Rockstar Consortium US LP et al v. Google Inc
Doc. 122 Att. 12

EXHIBIT 13

Dockets.Justia.com

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").[1]

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

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	# About the Google Search Network 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. **Where your ads can appear** 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: • **On Google search sites**: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups. • **On other sites that are part of the Search Network (search partners)**: Ads might appear alongside or above search results on our search partners' sites, such as AOL. https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771

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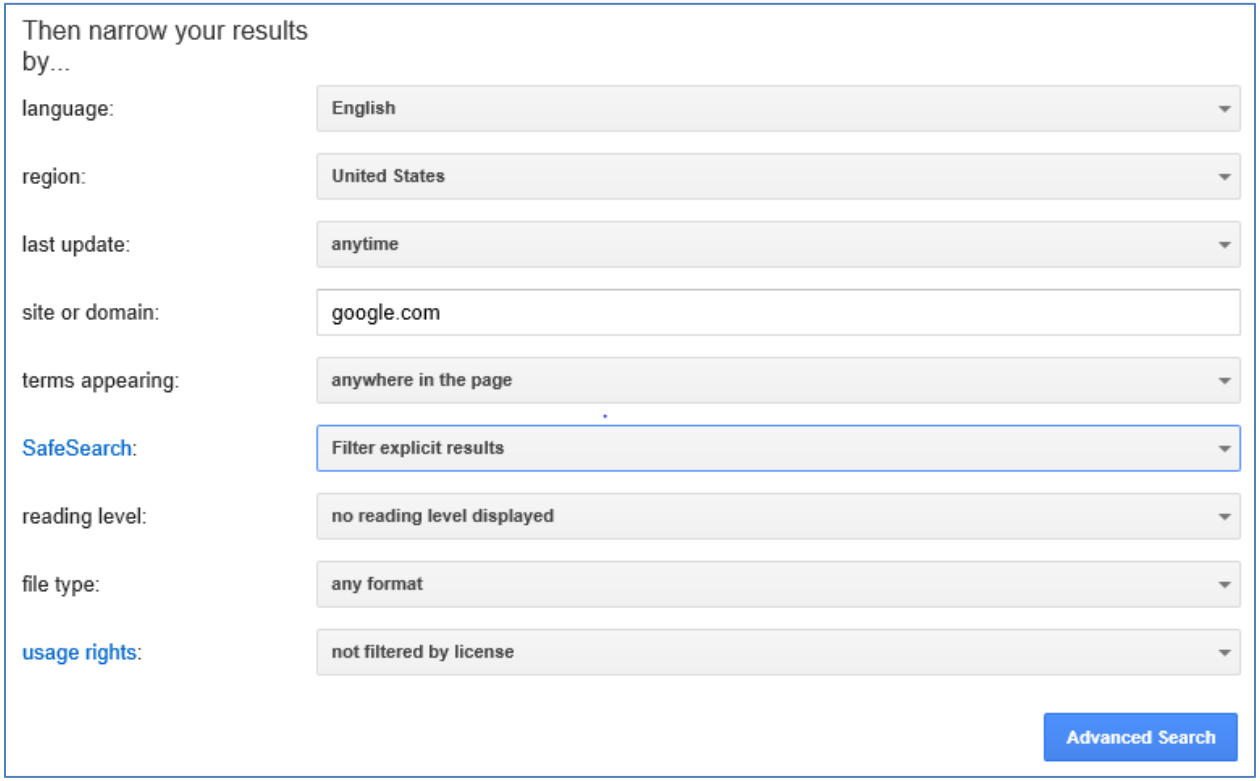
receiving user preference input from the data processing device via the communications link;	The Accused Instrumentalities receive user preference data from the data processing device via the communications link. 

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	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: • **Language:** 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. • **Geography:** 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. • **Search queries:** 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. **Personalization, a special kind of context** "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: • **Past search activity:** With Web History 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 still customize your search results based on up to 180 days of past search information linked to your browser using an anonymous cookie. • **Social connections:** With Social Search, 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. http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html

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	Personalized Search for everyone **Posted:** Friday, December 04, 2009 g+1 25 Tweet 36 Like 161 Today we're helping people get better search results by extending Personalized Search 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 epicurious.com, 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 www.cornellbigred.com, Google might show me this result first, instead of the Big Red soda company or others. 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. http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html

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	# About Google Web History You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity. Your Web History is private. This means you need to be signed in to your Google Account to view your history. **View and manage your Web History** When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history. Learn how to delete your Web History, save your Web History, or edit your Web History on your mobile device. **What is stored in your Web History** Google Web History saves information about your activity on the web, as well as details about your browser, including: • Pages you visit • Searches on Google • Results that appeared, including private results from Google products like Google+, Gmail, and Google Calendar • Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site • Your IP address • Your browser type and language **Browser history** 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 Chrome, Safari, Internet Explorer, Toolbar, and Firefox. **How history works when you're signed out** 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: 1. Visit google.com/history/optout when not signed in to a Google Account. 2. Click **Disable customizations based on search activity**. This will turn the setting off for anyone who uses the same browser and computer as you. https://support.google.com/accounts/answer/54068

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	Types of cookies used by Google 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 manage cookies in your browser (though browsers for mobile devices may not offer this visibility). **Category of use** / **Example** Preferences: 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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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. http://www.google.com/policies/technologies/types/ **Types of location data used by Google** Different types of location information may be used in various Google products. **Implicit location information** 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. **Internet traffic information**, 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.

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	https://www.google.com/intl/en/policies/technologies/location-data/

Change your location on Google

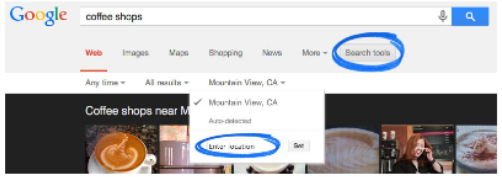
This article covers how to change your search location on your computer or tablet. Learn how to update your search location on your phone.

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 `restaurants` to see restaurants near you.

Change your location

To change your location on your computer or tablet, follow these steps:

1. Open your local Google search page, like google.com or google.fr, and do any search.
2. Click **Search Tools** under the search box.
3. Click the current location.
4. Type your new location in the box that says "Enter location."
5. Click **Set**.



Note: You can only set a location within the country of your current Google domain. For example, it's not possible to set a U.S. address on www.google.es, the Google domain for Spain.

See results from a certain location

- See results near a certain location
- See results from your country
- Search on Google.com instead of your local Google domain

How location is auto-detected

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:

- Your IP address.
- Google Toolbar's My Location feature if it's turned on.

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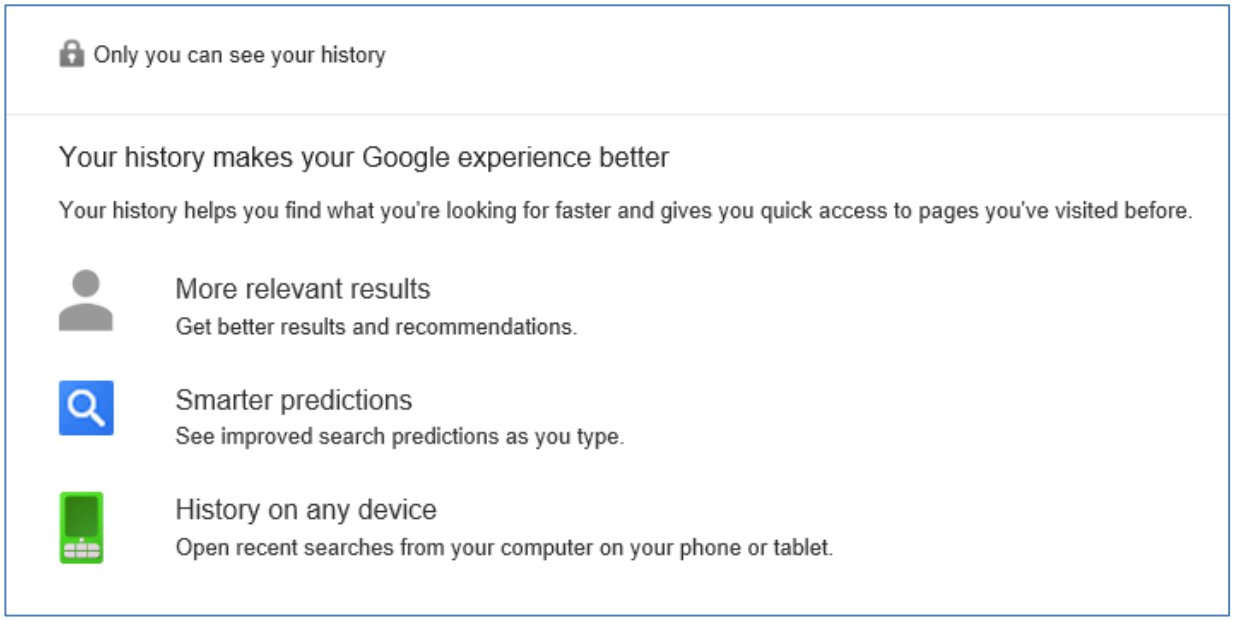
	https://support.google.com/websearch/answer/179386?hl=en
creating user preference data based upon the user preference input;	The Accused Instrumentalities create user preference data based upon the user preference input. See above.  https://history.google.com/history/

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	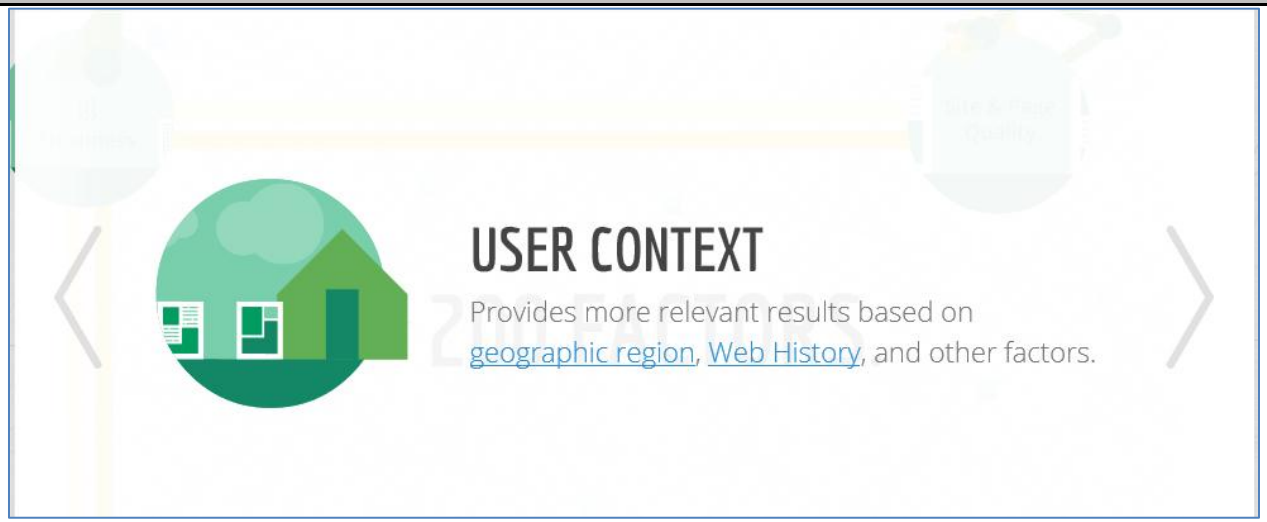 http://www.google.com/insidesearch/howsearchworks/thestory/ • **Make the ads you see more relevant.** Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in. https://support.google.com/ads/answer/2662856?hl=en&ref_topic=2971788

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	"Why these ads" gives you transparency 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. **Ads Preferences Manager gives you choice** You can also go to the Ads Preferences Manager 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: http://googleblog.blogspot.com/2011/10/increasing-transparency-and-choice-with.html

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	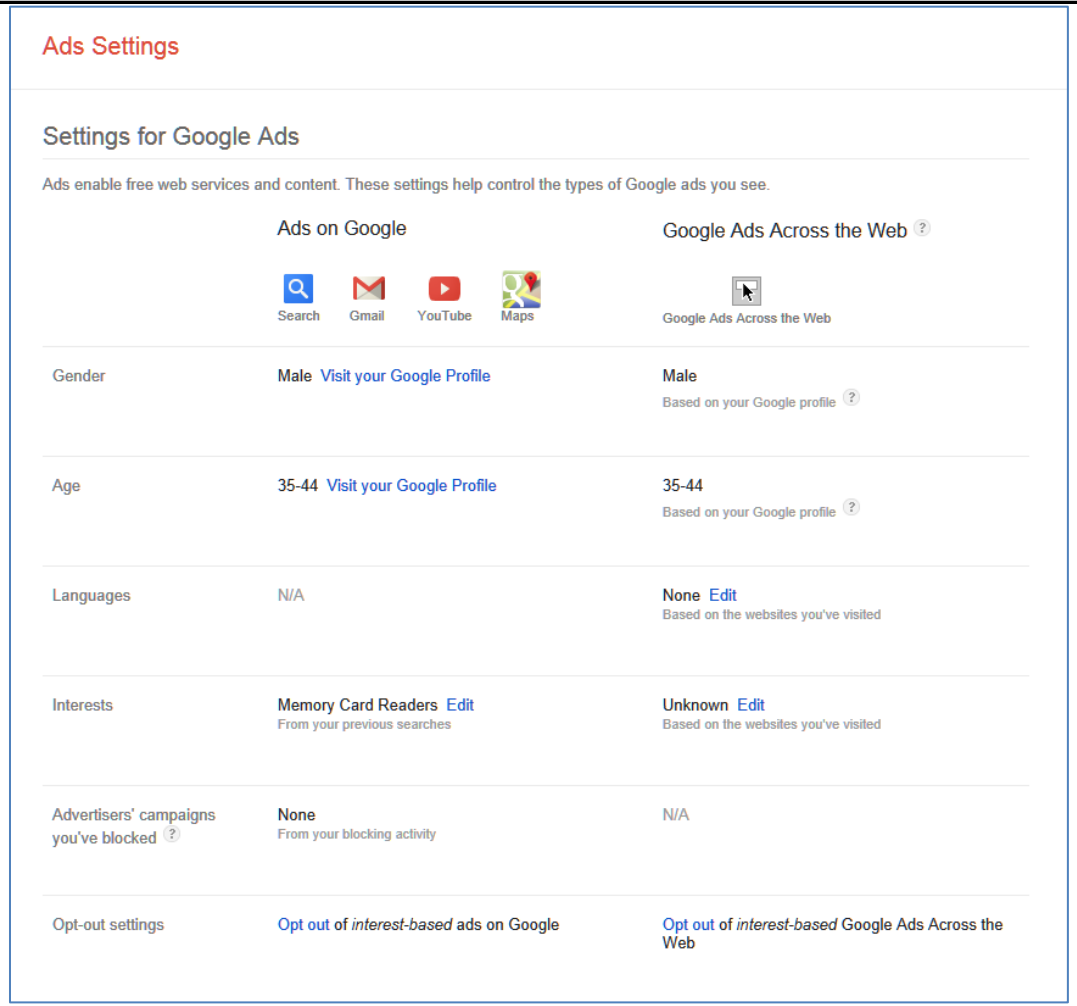

Ads Settings

Settings for Google Ads

Ads enable free web services and content. These settings help control the types of Google ads you see.

	Ads on Google (Search, Gmail, YouTube, Maps)	Google Ads Across the Web
Gender	Male Visit your Google Profile	Male Based on your Google profile
Age	35-44 Visit your Google Profile	35-44 Based on your Google profile
Languages	N/A	None Edit Based on the websites you've visited
Interests	Memory Card Readers Edit From your previous searches	Unknown Edit Based on the websites you've visited
Advertisers' campaigns you've blocked	None From your blocking activity	N/A
Opt-out settings	Opt out of *interest-based* ads on Google	Opt out of *interest-based* Google Ads Across the Web

https://www.google.com/settings/u/0/ads?hl=en&sig=ACi0TC

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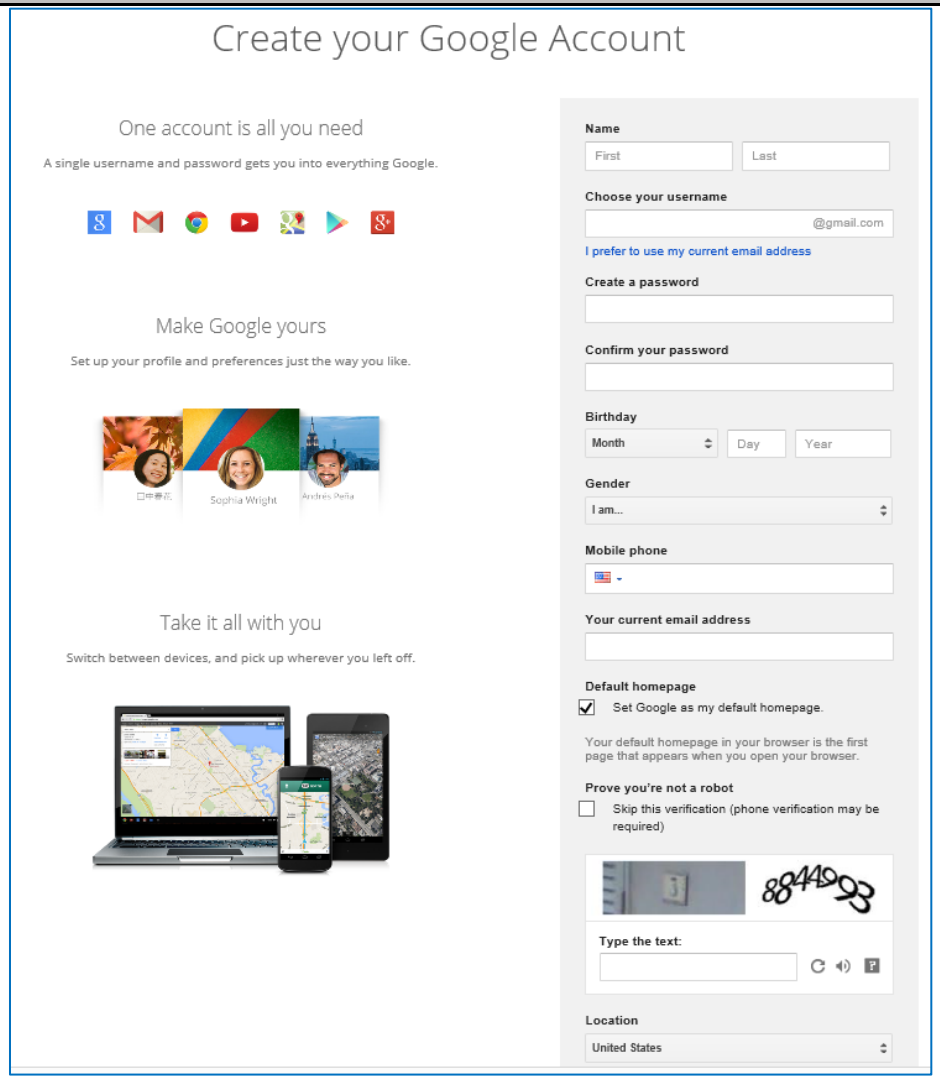
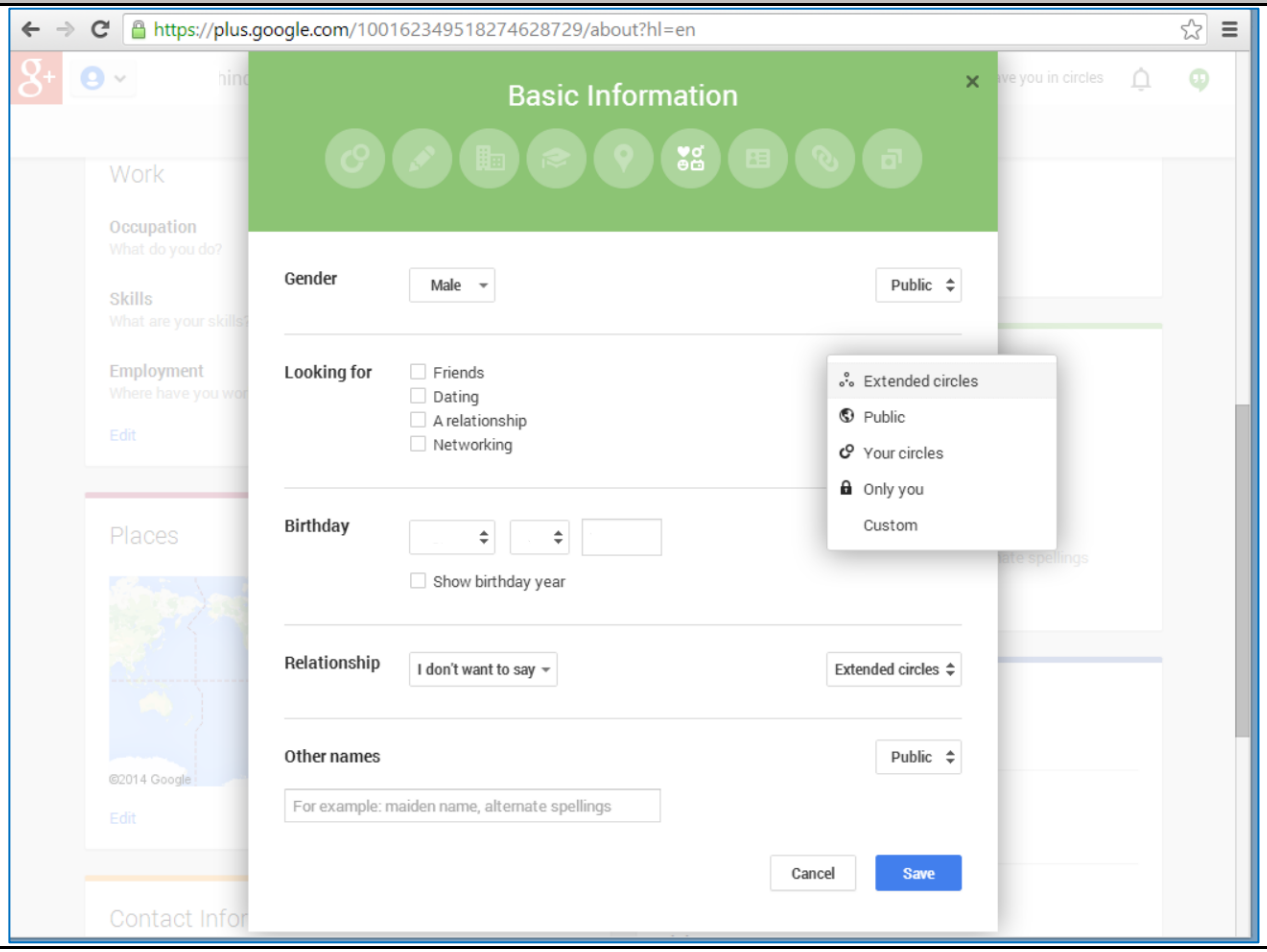
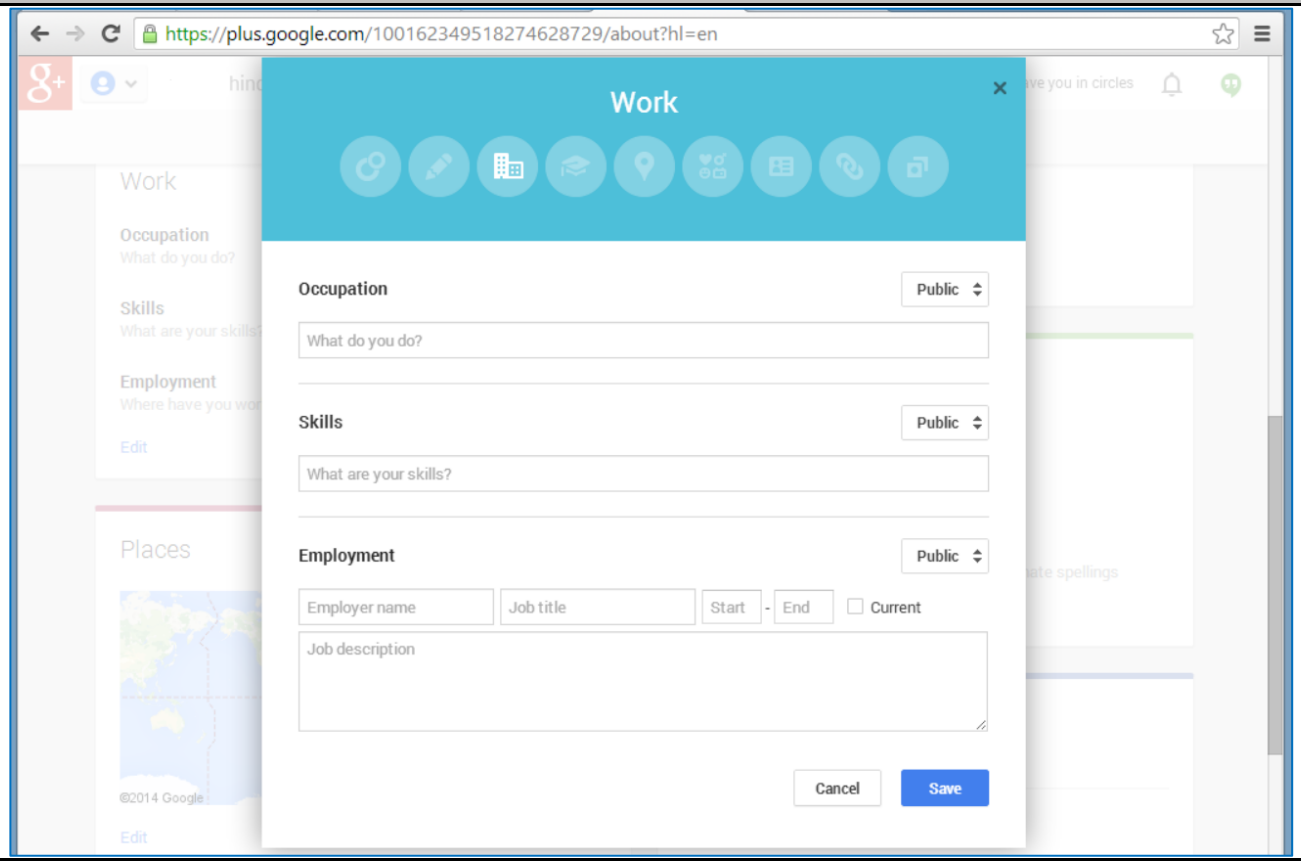
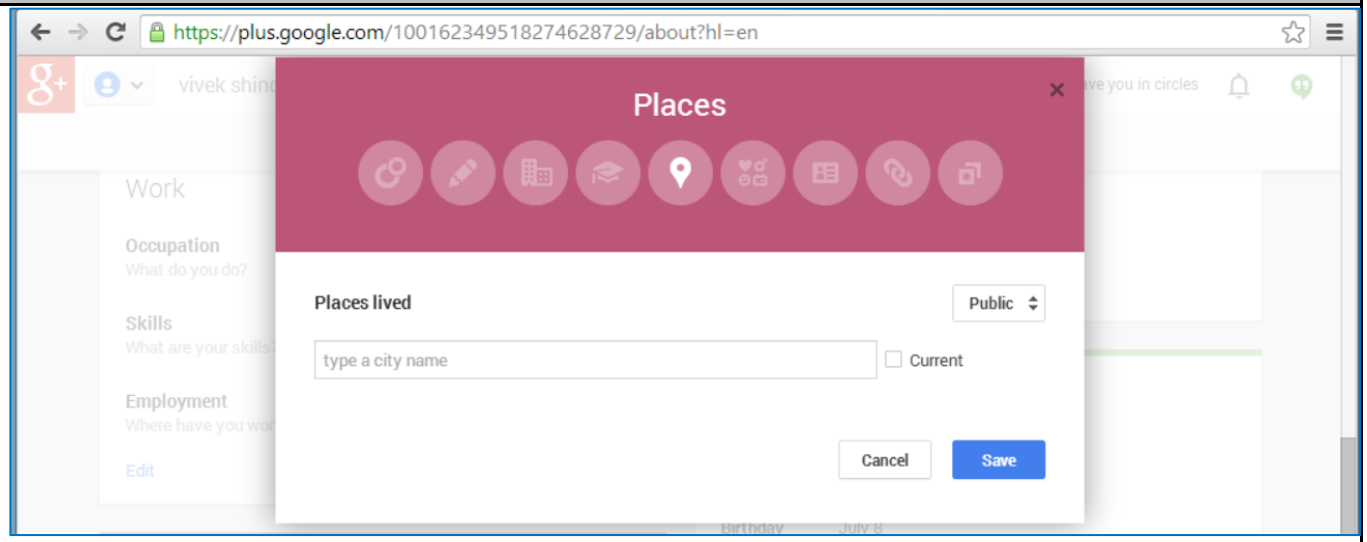
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

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.

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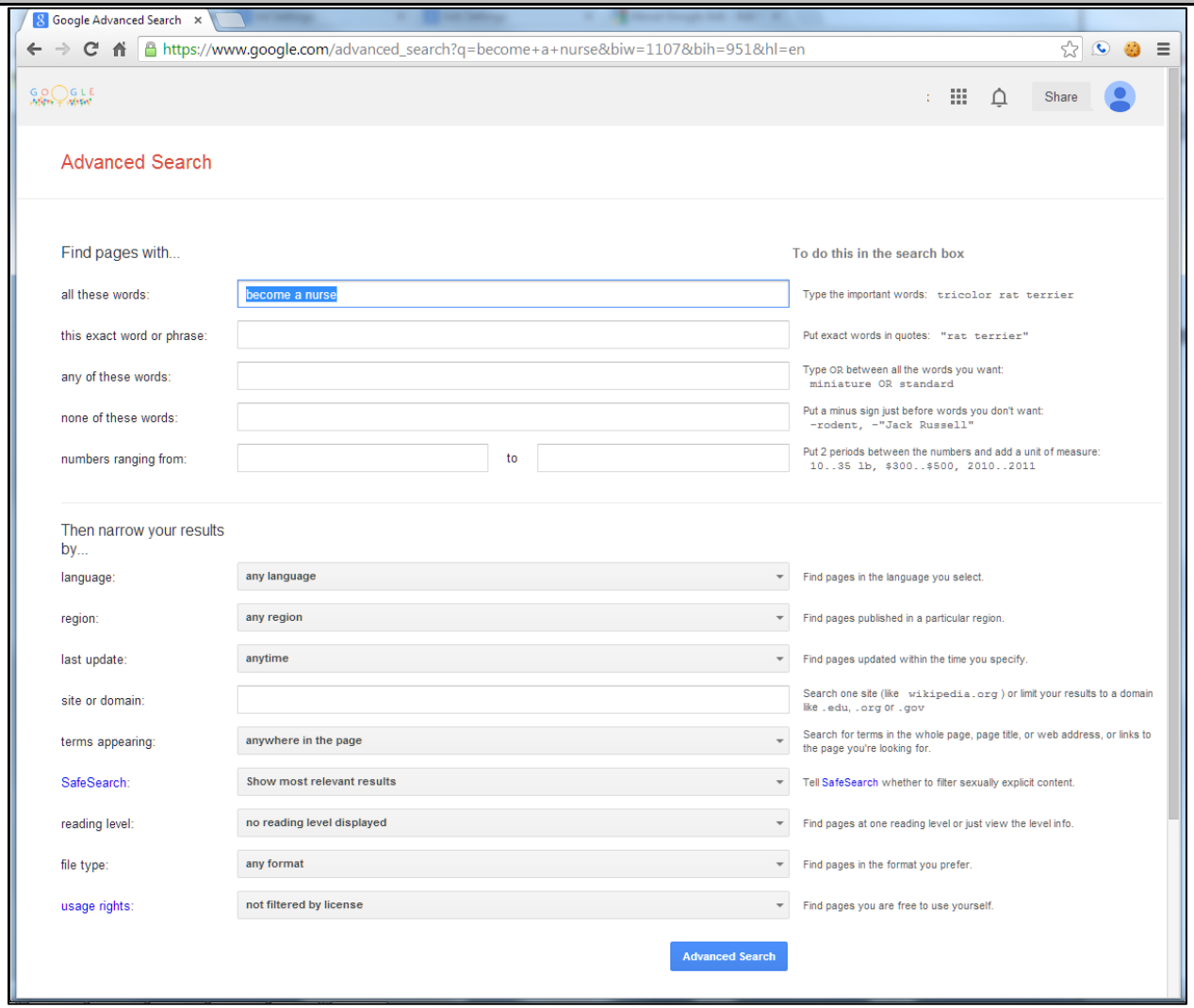
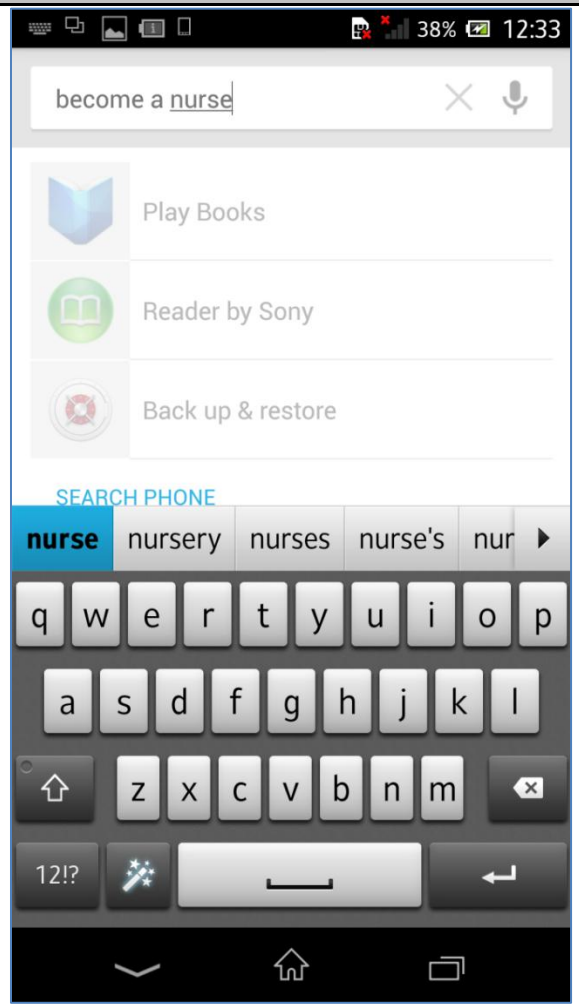
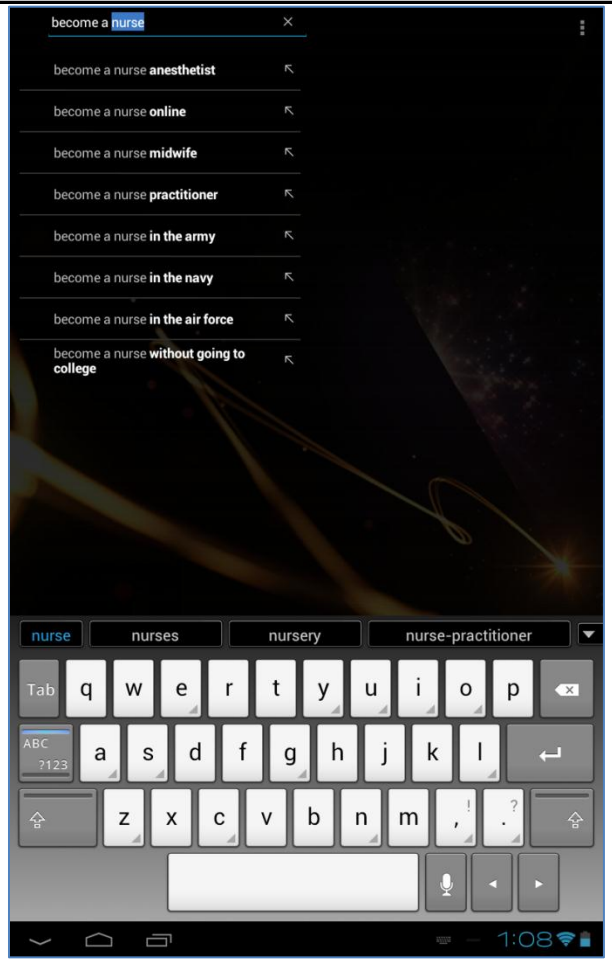
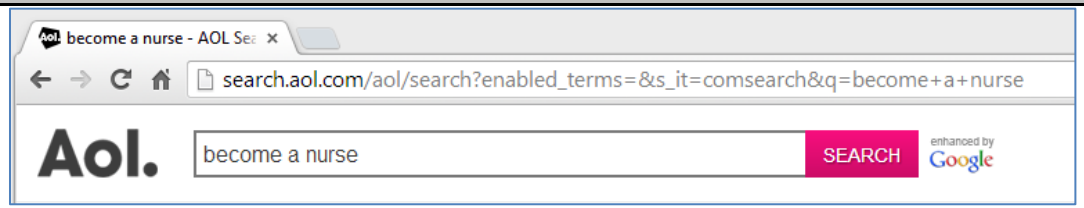
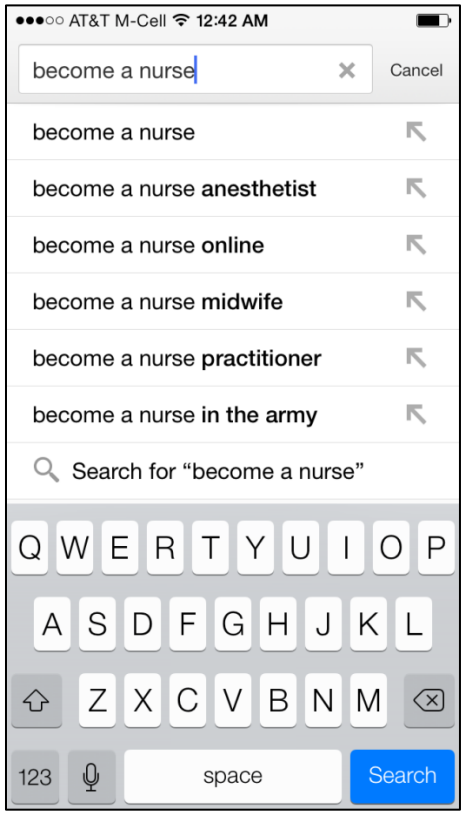
U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 Mobile Handset Running Android 4.2

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 Tablet Device Running Android 4.02

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

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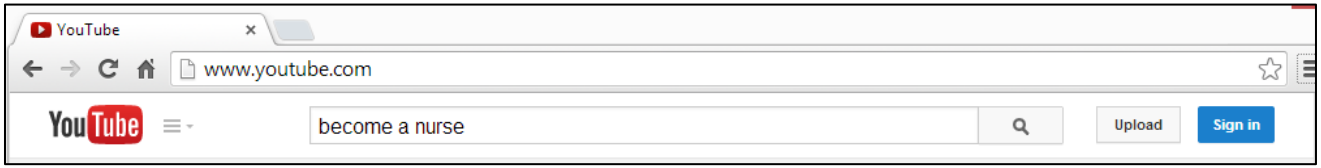
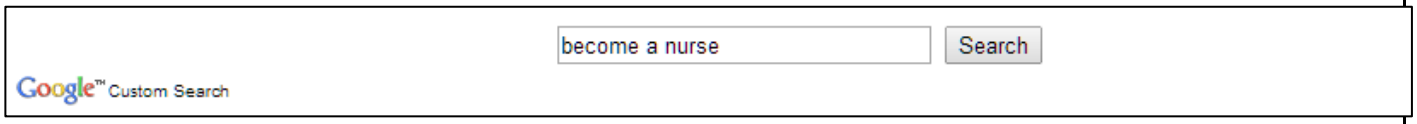
	Google Search App Running on iOS 7.1   http://www.4nursing.com/search-our-site-or-search-the-internet.html

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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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	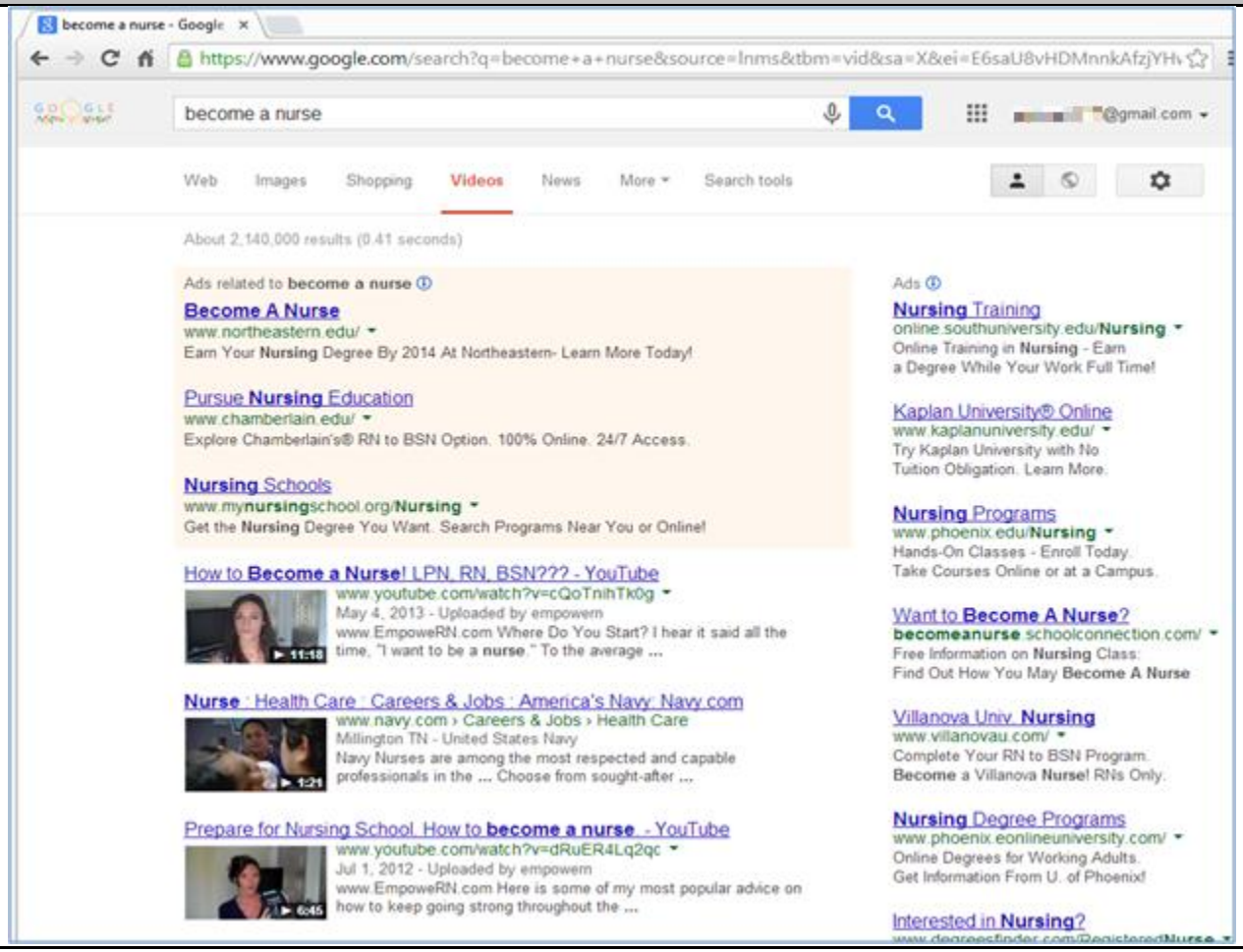

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	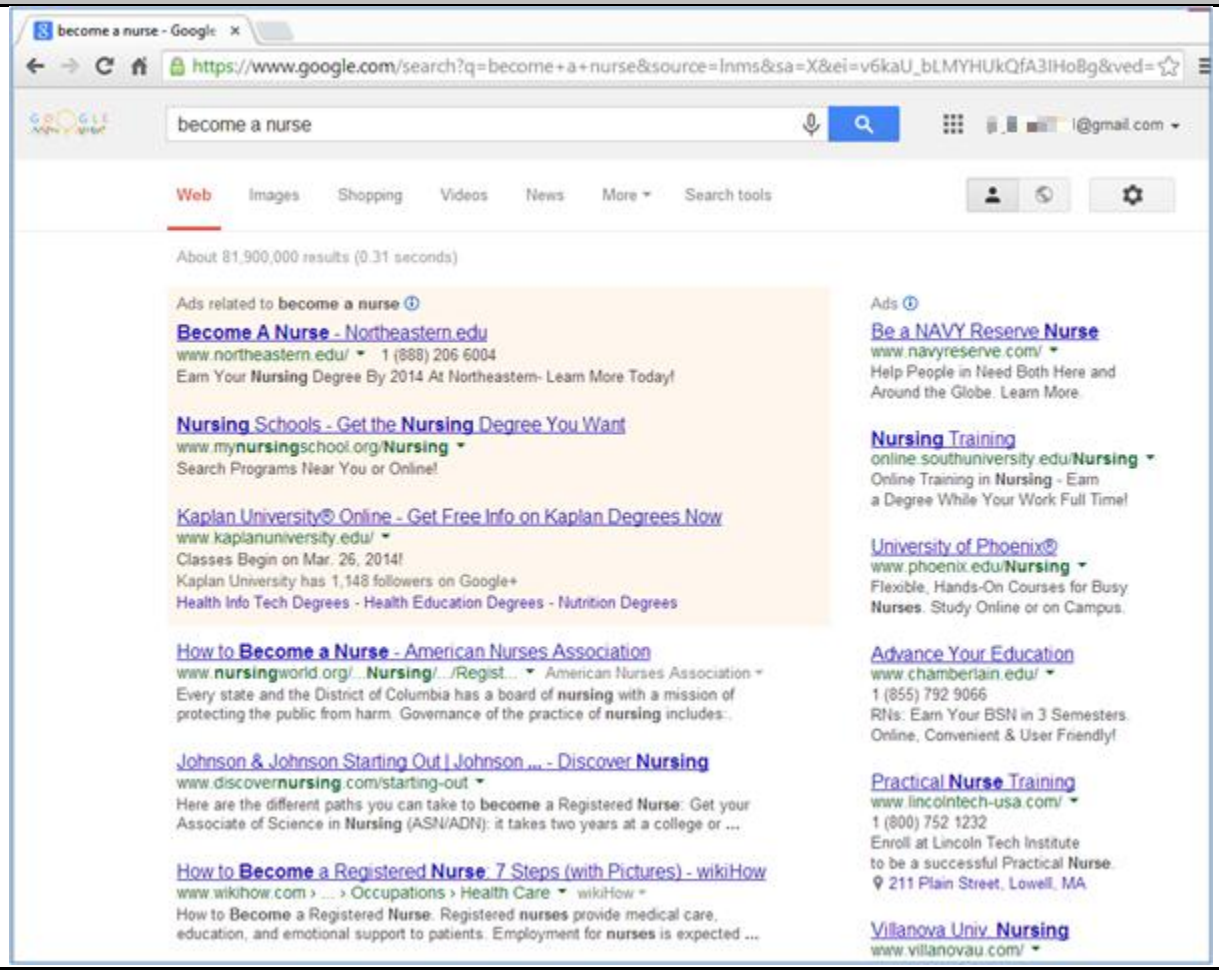

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	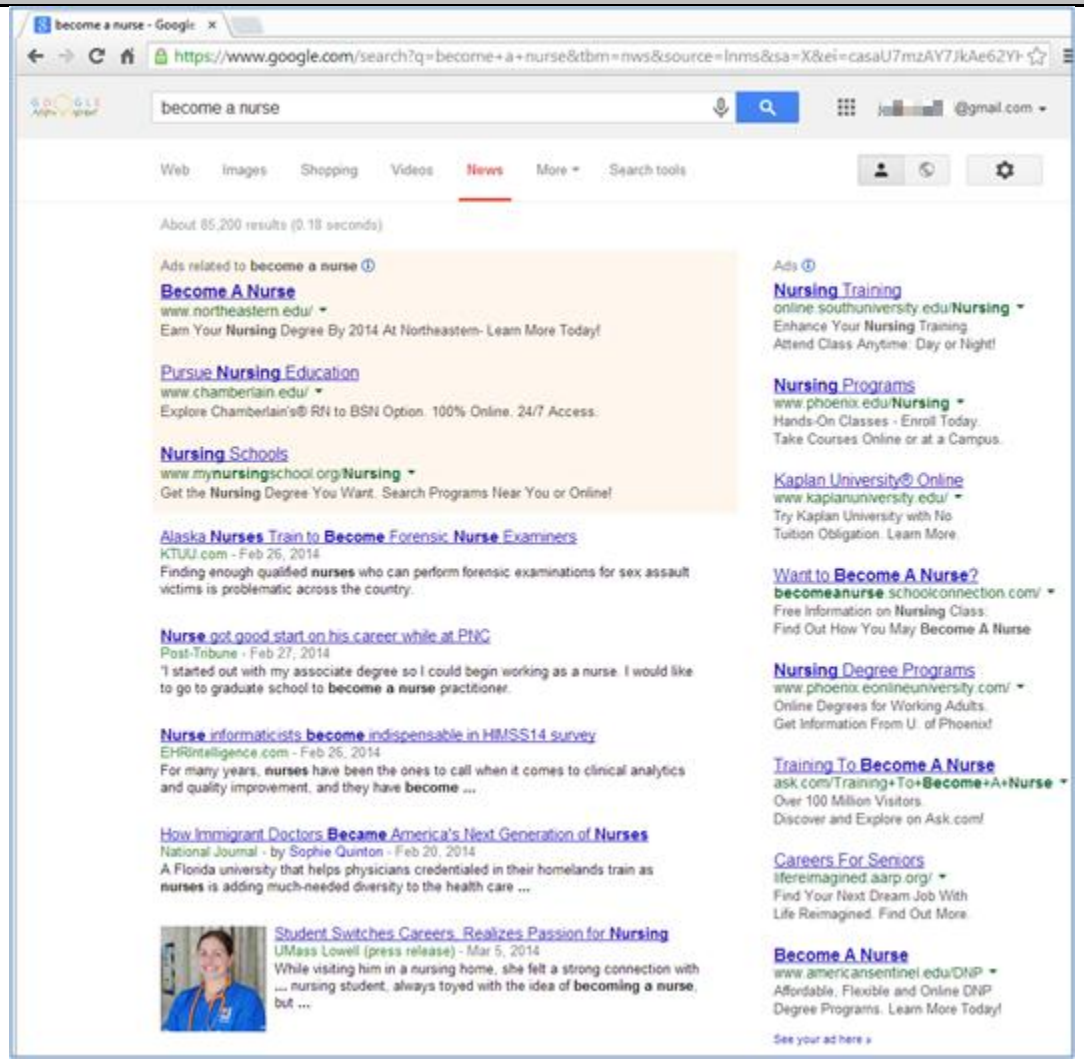

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	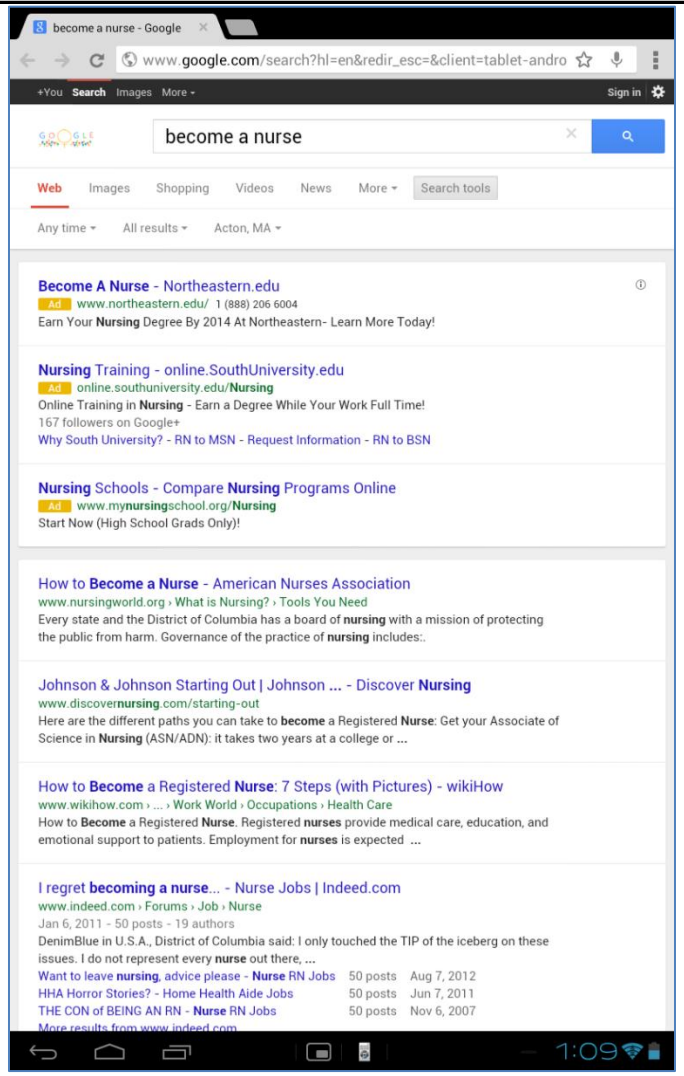

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	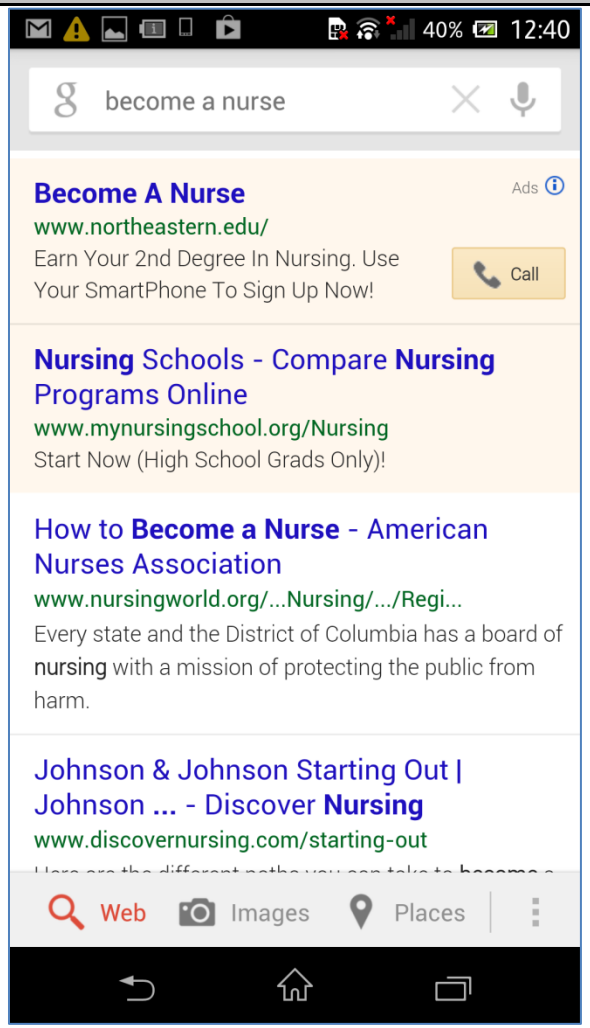

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	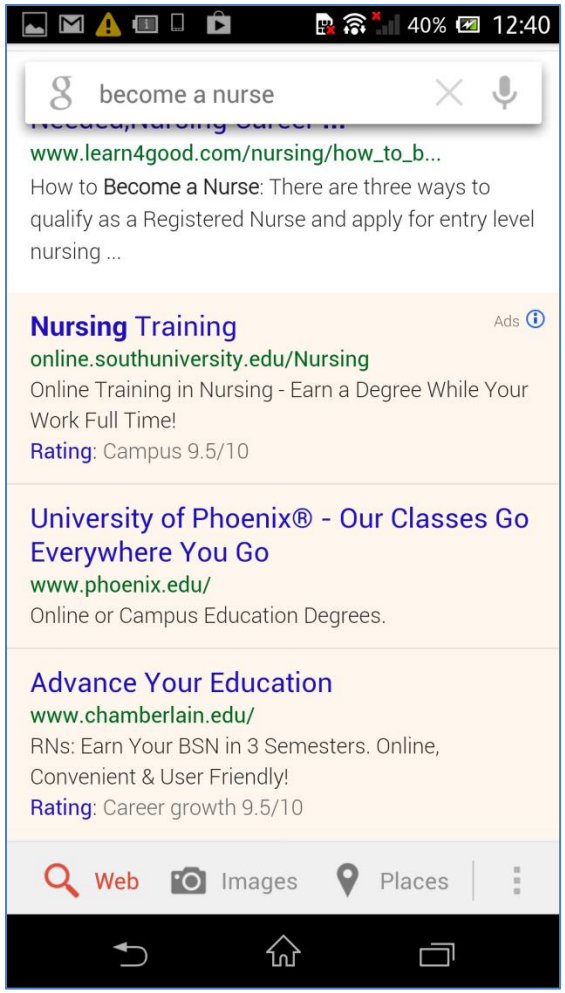

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	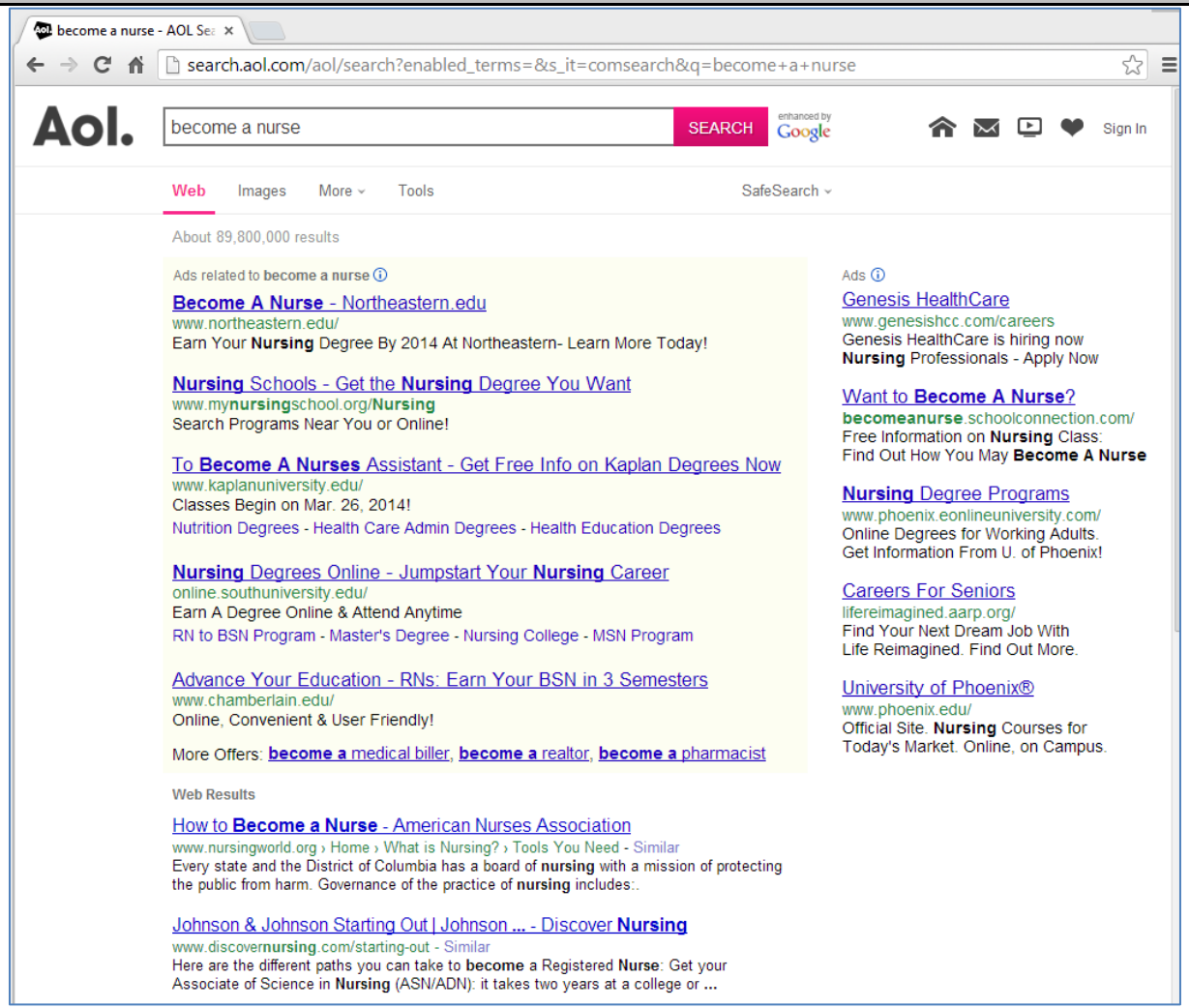

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	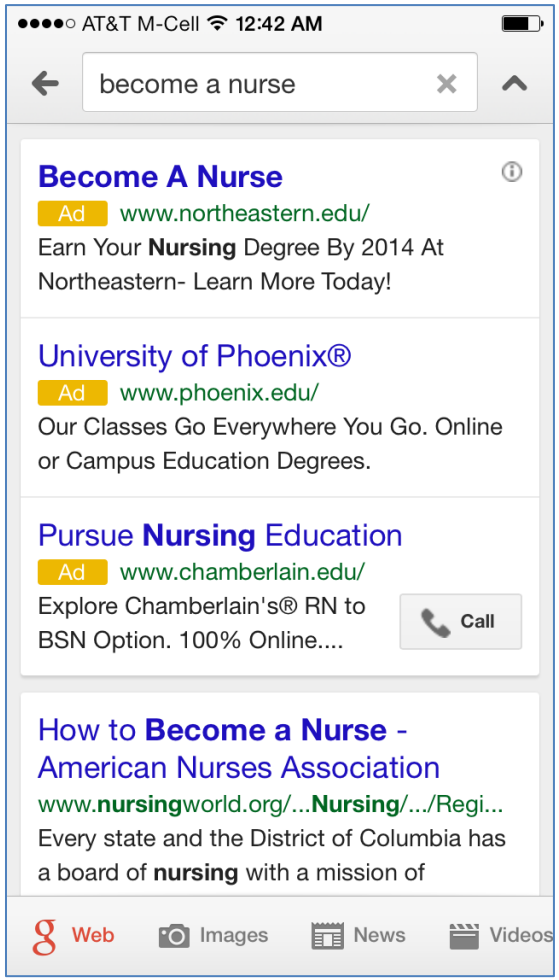

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	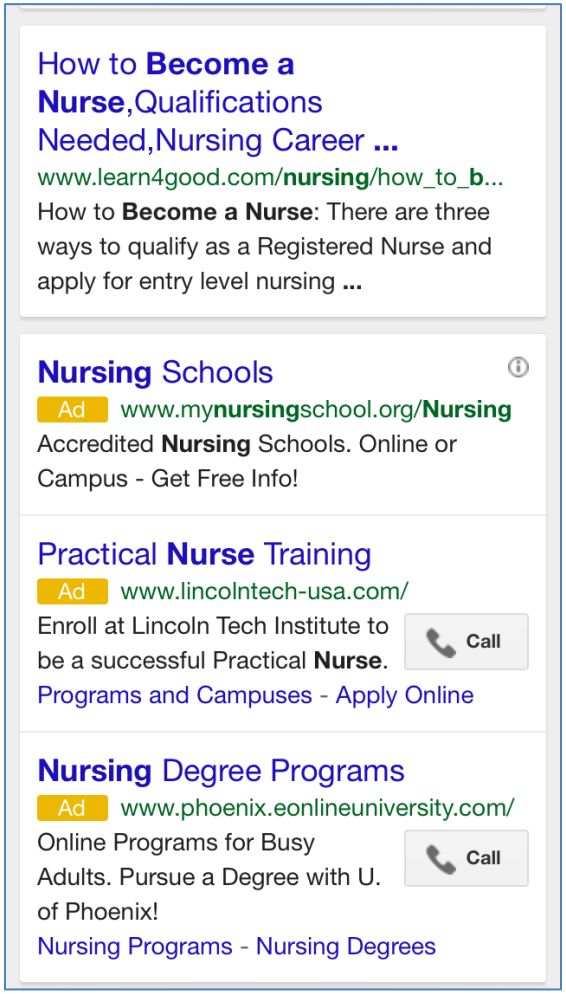

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	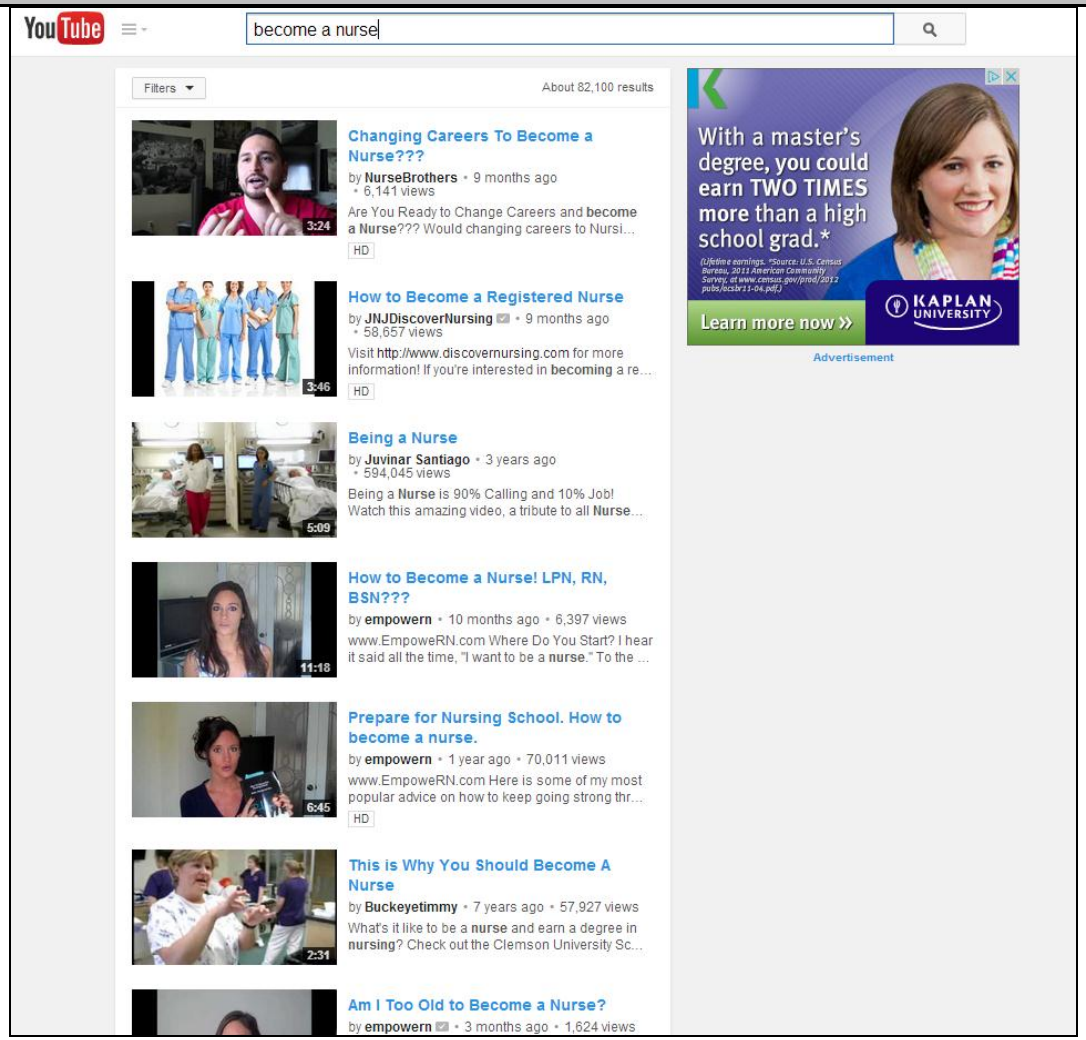

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	Finding information by crawling We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is called "Googlebot." Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google's servers. The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links. 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. **Organizing information by indexing** 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. The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about. https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html

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	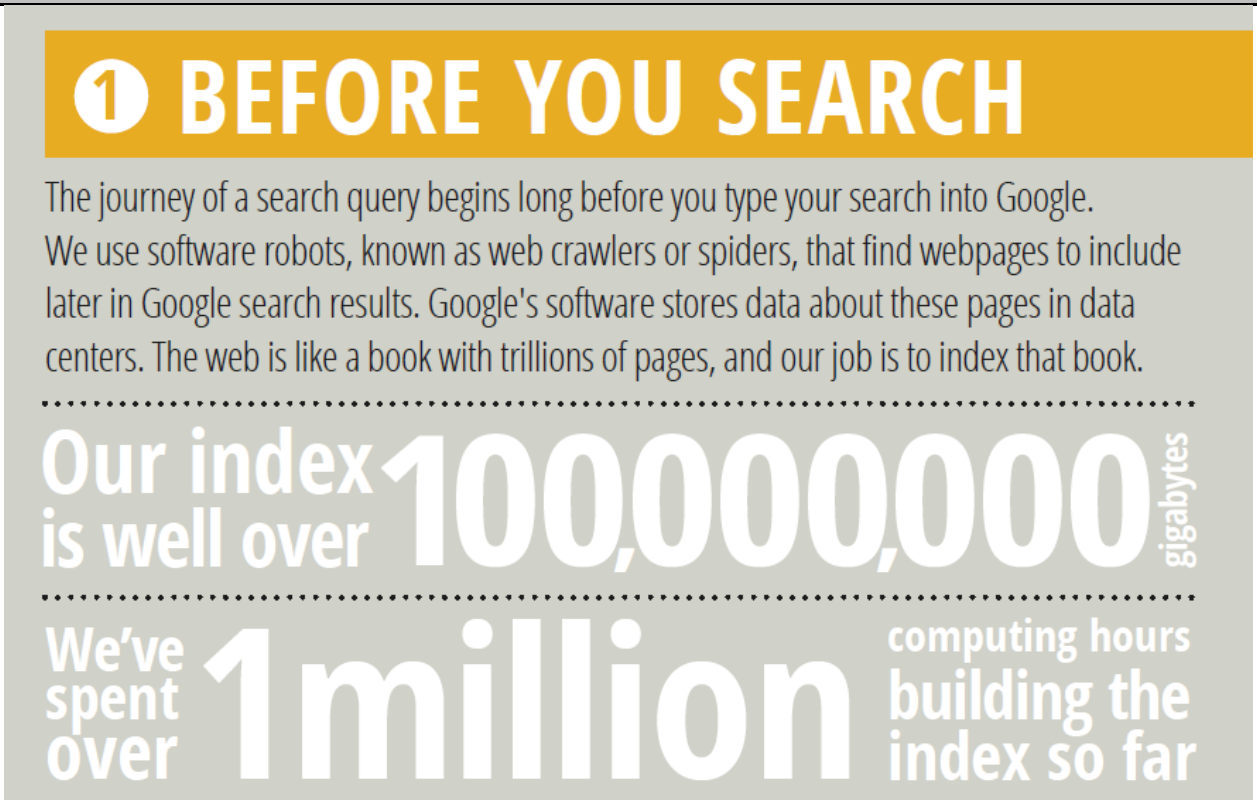 https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf

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	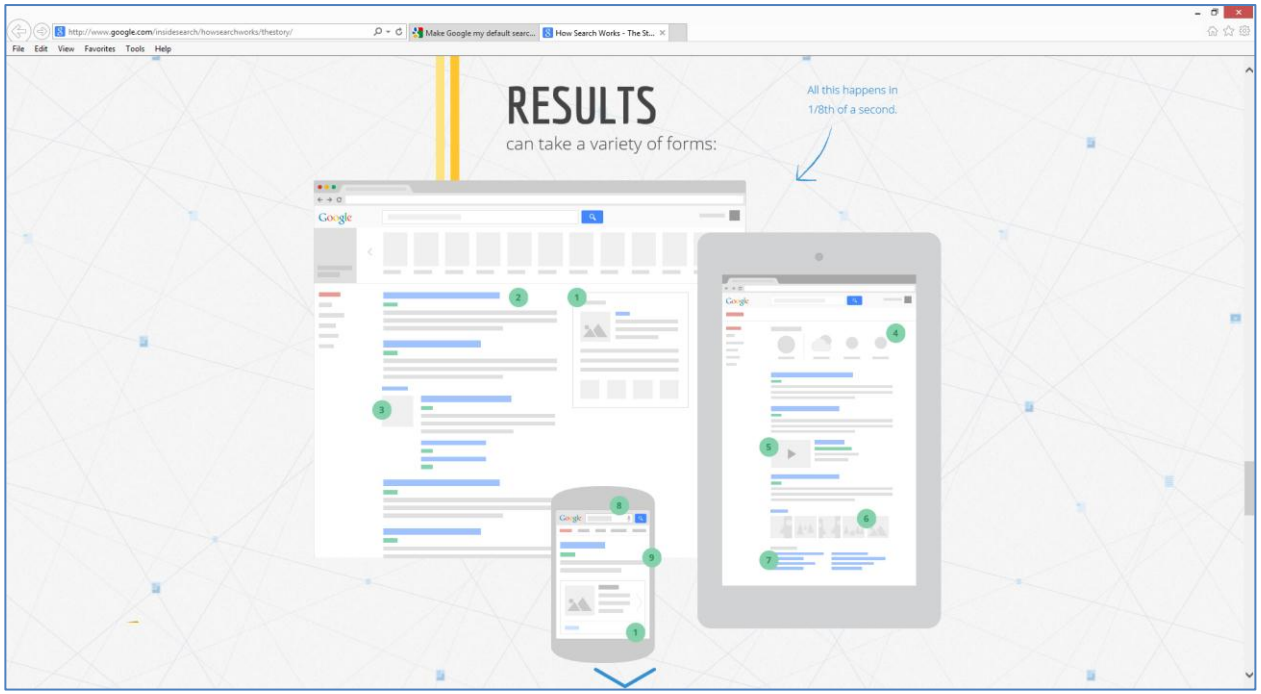 http://www.google.com/insidesearch/howsearchworks/thestory/
selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data;	On information and belief, the Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user preference data. See above.

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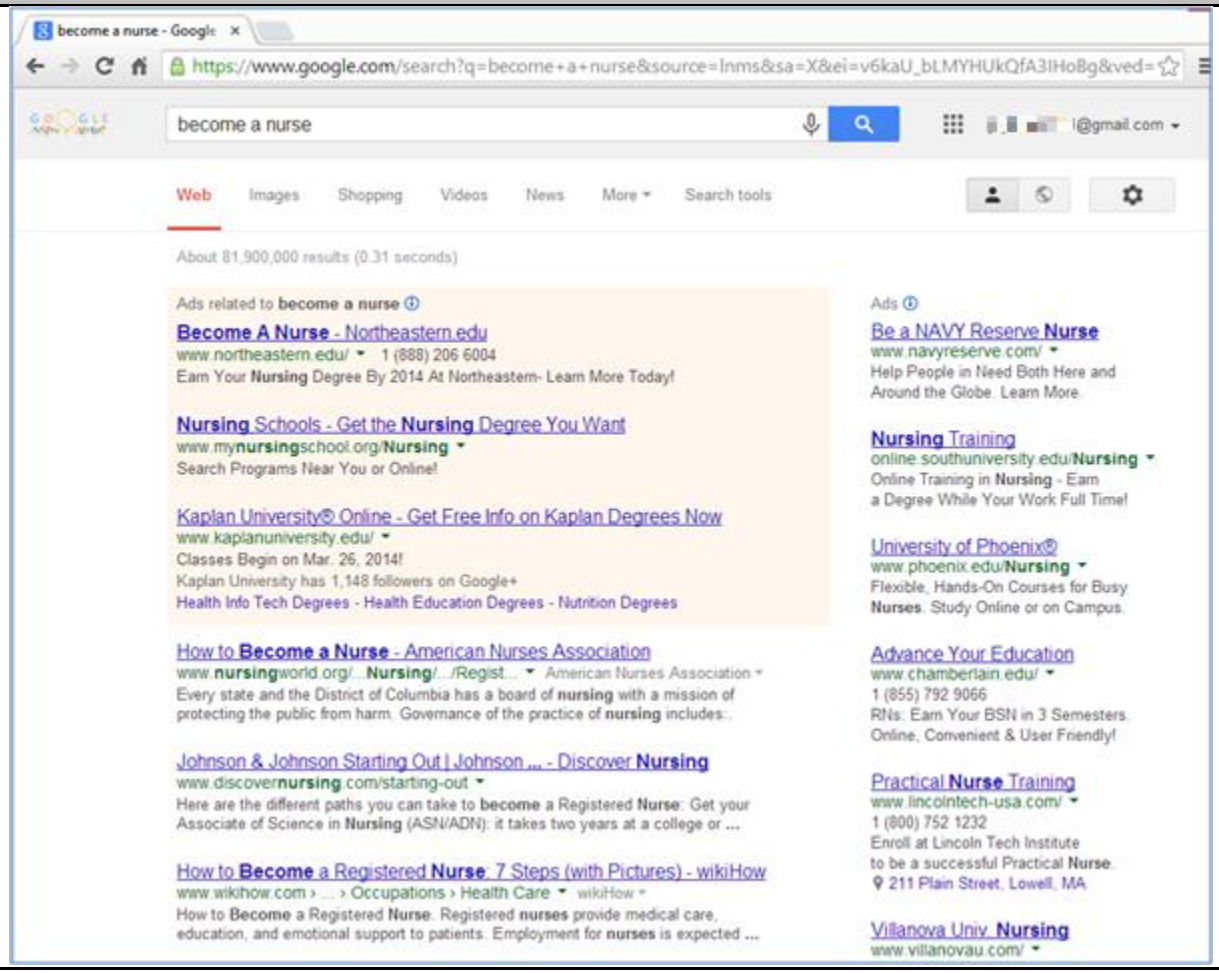
and	

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	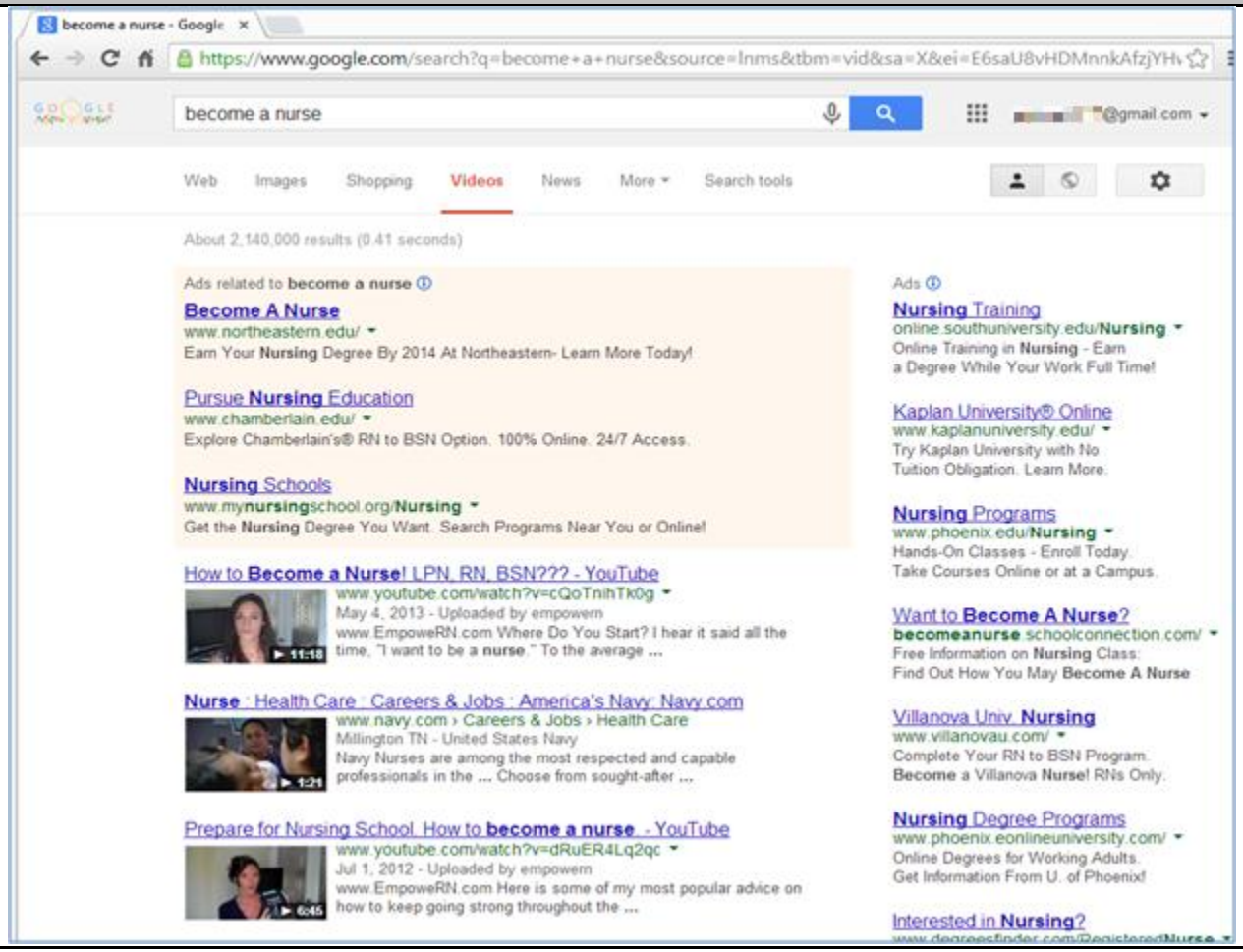

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	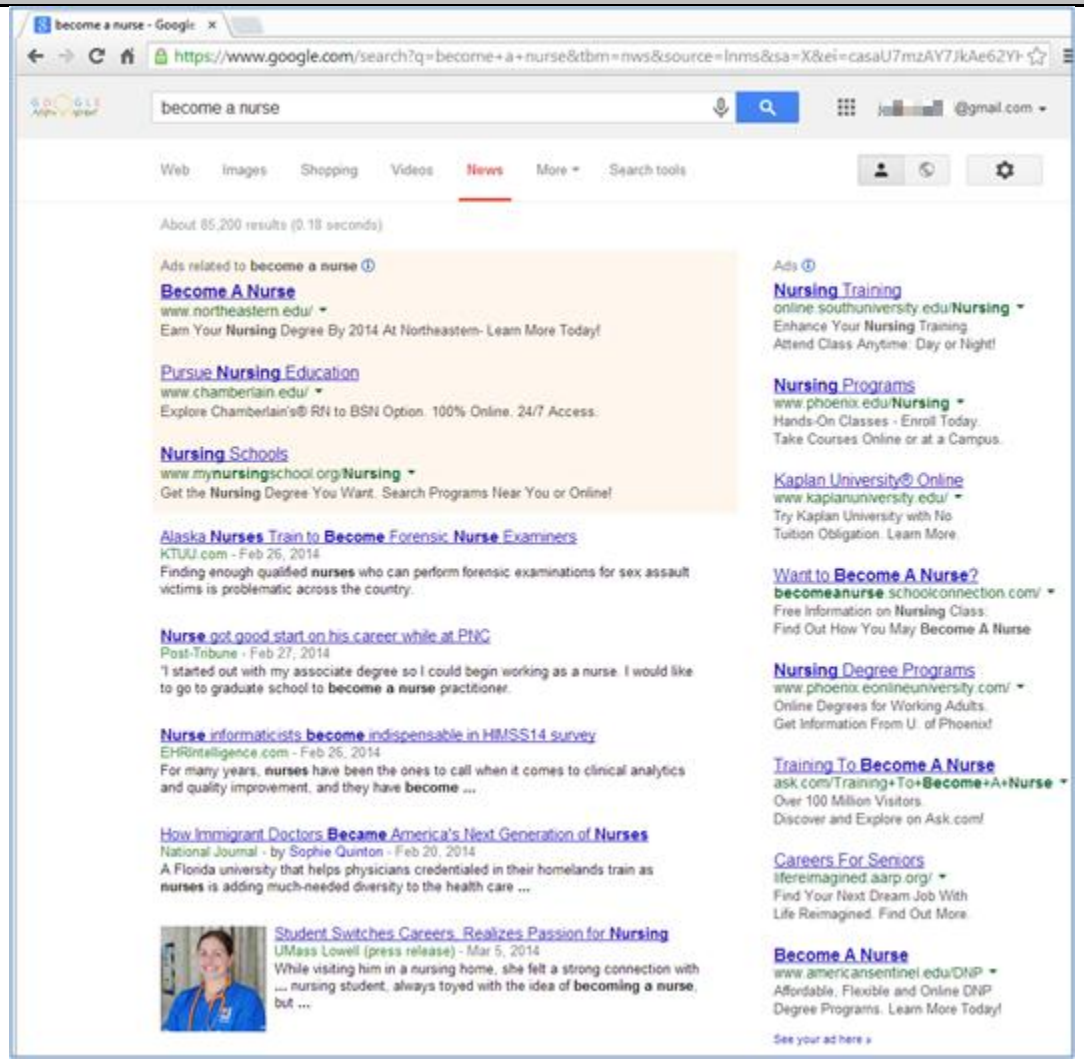

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	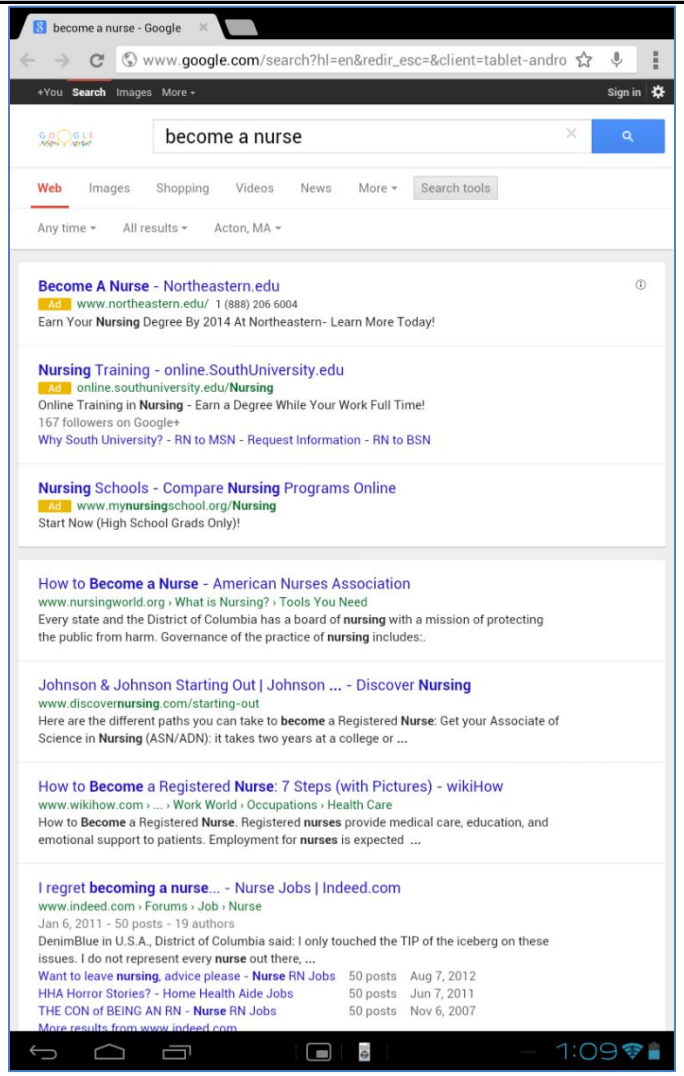

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	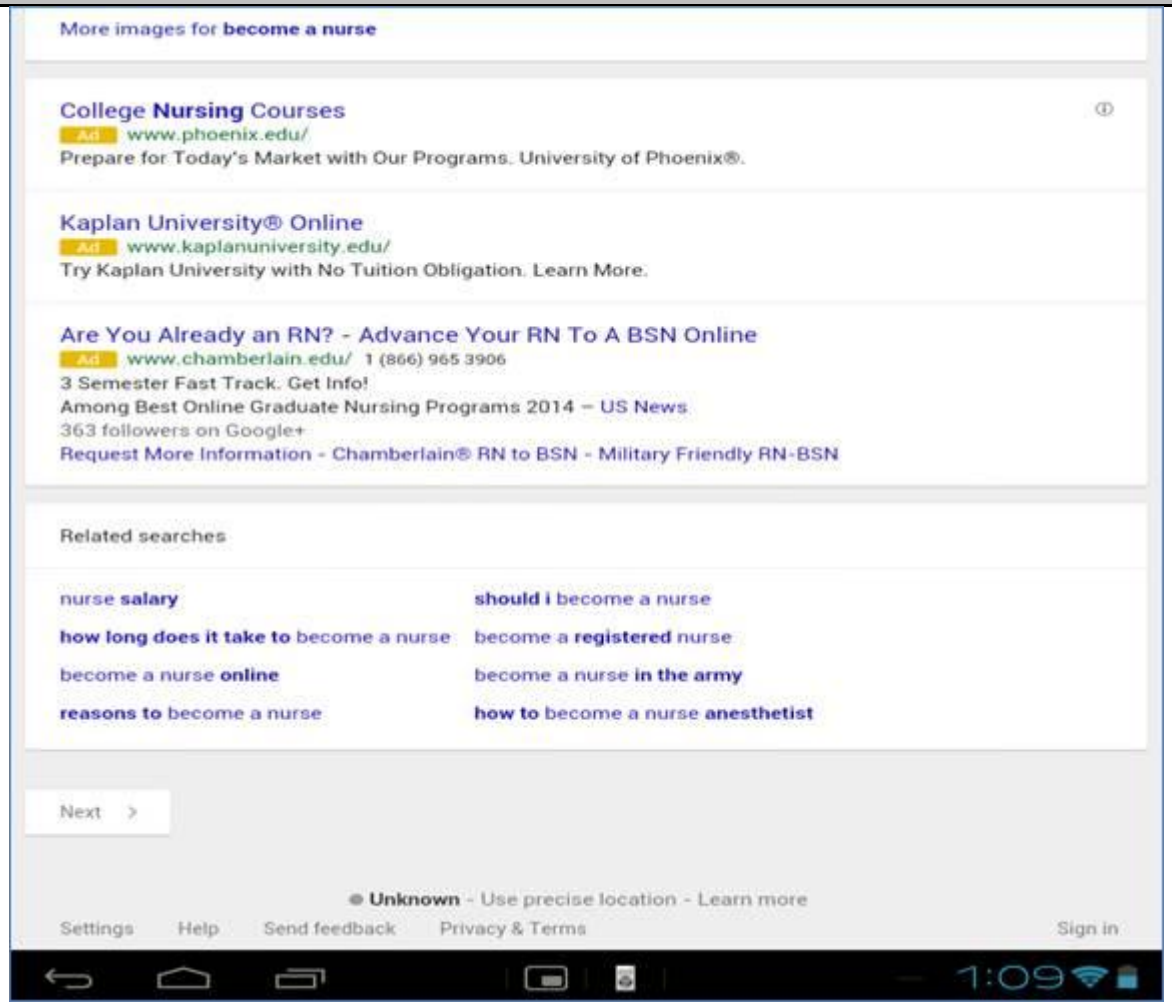

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	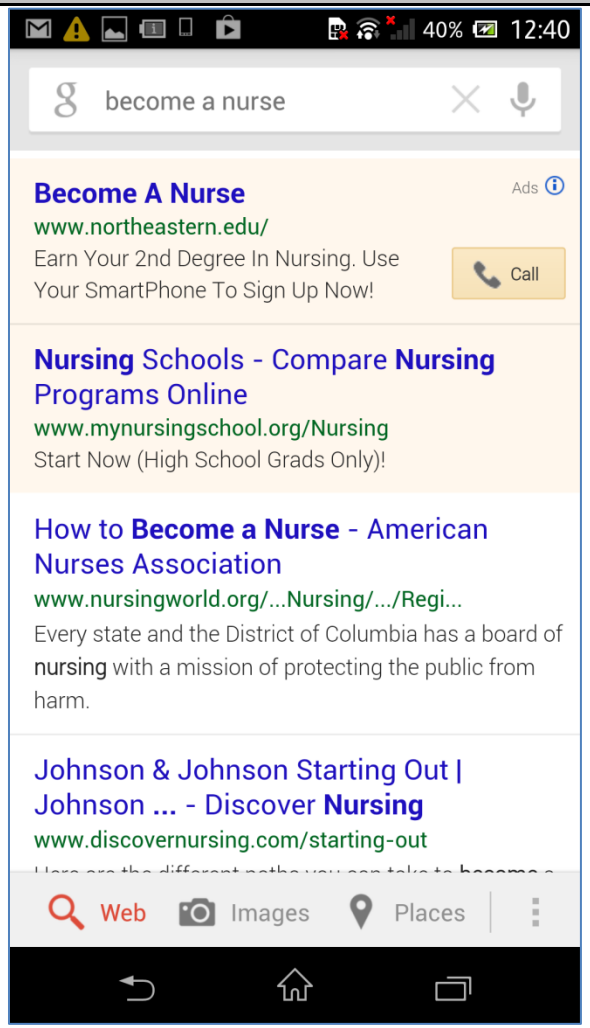

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	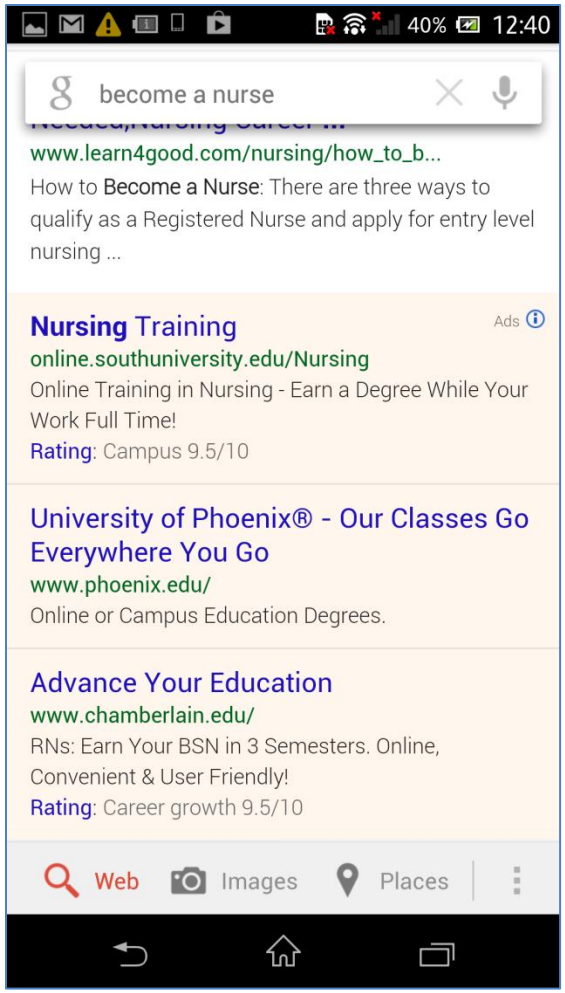

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	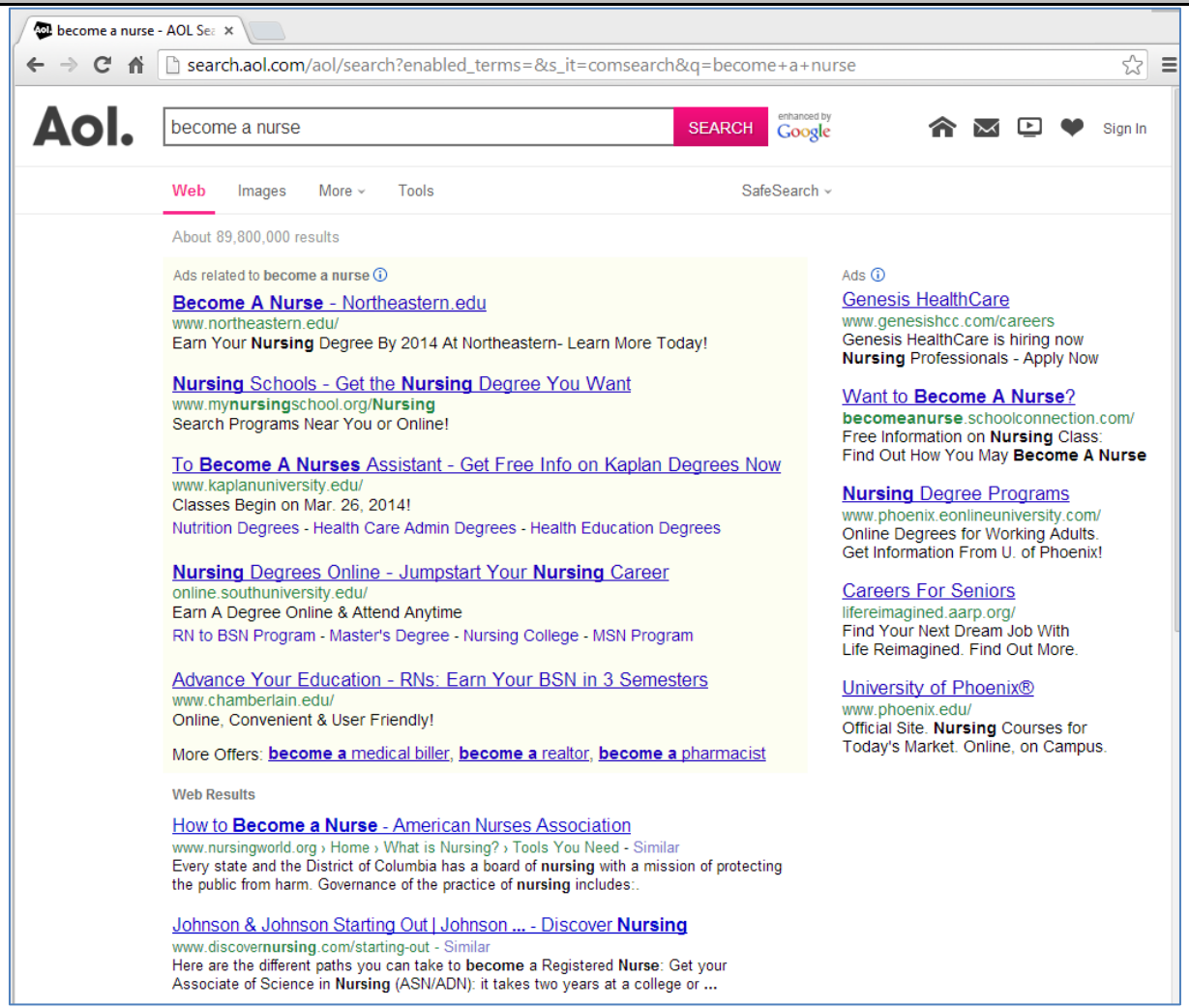

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	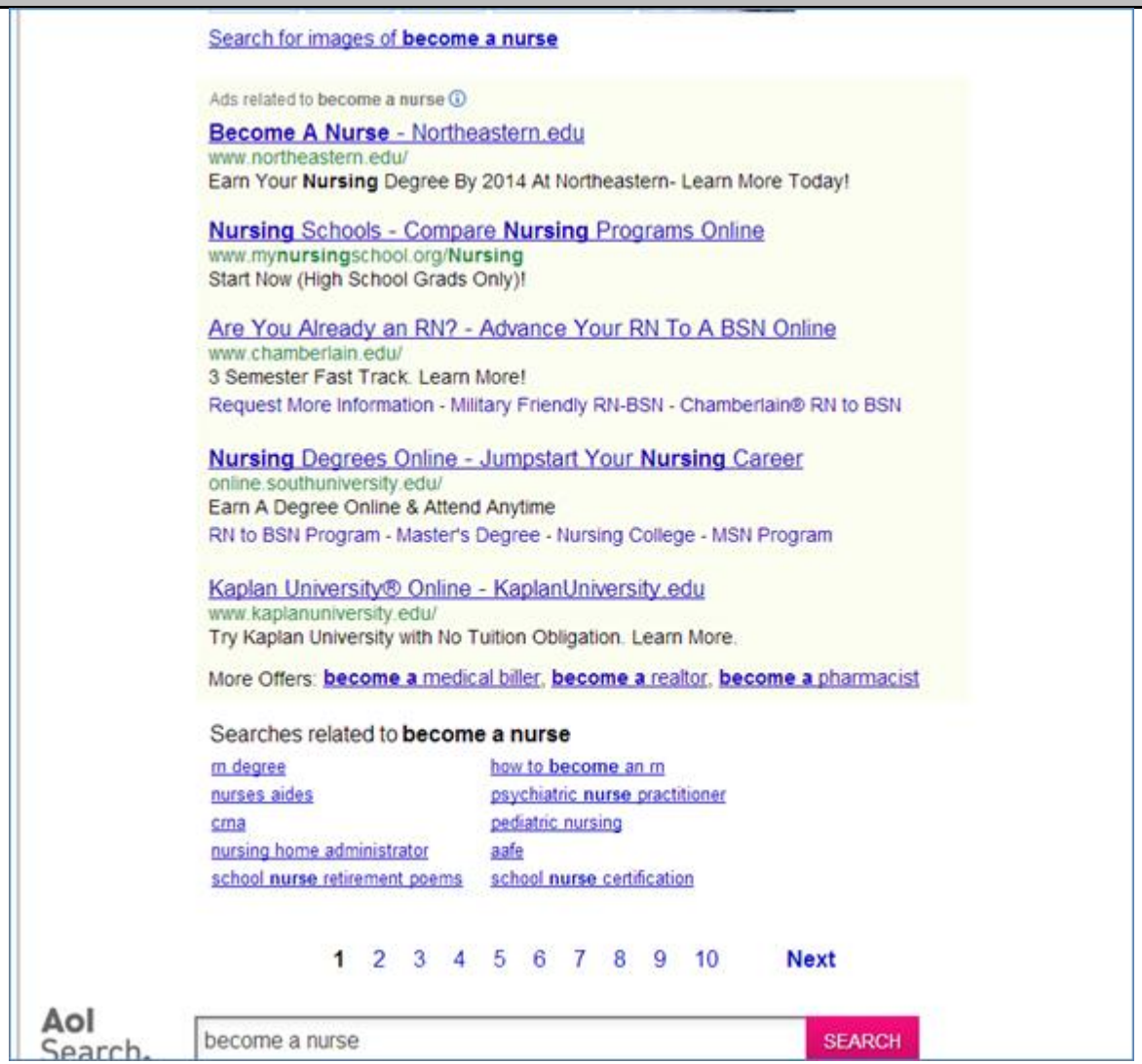

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	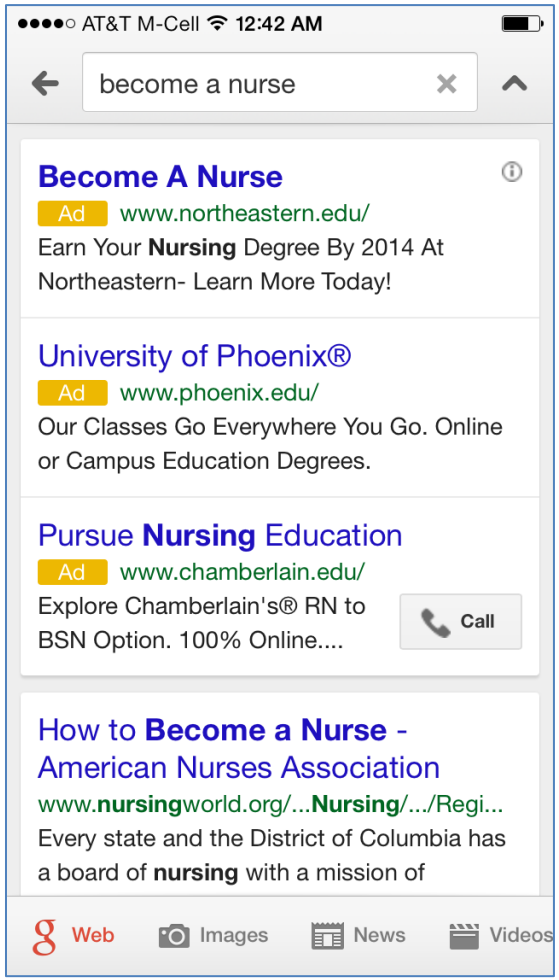

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	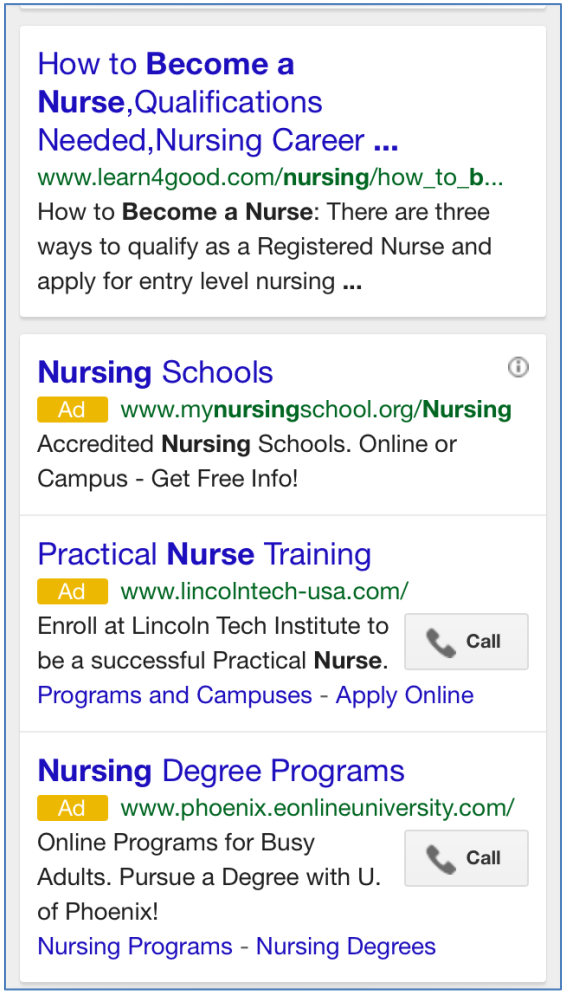

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	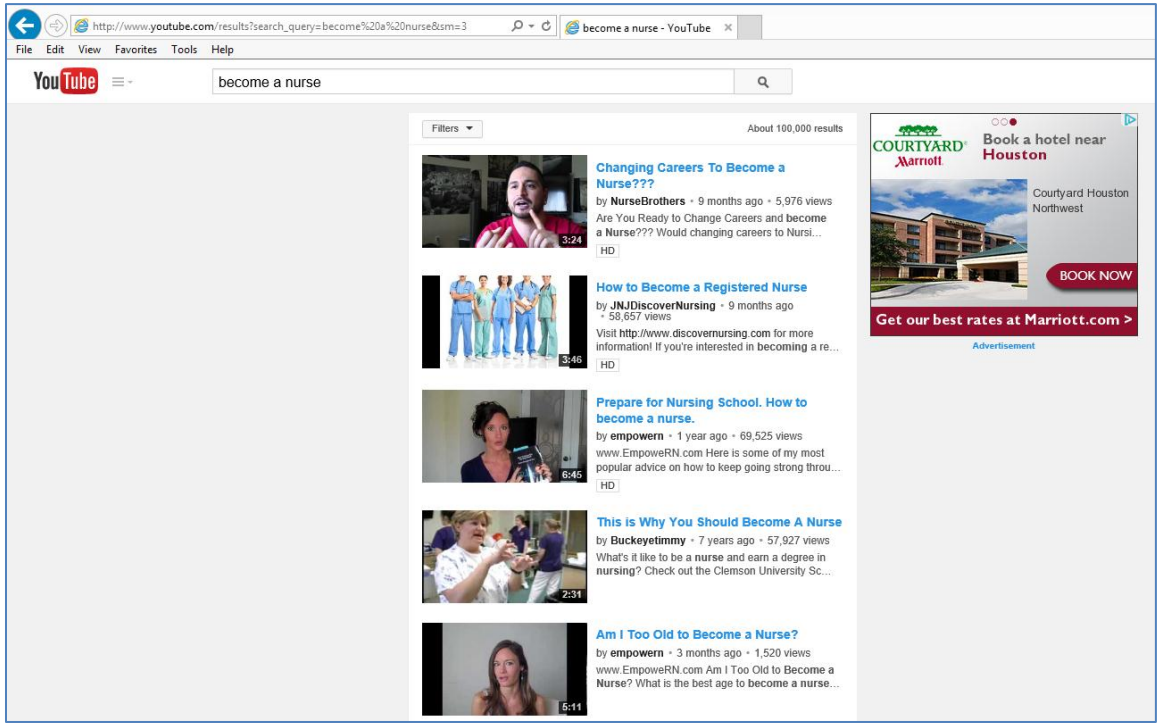

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	 Google Custom Search Results Page

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	Why you may see particular ads You may see Google ads on Google Search and related products, Gmail, and sites across the web. Search ad Gmail ad Display ad **On Google Search** 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: • Recent, previous searches related to your current search • Google Web History • Websites you've visited that belong to businesses that advertise with Google • Non-personally identifying information in your Google account, like your age and gender • Previous interactions with Google's ads or advertising services **Example** 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. https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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	Using keyword matching options • Use matching options with your keywords to help control which searches can trigger your ad. • 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. • Use the search terms report to monitor which keyword variations triggered your ads. 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. 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 **return on investment**. https://support.google.com/adwords/answer/2497836?hl=en **How similar keywords match to search terms** 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. https://support.google.com/adwords/answer/2756257?hl=en

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	How ads are matched to geographic locations • 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. • Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest). • You can use your advanced location options 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). − Where your users are located (physical location) 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. • **IP address**: Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet. If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location. • **Device location**: 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: ◦ **GPS**: Accuracy varies depending on GPS signal and connection. ◦ **Wi-Fi**: Accuracy should be similar to the access range of a typical Wi-Fi router. ◦ **Google's cell ID (cell tower) location database**: 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. https://support.google.com/adwords/answer/2453995?hl=en

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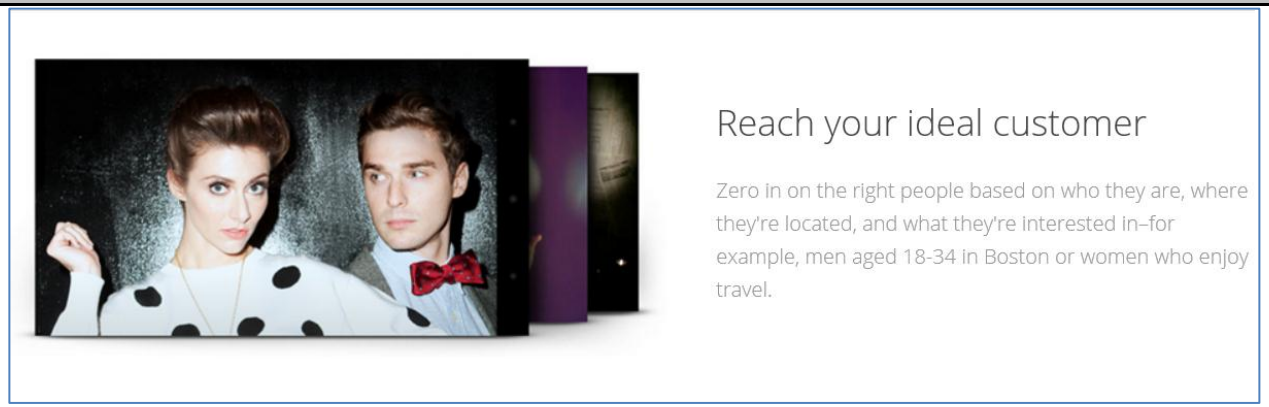
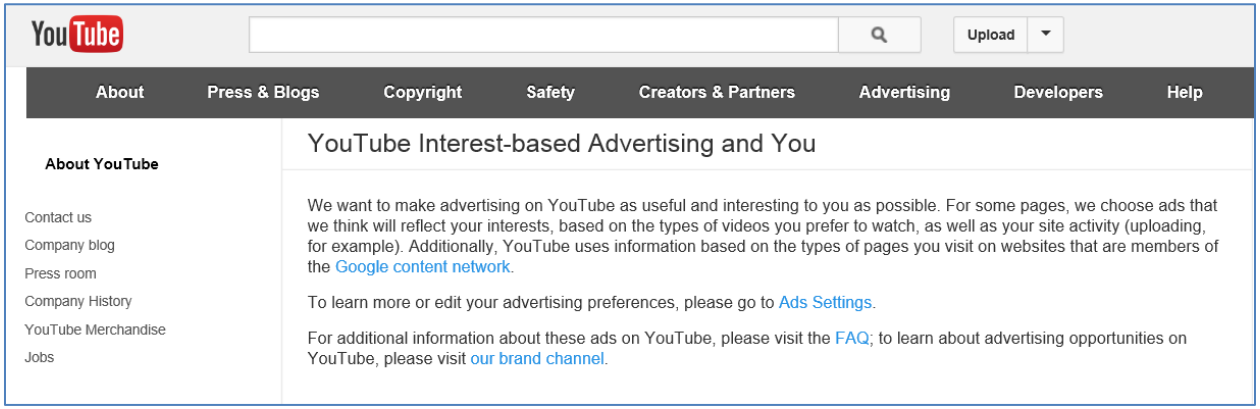
	 http://www.youtube.com/yt/advertise/why-it-works.html  http://www.youtube.com/t/ads_preferences

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	About targeting groups
	
	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.
	
	A single targeting group can contain the following types of targets:
	
	• **Demographics:** Age and gender.
	• **Topics:** YouTube video or Google Display Network content targeted by category or sub-category.
	• **Interests:** Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.
	• **Placements:** Add unique websites or **placements** within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:
	  ◦ Channels (YouTube Partner Channels)
	  ◦ Videos (YouTube Videos)
	  ◦ Sites (Google Display Network - includes YouTube.com as a publisher site)
	• **Remarketing lists:** 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. Learn more about remarketing lists for YouTube.
	• **Content keywords (Display Network):** 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).
	• **Search keywords (YouTube Search):** These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.
	
	https://support.google.com/youtube/answer/2454017?hl=en

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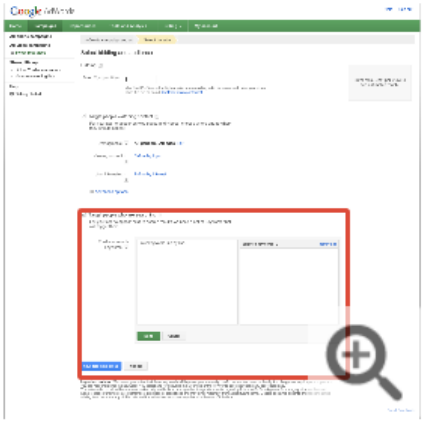
	2. **Target people who are searching (TrueView in-search):** ◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  **Note** Only In-Search ads will be targeted with these keywords. To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format. https://support.google.com/youtube/answer/2454017?hl=en

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	Advertising 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. 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. 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. Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube. 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. 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. http://www.google.com/policies/technologies/types/

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	# Set up your ad's target language 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. With the AdWords **language targeting** 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. See the full list of languages that you can target by viewing the "Languages" section of your campaign settings. **How language targeting works in AdWords** 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 **Google Display Network** (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords. **Example** 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. https://support.google.com/adwords/answer/1722078?hl=en

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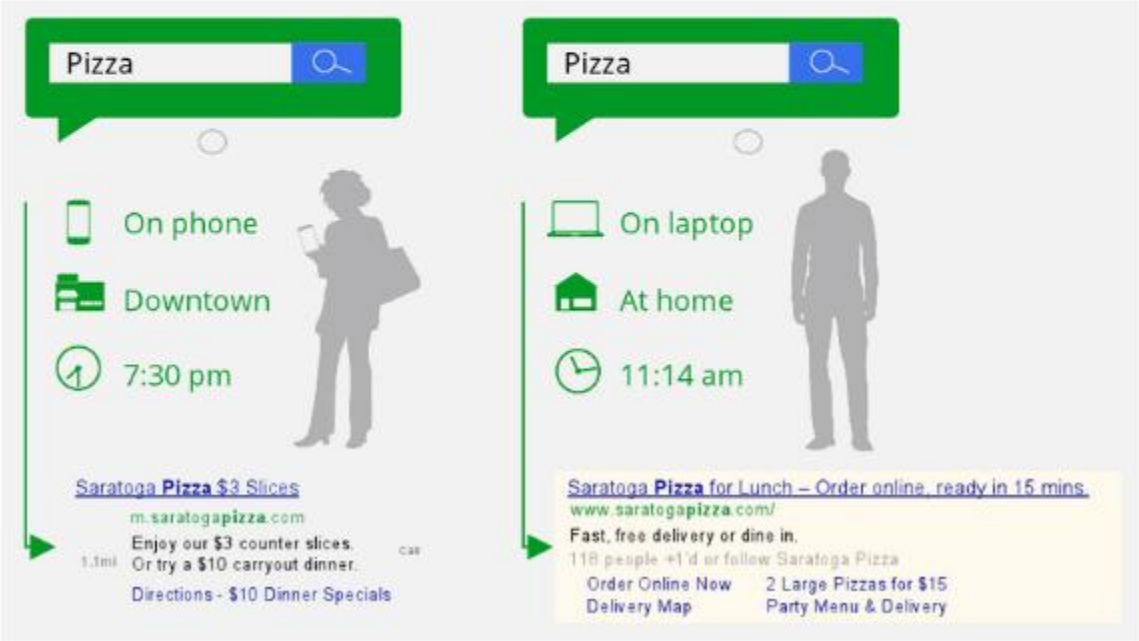
	Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.  http://www.google.com/think/products/enhanced-campaigns.html

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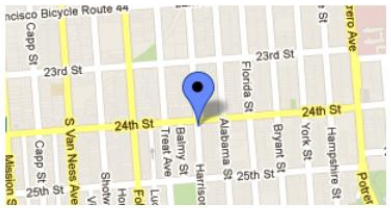
	How AdWords Express works Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance. Get Started For free setup help call: **1-855-500-2762***  **People search on Google** People search on Google for products and services that you have to offer. **They see your ad** 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. Learn more **You get more customers** 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. http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et **Where geographically will people see my ad?** 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"). http://www.google.com/adwords/express/faq.html **4. Better location matching for customers** 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.

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	http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html 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. *English? Español? Estonian?* 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. 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. 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 detects 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. *Local, Regional, National or International?* 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 location targeting.

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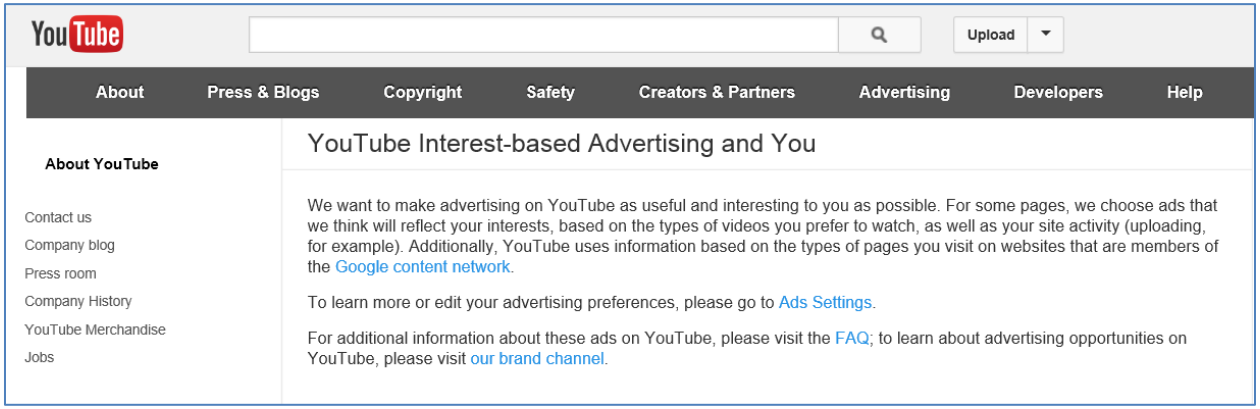
	http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html  http://www.youtube.com/t/ads_preferences
transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	The Accused Instrumentalities transmit the search results together with at least one advertisement via the communications link to the data processing device. See above.

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	Make sure your business shows up on Google 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. http://www.google.com/ads/searchads/ **Where on Google will my ads appear?** 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. http://www.google.com/ads/new/ **Where will my ad show?** Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites. http://www.google.com/adwords/express/faq.html

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	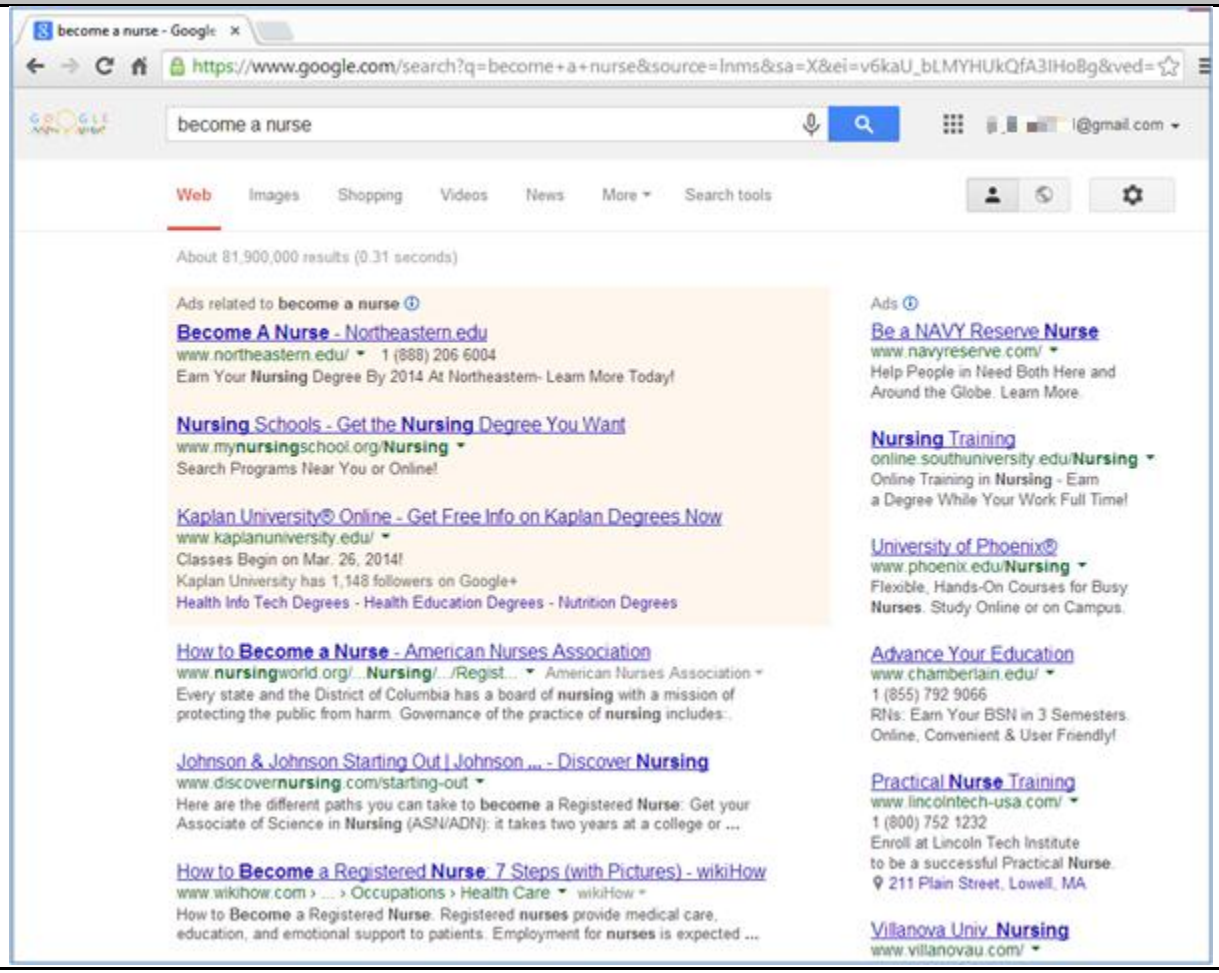

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	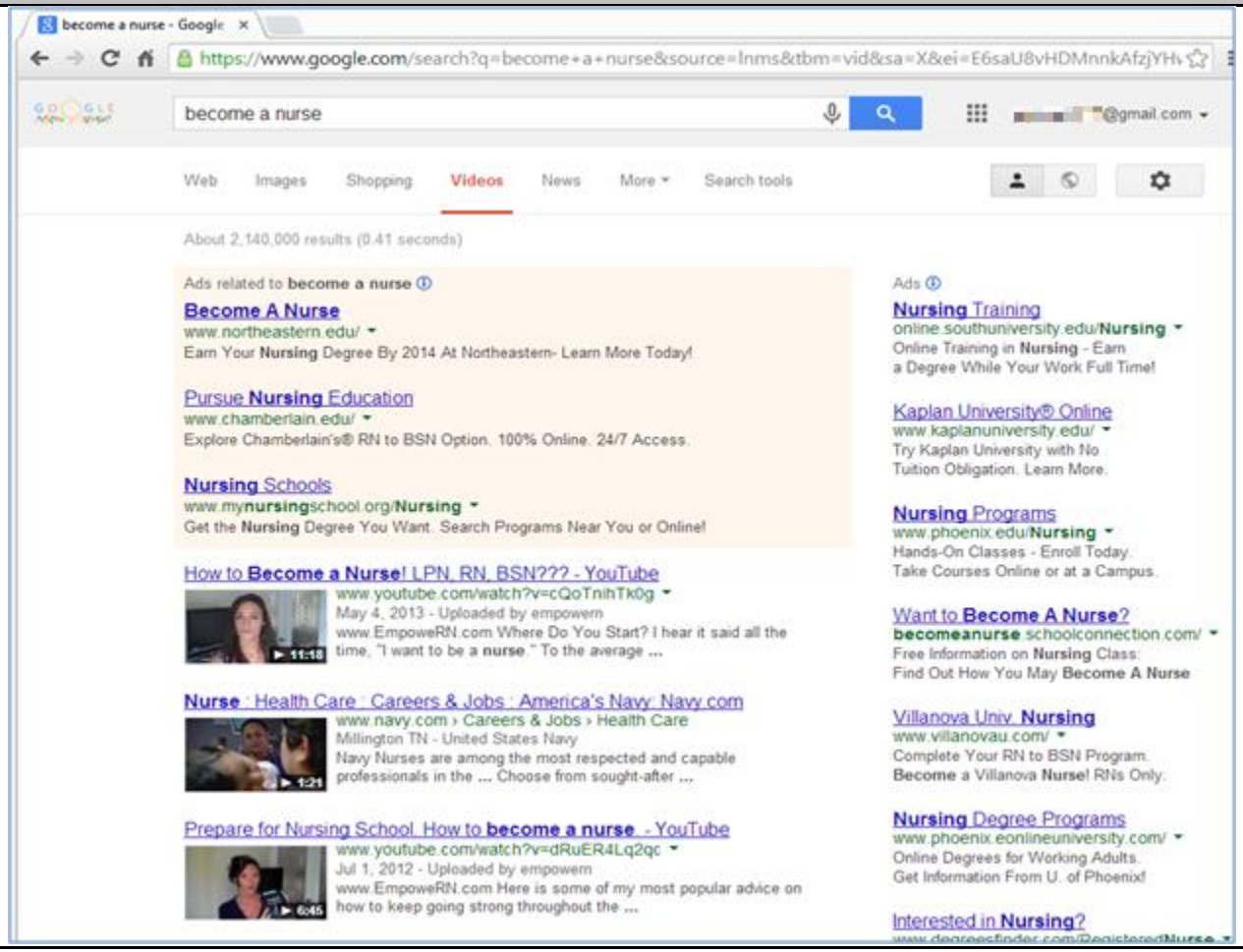

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	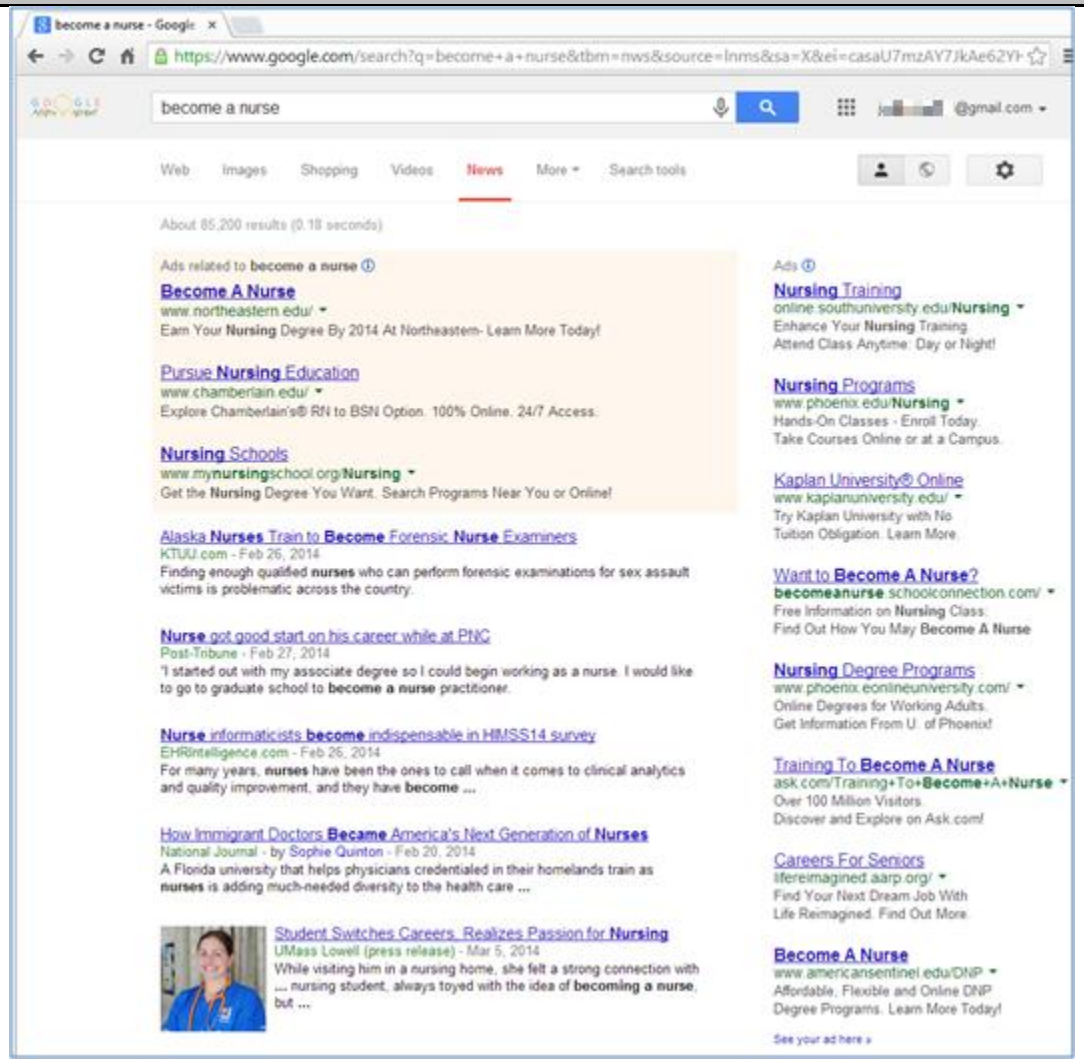

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	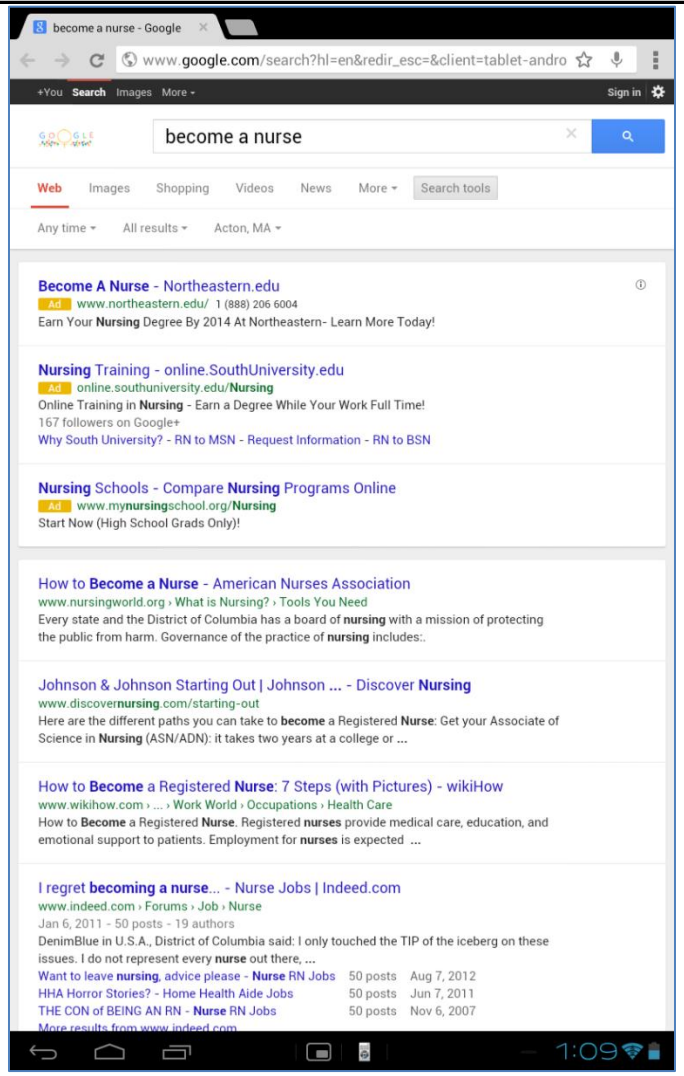

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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	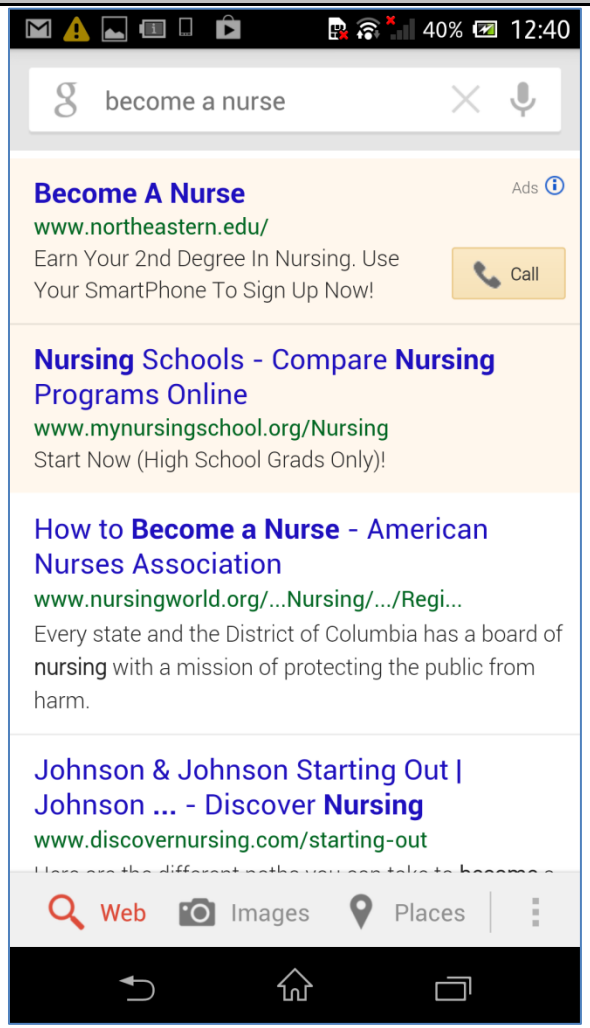

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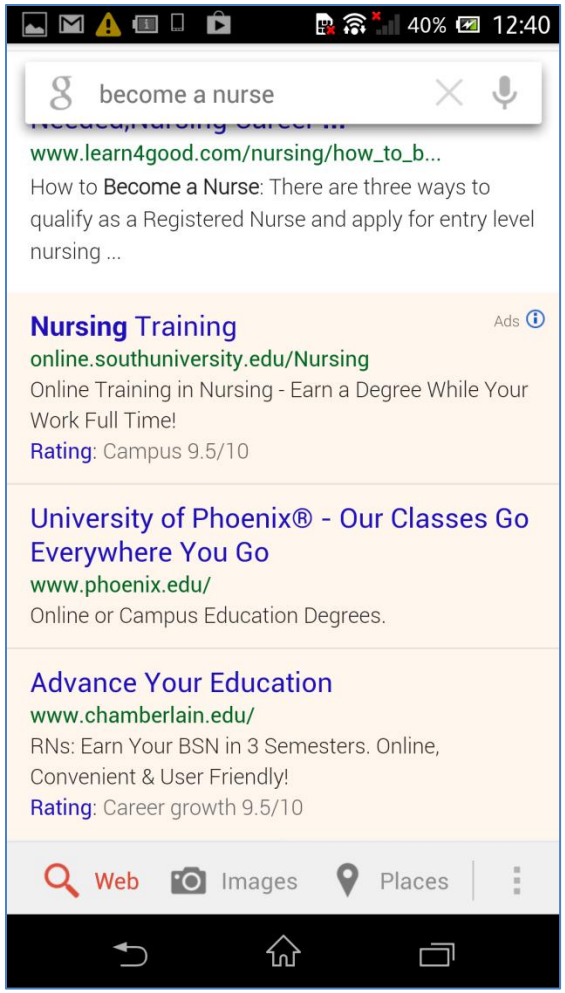
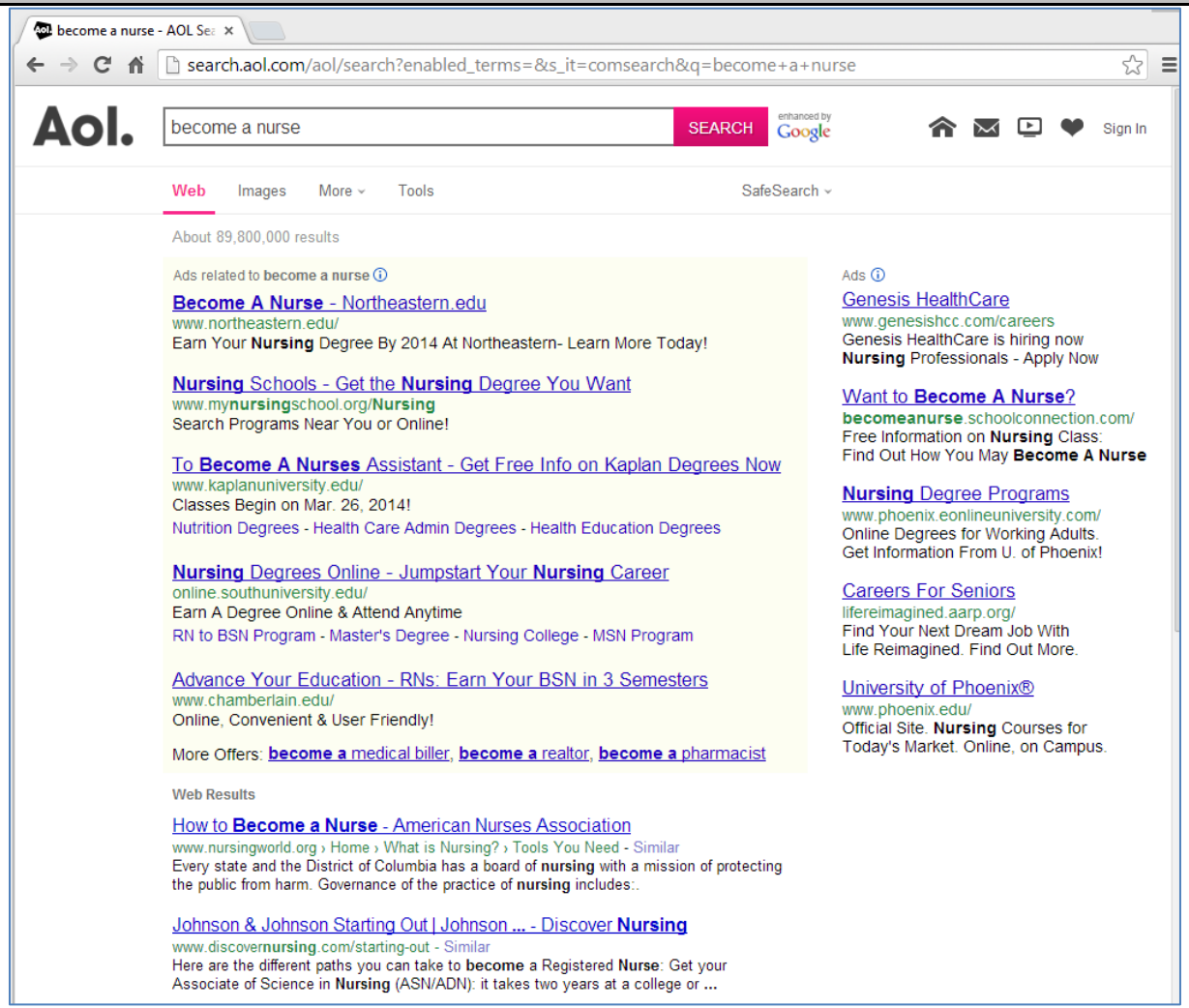
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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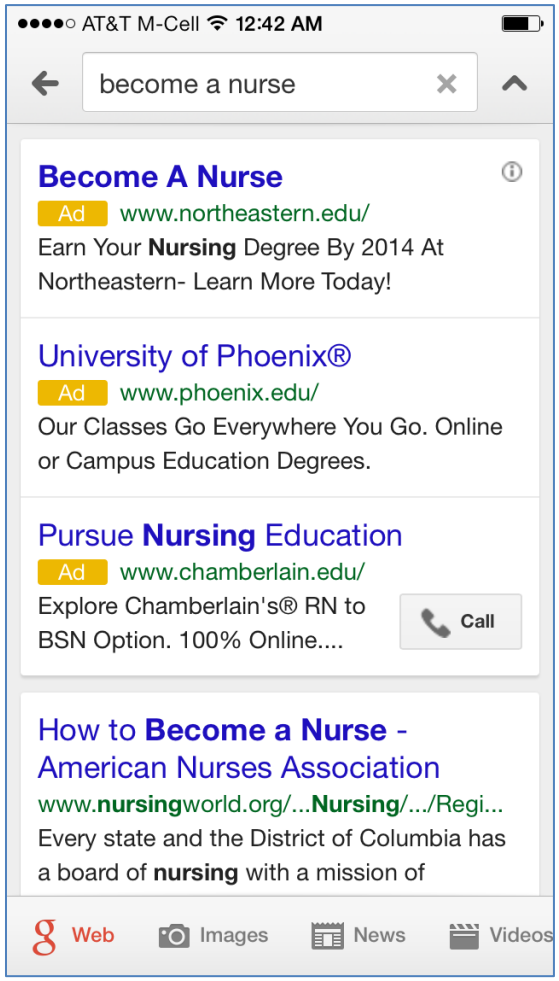
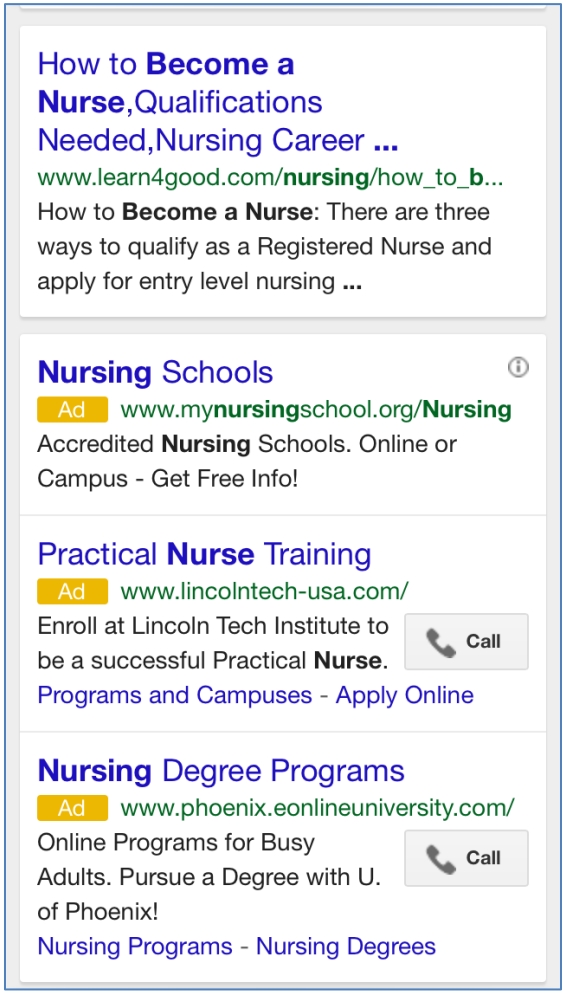
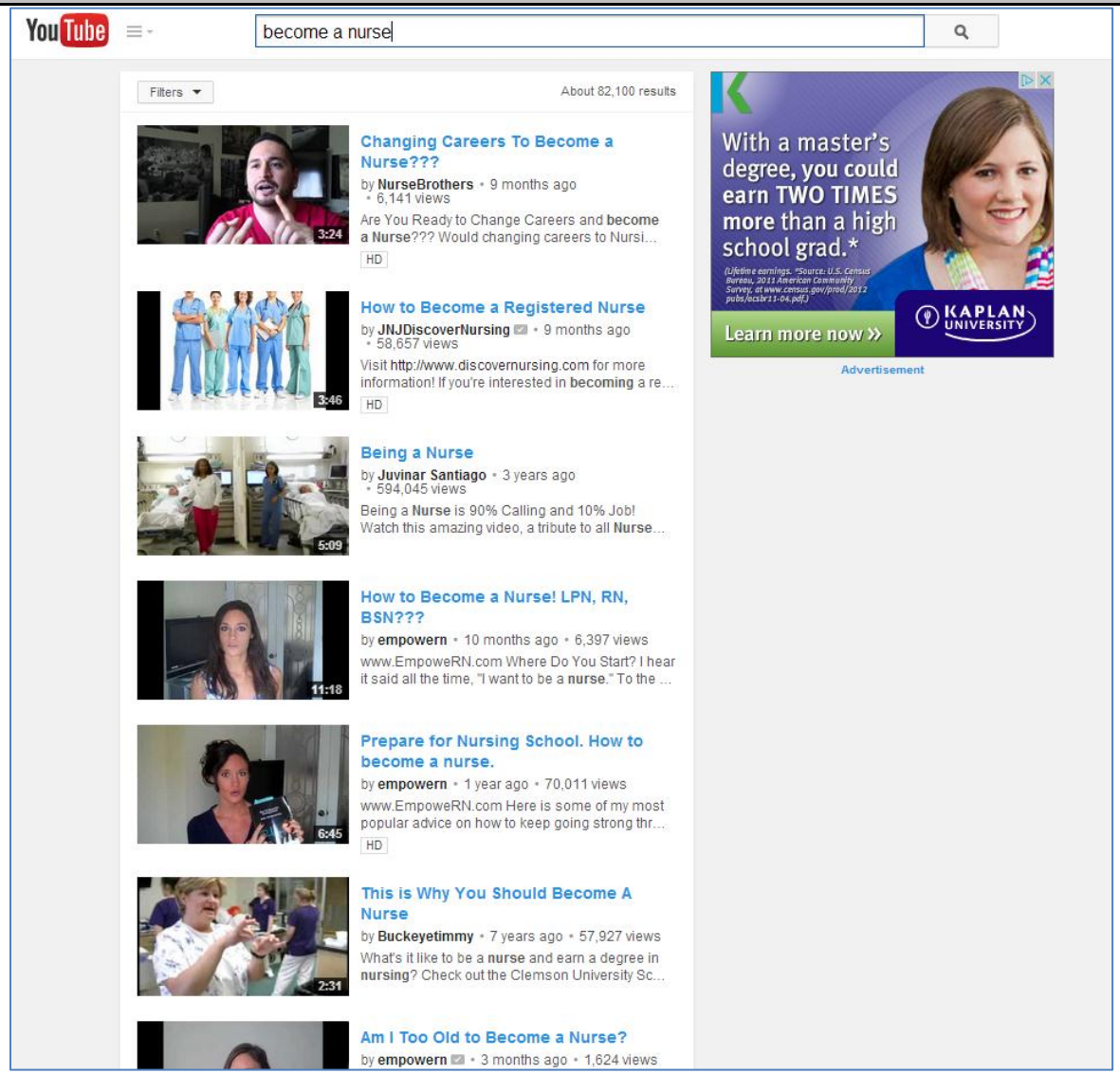
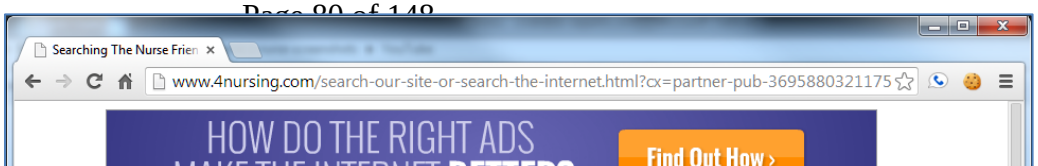
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

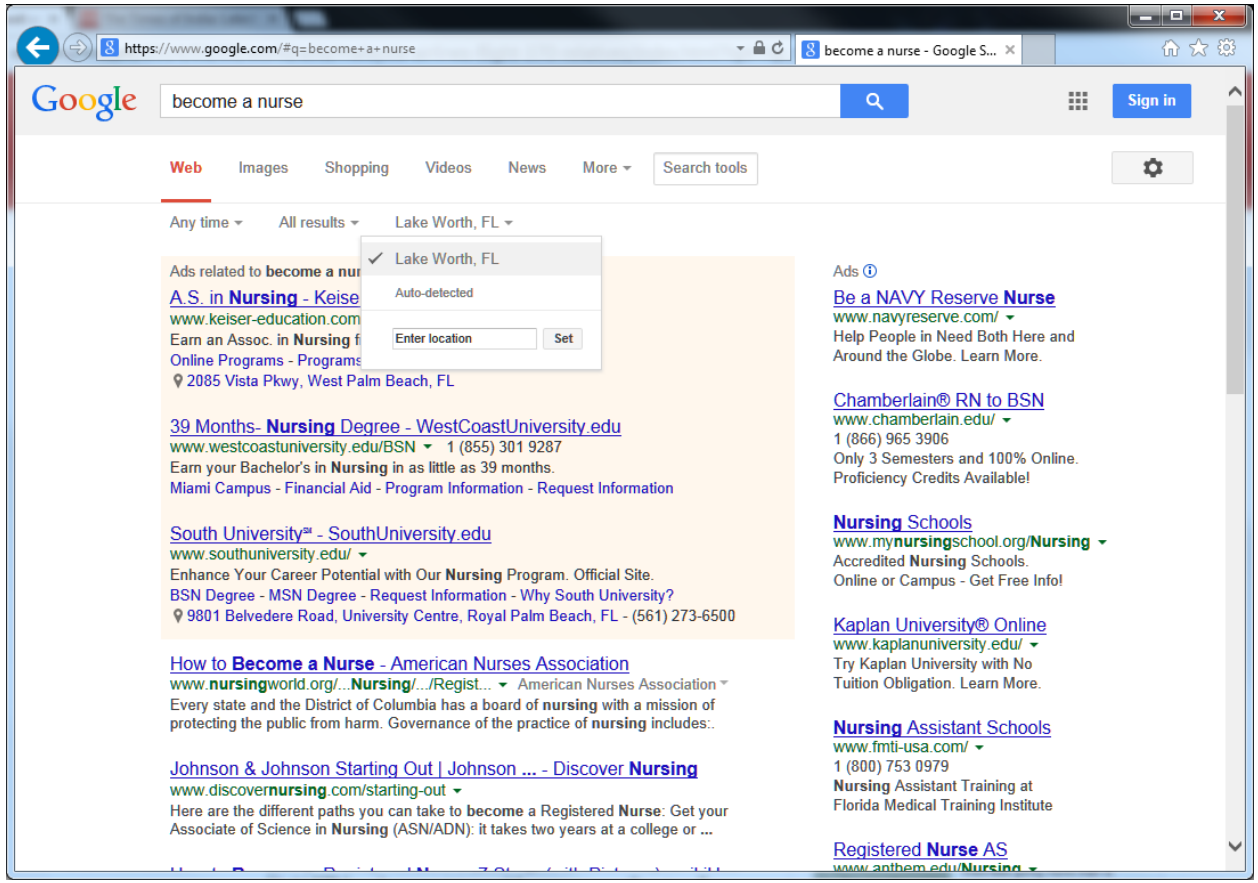
U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

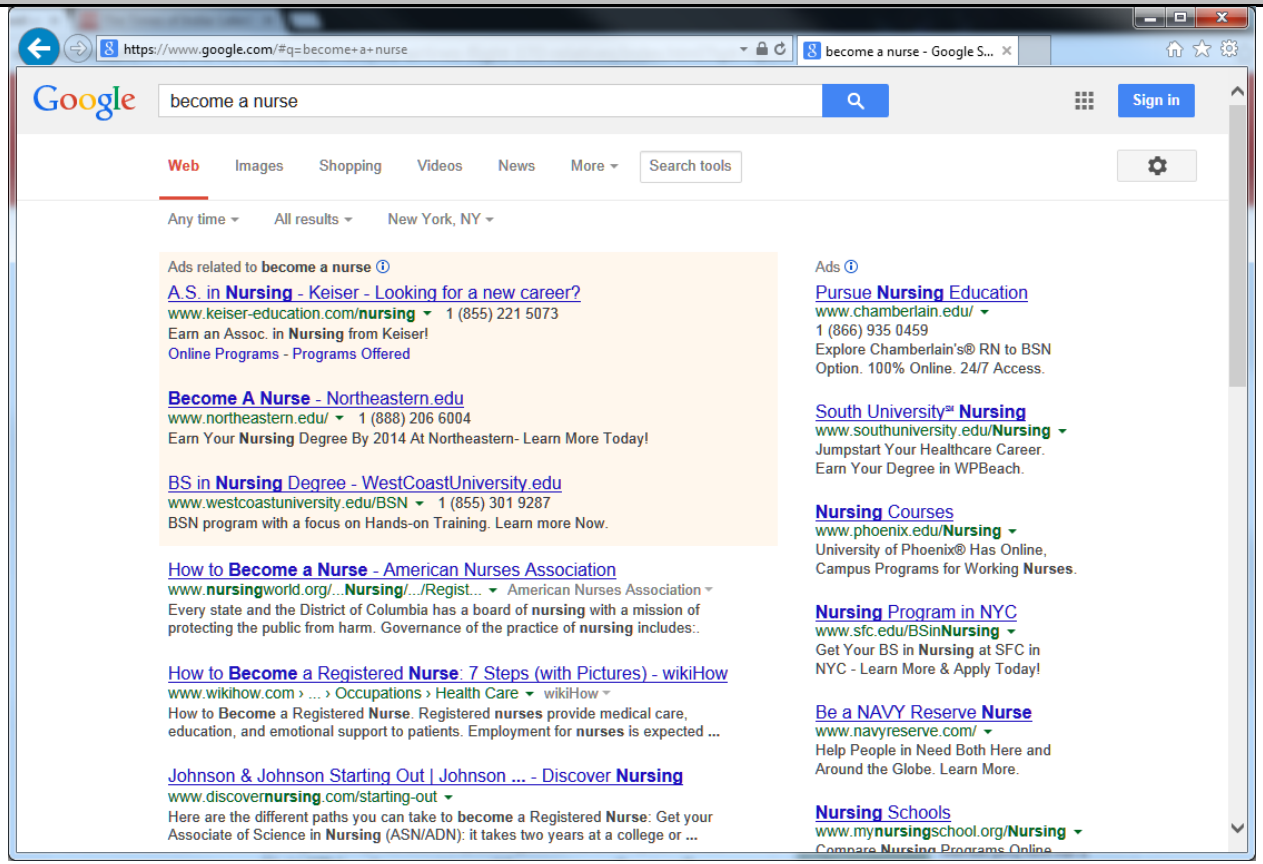
U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 3	
The method of claim 1, further comprising ordering the search results based upon the user preference data.	The Accused Instrumentalities order the search results based upon the user preference data. 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: • **Language:** 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. • **Geography:** 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. • **Search queries:** 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. **Personalization, a special kind of context** "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: • **Past search activity:** With Web History 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 still customize your search results based on up to 180 days of past search information linked to your browser using an anonymous cookie. • **Social connections:** With Social Search, 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.

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html About Google Web History You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity. Your Web History is private. This means you need to be signed in to your Google Account to view your history. **View and manage your Web History** When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history. Learn how to delete your Web History, save your Web History, or edit your Web History on your mobile device. **What is stored in your Web History** Google Web History saves information about your activity on the web, as well as details about your browser, including: • Pages you visit • Searches on Google • Results that appeared, including private results from Google products like Google+, Gmail, and Google Calendar • Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site • Your IP address • Your browser type and language **Browser history** 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 Chrome, Safari, Internet Explorer, Toolbar, and Firefox. **How history works when you're signed out** 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: 1. Visit google.com/history/optout when not signed in to a Google Account. 2. Click **Disable customizations based on search activity**. This will turn the setting off for anyone who uses the same browser and computer as you. https://support.google.com/accounts/answer/54068

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Types of cookies used by Google 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 manage cookies in your browser (though browsers for mobile devices may not offer this visibility). **Category of use** / **Example** Preferences: 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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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. http://www.google.com/policies/technologies/types/

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

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

Claim No. 4

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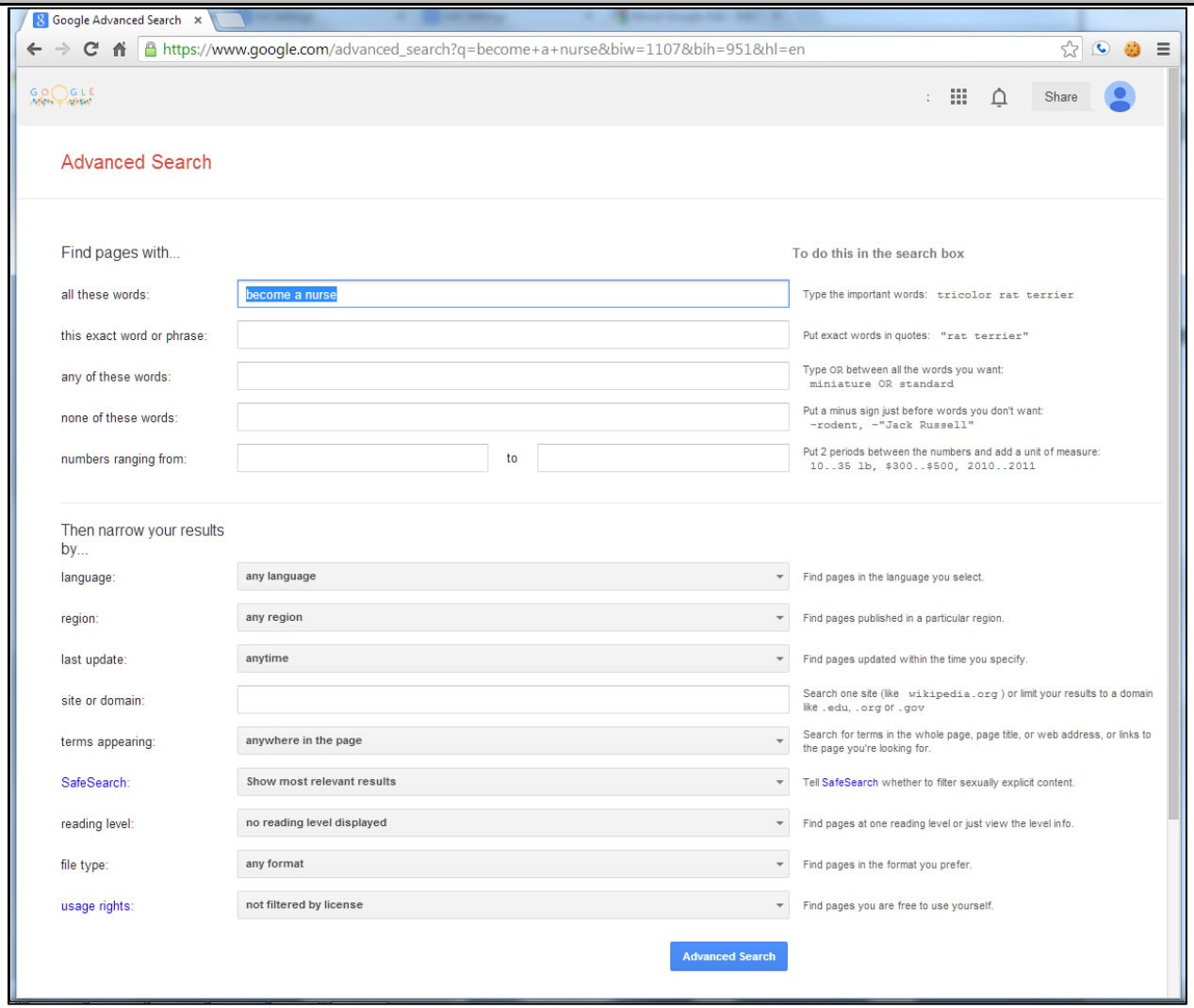
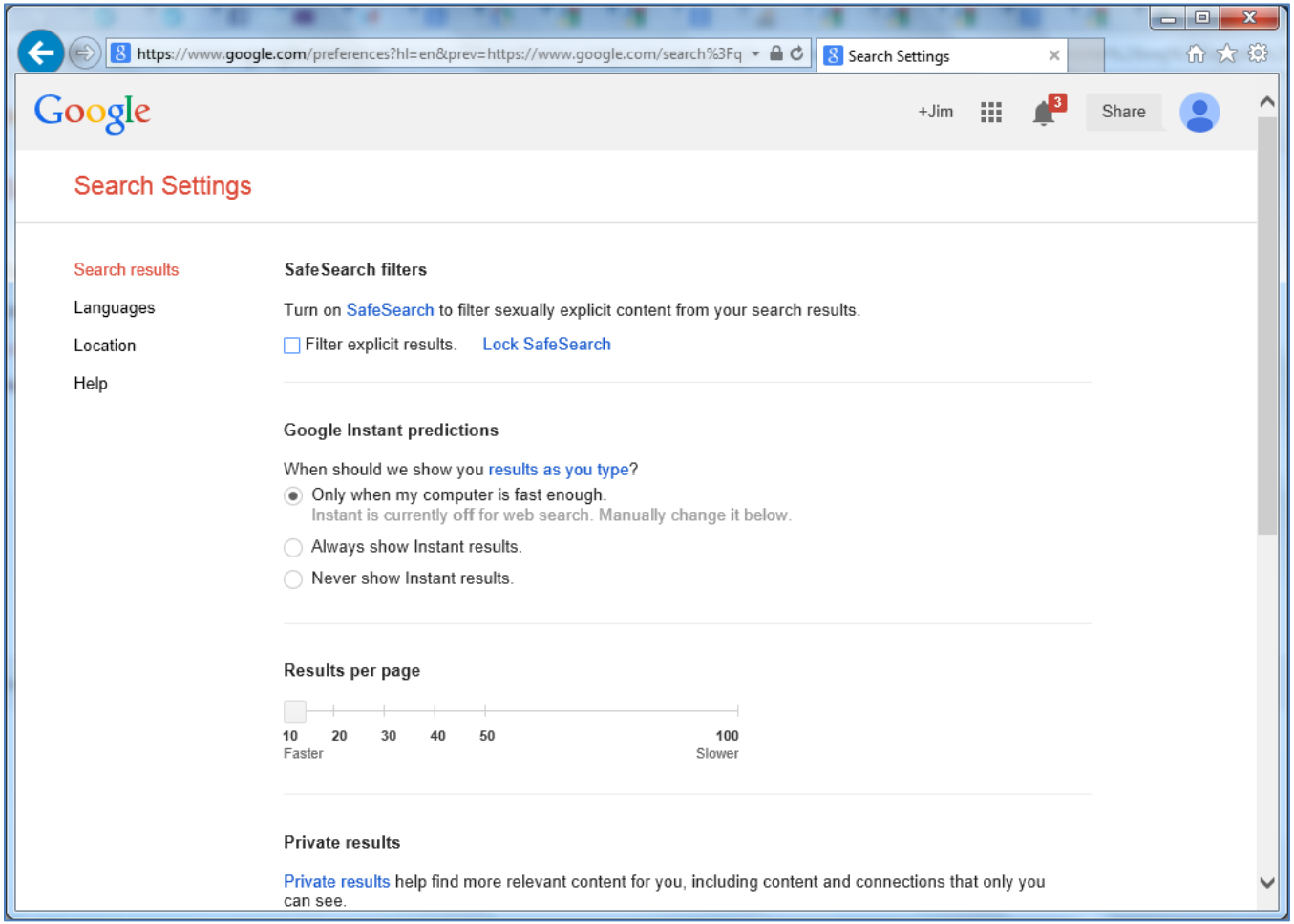
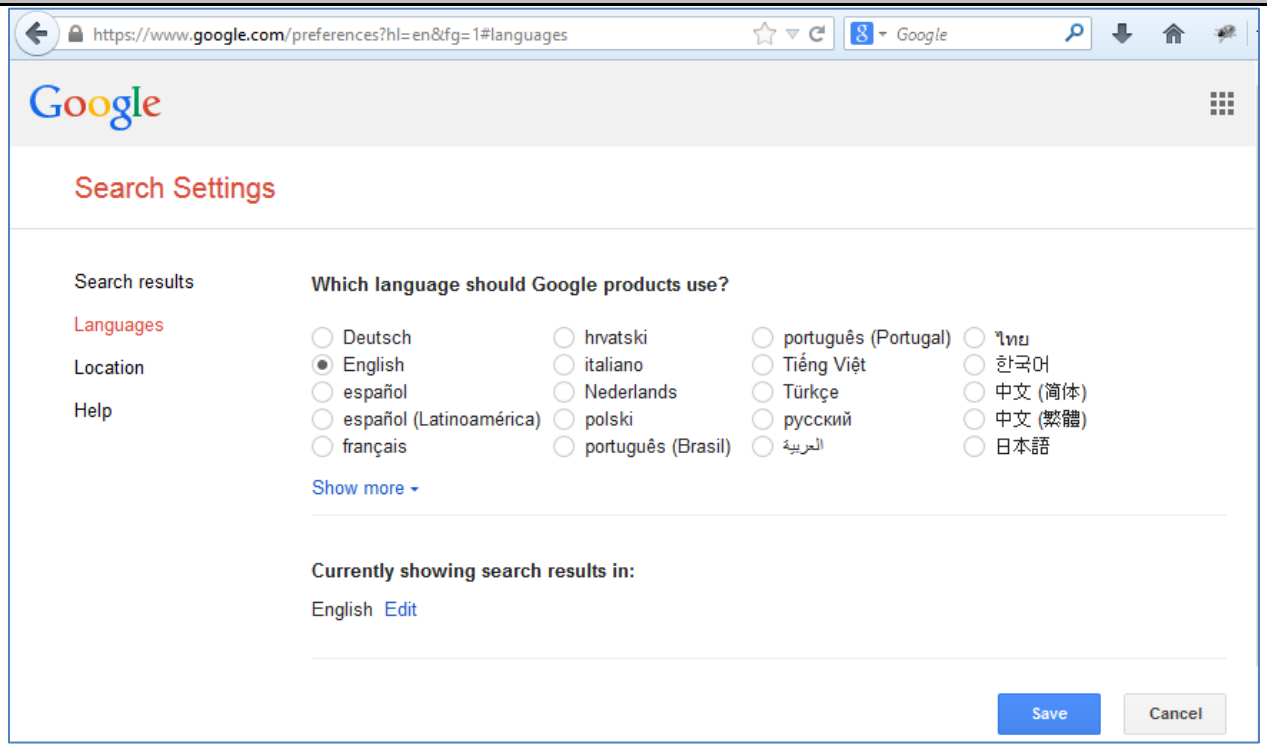
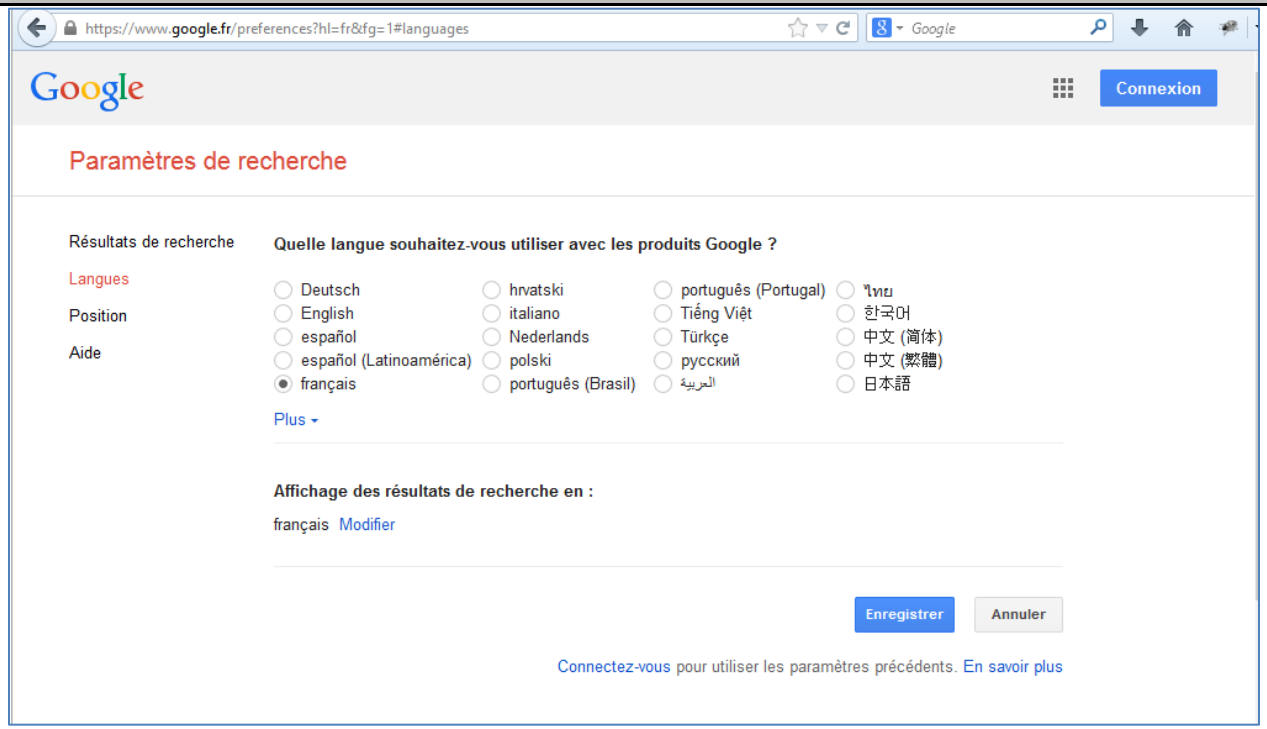
The method of claim 1, wherein creating user preference data based upon the user preference input comprises setting the user preference data to default values.	The Accused Instrumentalities create user preference data based upon the user preference input comprising setting the user preference data to default values. See claim 1 above.

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

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

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

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	The Accused Instrumentalities receive the user preference edit input via communication link from the data processing device. See claim 1 above.

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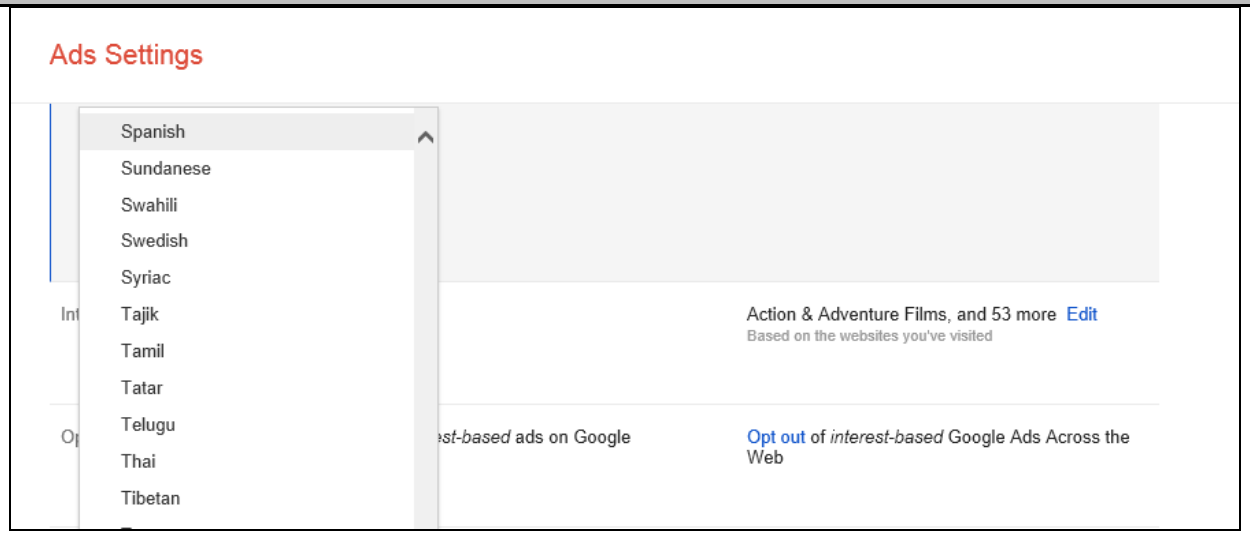
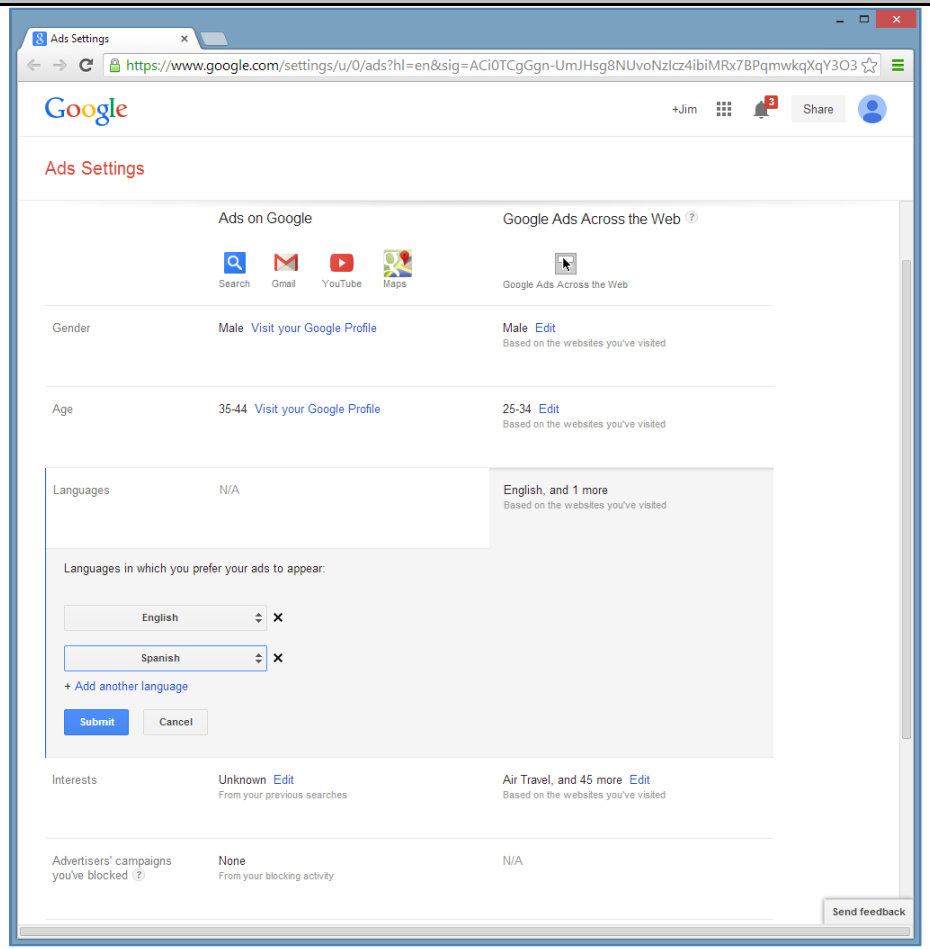
	Google Ads Settings Settings for Google Ads Ads enable free web services and content. These settings help control the types of Google ads you see. Ads on Google: Search Google Ads Across the Web: Google Ads Across the Web, YouTube Gender: N/A; Male Edit (Based on your Google profile) Age: N/A; 35-44 Edit (Based on your Google profile) Languages: N/A; English Edit (Based on the websites you've visited) Interests: N/A; Action & Adventure Films, and 53 more Edit (Based on the websites you've visited) Opt-out settings: Opt out of *interest-based* ads on Google; Opt out of *interest-based* Google Ads Across the Web Visit the Consumer Ads Help Center to learn more about how Google serves ads. 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.

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.

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

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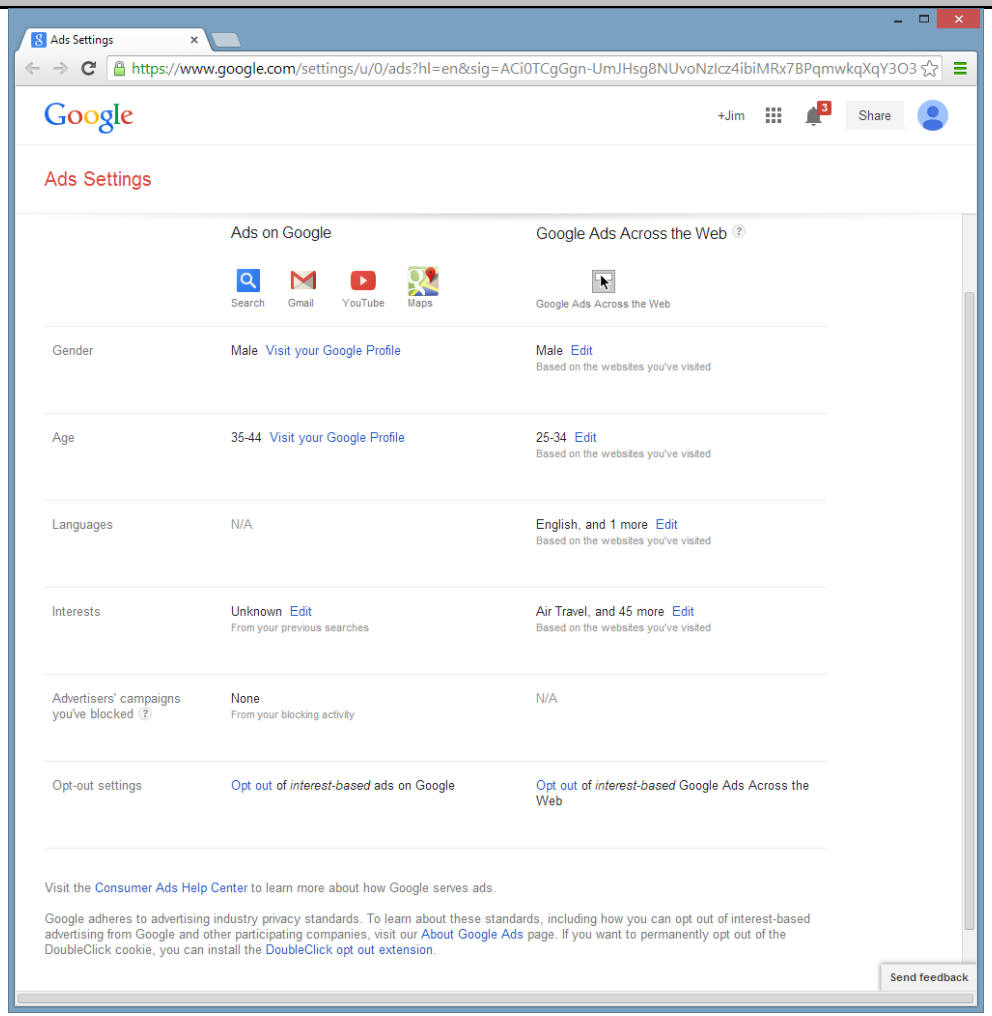
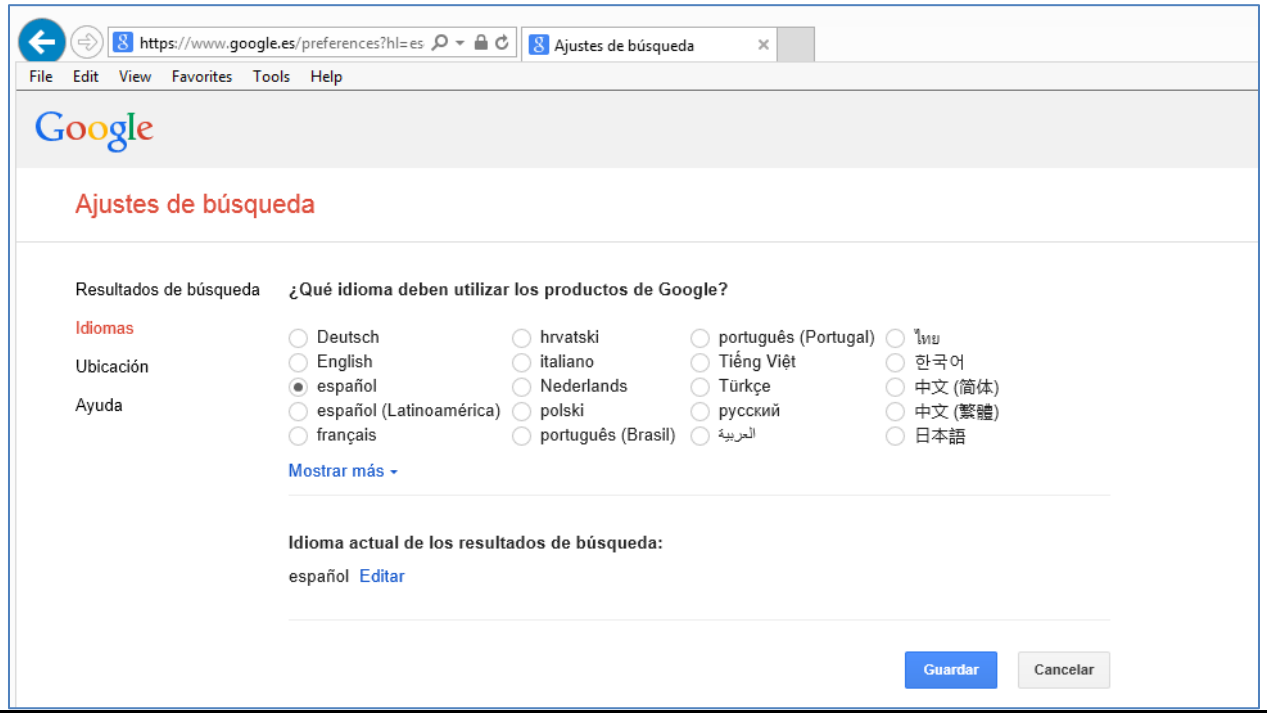
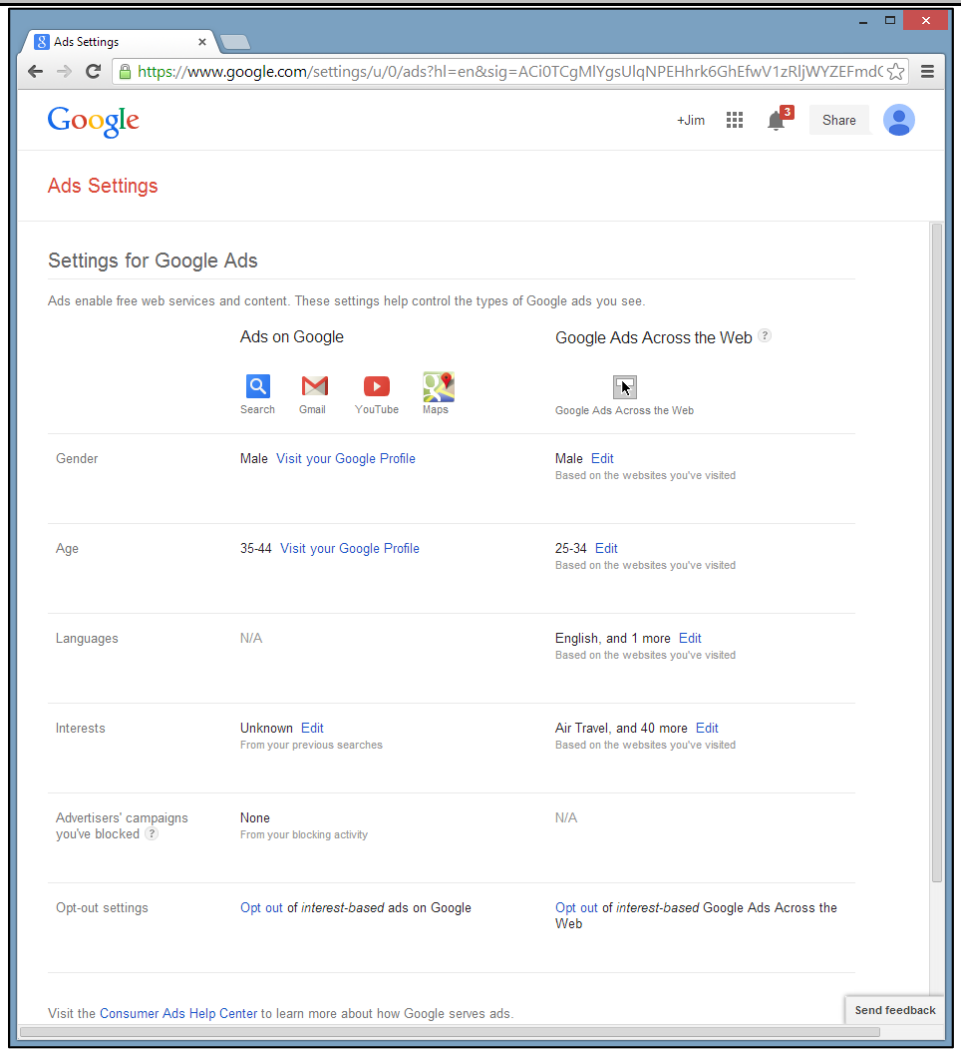
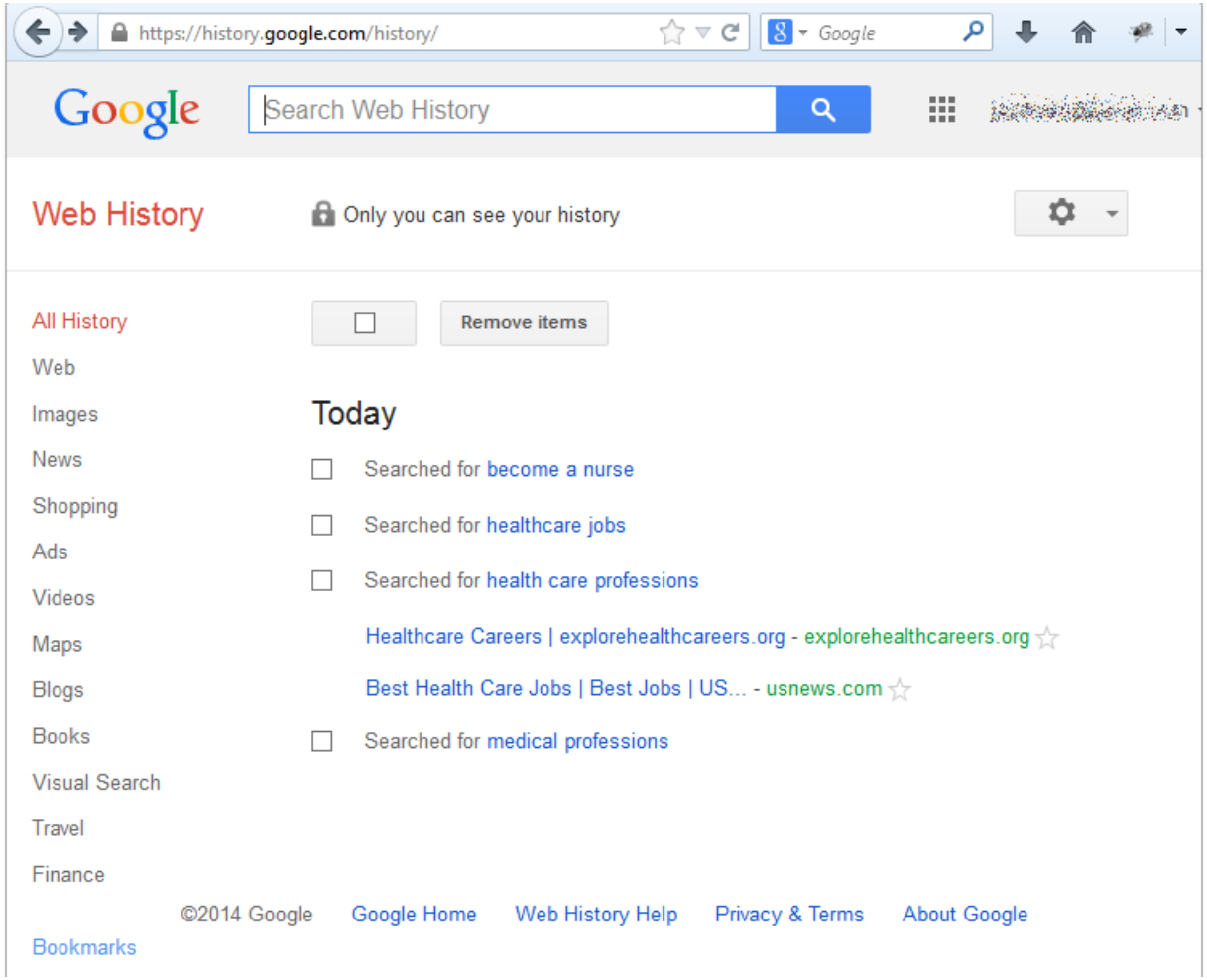
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
The method of claim 1, further comprising:	See claim 1 above.
receiving user preference re-prioritization input; and	The Accused Instrumentalities receive user preference re-prioritization input. 

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

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

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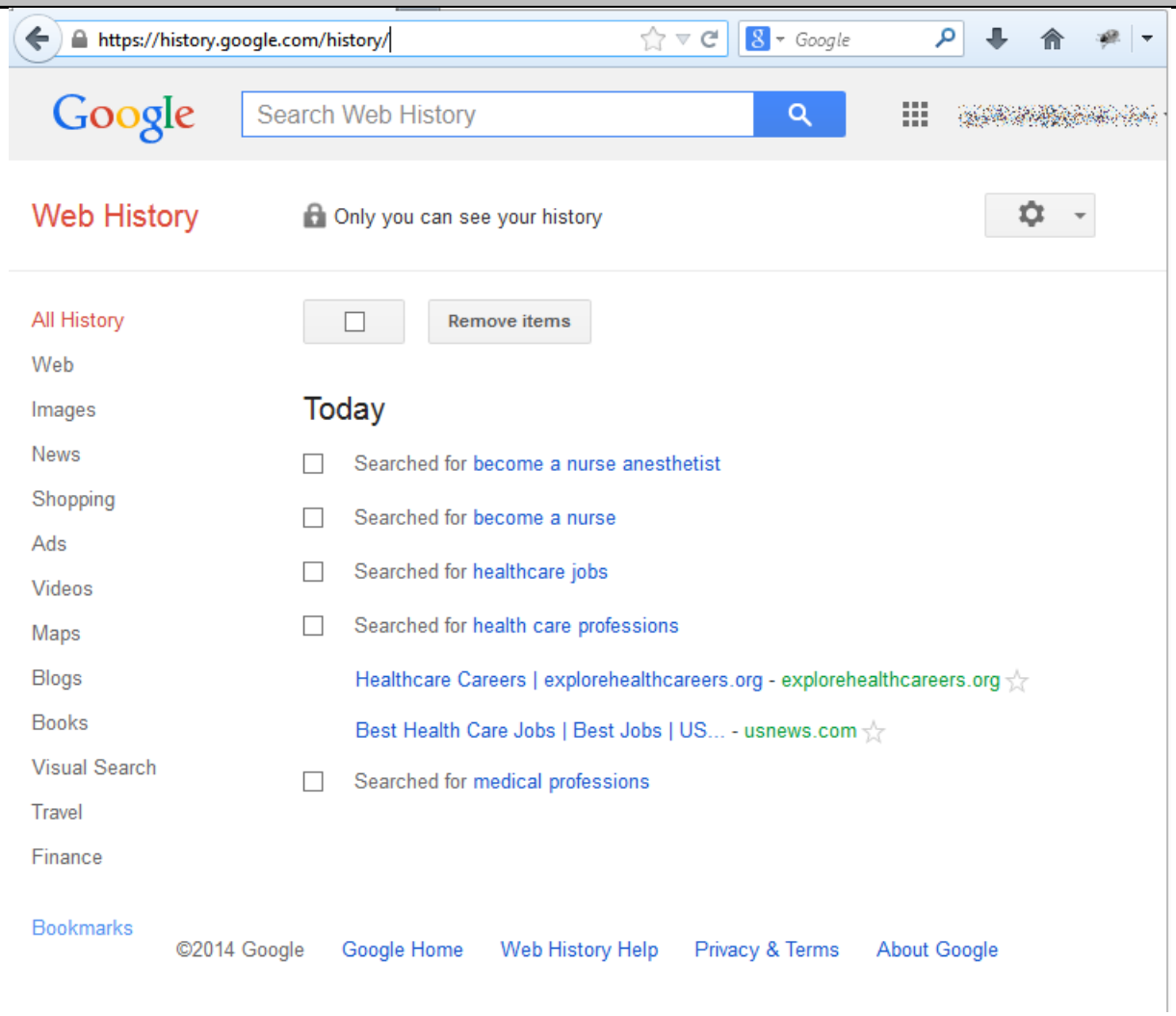
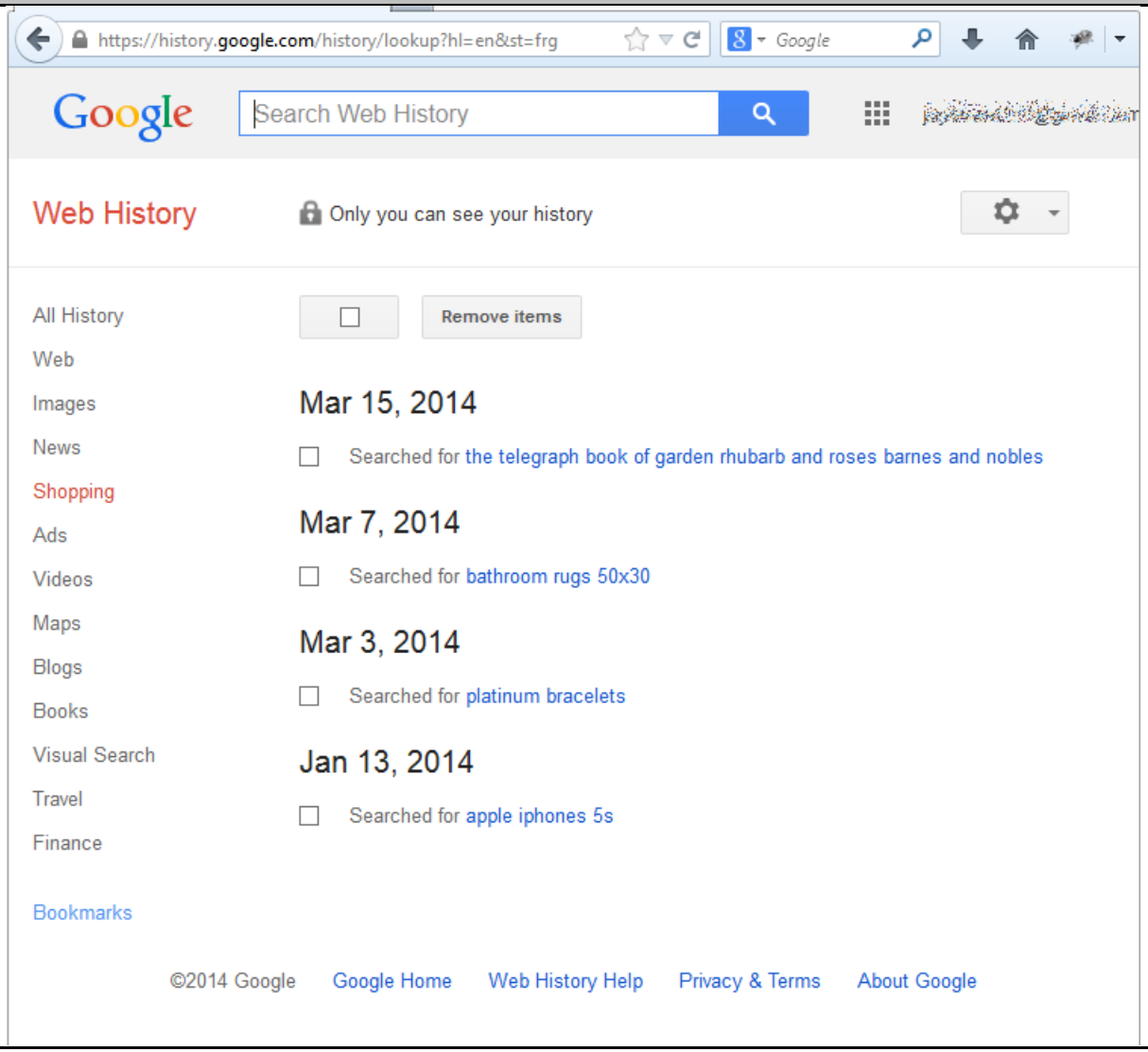
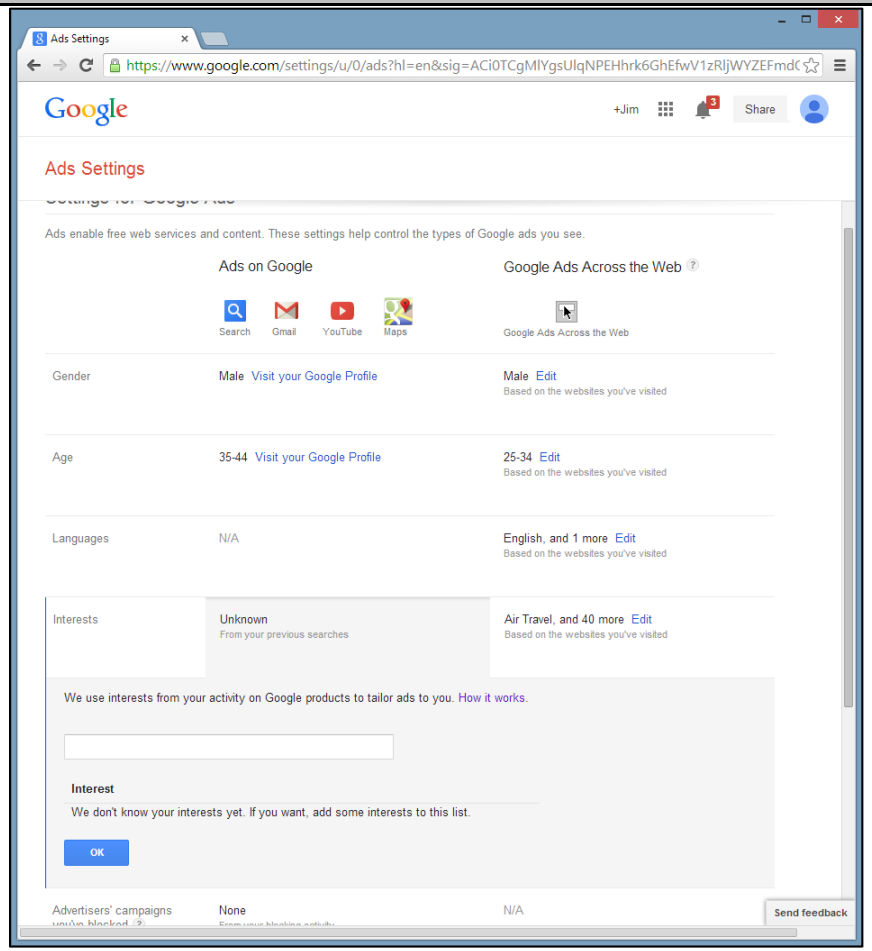
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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.

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

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	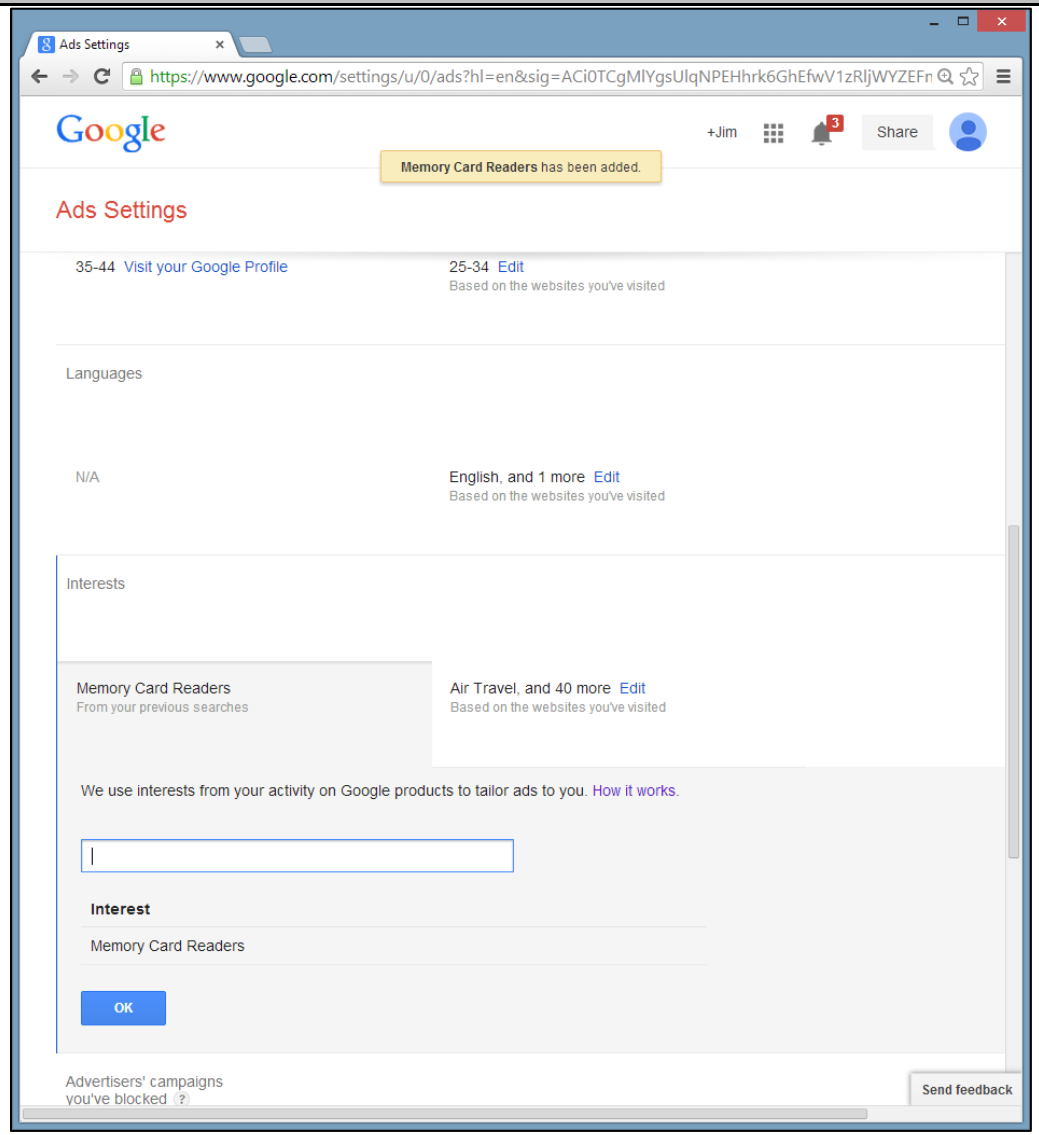

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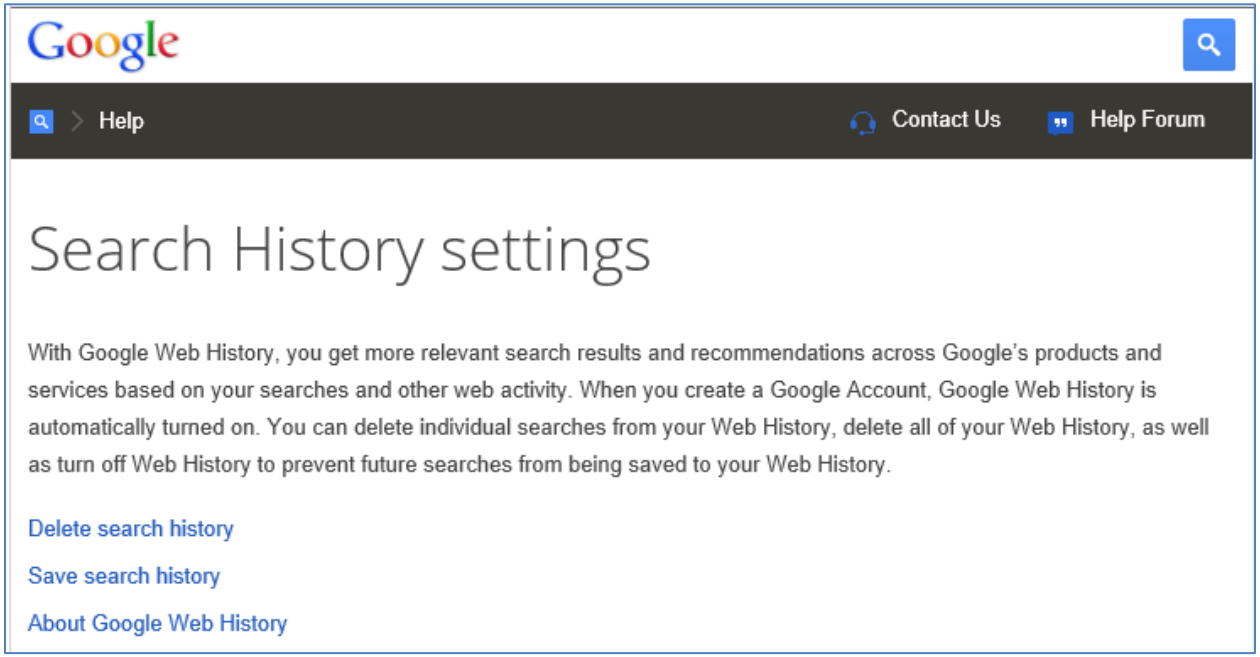
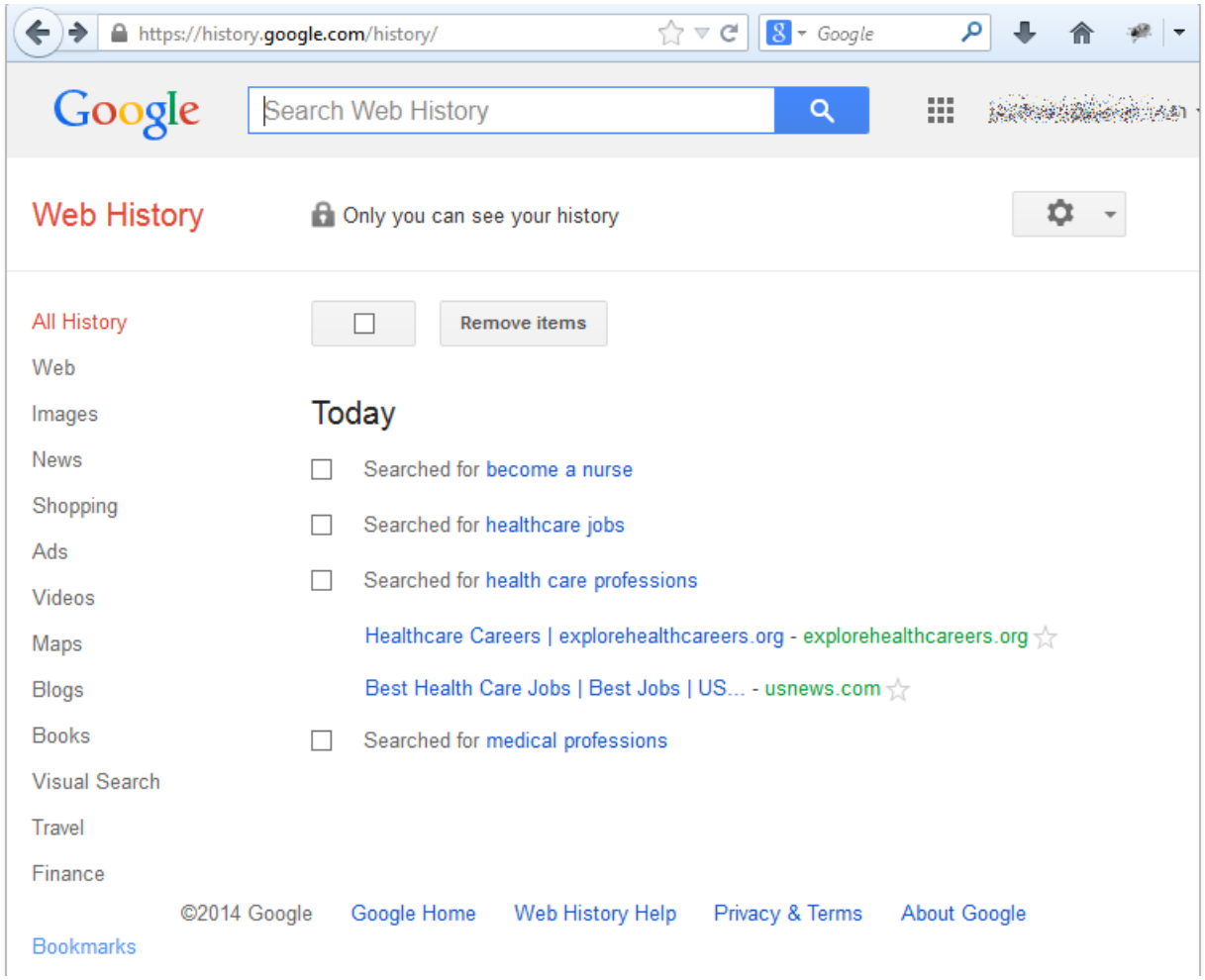
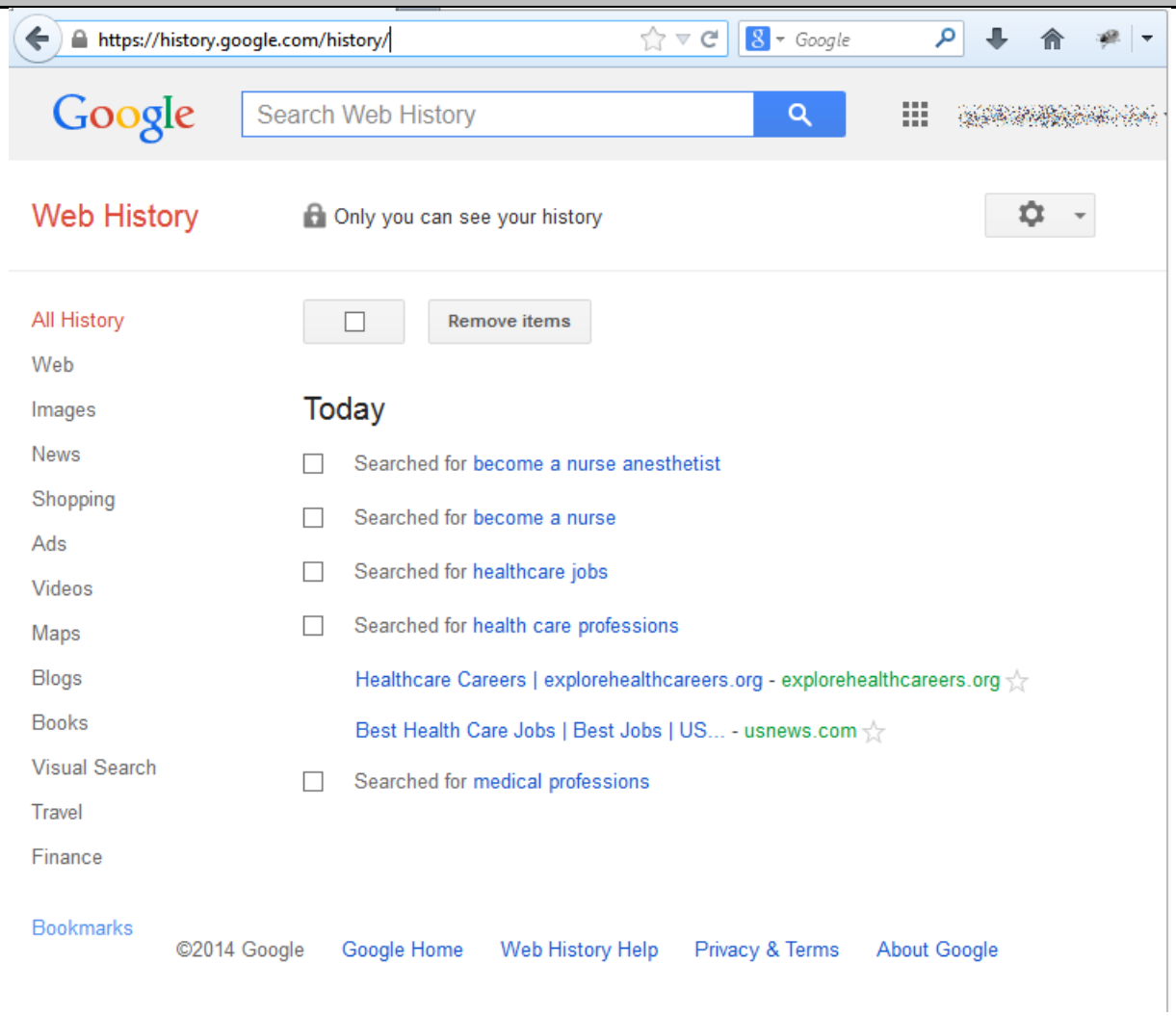
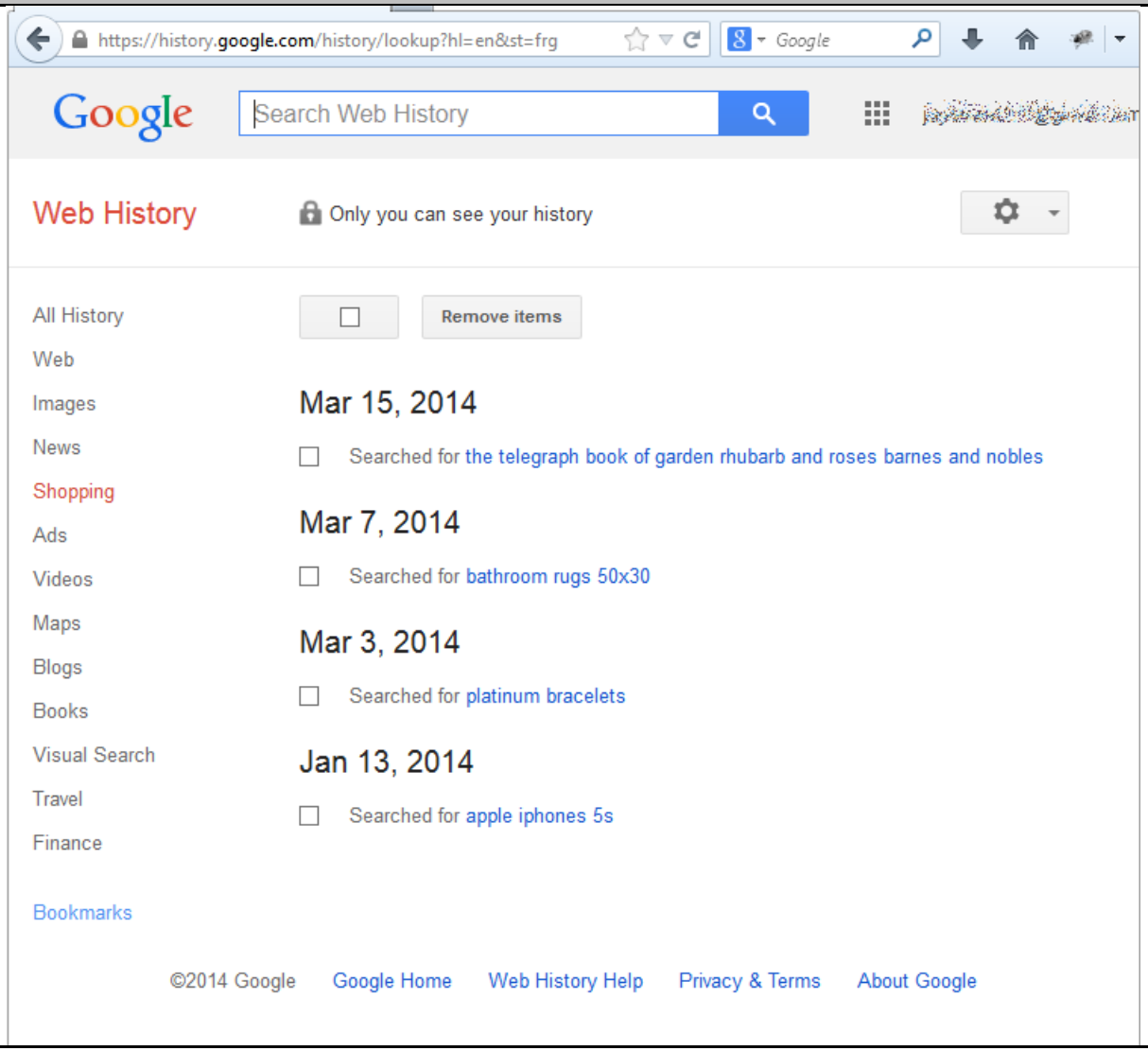
	Claim No. 7
The method of claim 1, wherein the user preference data is derived from prior searching history.	The Accused Instrumentalities derive user preference data from prior searching history. See claim 1 above.  https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131

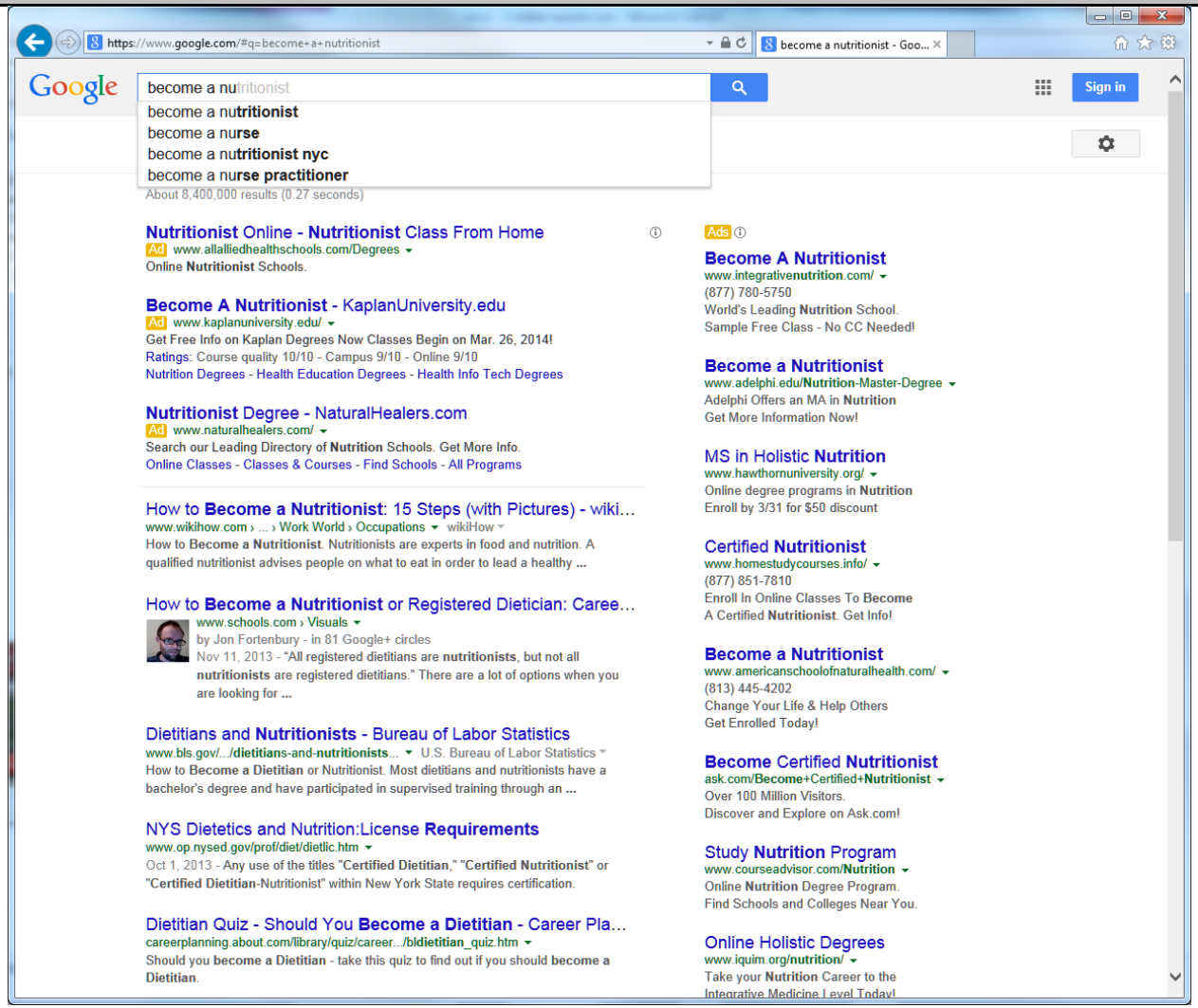
U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	# About Google Web History You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity. Your Web History is private. This means you need to be signed in to your Google Account to view your history. **View and manage your Web History** When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history. Learn how to delete your Web History, save your Web History, or edit your Web History on your mobile device. **What is stored in your Web History** Google Web History saves information about your activity on the web, as well as details about your browser, including: • Pages you visit • Searches on Google • Results that appeared, including private results from Google products like Google+, Gmail, and Google Calendar • Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site • Your IP address • Your browser type and language **Browser history** 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 Chrome, Safari, Internet Explorer, Toolbar, and Firefox. **How history works when you're signed out** 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: 1. Visit google.com/history/optout when not signed in to a Google Account. 2. Click **Disable customizations based on search activity**. This will turn the setting off for anyone who uses the same browser and computer as you. https://support.google.com/accounts/answer/54068

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

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

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

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.

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

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	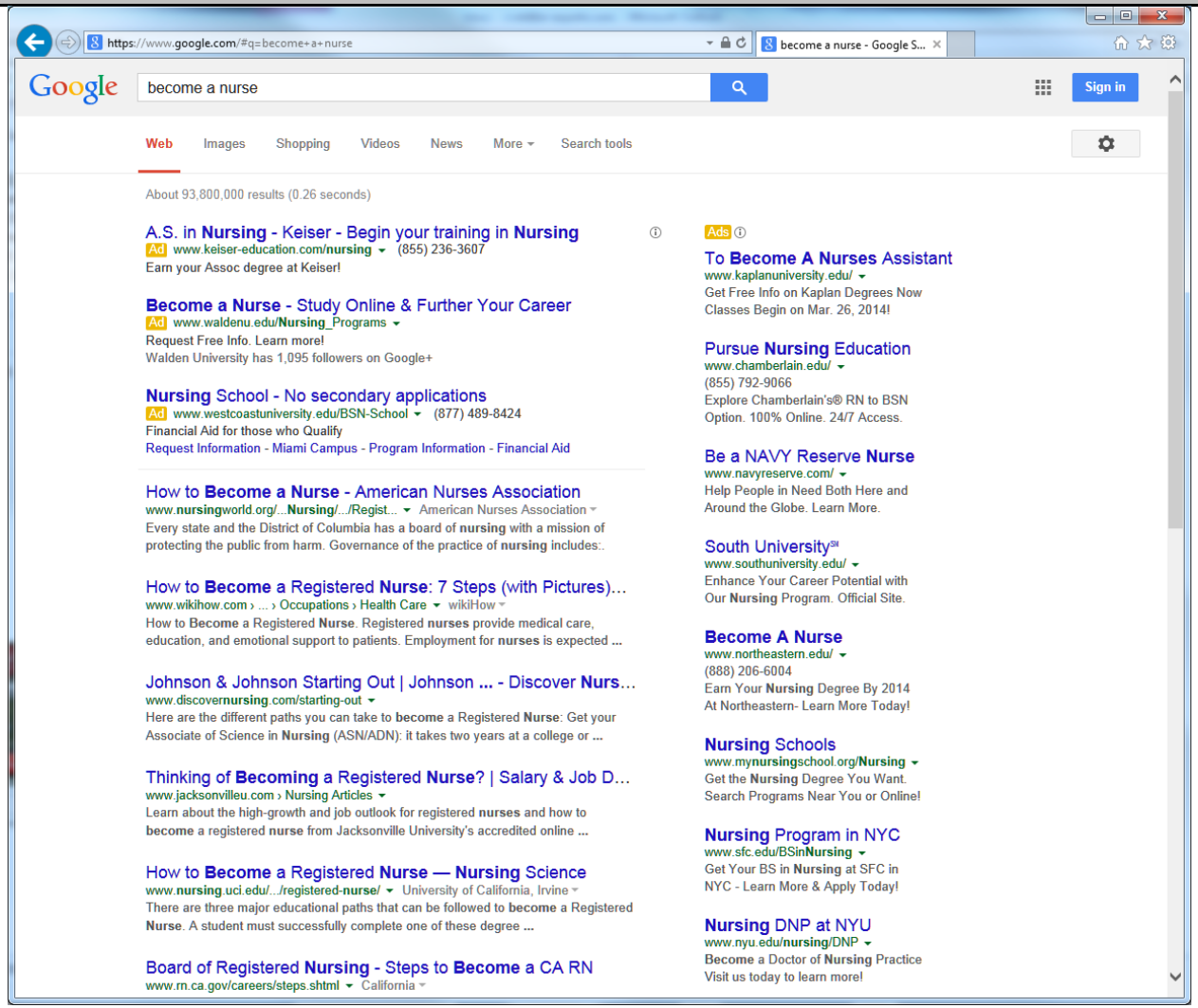

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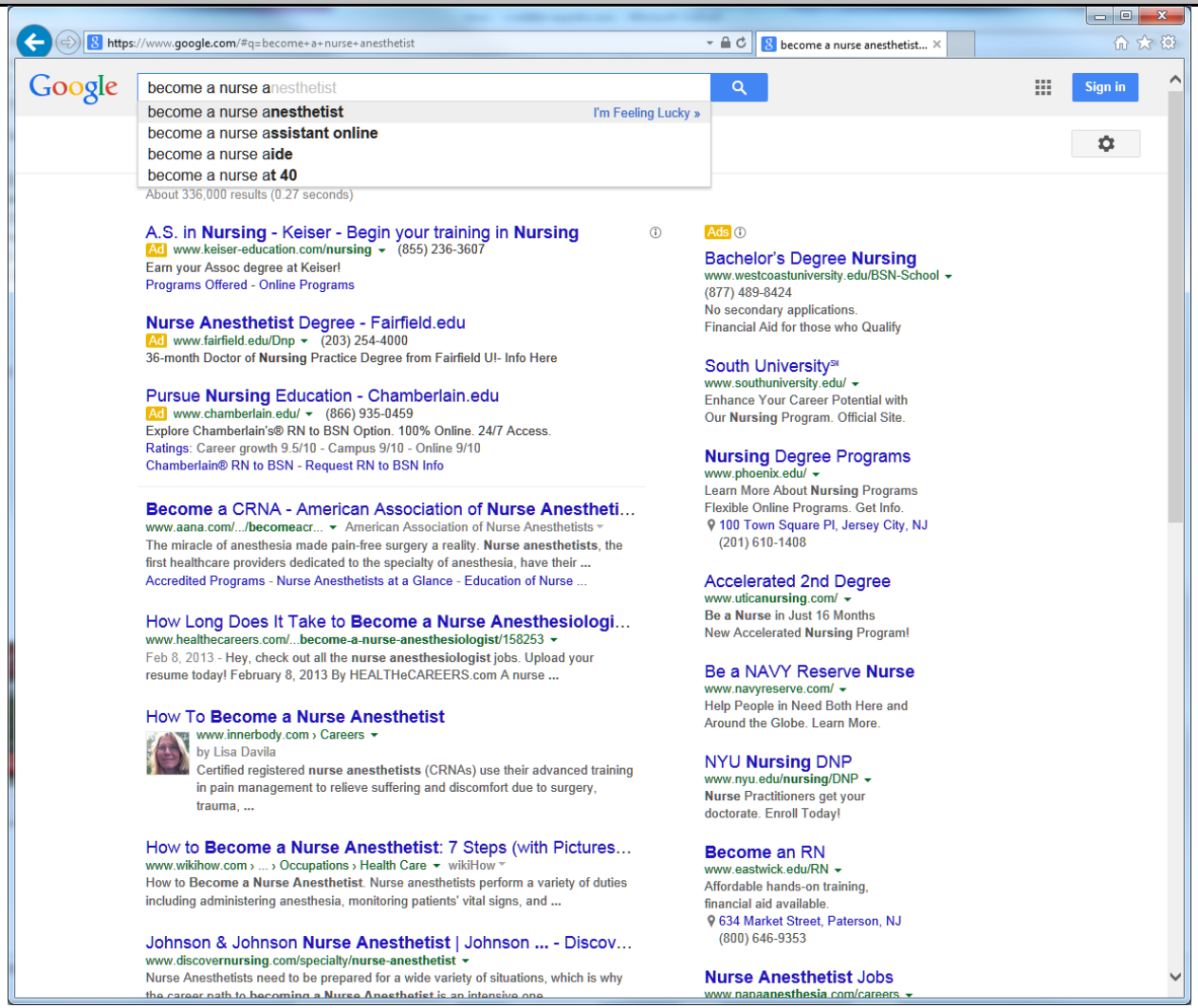
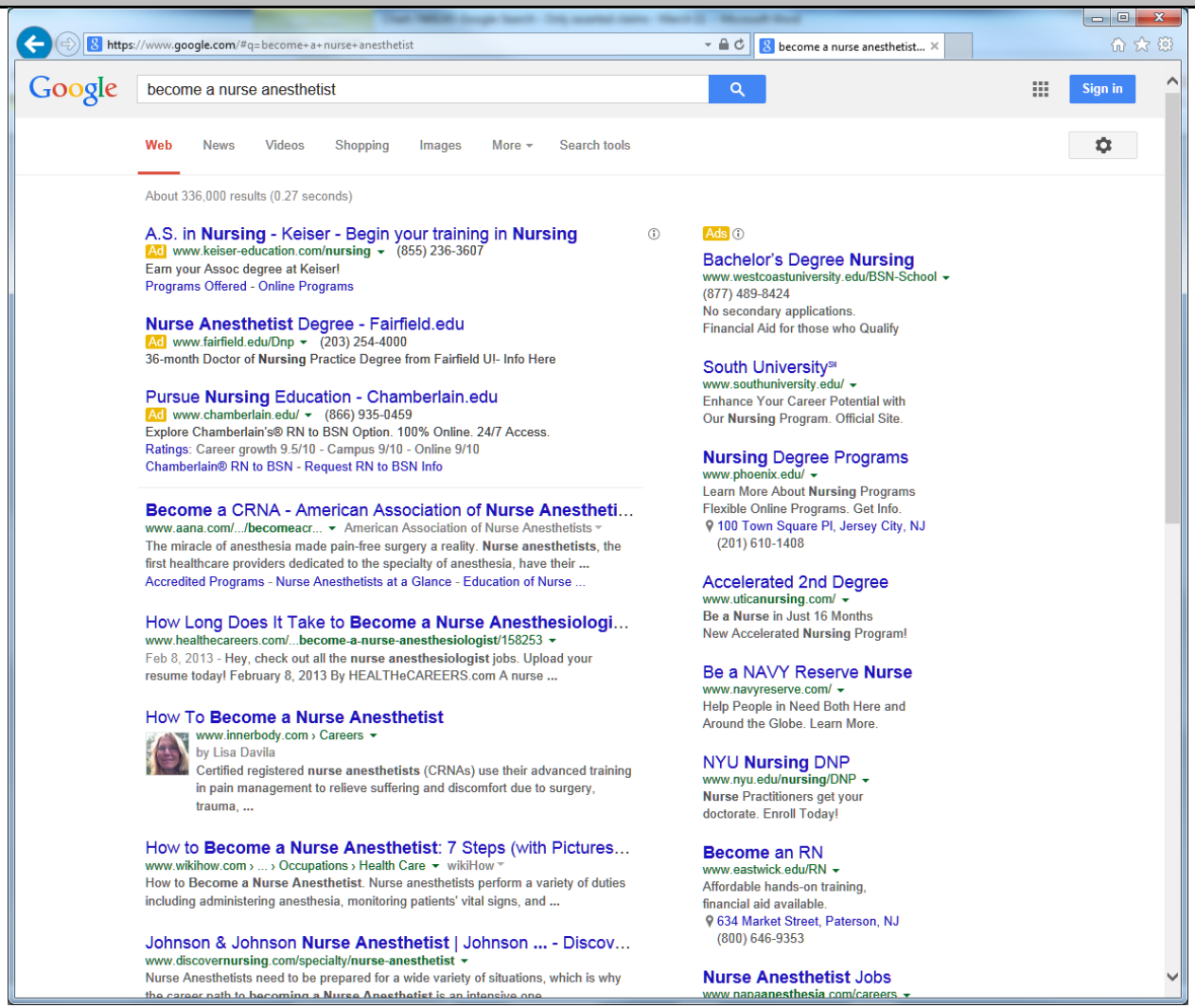
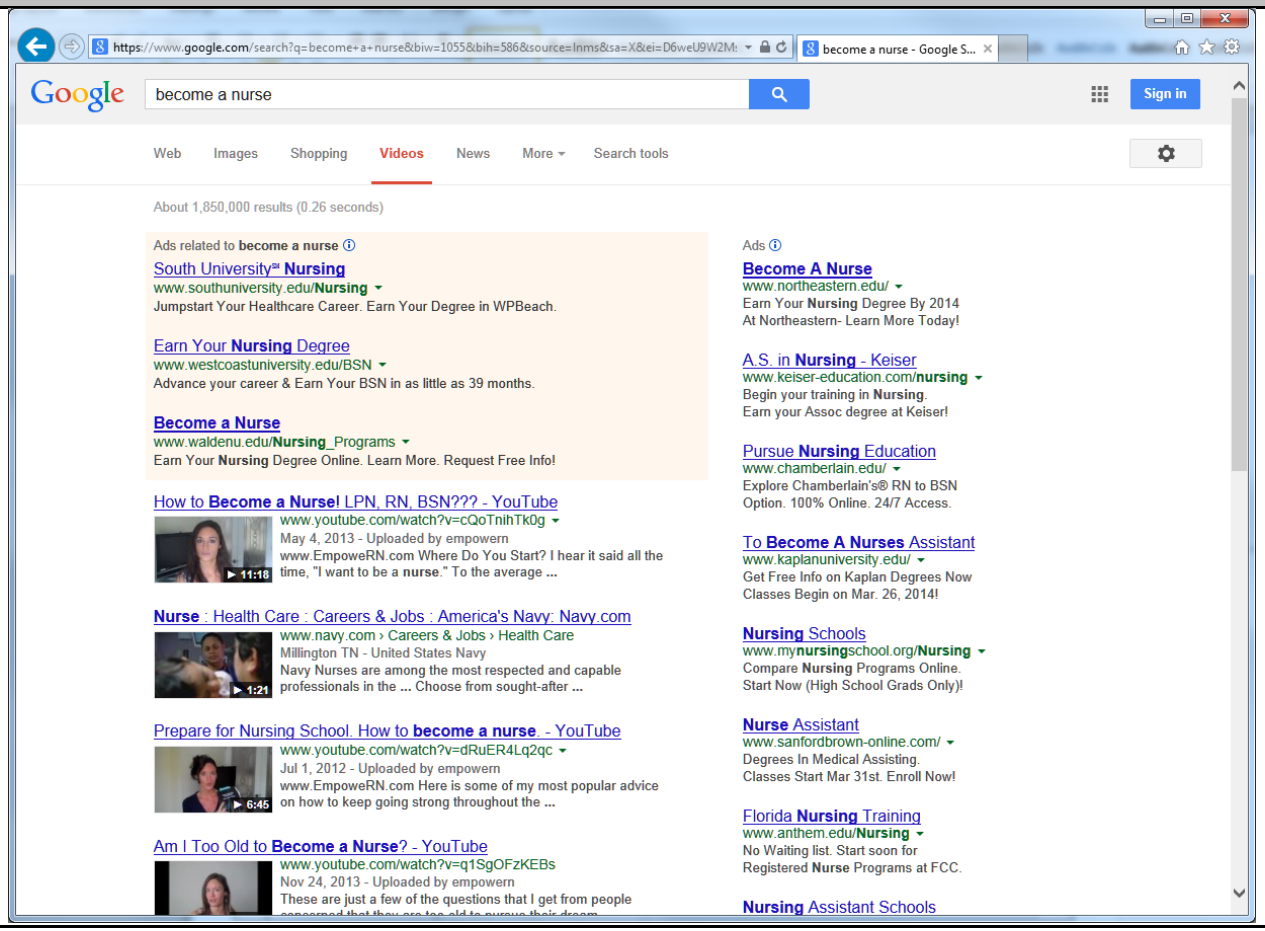
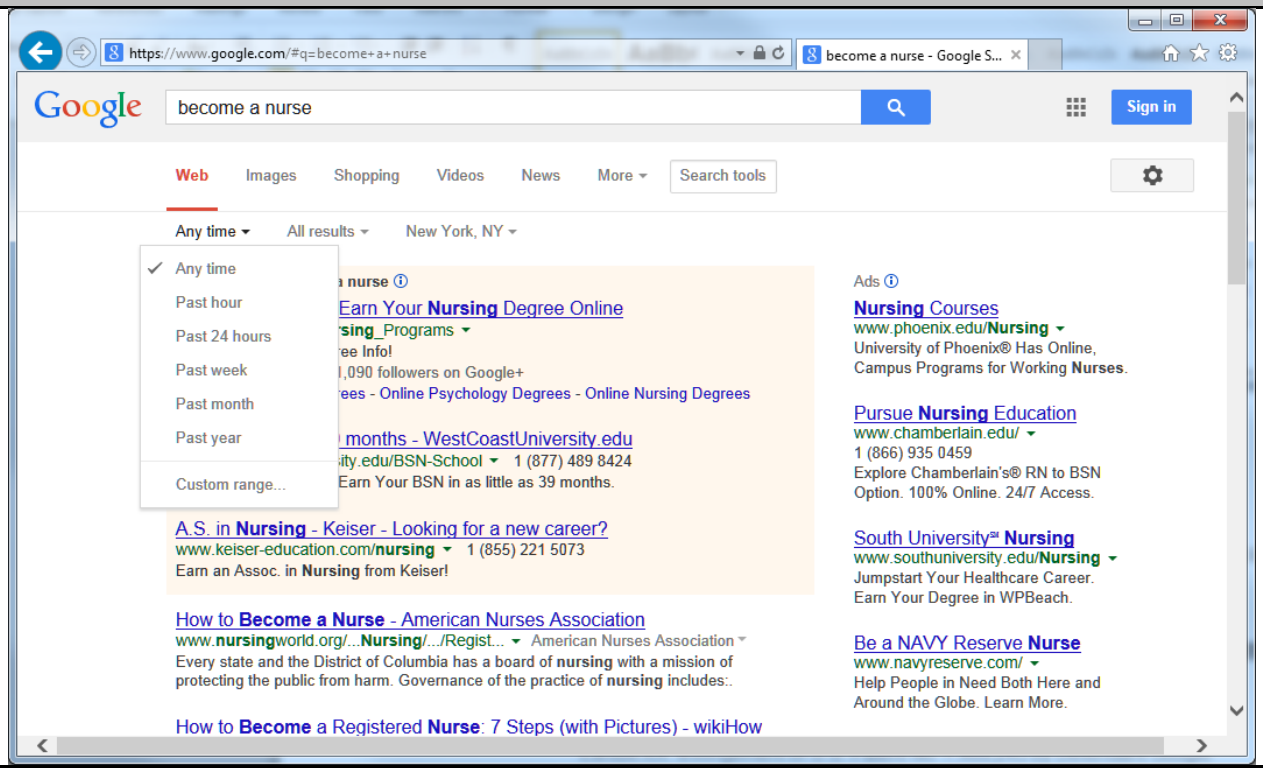
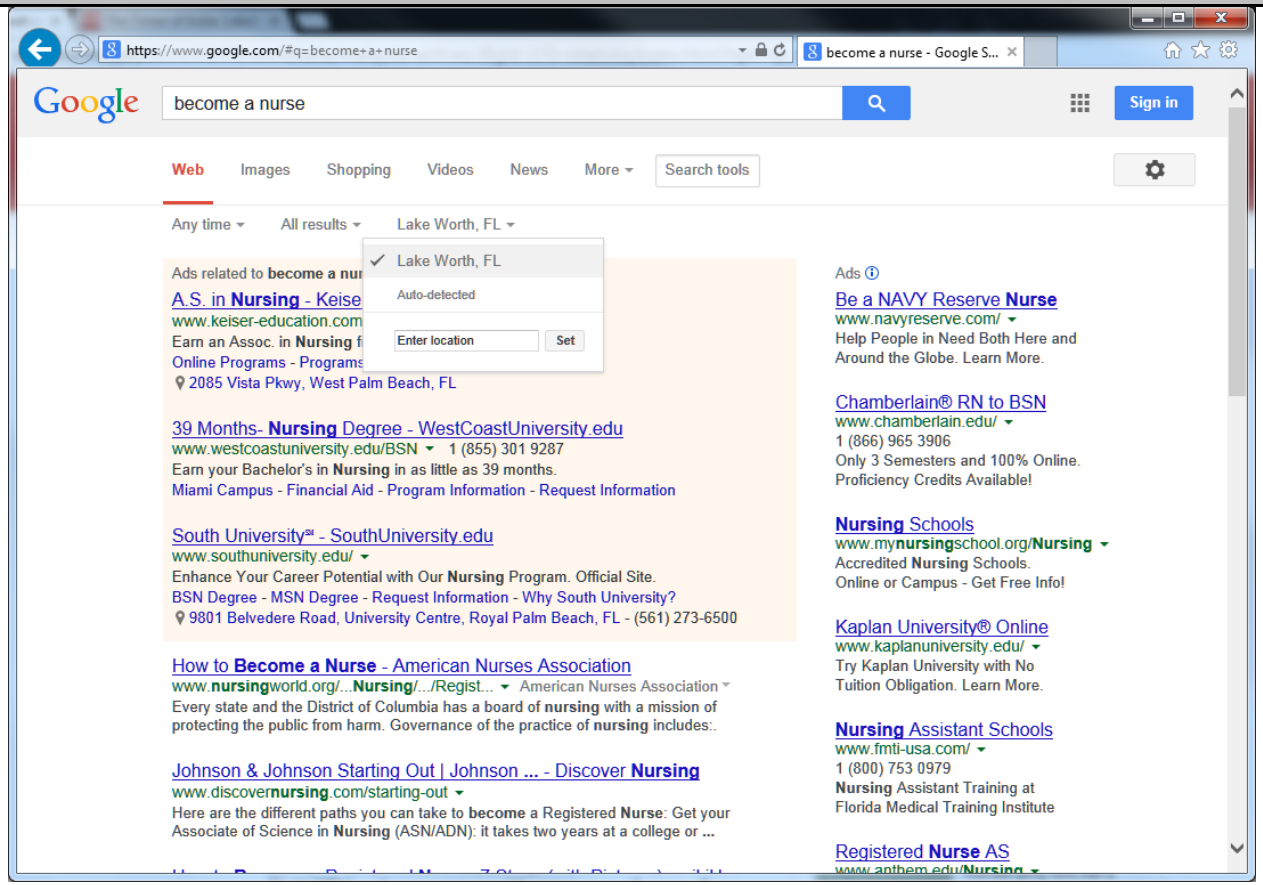
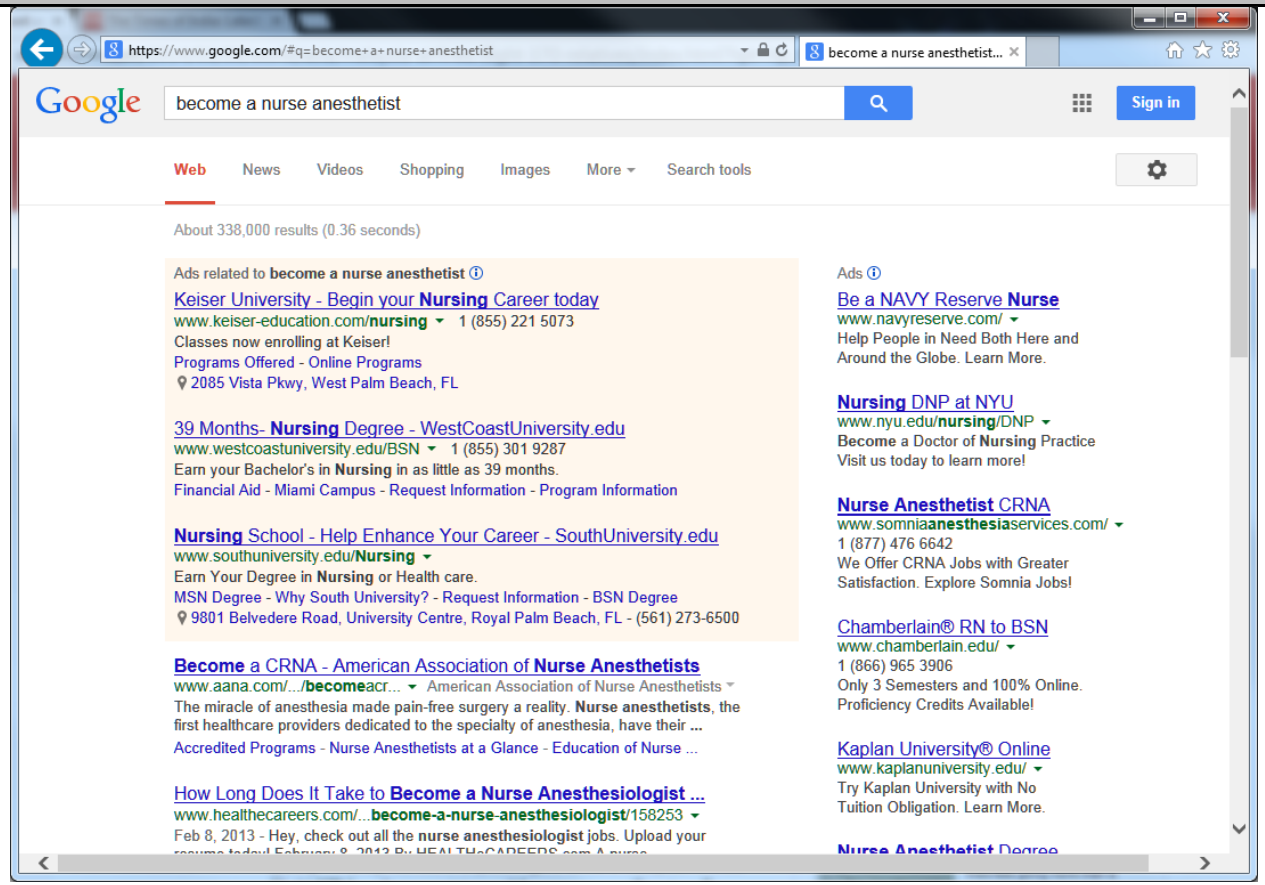
	

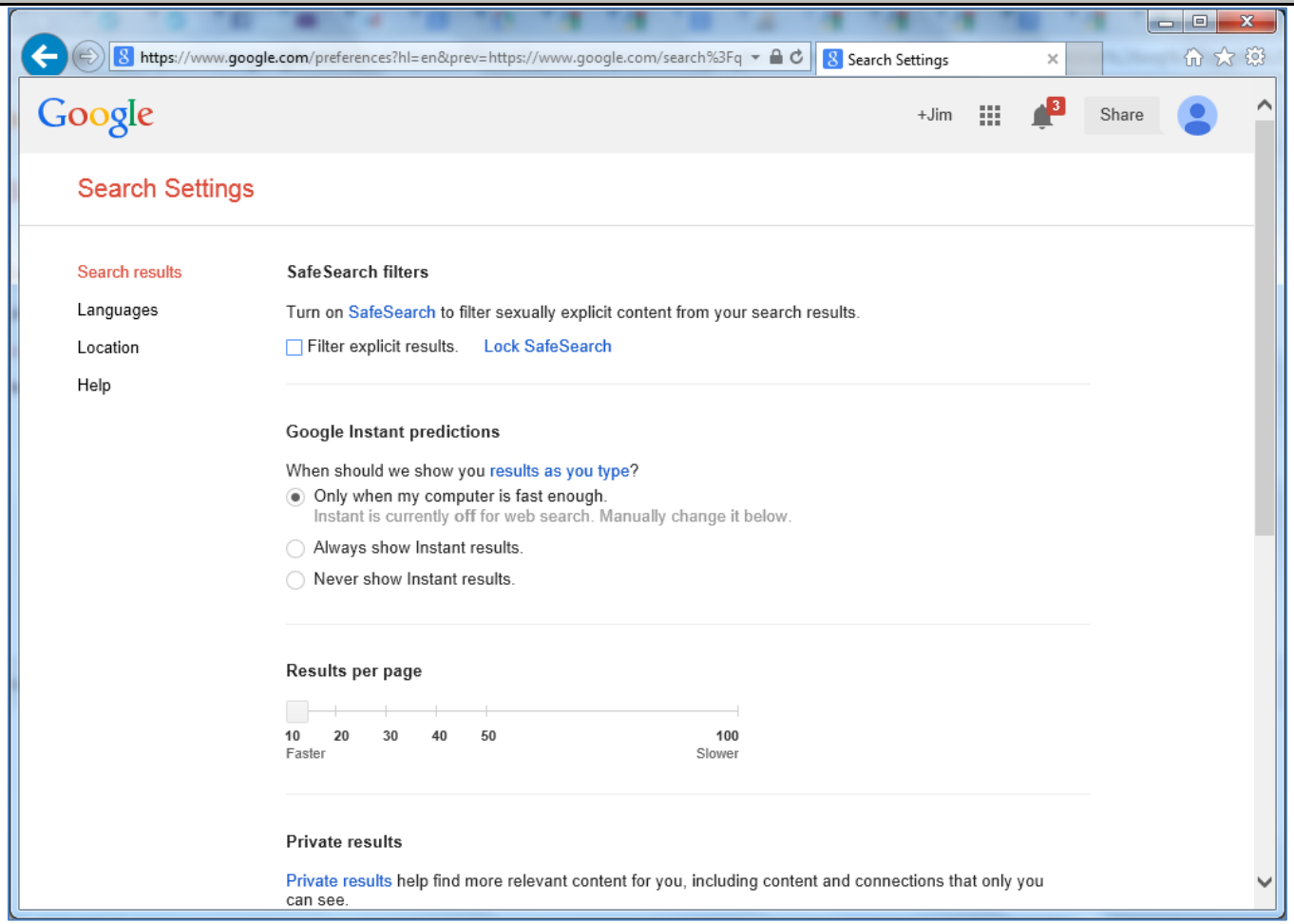
U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

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

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

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

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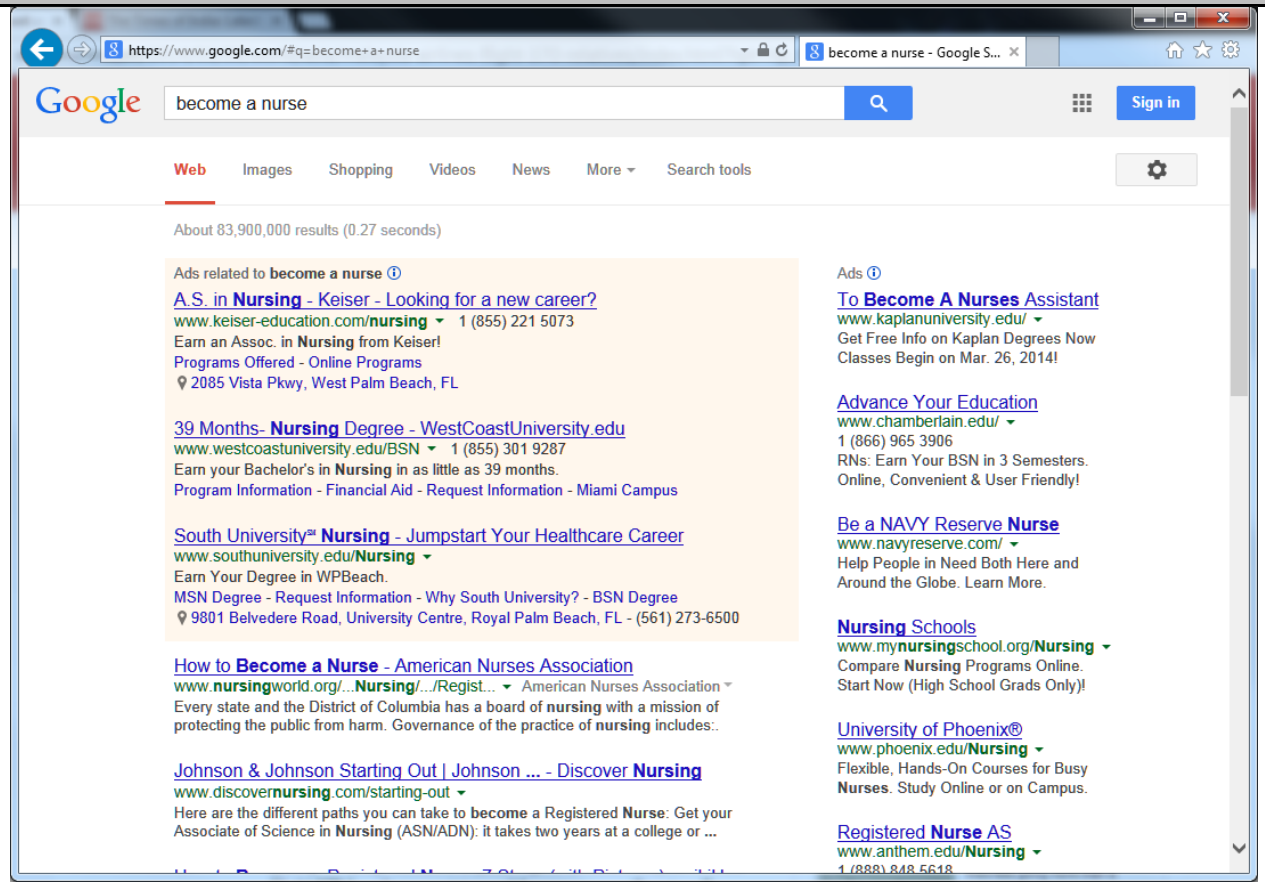
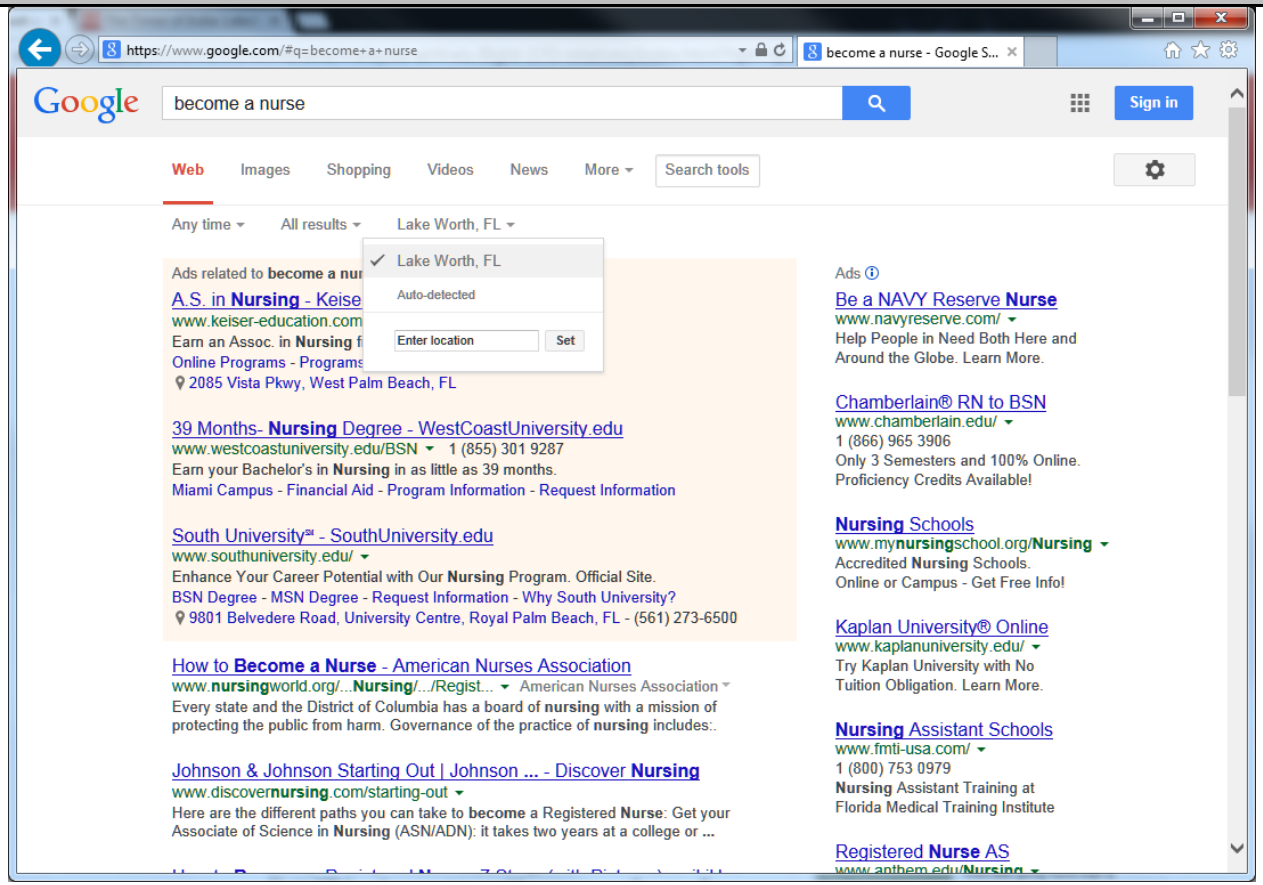
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
transmitting the refined search results via the communications link to the data processing	The Accused Instrumentalities transmit the refined search results via the communications link to the data processing device.

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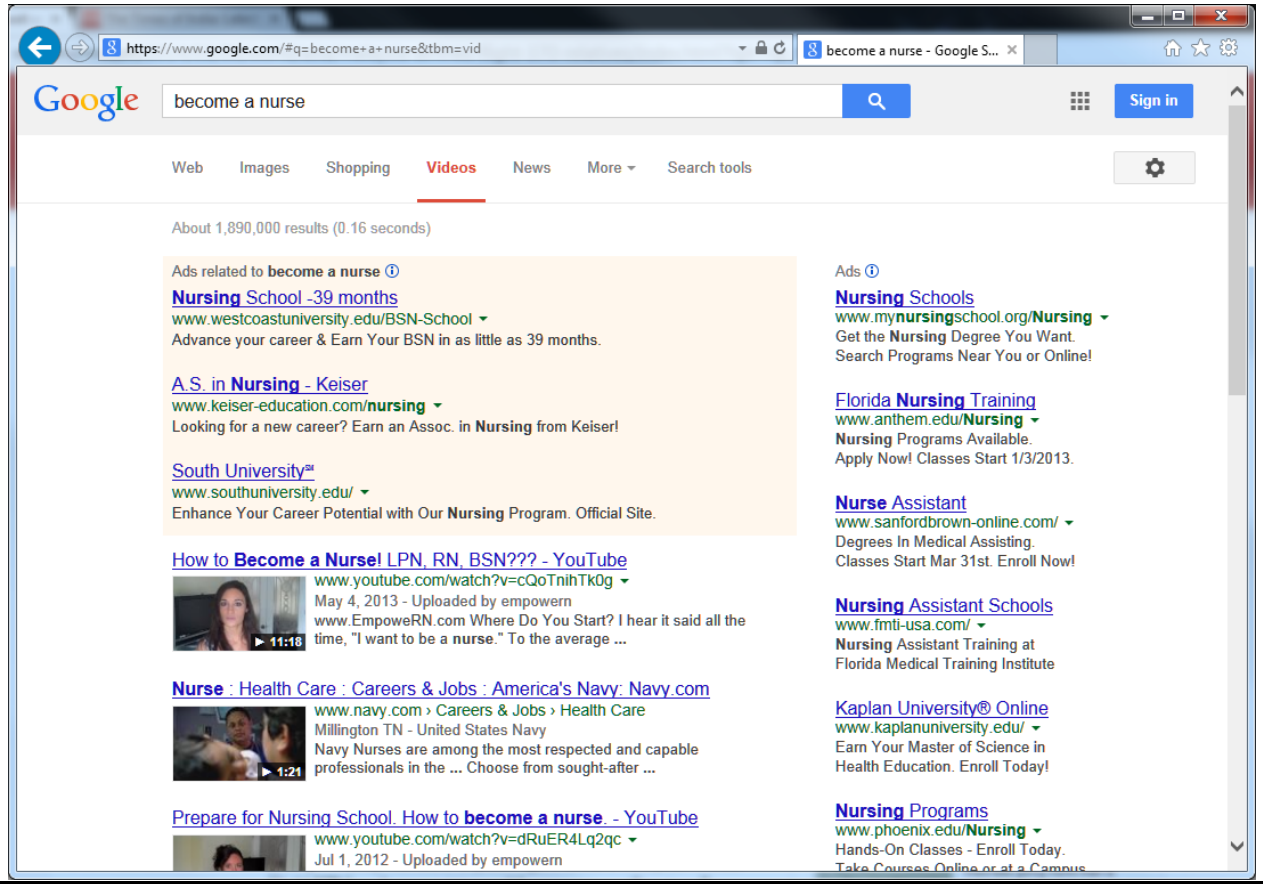
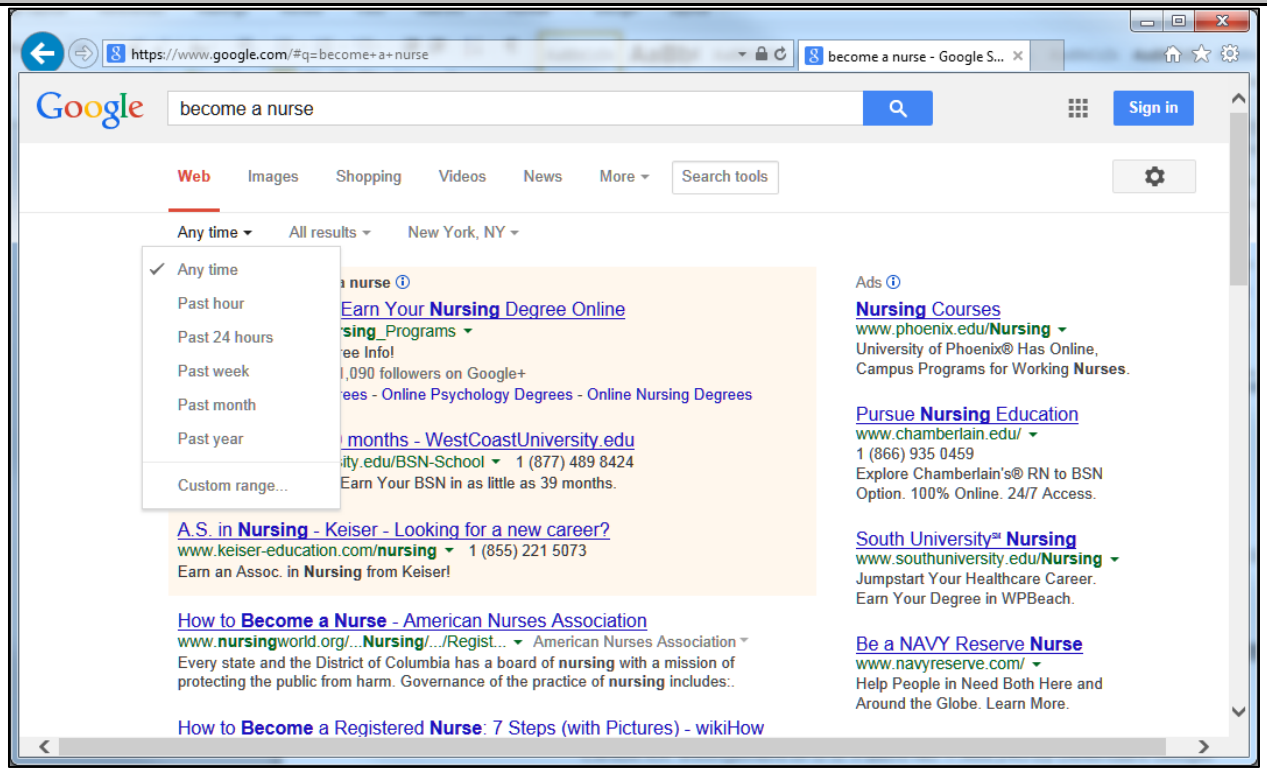
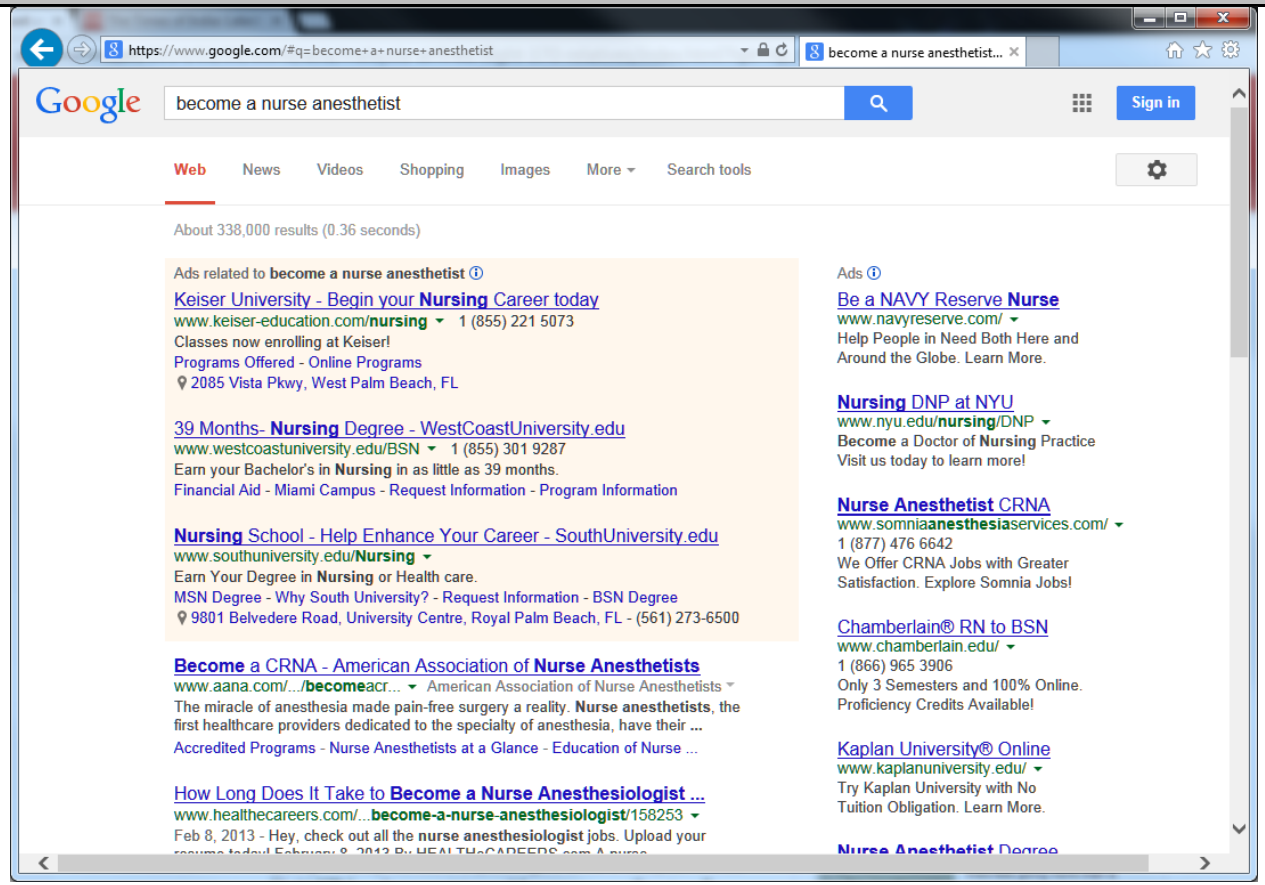
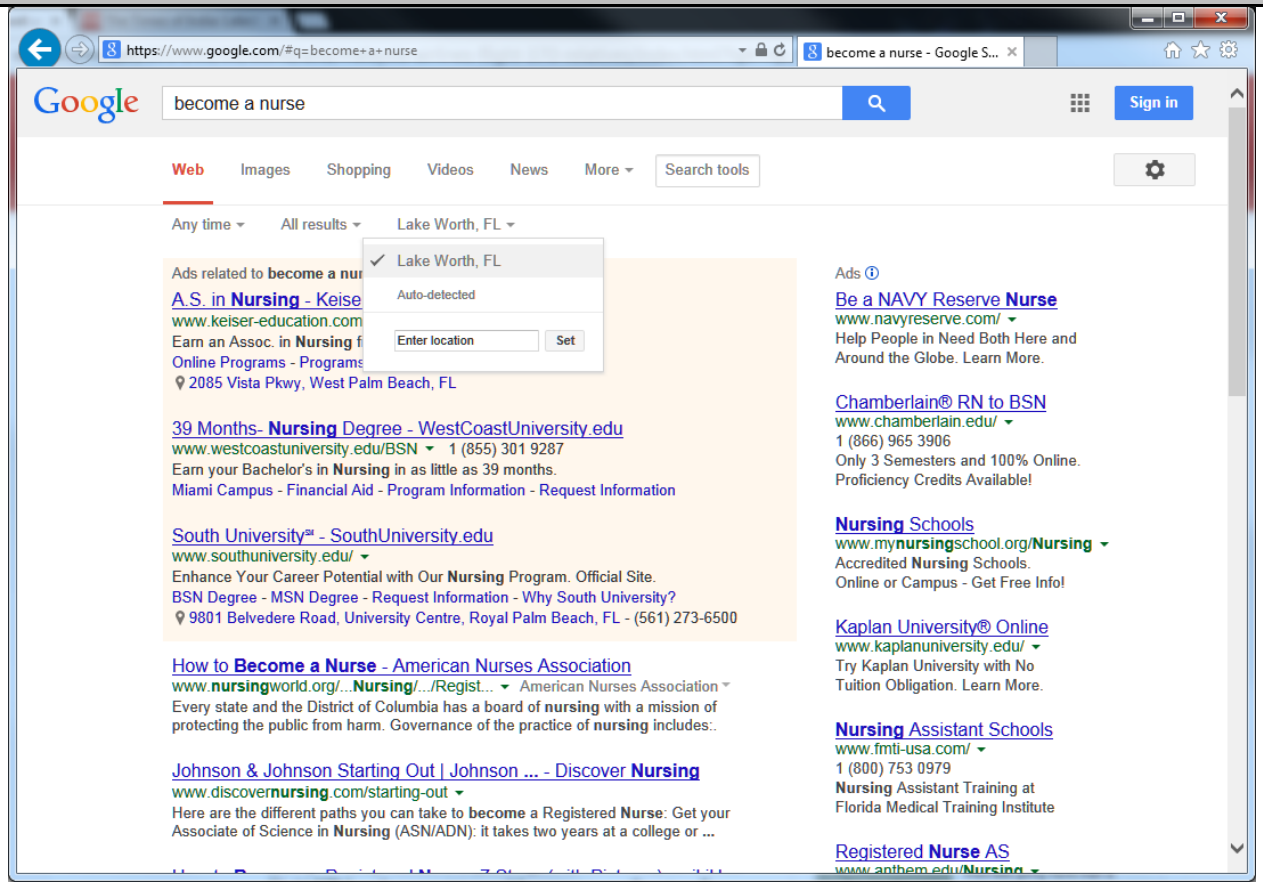
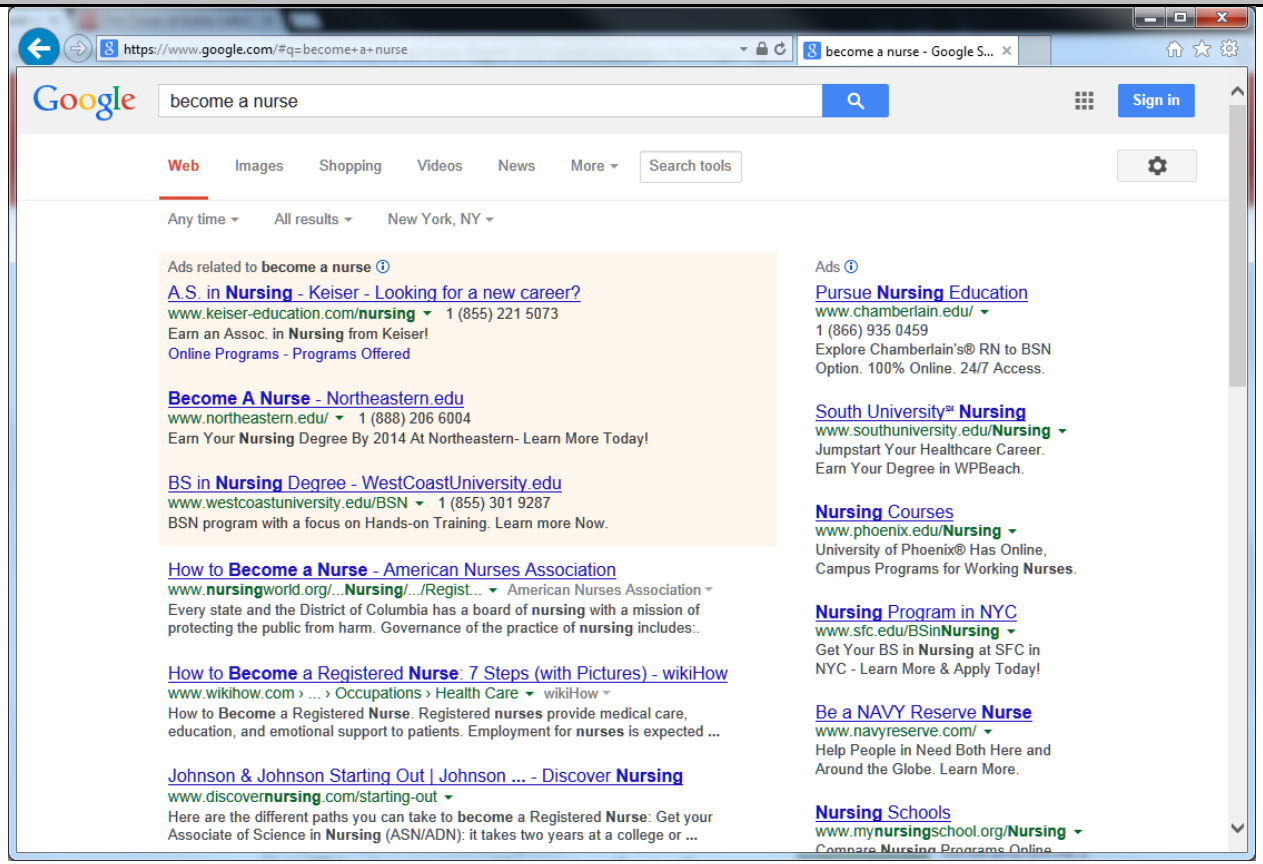
device.	See above.



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

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

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

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
Claim No. 9	

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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:	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"). See claim 1 above.
a communications interface operable to interface with the data processing device of the user via the communications link;	The Accused Instrumentalities provide a communications interface operable to interface with the data processing device of the user via the communications link. See claim 1 above.

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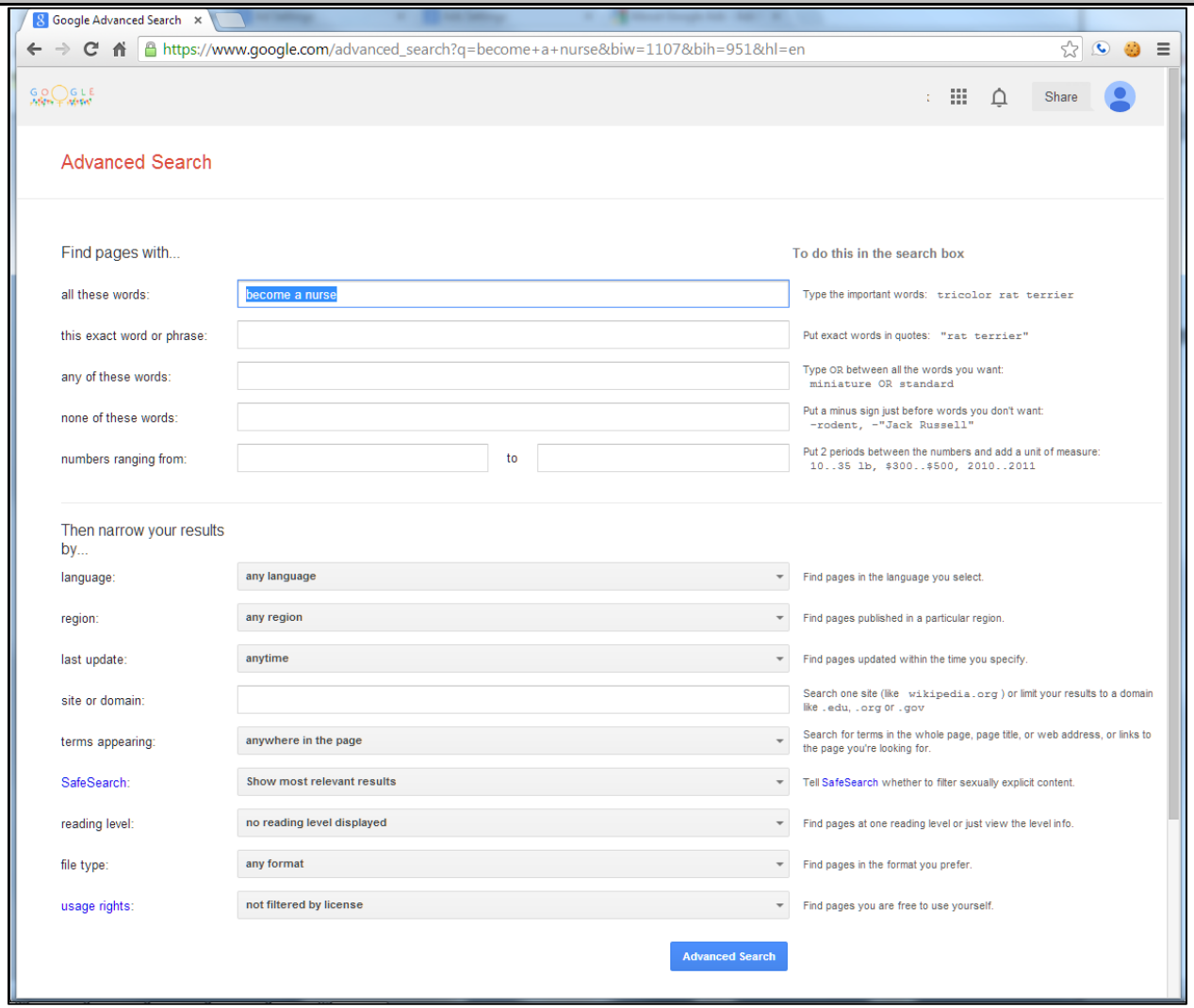
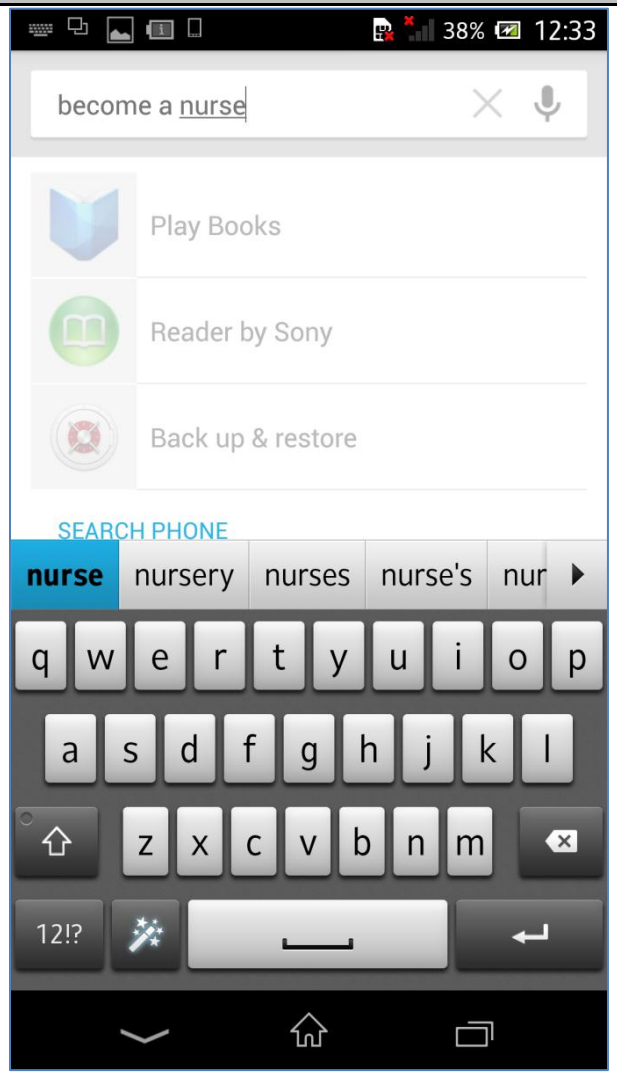
	

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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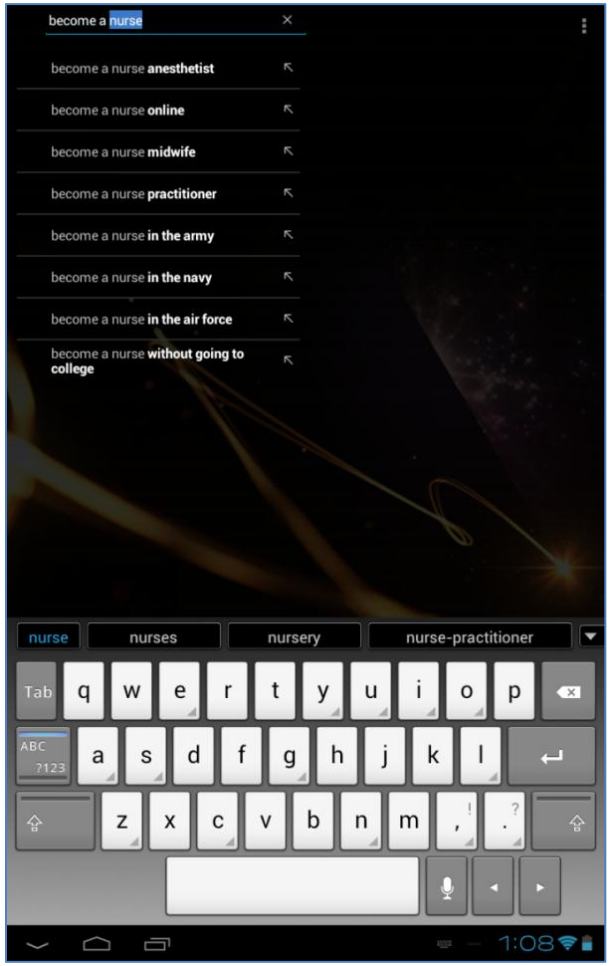
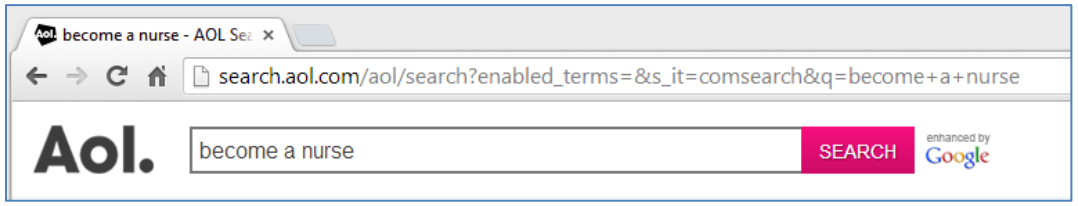
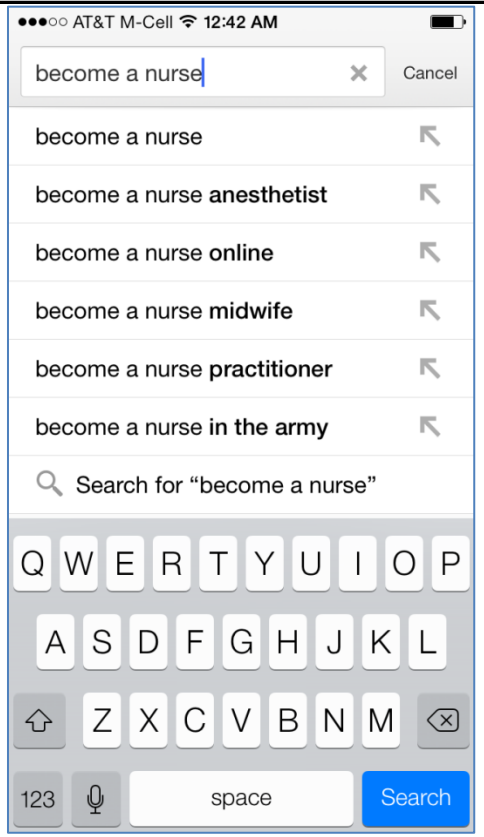
	Mobile Handset Running Android 4.2 

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Tablet Running Android 4.0.2 

U.S. PATENT NO. **7,469,245**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 Google Search App Running on iOS 7.1

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	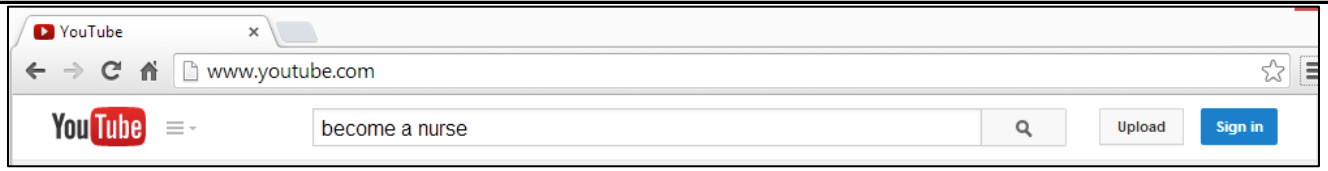 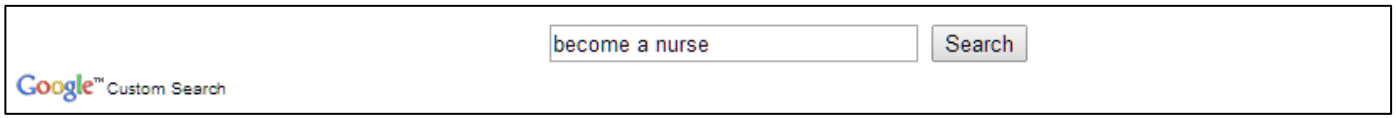 http://www.4nursing.com/search-our-site-or-search-the-internet.html

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	GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIxLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip,deflate,sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_iDWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1:; OGP=- 270001:; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcf2x1PW4aYSFuT_3BRUegqm5 GET request of “Advanced Search”

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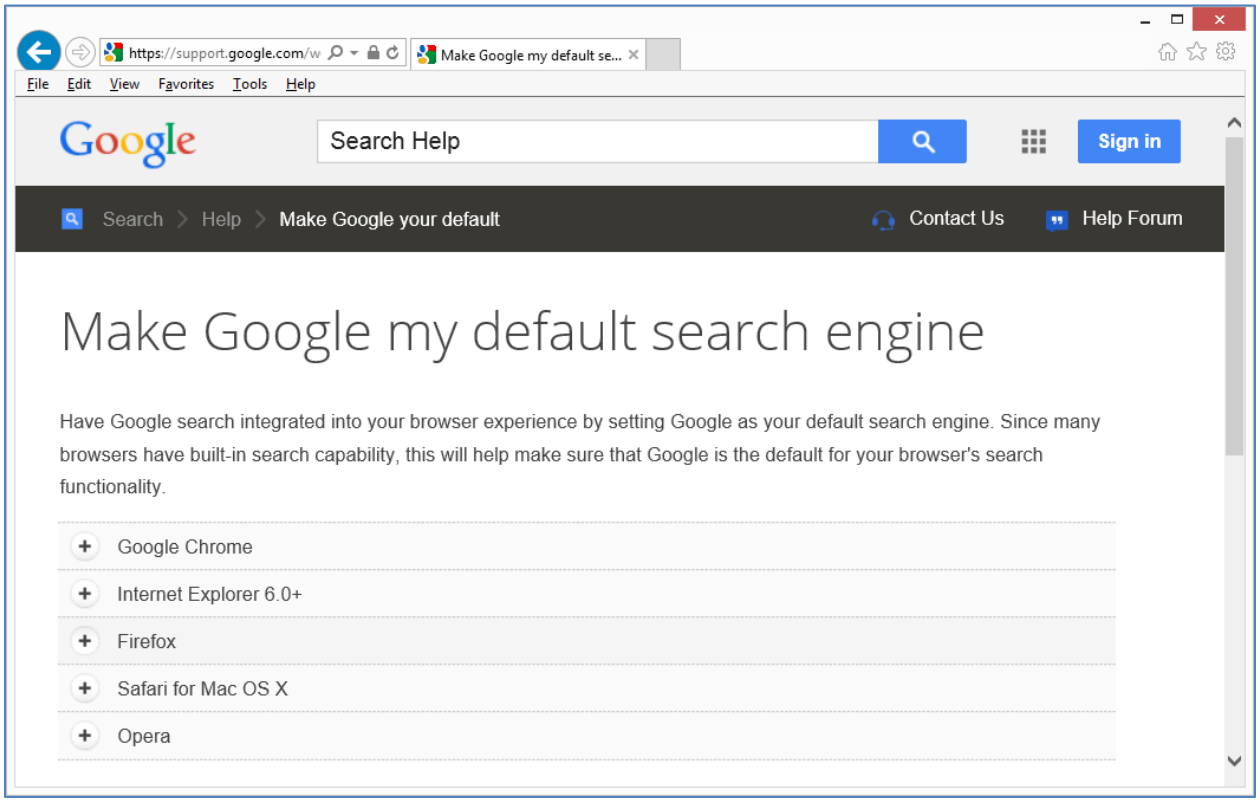
a database search engine operable to:	The Accused Instrumentalities provide a database search engine. See claim 1 above. 

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	Finding information by crawling 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. The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links. 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. **Organizing information by indexing** 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. The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about. https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html

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	Algorithms You want the answer, not trillions of webpages. Algorithms are computer programs that look for clues to give you back exactly what you want. 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. https://www.google.com/intl/en/insidesearch/howsearchworks/algorithms.html
receive from the data processing device via the communications link a search request that includes a search argument; and	The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument. See claim 1 above.
search 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 claim 1 above.

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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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	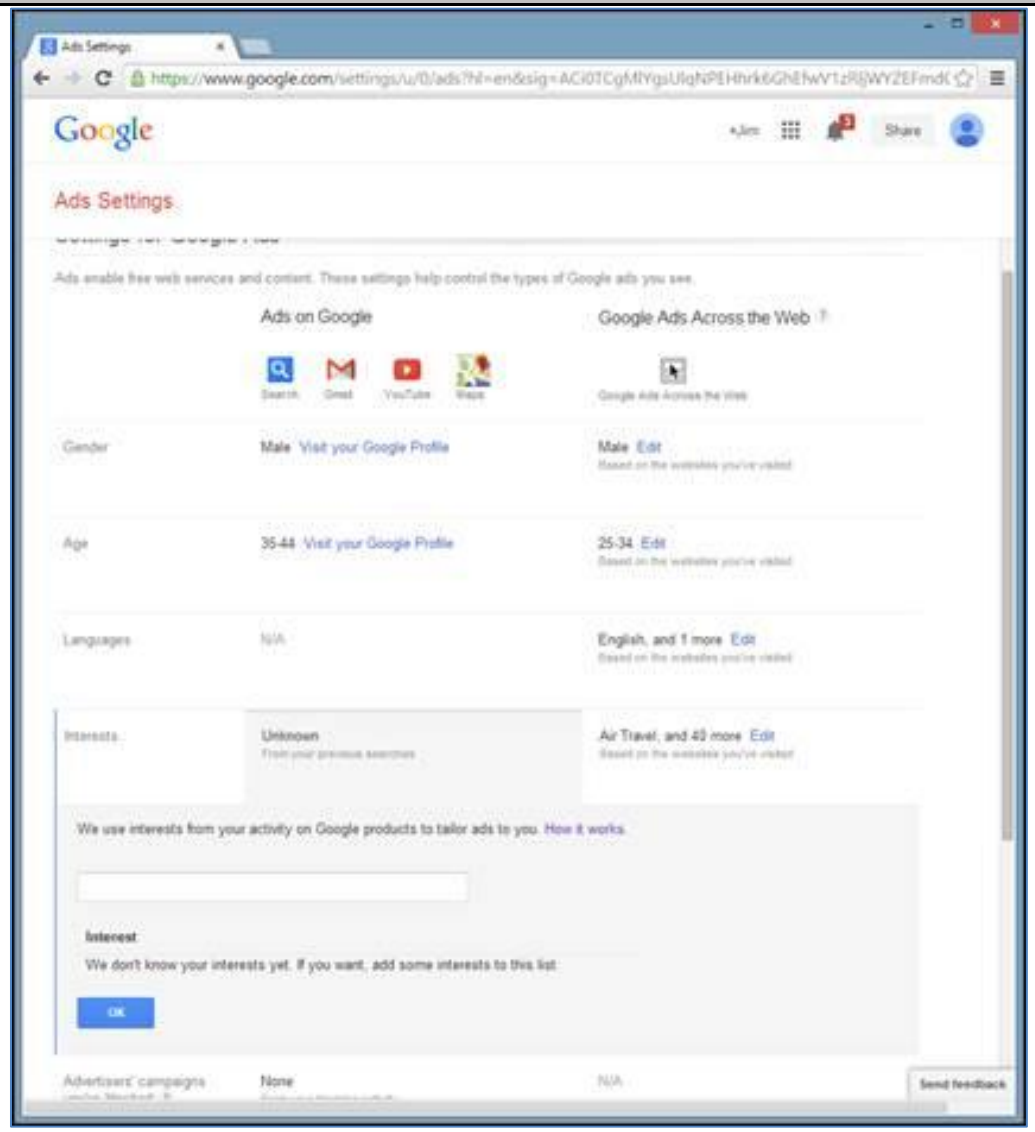 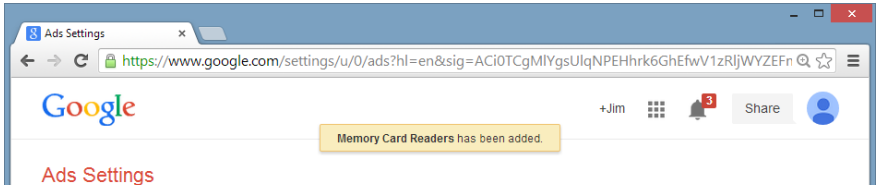

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Claim No. 13	
The advertising machine of claim 9, wherein creating the user preference data based upon the user preference input comprises setting the user preference data to default values.	The Accused Instrumentalities create the user preference data based upon the user preference input comprises setting the user preference data to default values. See claims 4 and 9 above.
Claim No. 14	
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.
Claim No. 15	
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.
Claim No. 16	
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.
Claim No. 17	
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.
Claim No. 18	
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:	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"). See claim 1 above.
interacting with the advertising machine via the communications link to provide user preference input used to create user preference data by the advertising machine;	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. See claim 1 above.
transmitting to the advertising machine via the communications link a search request that includes a search argument; and	The Accused Instrumentalities transmit a search request that includes a search argument to the advertising machine via the communications link. See claim 1 above.

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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.
Claim No. 20	
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.
Claim No. 21	
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.
Claim No. 22	
The method of claim 18, further comprising:	See claim 18 above.

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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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	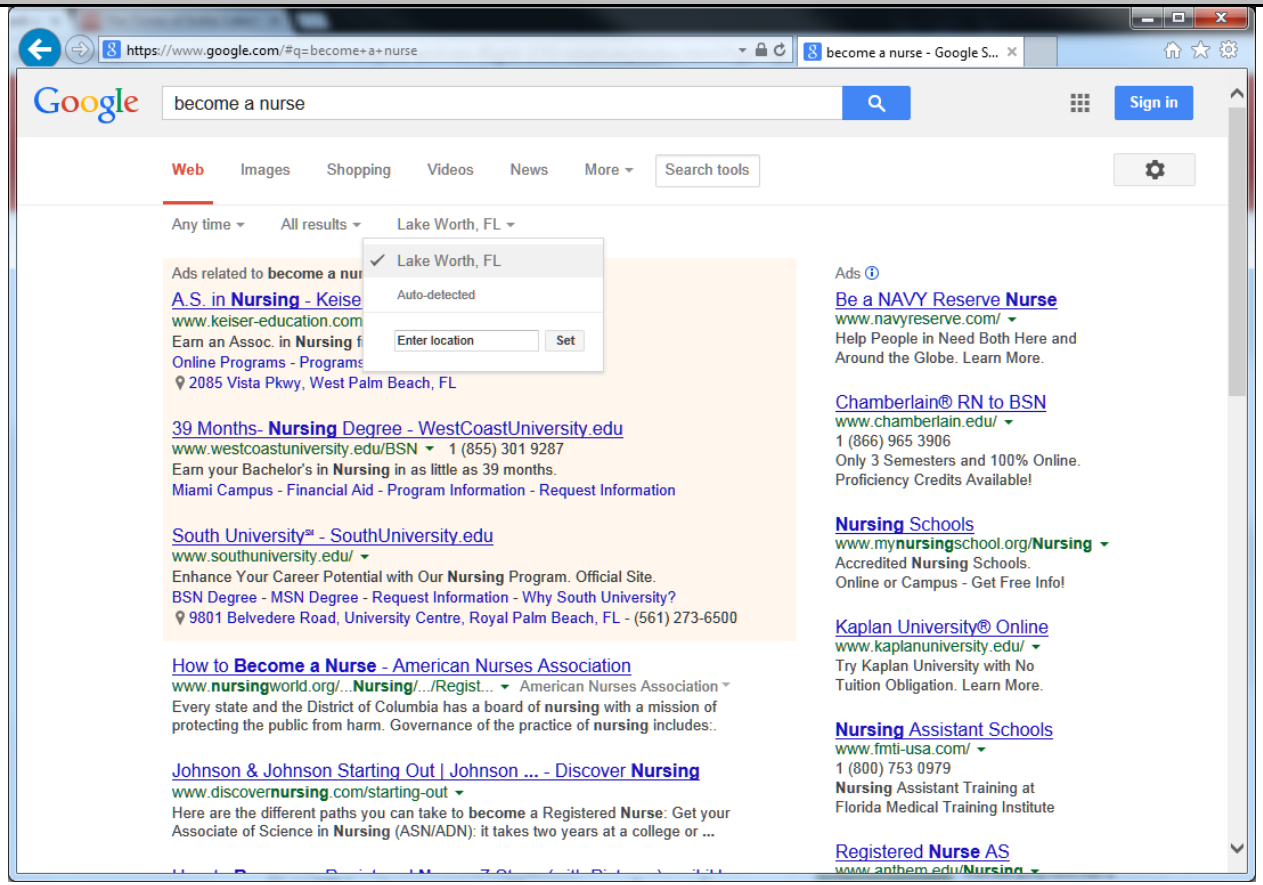

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	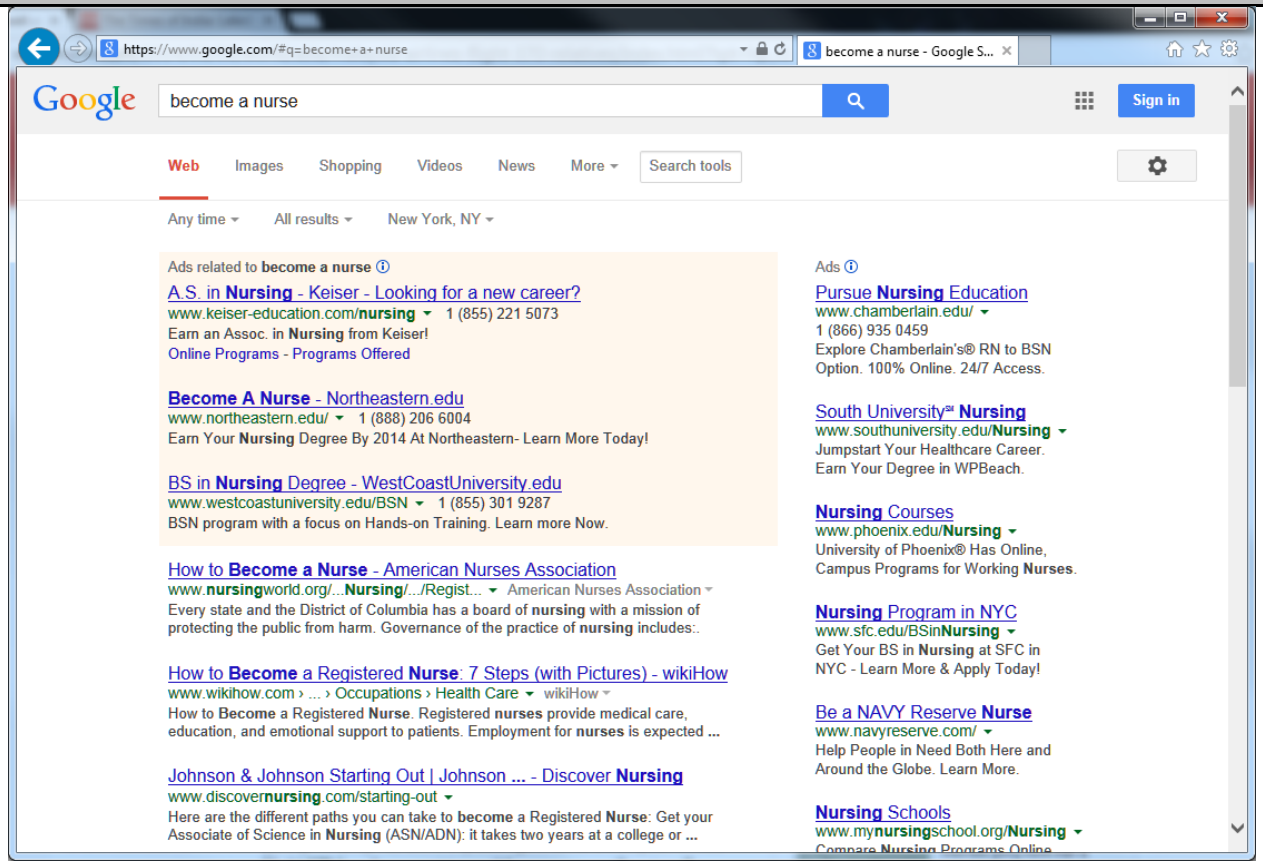

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	Other technologies used in advertising Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example, to identify your general location. 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. **Anonymous identifiers on mobile devices** To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use anonymous identifiers. 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. **Android** 1. Open the **Google Settings** app on your device 2. Select **Ads** **iOS** Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the **Settings** 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: 1. Open the **Google Search** app on your device 2. Press the **Settings** icon 3. Go to **Ads Preferences** http://www.google.com/policies/technologies/ads/
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	The Accused Instrumentalities transmit user preference re-prioritization input to the advertising machine via the communications link. See claim 6 above.

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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.	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. See claim 6 above. **Other technologies used in advertising** Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, 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. **Anonymous identifiers on mobile devices** To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use anonymous identifiers. 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. **Android** 1. Open the **Google Settings** app on your device 2. Select **Ads** **iOS** Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the **Settings** 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: 1. Open the **Google Search** app on your device 2. Press the **Settings** icon 3. Go to **Ads Preferences** http://www.google.com/policies/technologies/ads/

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Claim No. 24	
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.
Claim No. 25	
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.