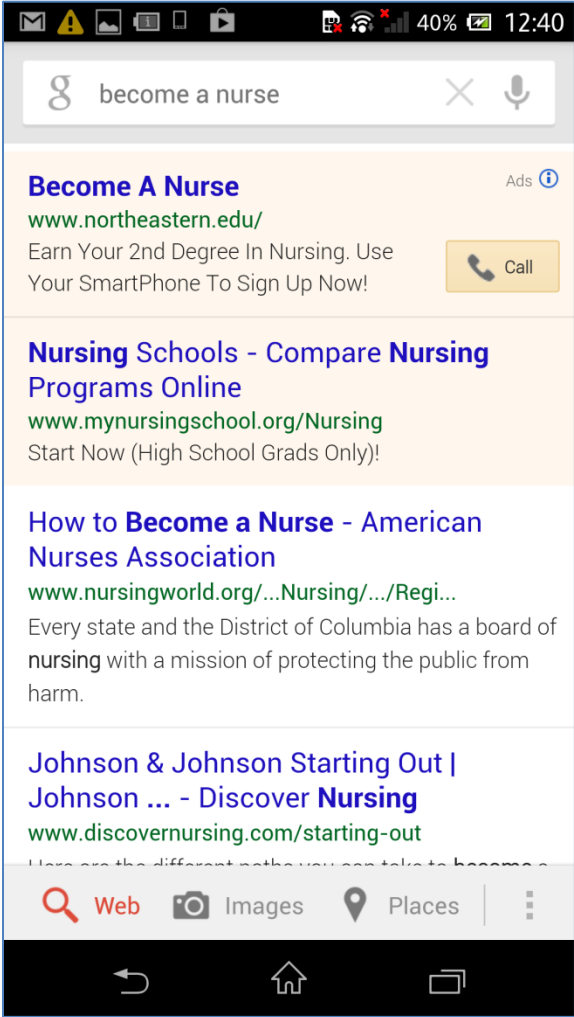
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> 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 Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b> 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:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson... - Discover Nursing</b> 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 ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com/...&gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b> online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b> www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b> www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b> www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b> www.villanovau.com/</li></ul>

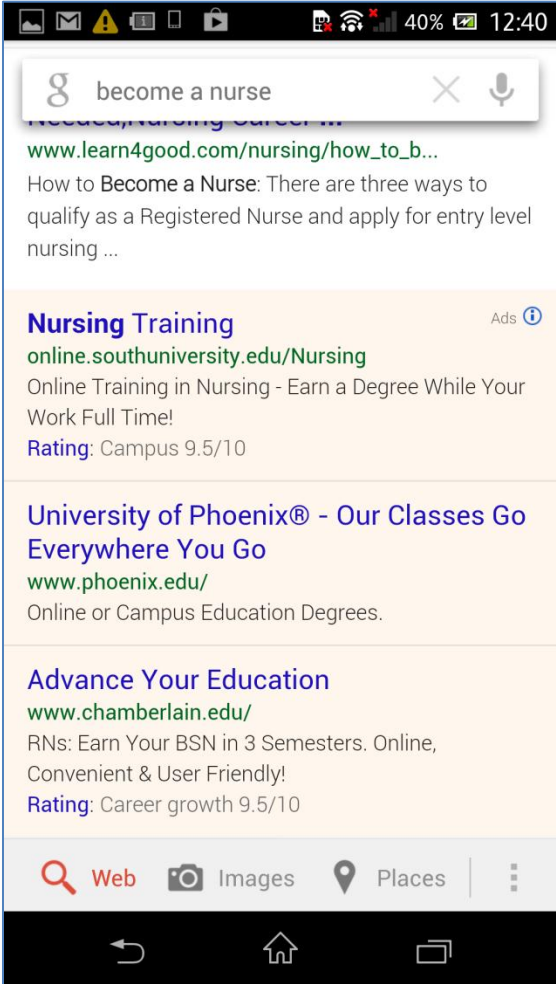


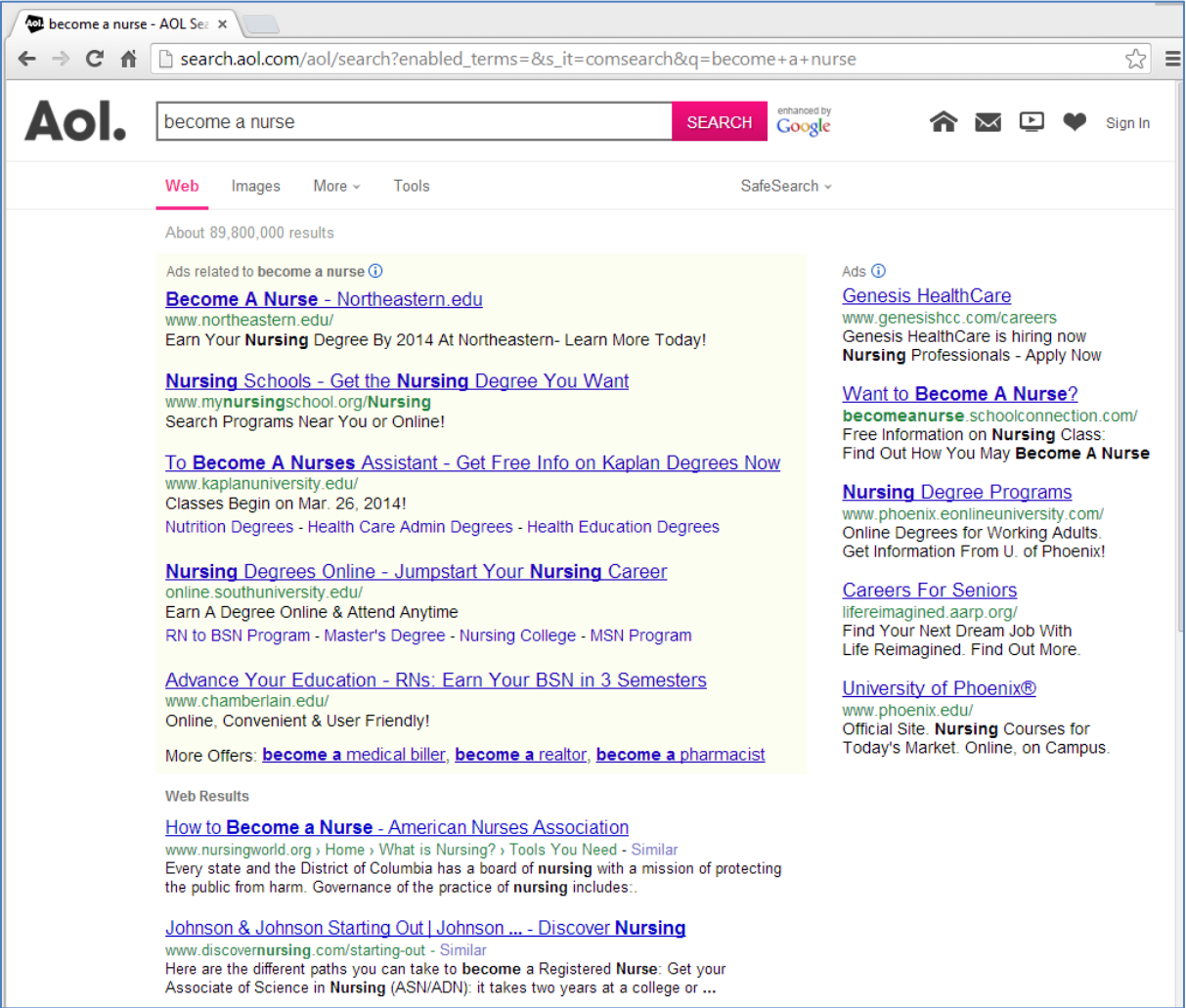
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The search results are categorized into "Ads related to become a nurse" and "Videos".</p> <p><b>Ads related to become a nurse: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

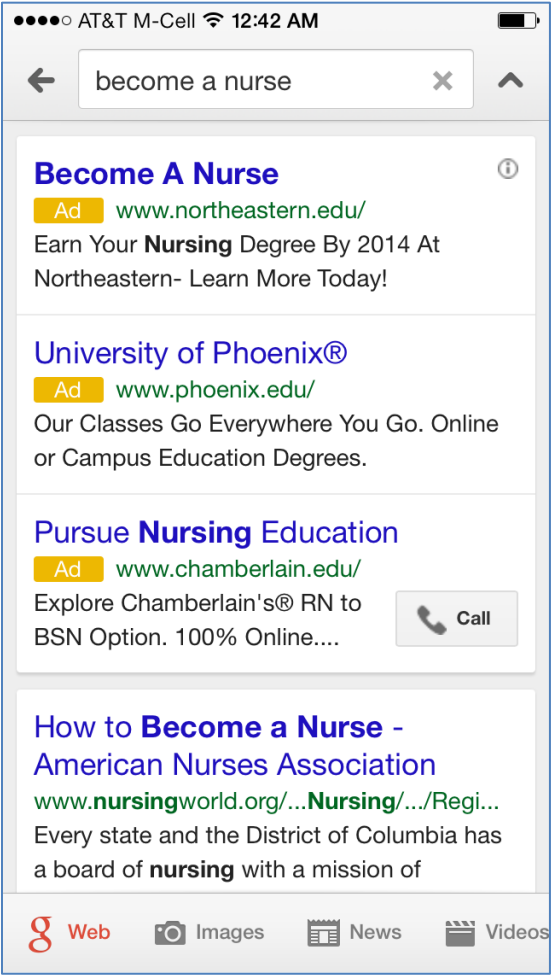
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (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."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (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 ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (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 ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (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 ...</li></ul> <p>Organic search results on the right side include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenixonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows the URL: https://www.google.com/search?q=become+a+nurse&amp;tbm=nws&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jKAE62YI...</p>

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	 <p>The screenshot shows a mobile browser interface with the search query "become a nurse". The search results include several advertisements and organic search results. The advertisements are for Northeastern.edu, SouthUniversity.edu, and mynursingschool.org. The organic results include "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs   Indeed.com". The browser's address bar shows the URL "www.google.com/search?hl=en&amp;redir_esc=&amp;client=tablet-andro". The bottom of the screen shows a mobile navigation bar with a clock displaying 1:09.</p>

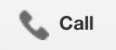

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li><b>Search Bar:</b> Contains the text "become a nurse" and a microphone icon.</li><li><b>Search Results:</b><ul style="list-style-type: none"><li><b>Result 1:</b> Title "Become A Nurse" (with "Ads" label), URL "www.northeastern.edu/", description "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!", and a "Call" button.</li><li><b>Result 2:</b> Title "Nursing Schools - Compare Nursing Programs Online", URL "www.mynursingschool.org/Nursing", description "Start Now (High School Grads Only)!".</li><li><b>Result 3:</b> Title "How to Become a Nurse - American Nurses Association", URL "www.nursingworld.org/...Nursing/.../Regi...", description "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."</li><li><b>Result 4:</b> Title "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", URL "www.discovernursing.com/starting-out", description "Here are the different paths you can take to become a..."</li></ul></li><li><b>Navigation Bar:</b> Includes "Web", "Images", and "Places" tabs, and a menu icon.</li><li><b>Bottom Bar:</b> Includes back, home, and recent apps icons.</li></ul>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (Ads ⓘ) from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: Campus 9.5/10.</li><li><b>University of Phoenix® - Our Classes Go Everywhere You Go</b> from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. Description: "Online or Campus Education Degrees."</li><li><b>Advance Your Education</b> from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!". Rating: Career growth 9.5/10.</li></ul> <p>The bottom of the screen shows navigation icons for Web, Images, and Places, and a mobile OS dock with back, home, and recent apps buttons.</p>

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	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisihcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

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	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <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><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  <a href="#">Programs and Campuses - Apply Online</a></p><p><b>Nursing Degree Programs</b> Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  <a href="#">Nursing Programs - Nursing Degrees</a></p></div>



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7,236,969

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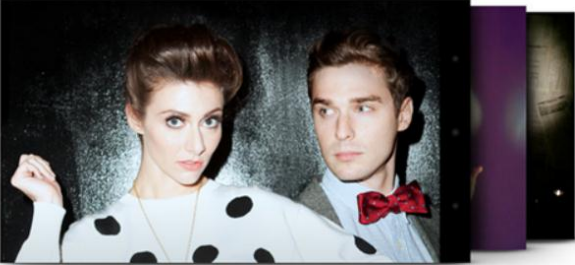
The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results list includes:

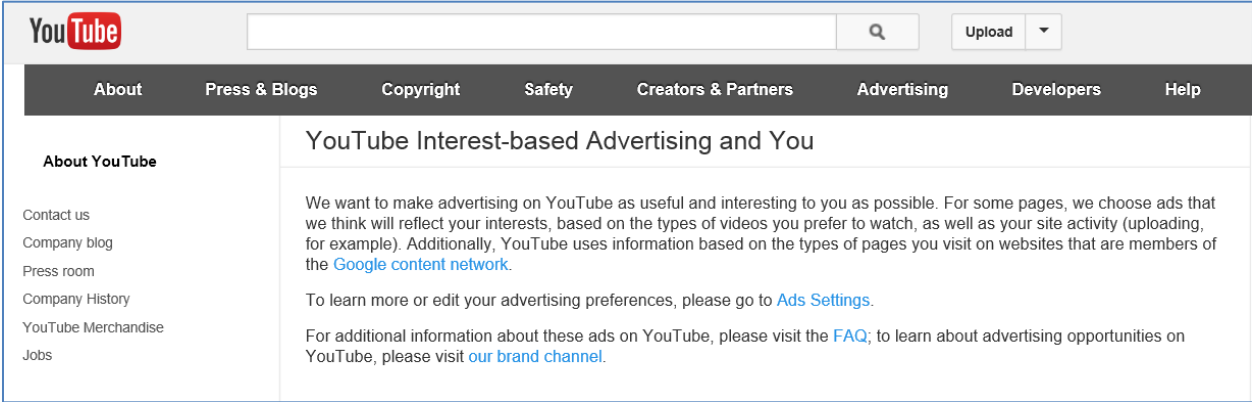
- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???"
- How to Become a Registered Nurse** by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."
- Being a Nurse** by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."
- How to Become a Nurse! LPN, RN, BSN???** by empower • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.'" To the ...
- Prepare for Nursing School. How to become a nurse.** by empower • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."
- This is Why You Should Become A Nurse** by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empower • 3 months ago • 1,624 views.

On the right side of the page, there is an 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.\*" Below this, it says "Learn more now >>" and "Advertisement".

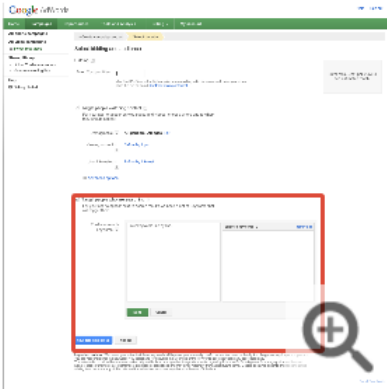
The screenshot shows a browser window with the address bar displaying "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The page content includes a banner with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button labeled "Find Out How >".



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correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	<p>Upon information and belief, the Accused Instrumentalities correlate the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See claim 1 above.</p> <div data-bbox="661 506 1900 1042" style="border: 1px solid black; padding: 10px;"><h3 style="text-align: center;">Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p>


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	<div data-bbox="659 324 1902 688"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1213 698 1978 730"><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p> <div data-bbox="739 844 1923 1218"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 1221 1978 1253"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p>

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	 <p>The screenshot shows the YouTube website interface. At the top, there is the YouTube logo, a search bar, and an 'Upload' button. Below this is a navigation menu with links for 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The main content area is titled 'YouTube Interest-based Advertising and You'. It contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>. To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>. For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.'</p> <p><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 337 1012 370"><b>About targeting groups</b></p> <p data-bbox="709 402 1864 467">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="709 492 1327 524">A single targeting group can contain the following types of targets:</p> <ul data-bbox="730 548 1864 1149" style="list-style-type: none"><li>• <b>Demographics:</b> Age and gender.</li><li>• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li>• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li><li>• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="772 784 1495 881" style="list-style-type: none"><li>◦ Channels (YouTube Partner Channels)</li><li>◦ Videos (YouTube Videos)</li><li>◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li>• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li><li>• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li>• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1213 1166 1978 1198"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

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	<p data-bbox="709 332 1333 360"><b>2. Target people who are searching (TrueView in-search):</b></p> <ul data-bbox="766 393 1690 420" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="741 979 798 1003"><b>Note</b></p> <p data-bbox="741 1032 1312 1057">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="741 1084 1801 1149">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1281 1179 1978 1206"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1247"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 464 1360 665"><p>Search ad      Gmail ad      Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><hr/><h4> Example</h4><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1289 1978 1321"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>

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	<div data-bbox="709 321 1852 1198"><h2 data-bbox="772 360 1545 415">Set up your ad's target language</h2><p data-bbox="772 464 1806 581">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="772 613 1835 701">With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="772 730 1717 753">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="772 786 1276 812">How language targeting works in AdWords</h3><p data-bbox="772 844 1827 961">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <b>Google Display Network</b> (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="772 987 1831 990"/><p data-bbox="802 1010 936 1036"> <b>Example</b></p><p data-bbox="856 1055 1759 1175">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p data-bbox="1209 1208 1982 1240"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></p>




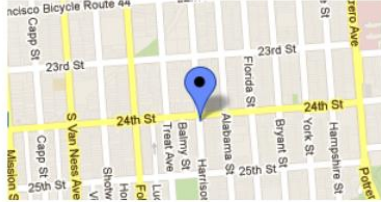

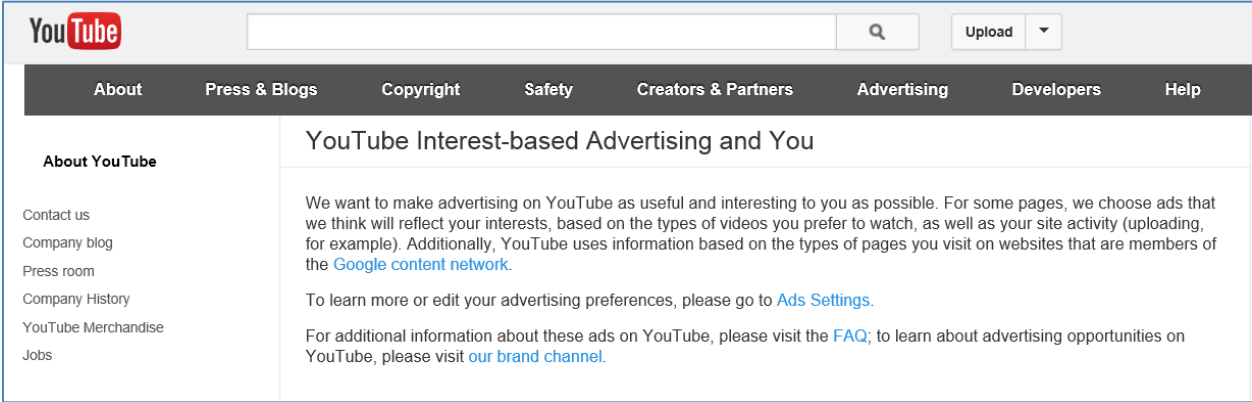
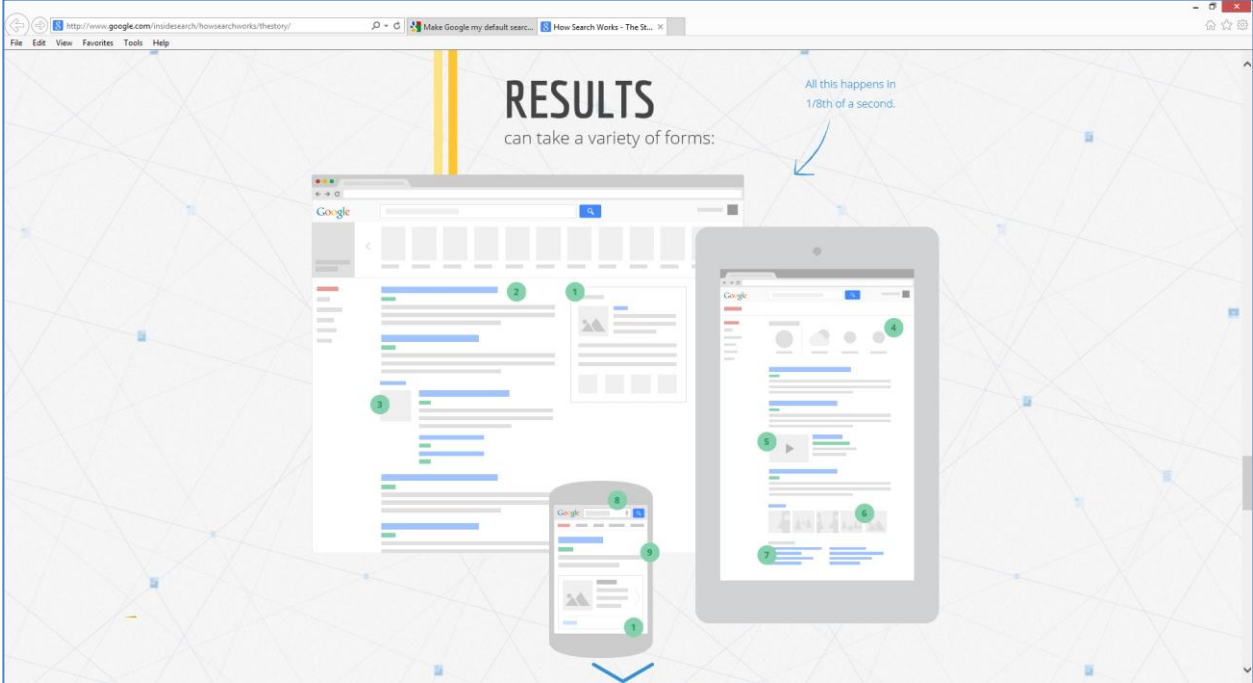
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1900 844"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><b>Get Started</b> For free setup help call: <b>1-855-500-2762*</b></p>    <div data-bbox="667 722 1045 836"> <p><b>People search on Google</b></p> <p>People search on Google for products and services that you have to offer.</p> </div> <div data-bbox="1081 722 1459 836"> <p><b>They see your ad</b></p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> </div> <div data-bbox="1501 722 1879 836"> <p><b>You get more customers</b></p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p data-bbox="703 852 1984 917"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p>

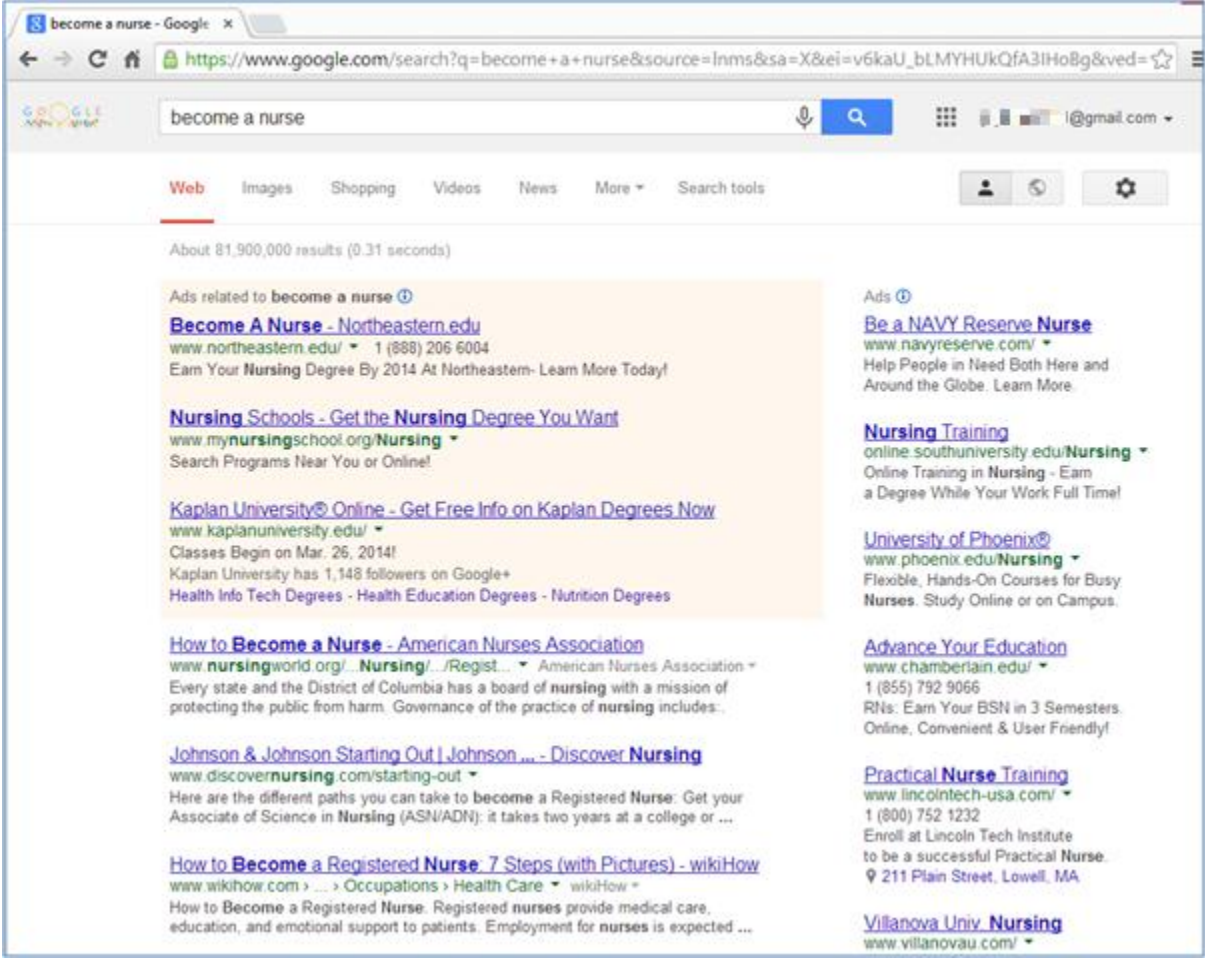
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p> <p><i>English? Español? Estonian?</i></p> <p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p> <p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p> <p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google <a href="#">detects</a> that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p> <p><i>Local, Regional, National or International?</i></p> <p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about <a href="#">location targeting</a>.</p> <p><a href="http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</a></p>

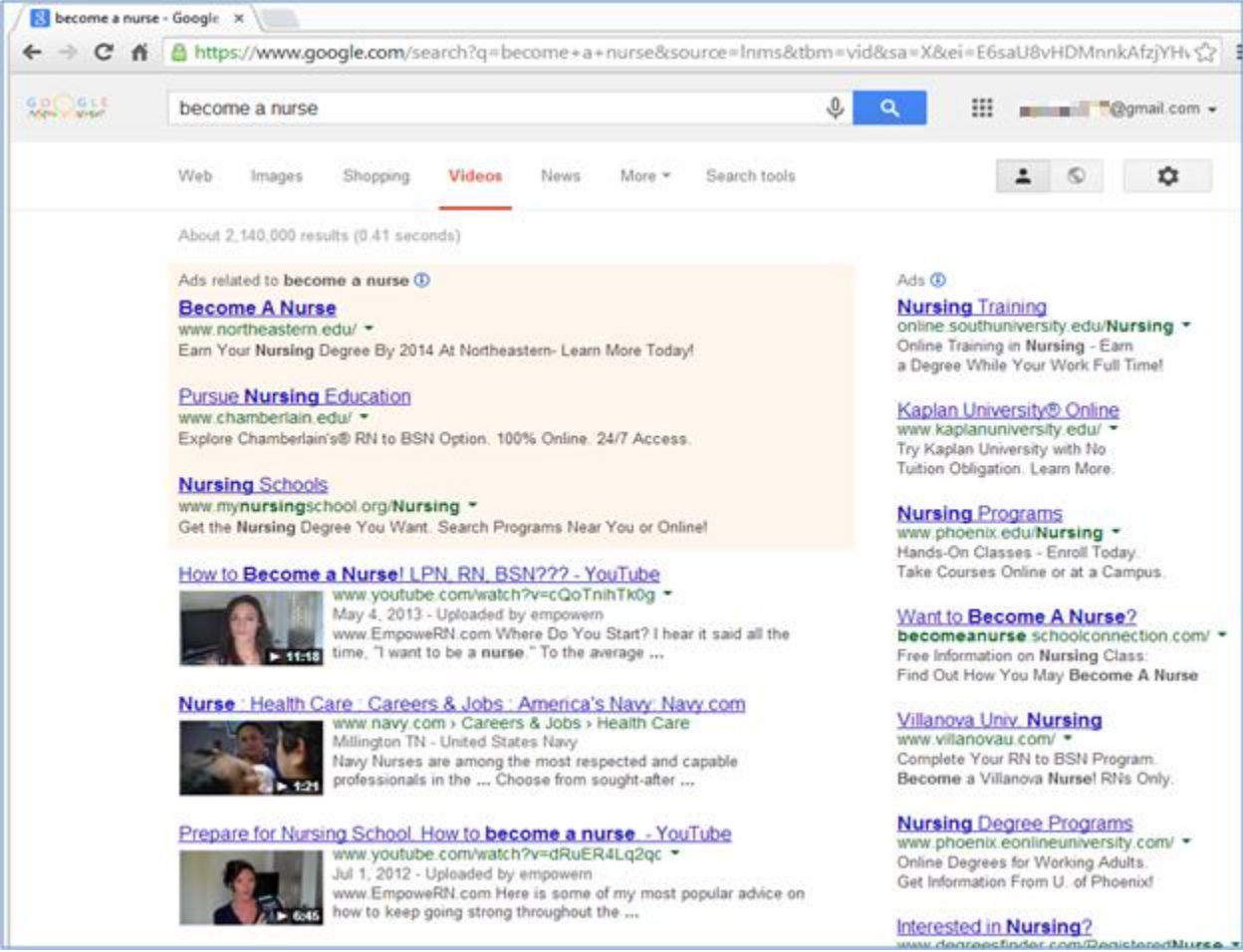
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the YouTube website interface. At the top, there is the YouTube logo, a search bar, and an 'Upload' button. Below this is a navigation menu with links for 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The main content area is titled 'YouTube Interest-based Advertising and You'. It contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>. To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>. For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.'</p> <p><a href="http://www.youtube.com/t/ads_preference">http://www.youtube.com/t/ads_preference</a></p>

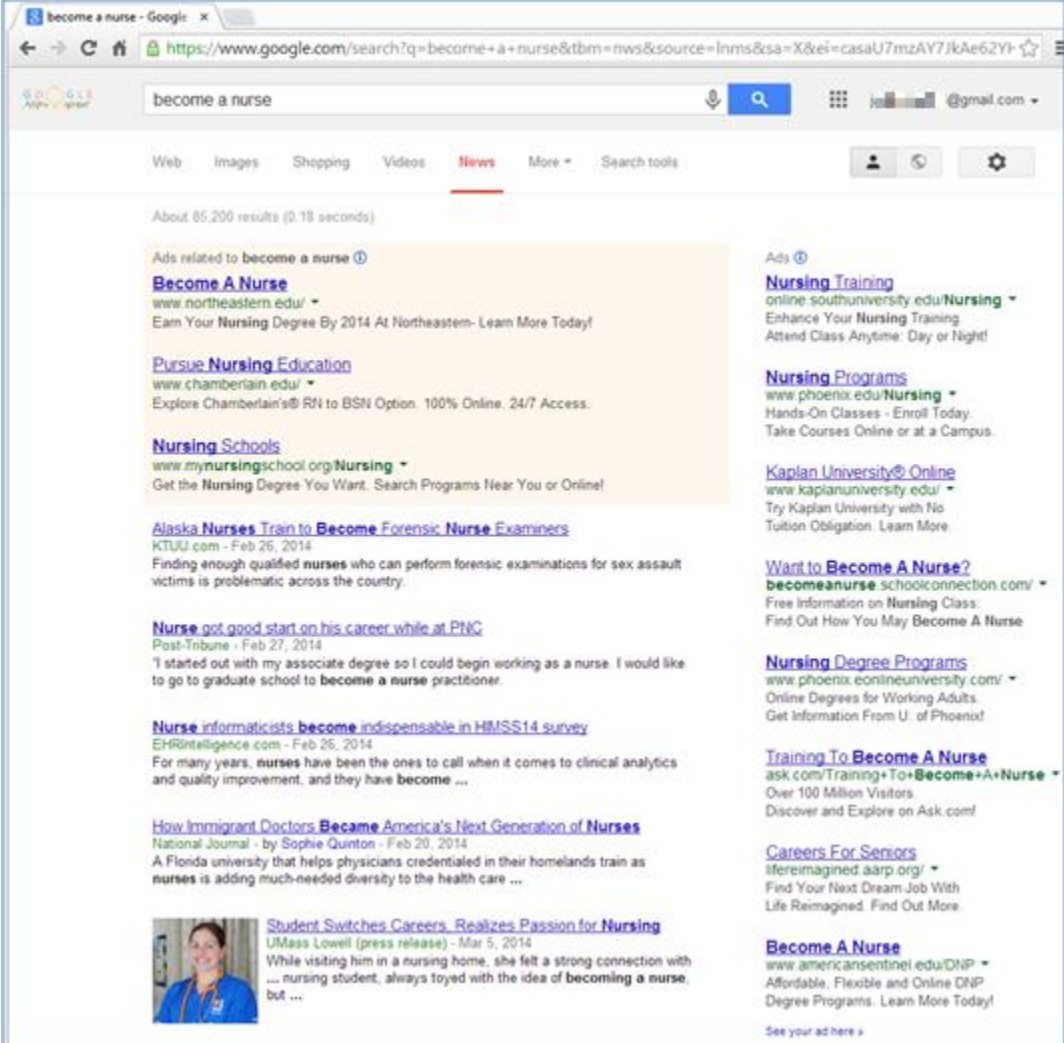
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 326 1927 1114"><p><b>1 BEFORE YOU SEARCH</b></p><p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages 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 <b>100,000,000</b> gigabytes</p><hr/><p>We've spent over <b>1million</b> computing hours building the index so far</p></div> <p data-bbox="590 1122 1980 1187"><a href="https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page on three devices: a desktop monitor, a tablet, and a smartphone. The desktop screen displays the word "RESULTS" in large letters, followed by the text "can take a variety of forms:". Below this, there are several search results cards. A blue arrow points to the text "All this happens in 1/8th of a second." The desktop screen also shows a search bar and navigation buttons. The tablet and smartphone screens show the same search results page, but with a different layout and font size, indicating responsive design. The background of the desktop screen is a light gray grid pattern.</p> <p><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p>
providing the search results together with the particular advertisement to the user.	The Accused Instrumentalities provide the search results together with the particular advertisement to the user.  See claim 1 above.

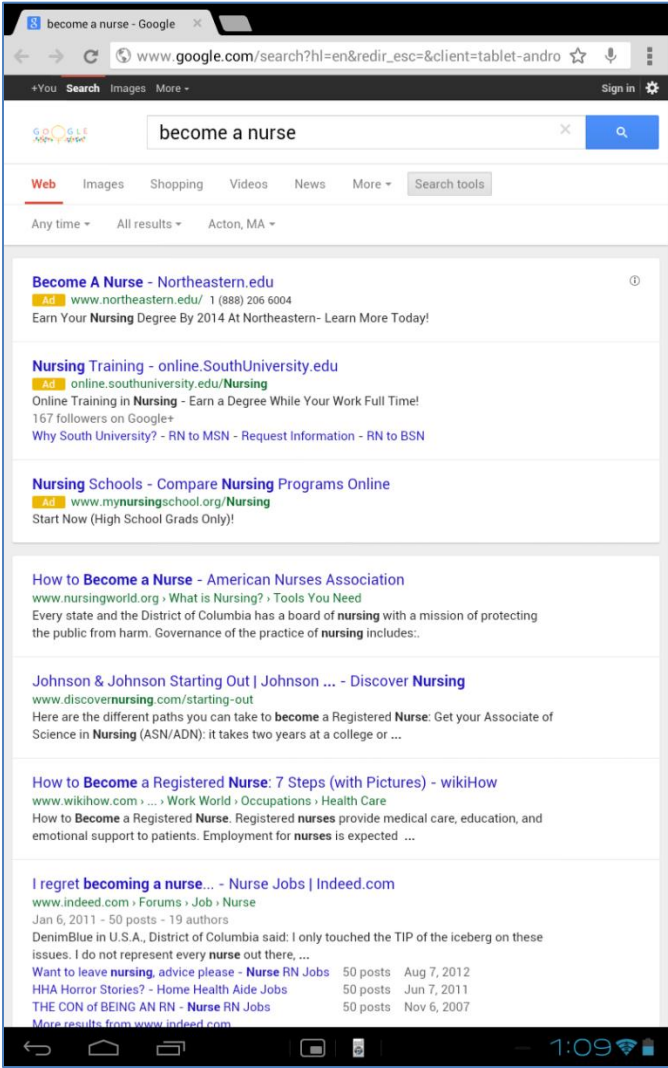
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu / 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> 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 Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/.Nursing/.Registr... 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:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson... - Discover Nursing</b> 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 ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b> online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b> www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b> www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b> www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b> www.villanovau.com/</li></ul>

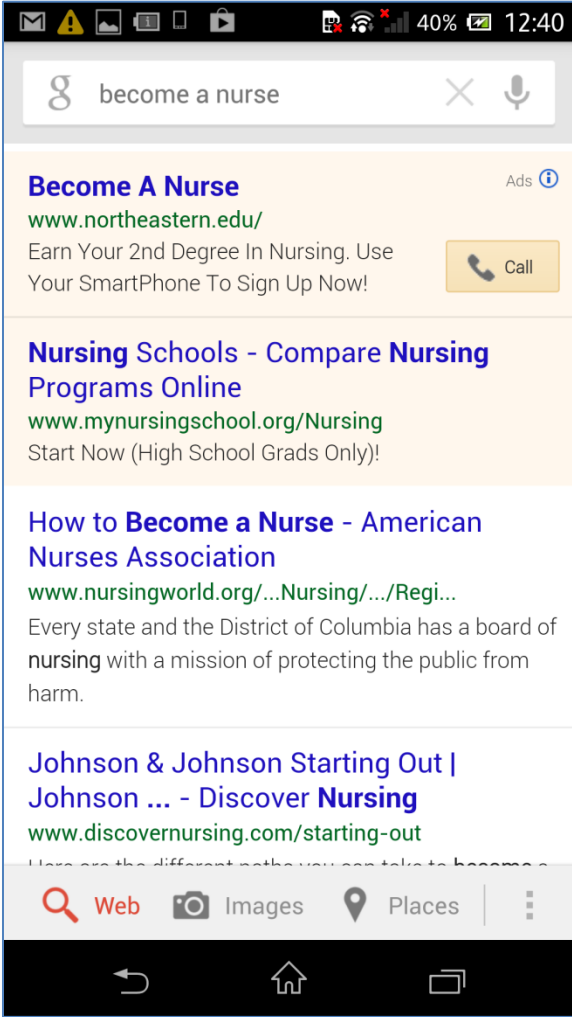


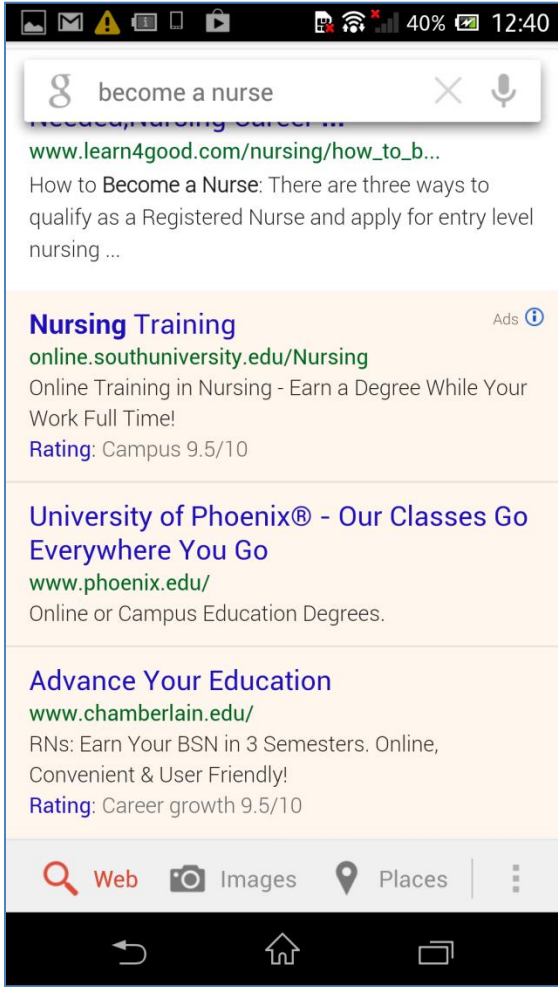
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links:</p> <ul style="list-style-type: none"><li><b>How to Become a Nurse! LPN, RN, BSN??? - YouTube</b>: A video thumbnail showing a woman speaking, with a duration of 11:48. The description mentions "May 4, 2013 - Uploaded by empowern" and "www.EmpowerRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the average ...".</li><li><b>Nurse - Health Care - Careers &amp; Jobs - America's Navy - Navy.com</b>: A video thumbnail showing a woman and a child, with a duration of 1:21. The description mentions "www.navy.com &gt; Careers &amp; Jobs &gt; Health Care" and "Millington TN - United States Navy".</li><li><b>Prepare for Nursing School - How to become a nurse - YouTube</b>: A video thumbnail showing a woman speaking, with a duration of 6:45. The description mentions "Jul 1, 2012 - Uploaded by empowern" and "www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ...".</li></ul> <p>Other search results include text-based links for "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Training" (online.southuniversity.edu), "Kaplan University Online" (www.kaplanuniversity.edu), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse?" (becomeanurse.schoolconnection.com), "Villanova Univ Nursing" (www.villanovau.com), "Nursing Degree Programs" (www.phoenix.eonlineuniversity.com), and "Interested in Nursing?" (www.docstocfinder.com).</p>

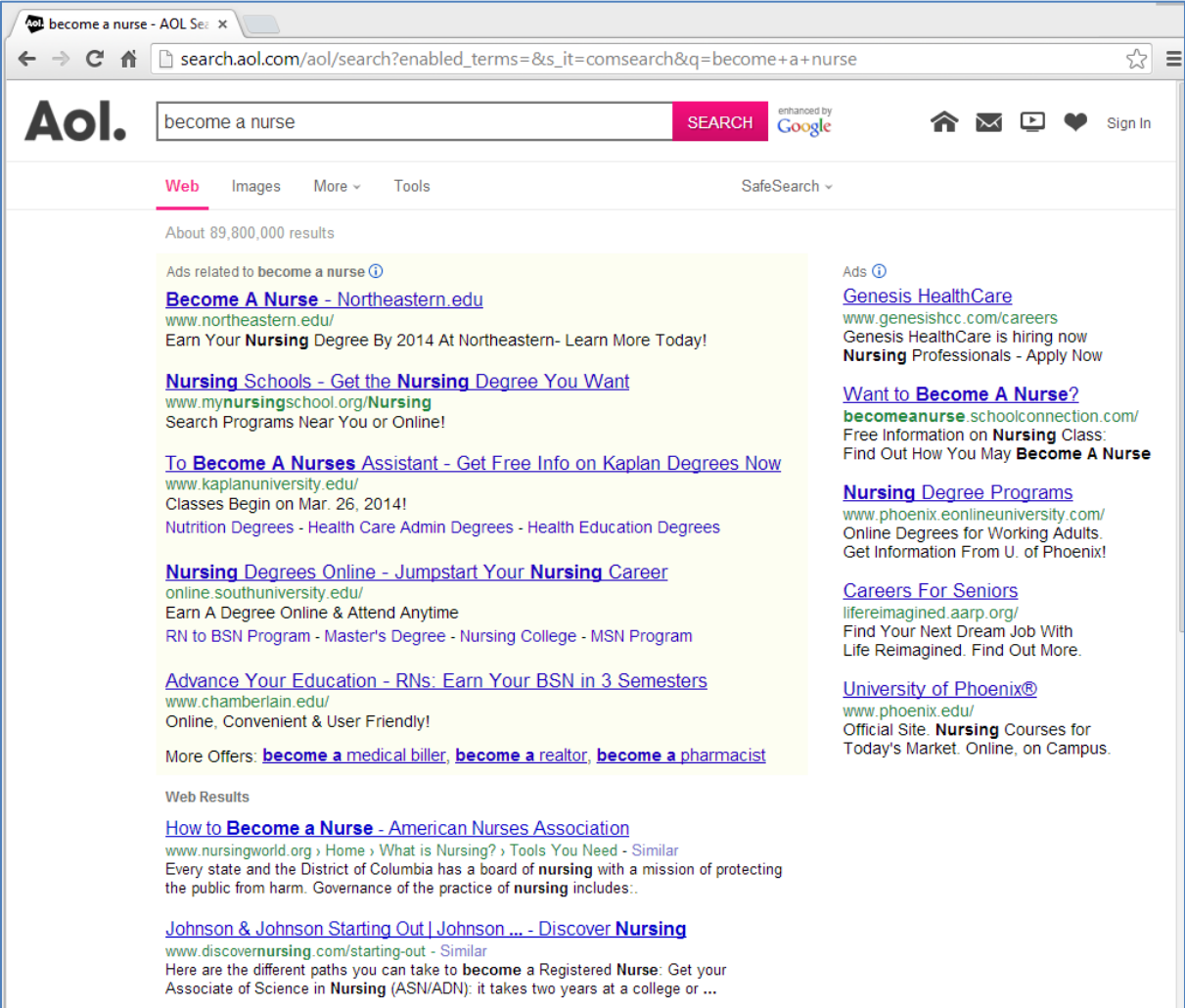
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (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."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (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 ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (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 ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (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 ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows "https://www.google.com/search?q=become+a+nurse&amp;tbm=nws&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jkAe62YI-". The search bar contains "become a nurse".</p>

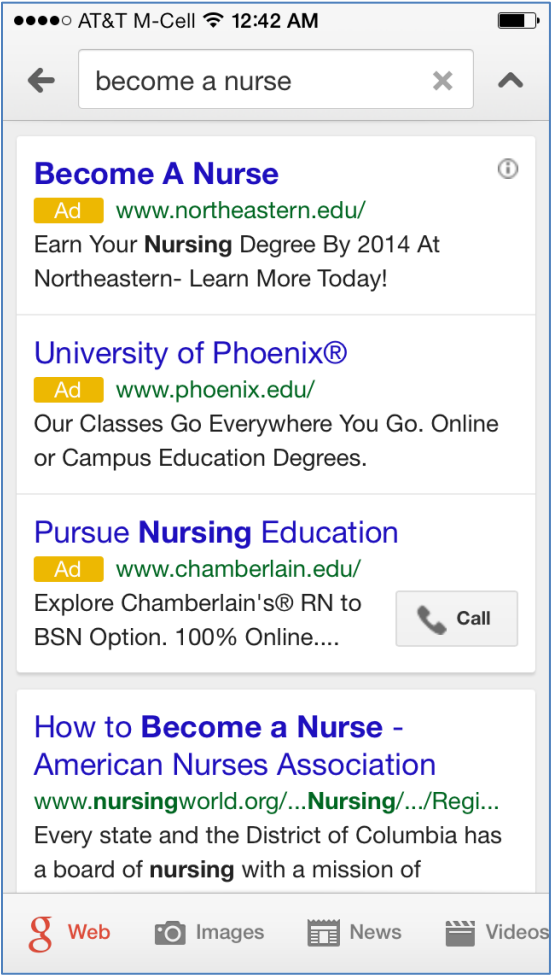


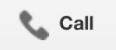

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> "Become A Nurse - Northeastern.edu" with URL <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"</li><li><b>Advertisement 2:</b> "Nursing Training - online.SouthUniversity.edu" with URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "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 BSN"</li><li><b>Advertisement 3:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!"</li><li><b>Organic Result 1:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org">www.nursingworld.org</a>. Text: "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:."</li><li><b>Organic Result 2:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "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 ..."</li><li><b>Organic Result 3:</b> "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL <a href="http://www.wikihow.com">www.wikihow.com</a>. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."</li><li><b>Organic Result 4:</b> "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with URL <a href="http://www.indeed.com">www.indeed.com</a>. Text: "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, ..."</li></ul> <p>The bottom of the screenshot shows a mobile status bar with the time 1:09 and various icons.</p>

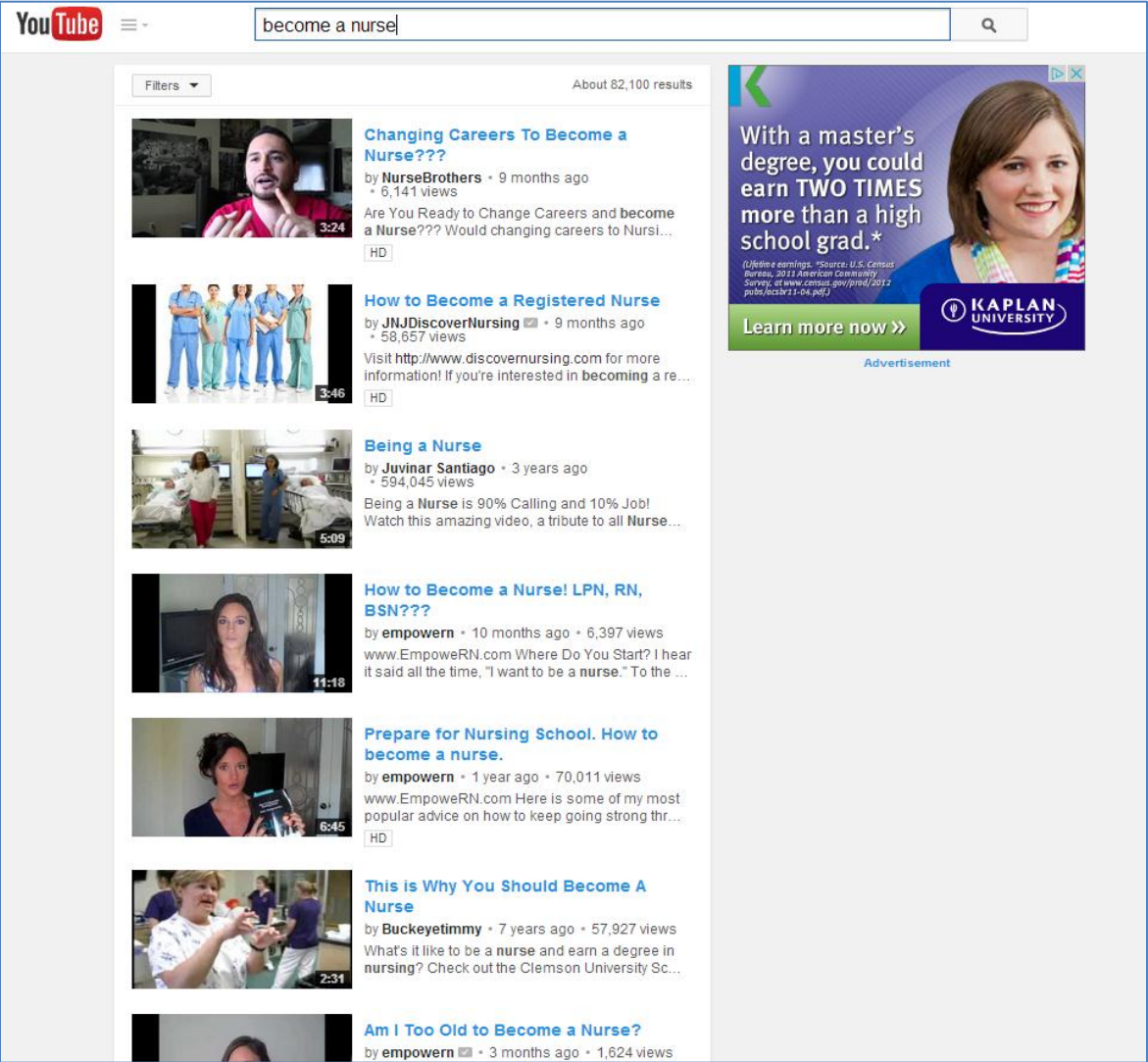
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Top Ad: "Become A Nurse" with URL <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> and text "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.</li><li>Second Ad: "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> and text "Start Now (High School Grads Only)!".</li><li>Organic Result: "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> and text "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."</li><li>Organic Result: "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>.</li><li>Bottom navigation bar: "Web", "Images", "Places".</li><li>System status bar: 40% battery, 12:40.</li></ul>

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"><li><b>Search Bar:</b> Contains the text "become a nurse" and a microphone icon.</li><li><b>Search Results:</b><ul style="list-style-type: none"><li><b>Organic Result:</b> Title: "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". URL: <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></li><li><b>Advertisement 1:</b> Title: "Nursing Training". URL: <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: "Rating: Campus 9.5/10".</li><li><b>Advertisement 2:</b> Title: "University of Phoenix® - Our Classes Go Everywhere You Go". URL: <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. Description: "Online or Campus Education Degrees."</li><li><b>Advertisement 3:</b> Title: "Advance Your Education". URL: <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!". Rating: "Rating: Career growth 9.5/10".</li></ul></li><li><b>Navigation Bar:</b> Includes icons for "Web", "Images", and "Places".</li><li><b>Bottom Bar:</b> Includes navigation icons for back, home, and recent apps.</li></ul>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><a href="http://www.northeastern.edu/">Become A Nurse - Northeastern.edu</a> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><a href="http://www.mynursingschool.org/Nursing">Nursing Schools - Get the Nursing Degree You Want</a> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><a href="http://www.kaplanuniversity.edu/">To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</a> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><a href="http://online.southuniversity.edu/">Nursing Degrees Online - Jumpstart Your Nursing Career</a> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><a href="http://www.chamberlain.edu/">Advance Your Education - RNs: Earn Your BSN in 3 Semesters</a> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><a href="http://www.nursingworld.org">How to Become a Nurse - American Nurses Association</a> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><a href="http://www.discovernursing.com/starting-out">Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</a> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><a href="http://www.genesisihcc.com/careers">Genesis HealthCare</a> www.genesisihcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><a href="http://becomeanurse.schoolconnection.com/">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><a href="http://www.phoenix.eonlineuniversity.com/">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><a href="http://lifereimagined.aarp.org/">Careers For Seniors</a> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><a href="http://www.phoenix.edu/">University of Phoenix®</a> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

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"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <p>The bottom of the screenshot shows navigation tabs 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><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  <a href="#">Programs and Campuses - Apply Online</a></p><p><b>Nursing Degree Programs</b> Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! <a href="#">Nursing Programs - Nursing Degrees</a></p></div>

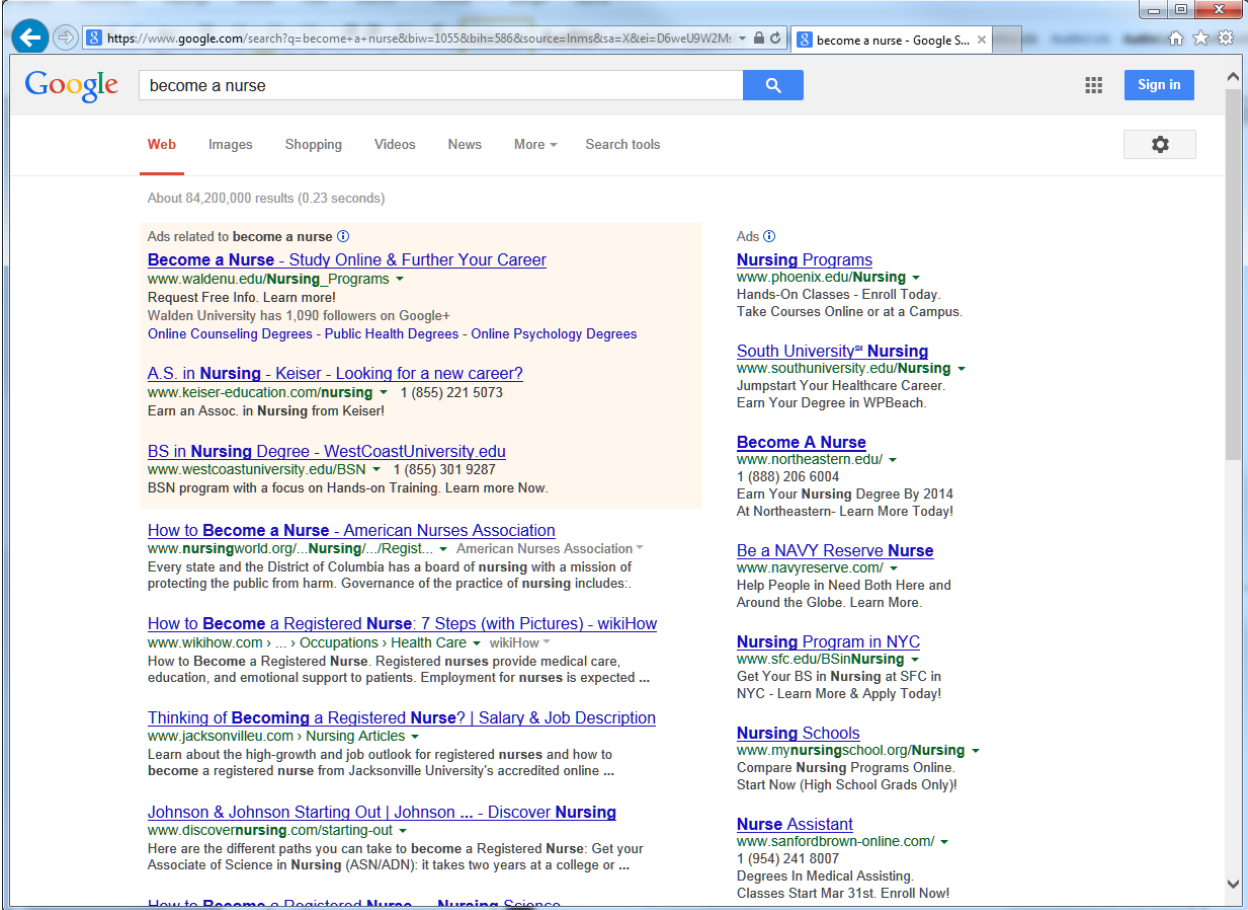
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???. Would changing careers to Nursi..."</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit <a href="http://www.discovernursing.com">http://www.discovernursing.com</a> for more information! If you're interested in becoming a re..."</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empower • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the ..."</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empower • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."</li><li><b>This is Why You Should Become A Nurse</b> by Bucketymimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."</li><li><b>Am I Too Old to Become a Nurse?</b> by empower • 3 months ago • 1,624 views.</li></ul> <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". A small note below the ad reads: "(Median earnings: *Source: U.S. Census Bureau, 2011 American Community Survey, <a href="http://www.census.gov/prod/2012/p28s0001-04.pdf">http://www.census.gov/prod/2012/p28s0001-04.pdf</a>).</p>

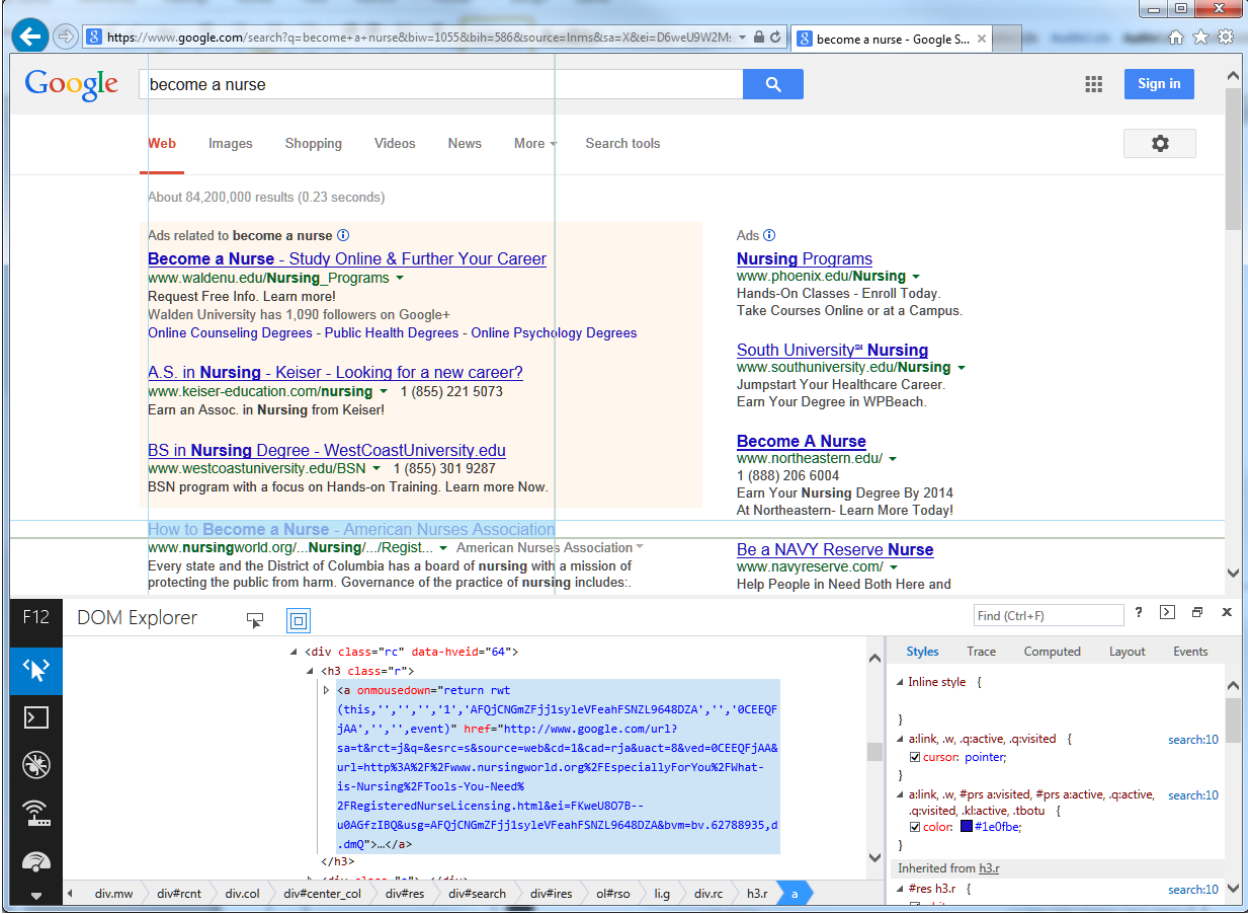
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window with the address bar displaying 'www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175'. The page content includes a banner for 'HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?' with a 'Find Out How &gt;' button. Below this is the search title 'Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web' and a result count of 'About 156 results (0.21 seconds)'. The results are categorized into 'Ads by Google related to: become a nurse' and 'Ads by Google'. The 'Ads by Google' section contains several links such as 'Want to Become A Nurse?', 'Nursing School', 'Start a Career as a Nurse', 'Careers For Seniors', and 'Training To Become A Nurse'. The 'Ads by Google related to: become a nurse' section contains links like 'Nursing Schools', 'Registered Nurse Courses', 'To Become A Nurses Assistant', 'Nursing Degree Programs', 'Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ...', and 'The Top Ten Reasons ... Jokes and Nursing Humor on The ...'.</p>

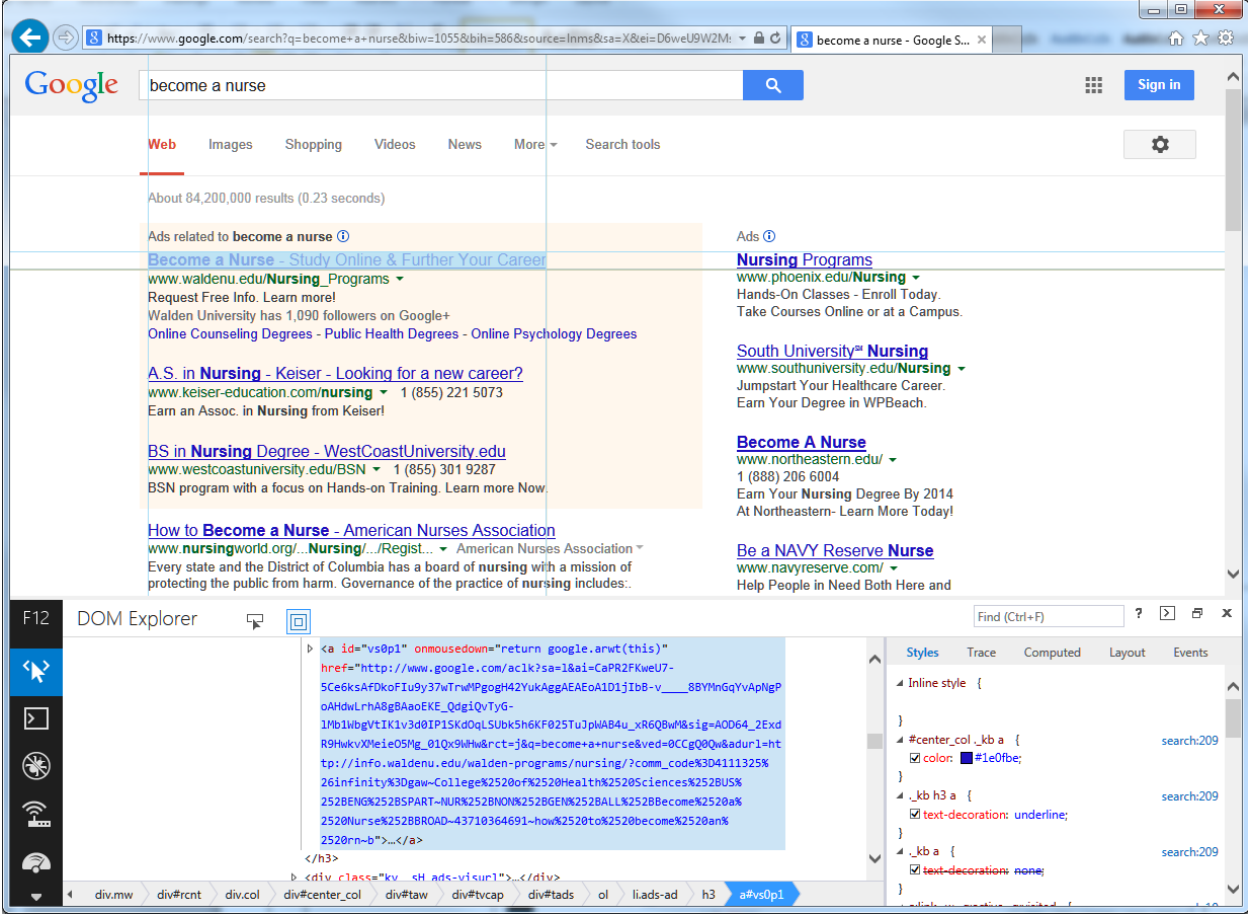
Google Custom Search Results Page





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 include several advertisements and organic search results. The advertisements are for Walden University, Keiser University, West Coast University, Phoenix College, South University, Northeastern University, Navy Reserve, SFC in NYC, MyNursingSchool.org, and Sanford Brown Online. The organic search results include the American Nurses Association, wikiHow, Jacksonville University, and Discover Nursing.</p>

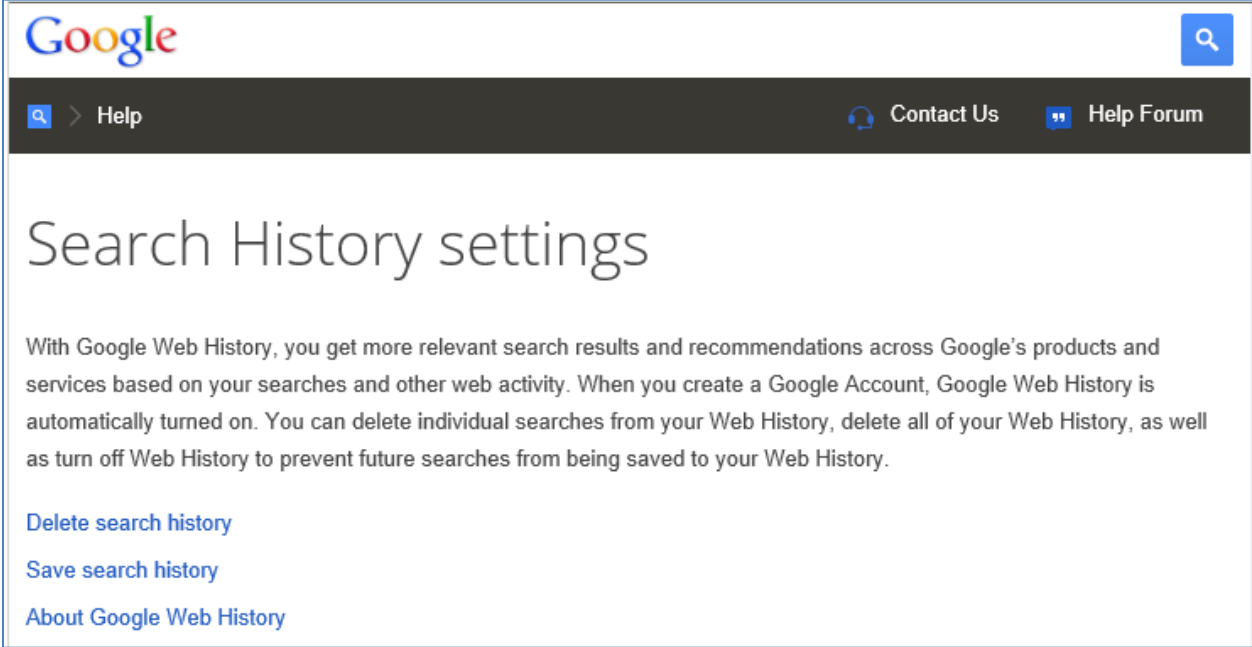
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The search results include several sponsored links (ads) for nursing programs from Walden University, Phoenix University, South University, West Coast University, and Northeastern University. Below the ads, there are organic search results from the American Nurses Association and the Navy Reserve. A DOM Explorer window is overlaid on the bottom of the browser, showing the HTML structure of the search button. The selected element is an anchor tag with the following code:</p> <pre>&lt;a onmousedown="return rwt (this,'','','','1','AFQjCNGm2Fjj1syleVfeahFSNZL96480ZA','','0CEEQF jAA','','event)" href="http://www.google.com/ur1? sa=t&amp;ict=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=1&amp;cad=rja&amp;uact=8&amp;ved=0CEEQFjAA&amp; ur1=http%3A%2Fwww.nursingworld.org%2Fespeciallyforyou%2Fwhat- is-nursing%2Ftools-you-need% 2Fregisterednurselicensing.html&amp;ei=FkueU807B-- u0AGfzIBQ&amp;usq=AFQjCNGm2Fjj1syleVfeahFSNZL96480ZA&amp;bv=bv.62788935,d .dmQ"&gt;...&lt;/a&gt;</pre>

<p>U.S. PATENT NO. <b>7,236,969</b></p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several links to nursing programs from Walden University, Keiser University, West Coast University, Phoenix University, South University, and the American Nurses Association. The DOM Explorer is open at the bottom, showing the HTML structure of the search results. The selected element is an <a href="#">h3</a> tag with the text "Become a Nurse - Study Online &amp; Further Your Career". The DOM Explorer shows the following HTML code:</p> <pre>&lt;a id="vs0p1" onmousedown="return google.arwt(this)" href="http://www.google.com/ac1k?sa=1&amp;ai=CaPR2FKweU7-5Ce6ksAFDkoFIu9y37wTrwMPgogH4ZYukAggAEAEoA1D1jIb8-v____8BYHngqYvApNgP oAHdLrLrhA8gBAoEKE_QdgiQvTyG-1Mb1VbgVtIK1v3d0IP15kdQqLSUbK5h6KF025TuJpWAB4u_xR6Q8wM&amp;sig=AOD64_2ExdR9HwkvXMeie05Mg_01Qx9Ww&amp;rcrt=j&amp;q=become+a+nurse&amp;ved=0CCgQ0Qw&amp;adurl=ht tp://info.waldenu.edu/walden-programs/nursing/?comm_code%3D411325% 26infinity%3Dgaw-College%2520of%2520Health%2520sciences%2520BUS% 2520BENG%2520SPART-NUR%2520NON%2520GEN%2520BALL%2520Become%2520a% 2520Nurse%2520BROAD-43710364691-how%2520to%2520become%2520an% 2520rn-b"&gt;&lt;/a&gt;</pre>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="829 354 1627 414" data-label="Section-Header"> <h2>About the Google Search Network</h2> </div> <div data-bbox="829 457 1837 576" data-label="Text"> <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> </div> <div data-bbox="829 604 1144 636" data-label="Section-Header"> <h3>Where your ads can appear</h3> </div> <div data-bbox="829 657 1816 717" data-label="Text"> <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> </div> <div data-bbox="850 738 1795 799" data-label="List-Group"> <ul style="list-style-type: none"> <li>• <b>On Google search sites:</b> Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</li> </ul> </div> <div data-bbox="871 820 1144 1063" data-label="Image"> <p>The image is a screenshot of a Google search results page. A red dashed rectangular box highlights a section of the page, including search results and advertisements. The search results are listed in a column on the left, and advertisements are shown as blue horizontal bars with green text on the right. The Google logo is visible at the top left of the page.</p> </div> <div data-bbox="850 1091 1858 1149" data-label="List-Group"> <ul style="list-style-type: none"> <li>• <b>On other sites that are part of the Search Network (search partners):</b> Ads might appear alongside or above search results on our <a href="#">search partners</a>' sites, such as AOL.</li> </ul> </div> <div data-bbox="934 1177 1984 1209" data-label="Text"> <p><a href="https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771">https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771</a></p> </div>
<b>Claim No. 9</b>	
<p>A method as claimed in claim 8, wherein the step of correlating the received search</p>	<p>Upon information and belief, the Accused Instrumentalities correlate the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.	See claims 2 and 8 above.
<b>Claim No. 10</b>	
A method as claimed in claim 9, wherein the user profile data is based partially upon previous search arguments of the user.	Upon information and belief, the user profile data is based partially upon previous search arguments of the user.  See claims 3 and 9 above.

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search History settings page. At the top is the Google logo and a search bar. Below the logo is a navigation bar with a search icon, a help icon, and the text "Help". To the right of the navigation bar are links for "Contact Us" and "Help Forum". The main heading is "Search History settings". Below the heading is a paragraph of text: "With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History." Below the paragraph are three blue links: "Delete search history", "Save search history", and "About Google Web History".</p> <p><a href="https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131">https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131</a></p>

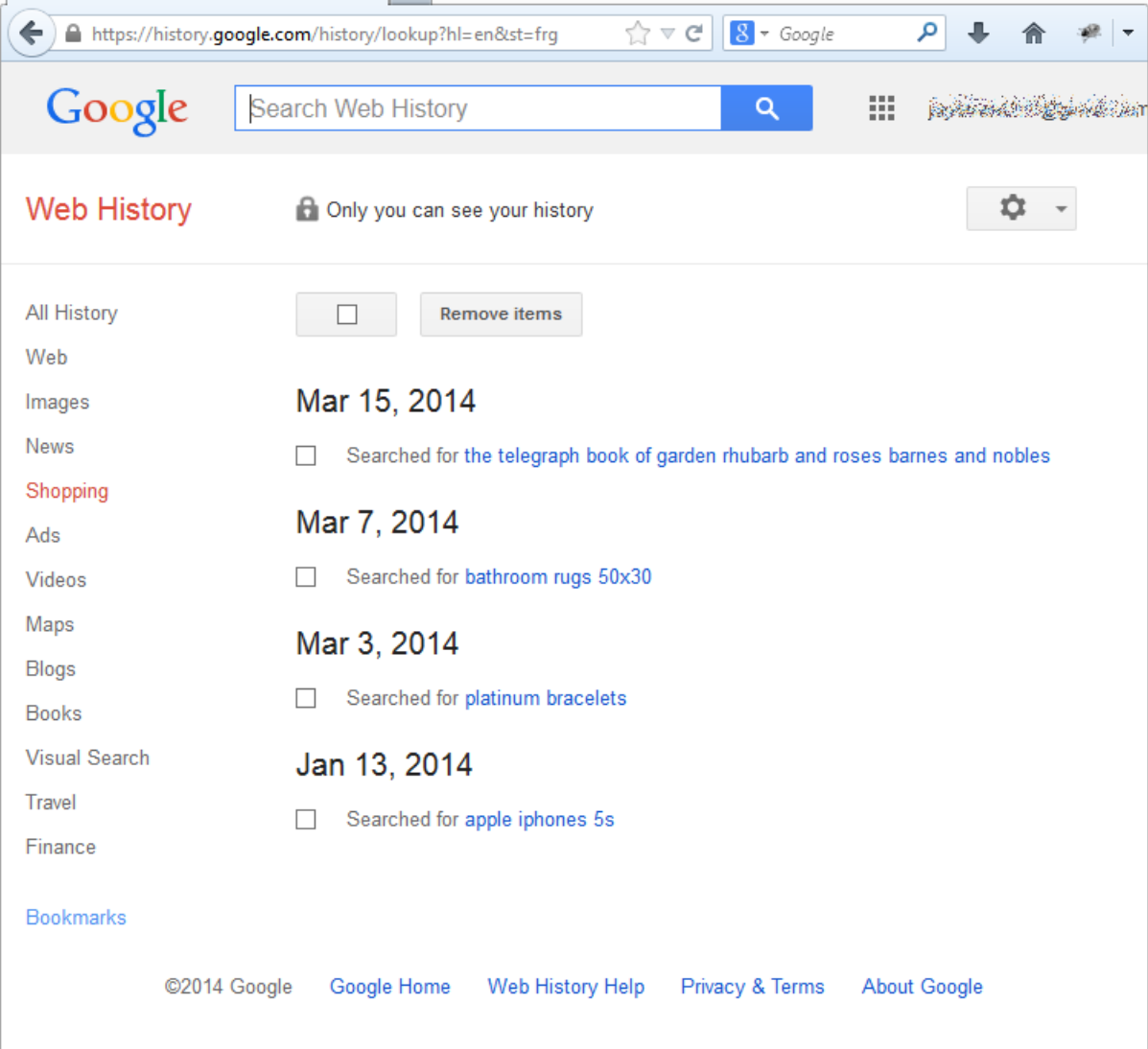
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the browser address bar displays the URL <a href="https://history.google.com/history/lookup?hl=en&amp;st=frg">https://history.google.com/history/lookup?hl=en&amp;st=frg</a>. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main content area is titled "Web History" and includes a lock icon with the text "Only you can see your history" and a settings gear icon. A list of search history items is displayed, each with a date and a search query:</p> <ul style="list-style-type: none"><li><b>All History</b> <input type="checkbox"/> <a href="#">Remove items</a></li><li><b>Web</b></li><li><b>Images</b> <b>Mar 15, 2014</b></li><li><b>News</b> <input type="checkbox"/> Searched for <a href="#">the telegraph book of garden rhubarb and roses barnes and nobles</a></li><li><b>Shopping</b></li><li><b>Ads</b> <b>Mar 7, 2014</b></li><li><b>Videos</b> <input type="checkbox"/> Searched for <a href="#">bathroom rugs 50x30</a></li><li><b>Maps</b></li><li><b>Blogs</b> <b>Mar 3, 2014</b></li><li><b>Books</b> <input type="checkbox"/> Searched for <a href="#">platinum bracelets</a></li><li><b>Visual Search</b> <b>Jan 13, 2014</b></li><li><b>Travel</b> <input type="checkbox"/> Searched for <a href="#">apple iphones 5s</a></li><li><b>Finance</b></li><li><b>Bookmarks</b></li></ul> <p>At the bottom of the page, there is a footer with the following links: ©2014 Google, <a href="#">Google Home</a>, <a href="#">Web History Help</a>, <a href="#">Privacy &amp; Terms</a>, and <a href="#">About Google</a>.</p>






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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 11</b>	
A method as claimed in claim 10, wherein the user profile data is based partially upon previous search results for the user.	Upon information and belief, the user profile data is based partially upon previous search results for the user.  See claims 4 and 10 above.
<b>Claim No. 12</b>	
A method as claimed in claim 11, wherein the user profile data includes user specified preferences.	The user profile data includes user specified preferences.  See claims 5 and 11 above.

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
	<p>Then narrow your results by...</p> <p>language: <input type="text" value="English"/></p> <p>region: <input type="text" value="United States"/></p> <p>last update: <input type="text" value="anytime"/></p> <p>site or domain: <input type="text" value="google.com"/></p> <p>terms appearing: <input type="text" value="anywhere in the page"/></p> <p>SafeSearch: <input type="text" value="Filter explicit results"/></p> <p>reading level: <input type="text" value="no reading level displayed"/></p> <p>file type: <input type="text" value="any format"/></p> <p>usage rights: <input type="text" value="not filtered by license"/></p> <p><input type="button" value="Advanced Search"/></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1032"><h3>Personalized Search for everyone</h3><p>Posted: Friday, December 04, 2009  25  Tweet 36  Like 161</p><p>Today we're helping people get better search results by extending <a href="#">Personalized Search</a> to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from <a href="#">epicurious.com</a>, Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on <a href="#">www.cornellbigred.com</a>, Google might show me this result first, instead of the Big Red soda company or others.</p><p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p><p><a href="http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html">http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</a></p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 337 1806 1344"><h2>About Google Web History</h2><p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3>View and manage your Web History</h3><p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at <a href="http://www.google.com/history">www.google.com/history</a>. Learn how to <a href="#">delete your Web History</a>, <a href="#">save your Web History</a>, or <a href="#">edit your Web History on your mobile device</a>.</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none"><li>• Pages you visit</li><li>• Searches on Google</li><li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li><li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li><li>• Your IP address</li><li>• Your browser type and language</li></ul><h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a>, <a href="#">Safari</a>, <a href="#">Internet Explorer</a>, <a href="#">Toolbar</a>, and <a href="#">Firefox</a>.</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none"><li>1. Visit <a href="http://google.com/history/optout">google.com/history/optout</a> when not signed in to a Google Account.</li><li>2. Click <b>Disable customizations based on search activity</b>. This will turn the setting off for anyone who uses the same browser and computer as you.</li></ol></div> <p data-bbox="1327 1351 1978 1383"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="653 326 1913 899"><h3 data-bbox="688 354 1167 386">Types of cookies used by Google</h3><p data-bbox="688 407 1892 461">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p><table border="1" data-bbox="688 480 1892 894"><thead><tr><th data-bbox="688 480 877 521">Category of use</th><th data-bbox="877 480 1892 521">Example</th></tr></thead><tbody><tr><td data-bbox="688 521 877 894">Preferences</td><td data-bbox="877 521 1892 894"><p data-bbox="892 548 1871 662">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p data-bbox="892 683 1871 737">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p data-bbox="892 758 1871 872">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></tbody></table></div> <p data-bbox="1310 906 1976 938"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p> <div data-bbox="758 976 1902 1300"><h3 data-bbox="768 987 1287 1019">Types of location data used by Google</h3><p data-bbox="768 1040 1398 1062">Different types of location information may be used in various Google products.</p><p data-bbox="768 1083 1881 1185"><b>Implicit location information</b> is information that does not actually tell us where your device is located, but allows us to infer that you are either interested in the place or that you might be at the place. An example of implicit location information would be a manually typed search query for a particular place. Implicit location information is used in a variety of ways. For example, if you type in "Eiffel Tower", we infer that you may like to see information for places near Paris, and we can then use that to provide recommendations about those local places to you.</p><p data-bbox="768 1206 1881 1282"><b>Internet traffic information</b>, such as IP address, is usually assigned in country-based blocks, so it can be used to at least identify the country of your device, and do things such as to provide you with the correct language and locale for search queries. This information is sent as a normal part of internet traffic.</p></div> <p data-bbox="1182 1305 1976 1338"><a href="https://www.google.com/intl/en/policies/technologies/location-data/">https://www.google.com/intl/en/policies/technologies/location-data/</a></p>	Category of use	Example	Preferences	<p data-bbox="892 548 1871 662">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="892 683 1871 737">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="892 758 1871 872">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p data-bbox="892 548 1871 662">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="892 683 1871 737">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="892 758 1871 872">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				


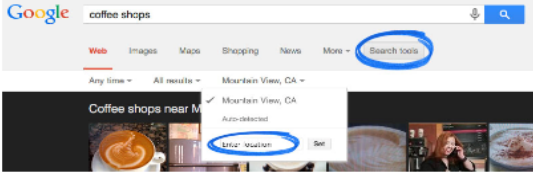
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="806 321 1852 1360"><h2>Change your location on Google</h2><p> This article covers how to change your search location on your computer or tablet. Learn how to <a href="#">update your search location on your phone</a>.</p><p>To find results for a specific area, you can set your location. For example, if you're traveling in Barcelona and you've set your location to that city, search for <b>restaurants</b> to see restaurants near you.</p><h3>Change your location</h3><p>To change your location on your computer or tablet, follow these steps:</p><ol style="list-style-type: none"><li>1. Open your local Google search page, like google.com or google.fr, and do any search.</li><li>2. Click <b>Search Tools</b> under the search box.</li><li>3. Click the current location.</li><li>4. Type your new location in the box that says "Enter location."</li><li>5. Click <b>Set</b>.</li></ol><p>Note: You can only set a location within the country of your current Google domain. For example, it's not possible to set a U.S. address on www.google.es, the Google domain for Spain.</p><h3>See results from a certain location</h3><ul style="list-style-type: none"><li>+ See results near a certain location</li><li>+ See results from your country</li><li>+ Search on Google.com instead of your local Google domain</li></ul><h3>How location is auto-detected</h3><p>If you don't set your location, Google shows an approximate location based on the following things to help provide you with the most relevant results:</p><ul style="list-style-type: none"><li>• Your IP address.</li><li>• Google Toolbar's My Location feature if it's turned on.</li></ul></div> <p data-bbox="1268 1365 1978 1395"><a href="https://support.google.com/websearch/answer/179386?hl=en">https://support.google.com/websearch/answer/179386?hl=en</a></p>

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

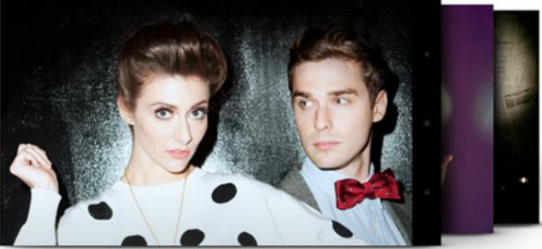
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chms2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;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

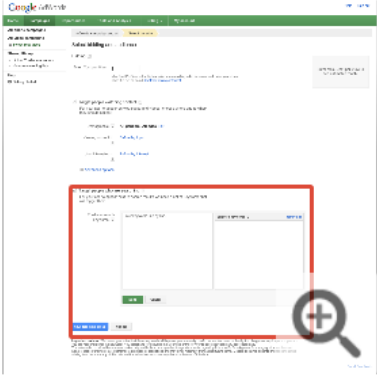
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 13</b>	
<p>A method as claimed in claim 8, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p>	<p>Upon information and belief, the Accused Instrumentalities provide the search results and the particular advertisement to the user including displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <p>See claims 6 and 8 above.</p>
<b>Claim No. 14</b>	
<p>A method as claimed in claim 8, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p>	<p>Upon information and belief, the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p> <p>See claim 8 above.</p>





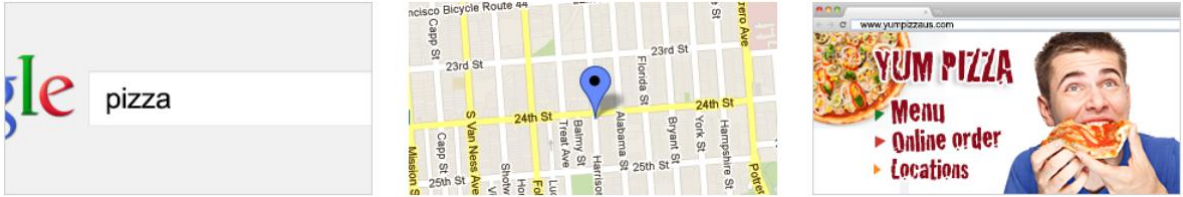
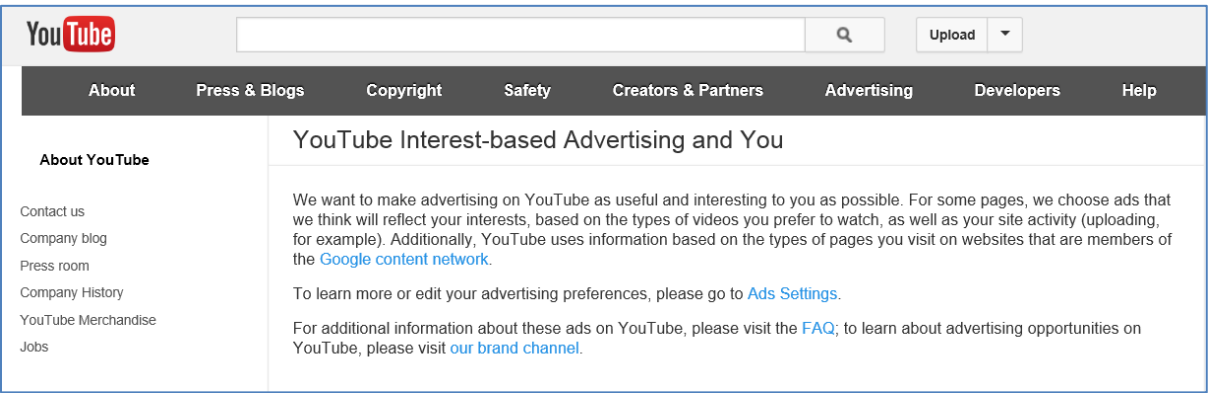
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="638 326 1810 829"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p><p><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p></div> <div data-bbox="659 911 1902 1276"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p><p><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p></div>

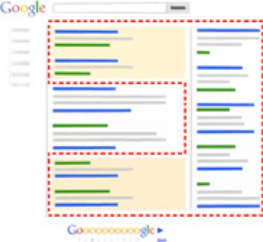
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 358 1797 711" style="border: 1px solid blue; padding: 10px;"><p data-bbox="1312 446 1696 479">Reach your ideal customer</p><p data-bbox="1312 511 1791 621">Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 717 1980 750"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p>

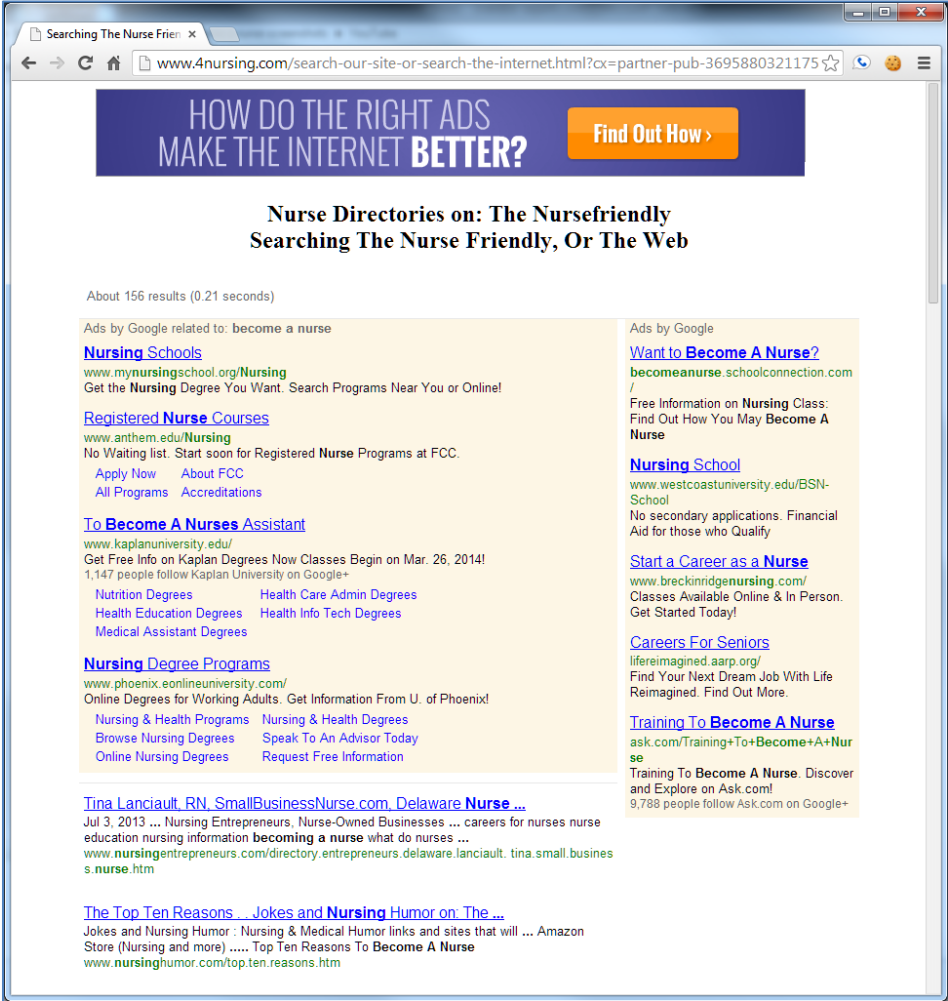
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="793 337 1081 370"><b>About targeting groups</b></p> <p data-bbox="793 397 1890 454">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="793 483 1375 508">A single targeting group can contain the following types of targets:</p> <ul data-bbox="814 537 1879 1105" style="list-style-type: none"><li>• <b>Demographics:</b> Age and gender.</li><li>• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li>• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. <a href="#">Learn more about interest categories.</a></li><li>• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="856 760 1543 852" style="list-style-type: none"><li>◦ Channels (YouTube Partner Channels)</li><li>◦ Videos (YouTube Videos)</li><li>◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li>• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube.</a></li><li>• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li>• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1213 1125 1984 1157"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="793 332 1398 358">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="848 391 1734 417" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="827 959 877 982"><b>Note</b></p> <p data-bbox="827 1008 1377 1034">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="827 1057 1850 1122">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1283 1149 1976 1175"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="764 321 1894 1162"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><p>Search ad      Gmail ad      Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><hr/><h4>Example</h4><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1208 1978 1240"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 321 1885 824"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><b>Get Started</b> For free setup help call: 1-855-500-2762*</p>  <p><b>People search on Google</b> People search on Google for products and services that you have to offer.</p> <p><b>They see your ad</b> We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> <p><b>You get more customers</b> When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> <p data-bbox="703 831 1978 896"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p> <div data-bbox="682 928 1885 1318">  <p><b>YouTube Interest-based Advertising and You</b></p> <p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>.</p> <p>To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>.</p> <p>For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.</p> </div> <p data-bbox="1423 1325 1978 1357"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 16</b>	
<p>A method as claimed in claim 8, wherein: the server computer is a database search engine computer; and</p>	<p>The server computer is a database search engine computer.</p> <p>See claim 8 above.</p> <div data-bbox="684 513 1793 1360" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">About the Google Search Network</h3> <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><b>Where your ads can appear</b></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"> <li>• <b>On Google search sites:</b> Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</li> </ul>  <ul style="list-style-type: none"> <li>• <b>On other sites that are part of the Search Network (search partners):</b> Ads might appear alongside or above search results on our <a href="#">search partners'</a> sites, such as AOL.</li> </ul> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771">https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771</a></p>

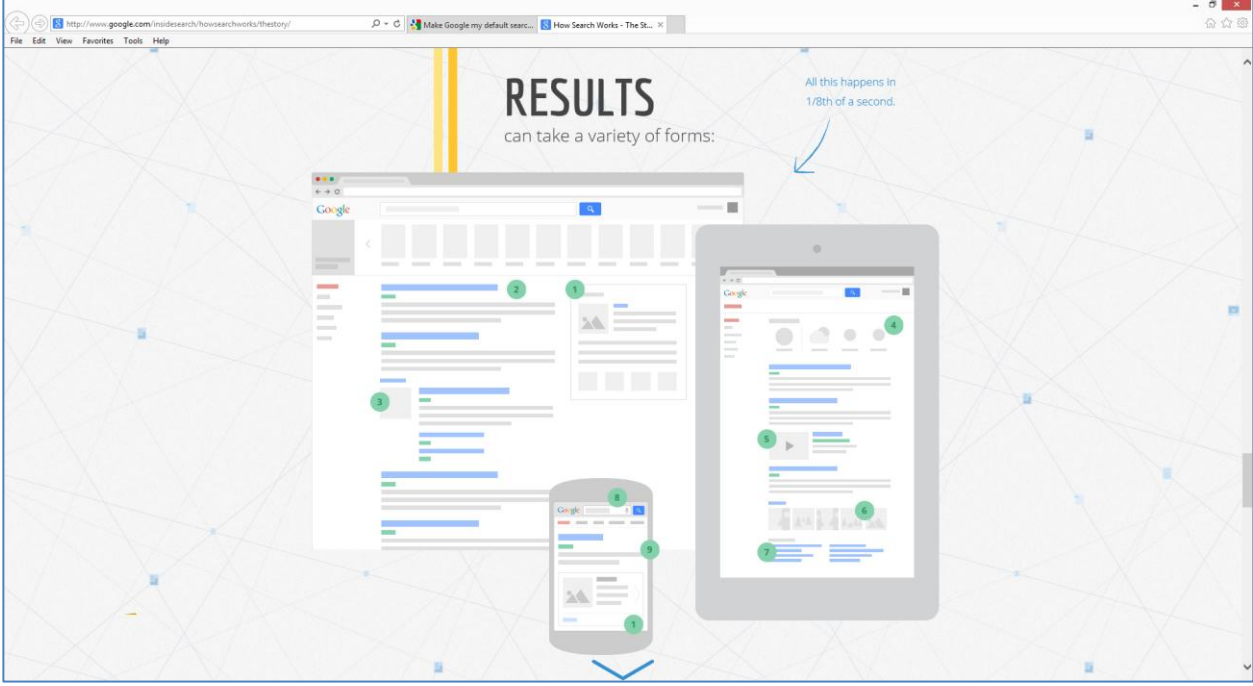
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How &gt;</p> <p><b>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</b></p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google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




Google Custom Search Results Page











U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="638 358 1927 987" style="border: 1px solid blue; padding: 10px;"><p data-bbox="659 407 1052 440">Finding information by crawling</p><p data-bbox="659 464 1220 610">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 data-bbox="659 651 1220 764">The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> 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 data-bbox="659 805 1220 951">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 data-bbox="1325 407 1759 440">Organizing information by indexing</p><p data-bbox="1325 464 1892 675">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 data-bbox="1325 716 1892 951">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 <a href="#">Knowledge Graph</a>, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></div> <p data-bbox="873 992 1976 1024" style="text-align: center;"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 326 1927 1114"><p><b>1 BEFORE YOU SEARCH</b></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 <b>100,000,000</b> gigabytes</p><hr/><p>We've spent over <b>1million</b> computing hours building the index so far</p></div> <p data-bbox="590 1118 1980 1187"><a href="https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</a></p>


U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1163 1122 1976 1156"><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p>
the client computer is an associate search engine computer.	The client computer is an associate search engine computer.  See above.




U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 324 1902 1065"><h3 data-bbox="684 358 1245 383">Make sure your business shows up on Google</h3><p data-bbox="684 415 1566 456">Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p><div data-bbox="741 516 1759 776"><p data-bbox="835 521 915 537">Computer</p><p data-bbox="1262 521 1318 537">Tablet</p><p data-bbox="1650 521 1759 537">Mobile phone</p></div><p data-bbox="684 829 1566 870">With both AdWords and AdWords Express advertising products, you control your costs. You only pay for clicks, and you can start and stop running your ads any time.</p><div data-bbox="684 911 779 935"><b>AdWords</b></div><p data-bbox="684 951 1262 992">You'll be able to manage your own campaigns, run additional ad formats, and use the full suite of tracking and performance tools. <a href="#">Learn more.</a></p><p data-bbox="695 1016 905 1040"><a href="#">Get started with AdWords</a></p><div data-bbox="1304 911 1482 935"><b>AdWords Express</b></div><p data-bbox="1304 951 1892 992">Don't have a website? No problem. And best of all, it takes under 10 minutes to set up your new account. <a href="#">Learn more.</a></p><p data-bbox="1314 1016 1598 1040"><a href="#">Get started with AdWords Express</a></p></div> <p data-bbox="1482 1073 1976 1105"><a href="http://www.google.com/ads/searchads/">http://www.google.com/ads/searchads/</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<table border="1"><tr><td data-bbox="661 329 976 373">Content</td><td data-bbox="976 329 1900 373"><b>Search</b></td></tr><tr><td data-bbox="661 373 976 417"><b>Search</b></td><td data-bbox="976 373 1900 417">AdSense for Search is made up of two products: Google Custom Search and AdSense Custom Search Ads.</td></tr><tr><td data-bbox="661 417 976 461">Video</td><td data-bbox="976 417 1900 461">If you own a content site and would like to provide your users with Google search results and targeted search ads, try our Custom Search Engine product. If you operate a search based site, for example where users are looking for jobs, travel, products, or local businesses, then you can apply to use <a href="#">Custom Search Ads</a> alongside your own search results.</td></tr><tr><td data-bbox="661 461 976 505">Mobile</td><td data-bbox="976 461 1900 505"></td></tr><tr><td data-bbox="661 505 976 548">Games</td><td data-bbox="976 505 1900 548"></td></tr><tr><td data-bbox="661 548 976 914"></td><td data-bbox="976 548 1900 914"><b>Benefits</b> <b>Custom Search</b><ul style="list-style-type: none"><li>• Allow your users to search the content across your site</li><li>• Customize the look and feel of results</li><li>• Earn revenue from the ads that show alongside search results</li></ul><a href="#">Learn more</a> <b>Custom Search Ads</b><ul style="list-style-type: none"><li>• Deliver ads from search focused advertisers, targeted directly to your users' queries</li><li>• Wide ranging customization to make sure our search ads fit your search results</li></ul><a href="#">Learn more about AdSense for Search</a></td></tr></table>  <p data-bbox="1165 917 1984 950"><a href="http://www.google.com/adsense/start/products.html#tab=search">http://www.google.com/adsense/start/products.html#tab=search</a></p>	Content	<b>Search</b>	<b>Search</b>	AdSense for Search is made up of two products: Google Custom Search and AdSense Custom Search Ads.	Video	If you own a content site and would like to provide your users with Google search results and targeted search ads, try our Custom Search Engine product. If you operate a search based site, for example where users are looking for jobs, travel, products, or local businesses, then you can apply to use <a href="#">Custom Search Ads</a> alongside your own search results.	Mobile		Games			<b>Benefits</b> <b>Custom Search</b> <ul style="list-style-type: none"><li>• Allow your users to search the content across your site</li><li>• Customize the look and feel of results</li><li>• Earn revenue from the ads that show alongside search results</li></ul> <a href="#">Learn more</a> <b>Custom Search Ads</b> <ul style="list-style-type: none"><li>• Deliver ads from search focused advertisers, targeted directly to your users' queries</li><li>• Wide ranging customization to make sure our search ads fit your search results</li></ul> <a href="#">Learn more about AdSense for Search</a>
Content	<b>Search</b>												
<b>Search</b>	AdSense for Search is made up of two products: Google Custom Search and AdSense Custom Search Ads.												
Video	If you own a content site and would like to provide your users with Google search results and targeted search ads, try our Custom Search Engine product. If you operate a search based site, for example where users are looking for jobs, travel, products, or local businesses, then you can apply to use <a href="#">Custom Search Ads</a> alongside your own search results.												
Mobile													
Games													
	<b>Benefits</b> <b>Custom Search</b> <ul style="list-style-type: none"><li>• Allow your users to search the content across your site</li><li>• Customize the look and feel of results</li><li>• Earn revenue from the ads that show alongside search results</li></ul> <a href="#">Learn more</a> <b>Custom Search Ads</b> <ul style="list-style-type: none"><li>• Deliver ads from search focused advertisers, targeted directly to your users' queries</li><li>• Wide ranging customization to make sure our search ads fit your search results</li></ul> <a href="#">Learn more about AdSense for Search</a>												

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1235"><h3 data-bbox="890 358 1457 396">The ads you've been searching for</h3><p data-bbox="890 410 1377 436">AdSense ads designed for search results pages</p><p data-bbox="1570 363 1803 427"><a href="#">Apply now</a></p><p data-bbox="688 542 1835 630">Monetize search results in your site, mobile site or mobile application just like Google. By adding just a few lines of code, we can match our highly targeted ads with your search results. You control the look and feel; we deliver the ads. When users click, you earn revenue. Apply for Custom Search Ads today.</p><div data-bbox="695 711 1045 924"><h4 data-bbox="772 735 968 786">More Relevance More Revenue</h4><p data-bbox="709 802 1024 915">Custom Search Ads uses the search query to deliver highly targeted, relevant ads. The result is satisfied users and more revenue.</p></div><div data-bbox="1087 711 1438 924"><h4 data-bbox="1150 748 1373 774">As Seen on Google</h4><p data-bbox="1104 802 1413 915">Leverage the expertise and unique ad formats found on Google while accessing our partner network of over one million advertisers.</p></div><div data-bbox="1480 711 1831 924"><h4 data-bbox="1514 748 1797 774">Completely Customizable</h4><p data-bbox="1499 802 1799 915">Custom Search Ads can be customized to the look and feel of your site. Size, location, color and font are all in your control.</p></div><p data-bbox="688 984 1881 1010"><b>Click to learn how certain sites, mobile sites and mobile applications can benefit from Custom Search Ads:</b></p><div data-bbox="764 1057 810 1130"></div><p data-bbox="764 1159 844 1211"><a href="#">Mobile</a> New!</p><div data-bbox="936 1062 1010 1130"></div><p data-bbox="905 1159 1050 1185"><a href="#">e-Commerce</a></p><div data-bbox="1129 1065 1203 1130"></div><p data-bbox="1136 1159 1199 1185"><a href="#">Jobs</a></p><div data-bbox="1318 1062 1392 1130"></div><p data-bbox="1325 1159 1388 1185"><a href="#">Local</a></p><div data-bbox="1514 1062 1587 1130"></div><p data-bbox="1482 1159 1612 1185"><a href="#">Real Estate</a></p><div data-bbox="1696 1062 1770 1130"></div><p data-bbox="1696 1159 1772 1185"><a href="#">Travel</a></p></div>

[https://developers.google.com/custom-search-ads/?csw=1#utm\\_medium=et&utm\\_campaign=en&utm\\_source=ww-ww-et-nelson\\_adsense](https://developers.google.com/custom-search-ads/?csw=1#utm_medium=et&utm_campaign=en&utm_source=ww-ww-et-nelson_adsense)

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 1023"><h2 data-bbox="724 357 1270 414">How AdWords works</h2><p data-bbox="724 470 1848 535">To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p><h3 data-bbox="724 568 1249 600">How keywords trigger your ad to appear</h3><p data-bbox="724 633 1879 771">Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the <u>Google Network</u> that are related to fresh flower delivery.</p><hr data-bbox="724 787 1879 795"/><p data-bbox="756 812 787 852"> <b>Tip</b></p><p data-bbox="808 868 1848 998">Create a list of keywords that are most relevant to your product or service. Make sure you use specific keywords -- rather than more general keywords -- to increase the chances that your ad is showing to people who are most interested in your product or service. For example, use the keyword "fresh flower delivery" rather than simply "flower." This improves your ad's performance and helps your advertising dollars go further.</p></div> <p data-bbox="934 1031 1984 1063"><a href="https://support.google.com/adwords/answer/2497976?hl=en&amp;ref_topic=3121763">https://support.google.com/adwords/answer/2497976?hl=en&amp;ref_topic=3121763</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 337 1556 435"><h2>Advertising on Google AdWords: An overview</h2></div> <div data-bbox="877 488 953 521"> <b>Tip</b></div> <div data-bbox="919 529 1619 553"><p>New to AdWords? Register for our <a href="#">Online Marketing 101</a> course to maximize your business online.</p></div> <div data-bbox="869 586 1709 688"><ul style="list-style-type: none"><li>• AdWords, Google's online advertising program, lets you reach new customers and grow your business.</li><li>• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.</li><li>• There's no minimum spending commitment. You can pause or stop anytime.</li><li>• Get started at <a href="https://adwords.google.com">https://adwords.google.com</a>.</li></ul></div> <div data-bbox="856 711 1717 786"><p>Reach people as they search for words or phrases (which we call <b>keywords</b>) or browse websites with themes related to your business. Your ad can appear on Google and its partner websites. With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad.</p></div> <div data-bbox="856 808 1016 829"><p> <b>Watch this video</b></p></div> <div data-bbox="856 846 1003 954"></div> <div data-bbox="1016 846 1163 867"><p><a href="#">What is AdWords?</a></p></div> <div data-bbox="1016 889 1730 964"><p>An introduction to AdWords. Learn how Google's powerful online advertising tool can help you reach new customers and grow sales. Learn more about setting up your AdWords account at <a href="http://goo.gl/xjIDp">http://goo.gl/xjIDp</a>. Subscribe to AdWords Help on YouTube <a href="http://www.youtube.com/learnwithgoogle">http://www.youtube.com/learnwithgoogle</a></p></div> <div data-bbox="856 1045 1297 1068"><p><b>Benefits of advertising with Google AdWords</b></p></div> <div data-bbox="856 1094 1562 1117"><p>A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:</p></div> <div data-bbox="856 1138 1436 1159"><p><b>Reach people at the precise moment they're searching for what you offer</b></p></div> <div data-bbox="869 1182 1717 1312"><ul style="list-style-type: none"><li>• Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.</li><li>• You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).</li><li>• The <b>Google Display Network</b> (GDN) alone reaches 80% of Internet users in the US.</li></ul></div> <div data-bbox="856 1360 1982 1393"><p><a href="https://support.google.com/adwords/answer/3464111?hl=en&amp;ref_topic=3121763&amp;rd=1">https://support.google.com/adwords/answer/3464111?hl=en&amp;ref_topic=3121763&amp;rd=1</a></p></div>



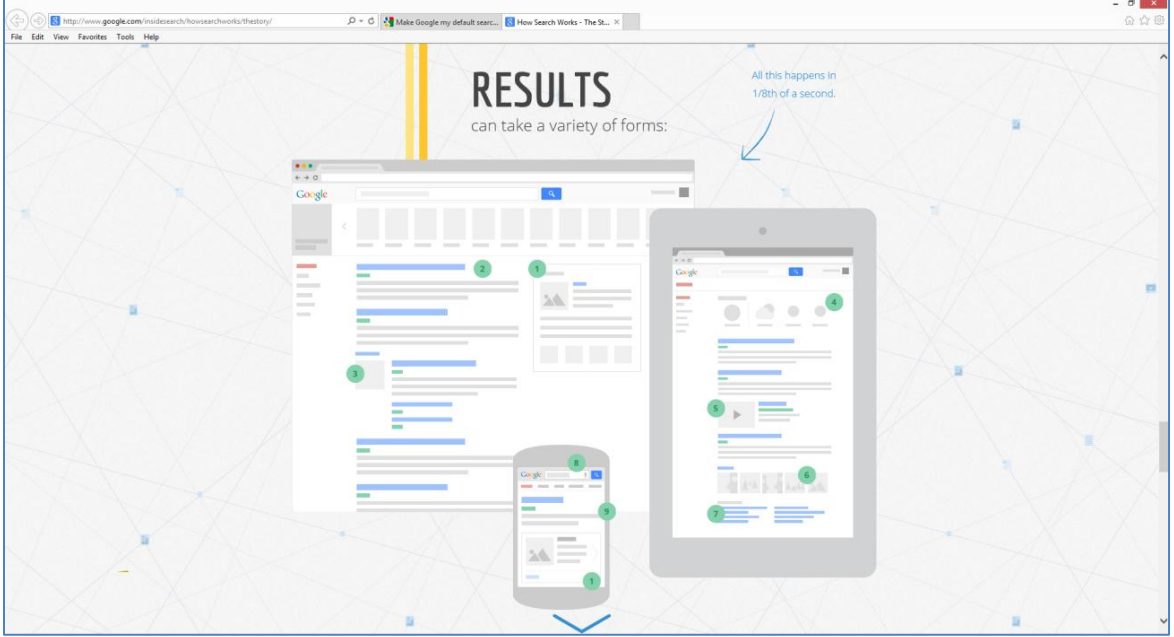
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 358 1902 834" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">How keywords work</h3> <p>Keywords are words or phrases you choose to match your ads with corresponding user search terms and relevant web content on the Google Network. Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want, when you want.</p> <p>Imagine you're craving a hamburger. You head to a restaurant, and see that the items on the menu are "Food" and "Meat in between bread." Even if this restaurant served the best burger in town, you might leave without ordering anything. They'd lose your business -- simply because the words they used weren't the same words you had in mind.</p> <p>To get your ads to appear when people search for your product or service, the keywords you choose need to match the words or phrases that people use, or should be related to the content of the websites your customers visit.</p> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/1704371">https://support.google.com/adwords/answer/1704371</a></p>
<b>Claim No. 17</b>	
<p>An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:</p>	<p>Google's advertising services and applications constitute the claimed system. 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 Cstom 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").</p> <p>See claims 1 and 8 above.</p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;</p>	<p>The Accused Instrumentalities include a server computer coupled to the data network and receives a search request from the user, the search request including a search argument corresponding to the desired information.</p> <p>See claims 1 and 8 above.</p>
<p>a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;</p>	<p>The Accused Instrumentalities include a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer.</p> <p>See claims 1 and 8 above.</p>

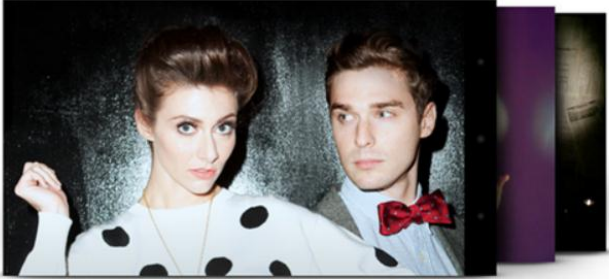
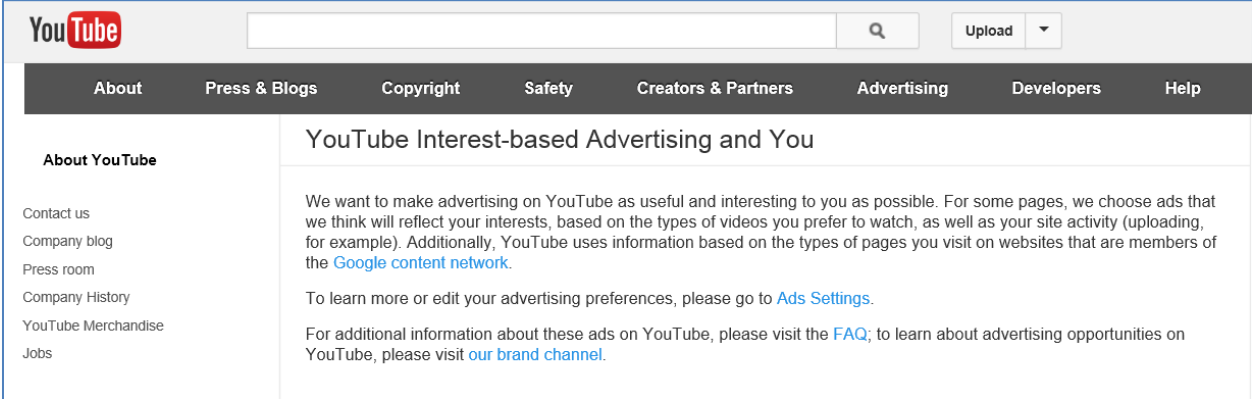
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="638 326 1297 951"><p><b>Finding information by crawling</b></p><p>We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is 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 <a href="#">sitemaps</a> 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="1297 326 1927 951"><p><b>Organizing information by indexing</b></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 <a href="#">Knowledge Graph</a>, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p style="text-align: center;"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p>	<p><b>Finding information by crawling</b></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 <a href="#">sitemaps</a> 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><b>Organizing information by indexing</b></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 <a href="#">Knowledge Graph</a>, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p><b>Finding information by crawling</b></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 <a href="#">sitemaps</a> 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><b>Organizing information by indexing</b></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 <a href="#">Knowledge Graph</a>, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="751 324 1906 1055"><p><b>① BEFORE YOU SEARCH</b></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 <b>100,000,000</b> gigabytes</p><hr/><p>We've spent over <b>1million</b> computing hours building the index so far</p></div> <p data-bbox="592 1063 1978 1133"><a href="https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page displayed on three different devices: a desktop monitor, a tablet, and a smartphone. The desktop screen is the largest and shows a full search results page with a search bar, navigation tabs, and a list of search results. The tablet and smartphone screens show the same search results page but adapted to their respective screen sizes. A blue arrow points from the text 'All this happens in 1/8th of a second.' to the search results. The URL <a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a> is visible at the bottom of the screenshot.</p>
an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	Upon information and belief, the Accused Instrumentalities include an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.  See claims 1 and 8 above.

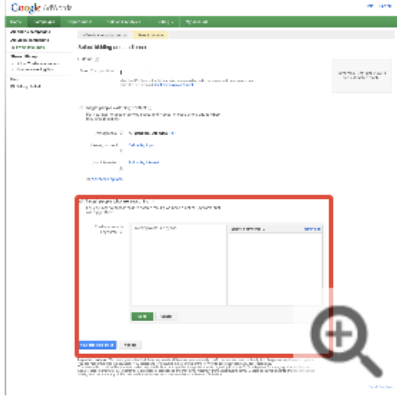
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="737 326 1976 837"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p><p><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p></div> <div data-bbox="737 919 1976 1284"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p><p><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p></div>



U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="850 324 1806 1347"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.</li><li>• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).</li><li>• You can use your <a href="#">advanced location options</a> to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</li></ul><hr/><p><input type="radio"/> Where your users are located (physical location)</p><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none"><li>• <b>IP address:</b> Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet. If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</li><li>• <b>Device location:</b> If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:<ul style="list-style-type: none"><li>• <b>GPS:</b> Accuracy varies depending on GPS signal and connection.</li><li>• <b>Wi-Fi:</b> Accuracy should be similar to the access range of a typical Wi-Fi router.</li><li>• <b>Google's cell ID (cell tower) location database:</b> Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</li></ul></li></ul></div> <p data-bbox="1207 1356 1984 1388"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 324 1902 714"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 721 1978 753"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p> <div data-bbox="659 792 1902 1188"><p>The screenshot shows the YouTube 'About' page. The top navigation bar includes 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The 'About YouTube' section on the left lists links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>. To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>. For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.'</p></div> <p data-bbox="1423 1198 1978 1230"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>



U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="724 337 1024 370"><b>About targeting groups</b></p> <p data-bbox="724 402 1864 459">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="724 492 1333 516">A single targeting group can contain the following types of targets:</p> <ul data-bbox="745 548 1848 1136" style="list-style-type: none"><li data-bbox="745 548 1081 573">• <b>Demographics:</b> Age and gender.</li><li data-bbox="745 581 1659 605">• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li data-bbox="745 613 1816 678">• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li><li data-bbox="745 686 1837 873">• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="787 776 1501 873" style="list-style-type: none"><li data-bbox="787 776 1165 800">◦ Channels (YouTube Partner Channels)</li><li data-bbox="787 816 1039 841">◦ Videos (YouTube Videos)</li><li data-bbox="787 849 1501 873">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li data-bbox="745 906 1848 995">• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li><li data-bbox="745 1011 1795 1068">• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li data-bbox="745 1076 1837 1136">• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1213 1157 1984 1190"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>


U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="716 334 1354 362">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="774 396 1711 423" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="749 992 804 1019"><b>Note</b></p> <p data-bbox="749 1049 1331 1076">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="749 1101 1829 1166">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1220 1195 1976 1227"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="701 321 1860 1182"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="743 451 1331 607"></div><p>Search ad      Gmail ad      Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><hr/><p> <b>Example</b></p><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1224 1982 1256"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<p data-bbox="722 354 1171 386"><b>Types of cookies used by Google</b></p> <p data-bbox="722 406 1860 454">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p> <table border="1" data-bbox="722 474 1860 867"><thead><tr><th data-bbox="722 474 898 513">Category of use</th><th data-bbox="898 474 1860 513">Example</th></tr></thead><tbody><tr><td data-bbox="722 513 898 867">Preferences</td><td data-bbox="898 513 1860 867"><p data-bbox="915 539 1835 646">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p data-bbox="915 665 1835 714">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p data-bbox="915 734 1835 844">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></tbody></table>	Category of use	Example	Preferences	<p data-bbox="915 539 1835 646">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="915 665 1835 714">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="915 734 1835 844">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p data-bbox="915 539 1835 646">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="915 665 1835 714">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="915 734 1835 844">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="659 328 856 1192">Advertising</td><td data-bbox="856 328 1902 1192"><p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p><p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p><p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p><p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p><p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p><p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p></td></tr></table> <p data-bbox="1310 1198 1982 1230"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="709 321 1852 1198"><h2 data-bbox="772 360 1545 415">Set up your ad's target language</h2><p data-bbox="772 464 1806 581">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="772 613 1835 701">With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="772 730 1717 753">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="772 786 1276 812">How language targeting works in AdWords</h3><p data-bbox="772 844 1827 961">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <b>Google Display Network (GDN)</b> in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="772 987 1831 990"/><p data-bbox="802 1010 936 1036"> <b>Example</b></p><p data-bbox="856 1055 1759 1175">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p data-bbox="1209 1208 1982 1240"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></p>


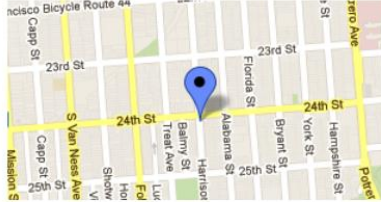

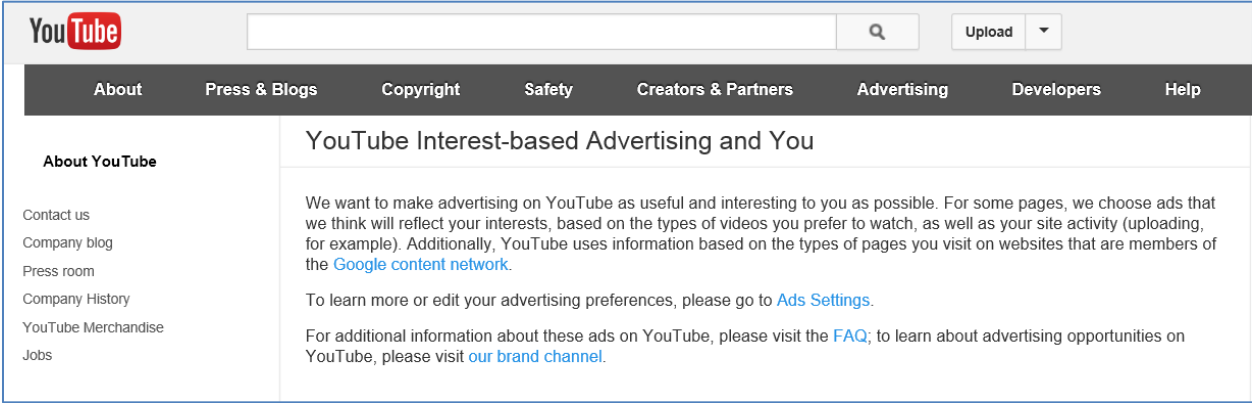
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1900 844"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><a href="#">Get Started</a> For free setup help call: <b>1-855-500-2762*</b></p>    <p><b>People search on Google</b> People search on Google for products and services that you have to offer.</p> <p><b>They see your ad</b> We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> <p><b>You get more customers</b> When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> <p data-bbox="682 852 1984 917"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p> <p><i>English? Español? Estonian?</i></p> <p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p> <p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p> <p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google <a href="#">detects</a> that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p> <p><i>Local, Regional, National or International?</i></p> <p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about <a href="#">location targeting</a>.</p> <p><a href="http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</a></p>

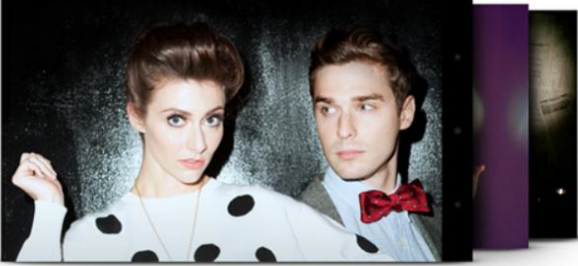
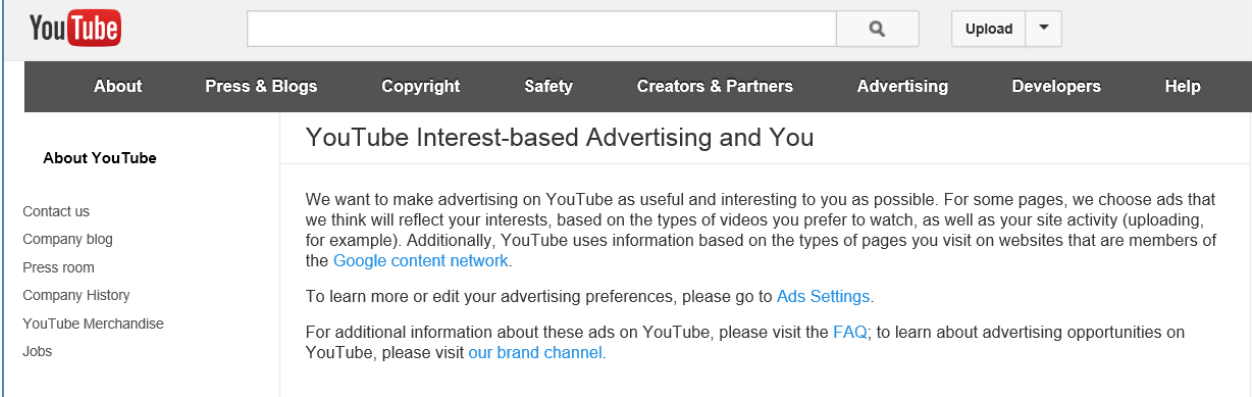


Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

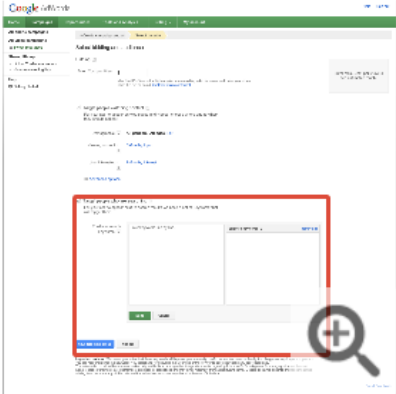
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the YouTube homepage with a navigation menu including 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The 'About YouTube' section is expanded, showing links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>. To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>. For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.'</p> <p style="text-align: right;"><a href="http://www.youtube.com/t/ads_preference">http://www.youtube.com/t/ads_preference</a></p>
<p>the server computer providing the search results together with the particular advertisement to the user.</p>	<p>The server computer provides the search results together with the particular advertisement to the user.</p> <p>See claims 1 and 8 above.</p>
<b>Claim No. 18</b>	
<p>The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the</p>	<p>Based on information and belief, the associative search engine selects the particular advertisement based on the received search argument and user profile data</p> <p>See claims 2, 9, and 17 above.</p>



U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
received search argument and user profile data.	<div data-bbox="726 321 1932 844"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1213 852 1978 885"><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p> <div data-bbox="659 922 1902 1292"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1213 1300 1978 1333"><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="806 321 1759 1351"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.</li><li>• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).</li><li>• You can use your <a href="#">advanced location options</a> to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</li></ul><hr/><p><input type="radio"/> Where your users are located (physical location)</p><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none"><li>• <b>IP address:</b></li></ul><p>Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p>If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul style="list-style-type: none"><li>• <b>Device location:</b></li></ul><p>If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul style="list-style-type: none"><li>• <b>GPS:</b> Accuracy varies depending on GPS signal and connection.</li><li>• <b>Wi-Fi:</b> Accuracy should be similar to the access range of a typical Wi-Fi router.</li><li>• <b>Google's cell ID (cell tower) location database:</b> Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</li></ul></div> <p data-bbox="1213 1360 1978 1393"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 326 1871 695"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 708 1976 737"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p> <div data-bbox="659 781 1902 1175"><p>The screenshot shows the YouTube website's 'About YouTube' page. The top navigation bar includes 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The main content area is titled 'YouTube Interest-based Advertising and You'. The text explains that YouTube uses information from video preferences and website activity to show targeted ads. It includes links to 'Ads Settings', 'FAQ', and 'our brand channel'.</p></div> <p data-bbox="1425 1187 1976 1216"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 337 1012 370"><b>About targeting groups</b></p> <p data-bbox="709 402 1856 461">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="709 493 1318 516">A single targeting group can contain the following types of targets:</p> <ul data-bbox="730 548 1835 1143" style="list-style-type: none"><li>• <b>Demographics:</b> Age and gender.</li><li>• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li>• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li><li>• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="772 779 1491 876" style="list-style-type: none"><li>◦ Channels (YouTube Partner Channels)</li><li>◦ Videos (YouTube Videos)</li><li>◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li>• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li><li>• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li>• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1213 1159 1982 1192"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 334 1346 358"><b>2. Target people who are searching (TrueView in-search):</b></p> <ul data-bbox="768 396 1703 420" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="743 992 800 1016"><b>Note</b></p> <p data-bbox="743 1045 1325 1070">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="743 1099 1822 1162">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1283 1195 1976 1222"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>


U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 324 1835 1179"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 454 1310 609"></div><p>Search ad      Gmail ad      Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><hr/><p> <b>Example</b></p><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1224 1978 1255"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>

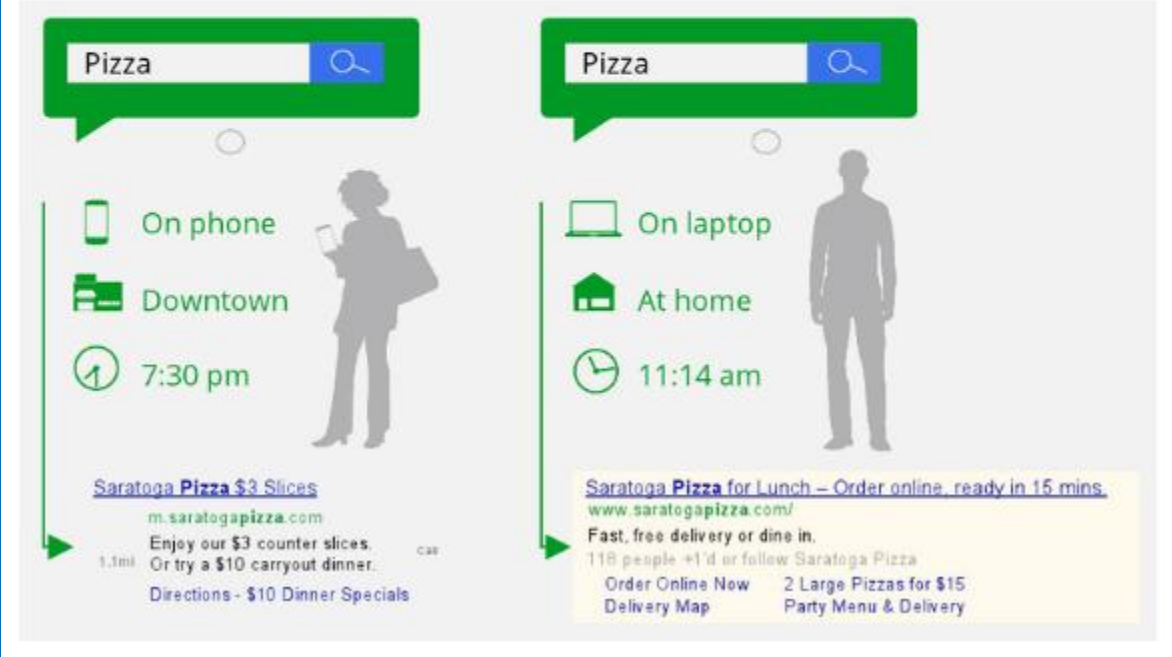
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="684 324 1864 863"><h3>Types of cookies used by Google</h3><p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p><table border="1"><thead><tr><th>Category of use</th><th>Example</th></tr></thead><tbody><tr><td>Preferences</td><td><p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></tbody></table></div>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

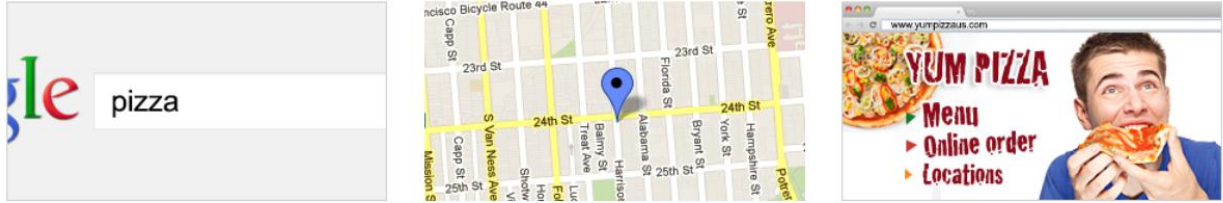


Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="684 328 865 1133">Advertising</td><td data-bbox="865 328 1839 1133"><p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p><p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p><p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p><p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p><p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p><p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p></td></tr></table> <p data-bbox="1310 1140 1982 1172" style="text-align: right;"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="709 321 1852 1198"><h2 data-bbox="772 360 1545 415">Set up your ad's target language</h2><p data-bbox="772 464 1806 581">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="772 613 1835 701">With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="772 730 1717 753">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="772 786 1276 812">How language targeting works in AdWords</h3><p data-bbox="772 844 1827 961">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <b>Google Display Network (GDN)</b> in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="772 987 1835 990"/><p data-bbox="802 1010 936 1036"> <b>Example</b></p><p data-bbox="856 1055 1759 1175">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p data-bbox="1209 1208 1982 1237"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><b>Smarter ads optimized for varying user contexts:</b> Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The diagram illustrates two search scenarios for 'Pizza' at Saratoga Pizza. On the left, a mobile search at 7:30 pm in a downtown location shows a location extension for a nearby store, offering '\$3 Slices' and a '\$10 carryout dinner'. On the right, a laptop search at 11:14 am from home shows an online ordering extension, offering '2 Large Pizzas for \$15' and 'Fast, free delivery or dine in'.</p> <p><a href="http://www.google.com/think/products/enhanced-campaigns.html">http://www.google.com/think/products/enhanced-campaigns.html</a></p>

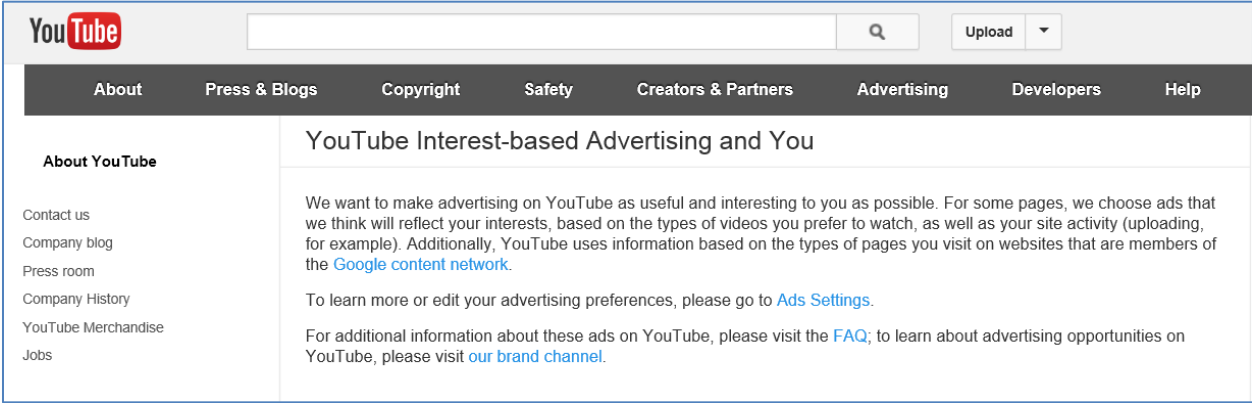
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1902 844"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><a href="#">Get Started</a> For free setup help call: <b>1-855-500-2762*</b></p>  <p><b>People search on Google</b> People search on Google for products and services that you have to offer.</p> <p><b>They see your ad</b> We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> <p><b>You get more customers</b> When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> <p data-bbox="709 852 1980 917"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p> <div data-bbox="661 954 1902 1084"> <p><b>Where geographically will people see my ad?</b></p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p data-bbox="1388 1092 1980 1125"><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p>

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="661 332 1900 576"><b>4. Better location matching for customers</b> Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p> <p data-bbox="1066 613 1978 646"><a href="http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</a></p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p> <p><i>English? Español? Estonian?</i></p> <p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p> <p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p> <p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google <a href="#">detects</a> that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p> <p><i>Local, Regional, National or International?</i></p> <p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about <a href="#">location targeting</a>.</p> <p><a href="http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</a></p>

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

<p>U.S. PATENT NO. <b>7,236,969</b></p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot shows the YouTube homepage with a navigation bar and a section titled "YouTube Interest-based Advertising and You". The text in this section explains that YouTube uses user data to show relevant ads and provides links to "Ads Settings", "FAQ", and "our brand channel".</p> <p style="text-align: right;"><a href="http://www.youtube.com/t/ads_preference">http://www.youtube.com/t/ads_preference</a></p>
<p><b>Claim No. 19</b></p>	
<p>The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.</p>	<p>Upon information and belief, the user profile data is based partially upon previous search arguments of the user.</p> <p>See claims 3, 10, and 18 above.</p>
<p><b>Claim No. 20</b></p>	
<p>The advertising machine of claim 18, wherein the user profile data is based partially upon previous search results for the user.</p>	<p>Upon information and belief, the user profile data is based partially upon previous search results of the user.</p> <p>See claims 4, 11, and 18 above.</p>
<p><b>Claim No. 21</b></p>	


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

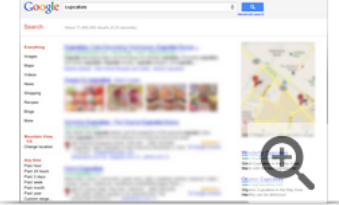
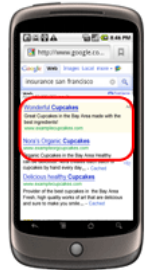
U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
The advertising machine of claim 18, wherein the user profile data includes user specified preferences.	The user profile data includes user specified preferences.  See claims 5, 12, and 18 above.
<b>Claim No. 22</b>	
An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:	Google's advertising services and applications constitute the claimed system. 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 Cstom 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").  See claim 17 above.
a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	The Accused Instrumentalities include a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information.  See claim 17 above.
a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database	The Accused Instrumentalities include database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer.  See claim 17 above.





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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
having data network related information and being contained on the server computer;	
an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;	<p>The Accused Instrumentalities include an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See claim 17 above.</p>
the server computer providing the search results together with the particular advertisement to the user;	<p>The server computer provides the search results together with the particular advertisement to the user.</p> <p>See claim 17 above.</p>
the server computer determining whether the advertisement was successful; and	<p>Upon information and belief, the server computer determines whether the advertisement was successful.</p> <p>See claim 17 above.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 1166"><p data-bbox="693 349 1155 381">- Get a list of sites where your ads appeared</p><p data-bbox="745 446 1606 479">See which websites, videos, and apps have displayed your ads from your <b>Placements</b> tab.</p><ol data-bbox="756 503 1858 917" style="list-style-type: none"><li>1. Sign in to your AdWords account at <a href="http://adwords.google.com">http://adwords.google.com</a> .</li><li>2. Click the <b>Campaigns</b> tab and select your campaign.</li><li>3. Click the <b>Display Network</b> tab.</li><li>4. Click the <b>Placements</b> tab.<ol data-bbox="798 673 1858 917" style="list-style-type: none"><li>a. Look at your managed placements to see where your ads appeared based on specific websites you've added.</li><li>b. Look at your automatic placements to see where your ad appeared based on targeting methods such as display keywords and topics.</li><li>c. Click the "See details" drop-down to see a list of site URLs where your ads have shown. (For a complete list of your automatic placements across your entire account or specific campaigns, go to the <b>Dimensions</b> tab, click the "View" drop-down menu, and select "Automatic placements.")</li></ol></li></ol><hr data-bbox="745 933 1858 941"/><p data-bbox="745 966 808 990"><b>Note</b></p><p data-bbox="745 1015 1816 1144">Some of the URLs that you see may be incomplete. It could be that the URL is too long or that it contains private information about the person viewing the placement, like a username or password. When this happens the URL is shortened with an ellipse and may be partly stripped, potentially taking you to a page that's different from where your ad was shown.</p></div> <p data-bbox="1207 1177 1984 1209"><a href="https://support.google.com/adwords/answer/2404178?hl=en">https://support.google.com/adwords/answer/2404178?hl=en</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 324 1764 1356" style="border: 1px solid black; padding: 10px;"> <p data-bbox="808 349 1312 381">Showing your ads on Google Search and other search sites</p> <p data-bbox="850 430 1743 511">If you use keywords to target your ads, you select a set of keywords related to the product or service you'd like to advertise. Then, when people search using the words or phrases you picked, your text ads can appear alongside or above search results.</p> <ul data-bbox="861 535 1753 592" style="list-style-type: none"> <li>• <b>On Google search sites:</b> Your ads can appear on Google Search, Shopping, Maps, Images, and Groups when someone searches on your keywords. Here's an example, for the keyword "cupcakes":</li> </ul> <div data-bbox="871 641 1207 844" style="text-align: center;">  </div> <ul data-bbox="861 901 1743 1047" style="list-style-type: none"> <li>• <b>On other search sites that are part of the Search Network:</b> When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages.</li> <li>• <b>On mobile search:</b> Your ads can appear on <a href="http://m.google.com">http://m.google.com</a>, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search:</li> </ul> <div data-bbox="882 1047 1029 1315" style="text-align: center;">  </div> <p data-bbox="882 1315 1302 1339" style="text-align: center;">AdWords ad on mobile version of Google Search</p> </div> <p data-bbox="850 1364 1974 1396" style="text-align: center;"><a href="https://support.google.com/adwords/answer/3464133?hl=en&amp;ref_topic=3121763&amp;rd=1">https://support.google.com/adwords/answer/3464133?hl=en&amp;ref_topic=3121763&amp;rd=1</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY										
	<div data-bbox="590 396 1969 1382"><h3>AdWords</h3><p>Advertise your business on Google</p><p>No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.</p><p>AdWords helps customers find us for their spring gardening needs.</p><p><i>Doug</i> General Manager, Evergreen Nursery</p><div data-bbox="1501 425 1940 800"><p>Sign in <span>Google</span></p><p>Email <input type="text"/></p><p>Password <input type="password"/></p><p><input type="button" value="Sign in"/> <input type="checkbox"/> Stay signed in</p><p><a href="#">Can't access your account?</a></p></div><table border="1"><tbody><tr><td><a href="#">How it works</a></td><td>Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.</td></tr><tr><td><a href="#">Reach more customers</a></td><td><b>Set your budget</b> There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.</td></tr><tr><td><b>Costs and payment</b></td><td><b>Avoid guesswork</b> We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. (<a href="#">Estimate keyword costs</a>)</td></tr><tr><td><a href="#">For local businesses</a></td><td><b>Pay only for results</b> You're charged only if someone clicks your ad, not when your ad is displayed.</td></tr><tr><td><a href="#">Success stories</a></td><td></td></tr></tbody></table></div>	<a href="#">How it works</a>	Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.	<a href="#">Reach more customers</a>	<b>Set your budget</b> There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.	<b>Costs and payment</b>	<b>Avoid guesswork</b> We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. ( <a href="#">Estimate keyword costs</a> )	<a href="#">For local businesses</a>	<b>Pay only for results</b> You're charged only if someone clicks your ad, not when your ad is displayed.	<a href="#">Success stories</a>	
<a href="#">How it works</a>	Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.										
<a href="#">Reach more customers</a>	<b>Set your budget</b> There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.										
<b>Costs and payment</b>	<b>Avoid guesswork</b> We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. ( <a href="#">Estimate keyword costs</a> )										
<a href="#">For local businesses</a>	<b>Pay only for results</b> You're charged only if someone clicks your ad, not when your ad is displayed.										
<a href="#">Success stories</a>											

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="669 360 1887 1029"><h3 data-bbox="709 386 1369 425">How Does Google AdWords Charge?</h3><p data-bbox="1012 441 1831 669">Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other</p><p data-bbox="709 685 949 711">forms of advertising.</p><p data-bbox="709 750 1234 776">But how much is it going to cost you overall?</p><p data-bbox="709 815 1822 1003">Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other forms of advertising.</p></div> <p data-bbox="1180 1036 1978 1068"><a href="http://www.cleart.com/how-does-google-adwords-charge.html">http://www.cleart.com/how-does-google-adwords-charge.html</a></p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<h2 data-bbox="646 380 785 435">Click</h2> <p data-bbox="646 509 1713 532">When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.</p> <ul data-bbox="667 574 1944 964" style="list-style-type: none"><li>• A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.</li><li>• Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.</li><li>• Look at the <b>clickthrough rates (CTRs)</b> shown in your account statistics to understand the percentage of times a user clicks your ad. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.</li><li>• Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.</li></ul> <p data-bbox="646 1003 1192 1026"><a href="#">More about industry standards for measuring clicks</a></p> <p data-bbox="646 1045 1201 1068"><a href="#">More about issues with clicks and clickthrough rates</a></p> <p data-bbox="1331 1094 1978 1117"><a href="https://support.google.com/adwords/answer/31799">https://support.google.com/adwords/answer/31799</a></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													
	<p>Here are the columns found in the paid &amp; organic report and definitions for each metric:</p> <table border="1" data-bbox="718 386 1843 799"> <thead> <tr> <th colspan="2" data-bbox="718 386 1843 435">Ads</th> </tr> </thead> <tbody> <tr> <td data-bbox="718 435 886 483">Ad Clicks</td> <td data-bbox="886 435 1843 483">The number of times someone clicked your ad when it showed for a particular query.</td> </tr> <tr> <td data-bbox="718 483 886 565">Ad Impressions</td> <td data-bbox="886 483 1843 565">How many times your ad has appeared on a search results page or website on the Google Network.</td> </tr> <tr> <td data-bbox="718 565 886 646">Ad CTR</td> <td data-bbox="886 565 1843 646">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td> </tr> <tr> <td data-bbox="718 646 886 727">Ad Avg. CPC</td> <td data-bbox="886 646 1843 727">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td> </tr> <tr> <td data-bbox="718 727 886 799">Ad Avg Position</td> <td data-bbox="886 727 1843 799">Helps explain where your ads rank, on average, on the search results page.</td> </tr> </tbody> </table> <p data-bbox="940 841 1990 875"><a href="https://support.google.com/adwords/answer/3097241?hl=en&amp;ref_topic=3122882">https://support.google.com/adwords/answer/3097241?hl=en&amp;ref_topic=3122882</a></p>		Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.
Ads														
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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 941"><h3>Clickthrough rate (CTR)</h3><p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p><ul style="list-style-type: none"><li>• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li><li>• Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a> ↗</li><li>• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li><li>• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li></ul></div> <p data-bbox="1207 950 1984 982"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div data-bbox="661 1023 1900 1380"><h3>Clickthrough rate (CTR)</h3><p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p><math display="block">\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%</math><p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p></div> <p data-bbox="1228 1388 1984 1421"><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p>



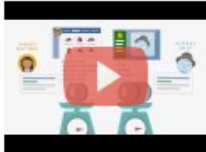
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 396 1902 1166" style="border: 1px solid black; padding: 10px;"> <h2 style="margin: 0;">Ad Rank</h2> <p style="margin: 5px 0;">A value that's used to determine your ad position, where ads are shown on a page. Ad Rank is calculated using your bid amount and Quality Score.</p> <div style="display: flex; align-items: flex-start; margin: 10px 0;">  <div style="margin: 0;"> <p style="margin: 0;"><a href="#">Understanding AdWords Ad Rank</a></p> <p style="margin: 0;">Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high. Read more about ad rank: <a href="http://goo.gl/KawwRW">http://goo.gl/KawwRW</a> Subscribe to AdWords Help on YouTube: <a href="http://www.youtube.com/adwordshelp">http://www.youtube.com/adwordshelp</a></p> </div> </div> <ul style="list-style-type: none"> <li>Ad Rank determines your <b>ad position</b> -- where your ad shows on the page in relation to other ads.</li> <li>The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call <b>Quality Score</b>. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.</li> <li>Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment.</li> </ul> </div> <p style="text-align: right; margin-top: 10px;"><a href="https://support.google.com/adwords/answer/1752122?hl=en">https://support.google.com/adwords/answer/1752122?hl=en</a></p>
<p>the server computer altering criteria for subsequent correlations of received search arguments to the second database.</p>	<p>Upon information and belief, the server computer alters criteria for subsequent correlations of received search arguments to the second database.</p> <p>See above.</p>

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

U.S. PATENT NO. <b>7,236,969</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 23</b>	
<p>The advertising machine of claim 22, wherein the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.</p>	<p>Upon information and belief, the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.</p> <p>See claims 2, 9, 18, and 22 above.</p>