

# EXHIBIT 13

## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google


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

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

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	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>

<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. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="701 321 1944 1276"> <h2>About the Google Search Network</h2> <p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p> <h3>Where your ads can appear</h3> <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 data-bbox="1018 1279 1963 1315"><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>

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receiving user preference input from the data processing device via the communications link;	<p>The Accused Instrumentalities receive user preference data from the data processing device via the communications link.</p> <div data-bbox="653 469 1896 1239"><p>Then narrow your results by...</p><p>language: English</p><p>region: United States</p><p>last update: anytime</p><p>site or domain: google.com</p><p>terms appearing: anywhere in the page</p><p>SafeSearch: Filter explicit results</p><p>reading level: no reading level displayed</p><p>file type: any format</p><p>usage rights: not filtered by license</p><p>Advanced Search</p></div>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 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=2abeaecf5da1ba90&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- cGzNoU7vTcL2nq5JPYhQHA7twmtH2bqMfj5GXTUdV8kM_iDWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKL1Gyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AfcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEsplswpAlcBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmckf2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET request of "Advanced Search"</p>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="806 321 1747 1318" style="border: 1px solid black; padding: 10px;"> <p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> <li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li> <li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li> <li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li> </ul> <p><b>Personalization, a special kind of context</b>  "Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul style="list-style-type: none"> <li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li> <li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li> </ul> </div> <p style="text-align: right;"><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="672 354 1291 402"> <h2>Personalized Search for everyone</h2> </div> <div data-bbox="672 451 991 479"> <p>Posted: Friday, December 04, 2009</p> </div> <div data-bbox="1333 443 1837 479"> <p>  25          36          161       </p> </div> <div data-bbox="672 544 1869 760"> <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> </div> <div data-bbox="672 795 1869 1011"> <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> <div data-bbox="802 1036 1841 1071"> <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>






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	<div data-bbox="848 321 1799 1343"><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="1314 1349 1965 1382"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>





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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="604 329 1944 935"><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><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 data-bbox="1297 979 1965 1011"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p> <div data-bbox="701 1057 1944 1398"><h3>Types of location data used by Google</h3><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>	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>				

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	<p data-bbox="1171 326 1965 354"><a href="https://www.google.com/intl/en/policies/technologies/location-data/">https://www.google.com/intl/en/policies/technologies/location-data/</a></p> <div data-bbox="791 389 1761 1425"><h2 data-bbox="854 415 1486 464">Change your location on Google</h2><p data-bbox="877 513 1682 561"> 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 data-bbox="854 594 1728 643">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 data-bbox="854 667 1060 691">Change your location</h3><p data-bbox="854 716 1350 732">To change your location on your computer or tablet, follow these steps:</p><ol data-bbox="863 756 1197 938" 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 data-bbox="854 963 1703 1011">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 <a href="http://www.google.es">www.google.es</a>, the Google domain for Spain.</p><h3 data-bbox="854 1036 1188 1060">See results from a certain location</h3><div data-bbox="854 1076 1728 1222"><div> See results near a certain location</div><div> See results from your country</div><div> Search on Google.com instead of your local Google domain</div></div><h3 data-bbox="854 1247 1146 1271">How location is auto-detected</h3><p data-bbox="854 1295 1713 1344">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 data-bbox="869 1365 1262 1409" 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>

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	<a href="https://support.google.com/websearch/answer/179386?hl=en">https://support.google.com/websearch/answer/179386?hl=en</a>
creating user preference data based upon the user preference input;	<p>The Accused Instrumentalities create user preference data based upon the user preference input.</p> <p>See above.</p> <div data-bbox="690 591 1908 1200"><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><div><p>More relevant results Get better results and recommendations.</p></div><div><p>Smarter predictions See improved search predictions as you type.</p></div><div><p>History on any device Open recent searches from your computer on your phone or tablet.</p></div></div> <p><a href="https://history.google.com/history/">https://history.google.com/history/</a></p>

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	<div data-bbox="653 321 1898 829"></div> <p data-bbox="1152 836 1965 870"><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p> <div data-bbox="653 907 1898 1003"><ul style="list-style-type: none"><li>• <b>Make the ads you see more relevant.</b> Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.</li></ul></div> <p data-bbox="1077 1008 1965 1042"><a href="https://support.google.com/ads/answer/2662856?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/2662856?hl=en&amp;ref_topic=2971788</a></p>














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	<div data-bbox="655 326 1896 789"><p><b>“Why these ads” gives you transparency</b></p><p>The perfect search ad answers your query and gets you what you’re looking for quickly. When you click the “Why these ads” link, you’ll find information about why you’re seeing a particular ad and how it’s personalized for you. If you’re searching for a local restaurant while you’re on vacation in Hawaii, you would see ads for restaurants that are nearby, rather than restaurants in your hometown. Or if you’re researching flat-panel televisions, and performing a series of similar searches in quick succession, you could see ads based on the query that you just entered, or based on a few recent and related queries within a single browser session. By considering the language you’re using, your geographic location and various other indications, we’re able to show you the best ads possible. We’ve been showing ads in this way for years as a way to help you quickly find what you’re looking for.</p><p><b>Ads Preferences Manager gives you choice</b></p><p>You can also go to the <a href="#">Ads Preferences Manager</a> to make changes that improve the ads that you’re seeing, including blocking specific advertisers you’re not interested in or turning off ads personalization entirely (of course, you can change your mind at any time). Here’s a video from our lead software engineer, Diane Tang, with more background:</p></div> <p data-bbox="947 824 1965 857"><a href="http://googleblog.blogspot.com/2011/10/increasing-transparency-and-choice-with.html">http://googleblog.blogspot.com/2011/10/increasing-transparency-and-choice-with.html</a></p>

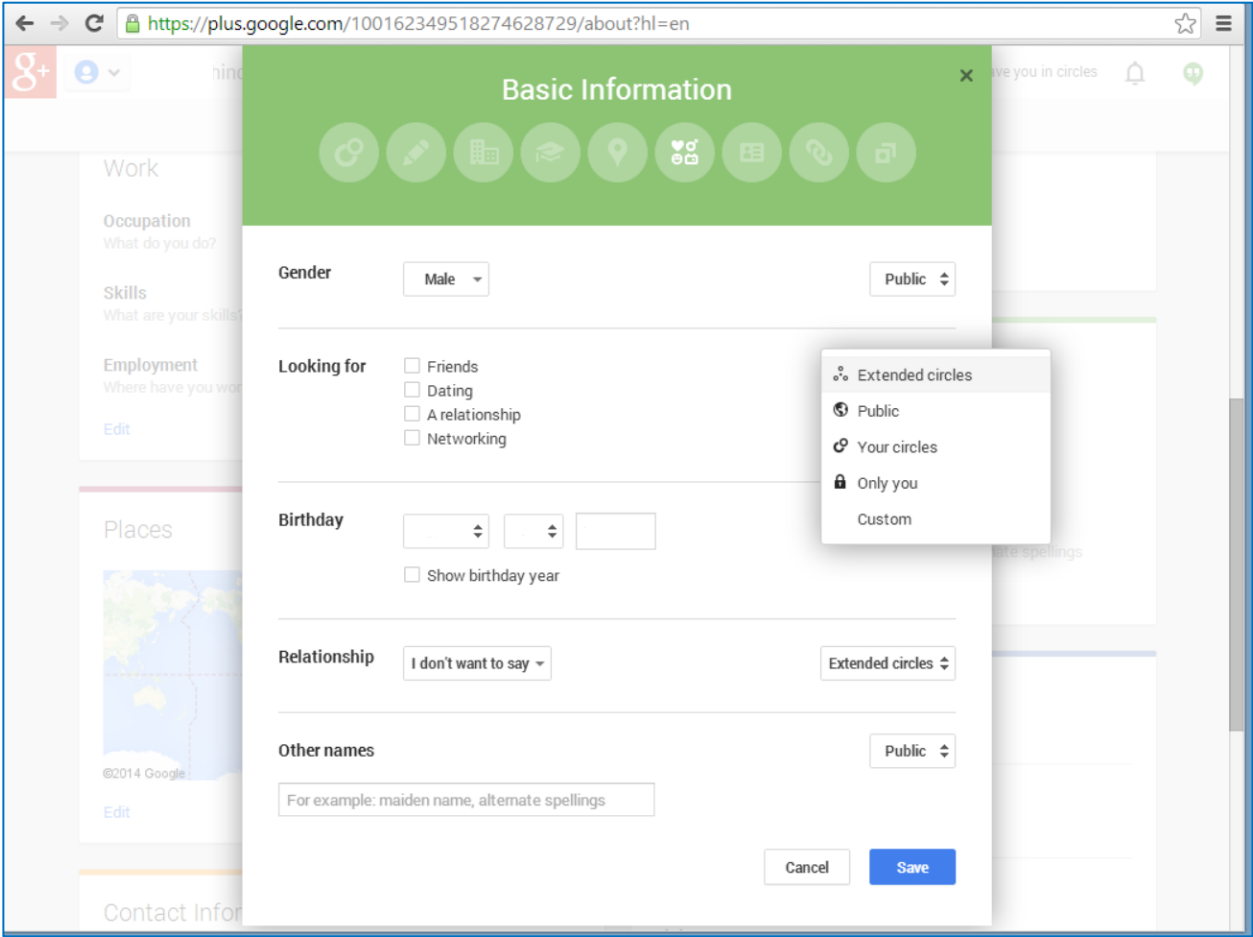
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div><div>Ads Settings</div><div><div>Settings for Google Ads</div><div>Ads enable free web services and content. These settings help control the types of Google ads you see.</div><div><div><div>Ads on Google</div><div><div><div> Search</div><div> Gmail</div><div> YouTube</div><div> Maps</div></div></div><div><div>Google Ads Across the Web </div><div> Google Ads Across the Web</div></div></div><div><div><div>Gender</div><div>Male <a href="#">Visit your Google Profile</a></div><div>Male Based on your Google profile </div></div><div><div>Age</div><div>35-44 <a href="#">Visit your Google Profile</a></div><div>35-44 Based on your Google profile </div></div><div><div>Languages</div><div>N/A</div><div>None <a href="#">Edit</a> Based on the websites you've visited</div></div><div><div>Interests</div><div>Memory Card Readers <a href="#">Edit</a> From your previous searches</div><div>Unknown <a href="#">Edit</a> Based on the websites you've visited</div></div><div><div>Advertisers' campaigns you've blocked </div><div>None From your blocking activity</div><div>N/A</div></div><div><div>Opt-out settings</div><div><a href="#">Opt out</a> of interest-based ads on Google</div><div><a href="#">Opt out</a> of interest-based Google Ads Across the Web</div></div></div></div></div><div>https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TC</div></div>

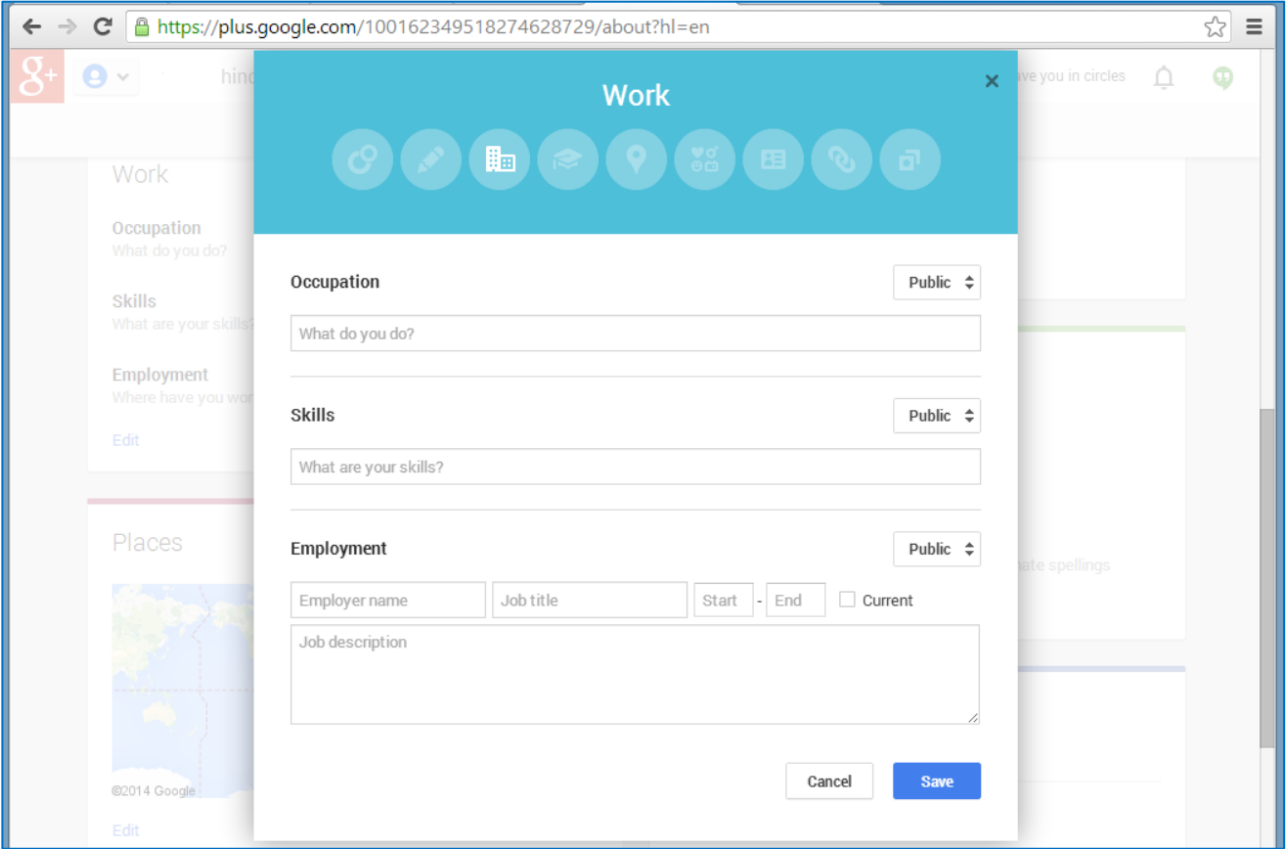
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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="863 321 1782 1385"><h2>Create your Google Account</h2><p>One account is all you need A single username and password gets you into everything Google.</p><div></div><p>Make Google yours Set up your profile and preferences just the way you like.</p><div><p> Sophia Wright  Andres Pella</p></div><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div></div><div><p><b>Name</b></p><div>First <input type="text"/></div> Last <input type="text"/></div><p><b>Choose your username</b></p><div><input type="text"/> @gmail.com</div><p><a href="#">I prefer to use my current email address</a></p><p><b>Create a password</b></p><div><input type="password"/></div><p><b>Confirm your password</b></p><div><input type="password"/></div><p><b>Birthday</b></p><div>Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></div><p><b>Gender</b></p><div>I am... <input type="text"/></div><p><b>Mobile phone</b></p><div><input type="text"/></div><p><b>Your current email address</b></p><div><input type="text"/></div><p><b>Default homepage</b></p><p><input checked="" type="checkbox"/> Set Google as my default homepage.</p><p>Your default homepage in your browser is the first page that appears when you open your browser.</p><p><b>Prove you're not a robot</b></p><p><input type="checkbox"/> Skip this verification (phone verification may be required)</p><div><div>8844993</div></div><p>Type the text:</p><div><input type="text"/></div><p><b>Location</b></p><div>United States <input type="text"/></div></div>

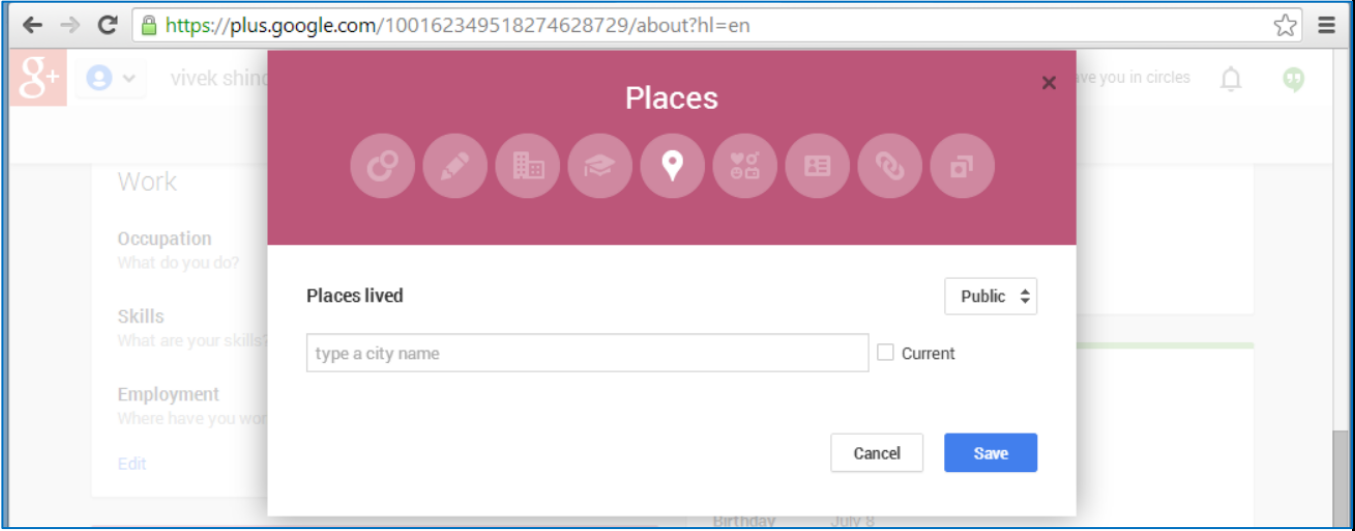
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

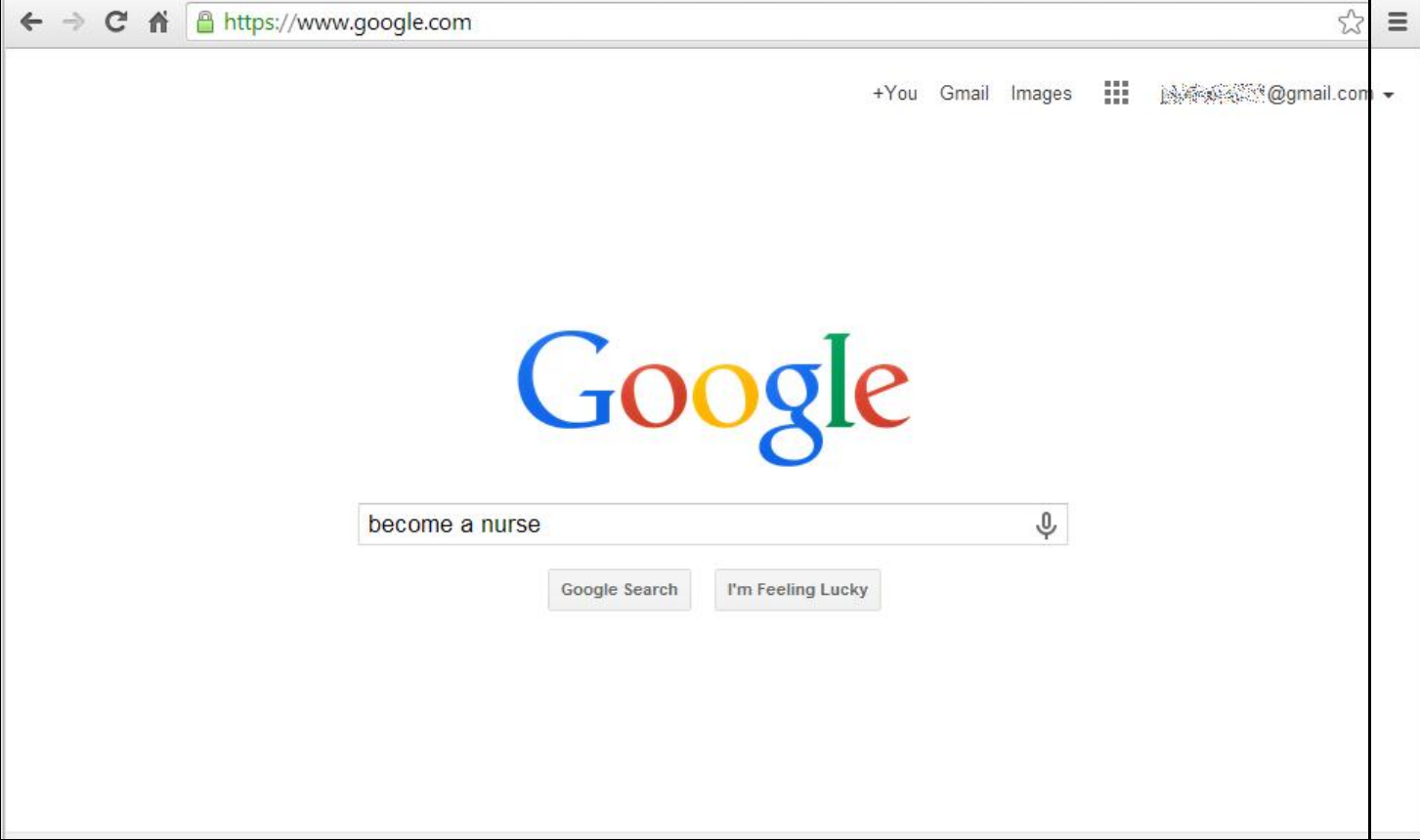
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with a 'Work' section. The page is titled 'Work' and contains three main sections: Occupation, Skills, and Employment. The Occupation section has a label 'What do you do?' and a 'Public' dropdown menu. The Skills section has a label 'What are your skills?' and a 'Public' dropdown menu. The Employment section includes fields for 'Employer name', 'Job title', 'Start', 'End', and a checkbox for 'Current'. A 'Save' button is located at the bottom right of the form. The background shows a map of Australia and a 'Places' section.</p>

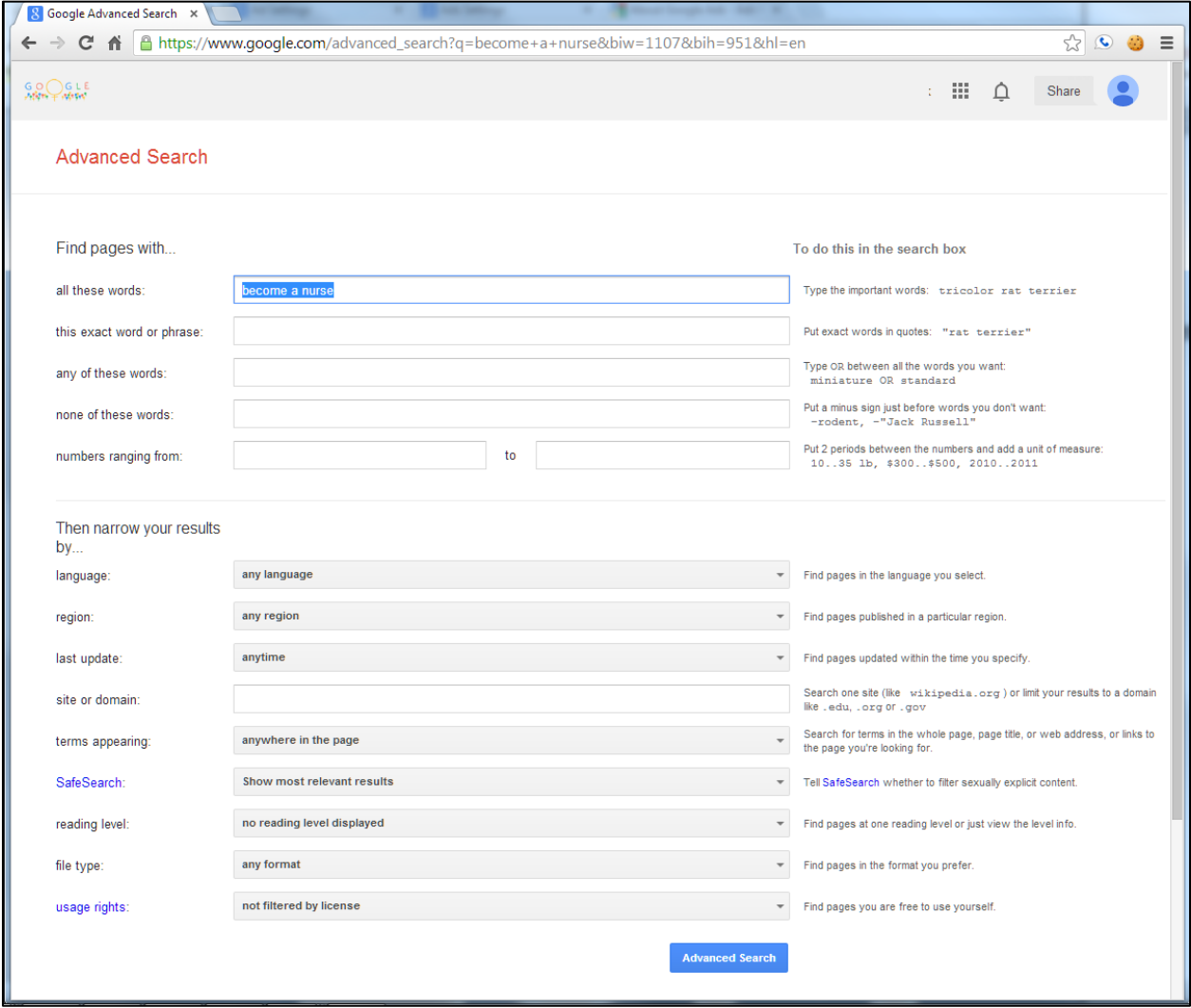
## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
receiving from the data processing device via the communications link a search request that includes a search argument;	The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument.

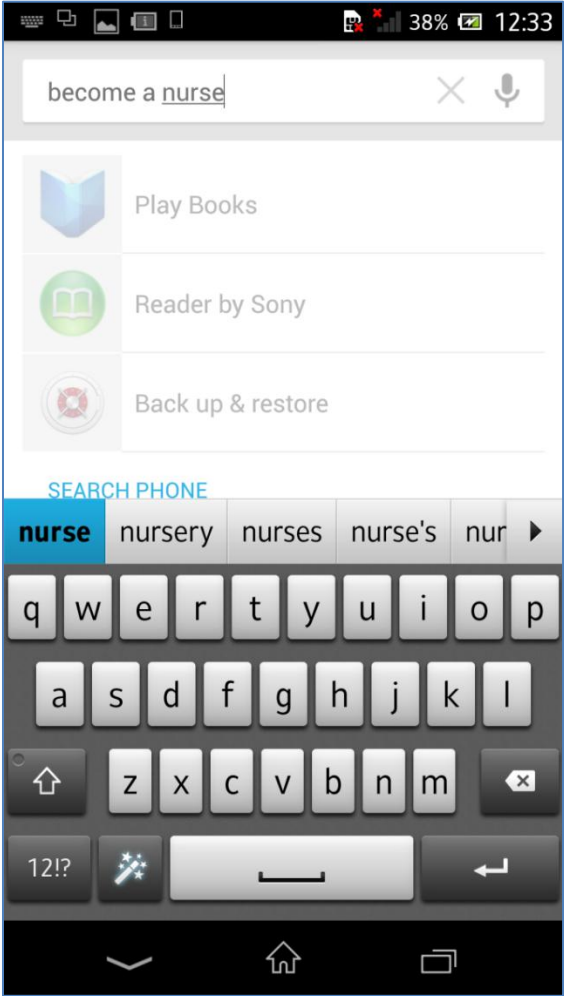
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

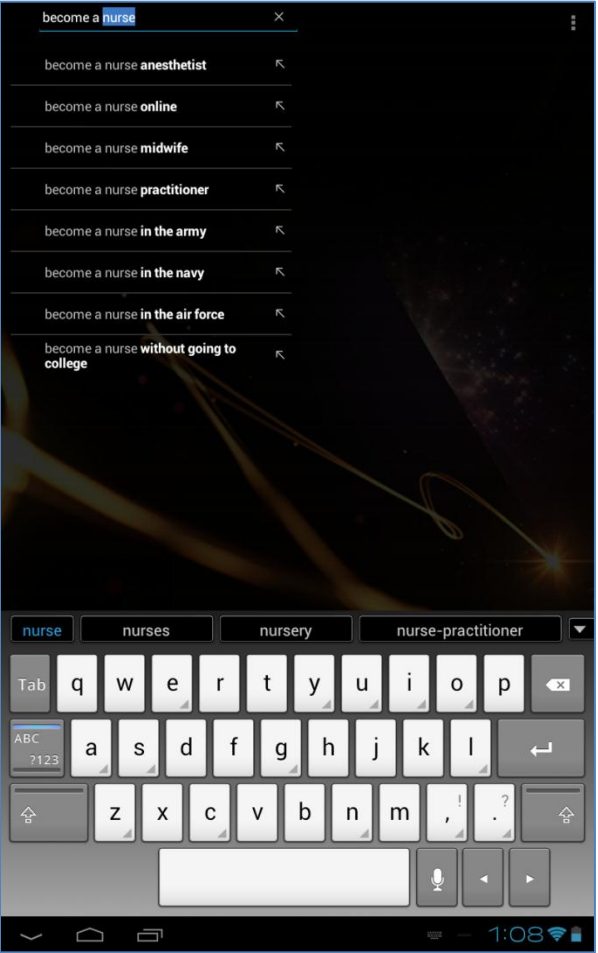
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search page in a web browser. The address bar shows the URL: <a href="https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en">https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en</a>. The page title is "Advanced Search".</p> <p><b>Find pages with...</b></p> <ul style="list-style-type: none"><li>all these words: <input type="text" value="become a nurse"/></li><li>this exact word or phrase: <input type="text"/></li><li>any of these words: <input type="text"/></li><li>none of these words: <input type="text"/></li><li>numbers ranging from: <input type="text"/> to <input type="text"/></li></ul> <p><b>To do this in the search box</b></p> <ul style="list-style-type: none"><li>Type the important words: tricolor rat terrier</li><li>Put exact words in quotes: "rat terrier"</li><li>Type OR between all the words you want: miniature OR standard</li><li>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</li><li>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011</li></ul> <p><b>Then narrow your results by...</b></p> <ul style="list-style-type: none"><li>language: <input type="text" value="any language"/> Find pages in the language you select.</li><li>region: <input type="text" value="any region"/> Find pages published in a particular region.</li><li>last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.</li><li>site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov</li><li>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.</li><li>SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.</li><li>reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.</li><li>file type: <input type="text" value="any format"/> Find pages in the format you prefer.</li><li>usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself.</li></ul> <p><input type="button" value="Advanced Search"/></p>

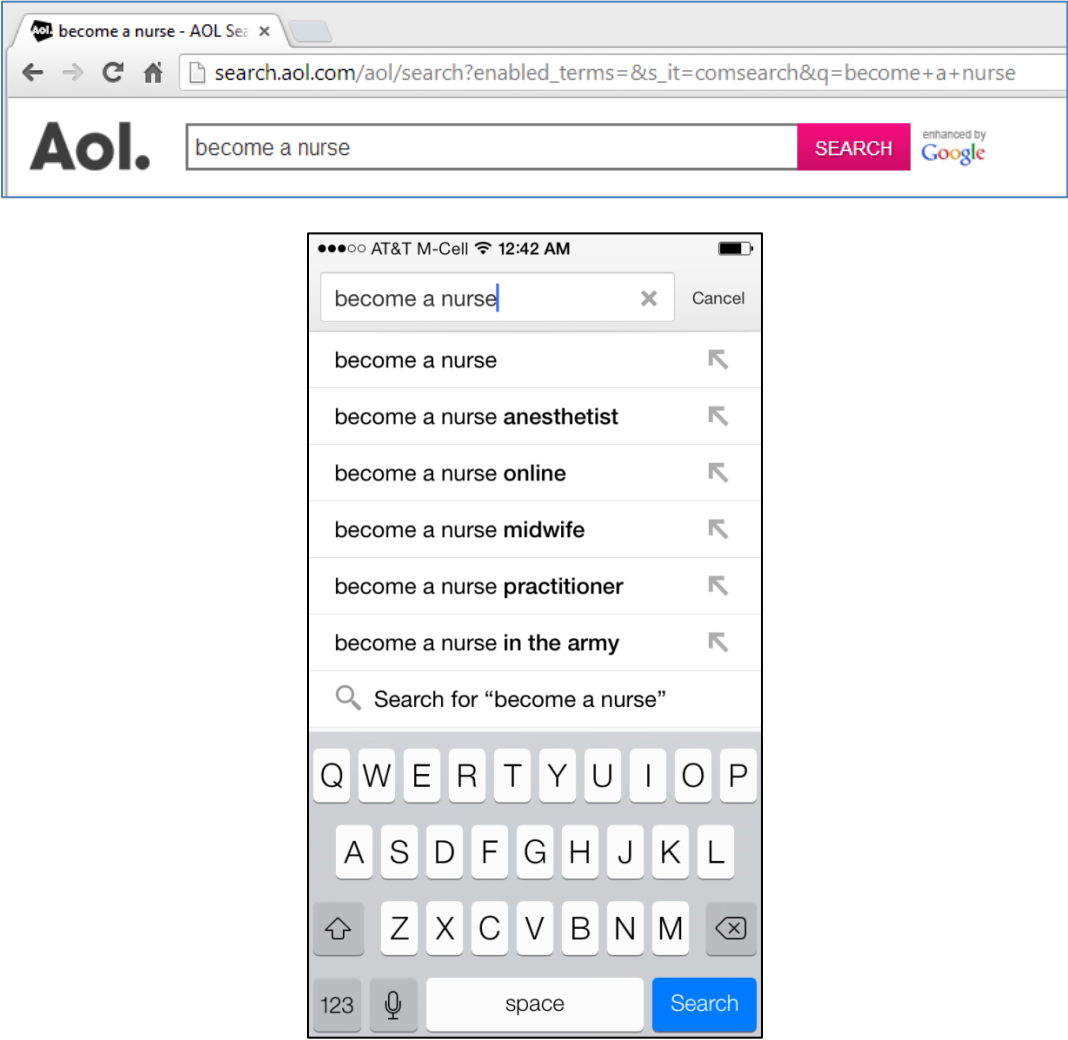
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android 4.2 mobile handset interface. At the top, the status bar displays icons for keyboard, camera, battery, and signal, along with 38% battery and 12:33 time. Below the status bar is a search bar containing the text "become a nurse". Below the search bar are three suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red circular icon. Below the suggestions is a "SEARCH PHONE" label. Below the search bar is a keyboard with the word "nurse" highlighted in blue. The keyboard also shows suggestions for "nursery", "nurses", "nurse's", and "nur". The bottom of the screen shows the Android 4.2 navigation bar with icons for back, home, and recent apps.</p> <p>Mobile Handset Running Android 4.2</p>

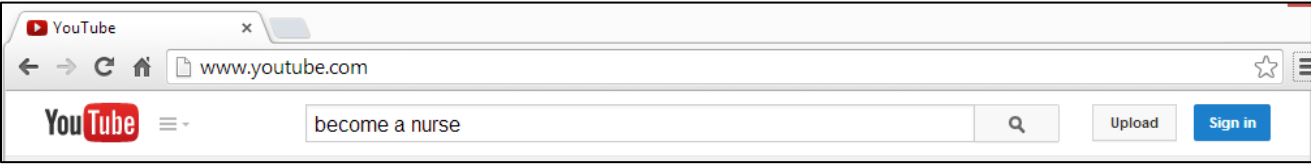
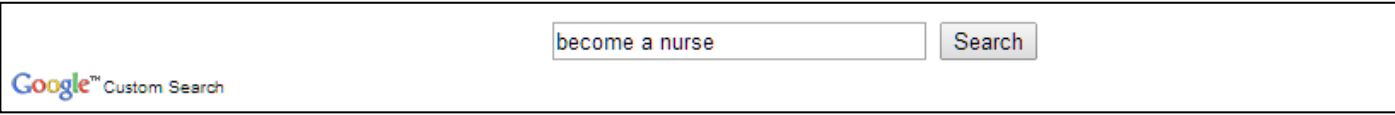
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a search interface on a tablet. At the top, a search bar contains the text 'become a nurse'. Below the search bar, a list of suggestions is displayed, each preceded by 'become a nurse' and followed by a right-pointing arrow. The suggestions are: 'nurse', 'anesthetist', 'online', 'midwife', 'practitioner', 'in the army', 'in the navy', 'in the air force', and 'without going to college'. Below the suggestions, there is a keyboard with a search bar at the top containing 'nurse'. The keyboard has a standard QWERTY layout with a microphone icon on the right. The background of the screen is dark with a glowing orange and yellow streak. At the bottom of the screen, the Android status bar shows the time as 1:08 and various icons.</p> <p>Tablet Device Running Android 4.02</p>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the AOL search engine. The search bar contains the text "become a nurse" and a red "SEARCH" button. Below the search bar, a list of suggestions is displayed, including "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". The suggestions are listed in a vertical column, each with a right arrow icon. The browser's address bar shows the URL "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse".</p>

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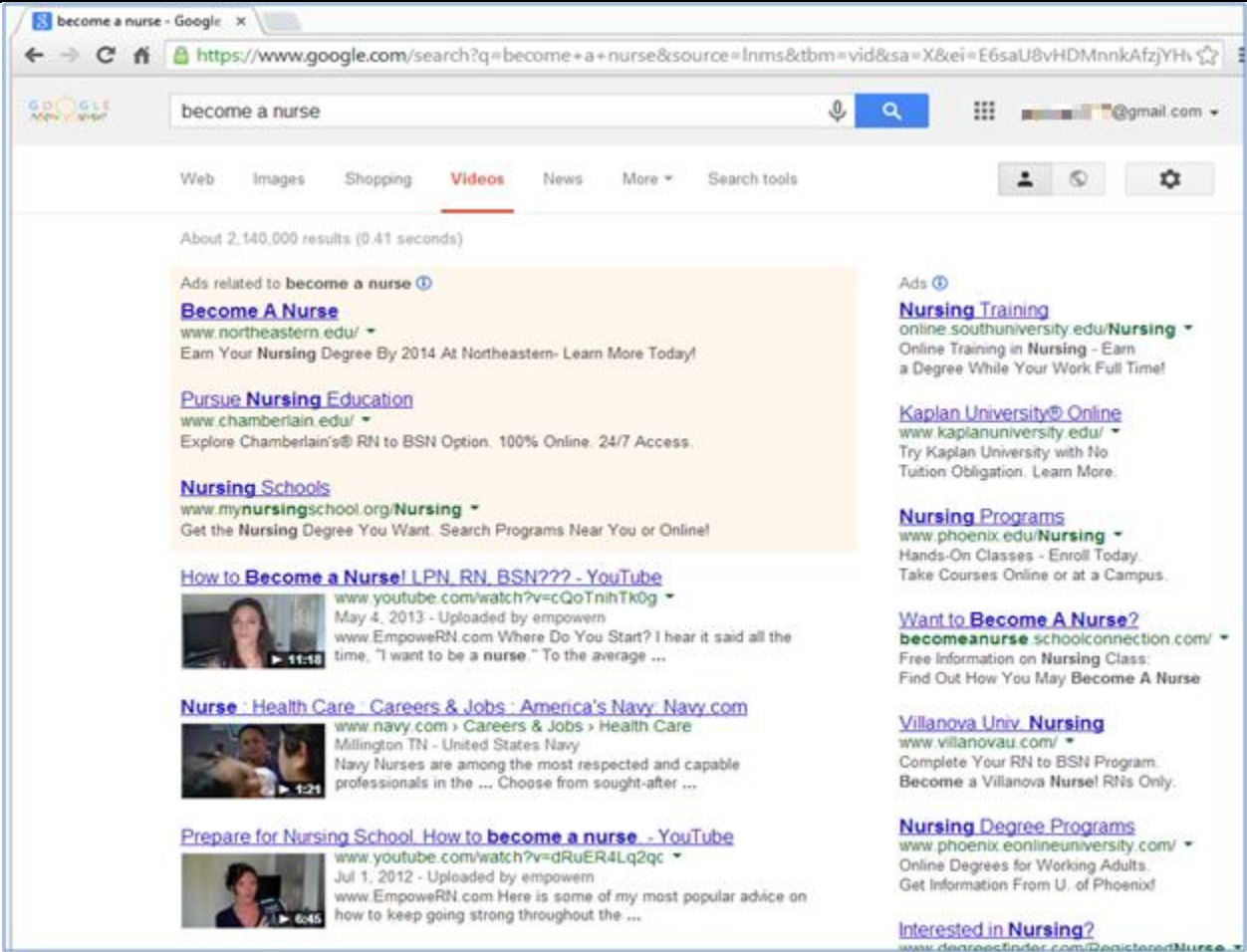
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1045 321 1514 354">Google Search App Running on iOS 7.1</p> <div data-bbox="625 451 1927 613"></div> <div data-bbox="590 711 1976 824"><p data-bbox="1161 824 1965 857"><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p></div>

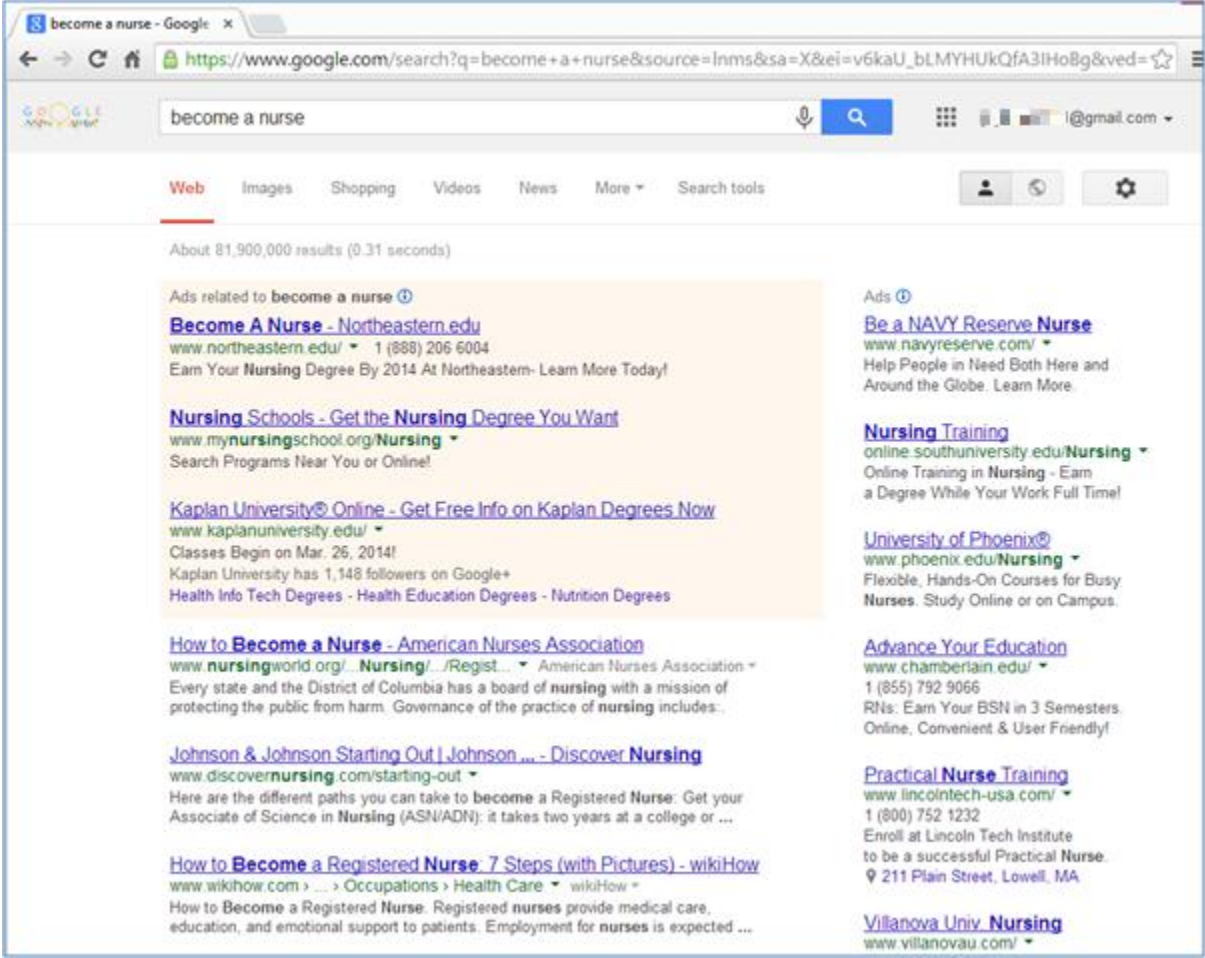
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- 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=2abeaecf5da1ba90&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- cGzNoU7vTcL2nq5JPYhQHA7twmtH2bqMfj5GXTUdV8kM_iDWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduc6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKL1Gyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AfcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEsplswpAlcBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94c9Q7wrmDqmckf2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET request of “Advanced Search”</p>

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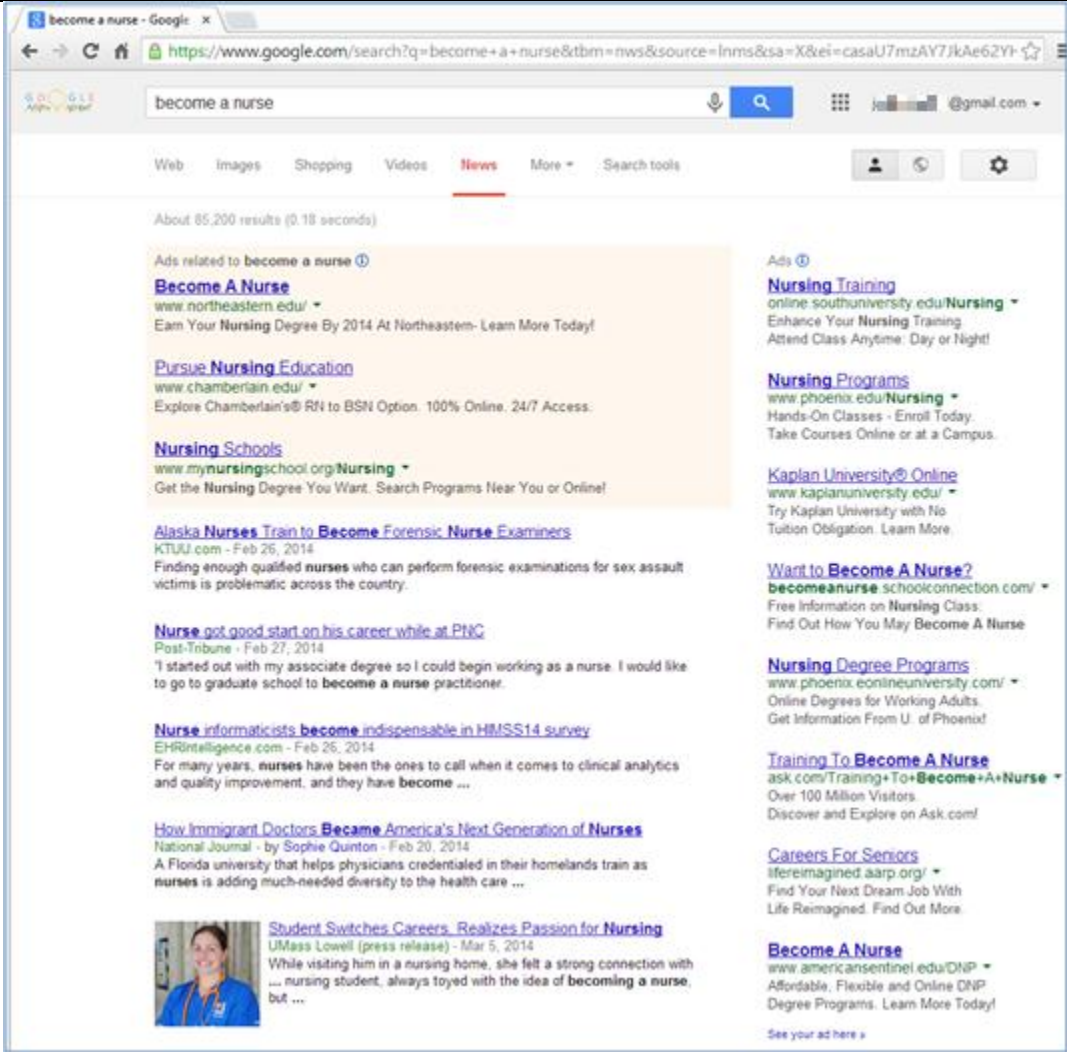
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
searching at least one database using the search argument to produce search results;	The Accused Instrumentalities search at least one database using the search argument to produce search results.  See above.

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The page displays several search results, including:</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> (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> <li><b>Ads:</b> <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.edu/): Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li> <li><b>Nursing Degree Programs</b> (www.phoenixonlineuniversity.com/): Online Degrees for Working Adults. Get Information From U. of Phoenix!</li> <li><b>Interested in Nursing?</b> (www.donorectfinder.com/DonorectNurse):</li> </ul> </li> </ul>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 81,900,000 results in 0.31 seconds. The results are organized into two columns. The left column contains several organic search results, including links to "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 contains a section titled "Ads related to become a nurse" with links to "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".</p>

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	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section includes links to "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Alaska Nurses Train to Become Forensic Nurse Examiners" (KTUJ.com), "Nurse got good start on his career while at PHC" (Post-Tribune), "Nurse informaticists become indispensable in HIMSS14 survey" (EHRIntelligence.com), "How Immigrant Doctors Became America's Next Generation of Nurses" (National Journal), "Student Switches Careers, Realizes Passion for Nursing" (UMass Lowell), "Want to Become A Nurse?" (becomeanurse.schoolconnection.com), "Nursing Degree Programs" (www.phoenix.eonlineuniversity.com), "Training To Become A Nurse" (ask.com), "Careers For Seniors" (lifereimagined.aarp.org), and "Become A Nurse" (www.americansentinel.edu). The organic search results include "Alaska Nurses Train to Become Forensic Nurse Examiners", "Nurse got good start on his career while at PHC", "Nurse informaticists become indispensable in HIMSS14 survey", "How Immigrant Doctors Became America's Next Generation of Nurses", and "Student Switches Careers, Realizes Passion for Nursing".</p>

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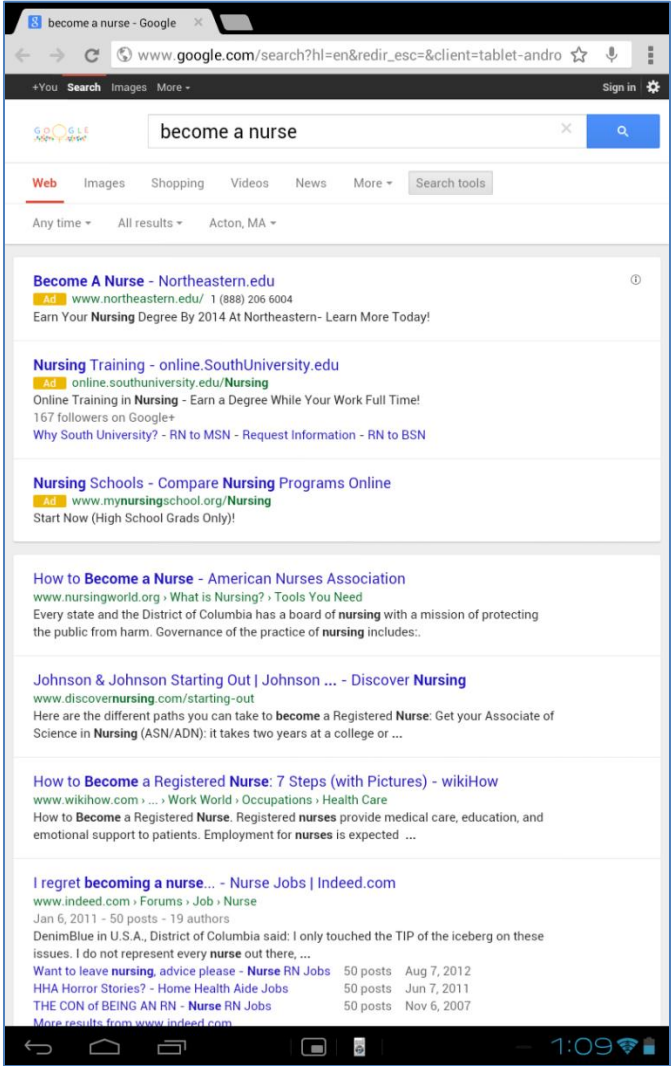
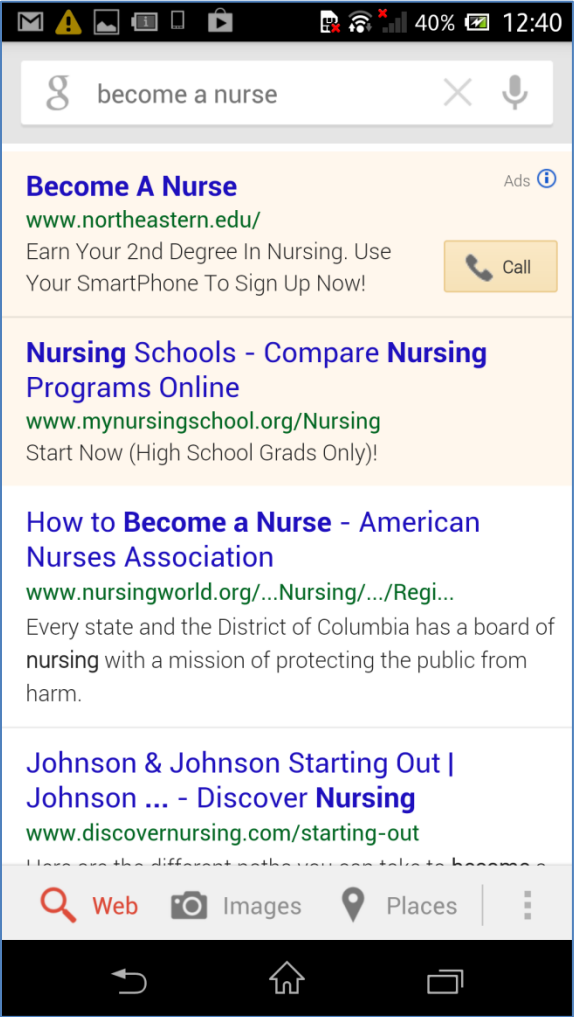
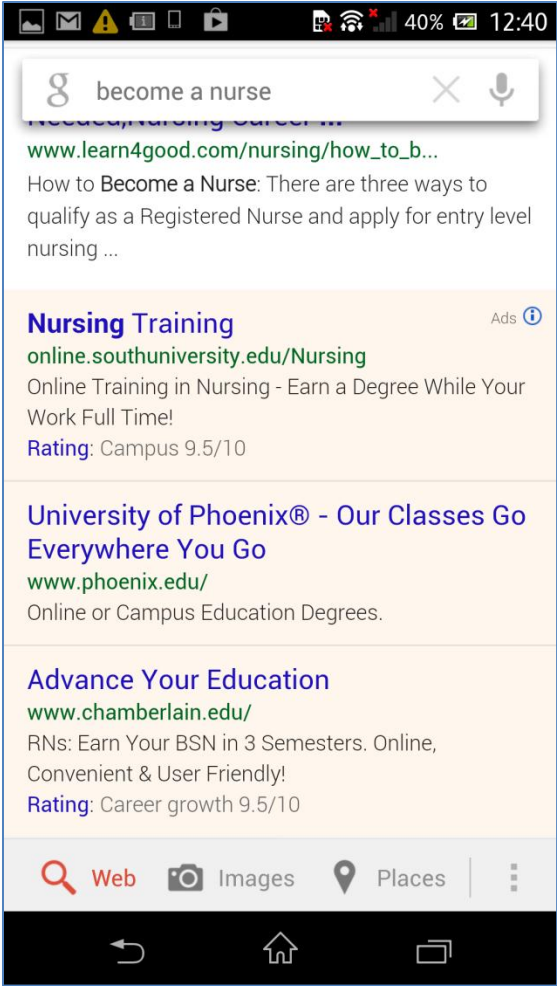
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a tablet. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: A link to <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: A link to <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The text below the link says "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>Nursing Schools - Compare Nursing Programs Online</b>: A link to <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. The text below the link says "Start Now (High School Grads Only!)".</li><li><b>How to Become a Nurse - American Nurses Association</b>: A link to <a href="http://www.nursingworld.org">www.nursingworld.org</a>. The text below the link says "What is Nursing? Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: A link to <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. The text below the link says "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>: A link to <a href="http://www.wikihow.com">www.wikihow.com</a>. The text below the link says "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>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: A link to <a href="http://www.indeed.com">www.indeed.com</a>. The text below the link says "Forums Job Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".</li></ul>

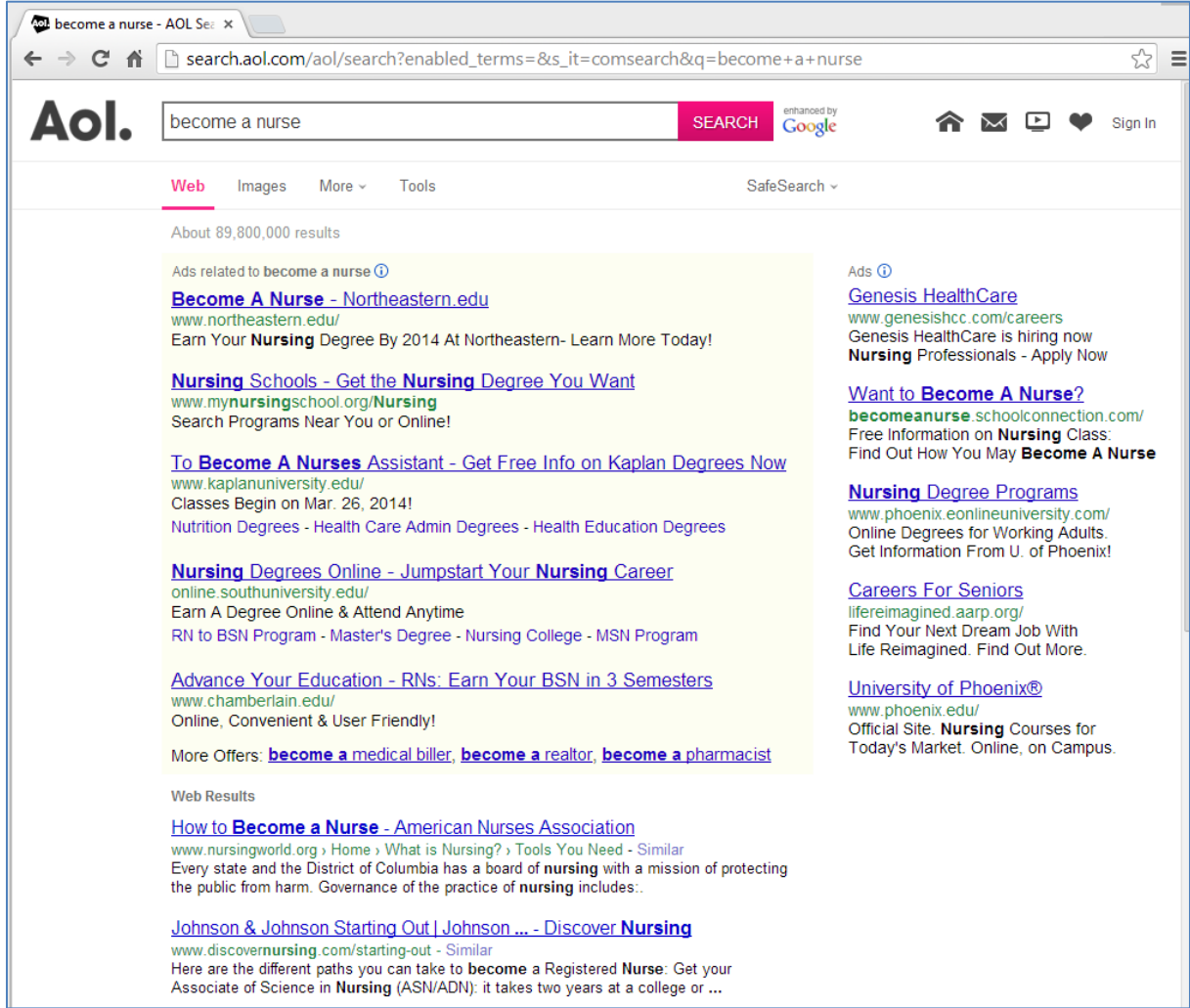
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	 A screenshot of a mobile search results page. The status bar at the top shows various icons, a 40% battery level, and the time 12:40. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first 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 screen shows a navigation bar with icons for "Web", "Images", "Places", and a menu icon.

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	 A screenshot of a mobile search results page. At the top, the status bar shows icons for notifications, battery, and time (12:40). The search bar contains the text "become a nurse". Below the search bar, the first result is from "www.learn4good.com/nursing/how_to_b..." 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, there are three sponsored ads. The first ad is titled "Nursing Training" and is from "online.southuniversity.edu/Nursing", with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and is from "www.phoenix.edu/", with the text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and is from "www.chamberlain.edu/", with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Career growth 9.5/10". At the bottom of the screen, there is a navigation bar with icons for "Web", "Images", "Places", and a menu icon.

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown. The results section indicates "About 89,800,000 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.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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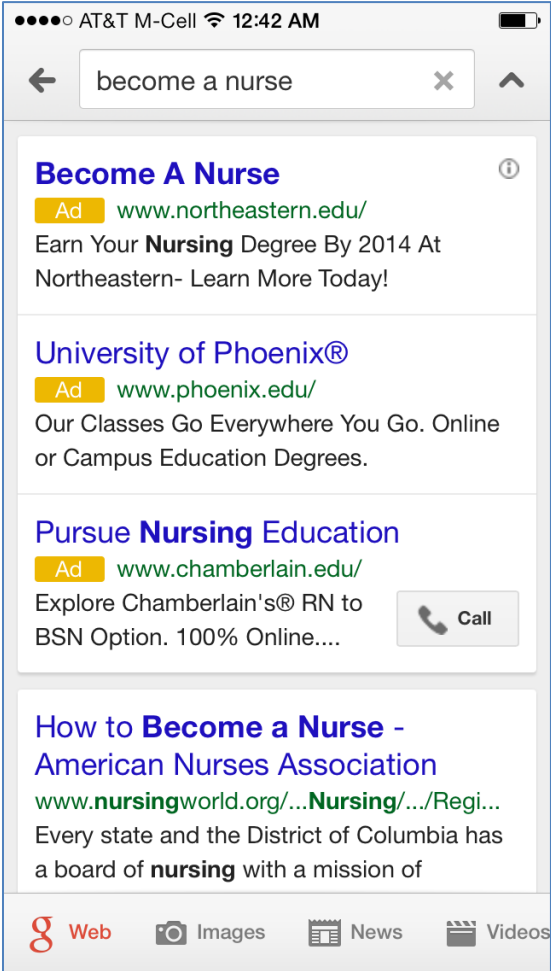
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results are a list of educational advertisements. The first ad is for Northeastern University, the second for the University of Phoenix, and the third for Chamberlain's RN to BSN program. A fourth result is a link to the American Nurses Association. The interface includes a status bar at the top showing "AT&amp;T M-Cell" and "12:42 AM", and a bottom navigation bar with icons for Web, Images, News, and Videos.</p> <p>AT&amp;T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p><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!</p> <p><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.</p> <p><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></p> <p><b>How to Become a Nurse -</b> <b>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</p> <p>g Web Images News Videos</p>

Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 388 1554 1369"> <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> ⓘ  <span>Ad</span> <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>  <span>Ad</span> <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>. <span>Call</span>  <a href="#">Programs and Campuses - Apply Online</a></p> <p><b>Nursing Degree Programs</b>  <span>Ad</span> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a>            Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! <span>Call</span>  <a href="#">Nursing Programs - Nursing Degrees</a></p> </div>

Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

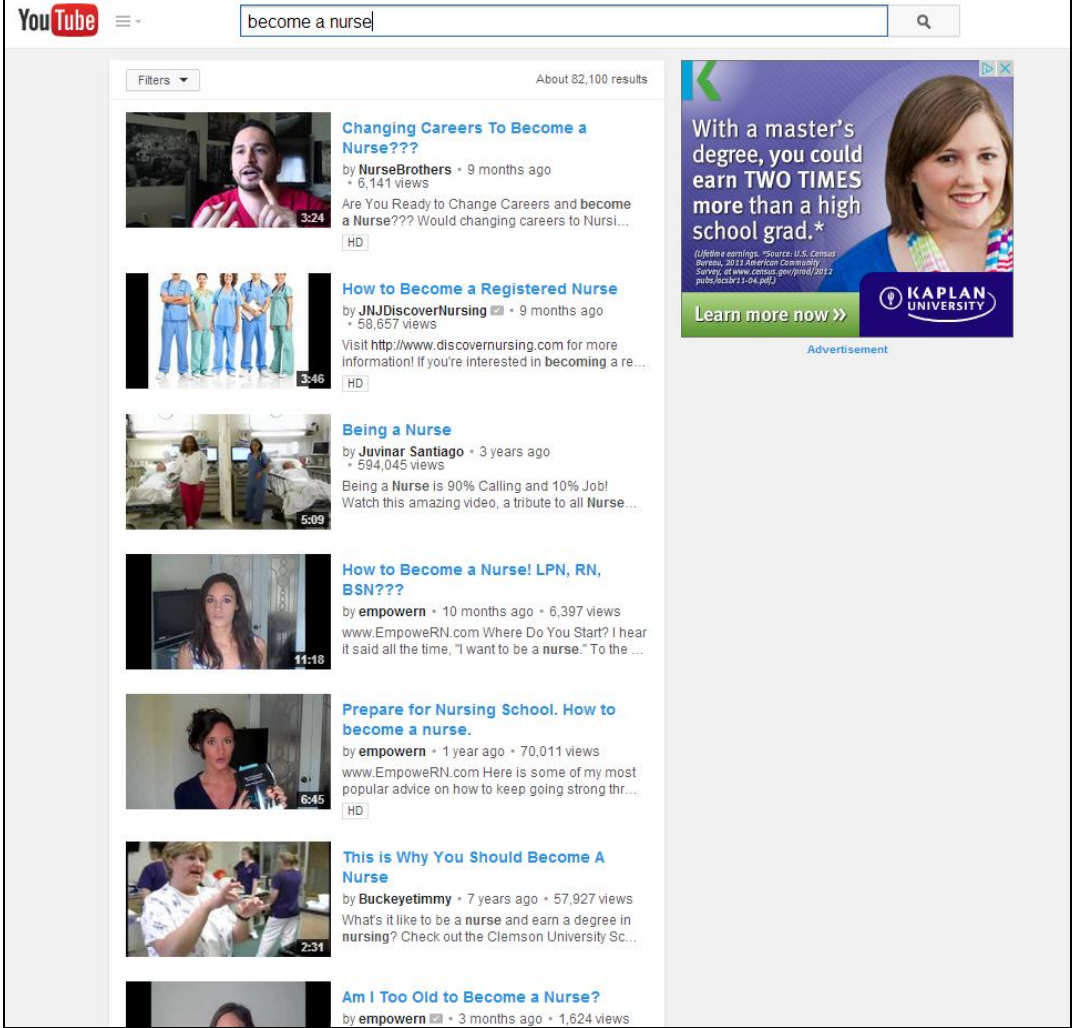
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results list several videos:</p> <ul style="list-style-type: 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 empowern • 10 months ago • 6,397 views. Video length: 11:18.</li> <li><b>Prepare for Nursing School. How to become a nurse.</b> by empowern • 1 year ago • 70,011 views. Video length: 6:46.</li> <li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.</li> <li><b>Am I Too Old to Become a Nurse?</b> by empowern • 3 months ago • 1,624 views. Video length: 2:31.</li> </ul> <p>On the right side of the page, 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;". Below the text is the Kaplan University logo and the word "Advertisement".</p>


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	 <p>Google Custom Search Results Page</p>

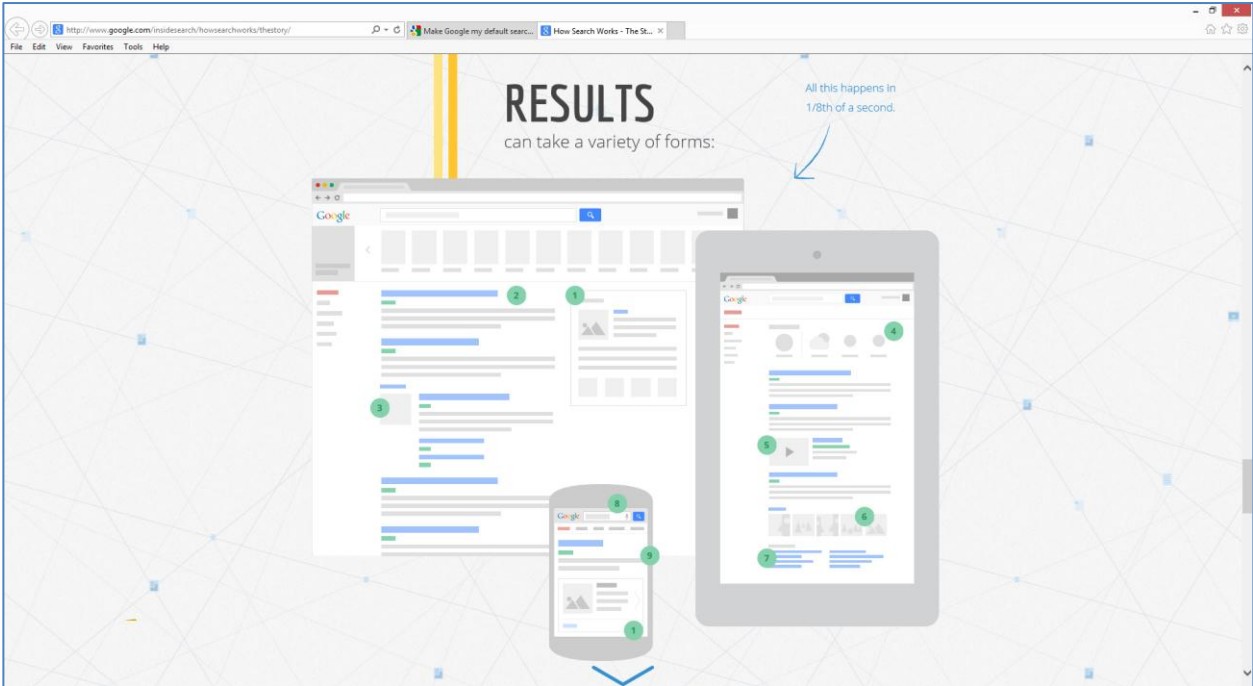
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

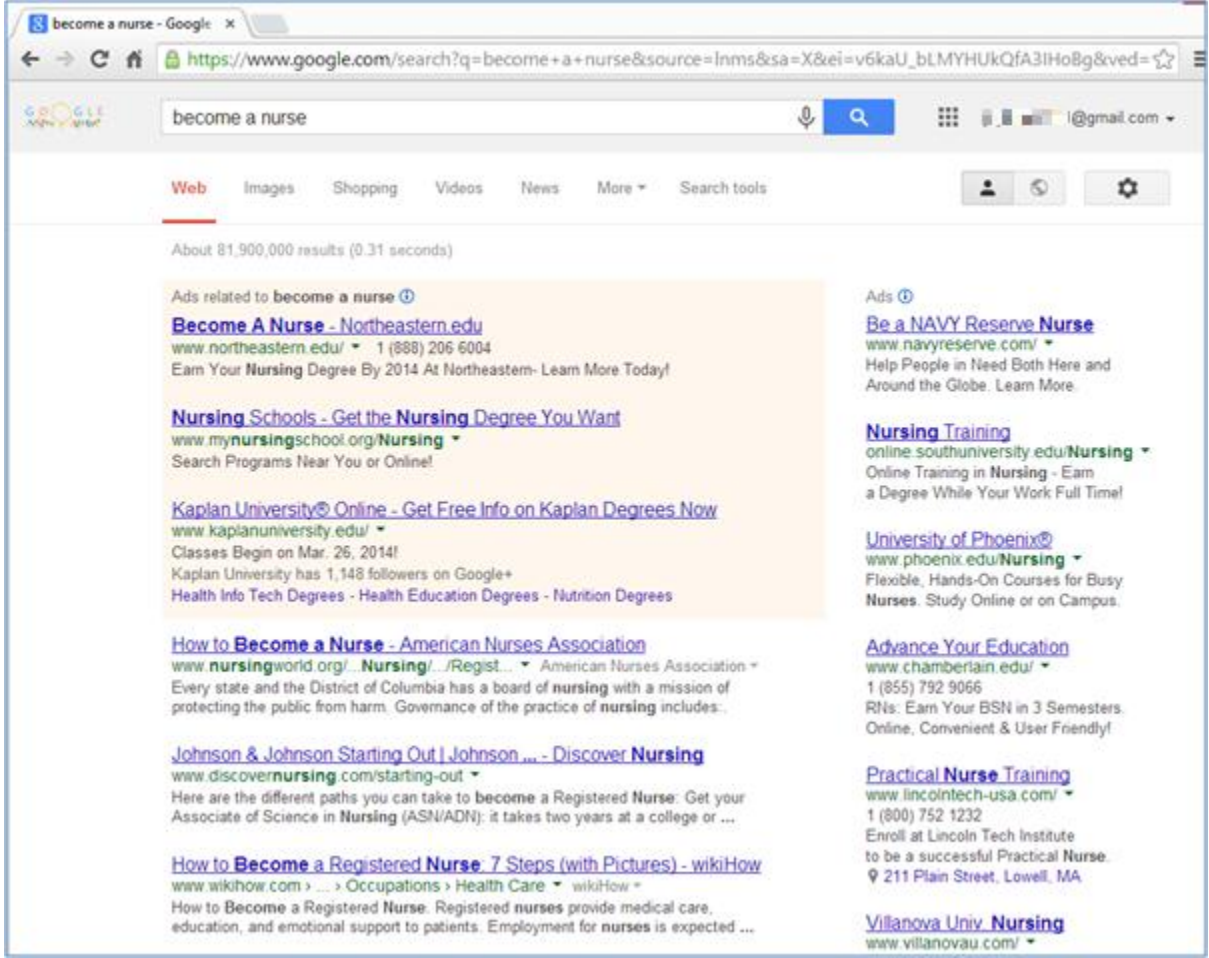
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="611 326 1942 971"><div data-bbox="632 370 1037 402">Finding information by crawling</div><p data-bbox="632 428 1213 581">We use software known as “web crawlers” to discover publicly available webpages. The most 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="632 623 1213 743">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="632 786 1213 938">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></div> <div data-bbox="1318 370 1770 402">Organizing information by indexing</div> <p data-bbox="1318 428 1900 646">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="1318 688 1900 938">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>

<https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html>

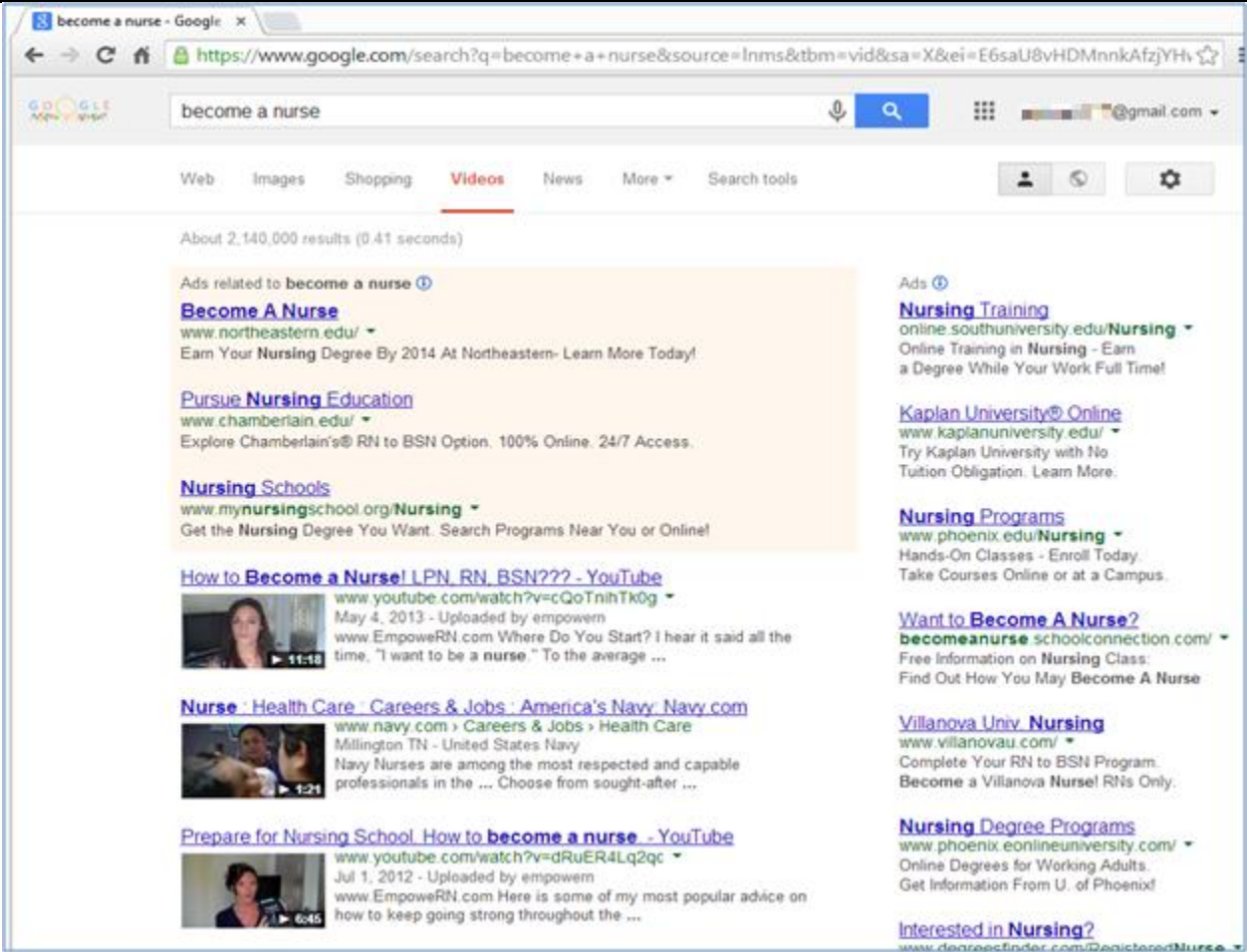
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p><b>① BEFORE YOU SEARCH</b></p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google 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> <p>Our index is well over <b>100,000,000</b> gigabytes</p> <p>We've spent over <b>1million</b> computing hours building the index so far</p> <p><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>

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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

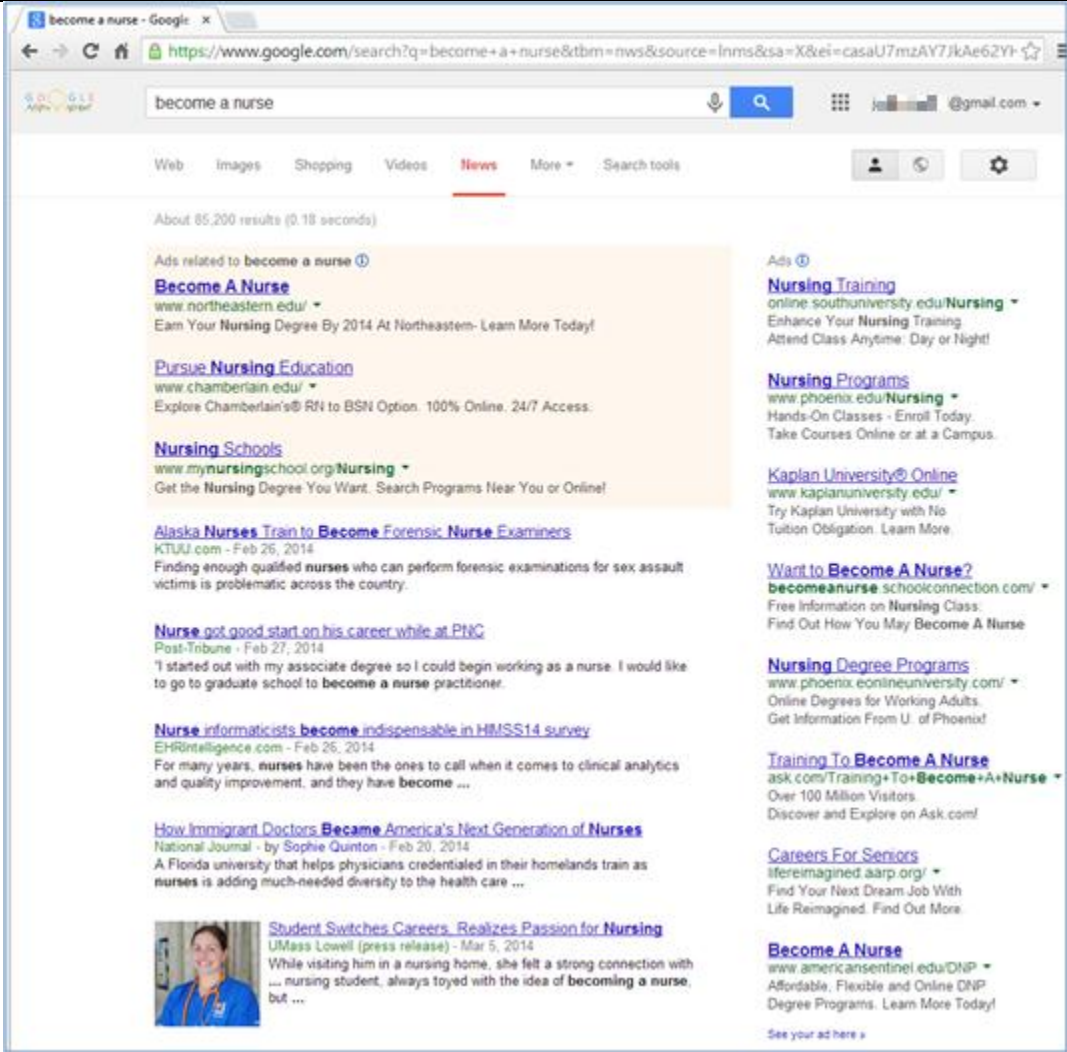
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying Google's 'How Search Works' page. The page features a large 'RESULTS' heading and a subheading 'can take a variety of forms:'. Below this, there are three device screens (desktop, tablet, and smartphone) each displaying a search results page. The desktop screen has numbered callouts 1 through 7. The tablet and smartphone screens also have numbered callouts. A blue arrow points to the text 'All this happens in 1/8th of a second.' in the top right corner. The browser's address bar shows the URL 'http://www.google.com/insidesearch/howsearchworks/thestory/'.</p> <p><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p>
selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data;	<p>On information and belief, the Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user preference data.</p> <p>See above.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
and	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are displayed in a list format with various links and snippets. The results include:</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 - 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> </ul> </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. 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>On the right side of the search results, there are several ads:</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. 211 Plain Street, Lowell, MA</li> <li><b>Villanova Univ. Nursing</b>: www.villanovau.com/.</li> </ul>

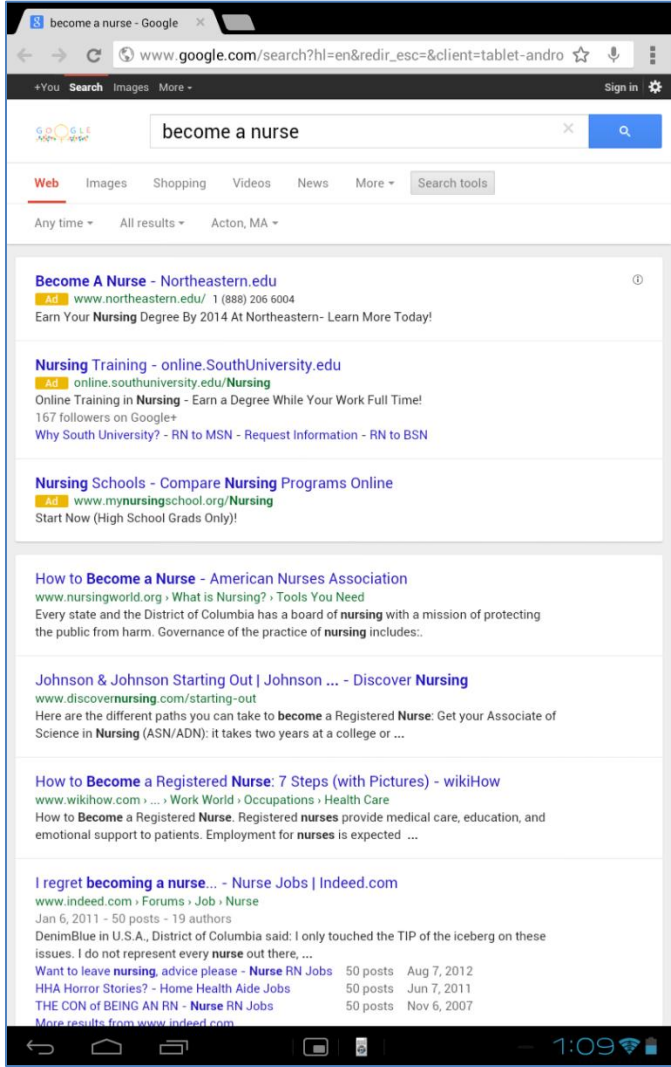
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

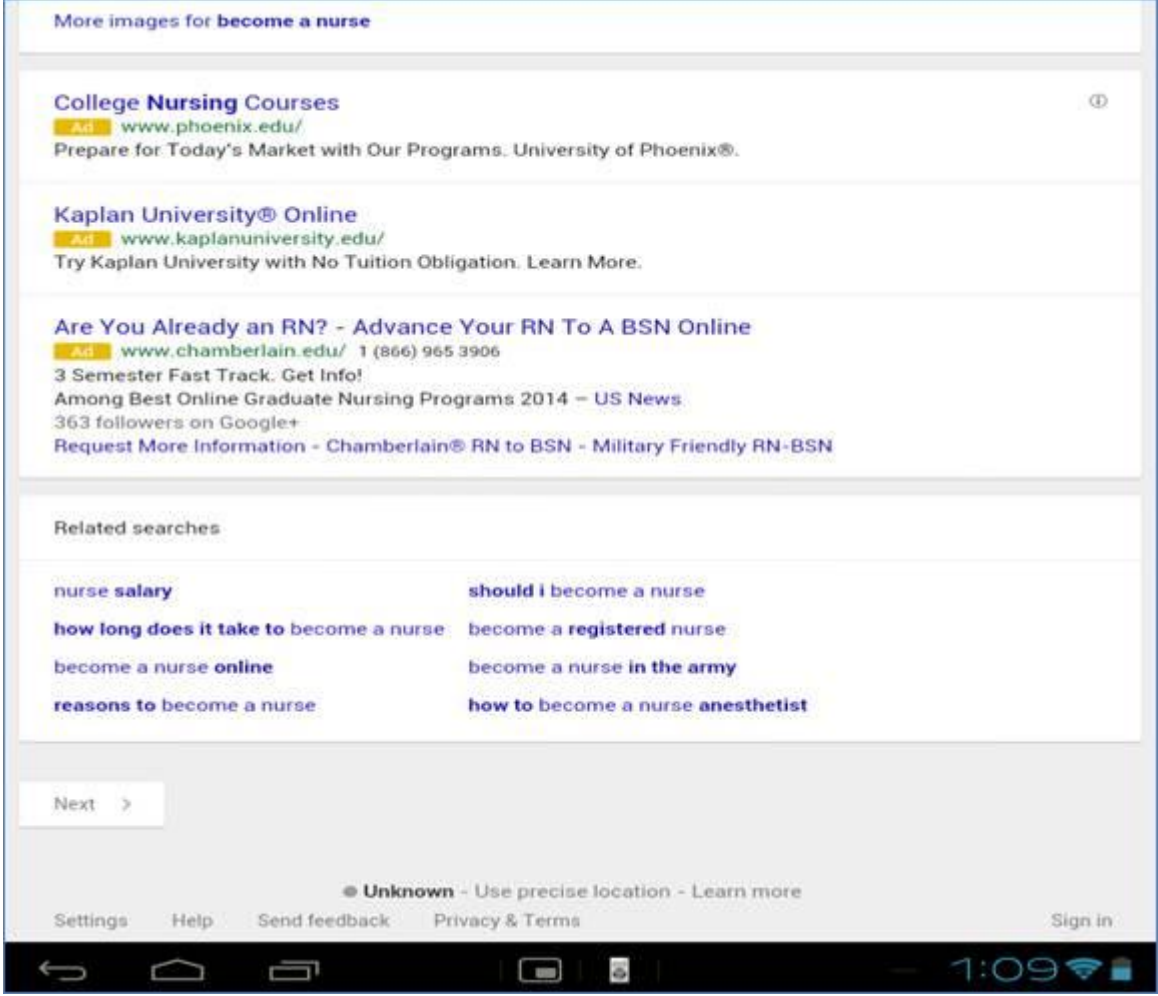
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The results are categorized into "Ads related to become a nurse" and "Videos".</p> <p><b>Ads related to become a nurse:</b></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> <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 - Careers &amp; Jobs - 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.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throughout the ...</li> </ul> <p><b>Ads:</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?</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.edu/ - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li> <li><b>Nursing Degree Programs</b> www.phoenixonlineuniversity.com/ - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li> <li><b>Interested in Nursing?</b> www.donorectender.com/DonorectenderNurse...</li> </ul>

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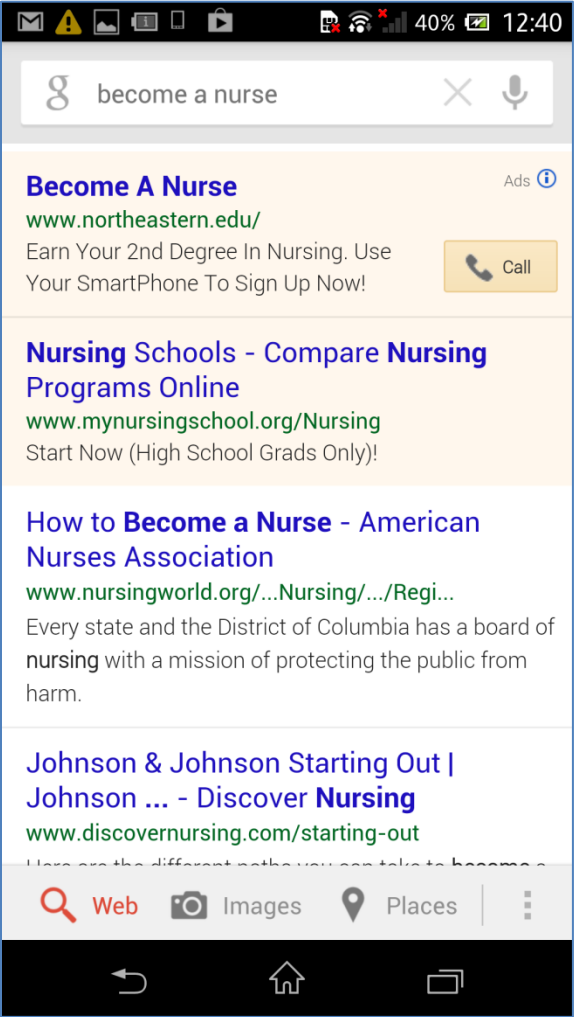
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the Google homepage. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "News" tab is selected. The search results are displayed below the tabs, showing "About 85,200 results (0.18 seconds)". The results include several links to nursing schools and programs, such as "Become A Nurse" from www.northeastern.edu, "Pursue Nursing Education" from www.chamberlain.edu, "Nursing Schools" from www.mynursingschool.org, "Alaska Nurses Train to Become Forensic Nurse Examiners" from KTUU.com, "Nurse got good start on his career while at PHC" from Post-Tribune, "Nurse informaticists become indispensable in HIMSS14 survey" from EHRIntelligence.com, "How Immigrant Doctors Became America's Next Generation of Nurses" from National Journal, "Student Switches Careers, Realizes Passion for Nursing" from UMass Lowell, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Nursing Degree Programs" from www.phoenix.eonlineuniversity.com, "Training To Become A Nurse" from ask.com, "Careers For Seniors" from lifereimagined.aarp.org, and "Become A Nurse" from www.americansentinel.edu. Each link is accompanied by a brief description of the content.</p>

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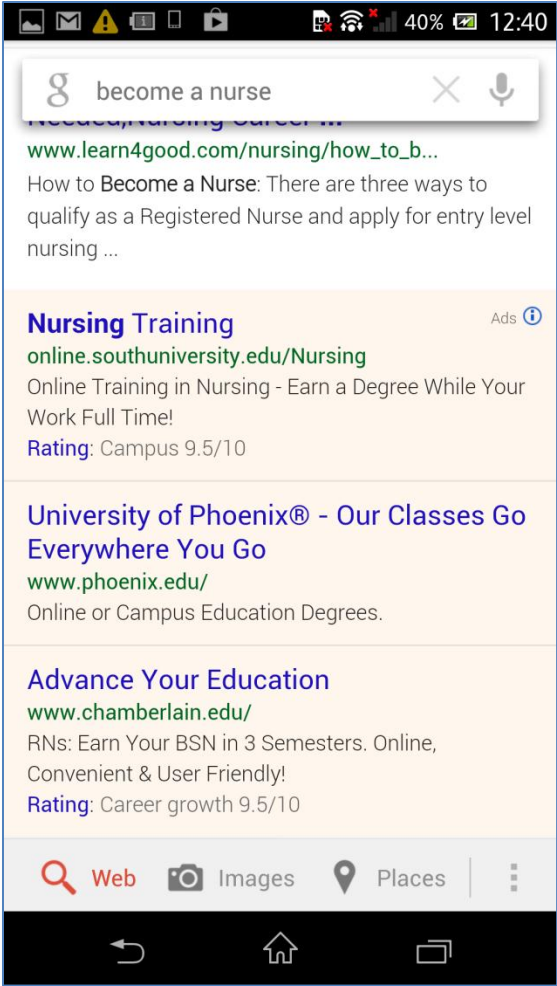
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: A link to <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: A link to <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The text below the link says "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>Nursing Schools - Compare Nursing Programs Online</b>: A link to <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. The text below the link says "Start Now (High School Grads Only!)".</li><li><b>How to Become a Nurse - American Nurses Association</b>: A link to <a href="http://www.nursingworld.org">www.nursingworld.org</a>. The text below the link says "What is Nursing? Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: A link to <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. The text below the link says "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>: A link to <a href="http://www.wikihow.com">www.wikihow.com</a>. The text below the link says "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>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: A link to <a href="http://www.indeed.com">www.indeed.com</a>. The text below the link says "Forums Job Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".</li></ul>

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	 <p>More images for <b>become a nurse</b></p> <p><b>College Nursing Courses</b>    Ad <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>    Prepare for Today's Market with Our Programs. University of Phoenix®.</p> <p><b>Kaplan University® Online</b>    Ad <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a>    Try Kaplan University with No Tuition Obligation. Learn More.</p> <p><b>Are You Already an RN? - Advance Your RN To A BSN Online</b>    Ad <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> 1 (866) 965 3906    3 Semester Fast Track. Get Info!    Among Best Online Graduate Nursing Programs 2014 – US News.    363 followers on Google+    Request More Information - Chamberlain® RN to BSN - Military Friendly RN-BSN</p> <p>Related searches</p> <p>nurse salary      should i become a nurse    how long does it take to become a nurse      become a registered nurse    become a nurse online      become a nurse in the army    reasons to become a nurse      how to become a nurse anesthetist</p> <p>Next &gt;</p> <p>Unknown - Use precise location - Learn more</p> <p>Settings Help Send feedback Privacy &amp; Terms Sign in</p> <p>1:09</p>

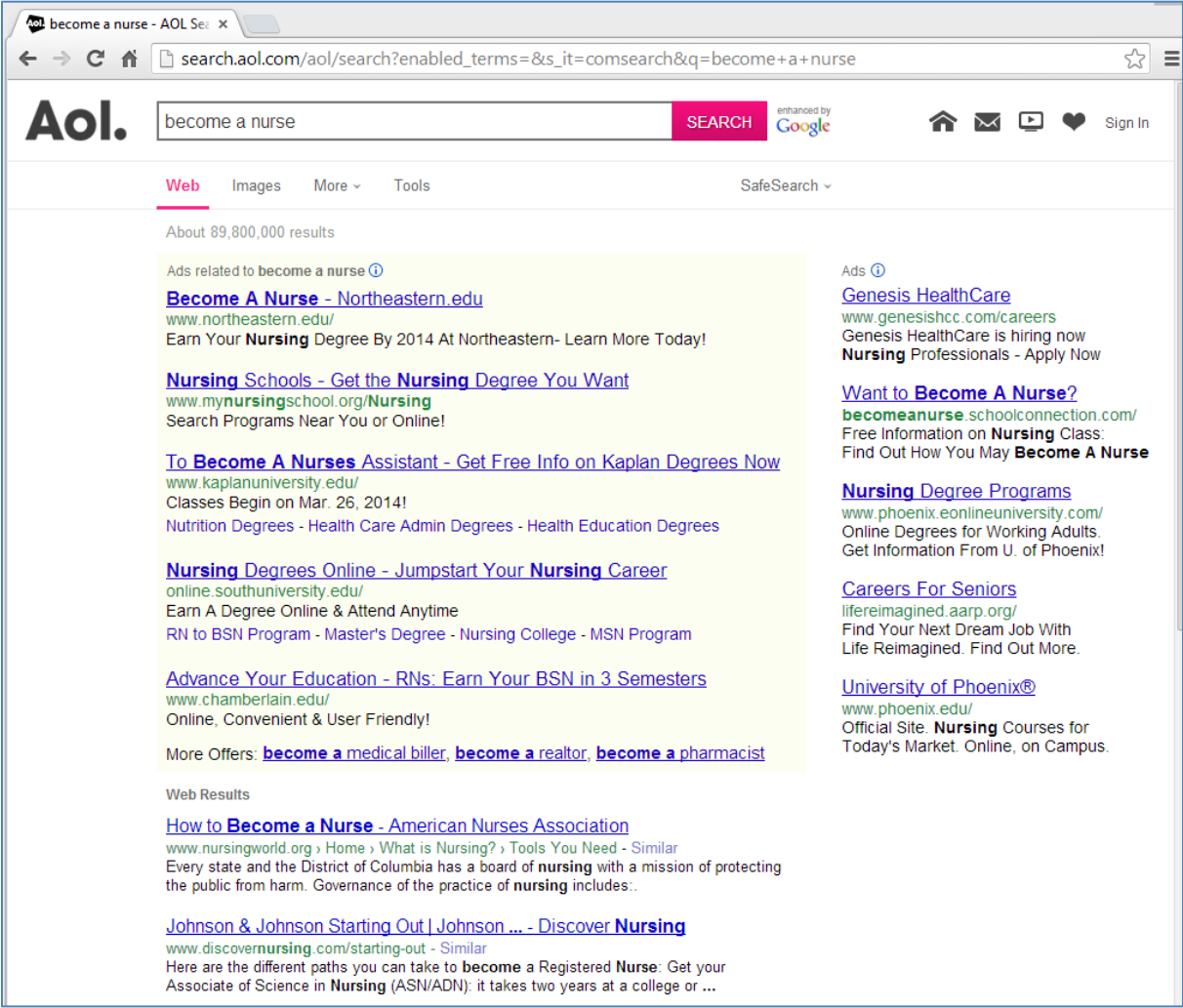
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

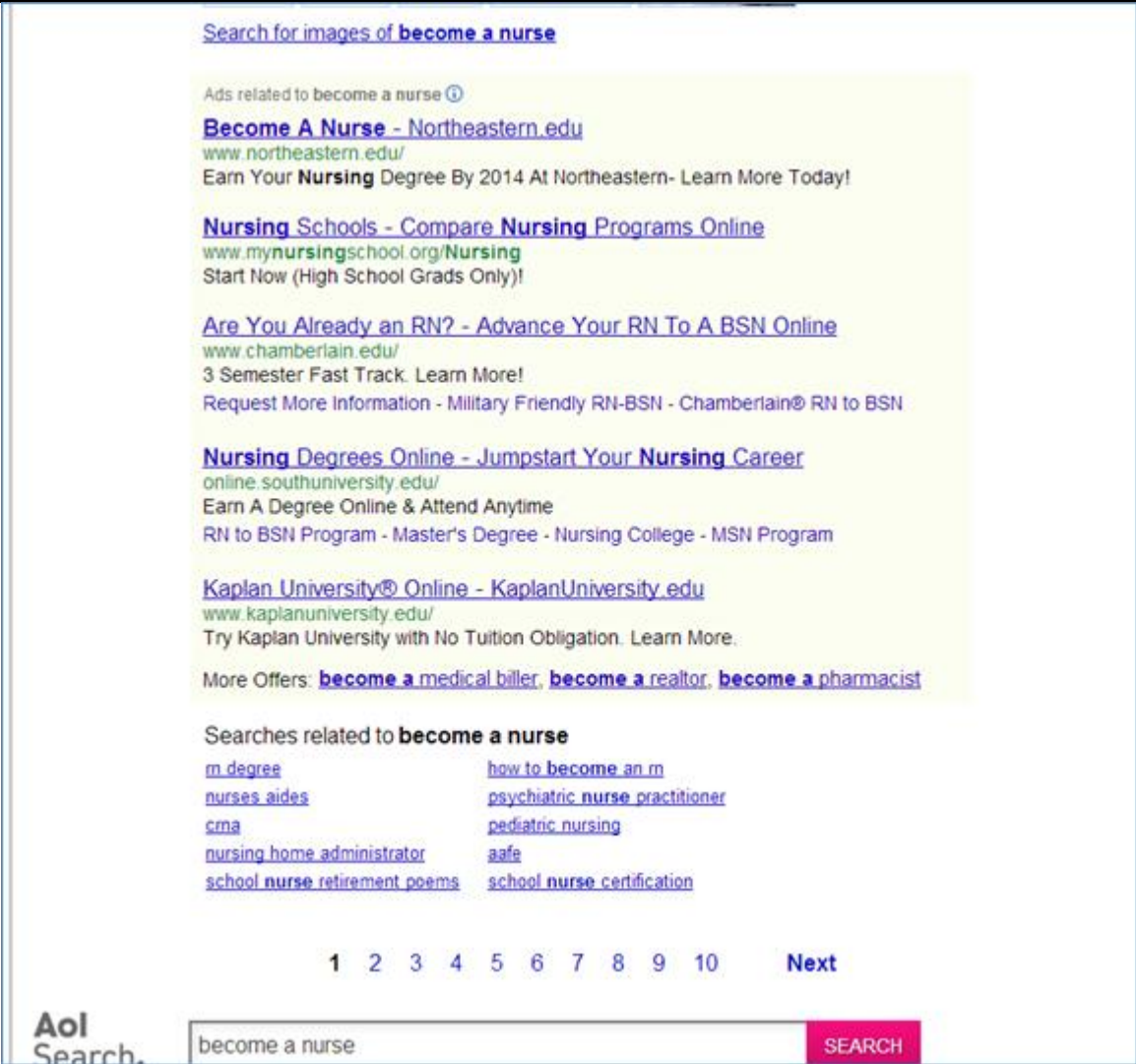
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows various icons and a 40% battery level at 12:40. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is an advertisement titled "Become A Nurse" from www.northeastern.edu/, with a "Call" button. The second result is titled "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org/Nursing. The third result is titled "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is titled "Johnson & Johnson Starting Out   Johnson ... - Discover Nursing" from www.discovernursing.com. At the bottom, there is a navigation bar with icons for Web, Images, Places, and a menu icon.

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

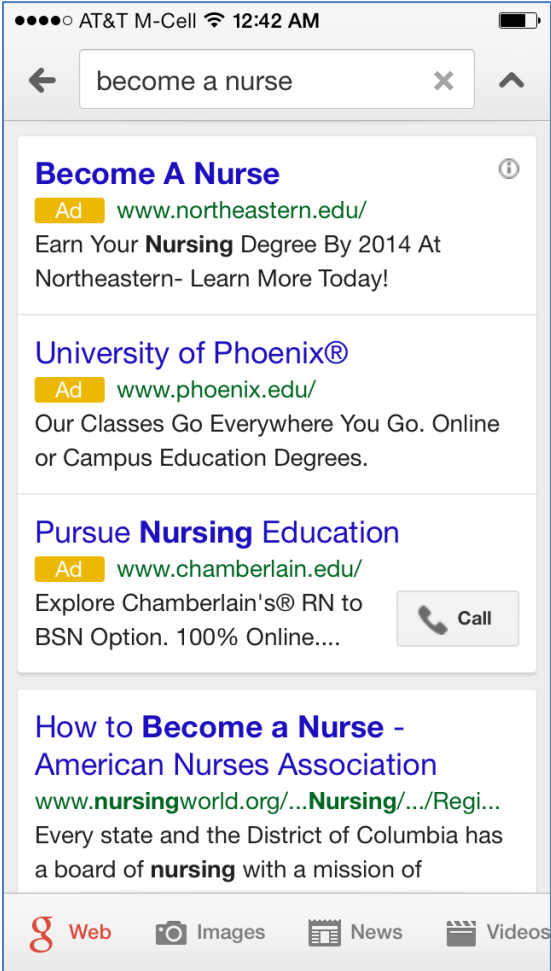
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the 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, each with a title, URL, description, and rating:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> <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><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><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> <p>The bottom of the screen shows navigation tabs for "Web", "Images", and "Places", along with standard mobile OS navigation icons.</p>

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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

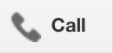
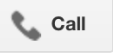
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown. The results section indicates "About 89,800,000 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.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>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY										
	 <p>The screenshot displays AOL search results for the query "become a nurse". At the top, it says "Search for images of become a nurse". Below this, a section titled "Ads related to become a nurse" lists several sponsored links: "Become A Nurse - Northeastern.edu", "Nursing Schools - Compare Nursing Programs Online", "Are You Already an RN? - Advance Your RN To A BSN Online", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Kaplan University® Online - KaplanUniversity.edu". Each link includes a brief description and a URL. Below the ads, there is a section for "Searches related to become a nurse" with a grid of related search terms. At the bottom, the AOL search bar is visible with the query "become a nurse" and a "SEARCH" button.</p> <p>Search for images of <a href="#">become a nurse</a></p> <p>Ads related to become a nurse ⓘ</p> <p><b>Become A Nurse - Northeastern.edu</b>  <a href="http://www.northeastern.edu/">www.northeastern.edu/</a>    Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</p> <p><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)!</p> <p><b>Are You Already an RN? - Advance Your RN To A BSN Online</b>  <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>    3 Semester Fast Track. Learn More!    Request More Information - Military Friendly RN-BSN - Chamberlain® RN to BSN</p> <p><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b>  <a href="http://online.southuniversity.edu/">online.southuniversity.edu/</a>    Earn A Degree Online &amp; Attend Anytime    RN to BSN Program - Master's Degree - Nursing College - MSN Program</p> <p><b>Kaplan University® Online - KaplanUniversity.edu</b>  <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a>    Try Kaplan University with No Tuition Obligation. Learn More.</p> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p>Searches related to <b>become a nurse</b></p> <table border="0"> <tr> <td><a href="#">rn degree</a></td> <td><a href="#">how to become an rn</a></td> </tr> <tr> <td><a href="#">nurses aides</a></td> <td><a href="#">psychiatric nurse practitioner</a></td> </tr> <tr> <td><a href="#">cma</a></td> <td><a href="#">pediatric nursing</a></td> </tr> <tr> <td><a href="#">nursing home administrator</a></td> <td><a href="#">aafe</a></td> </tr> <tr> <td><a href="#">school nurse retirement poems</a></td> <td><a href="#">school nurse certification</a></td> </tr> </table> <p>1 2 3 4 5 6 7 8 9 10 <b>Next</b></p> <p><b>Aol</b> Search. <input type="text" value="become a nurse"/> <b>SEARCH</b></p>	<a href="#">rn degree</a>	<a href="#">how to become an rn</a>	<a href="#">nurses aides</a>	<a href="#">psychiatric nurse practitioner</a>	<a href="#">cma</a>	<a href="#">pediatric nursing</a>	<a href="#">nursing home administrator</a>	<a href="#">aafe</a>	<a href="#">school nurse retirement poems</a>	<a href="#">school nurse certification</a>
<a href="#">rn degree</a>	<a href="#">how to become an rn</a>										
<a href="#">nurses aides</a>	<a href="#">psychiatric nurse practitioner</a>										
<a href="#">cma</a>	<a href="#">pediatric nursing</a>										
<a href="#">nursing home administrator</a>	<a href="#">aafe</a>										
<a href="#">school nurse retirement poems</a>	<a href="#">school nurse certification</a>										

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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include four advertisements:</p> <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> <p>The bottom of the screen shows navigation tabs for Web, Images, News, and Videos.</p>

## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 389 1554 1369"> <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>.   Programs and Campuses - Apply Online</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!   Nursing Programs - Nursing Degrees</p> </div>

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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

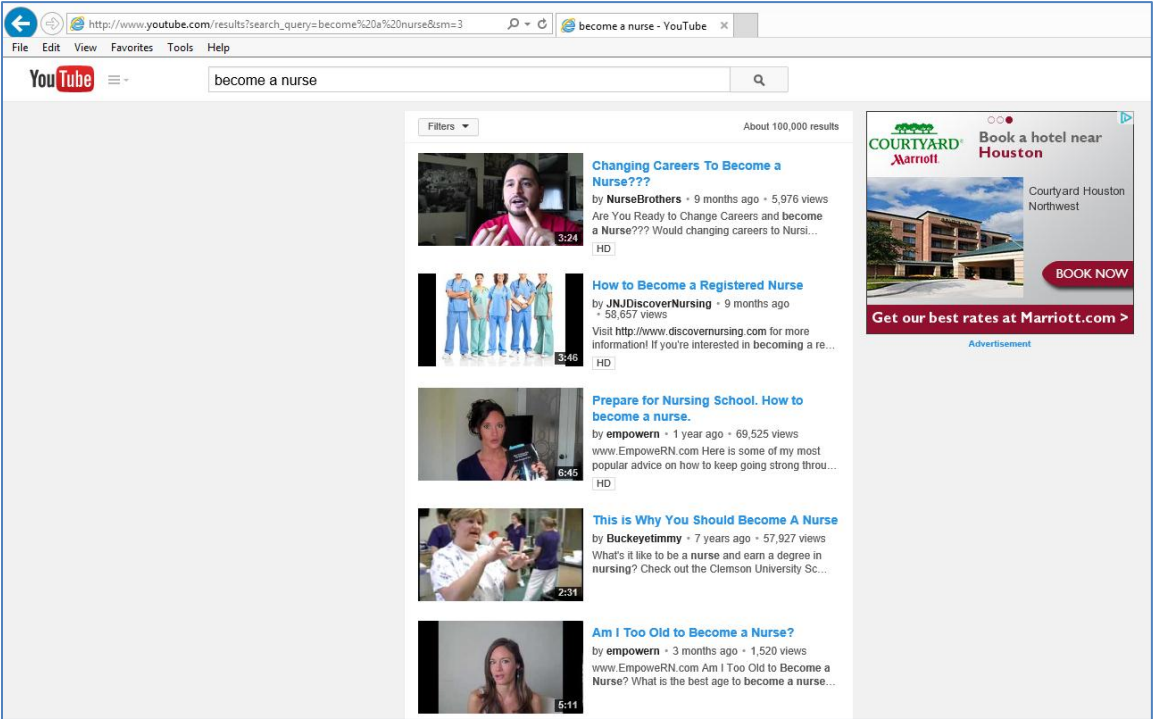




U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying the URL: <a href="http://www.youtube.com/results?search_query=become%20a%20nurse&amp;sm=3">http://www.youtube.com/results?search_query=become%20a%20nurse&amp;sm=3</a>. The browser's address bar also shows the text "become a nurse - YouTube". The YouTube search results page for "become a nurse" is displayed, showing approximately 100,000 results. The search results list several videos:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 5,976 views. 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. 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>Prepare for Nursing School. How to become a nurse.</b> by empowern • 1 year ago • 69,525 views. www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throu...</li><li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy • 7 years ago • 57,927 views. 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 • 1,520 views. www.EmpoweRN.com Am I Too Old to Become a Nurse? What is the best age to become a nurse...</li></ul> <p>On the right side of the page, there is an advertisement for Courtyard by Marriott, featuring a photo of a hotel building and the text: "Book a hotel near Houston", "Courtyard Houston Northwest", and "Get our best rates at Marriott.com &gt;".</p>

Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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	 <p>Google Custom Search Results Page</p>

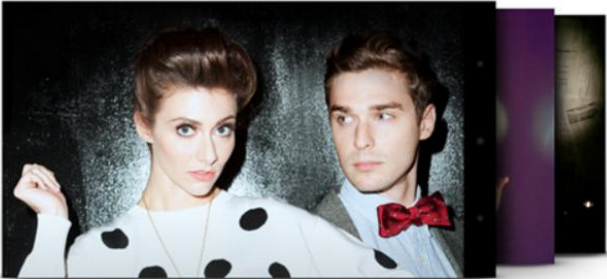
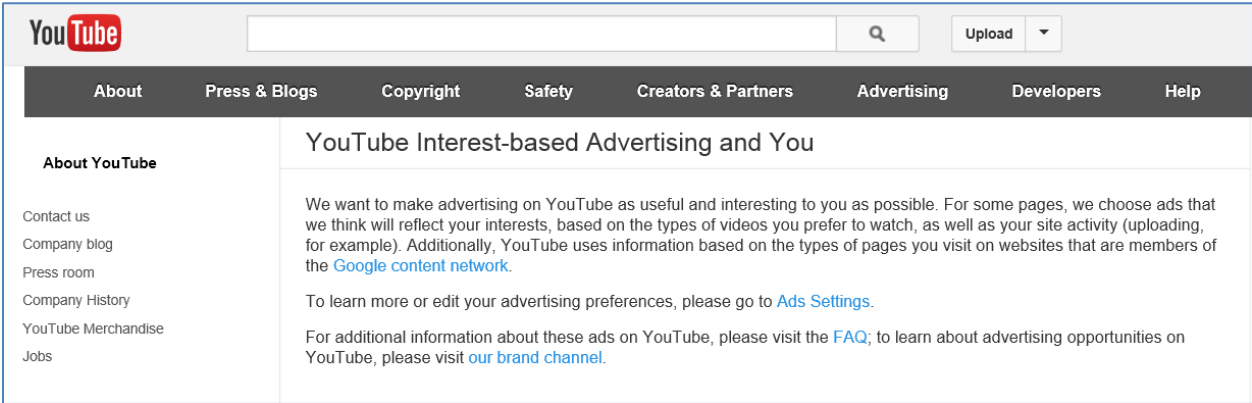
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1247"> <h3>Why you may see particular ads</h3> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div data-bbox="730 464 1360 665">  <div> <div>Search ad</div> <div>Gmail ad</div> <div>Display ad</div> </div> </div> <h3>On Google Search</h3> <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/> <div data-bbox="751 1109 793 1149">  </div> <h3>Example</h3> <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="997 1291 1969 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. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="680 337 1562 407"> <h2>Using keyword matching options</h2> </div> <div data-bbox="705 459 1850 597"> <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> </div> <div data-bbox="680 630 1837 695"> <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> </div> <div data-bbox="680 727 1864 824"> <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> <div data-bbox="1199 865 1965 898"> <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="680 954 1724 1084"> <h2>How similar keywords match to search terms</h2> </div> <div data-bbox="680 1149 1871 1287"> <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> <div data-bbox="1199 1312 1965 1344"> <p><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p> </div>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

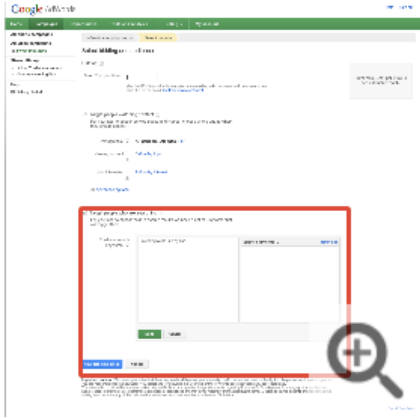
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 321 1753 1352"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads 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><div data-bbox="819 673 1722 727"><div></div>Where your users are located (physical location)</div><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><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></li><li>• <b>Device location:</b><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></li></ul></div> <div data-bbox="1184 1352 1969 1393"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></div>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 321 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="1241 721 1965 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="653 792 1896 1192"><p>The screenshot shows the YouTube homepage with the 'About' link selected in the top navigation bar. On the left, the 'About YouTube' sidebar lists links like '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.' It also includes links to 'Ads Settings', 'FAQ', and 'our brand channel'.</p></div> <p data-bbox="1415 1198 1965 1230"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1203"> <p><b>About targeting groups</b></p> <p>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>A single targeting group can contain the following types of targets:</p> <ul 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 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> </div> <p data-bbox="1205 1203 1965 1240"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>


Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

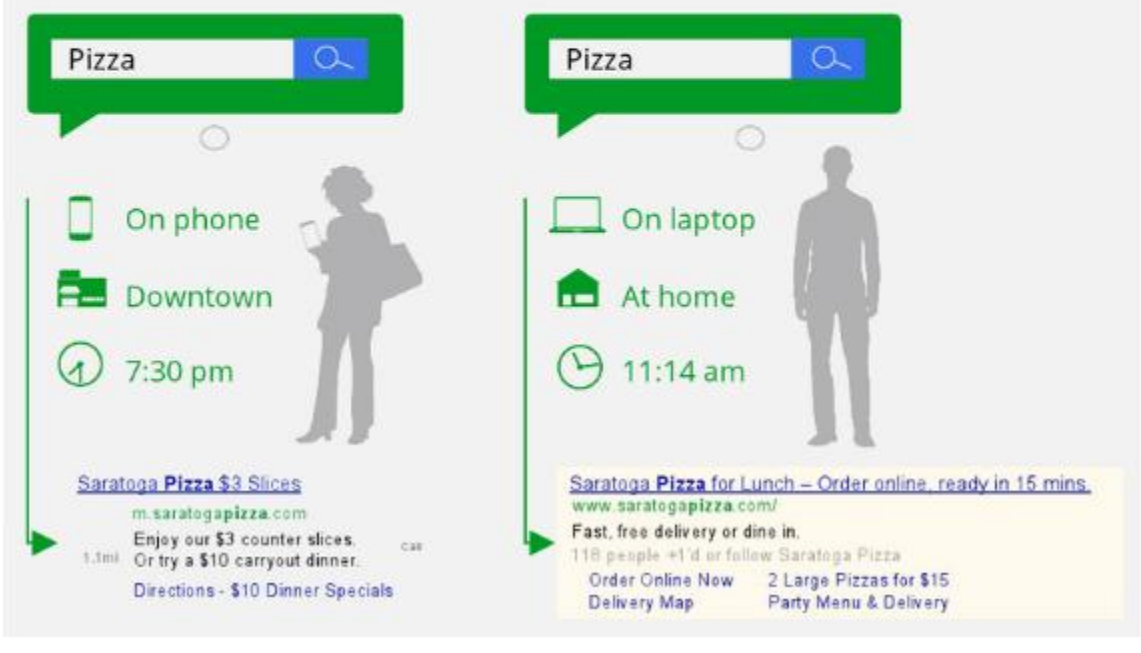
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1235"><p>2. Target people who are searching (TrueView in-search):</p><ul style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul><p><b>Note</b></p><p>Only In-Search ads will be targeted with these keywords.</p><p>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></div> <p data-bbox="1234 1243 1965 1273"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>


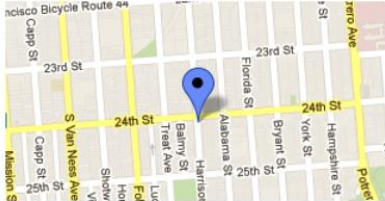

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<p data-bbox="632 354 1142 391"><b>Types of cookies used by Google</b></p> <p data-bbox="632 412 1923 472">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored 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 data-bbox="632 492 1923 940"> <tr> <th data-bbox="632 492 831 540">Category of use</th><th data-bbox="831 492 1923 540">Example</th></tr> <tr> <td data-bbox="632 540 831 940">Preferences</td><td data-bbox="831 540 1923 940"> <p data-bbox="850 565 1904 686">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="850 711 1904 768">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="850 792 1904 914">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> </table>	Category of use	Example	Preferences	<p data-bbox="850 565 1904 686">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="850 711 1904 768">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="850 792 1904 914">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="850 565 1904 686">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="850 711 1904 768">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="850 792 1904 914">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 C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="590 326 1829 1192"> <p>Advertising</p> <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> </div> <p data-bbox="1297 1198 1965 1230"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="709 321 1848 1198"><h2 data-bbox="772 358 1537 415">Set up your ad's target language</h2><p data-bbox="772 464 1797 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 1827 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="772 732 1711 751">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="772 784 1272 812">How language targeting works in AdWords</h3><p data-bbox="772 844 1820 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 <u>Google Display Network</u> (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><div data-bbox="793 1003 932 1040"> <b>Example</b></div><p data-bbox="850 1057 1751 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> <div data-bbox="1201 1206 1965 1239"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></div>

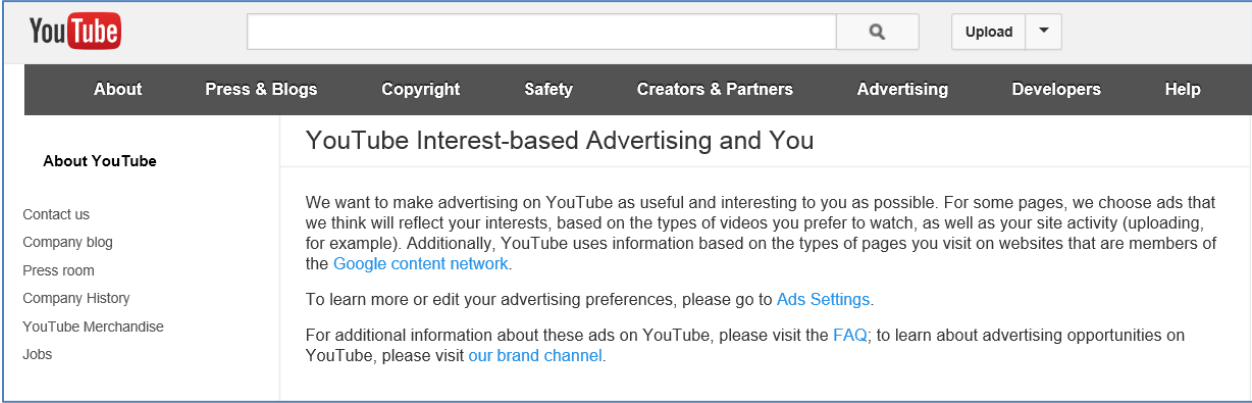
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><b>Smarter ads optimized for varying user contexts:</b> Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p><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. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1896 841"> <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> <div>    </div> <div> <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> </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="653 917 1896 1049"> <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><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p> <div data-bbox="653 1089 1896 1344"> <h4>4. Better location matching for customers</h4> <p>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> </div>

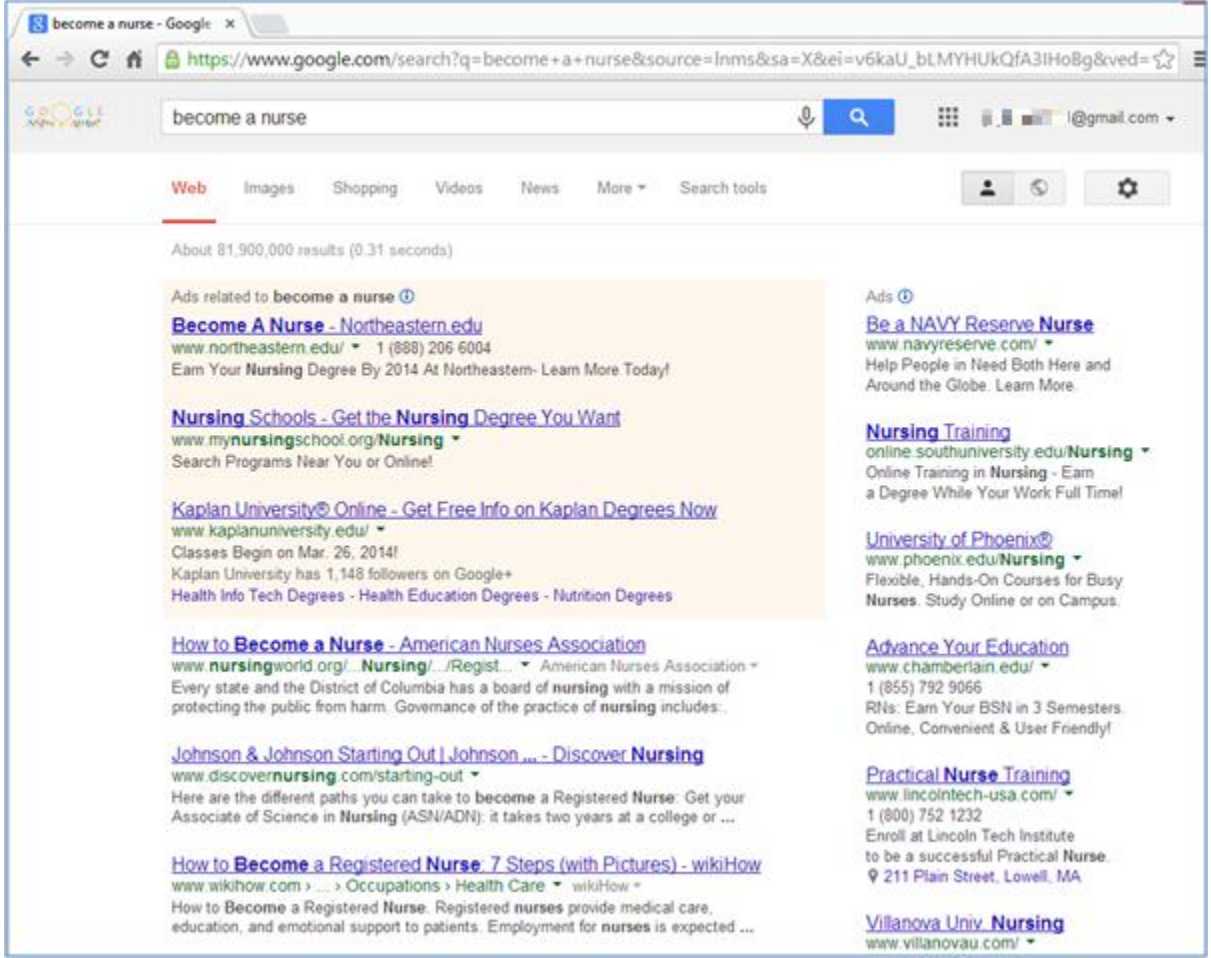
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1058 326 1965 354"><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> <div data-bbox="735 389 1820 1404"><p data-bbox="747 402 1808 527">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 data-bbox="747 570 1020 594"><i>English? Español? Estonian?</i></p><p data-bbox="747 605 1785 795">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 data-bbox="747 839 1795 964">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 data-bbox="747 1008 1808 1198">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 data-bbox="747 1242 1138 1266"><i>Local, Regional, National or International?</i></p><p data-bbox="747 1278 1799 1399">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></div>

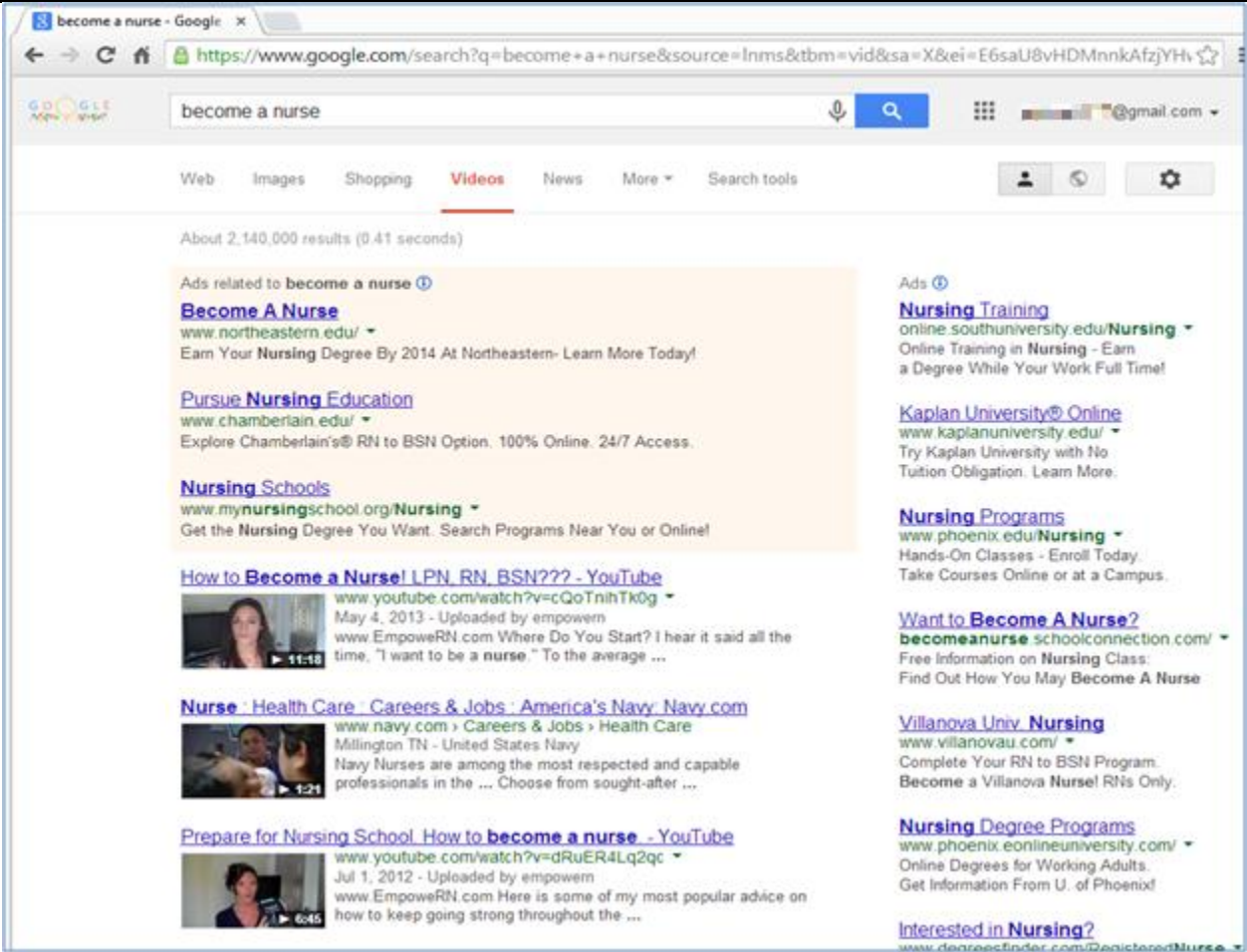
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;"><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> <div data-bbox="653 389 1896 789">  <p>The screenshot shows the YouTube homepage. At the top is the YouTube logo and a search bar. Below the logo is a navigation menu with links: 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 style="text-align: right;"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>
transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	<p>The Accused Instrumentalities transmit the search results together with at least one advertisement via the communications link to the data processing device.</p> <p>See above.</p>

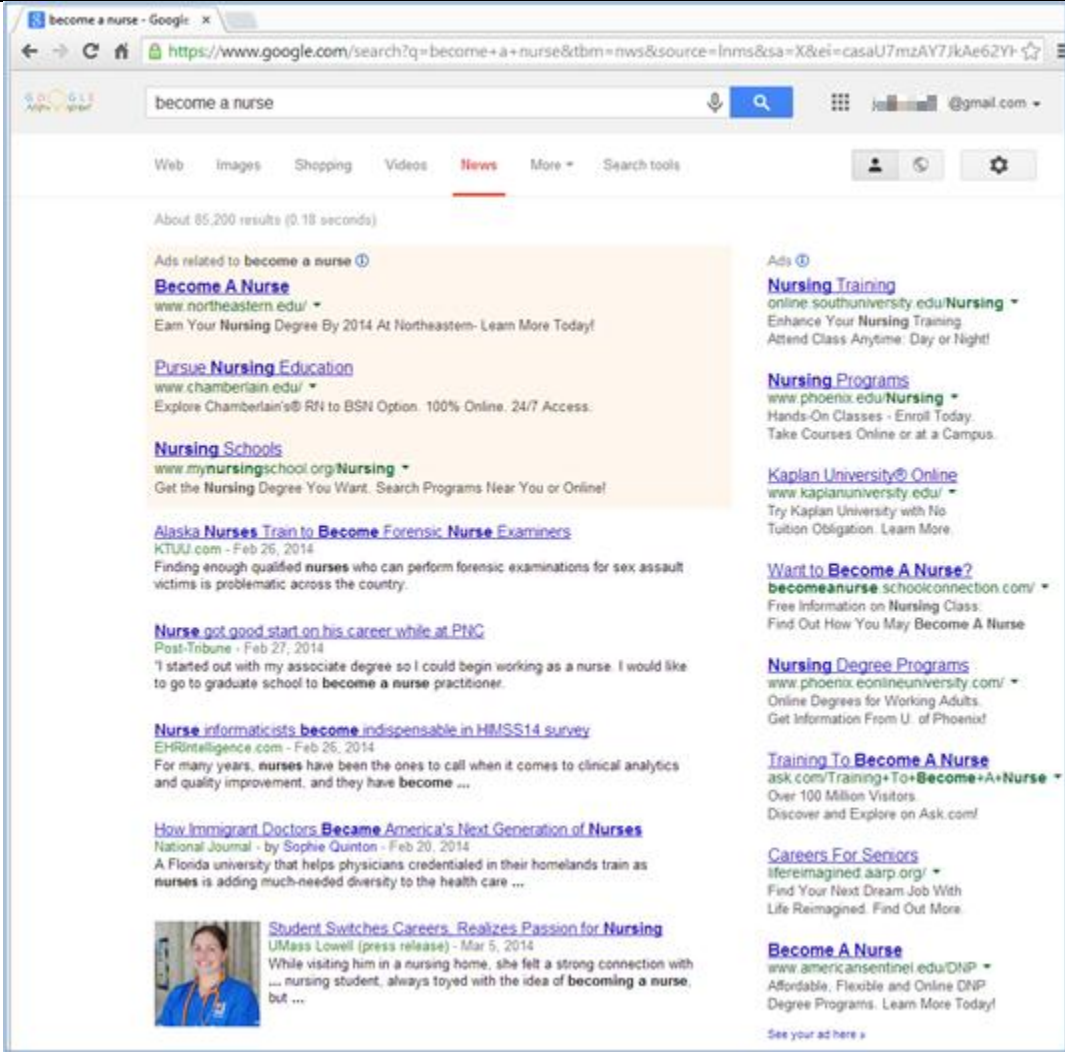
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1896 833"> <p><b>Make sure your business shows up on Google</b></p> <p>Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p> <div> <div> <p>Computer</p>  </div> <div> <p>Tablet</p>  </div> <div> <p>Mobile phone</p>  </div> </div> </div> <p><a href="http://www.google.com/ads/searchads/">http://www.google.com/ads/searchads/</a></p> <div data-bbox="653 906 1896 1044"> <p><b>Where on Google will my ads appear?</b></p> <p>Ads appear alongside or above Google search results, in sections marked "Sponsored links", as well as on other partner websites. Your ads can appear on a desktop computer, tablet or mobile phone.</p> </div> <p><a href="http://www.google.com/ads/new/">http://www.google.com/ads/new/</a></p> <div data-bbox="653 1117 1896 1263"> <p><b>Where will my ad show?</b></p> <p>Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites.</p> </div> <p><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 81,900,000 results in 0.31 seconds. The search bar at the top shows the query "become a nurse" and the URL "https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;sa=X&amp;ei=v6kaU_bLMYHUKQfA3IH0Bg&amp;ved=...". The page features several search results, including ads and organic links. The ads section includes "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 organic results section includes "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".</p>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search results page for the query "become a nurse". The page shows various search results including educational programs, career information, and video links. The search results are organized into sections: "Ads related to become a nurse", "Nursing Training", "Kaplan University Online", "Nursing Programs", "Want to Become A Nurse?", "Villanova Univ. Nursing", "Nursing Degree Programs", and "Interested in Nursing?". Each section contains links to various websites and video thumbnails.</p>

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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section on the left includes links to "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), and "Nursing Schools" (www.mynursingschool.org). The organic search results include articles from KTUU.com, Post-Tribune, EHRIntelligence.com, National Journal, and UMass Lowell. The right sidebar contains additional links under the heading "Ads" and "Nursing Training", including "Nursing Programs" (www.phoenix.edu), "Kaplan University Online" (www.kaplanuniversity.edu), "Want to Become A Nurse?" (becomeanurse.schoolconnection.com), "Nursing Degree Programs" (www.phoenix.eonlineuniversity.com), "Training To Become A Nurse" (ask.com/Training+To+Become+A+Nurse), "Careers For Seniors" (lifereimagined.aarp.org), and "Become A Nurse" (www.americansentinel.edu).</p>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

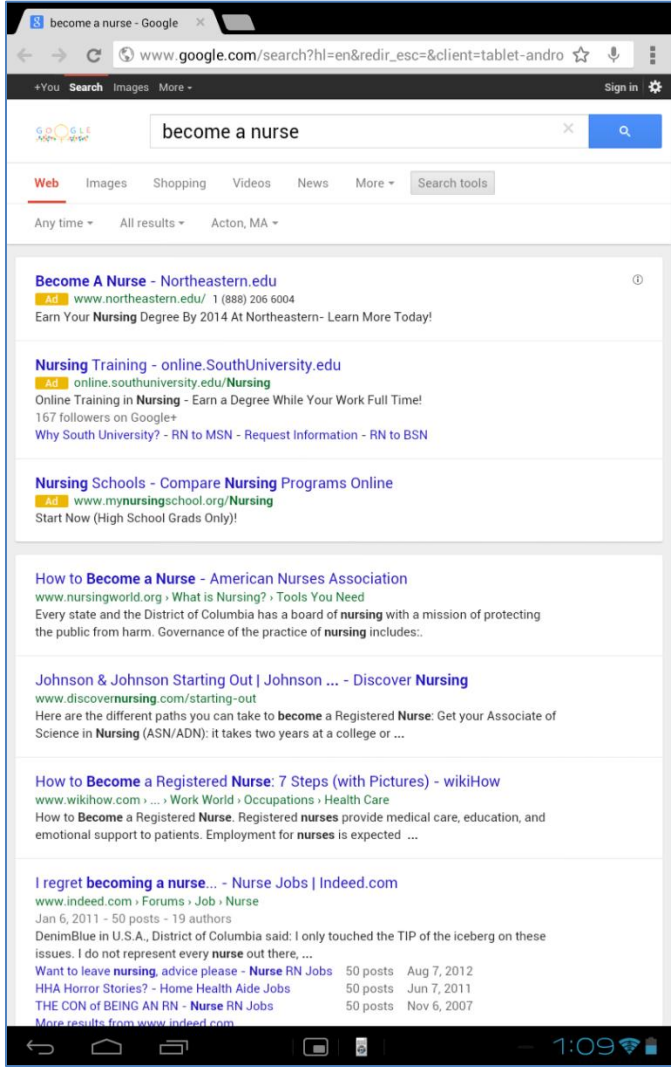
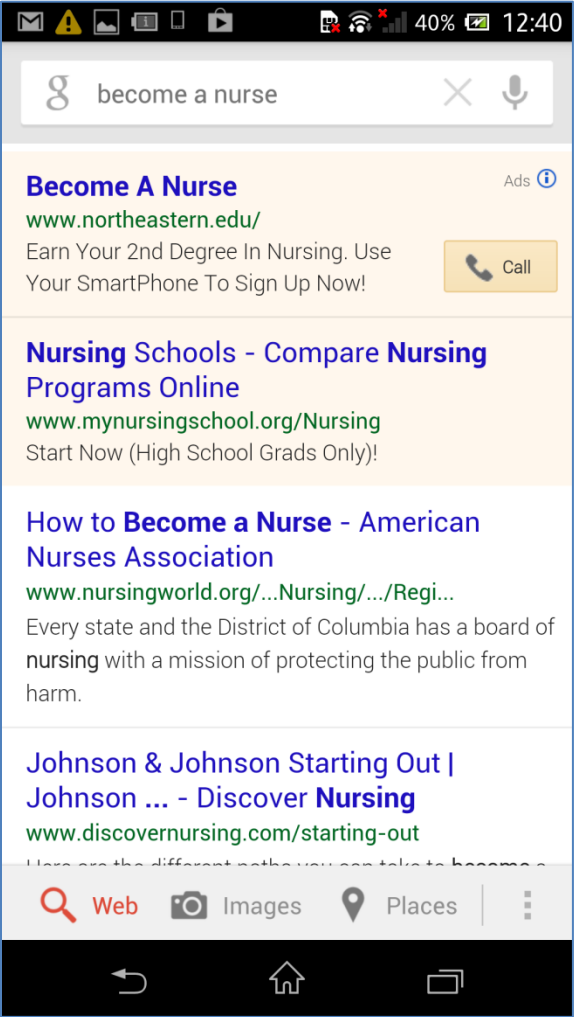
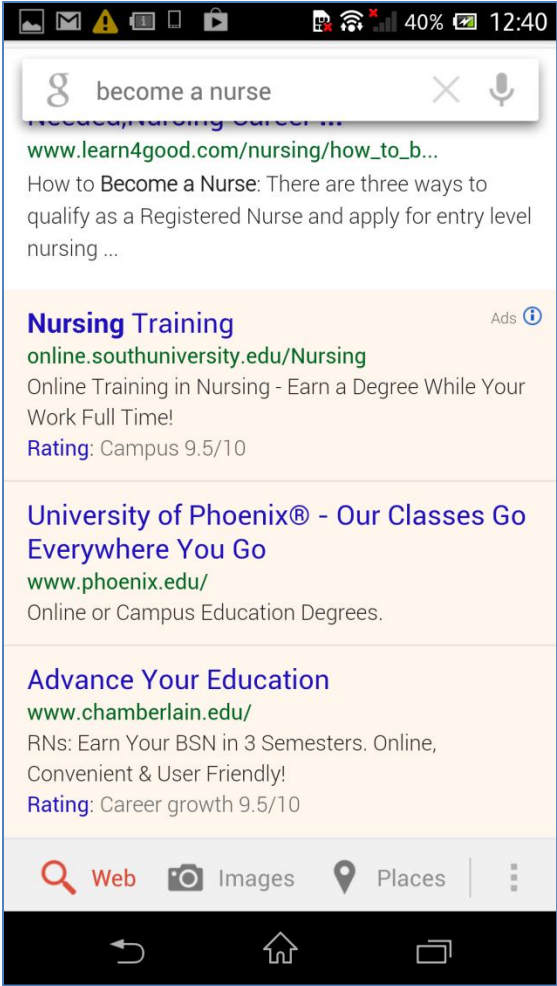
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a tablet. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: A link to <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: A link to <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The text below the link says "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>Nursing Schools - Compare Nursing Programs Online</b>: A link to <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. The text below the link says "Start Now (High School Grads Only!)".</li><li><b>How to Become a Nurse - American Nurses Association</b>: A link to <a href="http://www.nursingworld.org">www.nursingworld.org</a>. The text below the link says "What is Nursing? Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: A link to <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. The text below the link says "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>: A link to <a href="http://www.wikihow.com">www.wikihow.com</a>. The text below the link says "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>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: A link to <a href="http://www.indeed.com">www.indeed.com</a>. The text below the link says "Forums Job Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".</li></ul>

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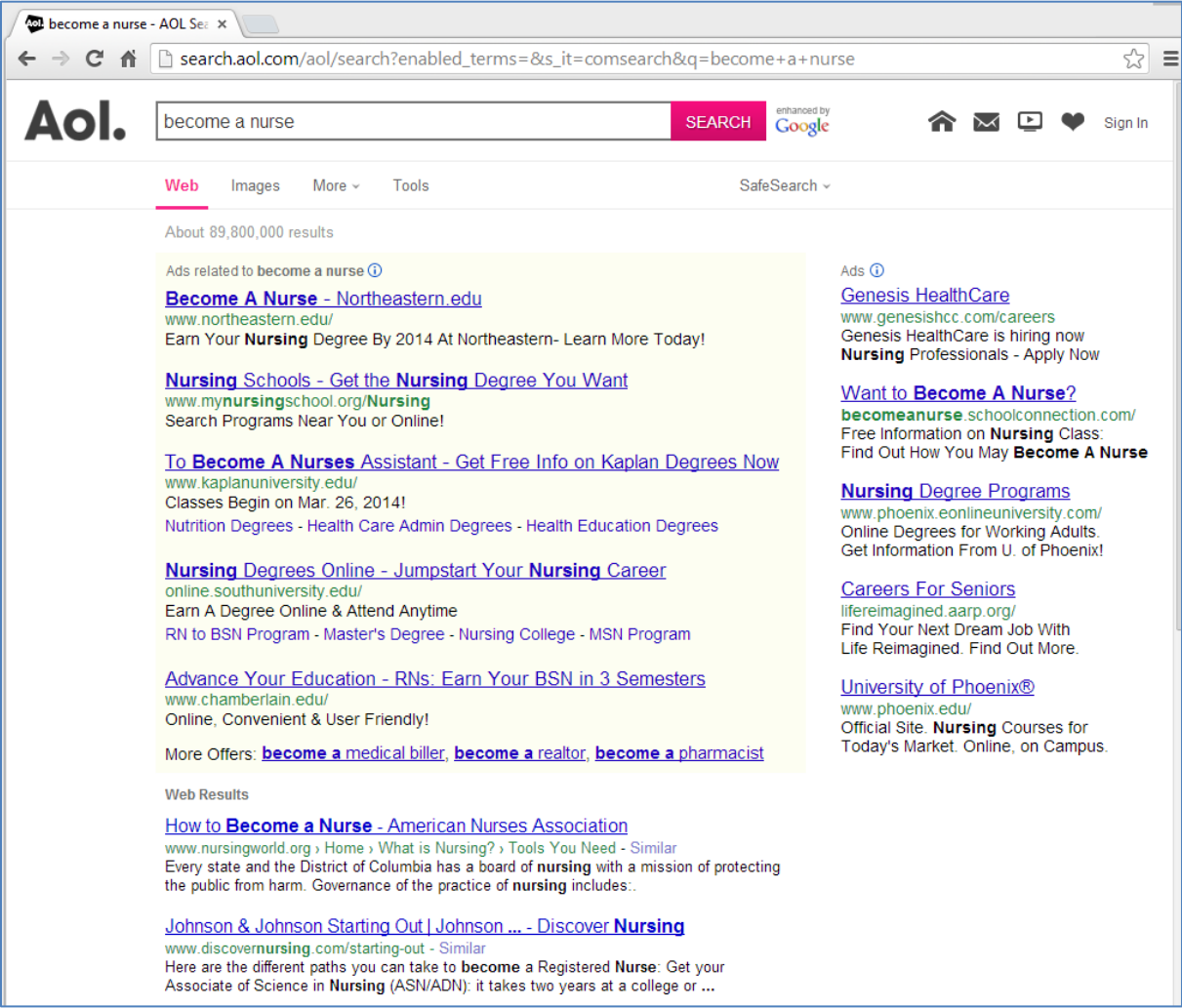
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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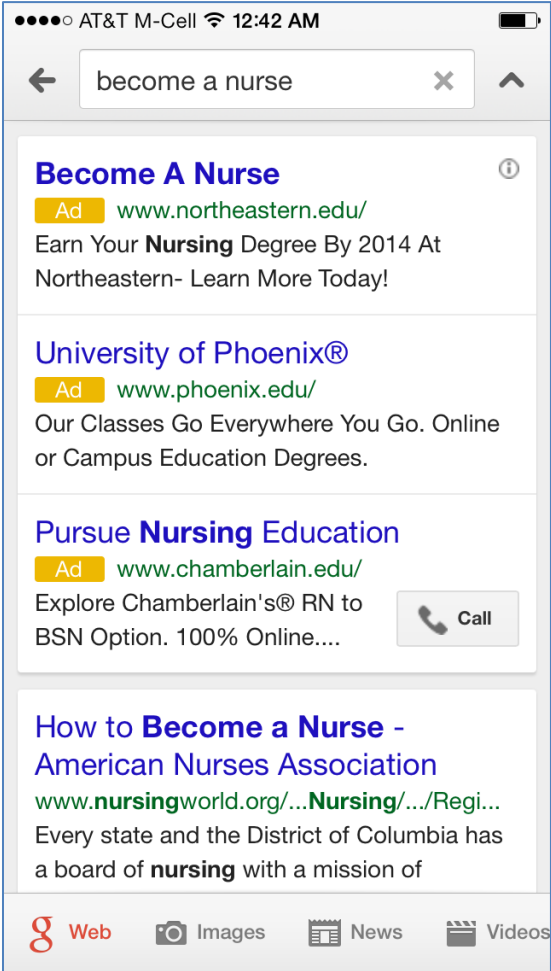
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers. The top result is an advertisement for Northeastern University, followed by a link to compare nursing programs, and then a link from the American Nurses Association. The bottom of the screen shows the mobile OS navigation bar with icons for back, home, and recent apps.</p> <p>become a nurse</p> <p><b>Become A Nurse</b> Ads ⓘ <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now! Call</p> <p><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)!</p> <p><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.</p> <p><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</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for notifications, battery, and time (12:40). The search bar contains the text "become a nurse". Below the search bar, the first result is from "www.learn4good.com/nursing/how_to_b..." 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, there are three sponsored ads. The first ad is titled "Nursing Training" and is from "online.southuniversity.edu/Nursing", with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and is from "www.phoenix.edu/", with the text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and is from "www.chamberlain.edu/", with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Career growth 9.5/10". At the bottom of the screen, there is a navigation bar with icons for "Web", "Images", "Places", and a menu icon.

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown. The results section indicates "About 89,800,000 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.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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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include four advertisements:</p> <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> <p>The bottom of the screen shows navigation links for Web, Images, News, and Videos.</p>

## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

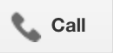
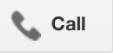
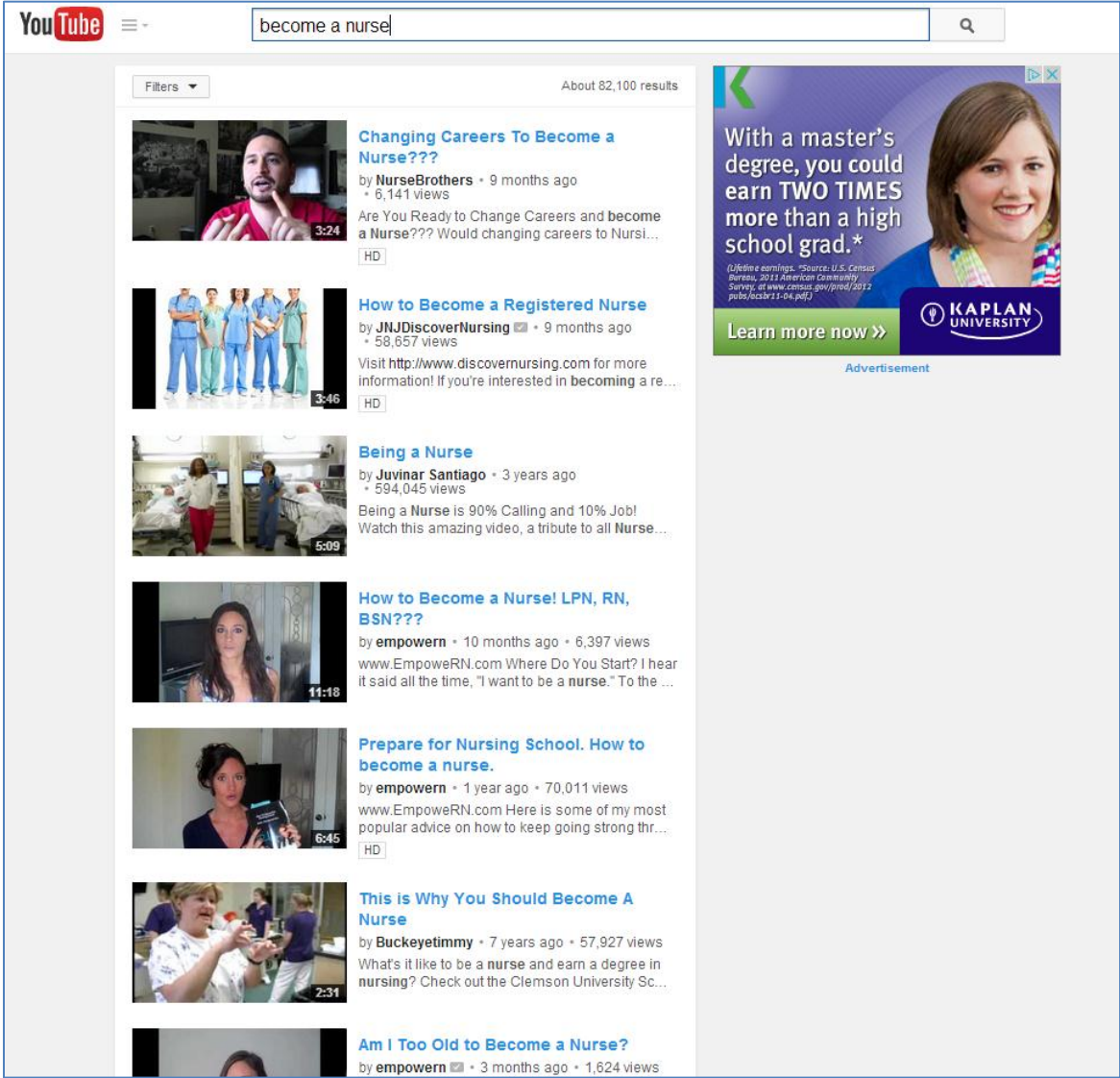
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 389 1554 1369"> <p><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b>  <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a>  How to <b>Become 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>.   Programs and Campuses - Apply Online</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!   Nursing Programs - Nursing Degrees</p> </div>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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	 <p>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 several videos:</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 empowern • 10 months ago • 6,397 views. Description: "www.EmpowerRN.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. Description: "www.EmpowerRN.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. 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 page 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.*" and "Learn more now &gt;&gt;". Below the ad, it says "Advertisement".</p> <p>Below the YouTube screenshot is a small browser window showing a search results page for "www.4nursing.com". The browser address bar shows the URL "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The page content includes the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button that says "Find Out How &gt;".</p>

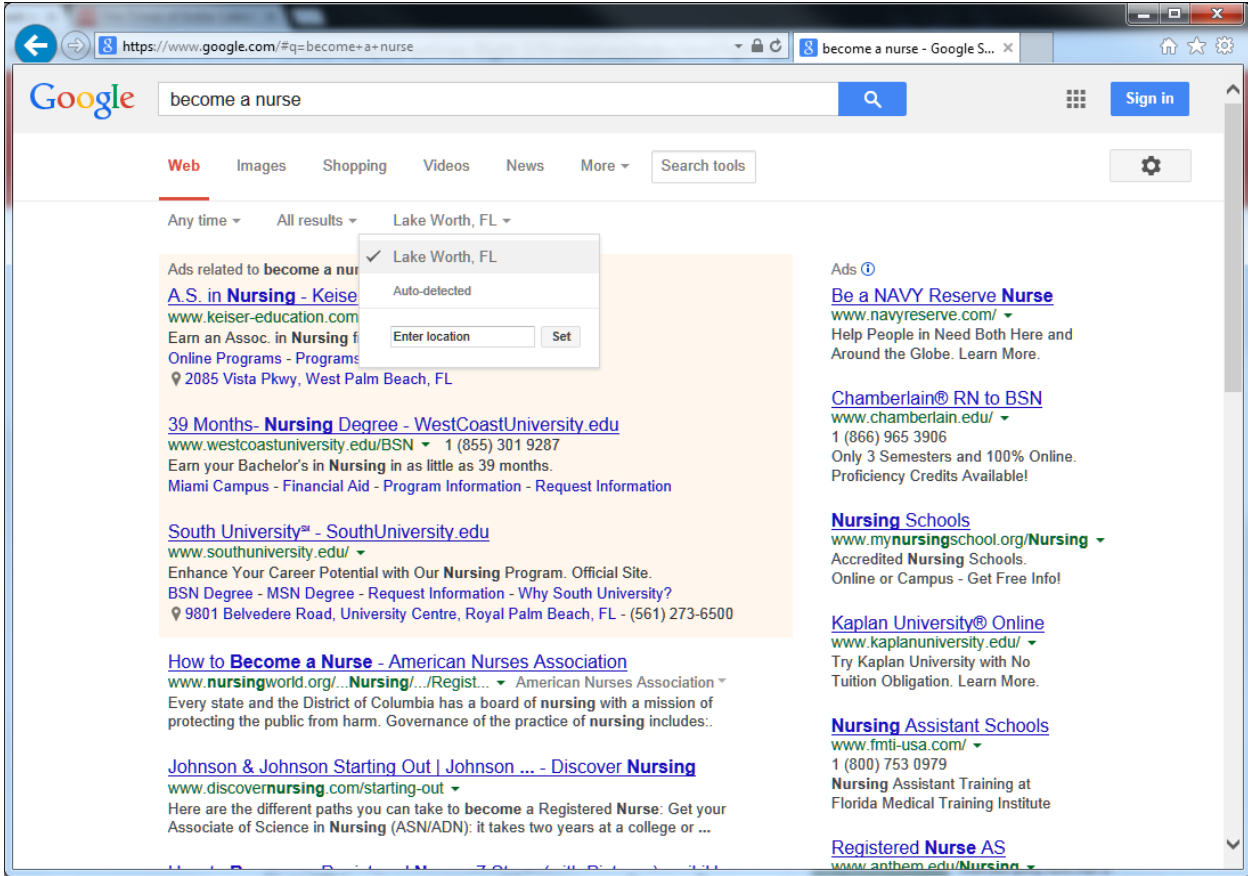
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Claim No. 3	
<p>The method of claim 1, further comprising ordering the search results based upon the user preference data.</p>	<p>The Accused Instrumentalities order the search results based upon the user preference data.</p> <div data-bbox="814 440 1734 1406" style="border: 1px solid black; padding: 10px;"> <p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> <li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li> <li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li> <li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li> </ul> <p><b>Personalization, a special kind of context</b></p> <p>"Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul style="list-style-type: none"> <li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li> <li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li> </ul> </div>

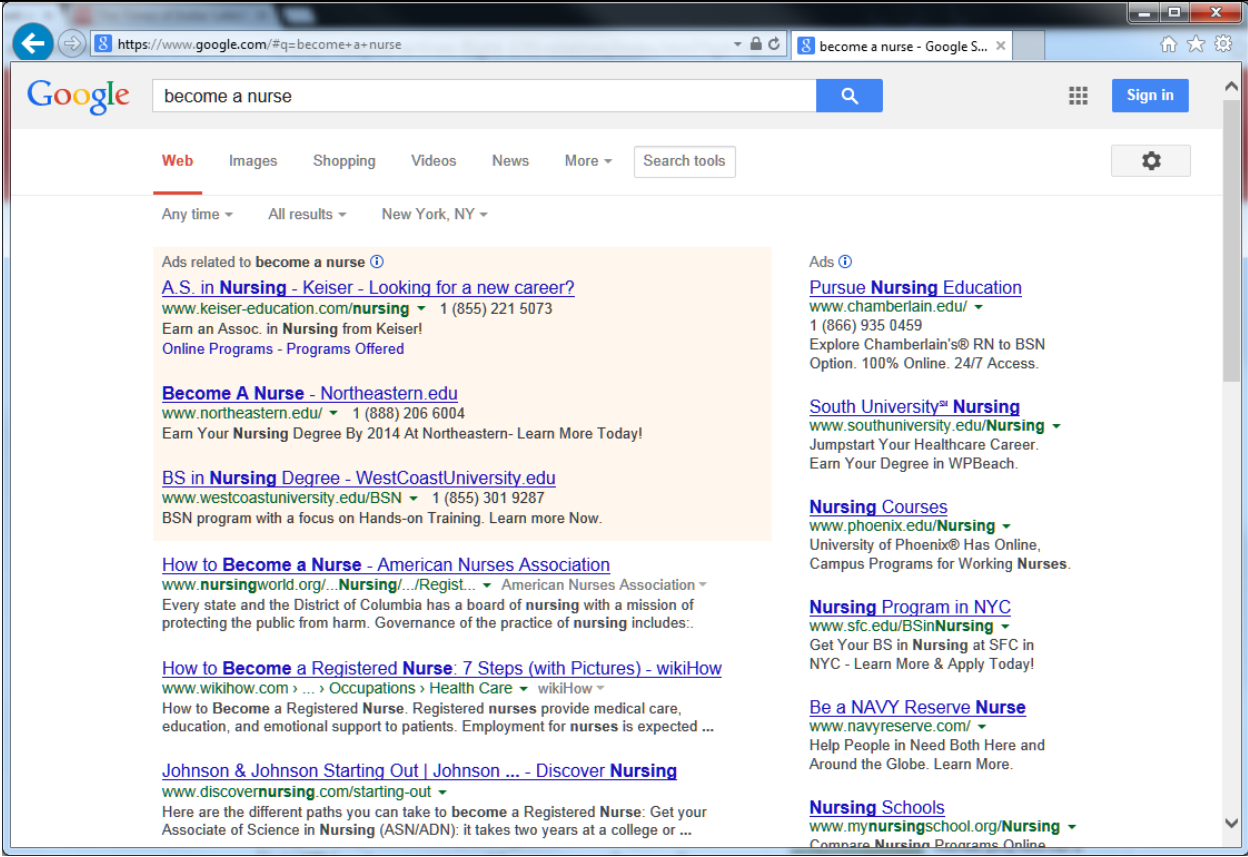
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	<p data-bbox="926 321 1965 354"><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p> <div data-bbox="848 358 1799 1380"><h2 data-bbox="852 375 1413 423">About Google Web History</h2><p data-bbox="852 467 1766 516">You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p data-bbox="852 542 1682 563">Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3 data-bbox="852 591 1224 615">View and manage your Web History</h3><p data-bbox="852 643 1787 719">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 data-bbox="852 748 1215 773">What is stored in your Web History</h3><p data-bbox="852 800 1743 820">Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul data-bbox="869 846 1757 1011" 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 data-bbox="852 1039 1020 1063">Browser history</h3><p data-bbox="852 1089 1787 1138">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 data-bbox="852 1166 1299 1190">How history works when you're signed out</h3><p data-bbox="852 1218 1770 1266">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 data-bbox="863 1292 1766 1369" 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="1314 1386 1965 1419"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="604 358 1944 972"> <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> <p data-bbox="1297 1015 1965 1052"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</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. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several links to nursing programs and schools. A location dropdown menu is open, showing "Lake Worth, FL" as the selected location. The results are categorized into "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" results include links to "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University", "How to Become a Nurse - American Nurses Association", and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". The "Ads" section on the right includes "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS".</p>

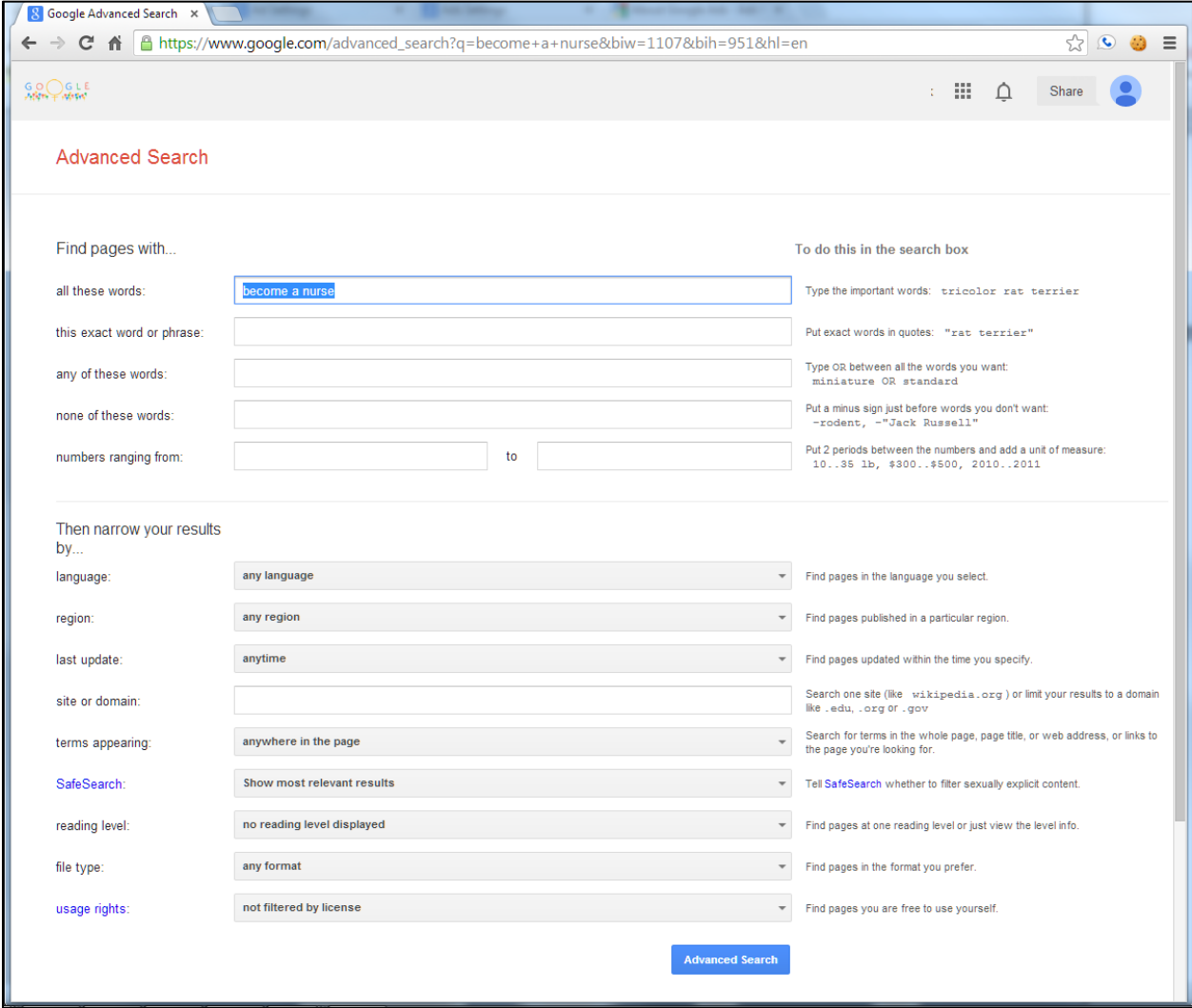
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse". The results are categorized into "Ads related to become a nurse" and "Ads". The "Ads related to become a nurse" section includes links to Keiser University, Northeastern University, West Coast University, American Nurses Association, wikiHow, and Johnson &amp; Johnson. The "Ads" section includes links to Chamberlain Education, South University, Phoenix University, SFC, Navy Reserve, and MyNursingSchool.org.</p>
	Claim No. 4

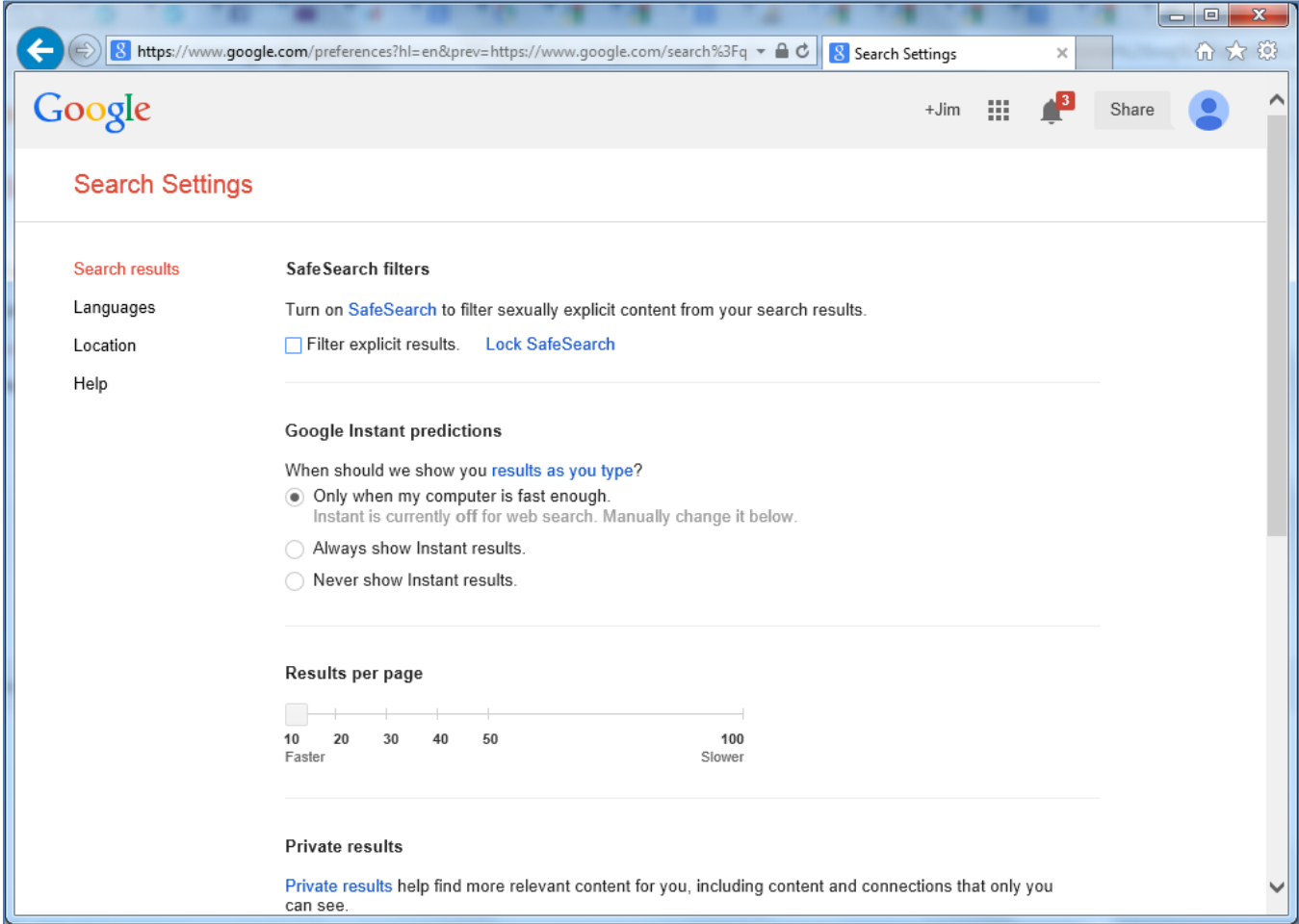
## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
The method of claim 1, wherein creating user preference data based upon the user preference input comprises setting the user preference data to default values.	The Accused Instrumentalities create user preference data based upon the user preference input comprising setting the user preference data to default values.  See claim 1 above.

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

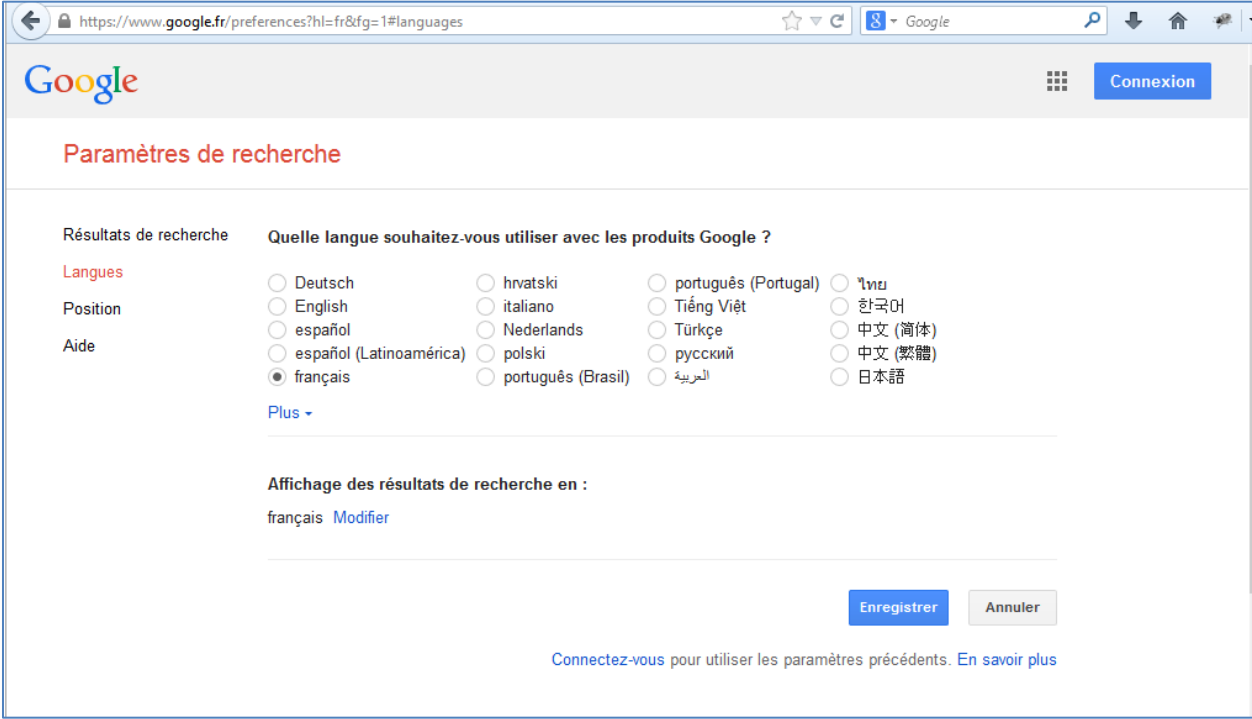
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search page in a web browser. The address bar shows the URL: <a href="https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en">https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en</a>. The page title is "Google Advanced Search". The main heading is "Advanced Search".</p> <p><b>Find pages with...</b></p> <ul style="list-style-type: none"><li>all these words: <input type="text" value="become a nurse"/></li><li>this exact word or phrase: <input type="text"/></li><li>any of these words: <input type="text"/></li><li>none of these words: <input type="text"/></li><li>numbers ranging from: <input type="text"/> to <input type="text"/></li></ul> <p><b>To do this in the search box</b></p> <ul style="list-style-type: none"><li>Type the important words: tricolor rat terrier</li><li>Put exact words in quotes: "rat terrier"</li><li>Type OR between all the words you want: miniature OR standard</li><li>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</li><li>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011</li></ul> <p><b>Then narrow your results by...</b></p> <ul style="list-style-type: none"><li>language: <input type="text" value="any language"/> Find pages in the language you select.</li><li>region: <input type="text" value="any region"/> Find pages published in a particular region.</li><li>last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.</li><li>site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov</li><li>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.</li><li>SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.</li><li>reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.</li><li>file type: <input type="text" value="any format"/> Find pages in the format you prefer.</li><li>usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself.</li></ul> <p><input type="button" value="Advanced Search"/></p>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

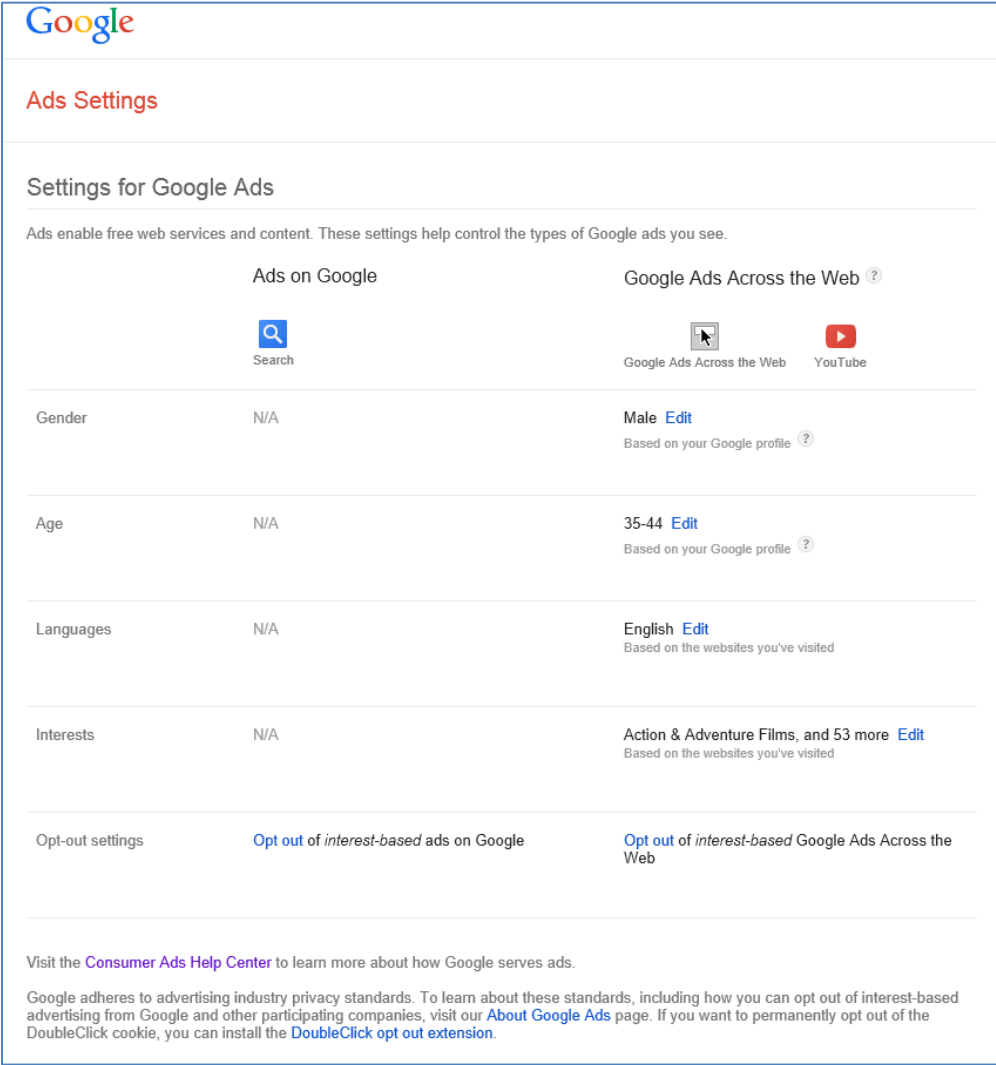
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a web browser window displaying the Google Search Settings page. The address bar shows the URL: https://www.google.com/preferences?hl=en&prev=https://www.google.com/search%3Fq. The page title is "Search Settings". The Google logo is in the top left, and user account information "+Jim" and a "Share" button are in the top right. The page is divided into two main sections. The left section, titled "Search results", contains links for "Languages", "Location", and "Help". The right section, titled "SafeSearch filters", contains a description: "Turn on SafeSearch to filter sexually explicit content from your search results." Below this is a checkbox labeled "Filter explicit results." which is currently unchecked, followed by a link "Lock SafeSearch". Further down, under "Google Instant predictions", there is a question "When should we show you results as you type?" with three radio button options: "Only when my computer is fast enough." (which is selected), "Always show Instant results.", and "Never show Instant results.". Below this is a note: "Instant is currently off for web search. Manually change it below.". The next section, "Results per page", features a slider ranging from 10 (labeled "Faster") to 100 (labeled "Slower"), with intermediate marks at 20, 30, 40, and 50. The slider is currently positioned at 10. The final section, "Private results", includes a link: "Private results help find more relevant content for you, including content and connections that only you can see." The browser window has standard OS controls (back, forward, home, etc.) and a scrollbar on the right side.



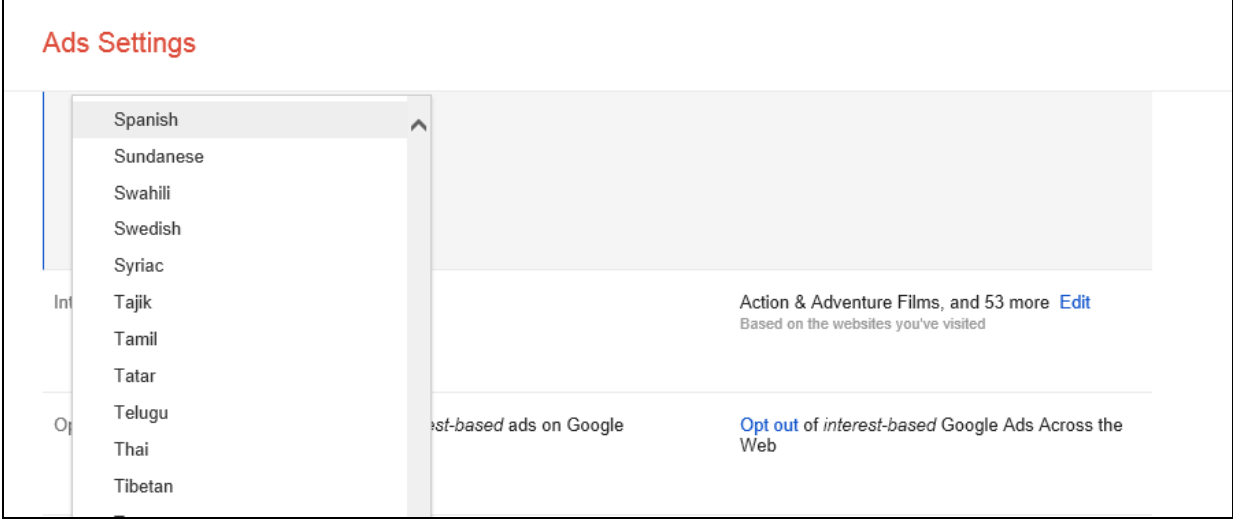
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
Claim No. 5	
The method of claim 1, further comprising:	See claim 1 above.
receiving user preference edit input via the communications link from the data processing device; and	<p>The Accused Instrumentalities receive the user preference edit input via communication link from the data processing device.</p> <p>See claim 1 above.</p>

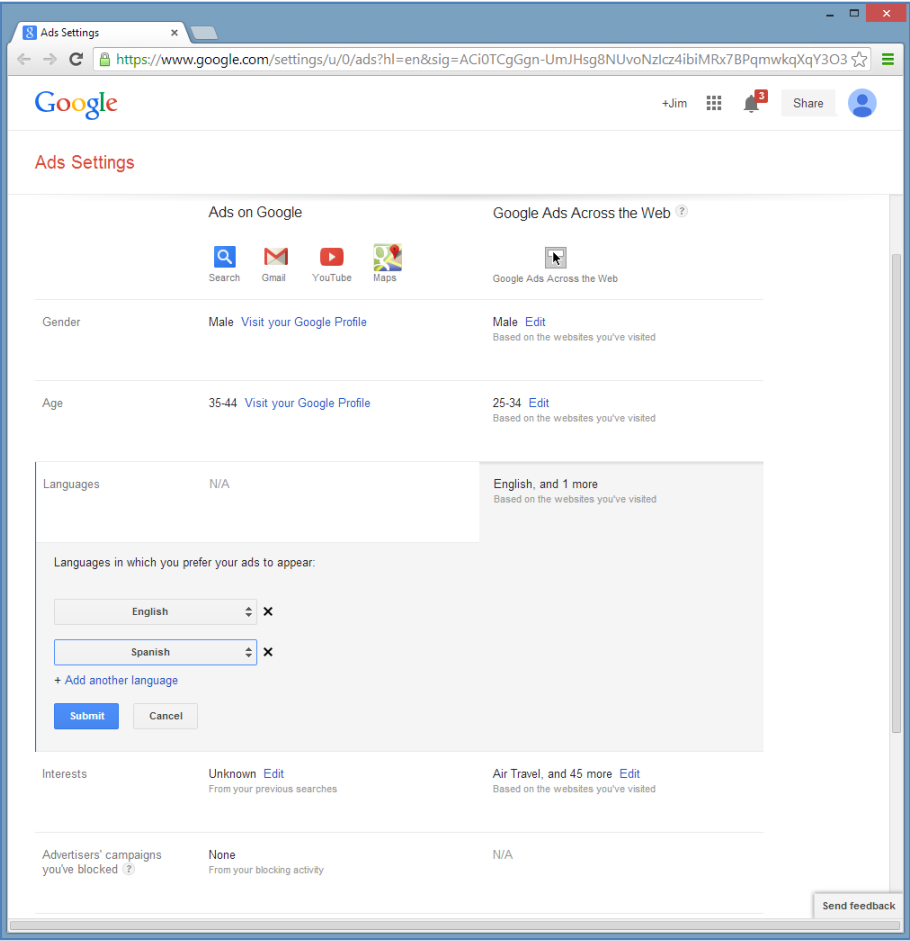
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="781 321 1770 1380">A screenshot of the Google Ads Settings page. At the top is the Google logo. Below it is the heading "Ads Settings" in red. Underneath is "Settings for Google Ads" with a subtext: "Ads enable free web services and content. These settings help control the types of Google ads you see." The page is divided into two main sections: "Ads on Google" and "Google Ads Across the Web". Under "Ads on Google", there is a "Search" icon and a "Gender" field set to "N/A". Under "Google Ads Across the Web", there are icons for "Google Ads Across the Web" and "YouTube", and a "Male" gender field with an "Edit" link. Below these are "Age" (N/A), "Languages" (English), and "Interests" (Action &amp; Adventure Films, and 53 more). At the bottom, there are "Opt-out settings" for both sections. A footer contains links to the "Consumer Ads Help Center" and "About Google Ads" page, and mentions the "DoubleClick opt out extension".</div>

## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
modifying the user preference data based upon the user preference edit input.	The Accused Instrumentalities modify the user preference data based upon the user preference edit input.

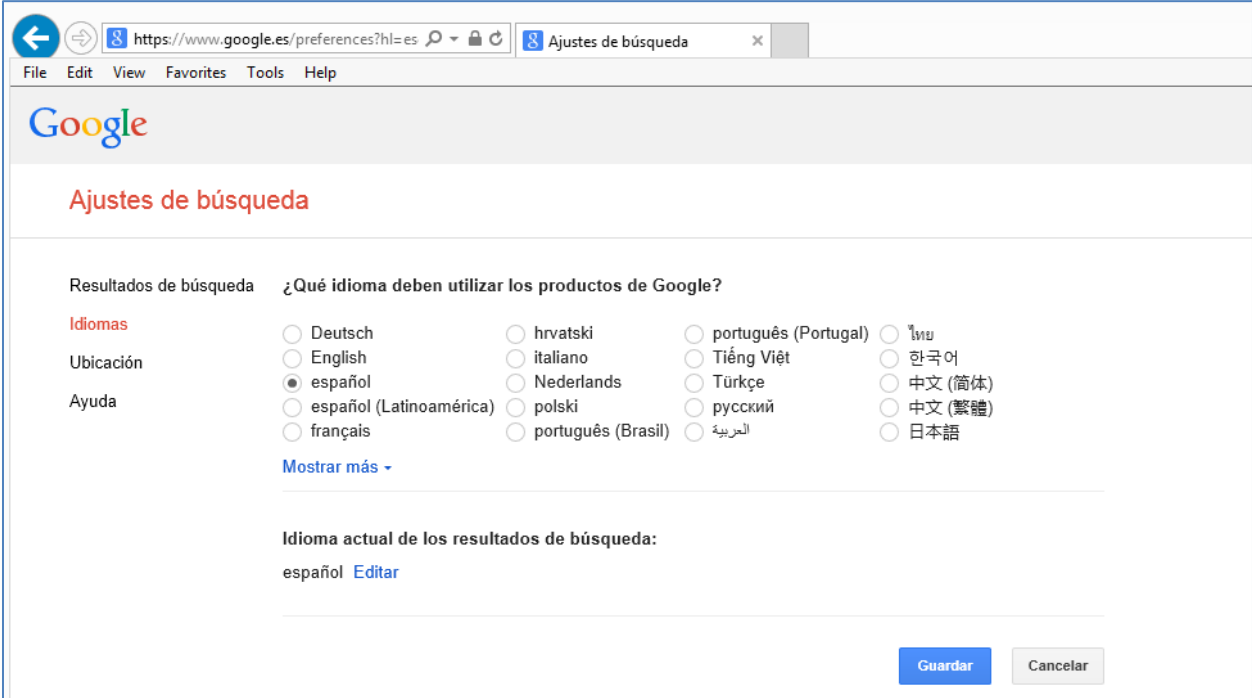
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a web browser displaying the Google Ads Settings page. The browser's address bar shows the URL: https://www.google.com/settings/u/0/ads?hl=en&sig=ACi0TCgGgn-UmJHsg8NUvoNzlc4ibiMRx7BPqmwkqXqY3O3. The page title is "Ads Settings". The Google logo is at the top left, and the user's name "+Jim" is at the top right. The page is divided into two main columns. The left column is titled "Ads on Google" and includes sections for "Google Ads Across the Web" (with icons for Search, Gmail, YouTube, and Maps), "Gender" (Male, with a link to "Visit your Google Profile"), "Age" (35-44, with a link to "Visit your Google Profile"), "Languages" (N/A), and "Interests" (Unknown, with a link to "Edit"). The right column is titled "Google Ads Across the Web" and includes sections for "Gender" (Male, with a link to "Edit"), "Age" (25-34, with a link to "Edit"), "Languages" (English, and 1 more, with a link to "Edit"), and "Interests" (Air Travel, and 45 more, with a link to "Edit"). At the bottom, there is a section for "Advertisers' campaigns you've blocked" (None, with a link to "Edit") and a "Send feedback" button.

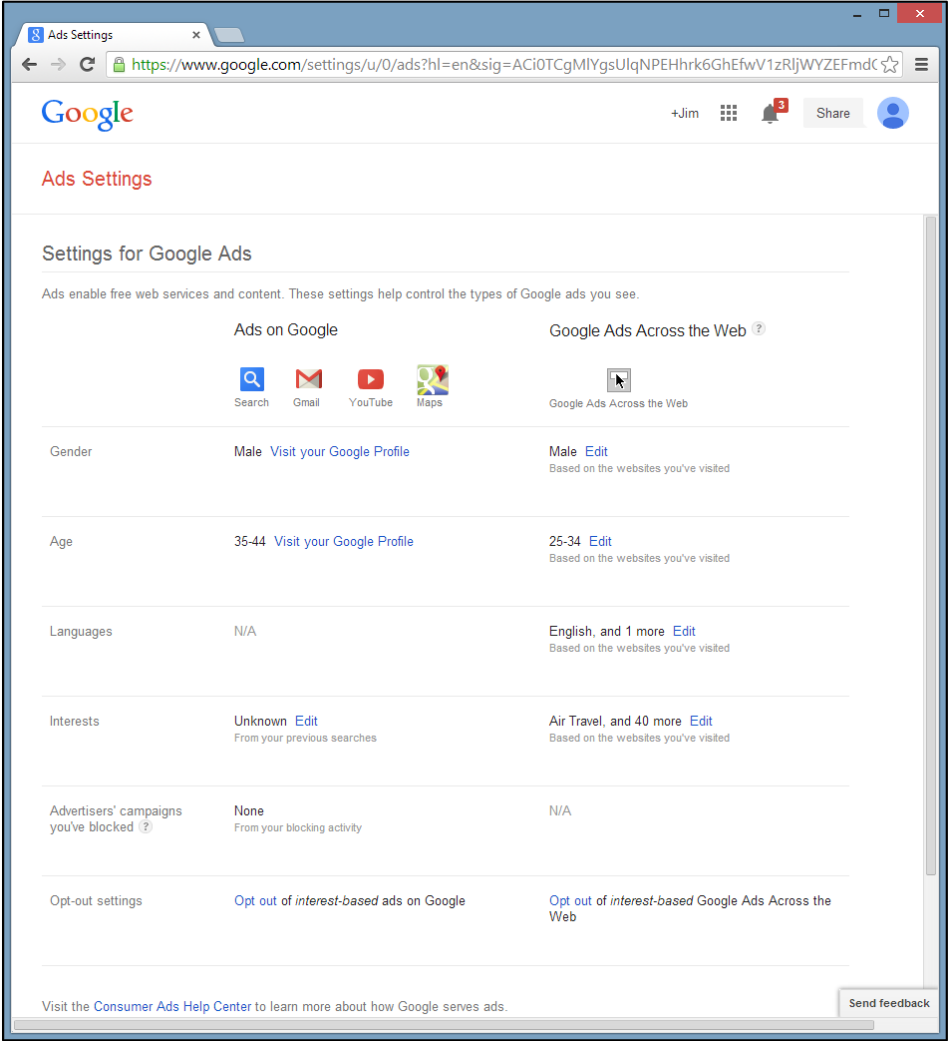
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div><div>Ads Settings</div><div><div>https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TCgGgn-UmJHsg8NUvoNzlcZ4ibiMRx7BPqmwkqXqY3O3</div><div><div>Google</div><div>+Jim</div><div><div></div><div></div><div></div></div><div><div></div><div>3</div></div><div>Share</div><div><div></div></div></div></div><div><div>Ads Settings</div><div><div><div>Ads on Google</div><div><div><div><div><div></div></div></div><div>Search</div></div><div><div><div><div></div></div></div><div>Gmail</div></div><div><div><div><div></div></div></div><div>YouTube</div></div><div><div><div><div></div></div></div><div>Maps</div></div></div></div><div><div>Gender</div><div>Male</div><div>Visit your Google Profile</div></div><div><div>Age</div><div>35-44</div><div>Visit your Google Profile</div></div><div><div>Languages</div><div>N/A</div><div></div></div><div><div>Interests</div><div>Unknown</div><div>Edit</div><div>From your previous searches</div></div><div><div>Advertisers' campaigns you've blocked</div><div>None</div><div>Edit</div><div>From your blocking activity</div></div><div><div>Opt-out settings</div><div>Opt out of interest-based ads on Google</div><div></div></div></div><div><div><div>Google Ads Across the Web</div><div><div><div><div></div></div></div><div>Google Ads Across the Web</div></div><div><div>Male</div><div>Edit</div></div><div>Based on the websites you've visited</div></div><div><div>25-34</div><div>Edit</div></div><div>Based on the websites you've visited</div></div><div><div>English, and 1 more</div><div>Edit</div></div><div>Based on the websites you've visited</div></div><div><div>Air Travel, and 45 more</div><div>Edit</div></div><div>Based on the websites you've visited</div></div> <div><div>N/A</div><div></div></div> <div><div>Visit the Consumer Ads Help Center to learn more about how Google serves ads.</div><div><div>Google adheres to advertising industry privacy standards. To learn about these standards, including how you can opt out of interest-based advertising from Google and other participating companies, visit our About Google Ads page. If you want to permanently opt out of the DoubleClick cookie, you can install the DoubleClick opt out extension.</div><div>Send feedback</div></div></div>

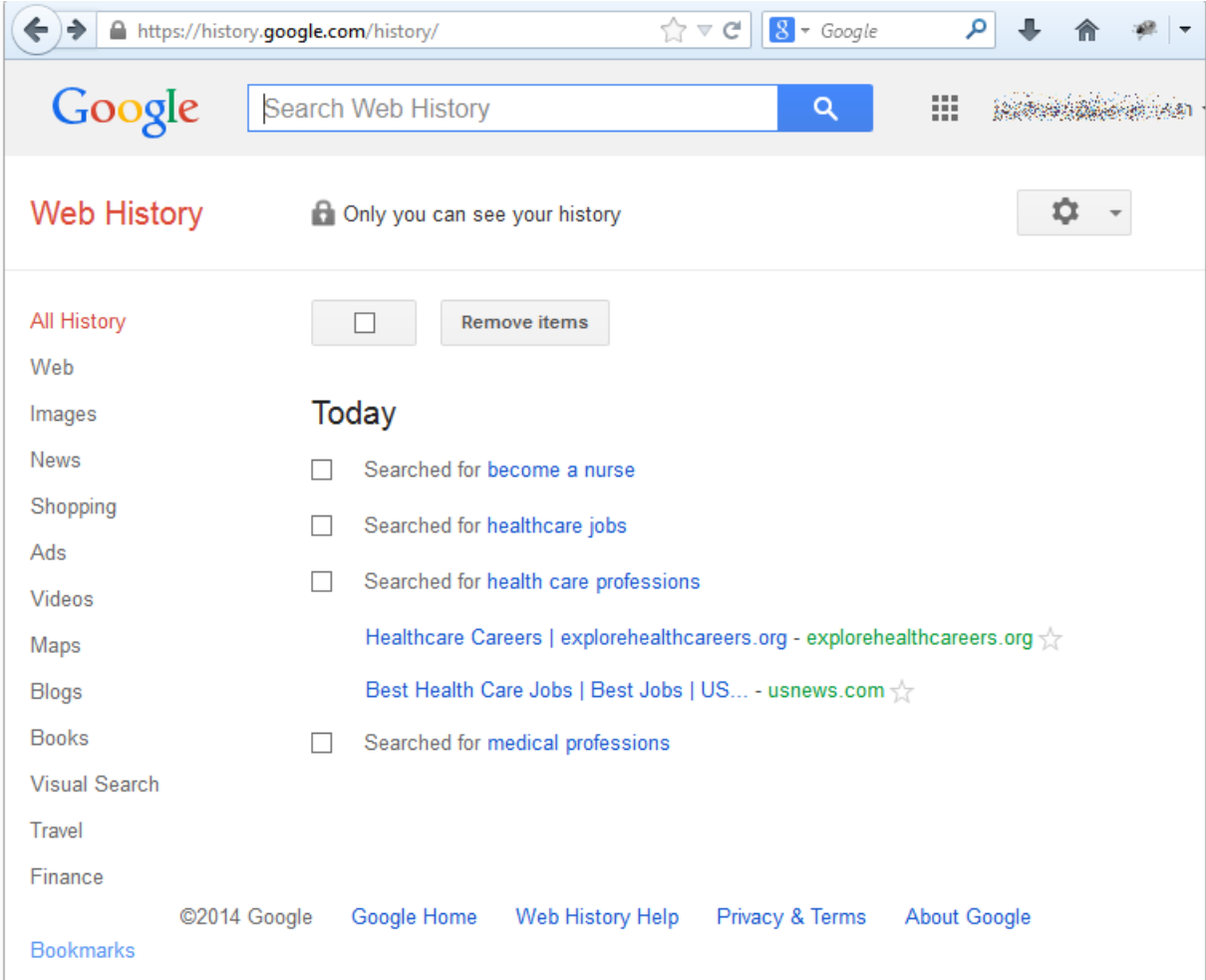
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
The method of claim 1, further comprising:	See claim 1 above.
receiving user preference re-prioritization input; and	<p>The Accused Instrumentalities receive user preference re-prioritization input.</p> 

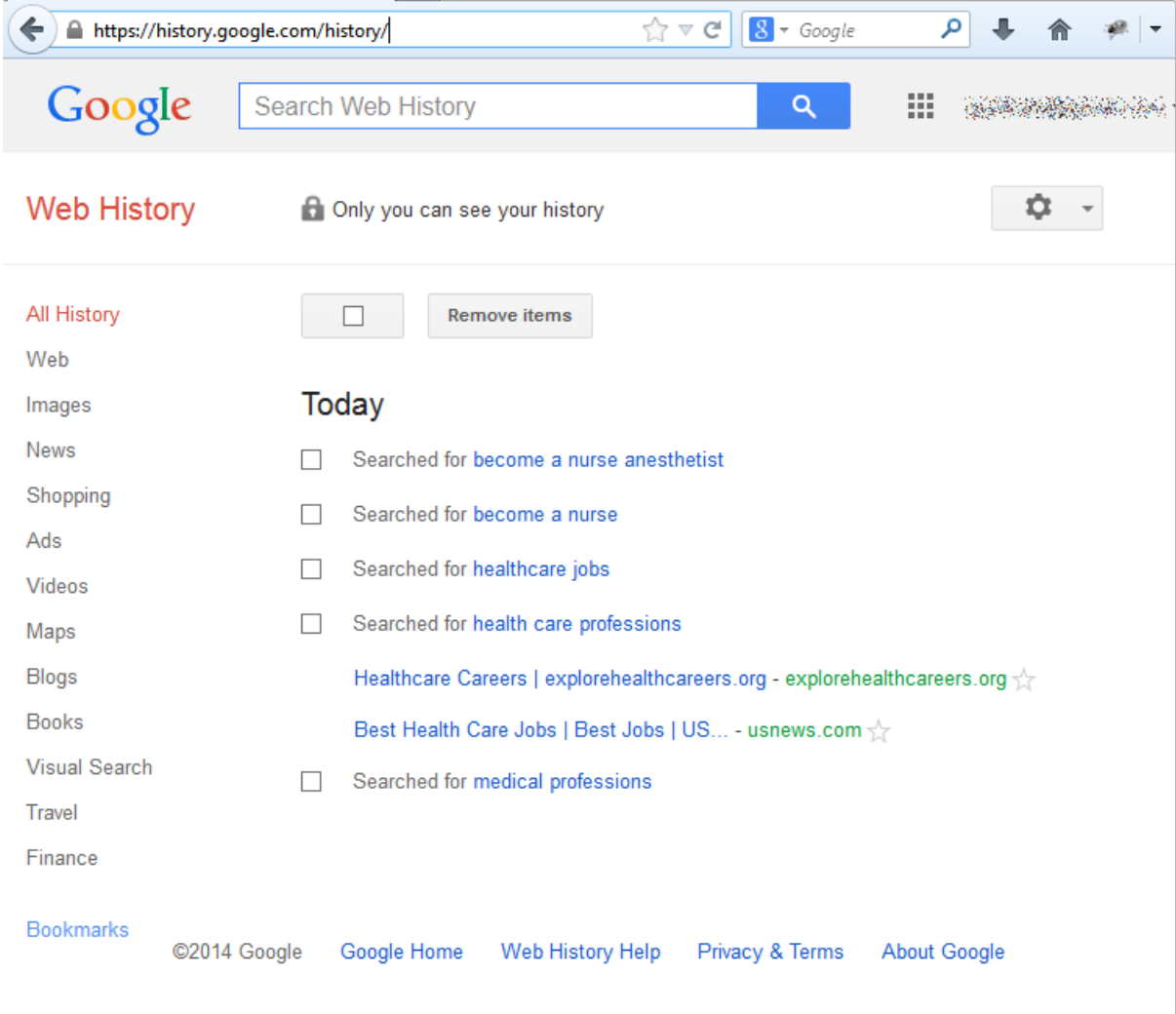
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page in a web browser. The browser's address bar displays the URL: https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACiOTCgMIYgsUlqNPEHrk6GhEfwV1zRjWVYZEFmdC. The page title is "Ads Settings". Below the Google logo, the heading "Ads Settings" is displayed. The main content area is titled "Settings for Google Ads" and includes a sub-header: "Ads enable free web services and content. These settings help control the types of Google ads you see." The settings are organized into two columns. The left column includes: "Ads on Google" with icons for Search, Gmail, YouTube, and Maps; "Gender" set to "Male" with a link to "Visit your Google Profile"; "Age" set to "35-44" with a link to "Visit your Google Profile"; "Languages" set to "N/A"; "Interests" set to "Unknown" with a link to "Edit" and a note "From your previous searches"; "Advertisers' campaigns you've blocked" set to "None" with a link to "Edit" and a note "From your blocking activity"; and "Opt-out settings" with a link to "Opt out of interest-based ads on Google". The right column includes: "Google Ads Across the Web" with a link to "?"; "Google Ads Across the Web" with a link to "Edit" and a note "Based on the websites you've visited"; "English, and 1 more" with a link to "Edit" and a note "Based on the websites you've visited"; "Air Travel, and 40 more" with a link to "Edit" and a note "Based on the websites you've visited"; and "N/A". At the bottom of the page, there is a link to the "Consumer Ads Help Center" and a "Send feedback" button.</p>

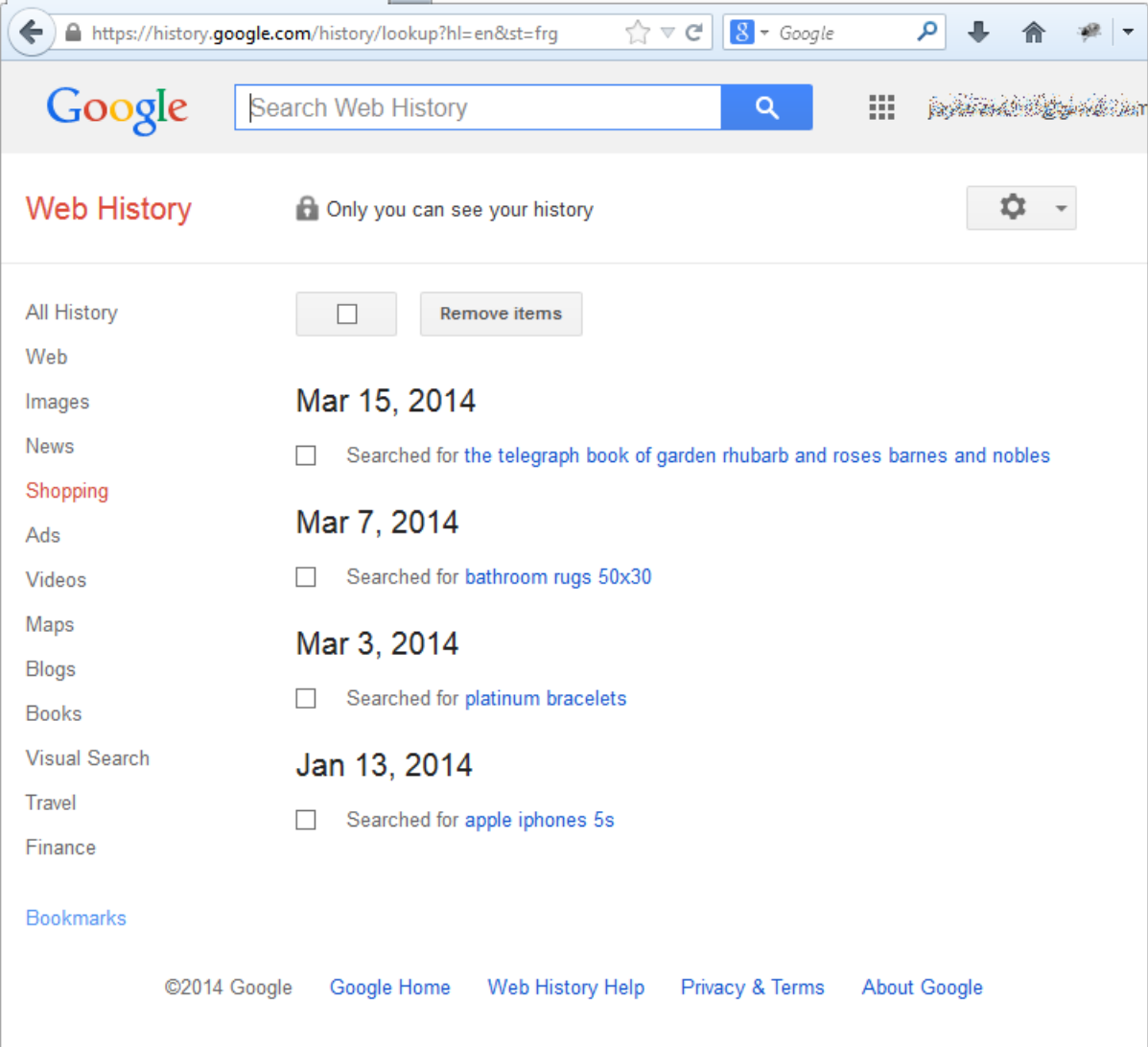
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. The address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page title is "Web History" with a sub-header "Only you can see your history". A search bar labeled "Search Web History" is present. On the left, a sidebar lists various categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area, titled "Today", lists search history items with checkboxes for removal: "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Searched for medical professions", and two entries for "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org" and "Best Health Care Jobs   Best Jobs   US... - usnews.com". The footer includes copyright information "©2014 Google" and links to "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. The browser's address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page header includes the Google logo, a search bar labeled "Search Web History", and a notification that "Only you can see your history". On the left, a sidebar lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area, titled "Today", lists several search entries, each with a checkbox and a description: "Searched for become a nurse anesthetist", "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org", "Best Health Care Jobs   Best Jobs   US... - usnews.com", and "Searched for medical professions". At the bottom, there are links for "Bookmarks", "©2014 Google", "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

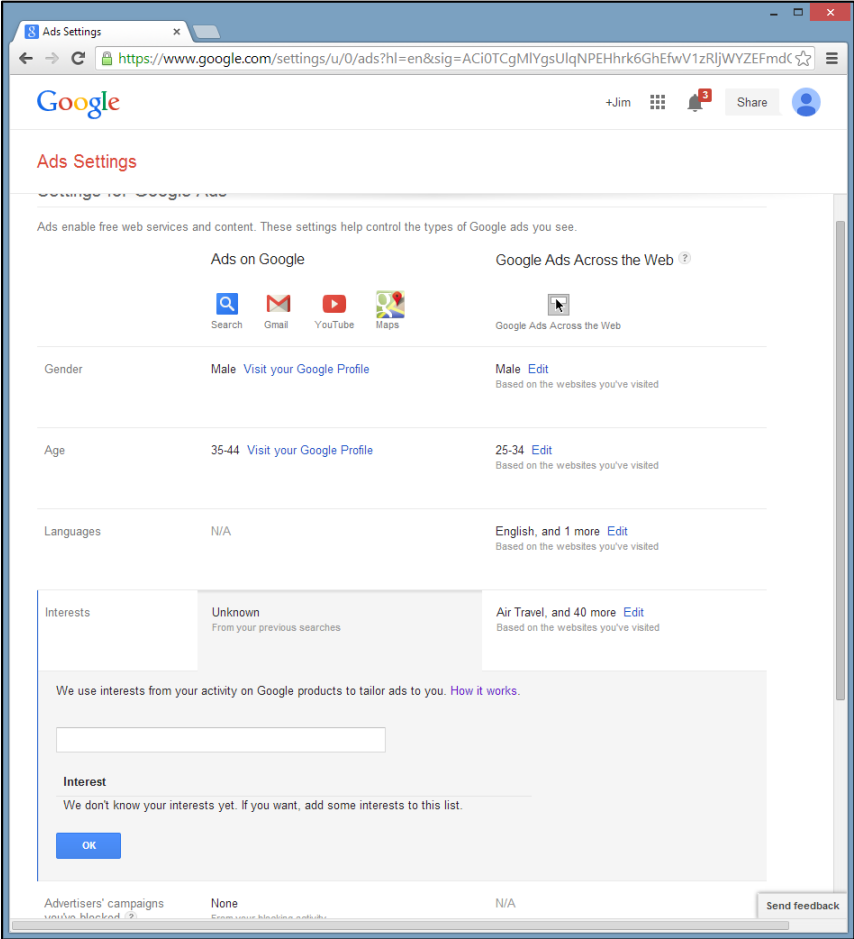
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	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 heading "Web History" is followed by a lock icon and the text "Only you can see your history", along with a settings gear icon. A left-hand sidebar lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area shows a list of search history items grouped by date. Each item includes a checkbox and a "Remove items" button. The items are: "Mar 15, 2014" with the search "Searched for the telegraph book of garden rhubarb and roses barnes and nobles"; "Mar 7, 2014" with "Searched for bathroom rugs 50x30"; "Mar 3, 2014" with "Searched for platinum bracelets"; and "Jan 13, 2014" with "Searched for apple iphones 5s". At the bottom of the page, there is a footer with copyright information and links to Google Home, Web History Help, Privacy &amp; Terms, and About Google.</p>

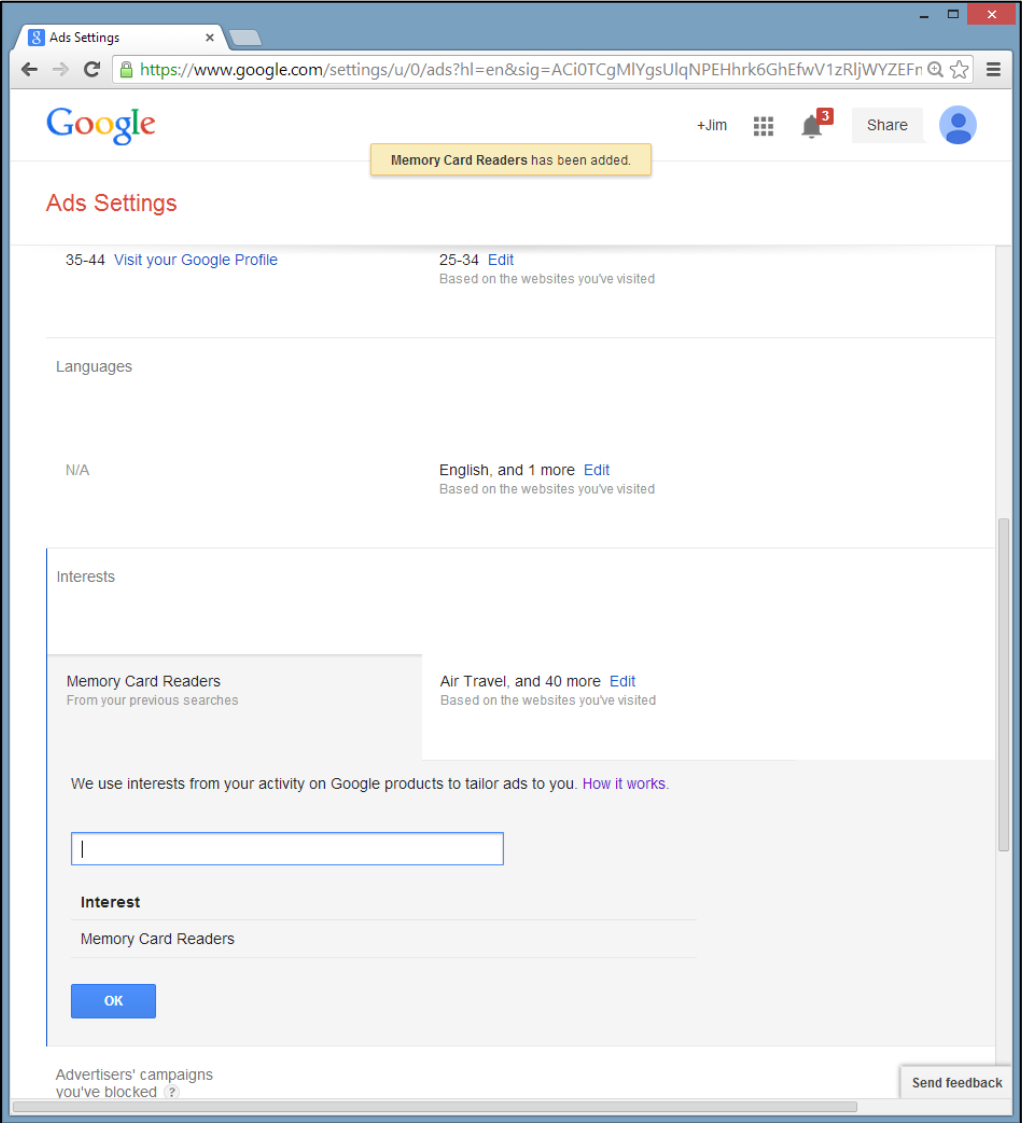

## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

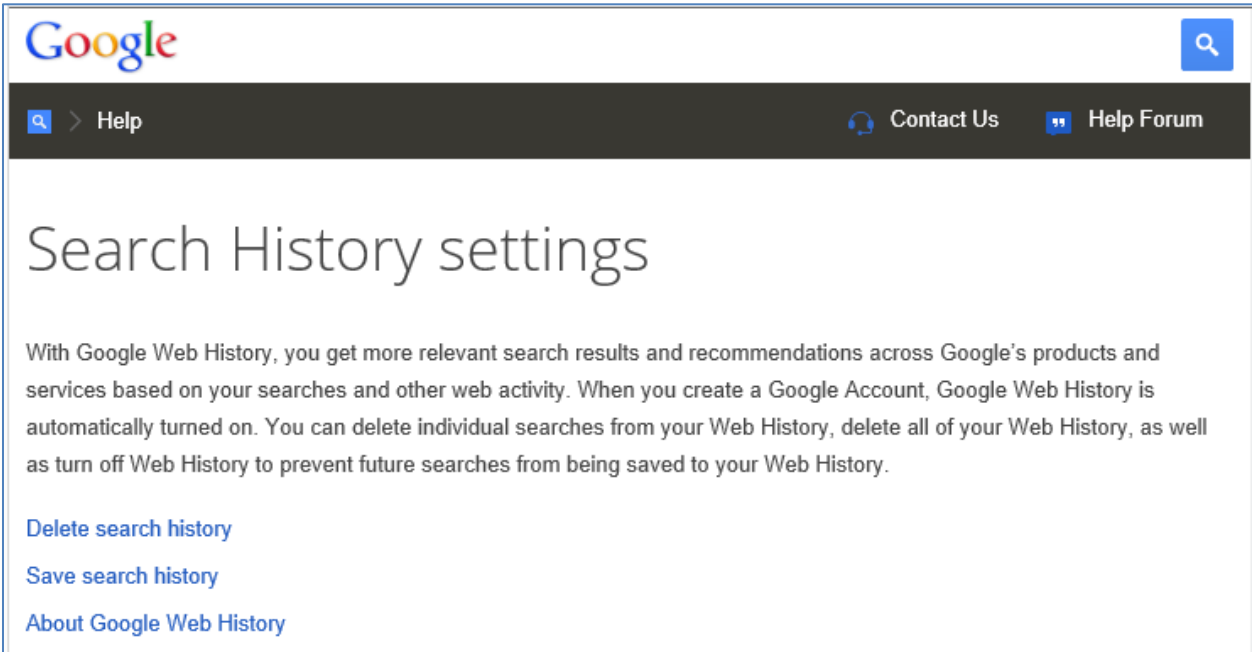
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
re-prioritizing the user preference data based upon the user preference re-prioritization input.	The Accused Instrumentalities reprioritize the user preference data based upon the user preference reprioritization input.  See above.

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a web browser displaying the Google Ads Settings page. The browser's address bar shows the URL: https://www.google.com/settings/u/0/ads?hl=en&sig=ACi0TCgMIYgsUIqNPEHrk6GhEfwV1zRjWVYZEFmdC. The page title is "Ads Settings". Below the title, there is a section "Settings for Google" with a sub-header "Ads enable free web services and content. These settings help control the types of Google ads you see." The page is divided into two columns. The left column contains "Ads on Google" with icons for Search, Gmail, YouTube, and Maps; "Gender" set to "Male" with a link to "Visit your Google Profile"; "Age" set to "35-44" with a link to "Visit your Google Profile"; "Languages" set to "N/A"; and "Interests" set to "Unknown" with a link to "From your previous searches". The right column contains "Google Ads Across the Web" with a link to "?"; "Male" with a link to "Edit" and a note "Based on the websites you've visited"; "25-34" with a link to "Edit" and a note "Based on the websites you've visited"; "English, and 1 more" with a link to "Edit" and a note "Based on the websites you've visited"; and "Air Travel, and 40 more" with a link to "Edit" and a note "Based on the websites you've visited". At the bottom, there is a section "We use interests from your activity on Google products to tailor ads to you. How it works." with a text input field and a blue "OK" button. Below this is a section "Interest" with the text "We don't know your interests yet. If you want, add some interests to this list." and a blue "OK" button. At the very bottom, there is a section "Advertisers' campaigns" with "None" and "N/A" options, and a "Send feedback" link.

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

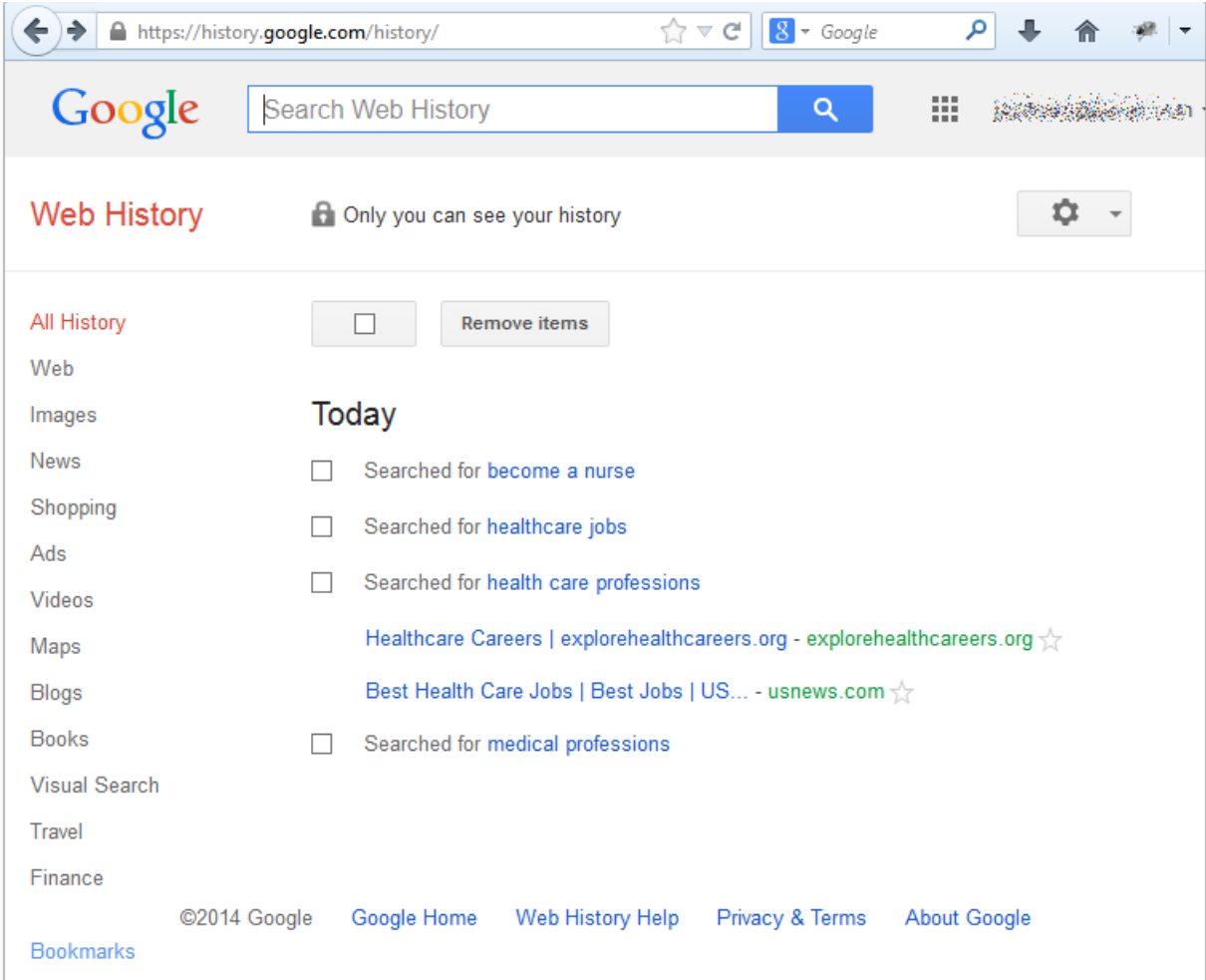
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Ads Settings interface within a web browser. The browser's address bar shows the URL <a href="https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TCgMIYgsUlqNPEHrk6GhEfwV1zRljWYZEFn">https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TCgMIYgsUlqNPEHrk6GhEfwV1zRljWYZEFn</a>. The page title is 'Ads Settings'. A yellow notification banner at the top states 'Memory Card Readers has been added.' Below this, the 'Ads Settings' section is visible, including a 'Visit your Google Profile' link and an 'Edit' link for '25-34 Based on the websites you've visited'. The 'Languages' section shows 'N/A' and 'English, and 1 more Edit Based on the websites you've visited'. The 'Interests' section is highlighted, showing 'Memory Card Readers From your previous searches' and 'Air Travel, and 40 more Edit Based on the websites you've visited'. A text box explains: 'We use interests from your activity on Google products to tailor ads to you. <a href="#">How it works.</a>' Below this is a search input field. An 'Interest' section lists 'Memory Card Readers' with an 'OK' button. At the bottom, it says 'Advertisers' campaigns you've blocked ?' and a 'Send feedback' link.</p>  <p>The bottom of the image shows the Google search bar with the Google logo and a search icon. Below the search bar is a dark footer containing a magnifying glass icon, the text '&gt; Help', a headset icon, 'Contact Us', a speech bubble icon, and 'Help Forum'.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
<p>The method of claim 1, wherein the user preference data is derived from prior searching history.</p>	<p>The Accused Instrumentalities derive user preference data from prior searching history.</p> <p>See claim 1 above.</p> <div data-bbox="646 505 1896 1153">  </div> <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>

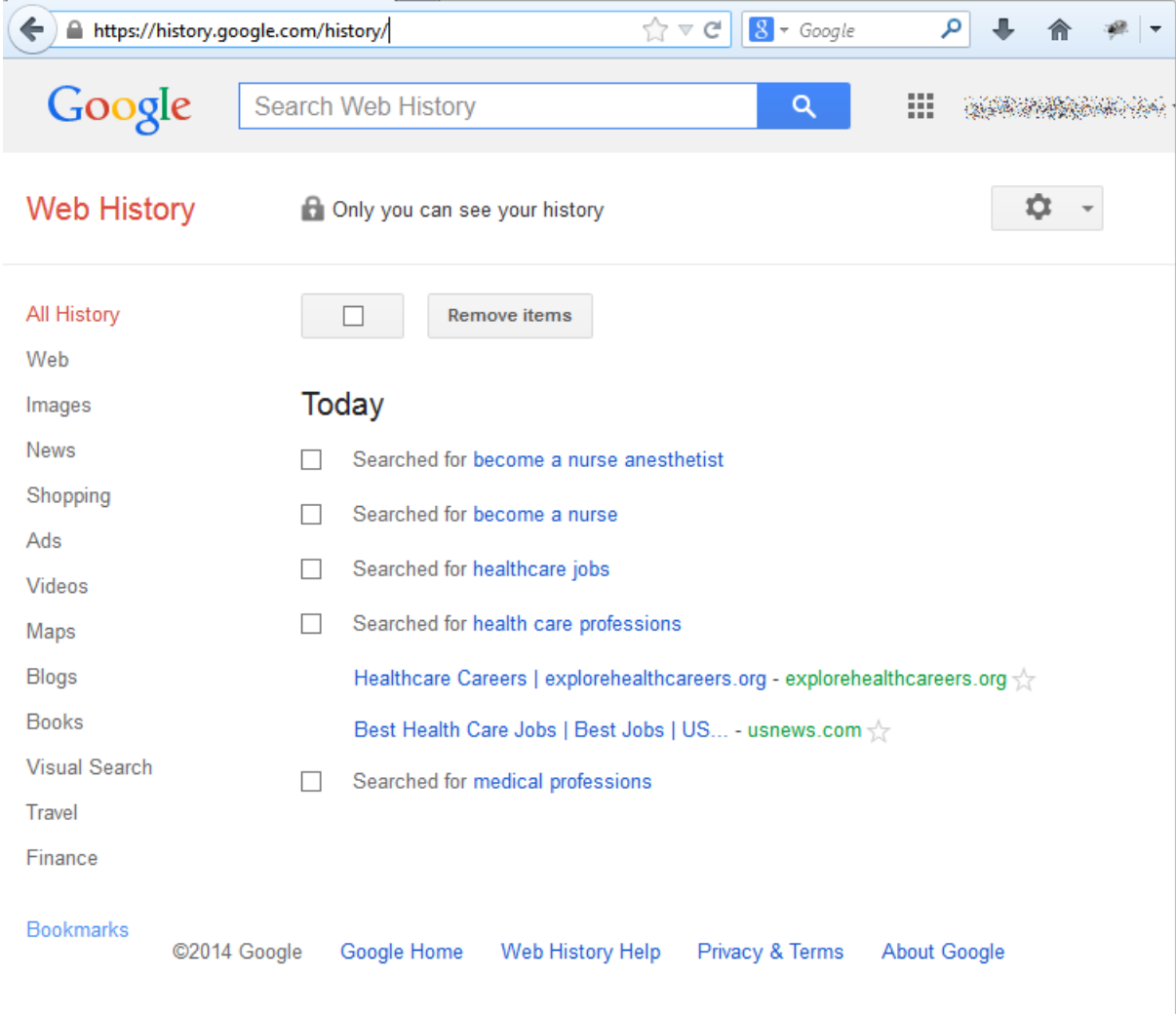
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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="800 321 1753 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="1314 1349 1965 1385"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>

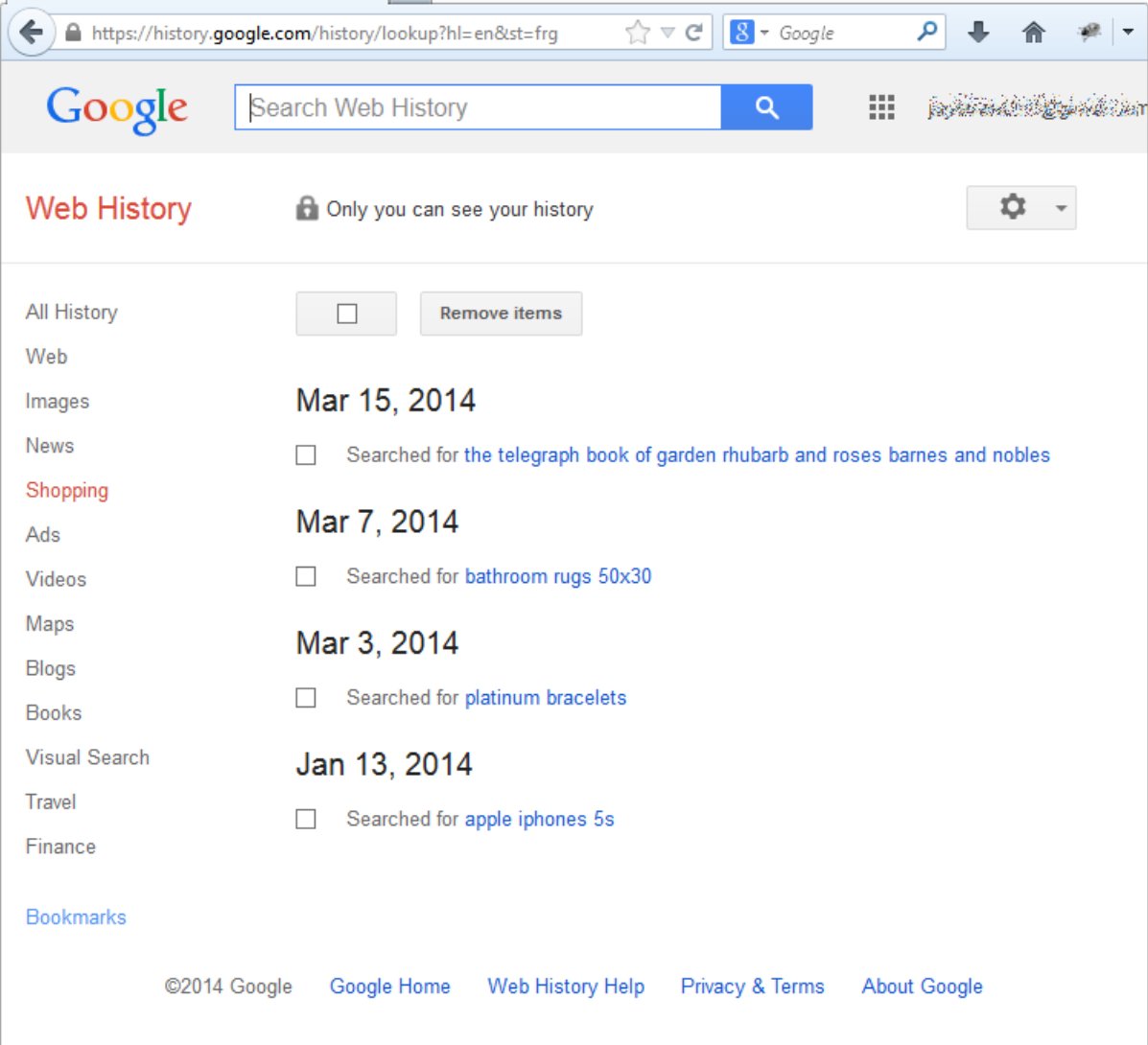
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. The address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page title is "Web History" with a sub-header "Only you can see your history". A search bar labeled "Search Web History" is present. On the left, a sidebar lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area, titled "Today", lists several search entries, each with a checkbox and a description: "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org", "Best Health Care Jobs   Best Jobs   US... - usnews.com", and "Searched for medical professions". The footer includes copyright information "©2014 Google" and links to "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. The address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page title is "Web History" with a sub-header "Only you can see your history". A sidebar on the left lists various categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area, titled "Today", lists several search queries, each with a checkbox for removal: "Searched for become a nurse anesthetist", "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Searched for medical professions", and two links: "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org" and "Best Health Care Jobs   Best Jobs   US... - usnews.com". The footer includes copyright information "©2014 Google" and links to "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

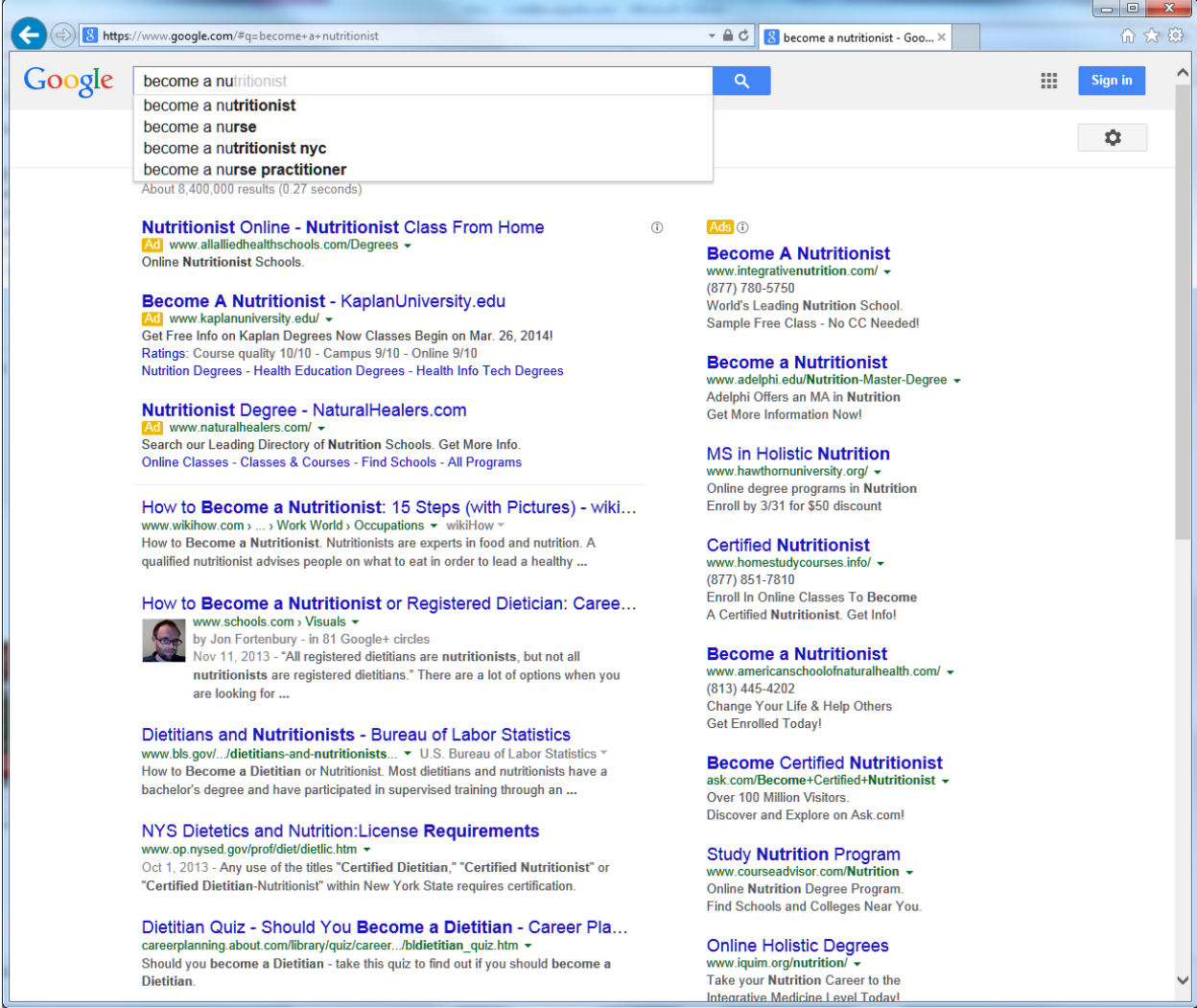
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	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 heading "Web History" is followed by a lock icon and the text "Only you can see your history". A settings gear icon is visible in the top right. On the left, a vertical menu lists categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The "All History" section is expanded, showing a list of search queries with checkboxes and a "Remove items" button. The queries are grouped by date: Mar 15, 2014 (searched for "the telegraph book of garden rhubarb and roses barnes and nobles"), Mar 7, 2014 (searched for "bathroom rugs 50x30"), Mar 3, 2014 (searched for "platinum bracelets"), and Jan 13, 2014 (searched for "apple iphones 5s"). At the bottom, there is a "Bookmarks" link and a footer with copyright information and links to Google Home, Web History Help, Privacy &amp; Terms, and About Google.</p>

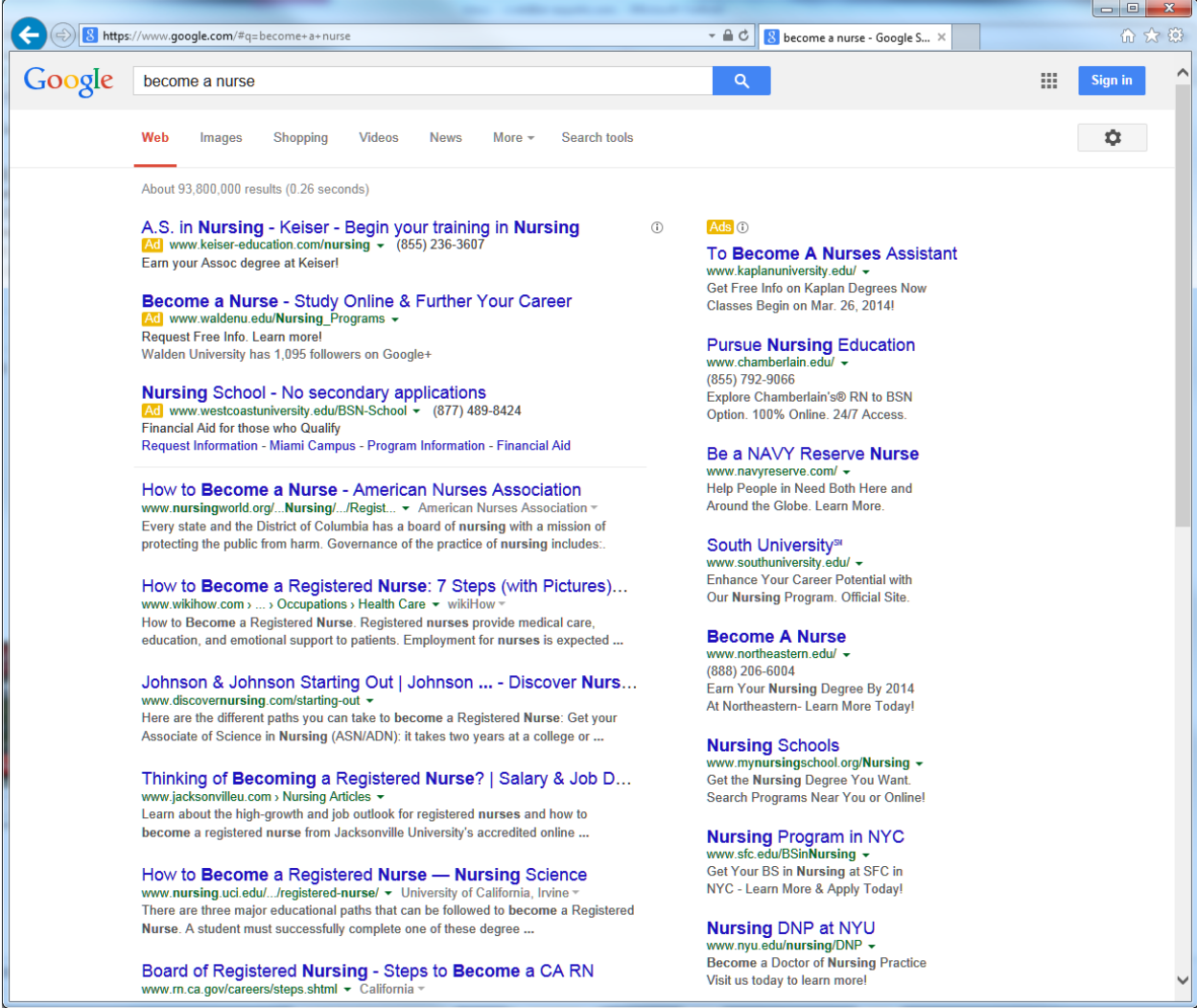
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 8	
The method of claim 1, further comprising:	See claim 1 above.
receiving search refinement input via the communications link from the data processing device of the user;	The Accused Instrumentalities receive search refinement input via communication link from data processing device of the user.

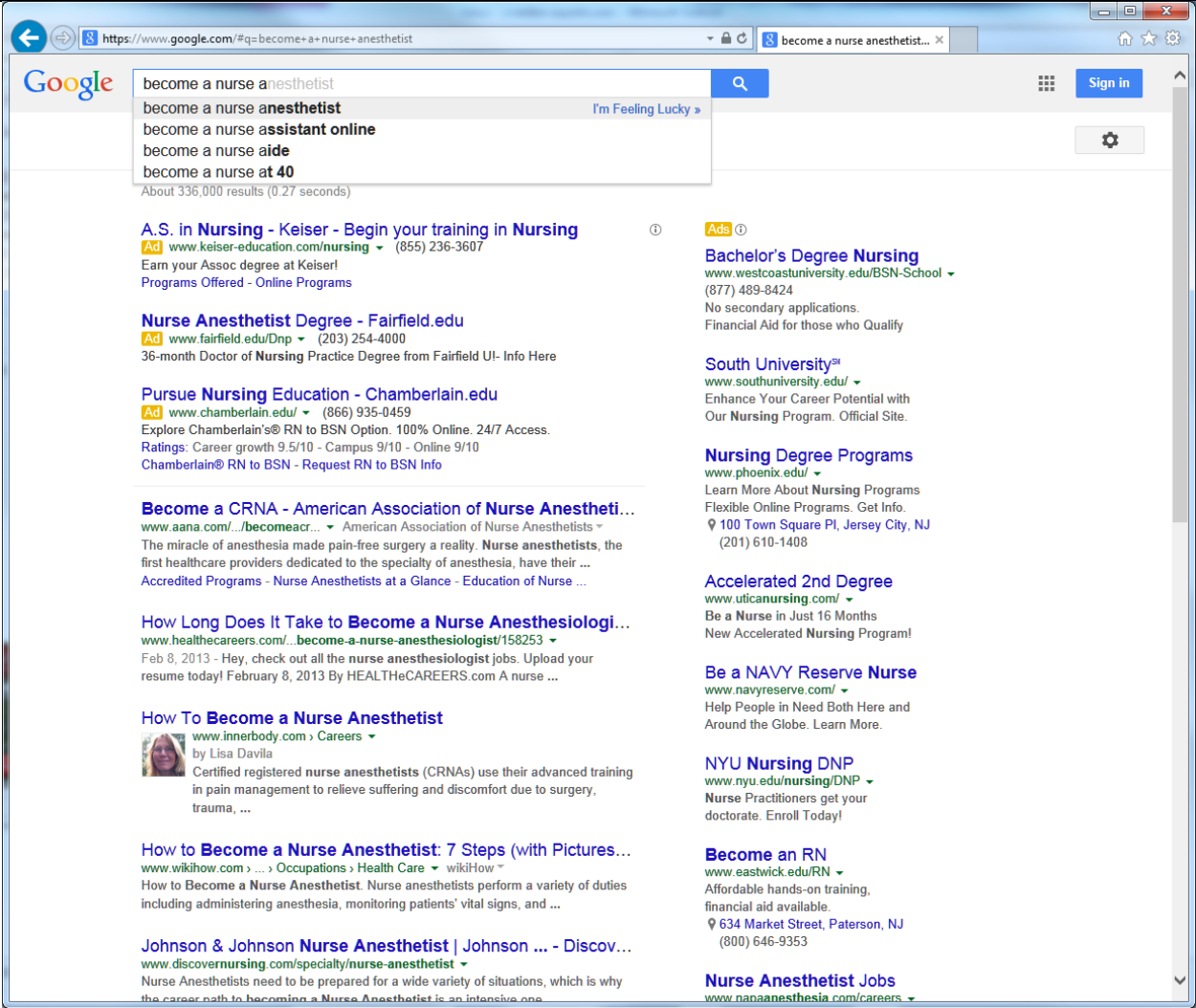
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

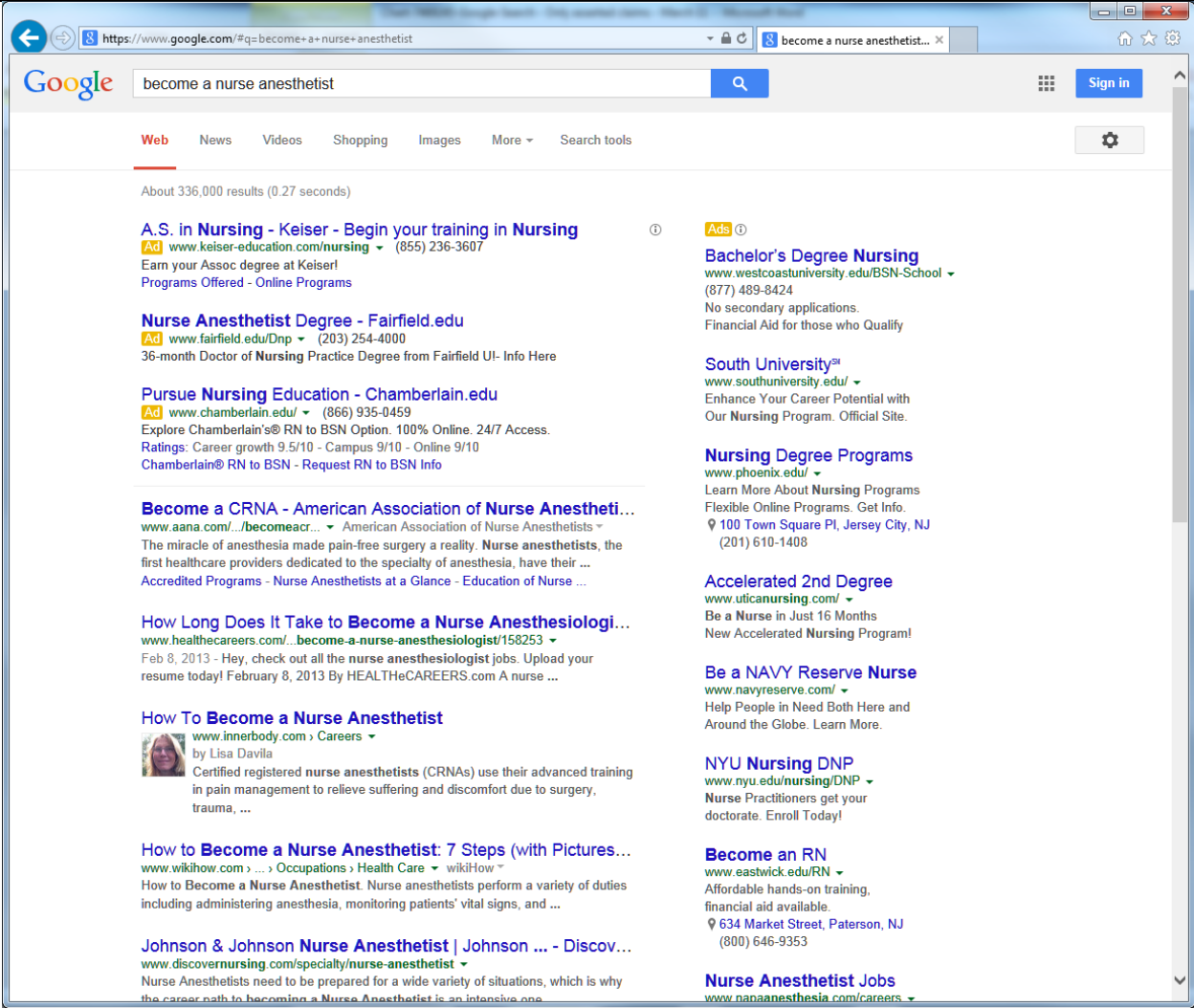
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Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface with the query "become a nurse". The search results page shows approximately 93,800,000 results in 0.26 seconds. The results are organized into two columns. The left column contains organic search results, including links to "A.S. in Nursing - Keiser", "Become a Nurse - Study Online &amp; Further Your Career" (Walden University), "Nursing School - No secondary applications" (West Coast University), "How to Become a Nurse - American Nurses Association", "How to Become a Registered Nurse: 7 Steps (with Pictures)..." (WikiHow), "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nurs...", "Thinking of Becoming a Registered Nurse?   Salary &amp; Job D..." (Jacksonville University), "How to Become a Registered Nurse — Nursing Science" (University of California, Irvine), and "Board of Registered Nursing - Steps to Become a CA RN" (California). The right column features several paid advertisements, each marked with a yellow "Ad" icon, including "To Become A Nurses Assistant" (Kaplan University), "Pursue Nursing Education" (Chamberlain's), "Be a NAVY Reserve Nurse" (Navy Reserve), "South University", "Become A Nurse" (Northeastern), "Nursing Schools" (MyNursingSchool.org), "Nursing Program in NYC" (SFC), and "Nursing DNP at NYU". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

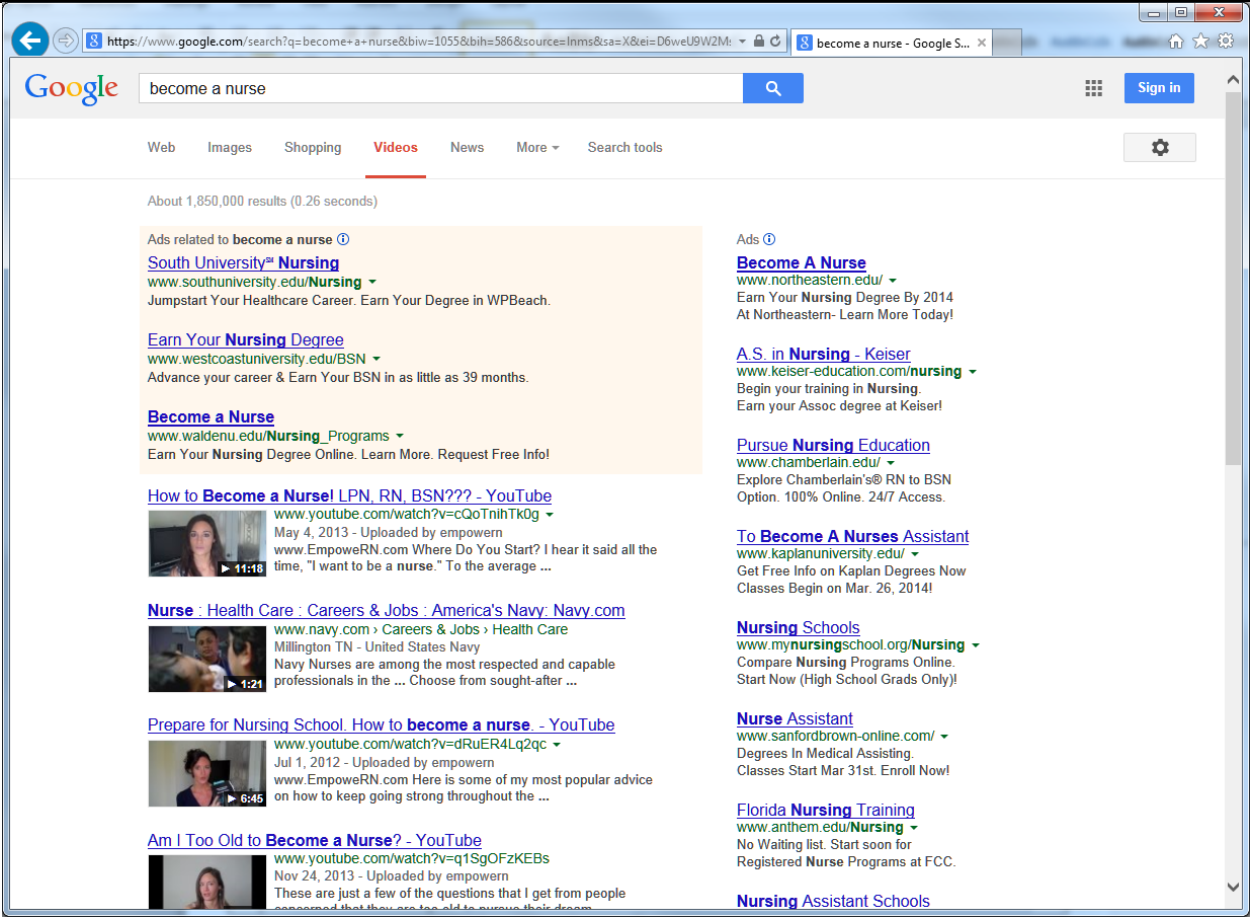
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several educational programs and career information. On the left side of the results, there are links to "A.S. in Nursing - Keiser", "Nurse Anesthetist Degree - Fairfield.edu", "Pursue Nursing Education - Chamberlain.edu", "Become a CRNA - American Association of Nurse Anesthetists", "How Long Does It Take to Become a Nurse Anesthesiologist...", "How To Become a Nurse Anesthetist" (by Lisa Davila), "How to Become a Nurse Anesthetist: 7 Steps (with Pictures...)", and "Johnson &amp; Johnson Nurse Anesthetist". On the right side, there are ads for "Bachelor's Degree Nursing", "South University", "Nursing Degree Programs", "Accelerated 2nd Degree", "Be a NAVY Reserve Nurse", "NYU Nursing DNP", and "Become an RN".</p>

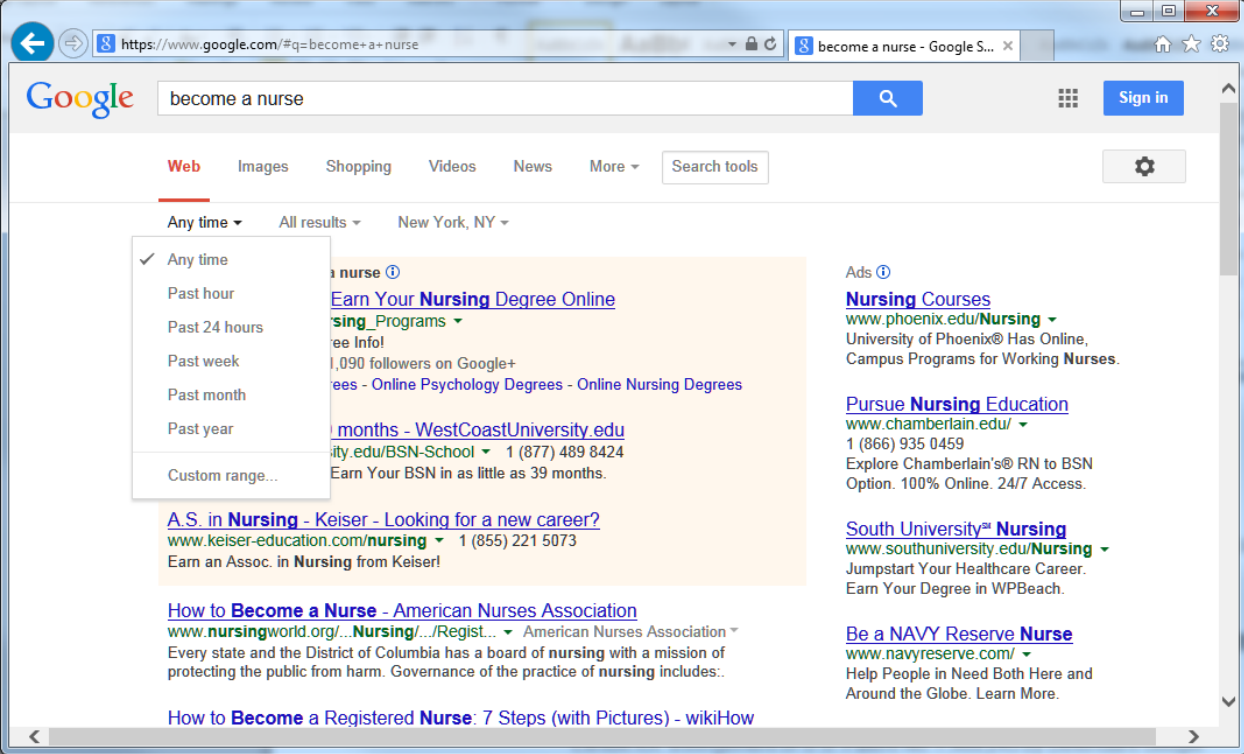
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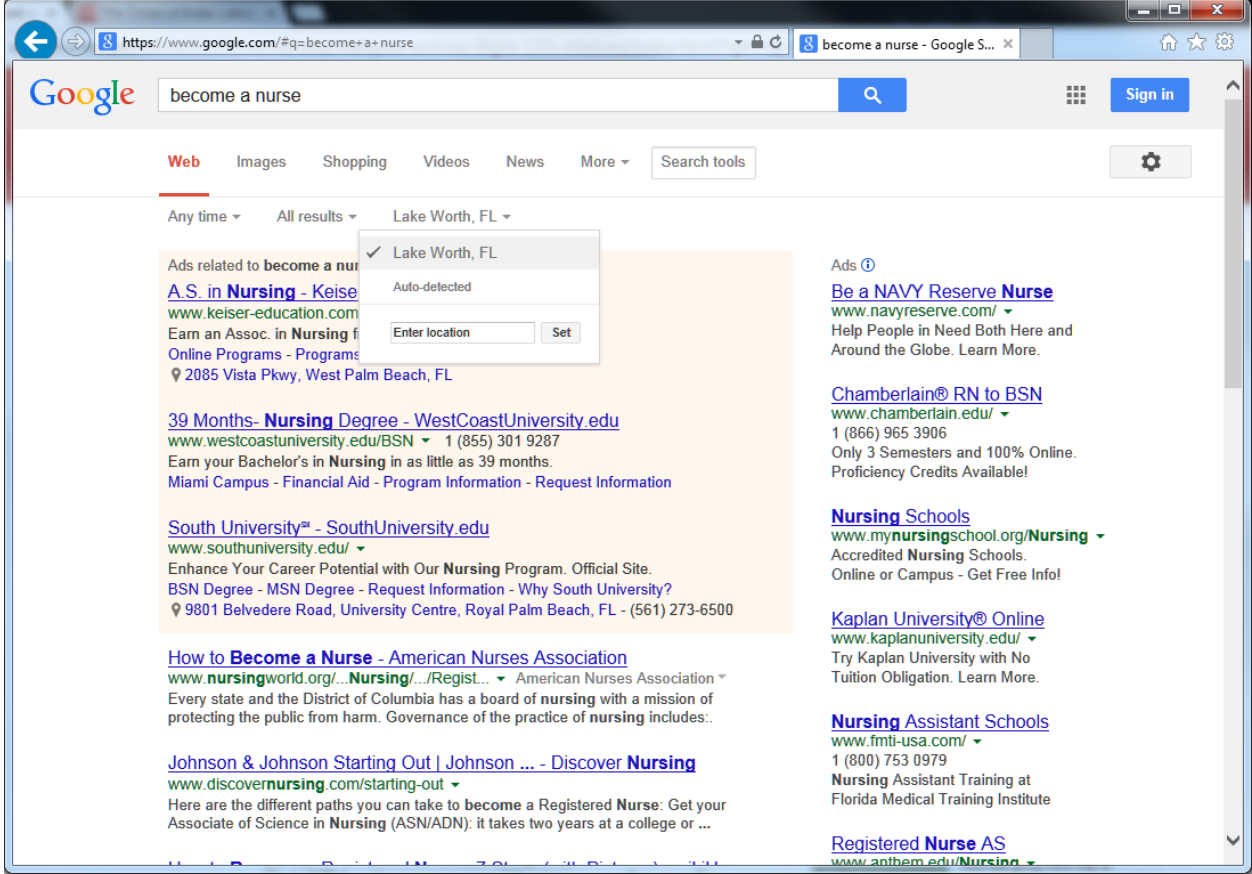
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 336,000 results. The search results are organized into two columns. The left column contains organic search results, including links to "A.S. in Nursing - Keiser", "Nurse Anesthetist Degree - Fairfield.edu", "Pursue Nursing Education - Chamberlain.edu", "Become a CRNA - American Association of Nurse Anesthetists", "How Long Does It Take to Become a Nurse Anesthesiologist...", "How To Become a Nurse Anesthetist" by Lisa Davila, "How to Become a Nurse Anesthetist: 7 Steps (with Pictures...)", and "Johnson &amp; Johnson Nurse Anesthetist". The right column contains paid search results (ads) for "Bachelor's Degree Nursing", "South University", "Nursing Degree Programs", "Accelerated 2nd Degree", "Be a NAVY Reserve Nurse", "NYU Nursing DNP", "Become an RN", and "Nurse Anesthetist Jobs". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse+anesthetist".</p>

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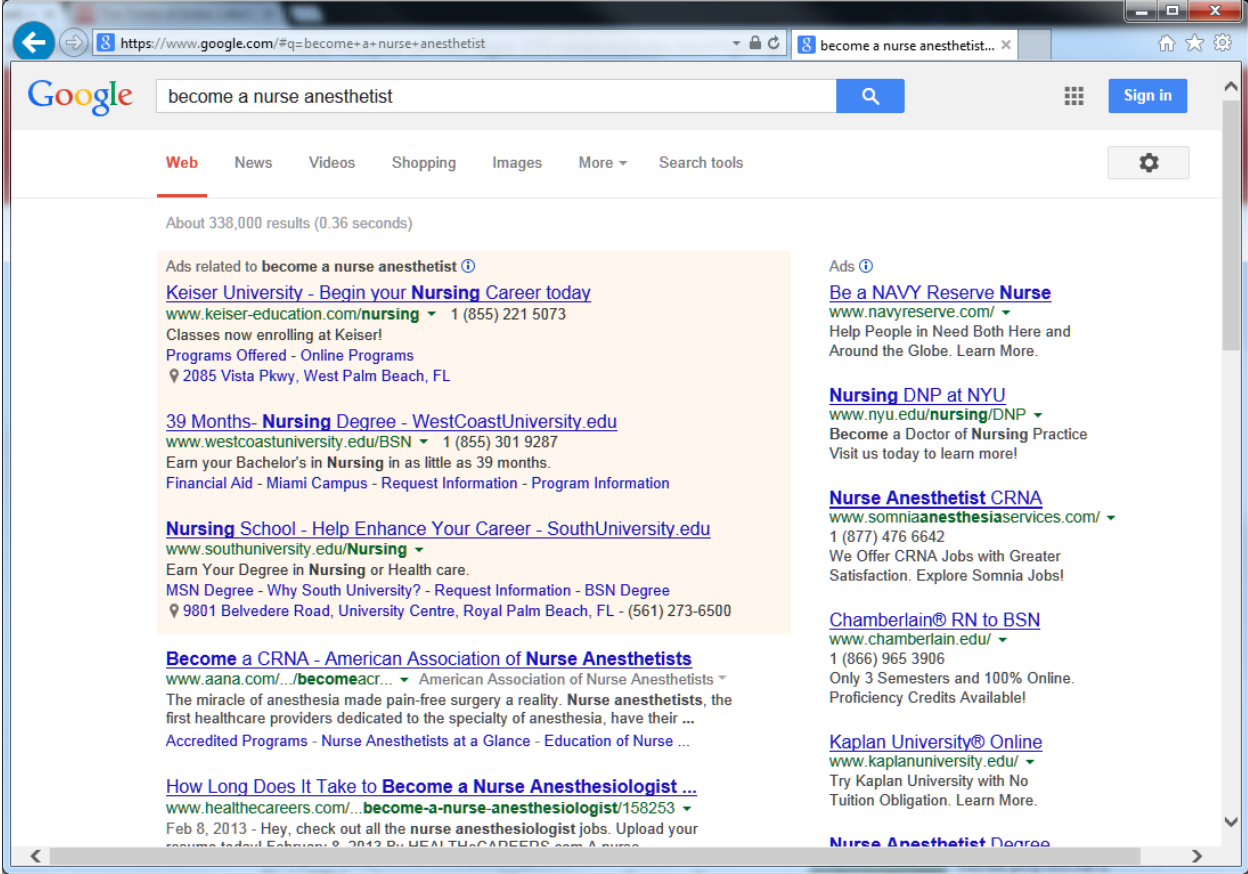
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section on the left includes links to South University, West Coast University, Walden University, and YouTube videos. The organic search results on the right include links to Northeastern University, Keiser University, Chamberlain College of Nursing, Kaplan University, MyNursingSchool.org, Sanford Brown College, Anthem University, and Nursing Assistant Schools. The page also shows a "Sign in" button and a "Search tools" dropdown menu.</p>

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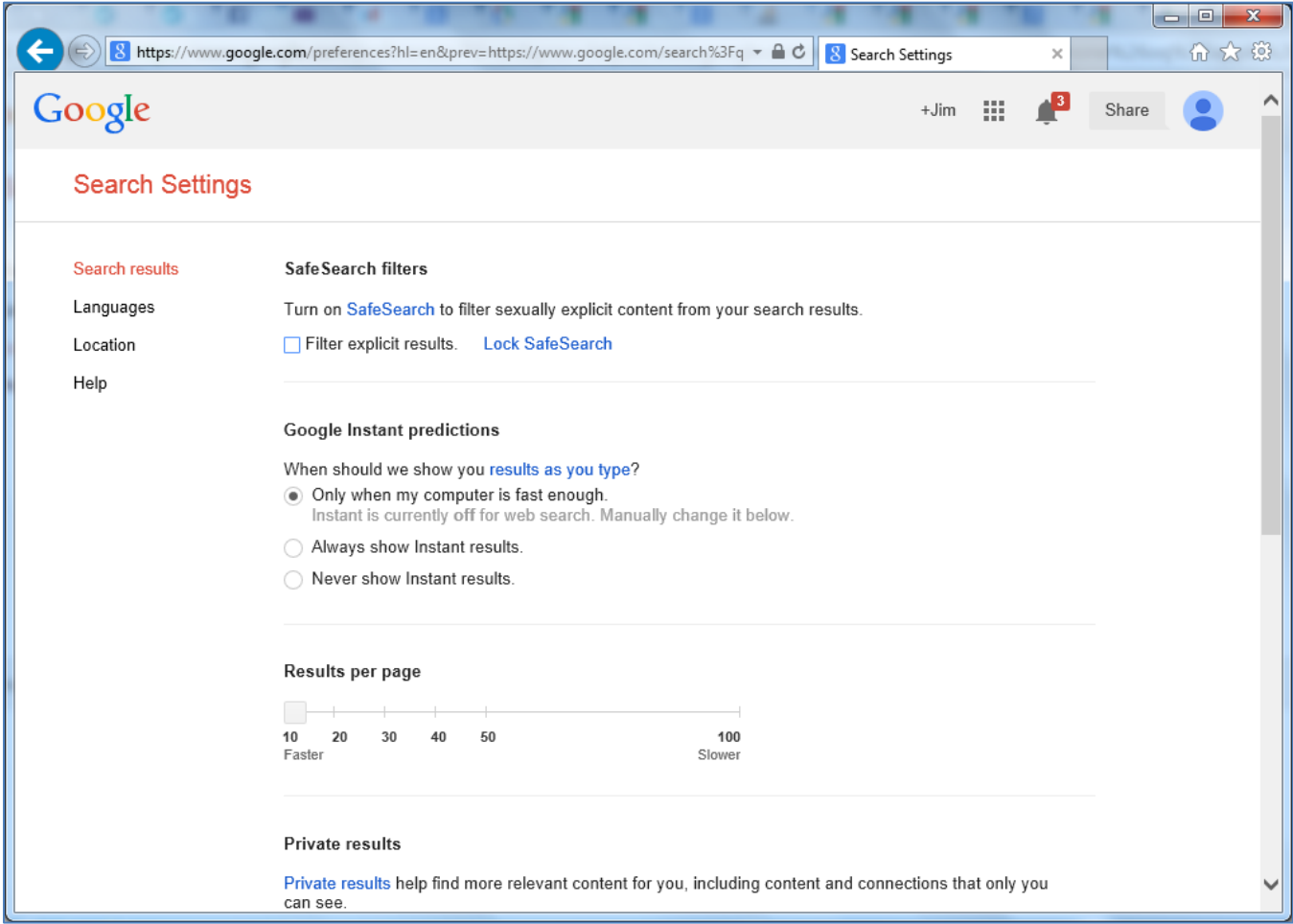
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse". The browser address bar displays "https://www.google.com/#q=become+a+nurse". The search results page includes a date filter menu on the left with options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The main search results list includes:</p> <ul style="list-style-type: none"><li><b>become a nurse</b> (with a circled 'i')<ul style="list-style-type: none"><li><a href="#">Earn Your Nursing Degree Online</a></li><li><a href="#">Nursing Programs</a></li><li>Free Info!</li><li>1,090 followers on Google+</li><li><a href="#">Nurses - Online Psychology Degrees - Online Nursing Degrees</a></li><li><a href="#">18 months - WestCoastUniversity.edu</a></li><li><a href="#">University.edu/BSN-School</a> 1 (877) 489 8424</li><li>Earn Your BSN in as little as 39 months.</li></ul></li><li><a href="#">A.S. in Nursing - Keiser - Looking for a new career?</a> <a href="http://www.keiser-education.com/nursing">www.keiser-education.com/nursing</a> 1 (855) 221 5073 Earn an Assoc. in Nursing from Keiser!</li><li><a href="#">How to Become a Nurse - American Nurses Association</a> <a href="http://www.nursingworld.org/.../Nursing/.../Regist...">www.nursingworld.org/.../Nursing/.../Regist...</a> 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><a href="#">How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</a></li></ul> <p>On the right side, there are advertisements:</p> <ul style="list-style-type: none"><li><b>Ads</b><ul style="list-style-type: none"><li><a href="#">Nursing Courses</a> <a href="http://www.phoenix.edu/Nursing">www.phoenix.edu/Nursing</a> University of Phoenix® Has Online, Campus Programs for Working Nurses.</li><li><a href="#">Pursue Nursing Education</a> <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> 1 (866) 935 0459 Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</li><li><a href="#">South University™ Nursing</a> <a href="http://www.southuniversity.edu/Nursing">www.southuniversity.edu/Nursing</a> Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.</li><li><a href="#">Be a NAVY Reserve Nurse</a> <a href="http://www.navyreserve.com/">www.navyreserve.com/</a> Help People in Need Both Here and Around the Globe. Learn More.</li></ul></li></ul>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays "https://www.google.com/#q=become+a+nurse". The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is also visible. The results are filtered by "Any time" and "All results". A location dropdown menu is open, showing "Lake Worth, FL" as the selected location, with an "Auto-detected" option and an "Enter location" field. The search results include several links to nursing programs and schools, such as "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS".</p>

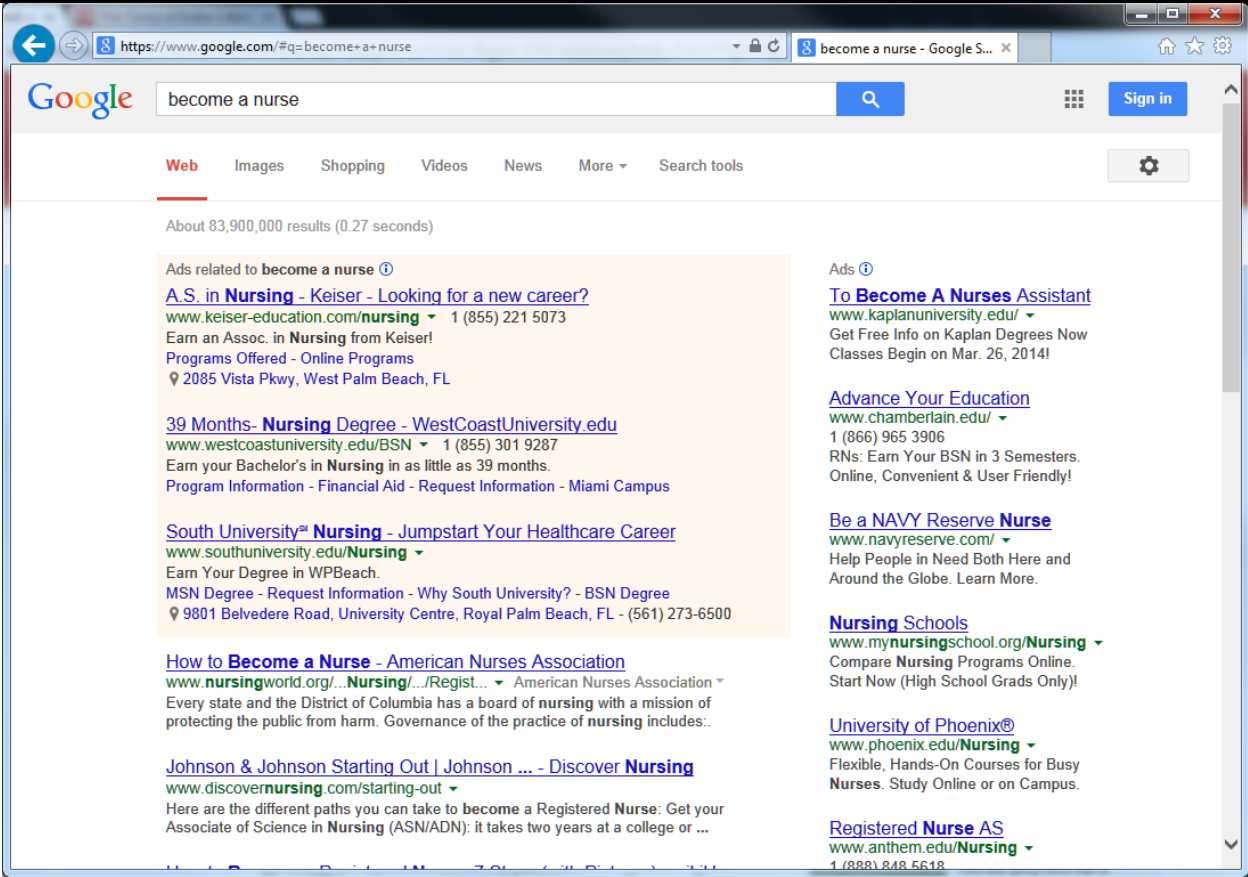
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 338,000 results in 0.36 seconds. The results are categorized into "Web" and "Ads".</p> <p><b>Web Results:</b></p> <ul style="list-style-type: none"><li><b>Keiser University - Begin your Nursing Career today</b> www.keiser-education.com/nursing 1 (855) 221 5073 Classes now enrolling at Keiser! Programs Offered - Online Programs 2085 Vista Pkwy, West Palm Beach, FL</li><li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b> www.westcoastuniversity.edu/BSN 1 (855) 301 9287 Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program Information</li><li><b>Nursing School - Help Enhance Your Career - SouthUniversity.edu</b> www.southuniversity.edu/Nursing Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500</li><li><b>Become a CRNA - American Association of Nurse Anesthetists</b> www.aana.com/.../becomeacr... American Association of Nurse Anesthetists The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologist ...</b> www.healthcareers.com/.../become-a-nurse-anesthesiologist/158253 Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse</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 DNP at NYU</b> www.nyu.edu/nursing/DNP Become a Doctor of Nursing Practice Visit us today to learn more!</li><li><b>Nurse Anesthetist CRNA</b> www.somniaanesthesiaservices.com/ 1 (877) 476 6642 We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!</li><li><b>Chamberlain® RN to BSN</b> www.chamberlain.edu/ 1 (866) 965 3906 Only 3 Semesters and 100% Online. Proficiency Credits Available!</li><li><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nurse Anesthetist Nanree</b></li></ul>

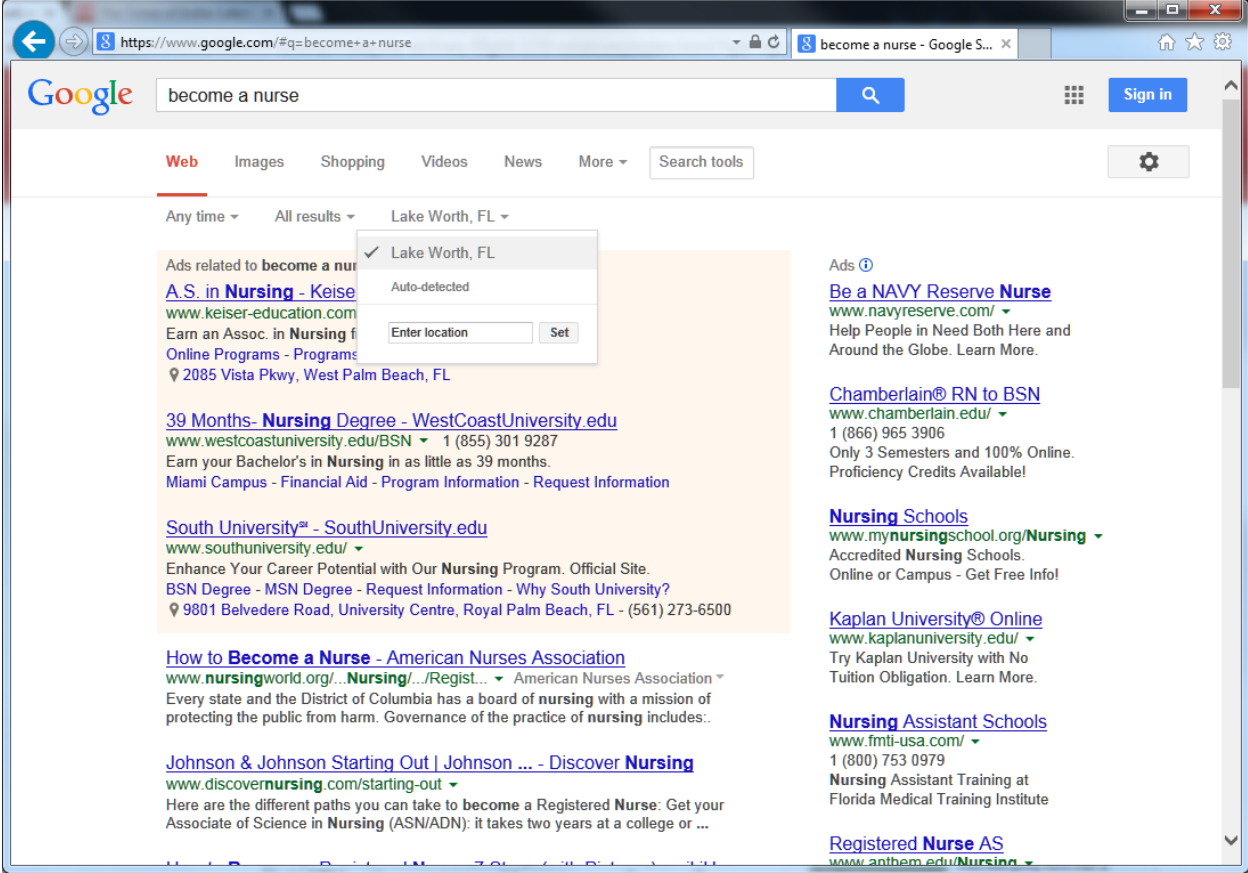
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a web browser window displaying the Google Search Settings page. The address bar shows the URL 'https://www.google.com/preferences?hl=en&prev=https://www.google.com/search%3Fq'. The page title is 'Search Settings'. The Google logo is at the top left, and user information '+Jim' and a 'Share' button are at the top right. The page is divided into two main columns. The left column, titled 'Search results', contains links for 'Languages', 'Location', and 'Help'. The right column contains 'SafeSearch filters' with a description 'Turn on SafeSearch to filter sexually explicit content from your search results.' and a checkbox 'Filter explicit results.' which is currently unchecked, with a 'Lock SafeSearch' link. Below this is 'Google Instant predictions' with the question 'When should we show you results as you type?' and three radio button options: 'Only when my computer is fast enough.' (selected), 'Always show Instant results.', and 'Never show Instant results.'. Below that is a 'Results per page' slider ranging from 10 (Faster) to 100 (Slower), with the slider currently positioned at 10. At the bottom is a section for 'Private results' with a description: 'Private results help find more relevant content for you, including content and connections that only you can see.'
refining the search results based upon the search refinement input; and	The Accused Instrumentalities refine the search results based upon the search refinement input

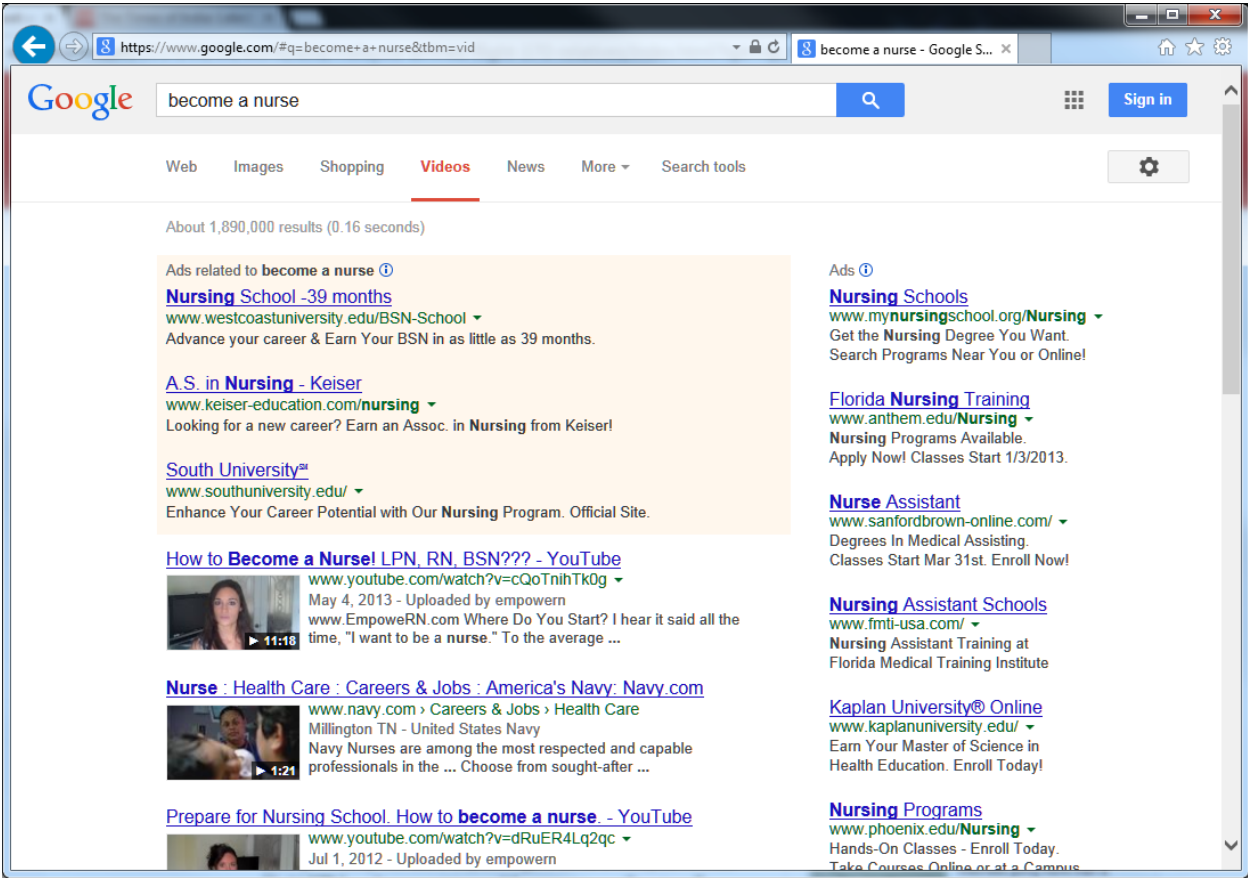
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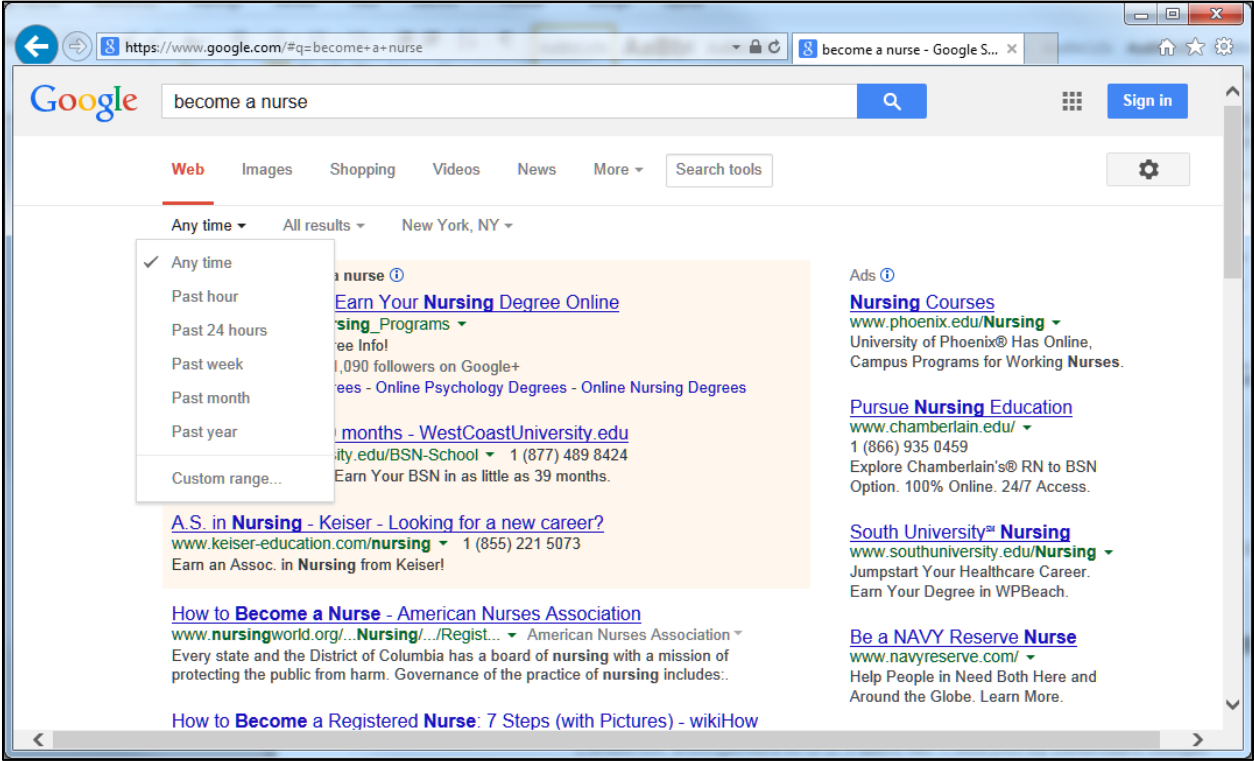
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 83,900,000 results in 0.27 seconds. The results are categorized into "Web" and "Ads".</p> <p><b>Web Results:</b></p> <ul style="list-style-type: none"><li><b>Ads related to become a nurse</b><ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser - Looking for a new career?</b> www.keiser-education.com/nursing   1 (855) 221 5073 Earn an Assoc. in Nursing from Keiser! Programs Offered - Online Programs 2085 Vista Pkwy, West Palm Beach, FL</li><li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b> www.westcoastuniversity.edu/BSN   1 (855) 301 9287 Earn your Bachelor's in Nursing in as little as 39 months. Program Information - Financial Aid - Request Information - Miami Campus</li><li><b>South University<sup>SM</sup> Nursing - Jumpstart Your Healthcare Career</b> www.southuniversity.edu/Nursing Earn Your Degree in WPBeach. MSN Degree - Request Information - Why South University? - BSN Degree 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500</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></ul></li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>To Become A Nurses Assistant</b> www.kaplanuniversity.edu/   Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014!</li><li><b>Advance Your Education</b> www.chamberlain.edu/   1 (866) 965 3906 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><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 Schools</b> www.mynursingschool.org/Nursing   Compare Nursing Programs Online. Start Now (High School Grads Only)!</li><li><b>University of Phoenix<sup>®</sup></b> www.phoenix.edu/Nursing   Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Registered Nurse AS</b> www.anthem.edu/Nursing   1 (888) 848 5618</li></ul>

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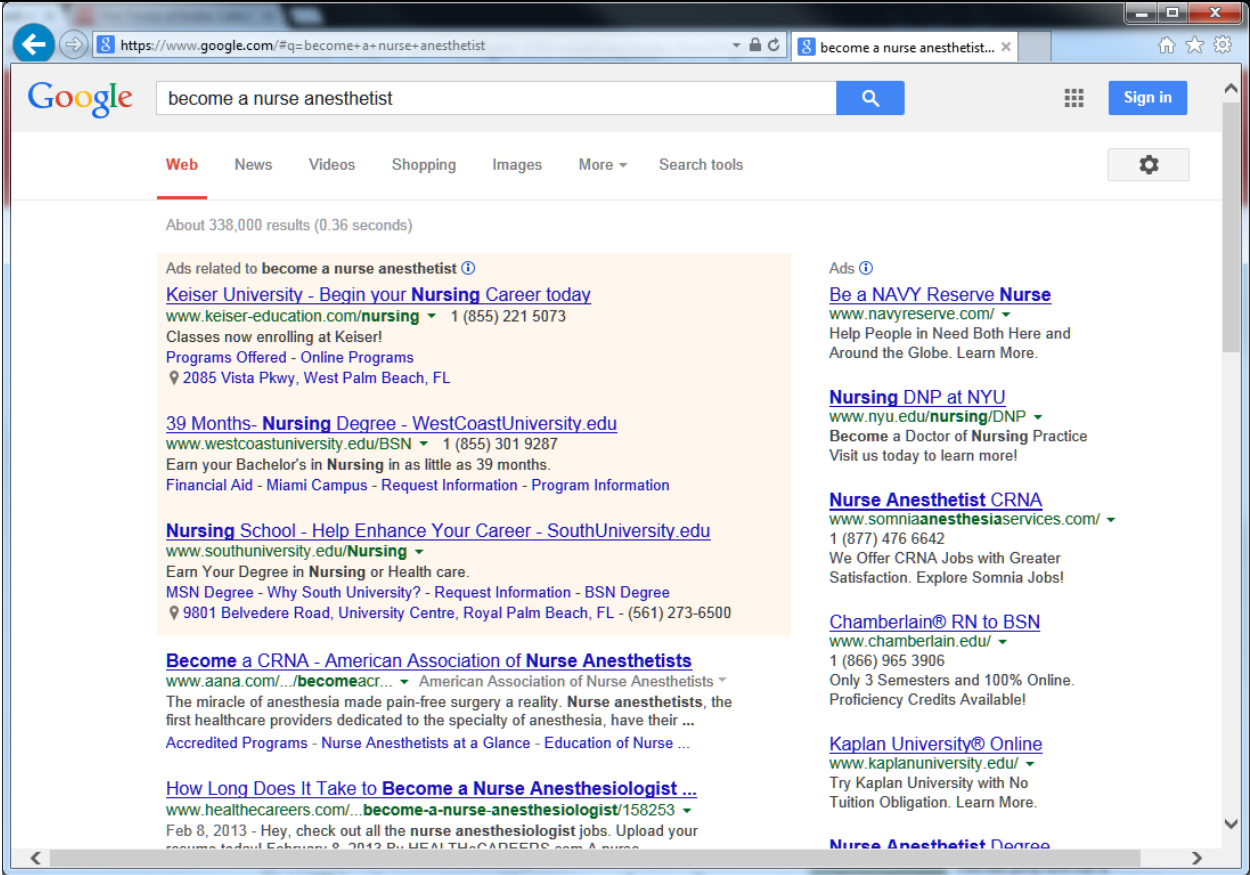
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The search results are filtered by location to "Lake Worth, FL". The results include several educational institutions and professional organizations, such as Keiser Education, West Coast University, South University, American Nurses Association, and Johnson &amp; Johnson. The interface also shows a "Sign in" button and a "Search tools" dropdown menu.</p>
transmitting the refined search results via the communications link to the data processing	The Accused Instrumentalities transmit the refined search results via the communications link to the data processing device.

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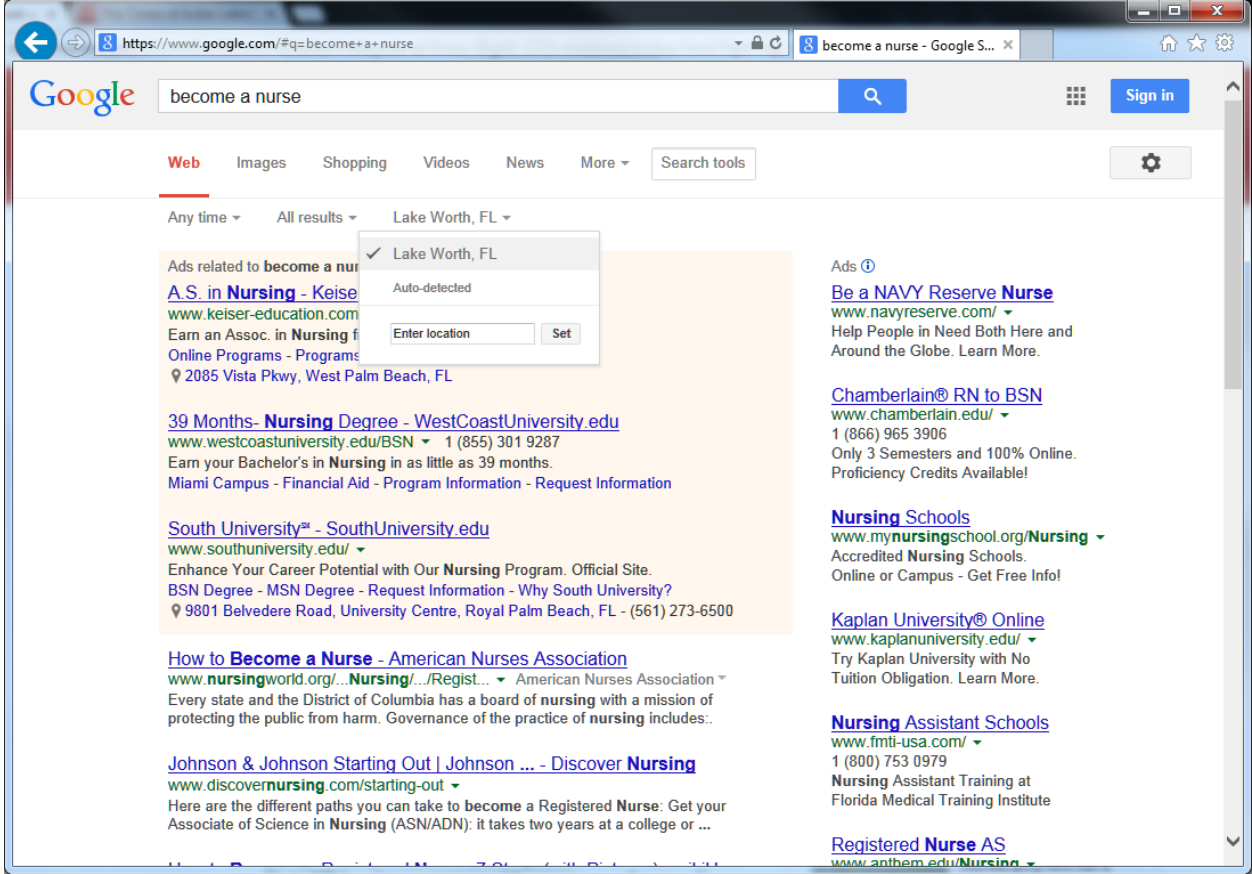
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
device.	<p>See above.</p>  A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows "https://www.google.com/#q=become+a+nurse&tbm=vid". The search bar contains "become a nurse". The results are categorized under "Videos". There are approximately 1,890,000 results shown. The results include several video thumbnails with titles and descriptions. The first video is titled "How to Become a Nurse! LPN, RN, BSN??? - YouTube" and is from the channel "empowern". The second video is titled "Nurse : Health Care : Careers & Jobs : America's Navy: Navy.com" and is from the channel "Navy.com". The third video is titled "Prepare for Nursing School. How to become a nurse. - YouTube" and is from the channel "empowern". On the right side of the page, there are several text-based advertisements for nursing schools and programs, including "Nursing Schools", "Florida Nursing Training", "Nurse Assistant", "Nursing Assistant Schools", "Kaplan University® Online", and "Nursing Programs".

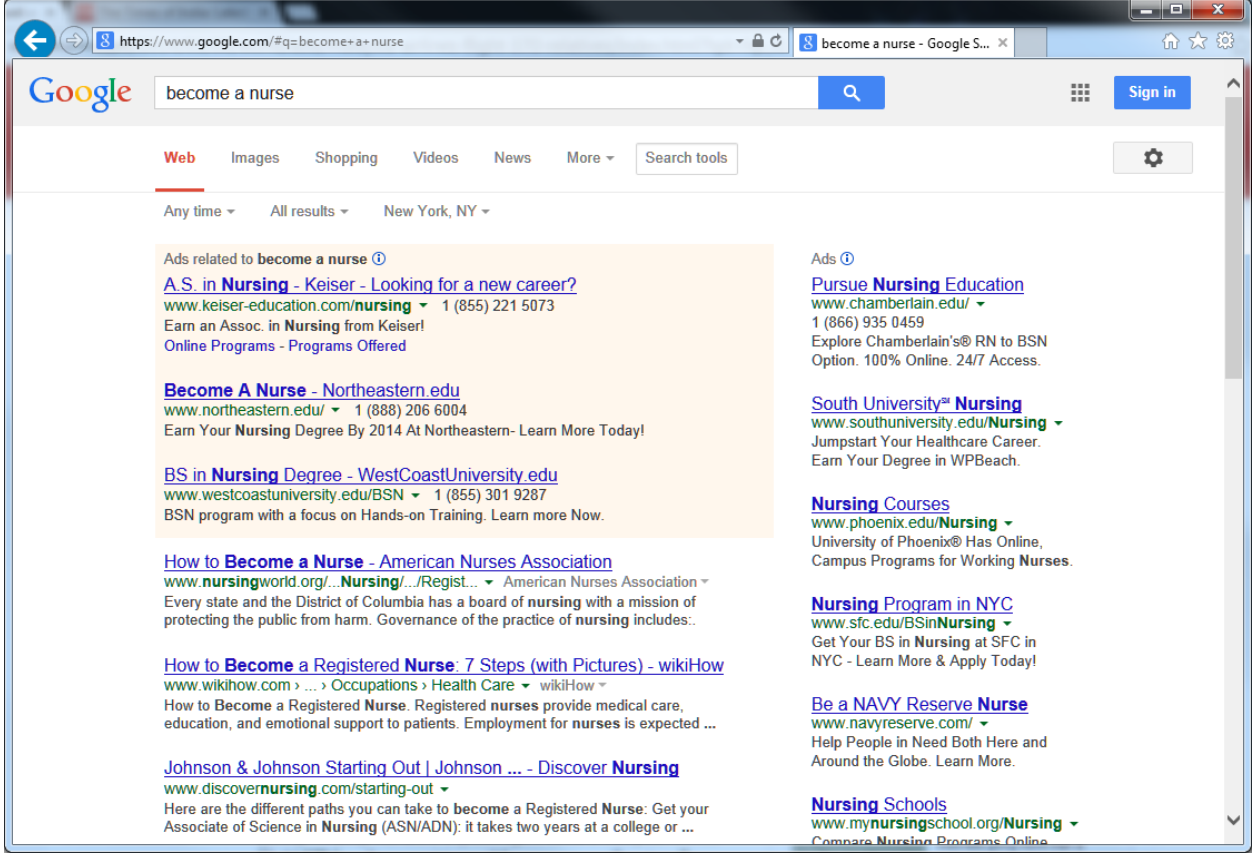
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse". The search results are displayed under the "Web" tab. A date filter dropdown is open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include several links to nursing programs and information, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association". The right sidebar displays "Ads" for nursing courses and education.</p>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results page displays approximately 338,000 results in 0.36 seconds. The main content area lists several educational and career-related links, including:</p> <ul style="list-style-type: none"><li><b>Keiser University - Begin your Nursing Career today</b>: www.keiser-education.com/nursing. 1 (855) 221 5073. Classes now enrolling at Keiser! Programs Offered - Online Programs. 2085 Vista Pkwy, West Palm Beach, FL.</li><li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b>: www.westcoastuniversity.edu/BSN. 1 (855) 301 9287. Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program Information.</li><li><b>Nursing School - Help Enhance Your Career - SouthUniversity.edu</b>: www.southuniversity.edu/Nursing. Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree. 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500.</li><li><b>Become a CRNA - American Association of Nurse Anesthetists</b>: www.aana.com/.../becomeacrna. American Association of Nurse Anesthetists. The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologist ...</b>: www.healthcareers.com/.../become-a-nurse-anesthesiologist/158253. Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By: HEALTHCAREERS.com. A nurse ...</li></ul> <p>The right sidebar contains several advertisements, including:</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 DNP at NYU</b>: www.nyu.edu/nursing/DNP. Become a Doctor of Nursing Practice. Visit us today to learn more!</li><li><b>Nurse Anesthetist CRNA</b>: www.somniaanesthesiaservices.com/. 1 (877) 476 6642. We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!</li><li><b>Chamberlain® RN to BSN</b>: www.chamberlain.edu/. 1 (866) 965 3906. Only 3 Semesters and 100% Online. Proficiency Credits Available!</li><li><b>Kaplan University® Online</b>: www.kaplanuniversity.edu/. Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nurse Anesthetist Nanrao</b></li></ul>

## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

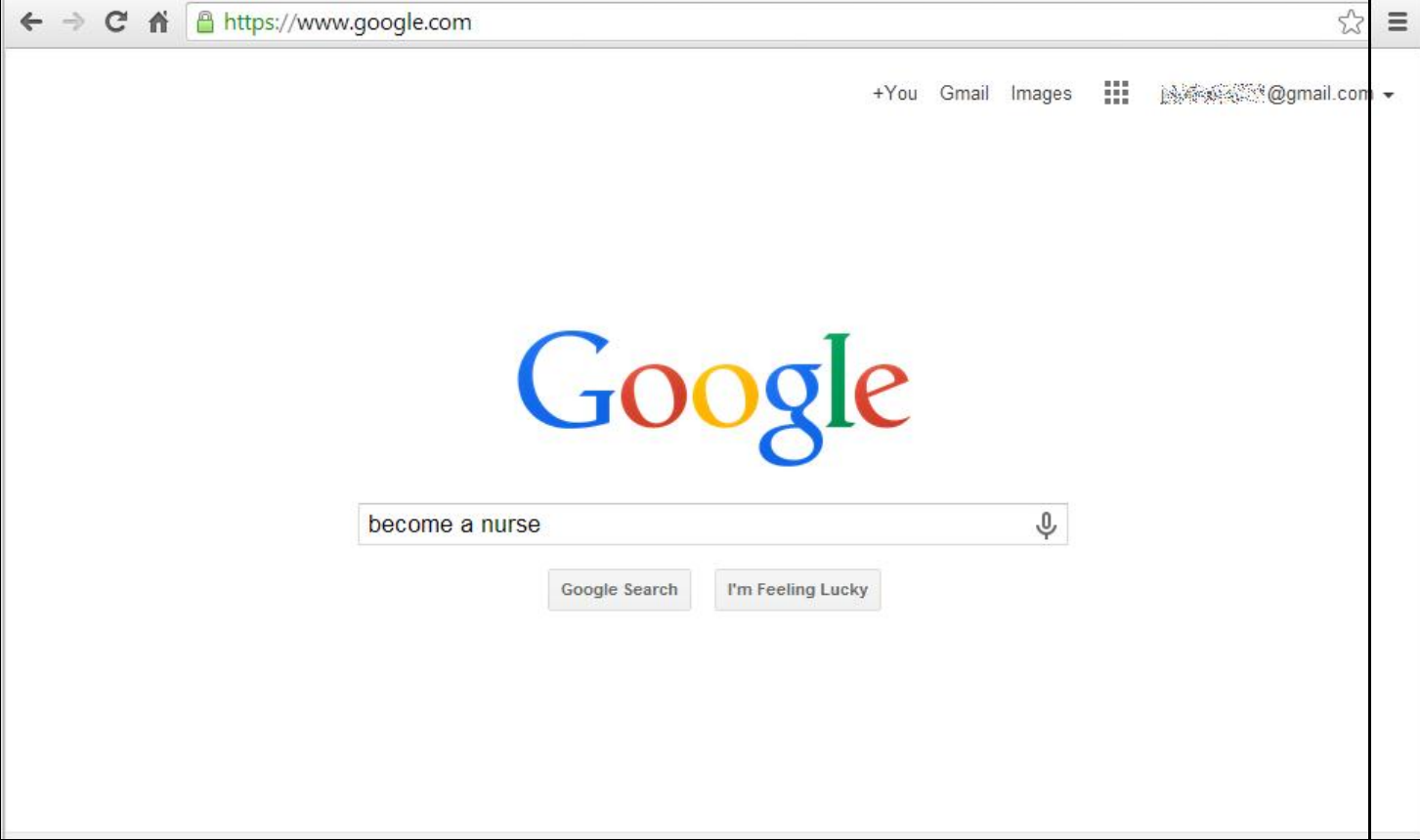
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays "https://www.google.com/#q=become+a+nurse". The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. The results are filtered by "Any time" and "All results". A location dropdown menu is open, showing "Lake Worth, FL" as the selected location, with an "Auto-detected" option and an "Enter location" input field. The search results include several links related to nursing education and careers, such as "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS".</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page includes a search bar with the query, navigation tabs for Web, Images, Shopping, Videos, News, and More, and a "Search tools" button. Below the search bar, there are several search results, including ads and organic results. The ads section on the left lists links to nursing programs from Keiser, Northeastern, and West Coast University. The organic results section on the right lists links to nursing education from Chamberlain, South University, Phoenix, SFC, and Navy Reserve. The bottom of the page shows a "Sign in" button and a "Search tools" button.</p>
	Claim No. 9

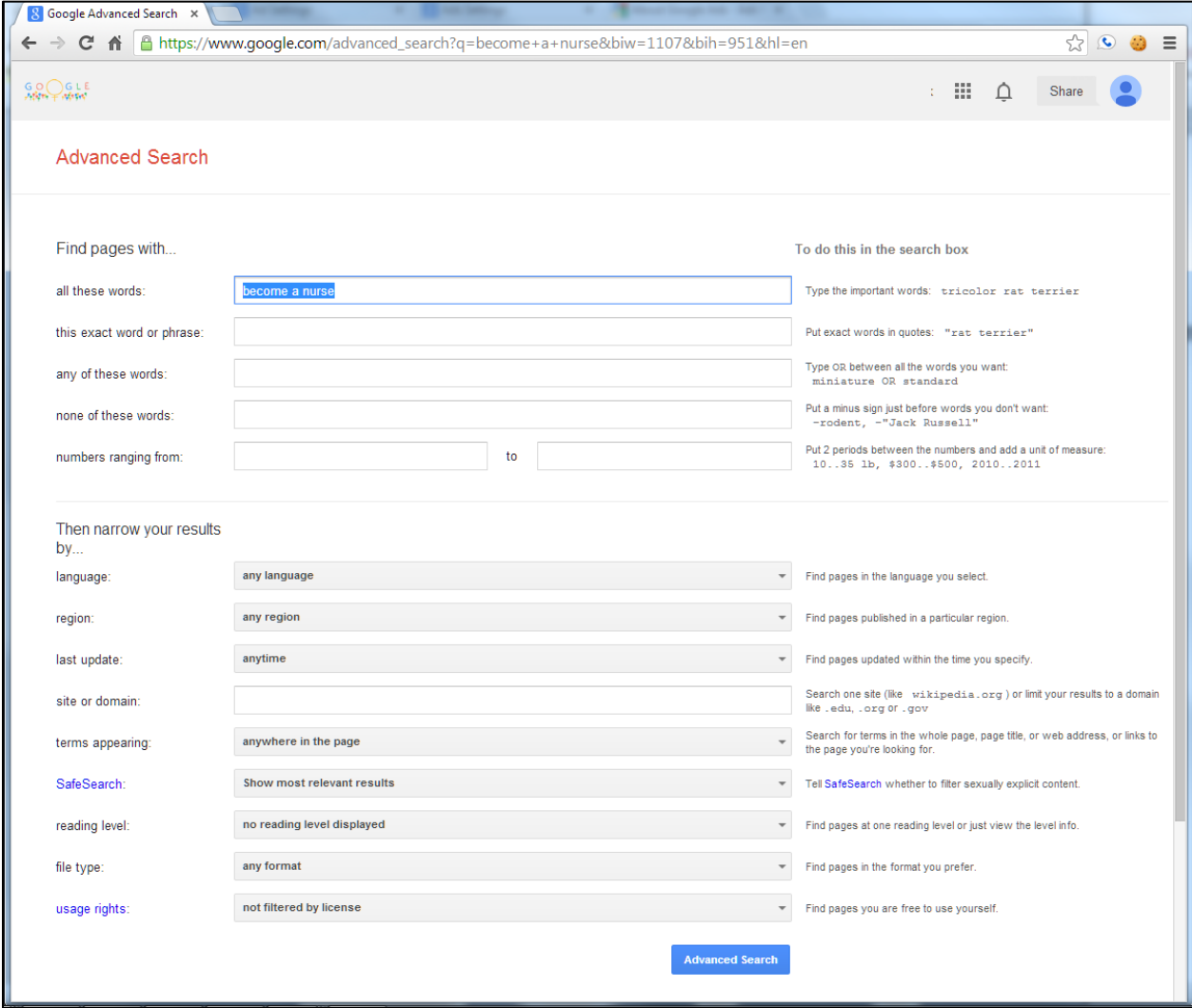
## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	<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 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").</p> <p>See claim 1 above.</p>
a communications interface operable to interface with the data processing device of the user via the communications link;	<p>The Accused Instrumentalities provide a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claim 1 above.</p>

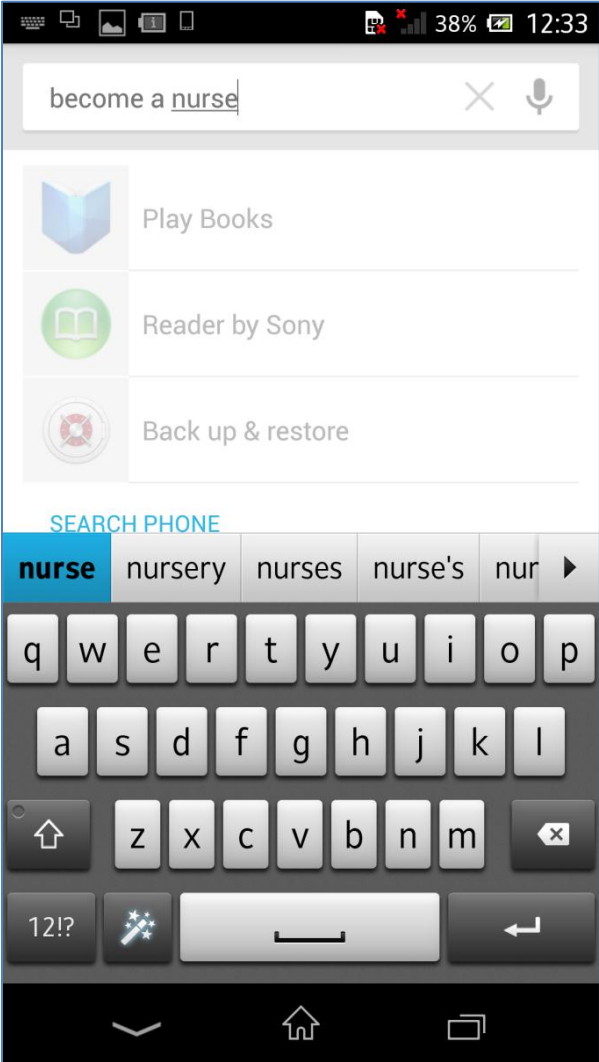
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search page in a web browser. The address bar shows the URL: <a href="https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en">https://www.google.com/advanced_search?q=become+a+nurse&amp;biw=1107&amp;bih=951&amp;hl=en</a>. The page title is "Advanced Search".</p> <p><b>Find pages with...</b></p> <ul style="list-style-type: none"><li>all these words: <input type="text" value="become a nurse"/></li><li>this exact word or phrase: <input type="text"/></li><li>any of these words: <input type="text"/></li><li>none of these words: <input type="text"/></li><li>numbers ranging from: <input type="text"/> to <input type="text"/></li></ul> <p><b>To do this in the search box</b></p> <ul style="list-style-type: none"><li>Type the important words: tricolor rat terrier</li><li>Put exact words in quotes: "rat terrier"</li><li>Type OR between all the words you want: miniature OR standard</li><li>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</li><li>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011</li></ul> <p><b>Then narrow your results by...</b></p> <ul style="list-style-type: none"><li>language: <input type="text" value="any language"/> Find pages in the language you select.</li><li>region: <input type="text" value="any region"/> Find pages published in a particular region.</li><li>last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.</li><li>site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov</li><li>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.</li><li>SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.</li><li>reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.</li><li>file type: <input type="text" value="any format"/> Find pages in the format you prefer.</li><li>usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself.</li></ul> <p><input type="button" value="Advanced Search"/></p>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android phone interface. At the top, the status bar displays icons for keyboard, camera, battery, and signal, along with the time 12:33 and 38% battery. 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 are three suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red lifebuoy icon. Below these suggestions is a "SEARCH PHONE" label. The keyboard is visible, with the word "nurse" highlighted in the search bar. The keyboard has a standard QWERTY layout with a spacebar and a backspace key. The bottom of the screen shows the Android navigation bar with a home button and a recent apps button.</p>

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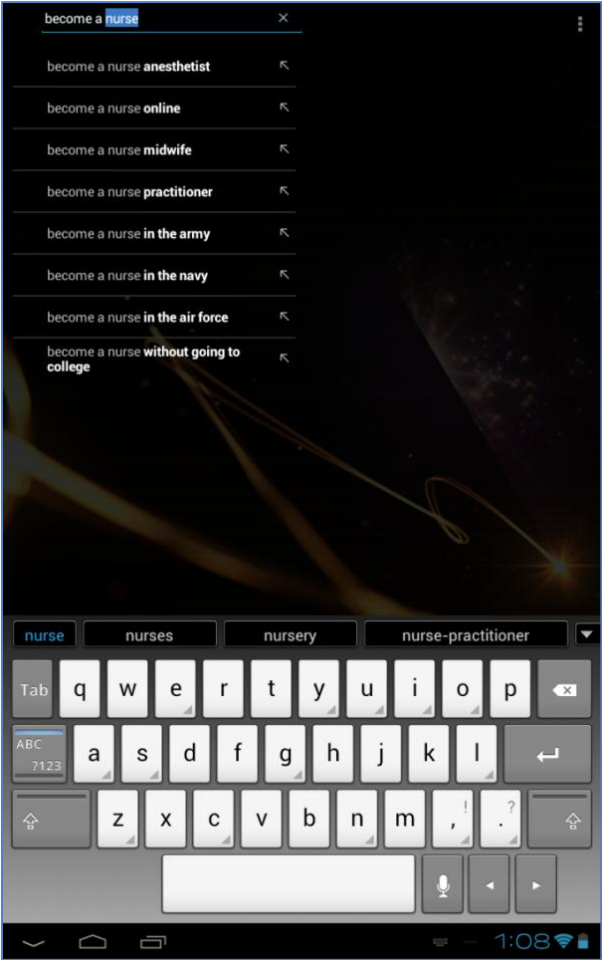
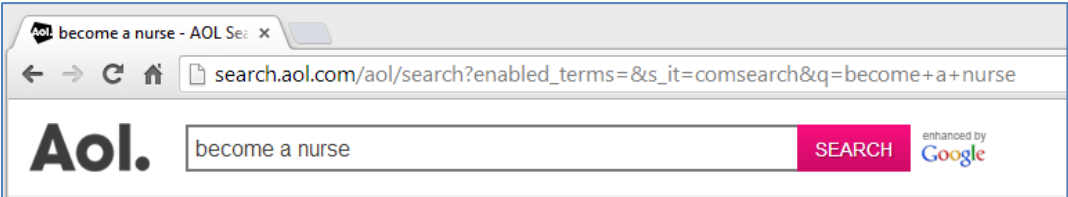
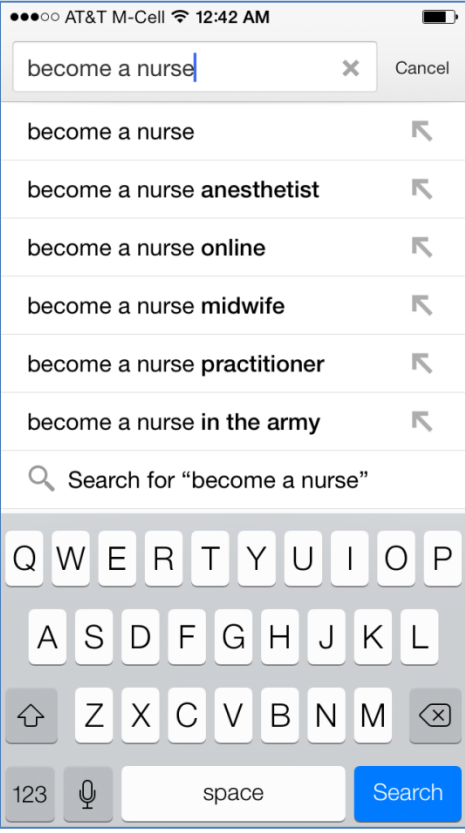
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1052 321 1499 354">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. At the top, there is a search bar with the text 'become a nurse'. Below the search bar, a list of suggestions is displayed, each preceded by 'become a nurse' and followed by a right-pointing arrow. The suggestions are: 'nurse', 'anesthetist', 'online', 'midwife', 'practitioner', 'in the army', 'in the navy', 'in the air force', and 'without going to college'. Below the list, there is a keyboard with a search bar at the top containing the word 'nurse'. The keyboard has a standard QWERTY layout. At the bottom of the screen, there is a status bar showing the time '1:08' and various icons.</p>


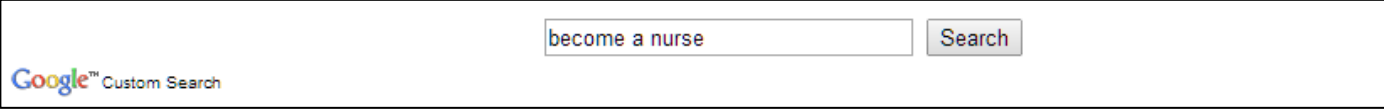
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Tablet Running Android 4.0.2</p> 

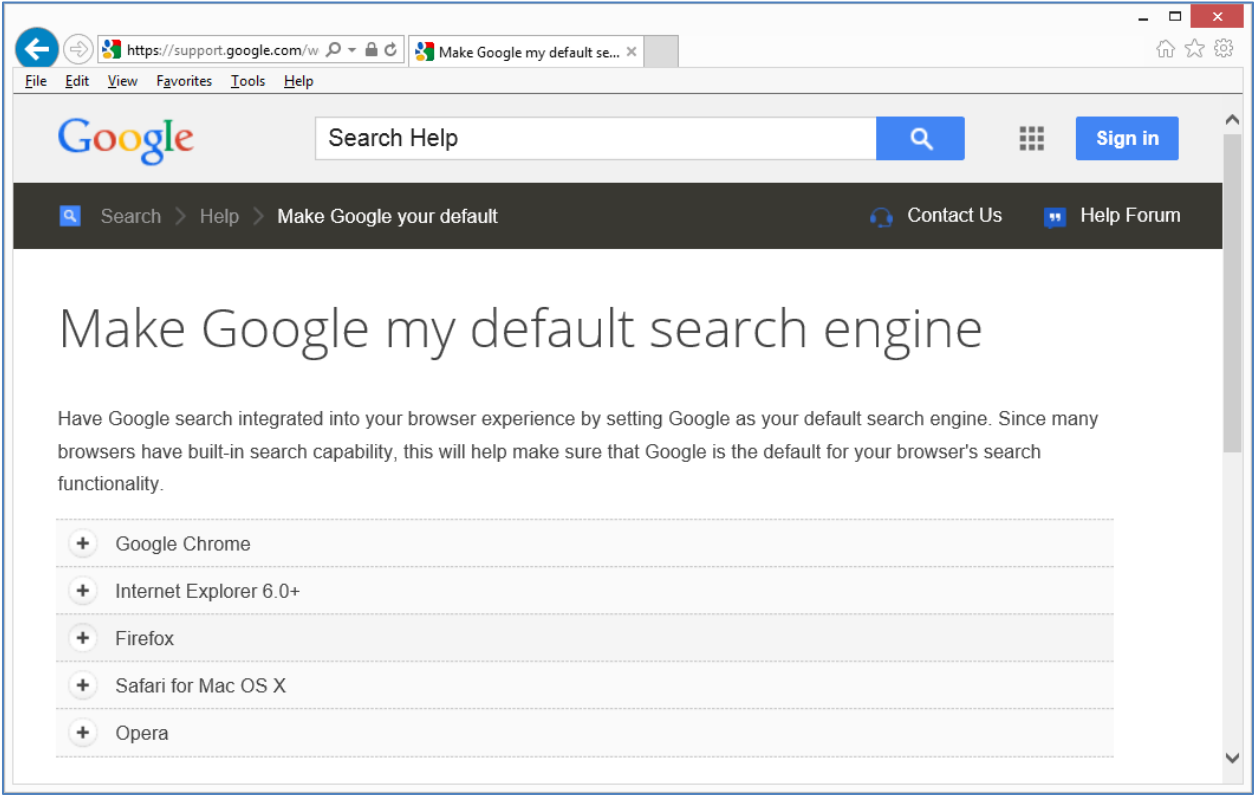
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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&amp;T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. 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 'Cancel' button. Below the search bar is a list of search suggestions, each with a right arrow: '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'. Below the suggestions is a search button with a magnifying glass icon and the text 'Search for "become a nurse"'. Below the search button is a QWERTY keyboard. At the bottom of the keyboard is a 'Search' button.</p> <p>Google Search App Running on iOS 7.1</p>

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U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	  <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>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 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=2abeaecf5da1ba90&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- cGzNoU7vTcL2nq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_iDWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKL1Gyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AfcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEsplswpAlcBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94c9Q7wrmDqmckf2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET request of "Advanced Search"</p>

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a database search engine operable to:	<p>The Accused Instrumentalities provide a database search engine.</p> <p>See claim 1 above.</p> 

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	<div data-bbox="615 321 1938 930"><div data-bbox="674 347 1073 381">Finding information by crawling</div><p data-bbox="674 407 1243 557">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="674 599 1243 716">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="674 758 1243 907">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></div> <div data-bbox="1346 347 1793 381">Organizing information by indexing</div> <p data-bbox="1346 407 1915 621">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="1346 664 1915 907">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>

<https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html>

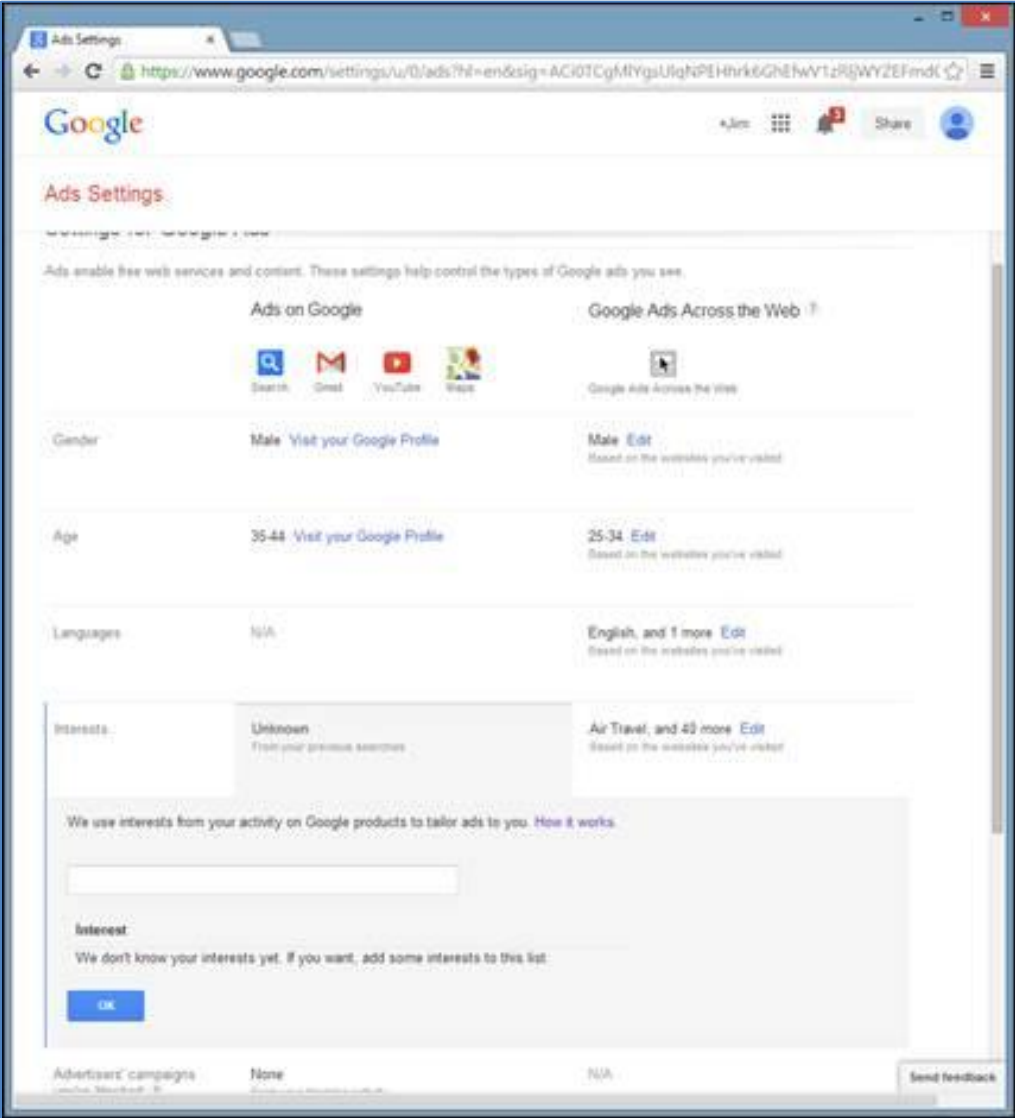
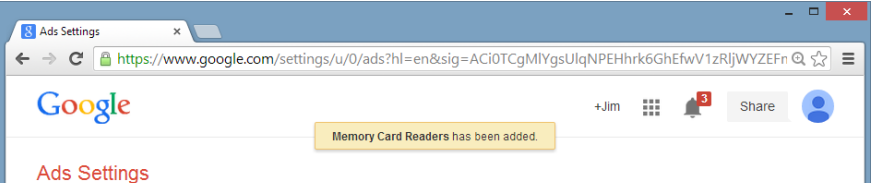
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	<div data-bbox="611 321 1944 800" style="border: 1px solid #ccc; padding: 10px;"> <h3 style="margin: 0;">Algorithms</h3> <p style="margin: 10px 0;">You want the answer, not trillions of webpages. Algorithms are computer programs that look for clues to give you back exactly what you want.</p> <hr style="border: 0; border-top: 1px solid #ccc; margin: 10px 0;"/> <p style="margin: 10px 0; font-size: 0.9em;">For a typical query, there are thousands, if not millions, of webpages with helpful information. Algorithms are the computer processes and formulas that take your questions and turn them into answers. Today Google's algorithms rely on more than 200 unique signals or "clues" that make it possible to guess what you might really be looking for. These signals include things like the terms on websites, the freshness of content, your region and PageRank.</p> </div> <p style="text-align: right; margin-top: 20px;"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/algorithms.html">https://www.google.com/intl/en/insidesearch/howsearchworks/algorithms.html</a></p>
receive from the data processing device via the communications link a search request that includes a search argument; and	<p>The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument.</p> <p>See claim 1 above.</p>
search at least one database using the search argument to produce search results;	<p>The Accused Instrumentalities search at least one database using the search argument to produce search results.</p> <p>See claim 1 above.</p>

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an associative search engine operable to:	The Accused Instrumentalities include an associative search engine.
receive user preference input from the data processing device via the communications link;	The Accused Instrumentalities receive user preference inputs from the data processing device via the communications link.  See claim 1 above.
create user preference data based upon the user preference input; and	The Accused Instrumentalities create user preference data based upon the user preference input.  See claim 1 above.
select at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	The Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user preference data.  See claim 1 above.
the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The Accused Instrumentalities transmit the search results together with at least one advertisement via the communications link to the data processing device.  See claim 1 above.
Claim No. 12	
The advertising machine of claim 9, wherein the user preference data comprises a list of keywords.	The Accused Instrumentalities' user preference data comprises a list of keywords.  See claim 9 above.

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	  <p>The image displays two screenshots of the Google Ads Settings page. The top screenshot shows the full page with sections for 'Ads on Google' (Search, Gmail, YouTube, Maps), 'Google Ads Across the Web', and user profile information (Gender: Male, Age: 35-44, Languages: English, Interests: Air Travel). The bottom screenshot is a partial view of the same page, showing the Google logo, a notification 'Memory Card Readers has been added.', and the 'Ads Settings' heading.</p>

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<b>Claim No. 13</b>	
The advertising machine of claim 9, wherein creating the user preference data based upon the user preference input comprises setting the user preference data to default values.	The Accused Instrumentalities create the user preference data based upon the user preference input comprises setting the user preference data to default values.  See claims 4 and 9 above.
<b>Claim No. 14</b>	
The advertising machine of claim 9, wherein the associate search engine is further operable to:	See claim 9 above.
receive user preference edit input via the communications link from the data processing device; and	Upon information and belief, the Accused Instrumentalities receive the user preference edit input via communication link from the data processing unit.  See claim 5 above.
modify the user preference data based upon the user preference edit input.	Upon information and belief, the Accused Instrumentalities modify the user preference data based upon the user preference edit input.  See claim 5 above.
<b>Claim No. 15</b>	
The advertising machine of claim 9, wherein the associate search engine is further operable to:	See claim 9 above.
receive user preference re-	Upon information and belief, the Accused Instrumentalities receive user preference re-prioritization input.

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prioritization input; and	See claim 6 above.
re-prioritize the user preference data based upon the user preference re-prioritization input.	Upon information and belief, the Accused Instrumentalities reprioritize the user preference data based upon the user preference reprioritization input.  See claim 6 above.
<b>Claim No. 16</b>	
The advertising machine of claim 9, wherein the user preference data is derived from prior searching history.	The Accused Instrumentalities derive user preference data from prior searching history.  See claims 7 and 9 above.
<b>Claim No. 17</b>	
The advertising machine of claim 9, wherein the database search engine is further operable to:	See claim 9 above.
receive search refinement input via the communications link from the data processing device of the user;	The Accused Instrumentalities receive search refinement input via communications link from data processing device of the user.  See claim 8 above.
refine the search results based upon the search refinement input; and	The Accused Instrumentalities refine the search results based upon the search refinement input.  See claim 8 above.
transmit the refined search results via the communications link to the data processing	The Accused Instrumentalities transmit the refined search results via the communications link to the data processing device

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device.	See claim 8 above.
<b>Claim No. 18</b>	
A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	<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 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").</p> <p>See claim 1 above.</p>
interacting with the advertising machine via the communications link to provide user preference input used to create user preference data by the advertising machine;	<p>The Accused Instrumentalities interact with the advertising machine via the communications link to provide user preference input used to create user preference data by the advertising machine.</p> <p>See claim 1 above.</p>
transmitting to the advertising machine via the communications link a search request that includes a search argument; and	<p>The Accused Instrumentalities transmit a search request that includes a search argument to the advertising machine via the communications link.</p> <p>See claim 1 above.</p>

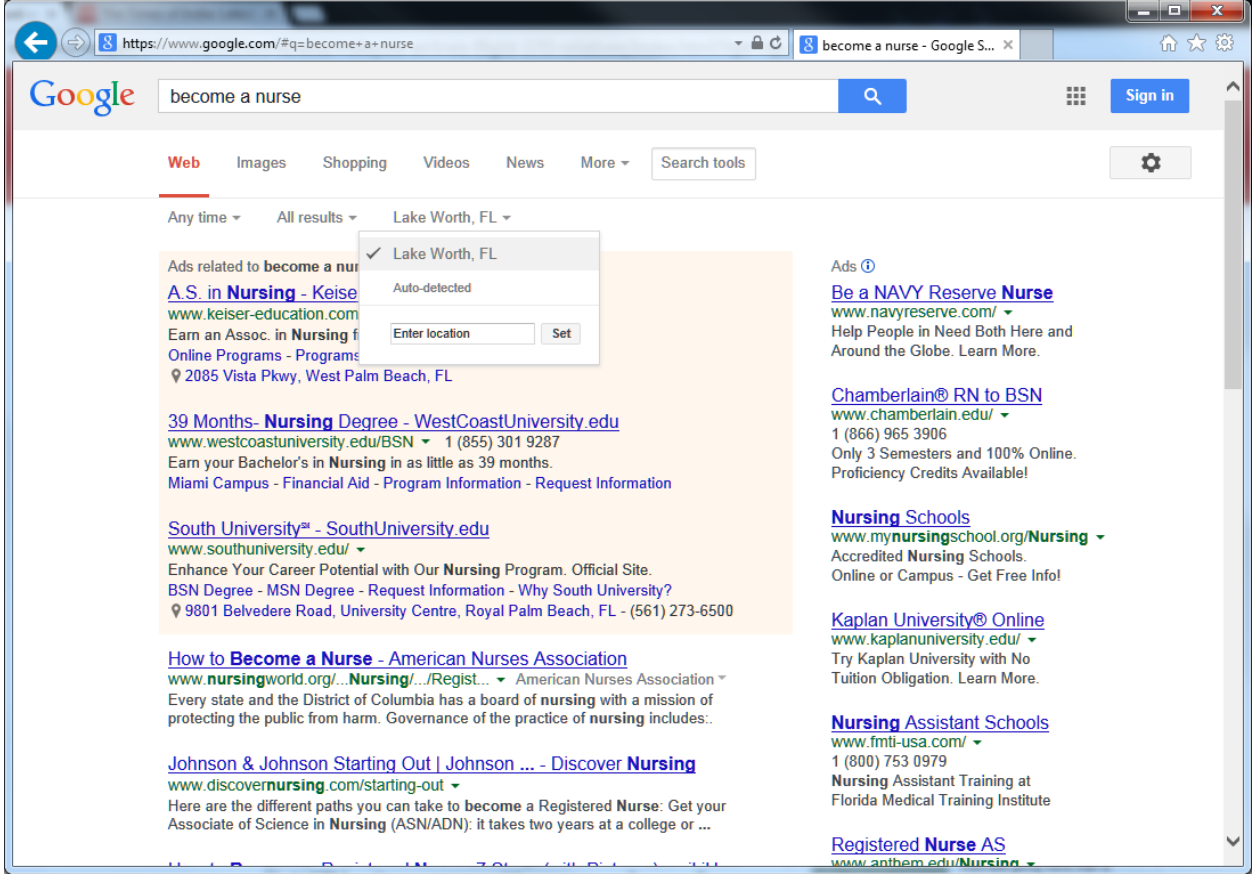
## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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receiving search results and at least one advertisement via the communications link from the advertising machine; the search results obtained from at least one database based upon the search argument; and the at least one advertisement obtained from at least one database having advertisement information based upon the search argument and the user preference data.	On information and belief, the Accused Instrumentalities receive search results and at least one advertisement via the communications link from the advertising machine; the search results obtained from at least one database based upon the search argument, and the at least one advertisement obtained from at least one database having advertisement information based upon the search argument and the user preference data.  See claim 1 above.
<b>Claim No. 20</b>	
The method of claim 18, wherein the search results are ordered based upon the user preference data.	The Accused Instrumentalities order the search results based upon the user preference data.  See claims 3 and 18 above.
<b>Claim No. 21</b>	
The method of claim 18, wherein the user preference data comprises a list of keywords.	The Accused Instrumentalities' user preference data comprises a list of keywords.  See claims 12 and 18 above.
<b>Claim No. 22</b>	
The method of claim 18, further comprising:	See claim 18 above.

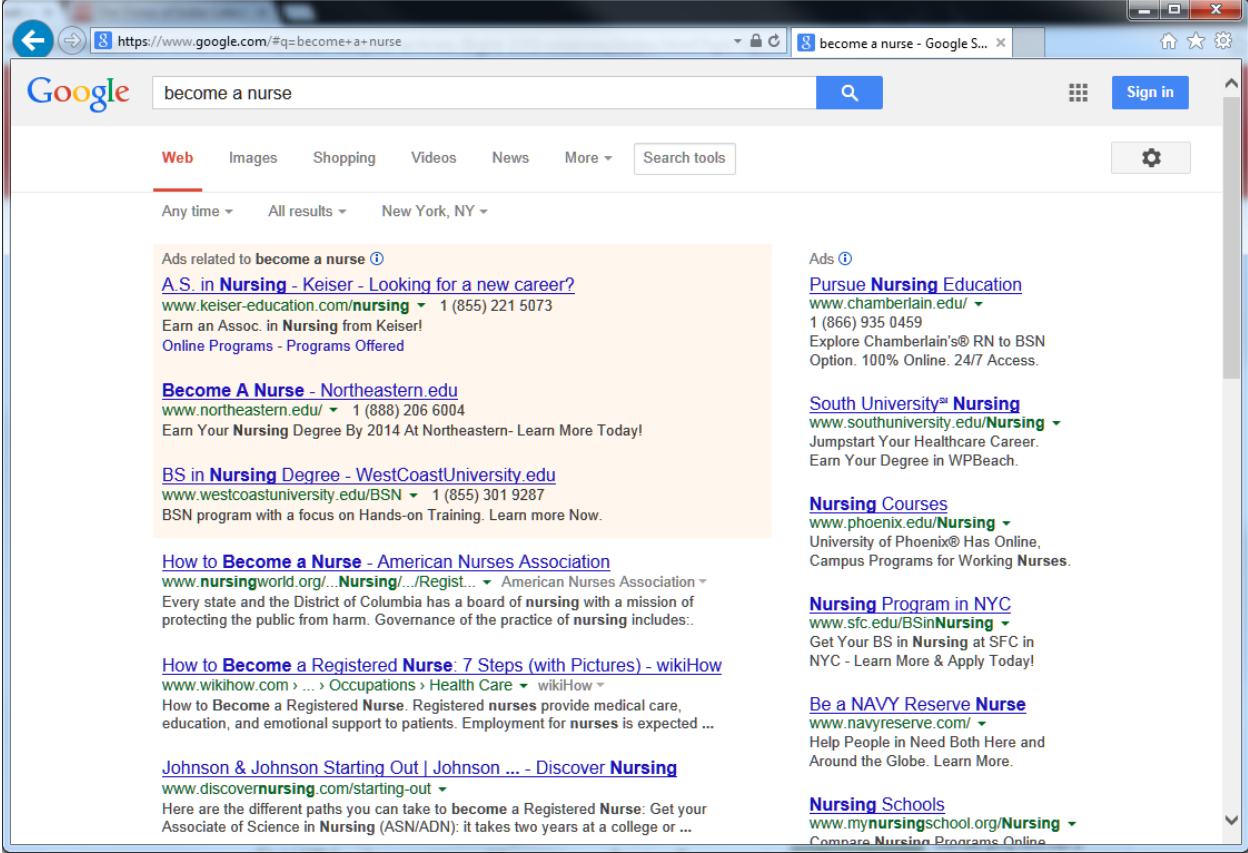
## Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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transmitting to the advertising machine via the communications link user preference edit input; and	The Accused Instrumentalities transmit user preference edit input to the advertising machine via the communications link.  See claim 5 above.
receiving at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference edit input.	The Accused Instrumentalities receive at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference edit input.  See claim 5 above.

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	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays "https://www.google.com/#q=become+a+nurse". The search bar contains "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible. The results are filtered by "Any time" and "All results". A location dropdown menu is open, showing "Lake Worth, FL" as the selected location. The search results include several links related to nursing education and careers, such as "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS".</p>

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	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page includes a search bar with the query, navigation tabs for Web, Images, Shopping, Videos, News, and More, and a "Search tools" button. Below the search bar, there are several search results, including ads and organic results. The ads are for nursing programs from Keiser, Northeastern, West Coast University, and Chamberlain. The organic results include links to the American Nurses Association, wikiHow, and Johnson &amp; Johnson.</p> <p>Ads related to <b>become a nurse</b> ⓘ</p> <p><b>A.S. in Nursing - Keiser - Looking for a new career?</b> <a href="http://www.keiser-education.com/nursing">www.keiser-education.com/nursing</a> 1 (855) 221 5073 Earn an Assoc. in Nursing from Keiser! <a href="#">Online Programs - Programs Offered</a></p> <p><b>Become A Nurse - Northeastern.edu</b> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>BS in Nursing Degree - WestCoastUniversity.edu</b> <a href="http://www.westcoastuniversity.edu/BSN">www.westcoastuniversity.edu/BSN</a> 1 (855) 301 9287 BSN program with a focus on Hands-on Training. Learn more Now.</p> <p><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/.../Nursing/.../Regist...">www.nursingworld.org/.../Nursing/.../Regist...</a> 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:</p> <p><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> <a href="http://www.wikihow.com/.../Occupations/Health Care">www.wikihow.com/.../Occupations/Health Care</a> wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p><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 Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p>Ads ⓘ</p> <p><b>Pursue Nursing Education</b> <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> 1 (866) 935 0459 Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</p> <p><b>South University™ Nursing</b> <a href="http://www.southuniversity.edu/Nursing">www.southuniversity.edu/Nursing</a> Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.</p> <p><b>Nursing Courses</b> <a href="http://www.phoenix.edu/Nursing">www.phoenix.edu/Nursing</a> University of Phoenix® Has Online, Campus Programs for Working Nurses.</p> <p><b>Nursing Program in NYC</b> <a href="http://www.sfc.edu/BSinNursing">www.sfc.edu/BSinNursing</a> Get Your BS in Nursing at SFC in NYC - Learn More &amp; Apply Today!</p> <p><b>Be a NAVY Reserve Nurse</b> <a href="http://www.navyreserve.com/">www.navyreserve.com/</a> Help People in Need Both Here and Around the Globe. Learn More.</p> <p><b>Nursing Schools</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> <a href="#">Compare Nursing Programs Online</a></p>

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	<div data-bbox="590 326 1822 1019" style="border: 1px solid blue; padding: 10px;"> <p><b>Other technologies used in advertising</b></p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the <a href="#">IP address</a>, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p> <p><b>Anonymous identifiers on mobile devices</b></p> <p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use <a href="#">anonymous identifiers</a>. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p> <p><b>Android</b></p> <ol style="list-style-type: none"> <li>1. Open the <b>Google Settings</b> app on your device</li> <li>2. Select <b>Ads</b></li> </ol> <p><b>iOS</b></p> <p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the <b>Settings</b> menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p> <ol style="list-style-type: none"> <li>1. Open the <b>Google Search</b> app on your device</li> <li>2. Press the <b>Settings</b> icon</li> <li>3. Go to <b>Ads Preferences</b></li> </ol> </div> <p style="text-align: right;"><a href="http://www.google.com/policies/technologies/ads/">http://www.google.com/policies/technologies/ads/</a></p>
Claim No. 23	
The method of claim 18, further comprising:	See claim 18 above.
transmitting to the advertising machine via the communications link user preference re-prioritization input; and	<p>The Accused Instrumentalities transmit user preference re-prioritization input to the advertising machine via the communications link.</p> <p>See claim 6 above.</p>

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receiving at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference re-prioritization input.	<p>The Accused Instrumentalities receive at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference re-prioritization input.</p> <p>See claim 6 above.</p> <div data-bbox="590 630 1824 1328"><p><b>Other technologies used in advertising</b></p><p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the <a href="#">IP address</a>, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p><p><b>Anonymous identifiers on mobile devices</b></p><p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use <a href="#">anonymous identifiers</a>. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p><p><b>Android</b></p><ol style="list-style-type: none"><li>1. Open the <b>Google Settings</b> app on your device</li><li>2. Select <b>Ads</b></li></ol><p><b>iOS</b></p><p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the <b>Settings</b> menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p><ol style="list-style-type: none"><li>1. Open the <b>Google Search</b> app on your device</li><li>2. Press the <b>Settings</b> icon</li><li>3. Go to <b>Ads Preferences</b></li></ol></div> <p><a href="http://www.google.com/policies/technologies/ads/">http://www.google.com/policies/technologies/ads/</a></p>

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<b>Claim No. 24</b>	
The method of claim 18, wherein the user preference data is derived from prior searching history.	The Accused Instrumentalities derive user preference data from prior searching history.  See claims 7 and 18 above.
<b>Claim No. 25</b>	
The method of claim 18, further comprising:	See claim 18 above.
transmitting search refinement input via the communications link to the advertising machine; and	The Accused Instrumentalities transmit search refinement input via the communications link to the advertising machine.  See claim 8 above.
receiving refined search results via the communications link from the advertising machine that is based upon the search refinement input.	The Accused Instrumentalities receive refined search results via the communications link from the advertising machine that is based upon the search refinement input  See claim 8 above.