

# EXHIBIT 15

Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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

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

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

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 1</b>	
<p>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:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).<sup>1</sup></p>

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

U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

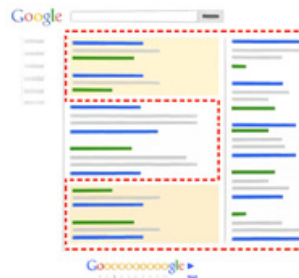
## About the Google Search Network

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

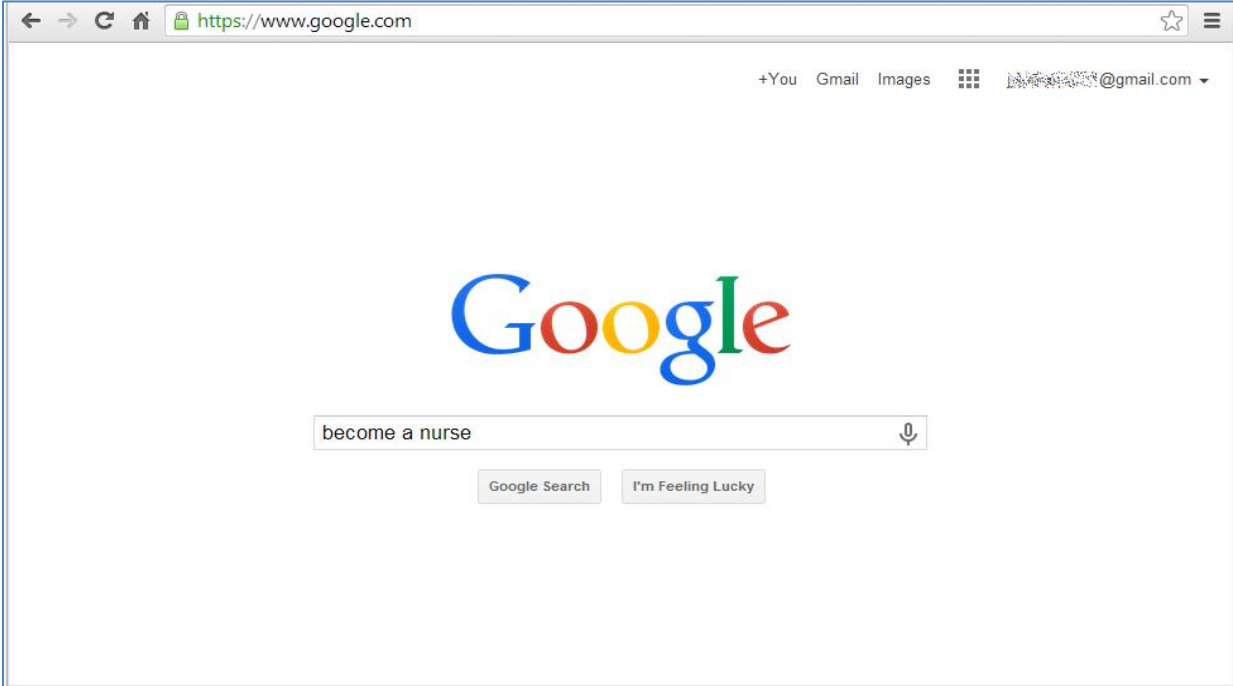
When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:

- **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](https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771)

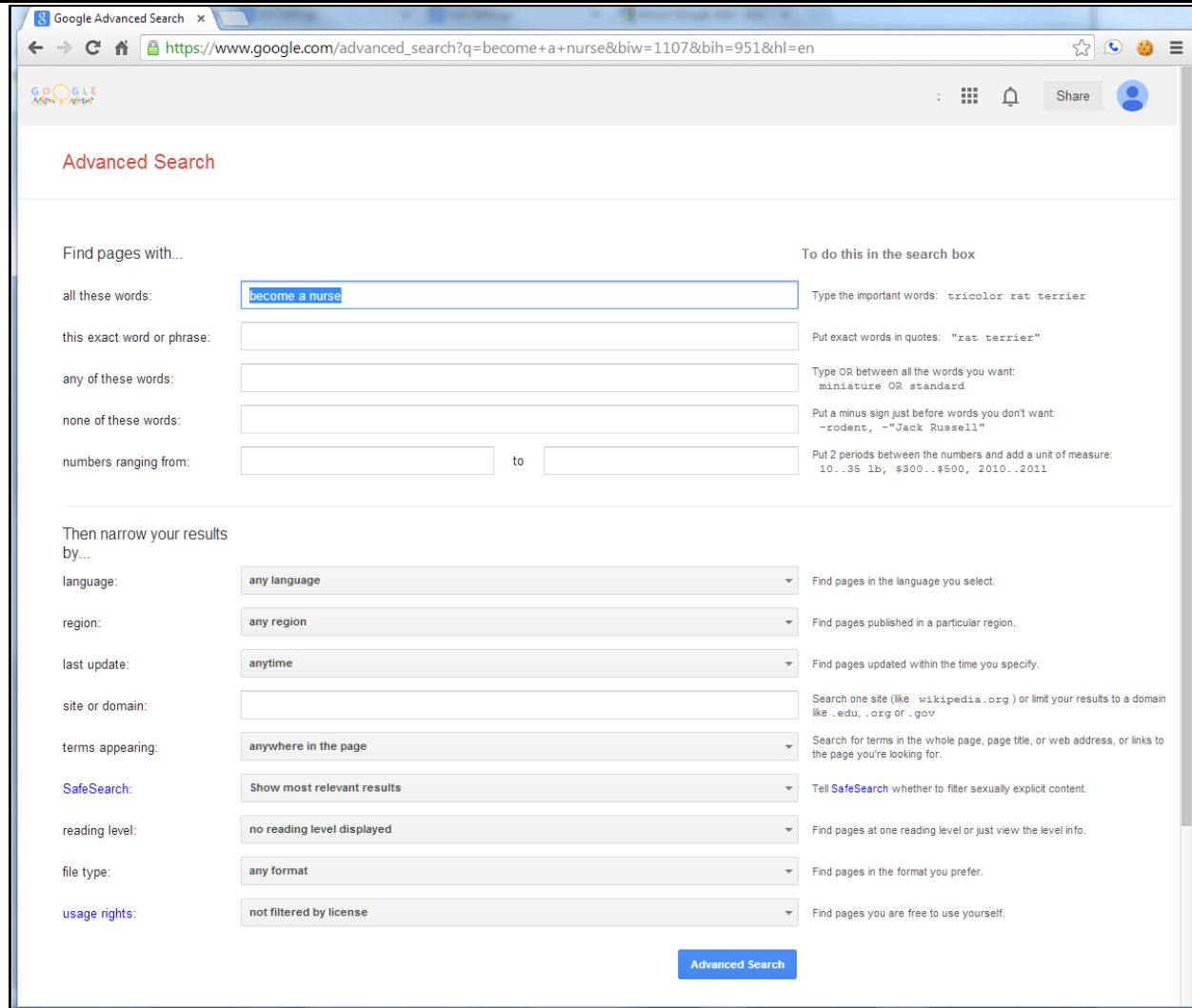
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities receive a search request from the data processing device via the communications link that includes a search argument.</p>  A screenshot of the Google homepage in a web browser. The address bar shows 'https://www.google.com'. The page features the Google logo in its multi-colored font. Below the logo is a search input field containing the text 'become a nurse'. To the right of the input field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The top right corner of the browser window shows '+You Gmail Images' and a user profile icon with an email address ending in '@gmail.com'.

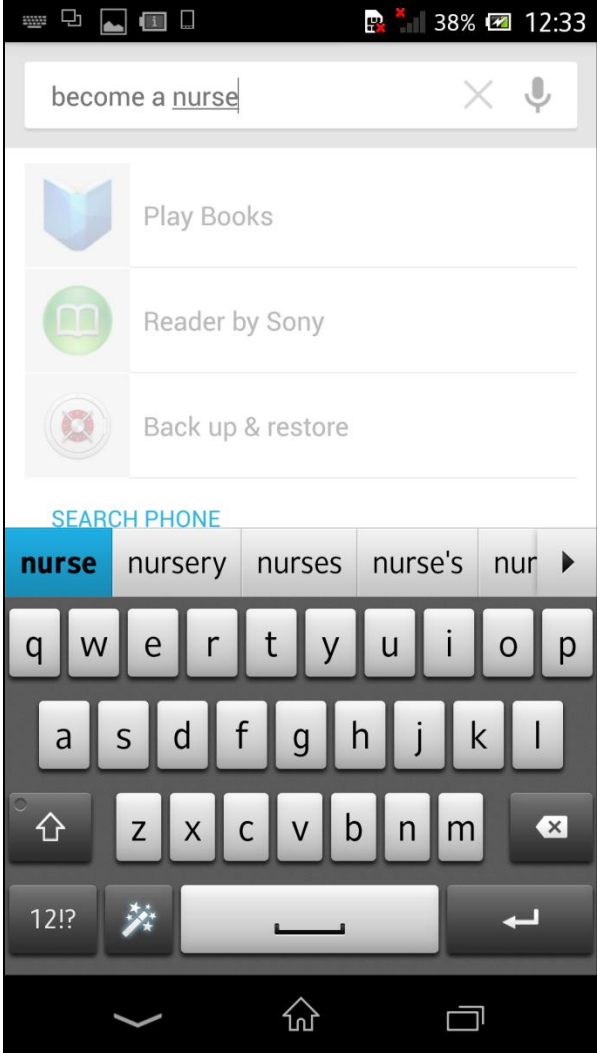


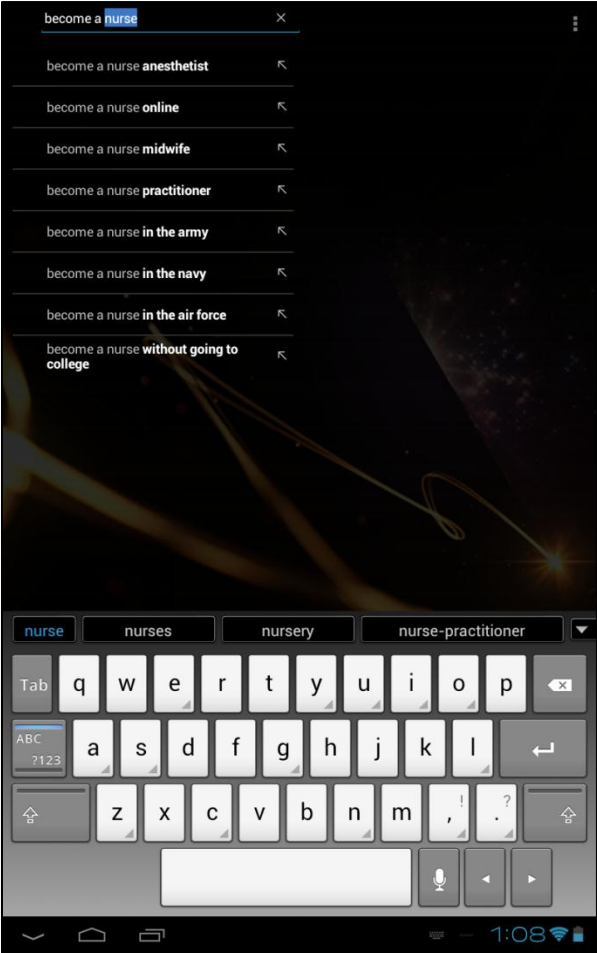
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

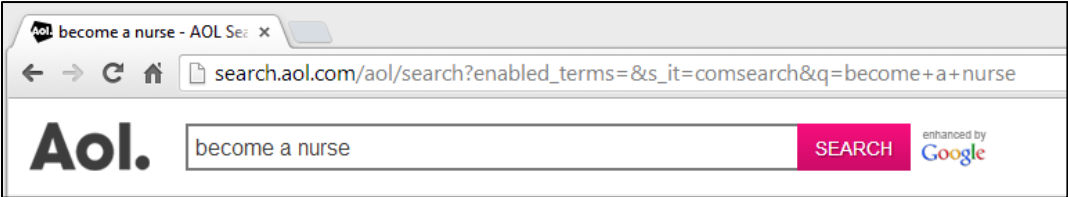
U.S. PATENT NO.  
7,895,178

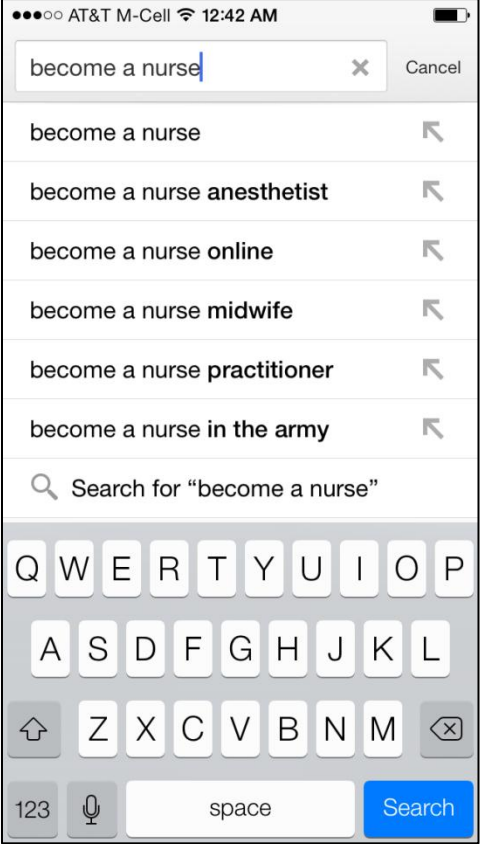
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

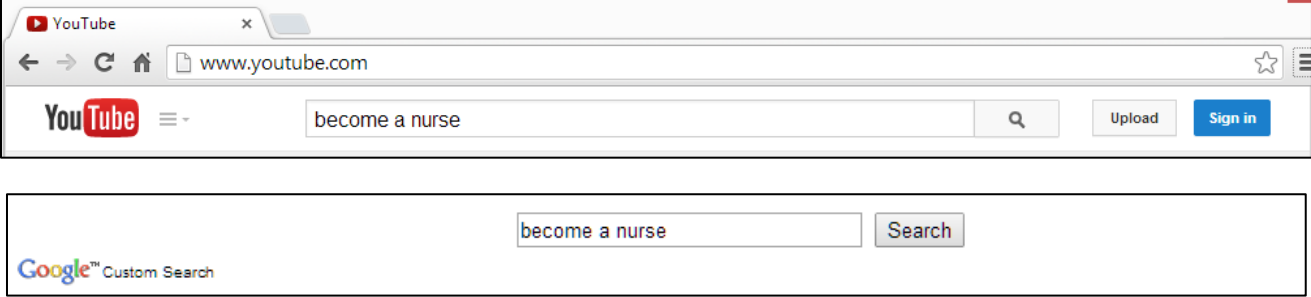


U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, three search results are displayed: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red and white circular icon. Below the search results, the text "SEARCH PHONE" is visible. A keyboard is shown at the bottom of the screen, with the word "nurse" highlighted in blue. The keyboard also shows suggestions for "nursery", "nurses", "nurse's", and "nur". The status bar at the top of the phone screen shows a battery level of 38% and the time 12:33.</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 329 1520 358">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon:</p> <ul style="list-style-type: none"><li>become a nurse <b>nurse</b></li><li>become a nurse <b>anesthetist</b></li><li>become a nurse <b>online</b></li><li>become a nurse <b>midwife</b></li><li>become a nurse <b>practitioner</b></li><li>become a nurse <b>in the army</b></li><li>become a nurse <b>in the navy</b></li><li>become a nurse <b>in the air force</b></li><li>become a nurse <b>without going to college</b></li></ul> <p>At the bottom of the screen, a QWERTY keyboard is visible. Above the keyboard, there are four tabs: "nurse", "nurses", "nursery", and "nurse-practitioner". The status bar at the very bottom shows the time as 1:08 and various system icons.</p>

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	<p style="text-align: center;">Tablet Running Android 4.0.2</p> 

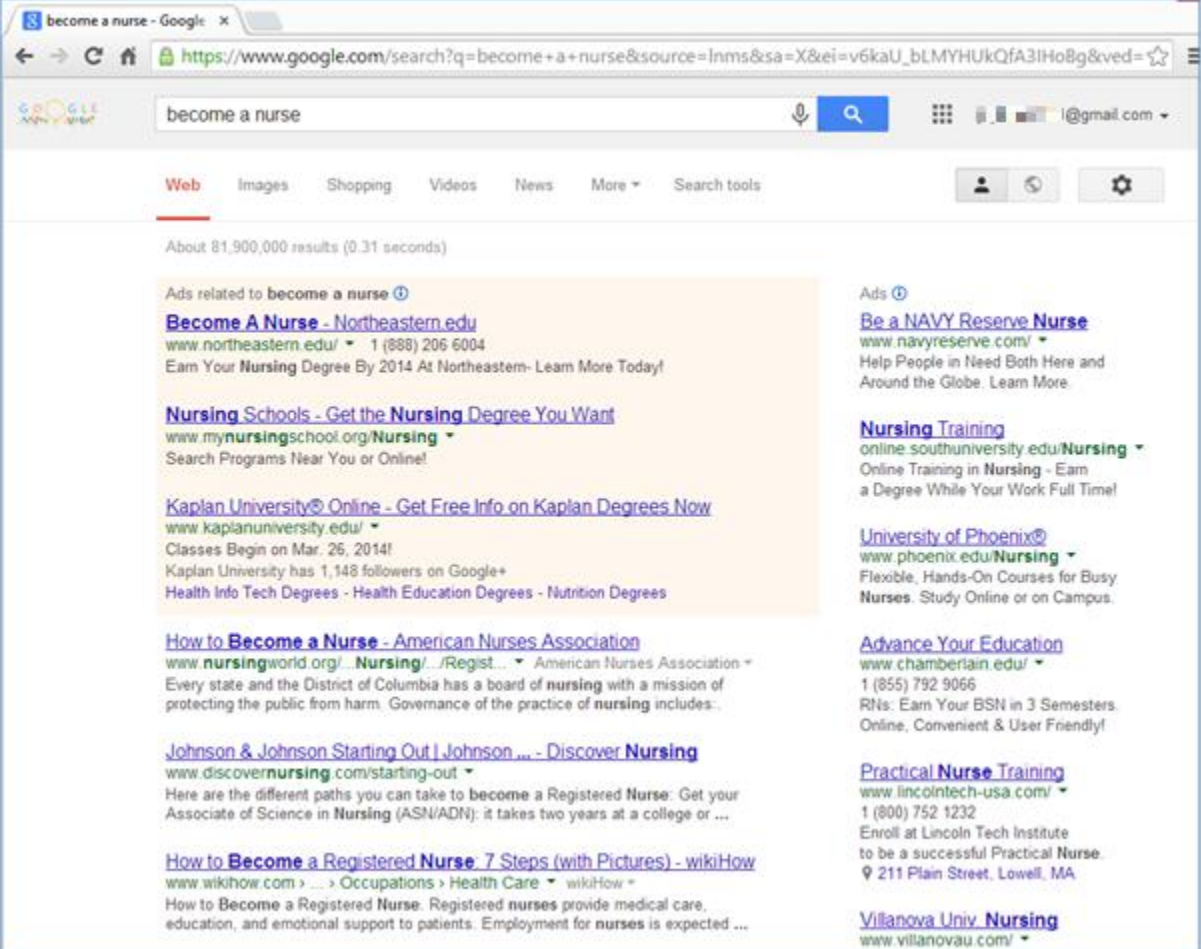
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&amp;T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. The search bar contains the text 'become a nurse' with a blue cursor. To the right of the search bar are a close button (X) and a 'Cancel' button. Below the search bar, a list of search suggestions is displayed, each with a right-pointing arrow: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. Below the suggestions is a search prompt: 'Search for "become a nurse"'. At the bottom of the screen is a QWERTY keyboard with a blue 'Search' button on the right.</p> <p>Google Search App Running on iOS 7.1</p>

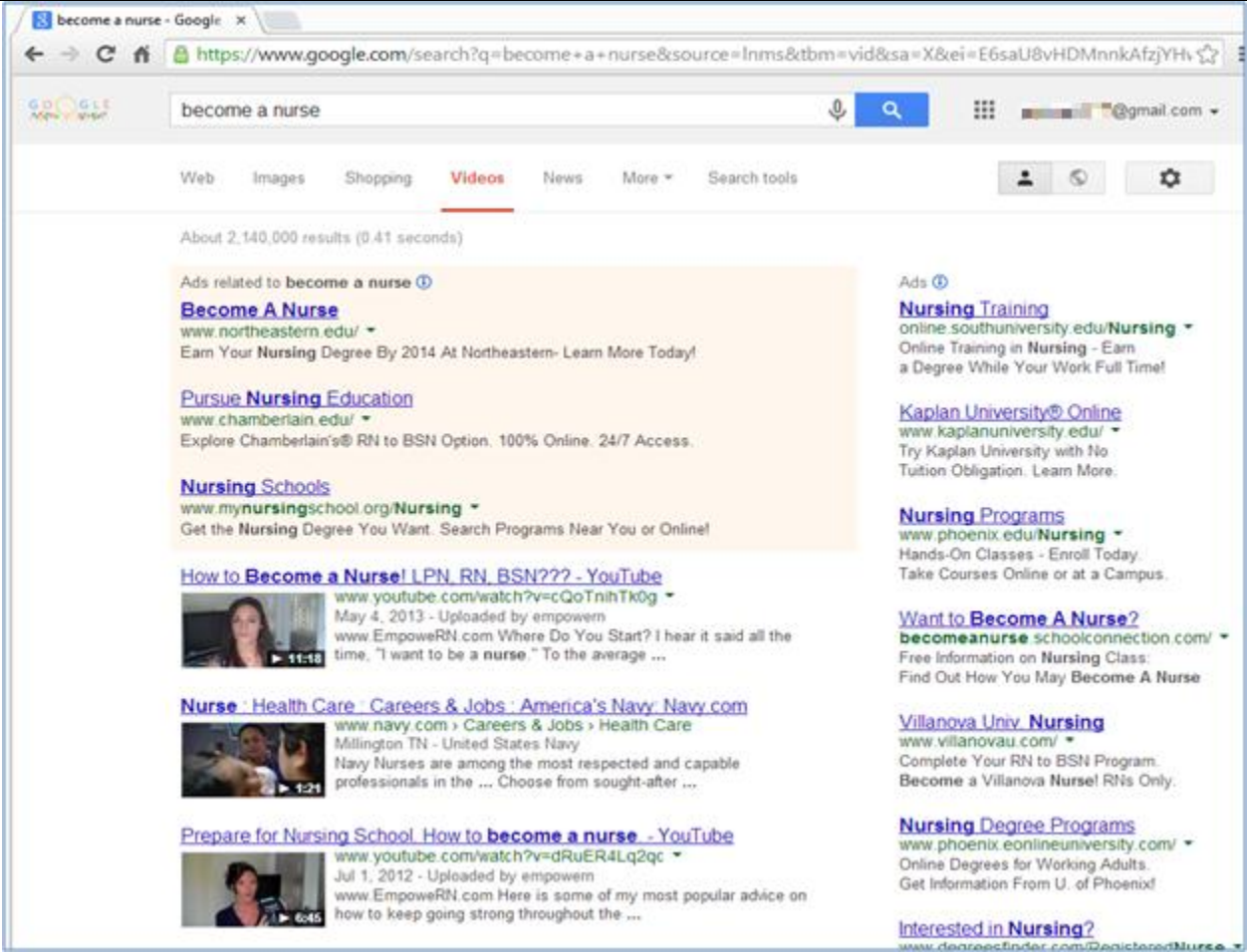
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1073 634 1955 667"><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p>

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	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;scient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US, en; q=0.8, hi; q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPyhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3a9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- 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 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEspIswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjXO-6 _HJdRLKcOMqWOBPpUusyZstNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request"</p>

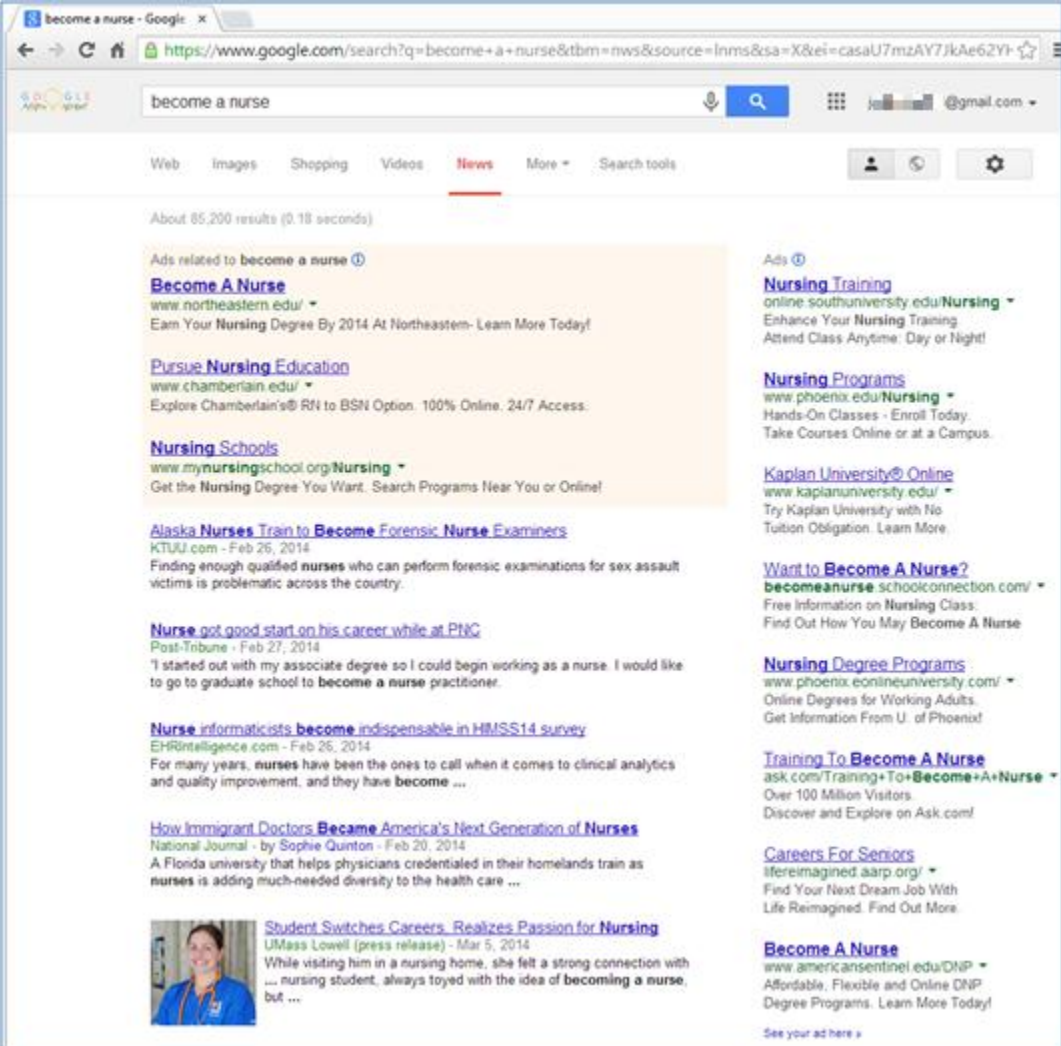
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>searching at least one database using the search argument to produce search results;</p>	<p>The Accused Instrumentalities search at least one database using the search argument to produce search results.</p> <p>See above.</p> <div data-bbox="621 513 1927 1149" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Finding information by crawling</b></p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p> </div> <div style="width: 48%;"> <p><b>Organizing information by indexing</b></p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> <p style="text-align: center;"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p> </div>

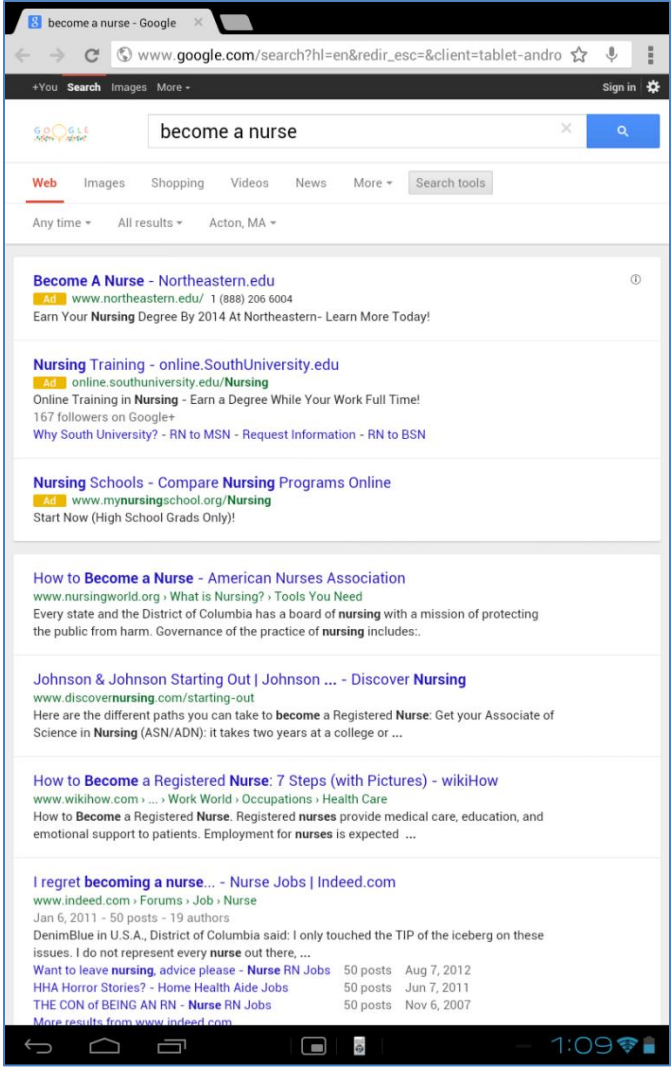


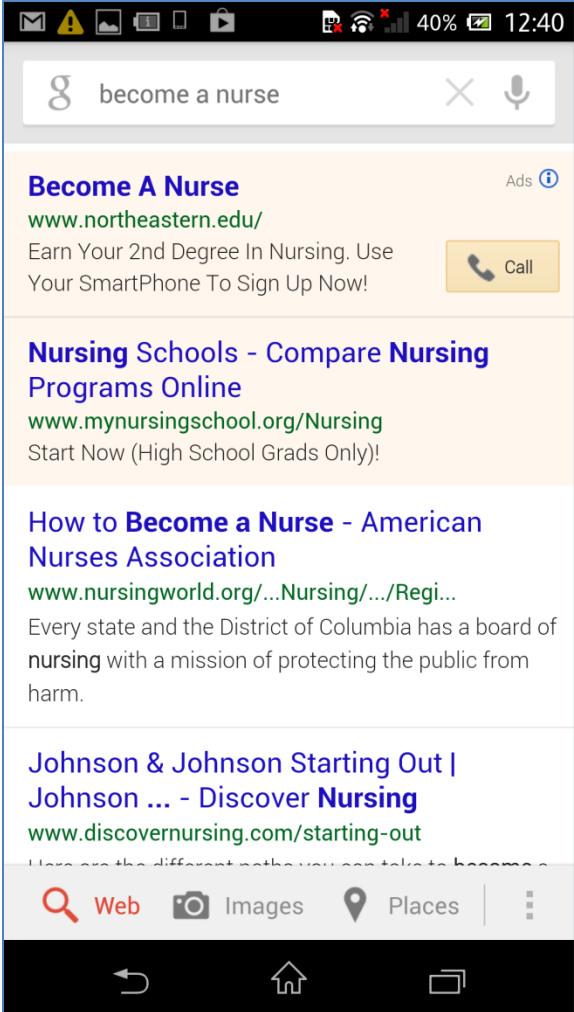
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns. The left column features several organic search results, including links to Northeastern.edu, mynursingschool.org, Kaplan University, American Nurses Association, Johnson &amp; Johnson, and wikiHow. The right column displays a list of advertisements for nursing-related services, such as Navy Reserve Nurse, Nursing Training, University of Phoenix, Chamberlain.edu, Lincoln Tech, and Villanova Univ. The browser interface includes the search bar, navigation buttons, and a user profile icon.</p>

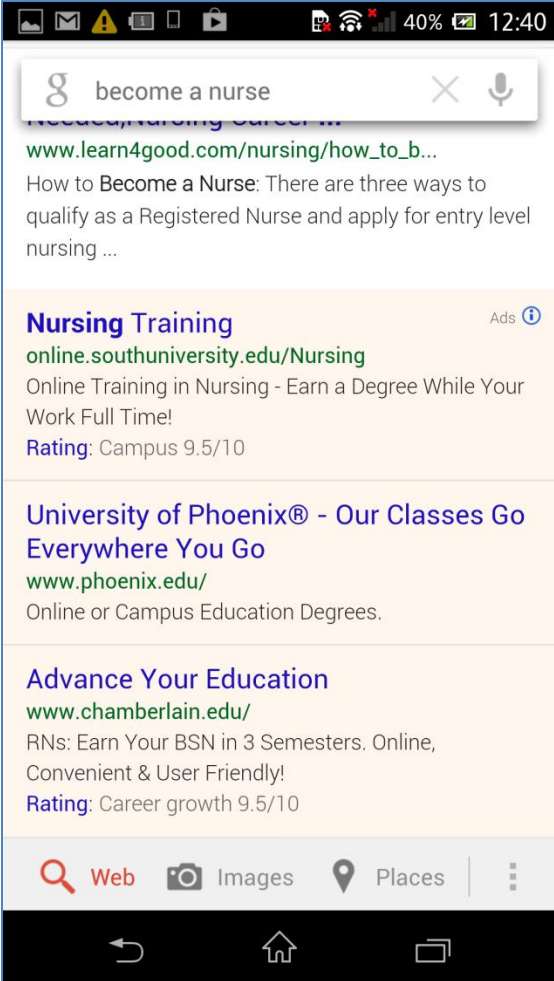
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and video thumbnails. The ads are for "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "How to Become a Nurse! LPN, RN, BSN???" from YouTube, "Nurse: Health Care Careers &amp; Jobs: America's Navy" from navy.com, and "Prepare for Nursing School. How to become a nurse" from YouTube. On the right side, there are more ads for "Nursing Training" from southuniversity.edu, "Kaplan University@ Online" from kaplanuniversity.edu, "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing" from villanovau.com, "Nursing Degree Programs" from phoenix.onlineuniversity.com, and "Interested in Nursing?" from degreefinder.com.</p>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

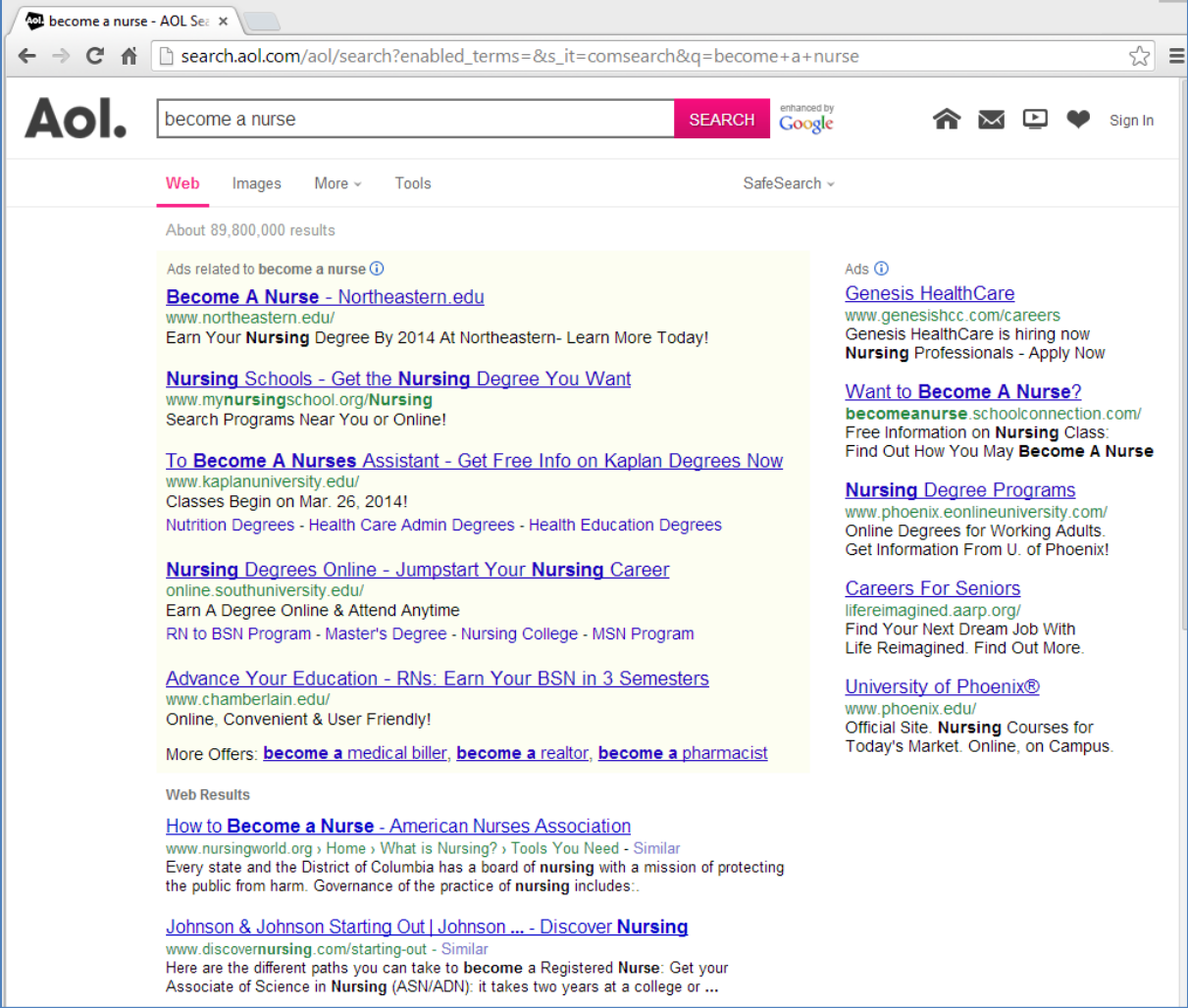
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@ Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More</li><li><b>Become A Nurse</b> (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows the search URL: https://www.google.com/search?q=become+a+nurse&amp;tbm=nws&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jkAe6ZYt...</p>

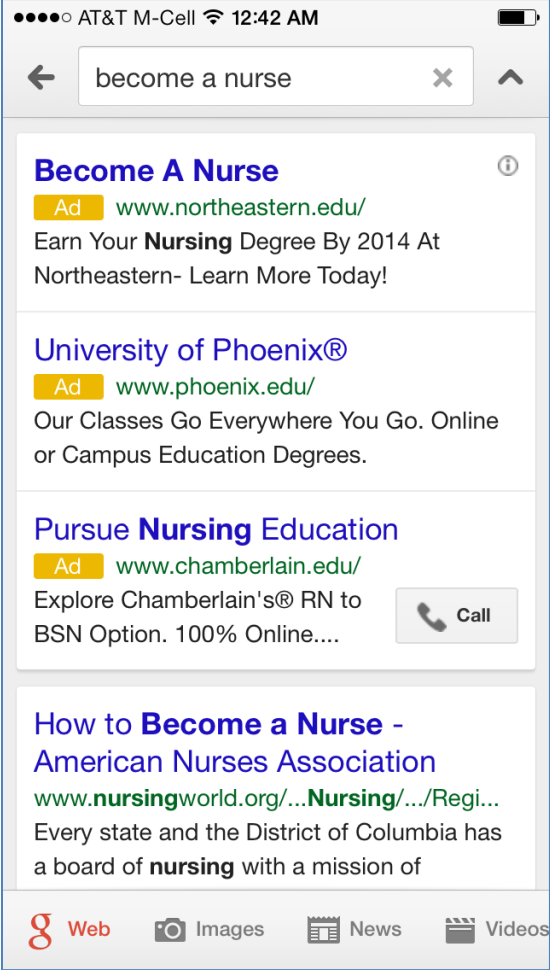
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> "Become A Nurse - Northeastern.edu" with URL <a href="http://www.northeastern.edu">www.northeastern.edu</a> and phone number 1 (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"</li><li><b>Advertisement 2:</b> "Nursing Training - online.SouthUniversity.edu" with URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN"</li><li><b>Advertisement 3:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!"</li><li><b>Organic Result 1:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org">www.nursingworld.org</a>. Text: "What is Nursing? · Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."</li><li><b>Organic Result 2:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ..."</li><li><b>Organic Result 3:</b> "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL <a href="http://www.wikihow.com">www.wikihow.com</a>. Text: "Work World · Occupations · Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."</li><li><b>Organic Result 4:</b> "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with URL <a href="http://www.indeed.com">www.indeed.com</a>. Text: "Forums · Job · Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ..."</li></ul> <p>At the bottom of the screenshot, there is a list of forum posts from Indeed.com:</p> <ul style="list-style-type: none"><li>"Want to leave nursing, advice please - Nurse RN Jobs" - 50 posts - Aug 7, 2012</li><li>"HHA Horror Stories? - Home Health Aide Jobs" - 50 posts - Jun 7, 2011</li><li>"THE CON of BEING AN RN - Nurse RN Jobs" - 50 posts - Nov 6, 2007</li></ul> <p>The screenshot also shows the Google search interface with the search bar containing "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and filters for "Any time", "All results", and "Acton, MA".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Johnson &amp; Johnson. The bottom of the screen shows navigation tabs for "Web", "Images", and "Places".</p>

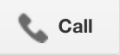
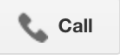
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li><b>Search Bar:</b> Contains the text "become a nurse".</li><li><b>Search Results:</b><ul style="list-style-type: none"><li><b>Organic Result:</b> Title: "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". URL: <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></li><li><b>Advertisement 1:</b> Title: "Nursing Training". URL: <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: "Rating: Campus 9.5/10".</li><li><b>Advertisement 2:</b> Title: "University of Phoenix® - Our Classes Go Everywhere You Go". URL: <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. Description: "Online or Campus Education Degrees."</li><li><b>Advertisement 3:</b> Title: "Advance Your Education". URL: <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!". Rating: "Rating: Career growth 9.5/10".</li></ul></li><li><b>Navigation Bar:</b> Includes icons for "Web", "Images", and "Places".</li><li><b>System Bar:</b> Shows status icons (battery, signal, Wi-Fi) and the time "12:40".</li></ul>

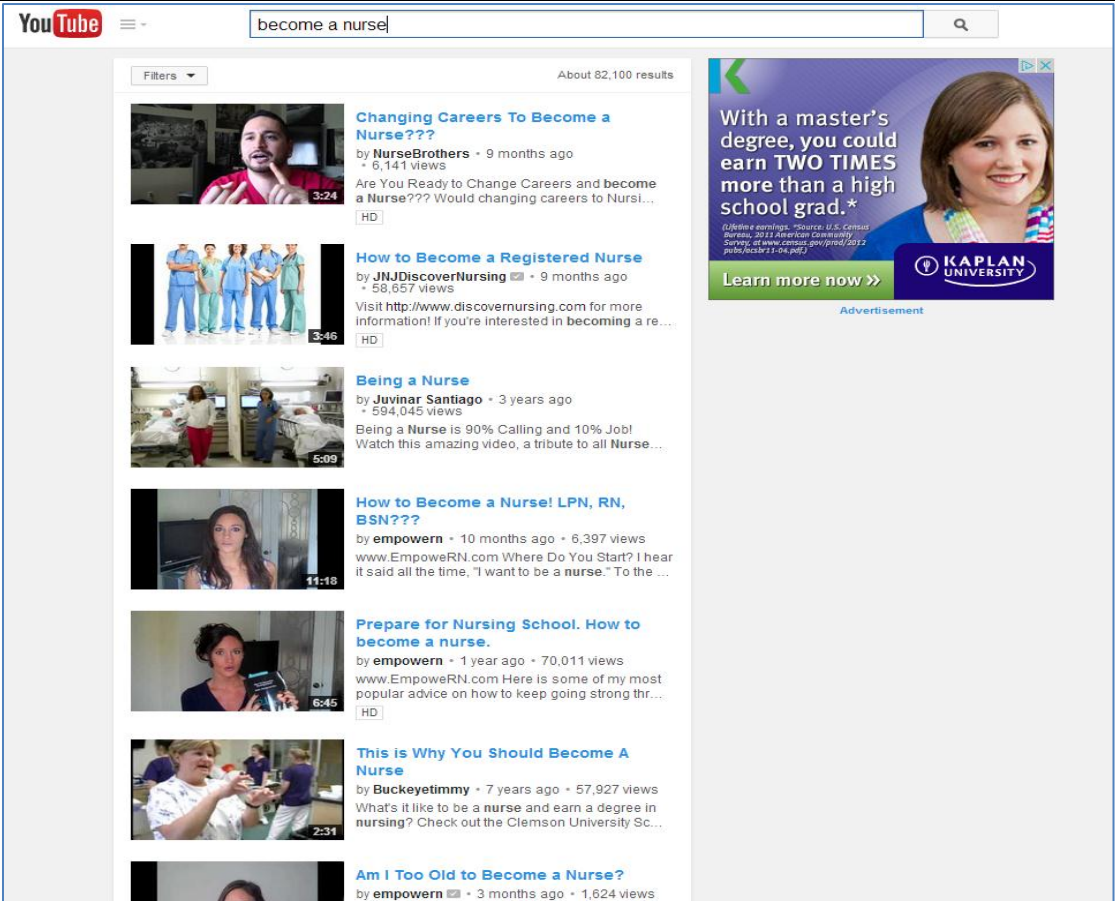



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

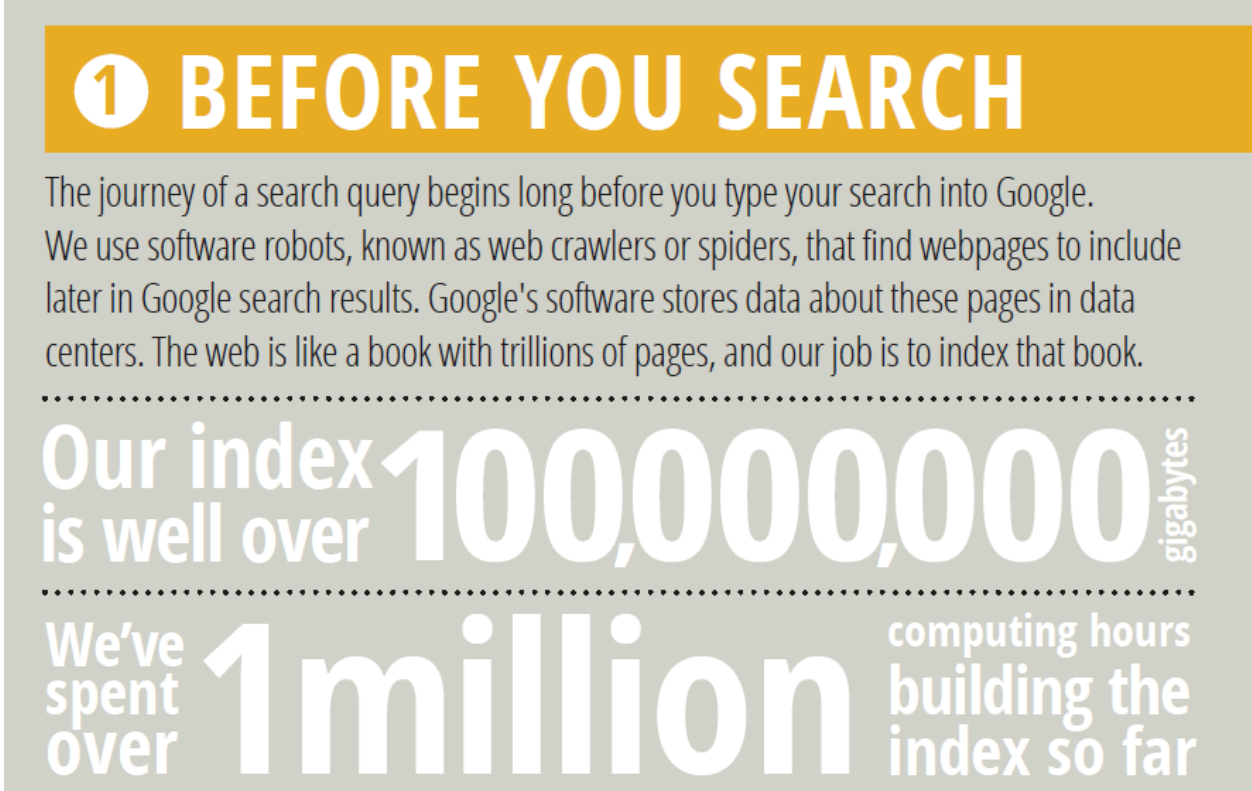
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <p>Navigation bar at the bottom: Web, Images, News, Videos</p>

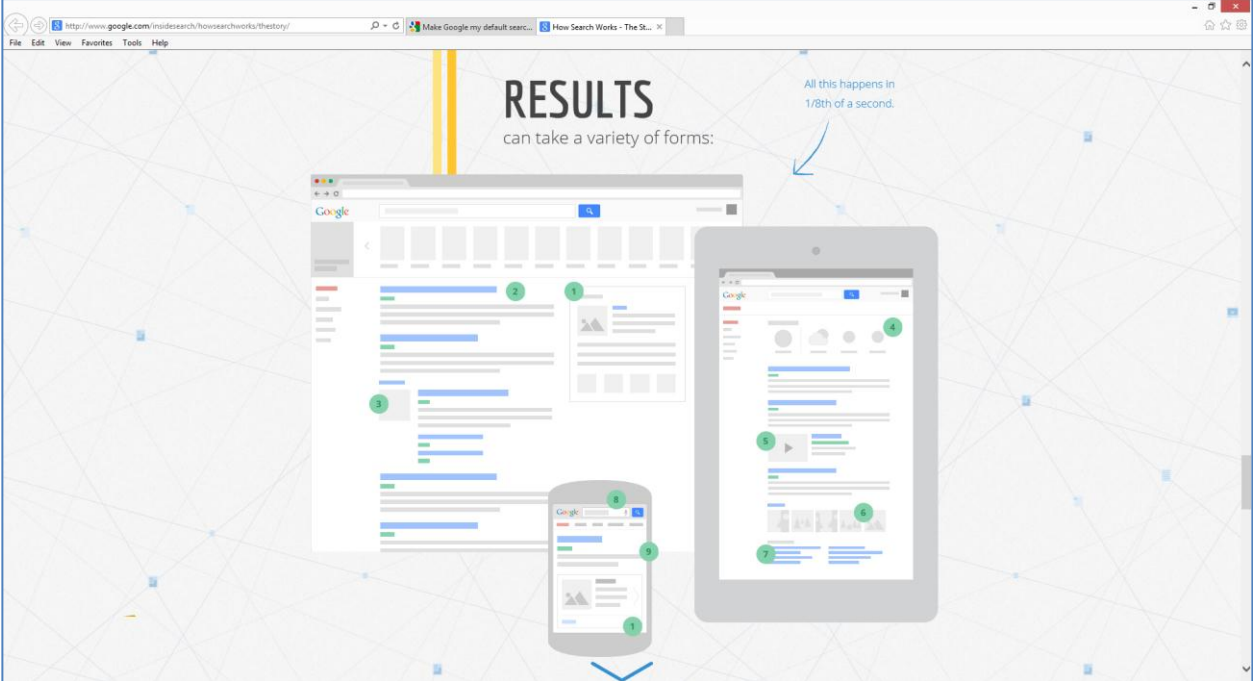


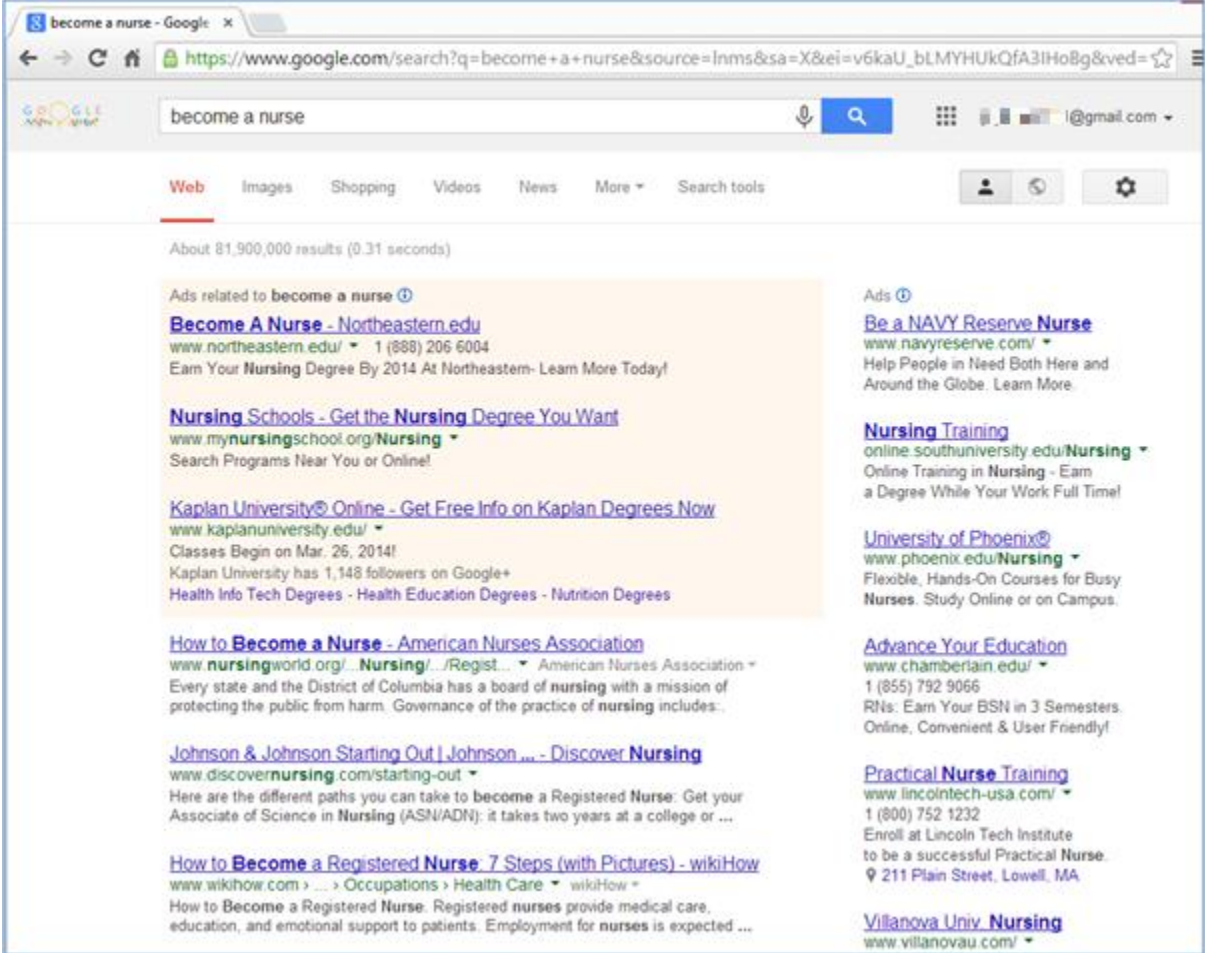
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 643"> <p><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...  <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a>                      How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 834"> <p><b>Nursing Schools</b> ⓘ                      Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>                      Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p><b>Practical Nurse Training</b>                      Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a>                      Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.   <a href="#">Programs and Campuses - Apply Online</a></p> </div> <div data-bbox="1010 1065 1549 1305"> <p><b>Nursing Degree Programs</b>                      Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a>                      Online Programs for Busy Adults. Pursue a Degree with U.                       of Phoenix!  <a href="#">Nursing Programs - Nursing Degrees</a></p> </div>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". Below the search bar, there are several video thumbnails with titles and view counts:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 6,141 views</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empowern • 10 months ago • 6,397 views</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empowern • 1 year ago • 70,011 views</li><li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy • 7 years ago • 57,927 views</li><li><b>Am I Too Old to Become a Nurse?</b> by empowern • 3 months ago • 1,624 views</li></ul> <p>On the right side of the page, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". The Kaplan University logo is also visible.</p>

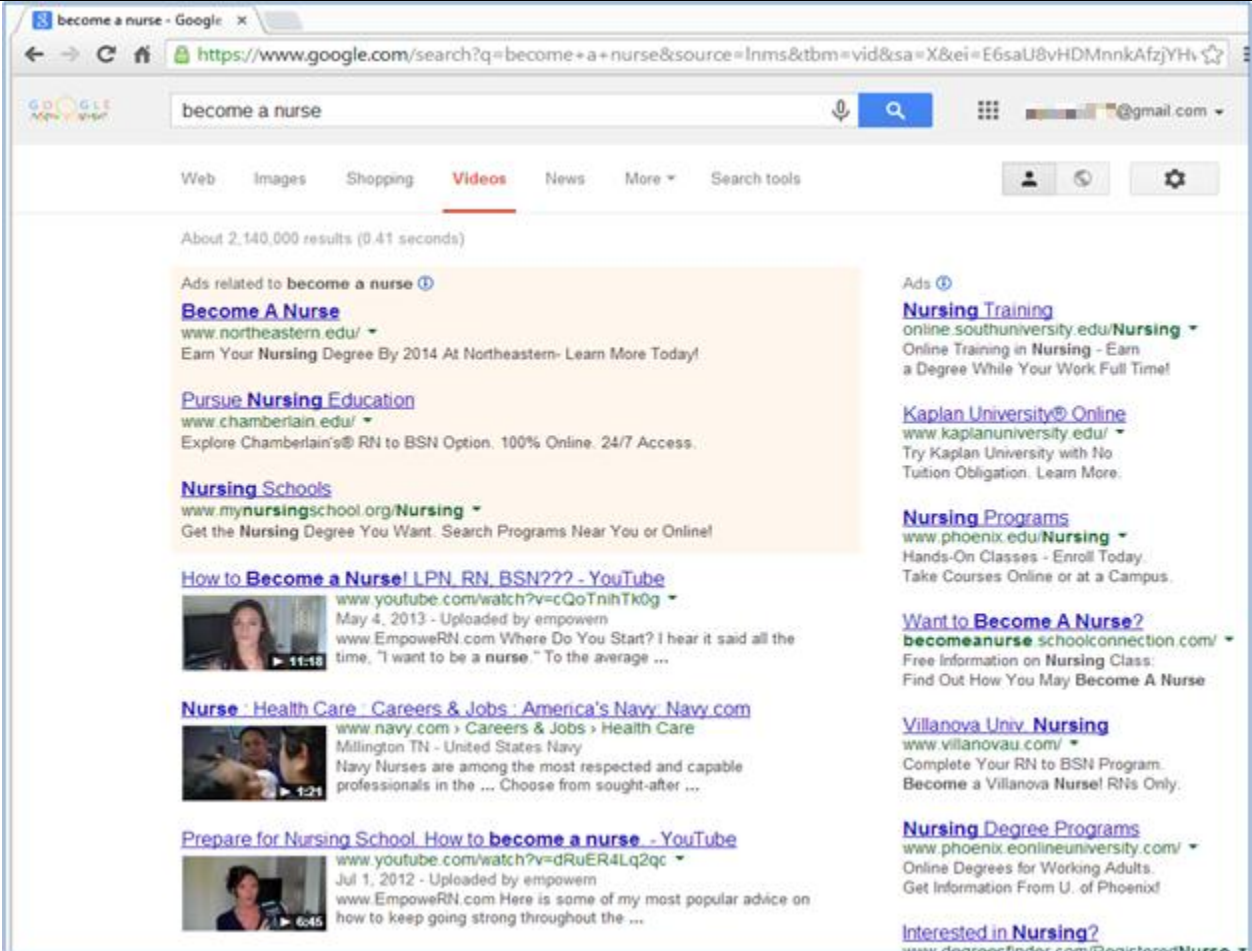
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;">Google Custom search</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p><b>1 BEFORE YOU SEARCH</b></p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over <b>100,000,000</b> gigabytes</p> <p>We've spent over <b>1million</b> computing hours building the index so far</p> <p><a href="https://www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf">https:// www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</a></p>

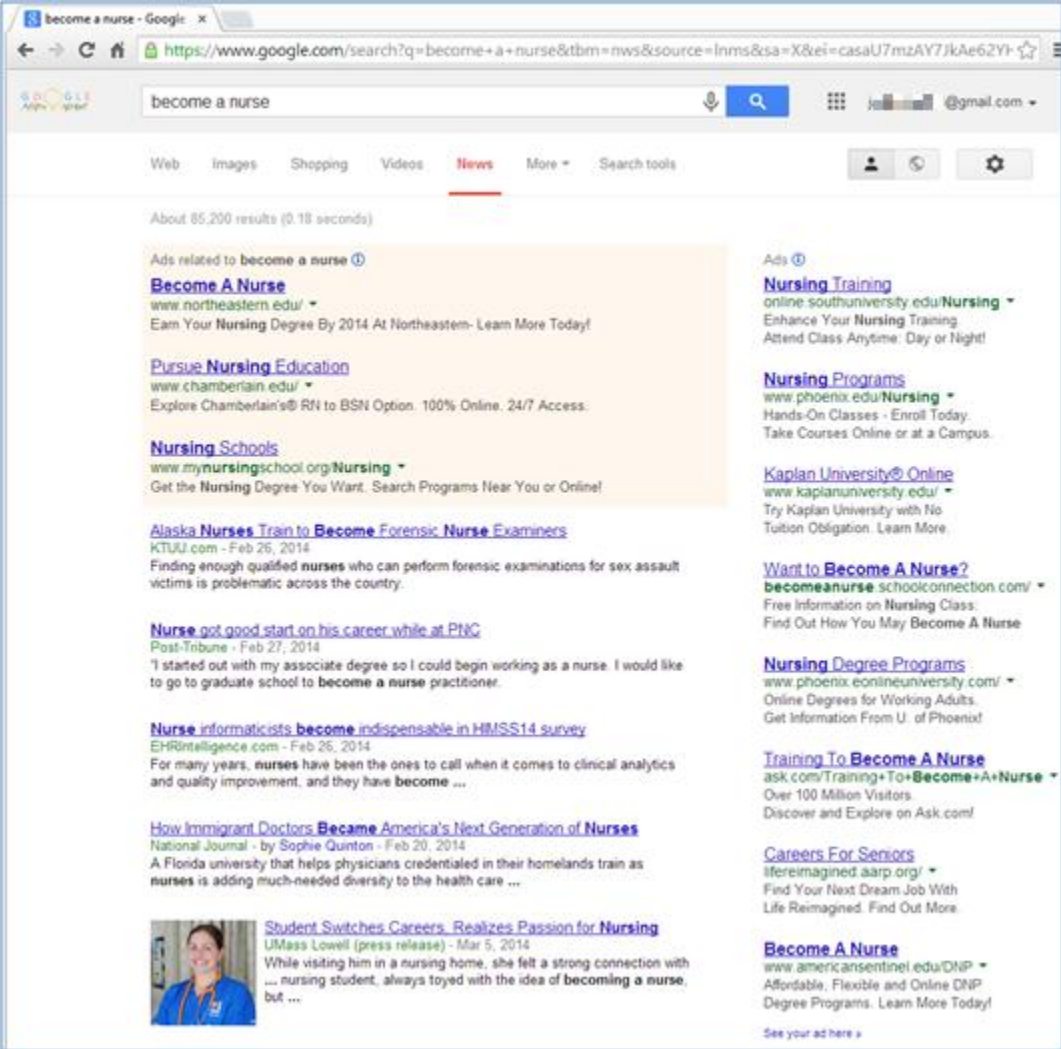
<p>U.S. PATENT NO. <b>7,895,178</b></p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p data-bbox="1136 1019 1940 1049"><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p>
<p>selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;</p>	<p>The Accused Instrumentalities select at least one advertisement from an advertisement database relating to at least one of the search argument and the search results.</p> <p>See above.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns of ads. The left column includes:</p> <ul style="list-style-type: none"> <li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Nursing Schools - Get the Nursing Degree You Want</b>: www.mynursingschool.org/Nursing. Search Programs Near You or Online!</li> <li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b>: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li> <li><b>How to Become a Nurse - American Nurses Association</b>: www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li> <li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li> </ul> <p>The right column includes:</p> <ul style="list-style-type: none"> <li><b>Be a NAVY Reserve Nurse</b>: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.</li> <li><b>Nursing Training</b>: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!</li> <li><b>University of Phoenix®</b>: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li> <li><b>Advance Your Education</b>: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li> <li><b>Practical Nurse Training</b>: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA</li> <li><b>Villanova Univ Nursing</b>: www.villanovau.com/.</li> </ul>

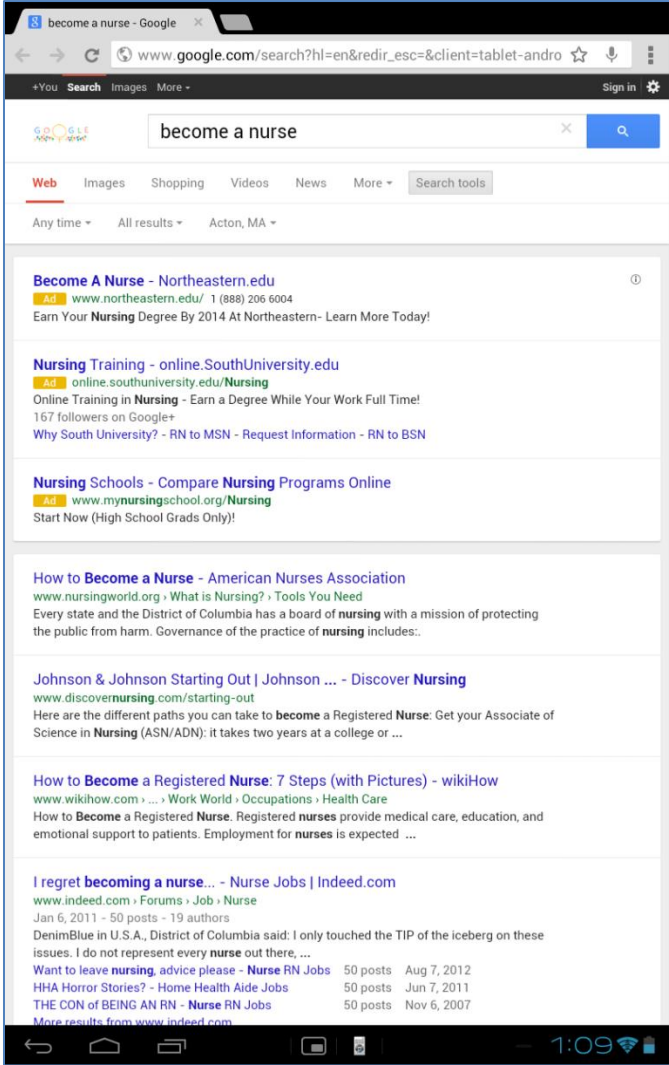


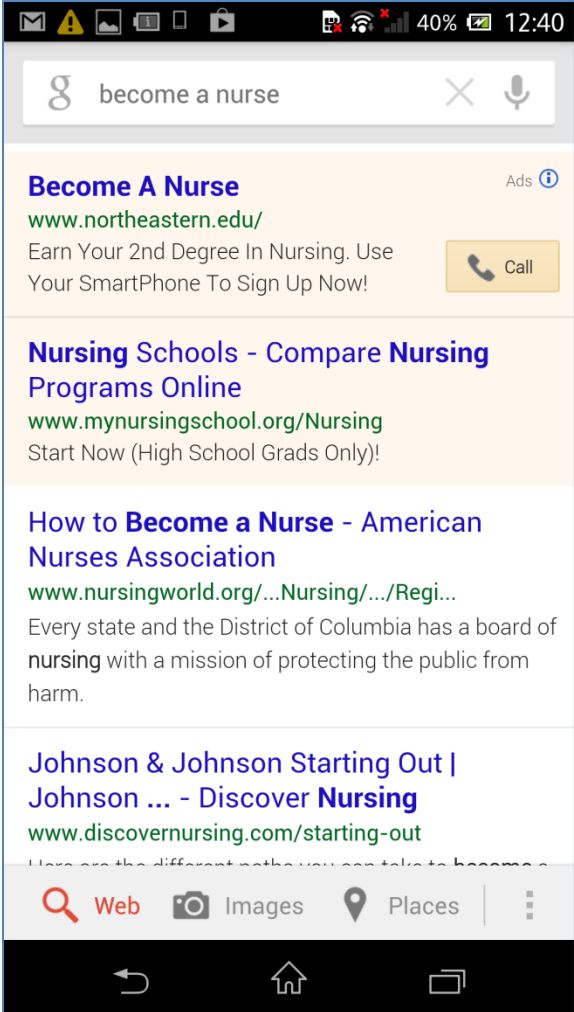
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the www.google.com website. The search results page includes several advertisements and organic search results. The ads are for nursing schools and programs, such as "Become A Nurse" from northeastern.edu, "Nursing Training" from southuniversity.edu, "Kaplan University@ Online" from kaplanuniversity.edu, "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from schoolconnection.com, "Villanova Univ. Nursing" from villanovau.com, and "Nursing Degree Programs" from phoenix.onlineuniversity.com. There are also several YouTube video results, including "How to Become a Nurse! LPN, RN, BSN???", "Nurse: Health Care Careers &amp; Jobs: America's Navy", and "Prepare for Nursing School. How to become a nurse".</p>

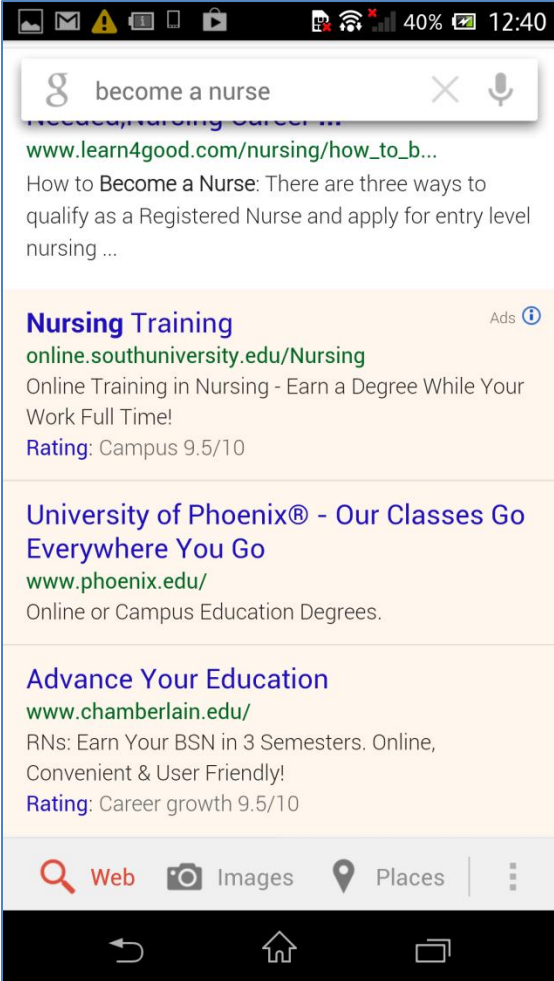
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

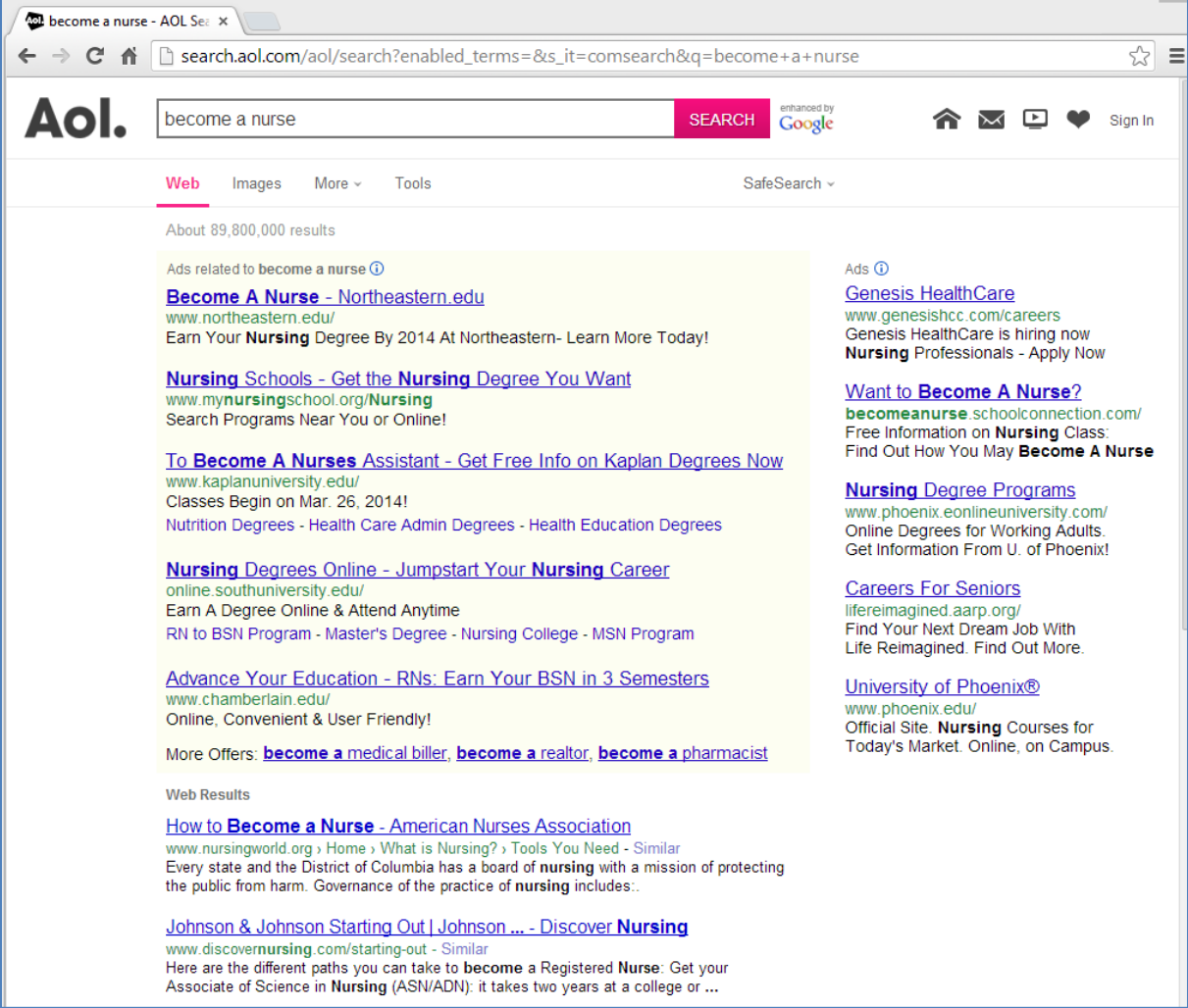
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@ Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More</li><li><b>Become A Nurse</b> (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>The browser address bar shows the search URL: https://www.google.com/search?q=become+a+nurse&amp;tbm=nws&amp;source=lnms&amp;csa=X&amp;ei=casaU7mzAY7jkAe6ZYt...</p>

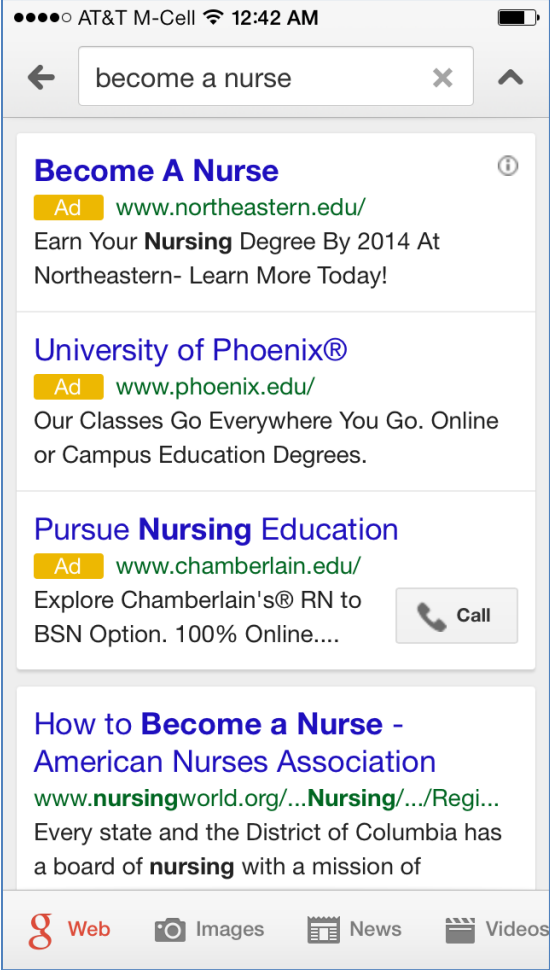


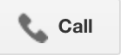
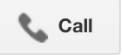
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Advertisement 1:</b> "Become A Nurse - Northeastern.edu" with URL <a href="http://www.northeastern.edu">www.northeastern.edu</a> and phone number 1 (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"</li><li><b>Advertisement 2:</b> "Nursing Training - online.SouthUniversity.edu" with URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN"</li><li><b>Advertisement 3:</b> "Nursing Schools - Compare Nursing Programs Online" with URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!"</li><li><b>Organic Result 1:</b> "How to Become a Nurse - American Nurses Association" with URL <a href="http://www.nursingworld.org">www.nursingworld.org</a>. Text: "What is Nursing? · Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."</li><li><b>Organic Result 2:</b> "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with URL <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ..."</li><li><b>Organic Result 3:</b> "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL <a href="http://www.wikihow.com">www.wikihow.com</a>. Text: "Work World · Occupations · Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."</li><li><b>Organic Result 4:</b> "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with URL <a href="http://www.indeed.com">www.indeed.com</a>. Text: "Forums · Job · Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ..."</li></ul> <p>At the bottom of the screenshot, there is a list of forum posts from Indeed.com:</p> <table border="1"><thead><tr><th>Post Title</th><th>Posts</th><th>Date</th></tr></thead><tbody><tr><td>Want to leave nursing, advice please - Nurse RN Jobs</td><td>50 posts</td><td>Aug 7, 2012</td></tr><tr><td>HHA Horror Stories? - Home Health Aide Jobs</td><td>50 posts</td><td>Jun 7, 2011</td></tr><tr><td>THE CON of BEING AN RN - Nurse RN Jobs</td><td>50 posts</td><td>Nov 6, 2007</td></tr></tbody></table>	Post Title	Posts	Date	Want to leave nursing, advice please - Nurse RN Jobs	50 posts	Aug 7, 2012	HHA Horror Stories? - Home Health Aide Jobs	50 posts	Jun 7, 2011	THE CON of BEING AN RN - Nurse RN Jobs	50 posts	Nov 6, 2007
Post Title	Posts	Date											
Want to leave nursing, advice please - Nurse RN Jobs	50 posts	Aug 7, 2012											
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THE CON of BEING AN RN - Nurse RN Jobs	50 posts	Nov 6, 2007											

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several sponsored links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) from <a href="http://www.northeastern.edu/">www.northeastern.edu/</a>. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> from <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!".</li><li><b>How to Become a Nurse - American Nurses Association</b> from <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a>. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> from <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "Here are the different paths you can take to become a..."</li></ul> <p>The bottom of the screen shows navigation tabs for "Web", "Images", and "Places", and a mobile OS navigation bar with back, home, and recent apps icons.</p>

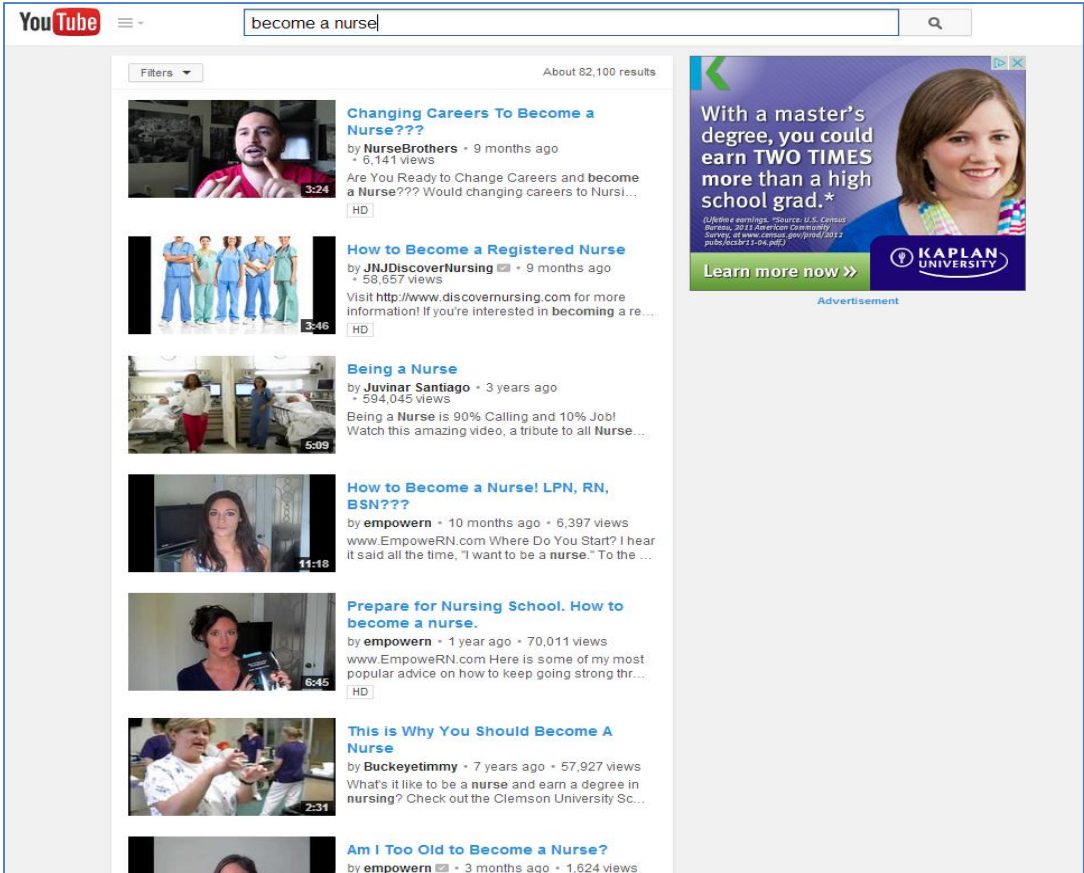
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from learn4good.com and three sponsored advertisements for nursing training from South University, the University of Phoenix, and Chamberlain University. The bottom navigation bar shows icons for Web, Images, and Places.</p>


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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li><li>Bottom navigation bar: Web, Images, News, Videos</li></ul>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1003 331 1549 1305"><p data-bbox="1024 370 1396 483"><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...</p><p data-bbox="1024 488 1501 516"><a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></p><p data-bbox="1024 521 1491 618">How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><hr/><p data-bbox="1024 678 1270 711"><b>Nursing Schools</b> ⓘ</p><p data-bbox="1024 716 1507 743"><b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a></p><p data-bbox="1024 748 1459 813">Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><hr/><p data-bbox="1024 857 1365 889"><b>Practical Nurse Training</b></p><p data-bbox="1024 894 1402 922"><b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a></p><p data-bbox="1024 927 1386 992">Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>. </p><p data-bbox="1024 997 1470 1029"><a href="#">Programs and Campuses - Apply Online</a></p><hr/><p data-bbox="1024 1073 1402 1105"><b>Nursing Degree Programs</b></p><p data-bbox="1024 1110 1512 1138"><b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a></p><p data-bbox="1024 1143 1375 1240">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! </p><p data-bbox="1024 1245 1438 1278"><a href="#">Nursing Programs - Nursing Degrees</a></p></div>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse" in the search bar. The search results are displayed in a list format, including video thumbnails, titles, channel names, and view counts. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JNDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empowern (6,397 views), "Prepare for Nursing School. How to become a nurse." by empowern (70,011 views), "This is Why You Should Become A Nurse" by Buckeyetimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empowern (1,624 views). On the right side of the search results, there is an advertisement for Kaplan University featuring a woman's portrait and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;".</p>

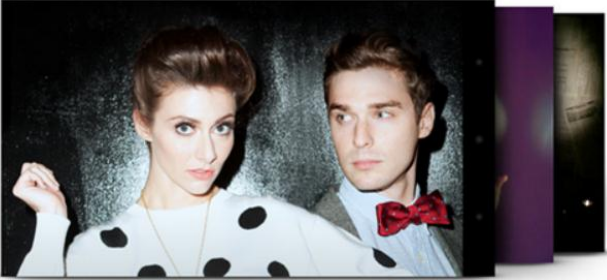
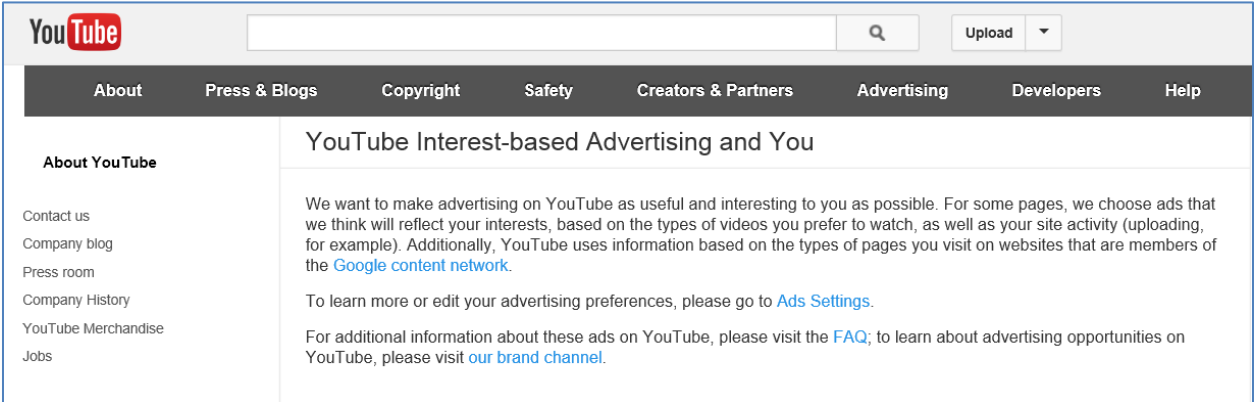
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;">Google Custom Search</p>



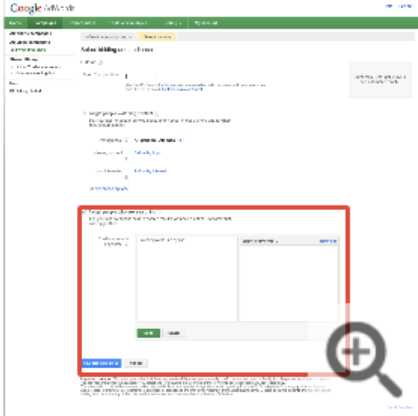
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1938 865"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1188 873 1955 906"><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p> <div data-bbox="653 946 1896 1312"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1188 1320 1955 1352"><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p>






Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 329 1753 1356"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.</li><li>• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).</li><li>• You can use your <a href="#">advanced location options</a> to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</li></ul><hr/><p><input type="radio"/> Where your users are located (physical location)</p><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none"><li>• <b>IP address:</b></li></ul><p>Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p>If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul style="list-style-type: none"><li>• <b>Device location:</b></li></ul><p>If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul style="list-style-type: none"><li>- <b>GPS:</b> Accuracy varies depending on GPS signal and connection.</li><li>- <b>Wi-Fi:</b> Accuracy should be similar to the access range of a typical Wi-Fi router.</li><li>- <b>Google's cell ID (cell tower) location database:</b> Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</li></ul></div> <p data-bbox="1176 1360 1963 1396"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></p>

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	<div data-bbox="695 367 1940 756"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1230 764 1955 797"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p> <div data-bbox="653 836 1898 1235"><p>The screenshot shows the YouTube homepage with a navigation menu including 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'. The 'About YouTube' section is expanded, showing links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.' It also includes links to 'Ads Settings', 'FAQ', and 'our brand channel'.</p></div> <p data-bbox="1402 1243 1955 1276"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="724 347 1041 378"><b>About targeting groups</b></p> <p data-bbox="724 412 1934 475">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="724 509 1367 537">A single targeting group can contain the following types of targets:</p> <ul data-bbox="751 570 1913 1195" style="list-style-type: none"> <li data-bbox="751 570 1100 597">• <b>Demographics:</b> Age and gender.</li> <li data-bbox="751 607 1719 634">• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li> <li data-bbox="751 644 1881 708">• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li> <li data-bbox="751 717 1902 914">• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include: <ul data-bbox="793 813 1545 914" style="list-style-type: none"> <li data-bbox="793 813 1194 841">◦ Channels (YouTube Partner Channels)</li> <li data-bbox="793 850 1066 878">◦ Videos (YouTube Videos)</li> <li data-bbox="793 888 1545 914">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li> </ul> </li> <li data-bbox="751 948 1913 1044">• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li> <li data-bbox="751 1060 1856 1123">• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li> <li data-bbox="751 1140 1913 1195">• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li> </ul> <p data-bbox="1192 1214 1955 1245" style="text-align: right;"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>


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	<p data-bbox="722 342 1394 370"><b>2. Target people who are searching (TrueView in-search):</b></p> <ul data-bbox="785 407 1772 435" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="758 1036 814 1063"><b>Note</b></p> <p data-bbox="758 1092 1373 1120">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="758 1149 1898 1219">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1192 1252 1955 1279"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

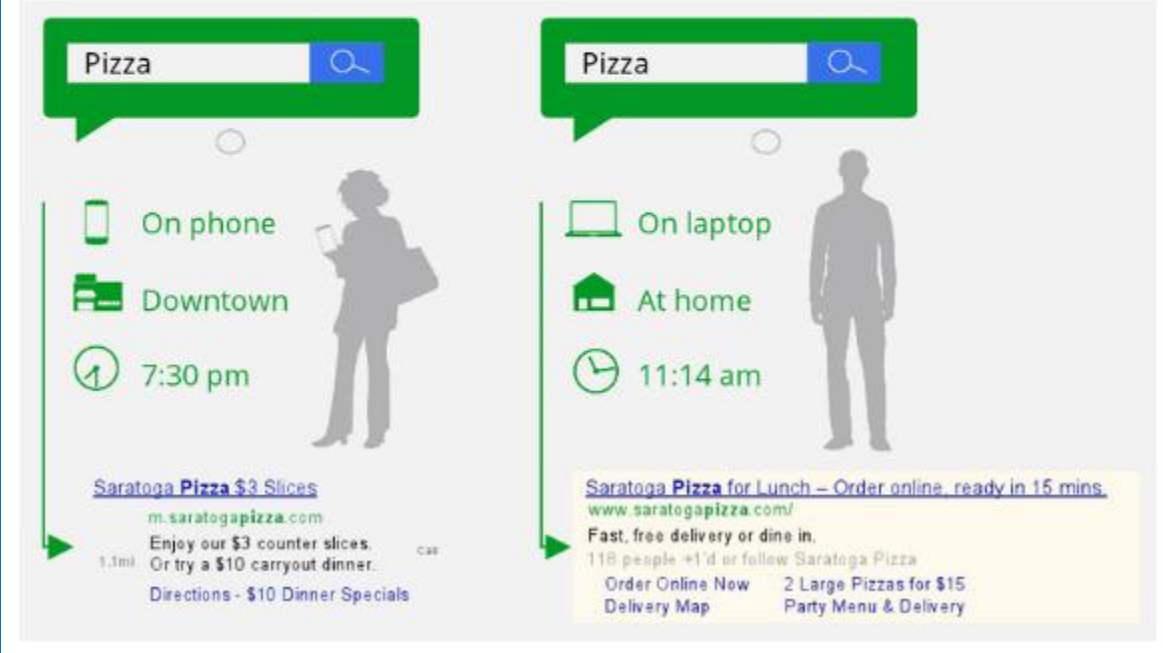
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 331 1940 1252" style="border: 1px solid black; padding: 10px;"> <p><b>Why you may see particular ads</b></p> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Search ad</p> </div> <div style="text-align: center;">  <p>Gmail ad</p> </div> <div style="text-align: center;">  <p>Display ad</p> </div> </div> <p><b>On Google Search</b></p> <p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p> <ul style="list-style-type: none"> <li>• Recent, previous searches related to your current search</li> <li>• Google Web History</li> <li>• <a href="#">Websites you've visited</a>  that belong to businesses that advertise with Google</li> <li>• Non-personally identifying information in your Google account, like your age and gender</li> <li>• Previous interactions with Google's ads or advertising services</li> </ul> <hr/> <p> <b>Example</b></p> <p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p> </div> <p style="text-align: right; margin-top: 10px;"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>


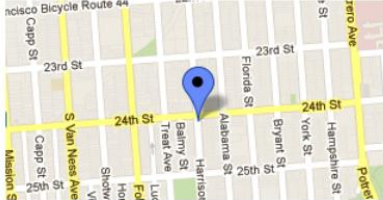

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<p data-bbox="648 363 1157 399"><b>Types of cookies used by Google</b></p> <p data-bbox="648 418 1923 477">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p> <table border="1" data-bbox="648 496 1923 938"> <thead> <tr> <th data-bbox="655 501 848 540">Category of use</th> <th data-bbox="848 501 1917 540">Example</th> </tr> </thead> <tbody> <tr> <td data-bbox="655 540 848 933">Preferences</td> <td data-bbox="848 540 1917 933"> <p data-bbox="863 570 1896 688">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="863 711 1896 769">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="863 792 1896 911">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td> </tr> </tbody> </table>	Category of use	Example	Preferences	<p data-bbox="863 570 1896 688">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="863 711 1896 769">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="863 792 1896 911">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p data-bbox="863 570 1896 688">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="863 711 1896 769">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="863 792 1896 911">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"> <tr> <td data-bbox="695 331 890 1198">Advertising</td> <td data-bbox="890 331 1936 1198"> <p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p> </td> </tr> </table> <p data-bbox="1283 1203 1955 1235" style="text-align: right;"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="707 329 1845 1203" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">Set up your ad's target language</h2><p>If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p>With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p>See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3>How language targeting works in AdWords</h3><p>Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <b>Google Display Network</b> (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr/><p> <b>Example</b></p><p>Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></p>

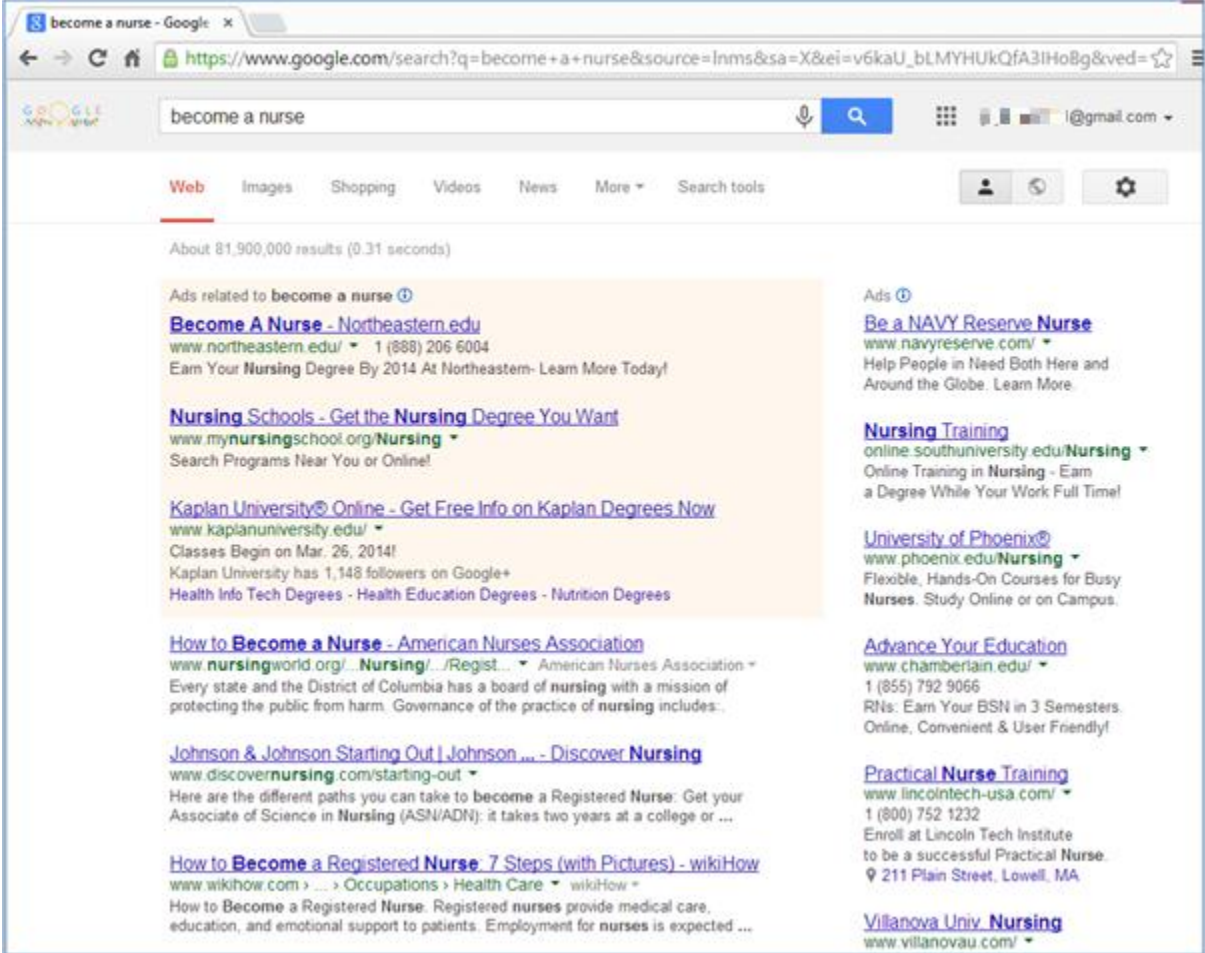
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><b>Smarter ads optimized for varying user contexts:</b> Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p><a href="http://www.google.com/think/products/enhanced-campaigns.html">http://www.google.com/think/products/enhanced-campaigns.html</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 329 1896 849"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><b>Get Started</b> For free setup help call: <b>1-855-600-2762*</b></p>    <p><b>People search on Google</b> People search on Google for products and services that you have to offer.</p> <p><b>They see your ad</b> We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> <p><b>You get more customers</b> When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> <p data-bbox="600 857 1955 927"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchchads&amp;utm_medium=et</a></p> <div data-bbox="653 967 1896 1101"> <p><b>Where geographically will people see my ad?</b></p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p data-bbox="1310 1109 1955 1141"><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p>

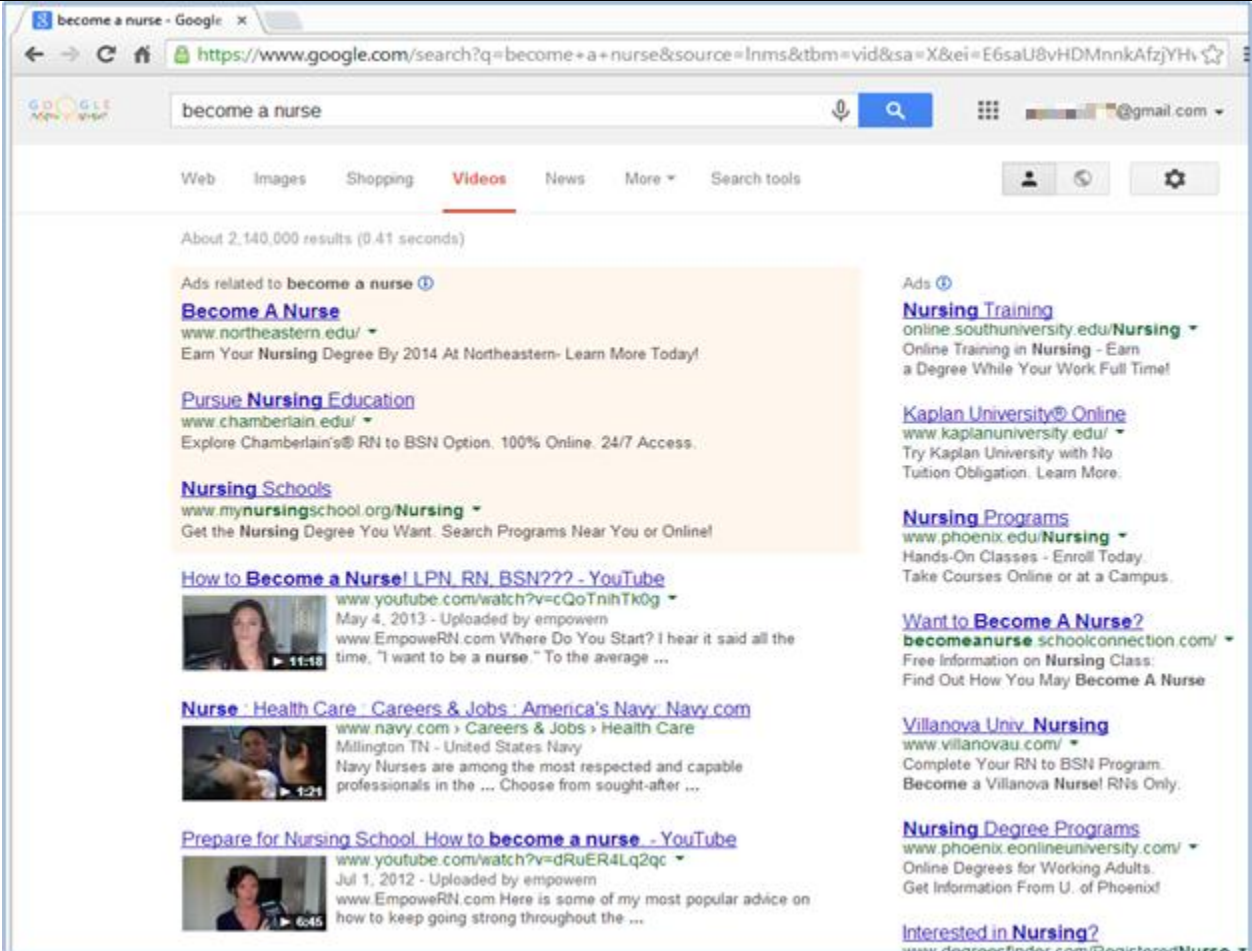
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="655 337 1896 581"><b>4. Better location matching for customers</b> Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p> <p data-bbox="961 621 1955 654"><a href="http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</a></p>

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

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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 the at least one advertisement via the communications link to the data processing device.  See above.

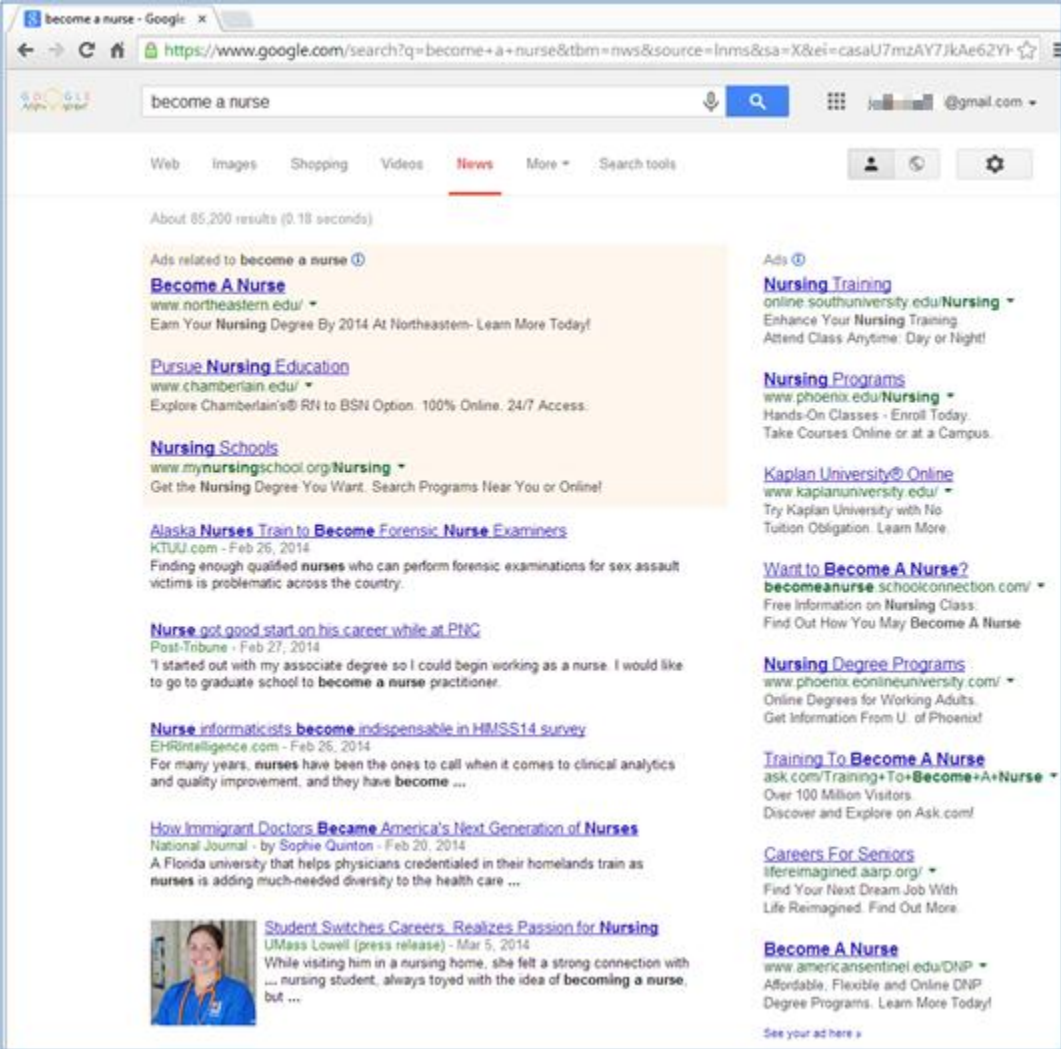
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"> <li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Nursing Schools - Get the Nursing Degree You Want</b>: www.mynursingschool.org/Nursing. Search Programs Near You or Online!</li> <li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b>: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li> <li><b>Be a NAVY Reserve Nurse</b>: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.</li> <li><b>Nursing Training</b>: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!</li> <li><b>University of Phoenix®</b>: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li> <li><b>Advance Your Education</b>: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li> <li><b>Practical Nurse Training</b>: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA</li> <li><b>Villanova Univ Nursing</b>: www.villanovau.com/.</li> </ul> <p>The organic search results include:</p> <ul style="list-style-type: none"> <li><b>How to Become a Nurse - American Nurses Association</b>: www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li> <li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li> </ul>

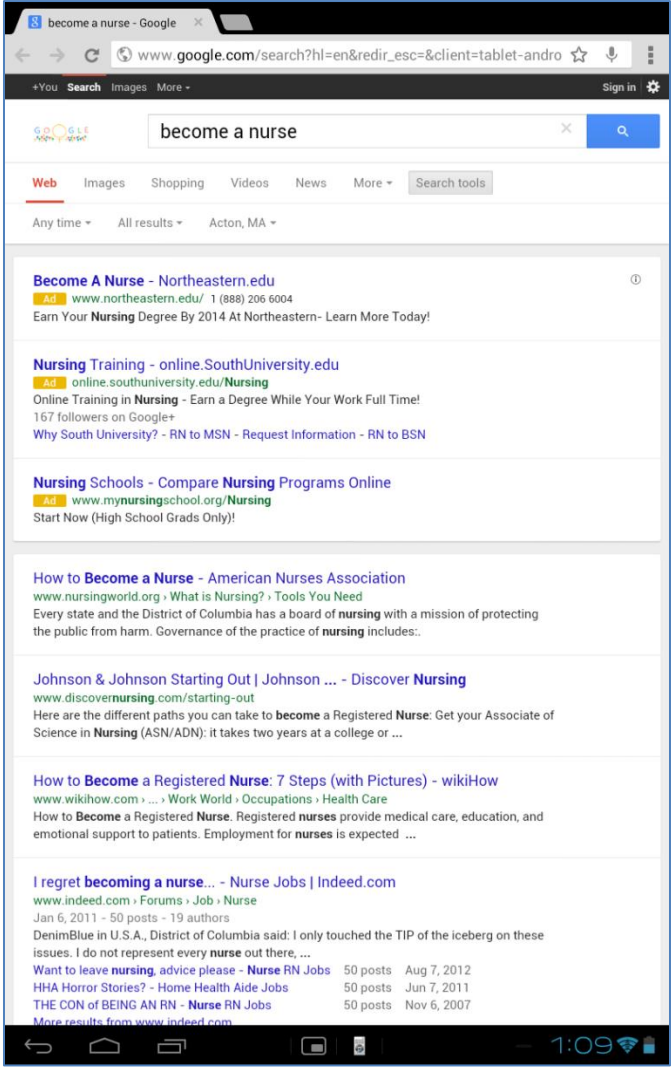


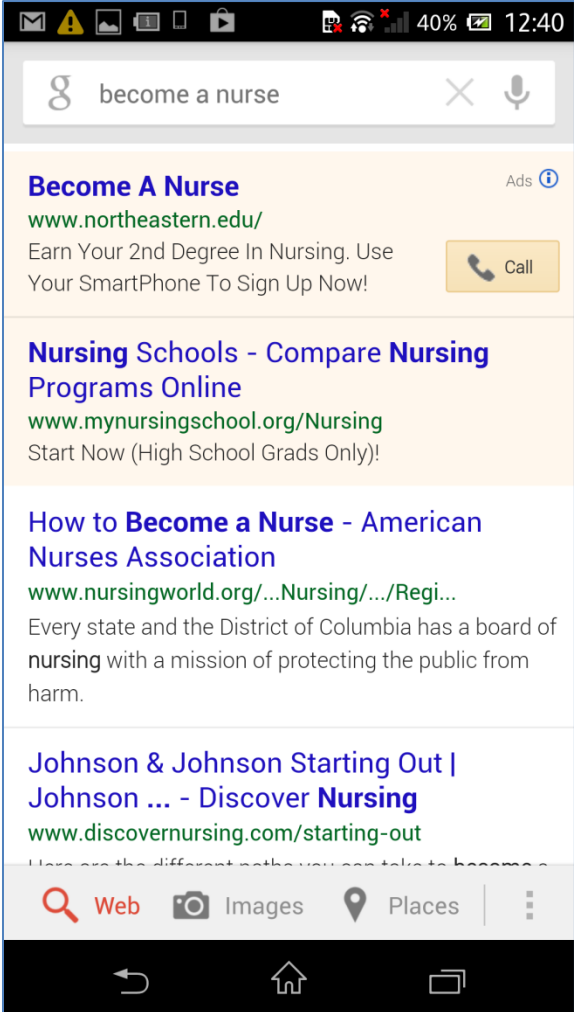
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and video thumbnails. The ads are for nursing programs from Northeastern University, Chamberlain University, MyNursingSchool.org, Phoenix University, and Villanova University. The video thumbnails are for "How to Become a Nurse! LPN, RN, BSN???", "Nurse: Health Care Careers &amp; Jobs: America's Navy", and "Prepare for Nursing School. How to become a nurse".</p> <p>become a nurse - Google</p> <p>https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;tbm=vid&amp;sa=X&amp;ei=E6saU8vHDMnnkAfzjYHv</p> <p>become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 2,140,000 results (0.41 seconds)</p> <p>Ads related to become a nurse</p> <p><b>Become A Nurse</b> www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>Pursue Nursing Education</b> www.chamberlain.edu/ Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</p> <p><b>Nursing Schools</b> www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p><b>How to Become a Nurse! LPN, RN, BSN???</b> - YouTube www.youtube.com/watch?v=cQoTnihTk0g May 4, 2013 - Uploaded by empowern www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...</p> <p><b>Nurse: Health Care Careers &amp; Jobs: America's Navy</b> Navy.com www.navy.com &gt; Careers &amp; Jobs &gt; Health Care Millington TN - United States Navy Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</p> <p><b>Prepare for Nursing School. How to become a nurse</b> - YouTube www.youtube.com/watch?v=dRuER4Lq2qc Jul 1, 2012 - Uploaded by empowern www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ...</p> <p>Ads</p> <p><b>Nursing Training</b> online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</p> <p><b>Kaplan University@ Online</b> www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.</p> <p><b>Nursing Programs</b> www.phoenix.edu/Nursing Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</p> <p><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on Nursing Class. Find Out How You May Become A Nurse</p> <p><b>Villanova Univ. Nursing</b> www.villanovau.com/ Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</p> <p><b>Nursing Degree Programs</b> www.phoenix.onlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p><b>Interested in Nursing?</b> www.degreefinder.com/DeictedtoNurse</p>

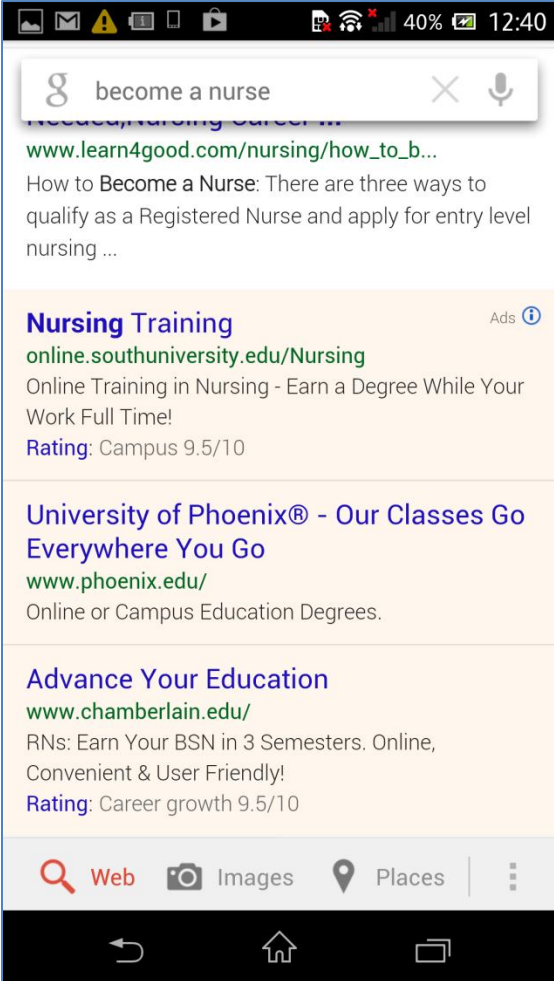


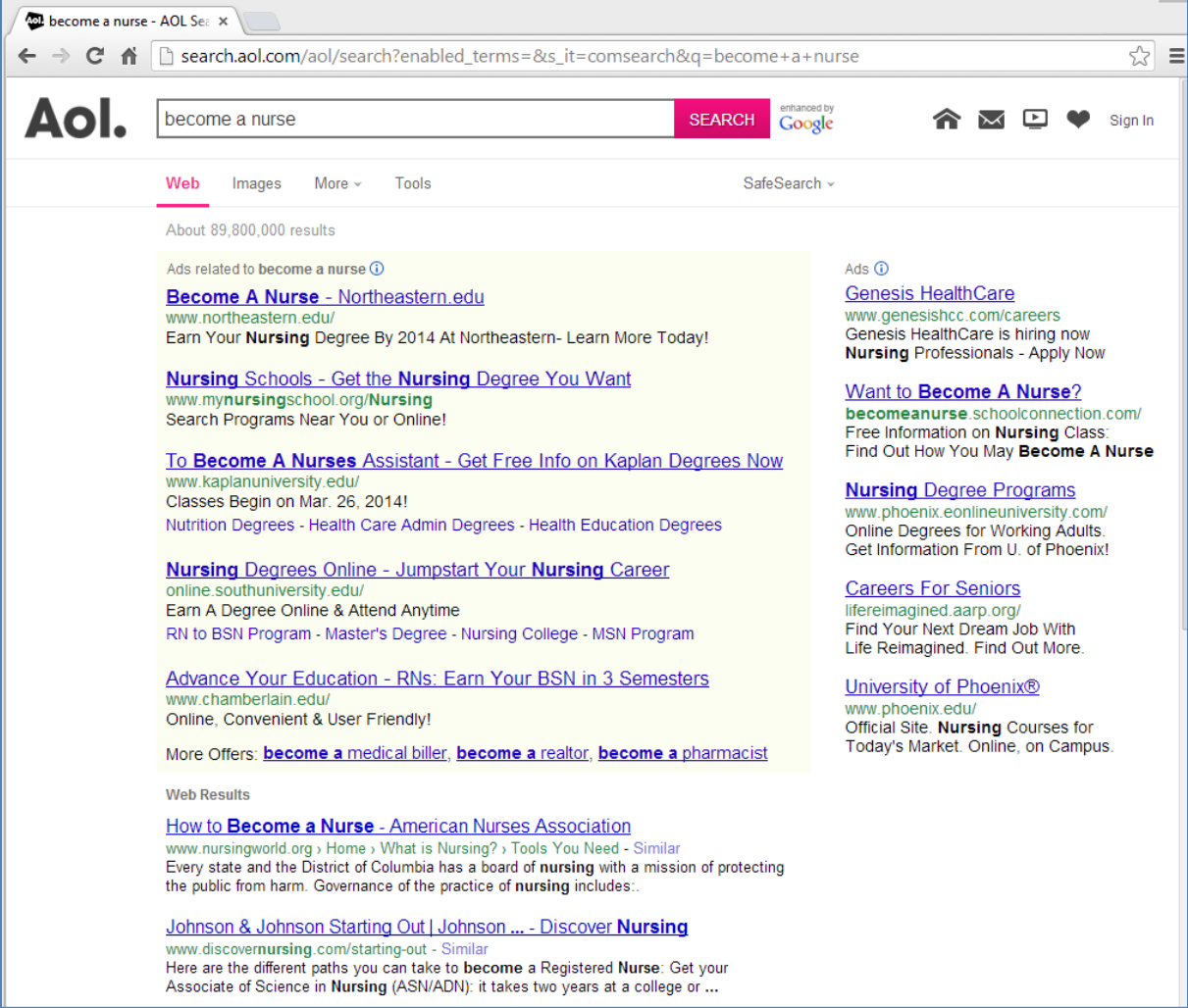
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

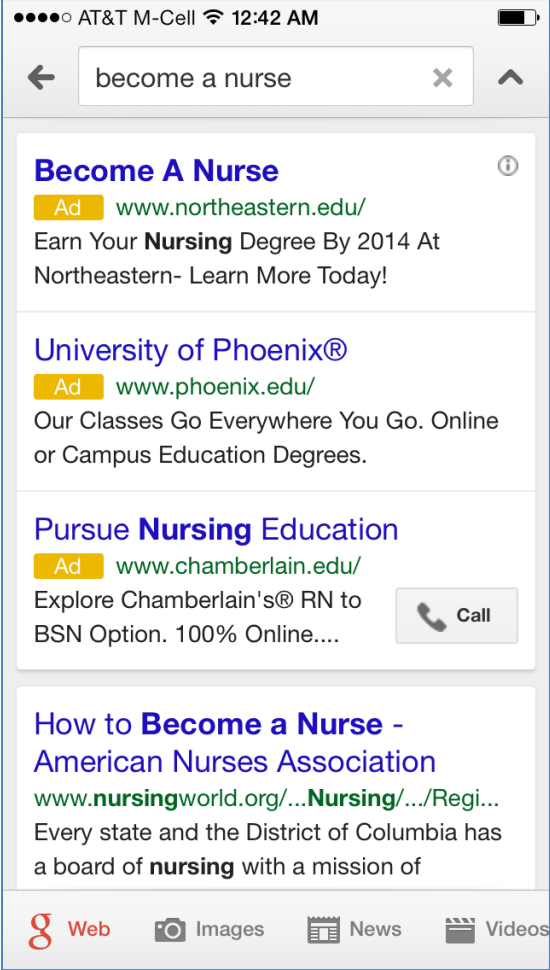
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ...</li></ul> <p>Organic search results include:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University@ Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More</li><li><b>Become A Nurse</b> (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>At the bottom right, there is a link: "See your ad here &gt;</p>

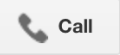
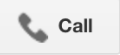
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a list format. The top result is an advertisement for "Become A Nurse - Northeastern.edu" with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for "Nursing Training - online.SouthUniversity.edu" with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs   Indeed.com". The search results are displayed on a mobile device interface with a navigation bar at the bottom showing the time as 1:09.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several sponsored links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) from <a href="http://www.northeastern.edu/">www.northeastern.edu/</a>. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> from <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!".</li><li><b>How to Become a Nurse - American Nurses Association</b> from <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a>. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> from <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "Here are the different paths you can take to become a..."</li></ul> <p>The bottom of the screen shows navigation tabs for "Web", "Images", and "Places", and a mobile OS navigation bar with back, home, and recent apps icons.</p>

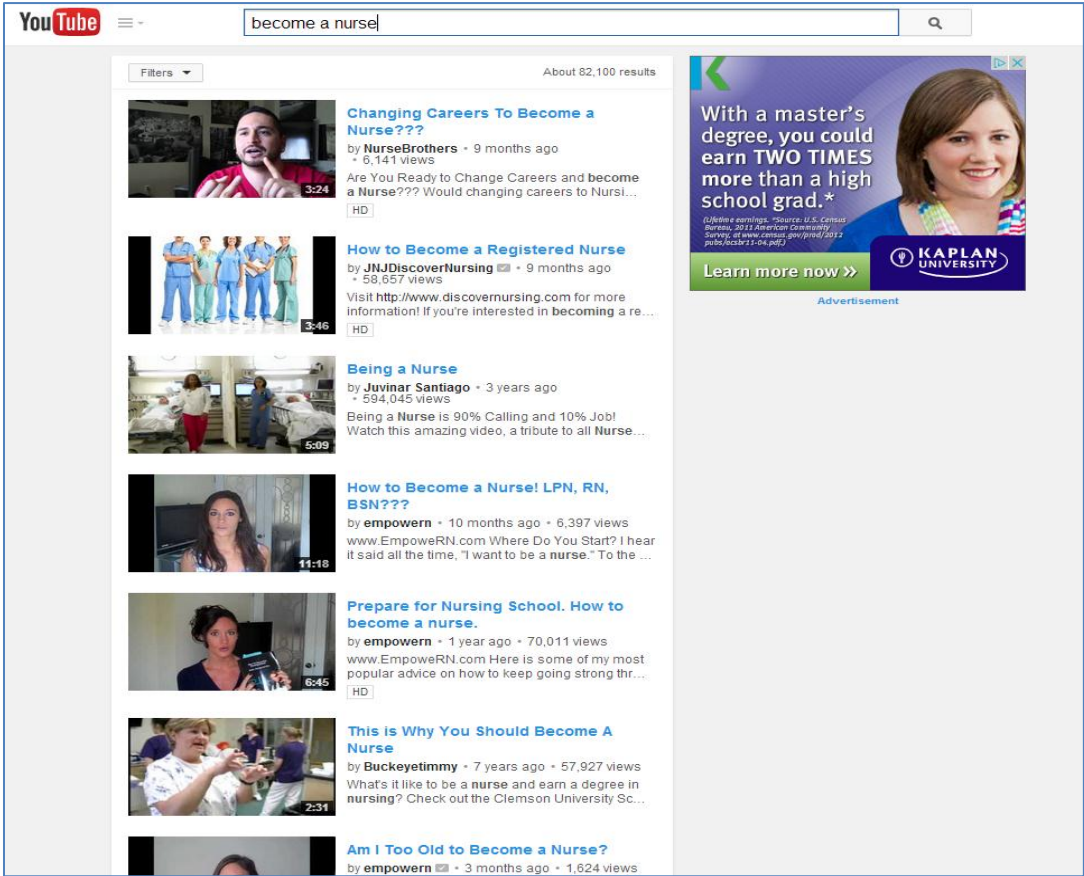
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> and three sponsored advertisements. The first ad is for "Nursing Training" from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. The third ad is for "Advance Your Education" from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. The interface includes a search bar, navigation icons (Web, Images, Places), and a bottom dock with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <p>Navigation bar at the bottom: Web, Images, News, Videos</p>




U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 646"> <p><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...  <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a>                      How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p><b>Nursing Schools</b> ⓘ                      Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>                      Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p><b>Practical Nurse Training</b>                      Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a>                      Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.   <a href="#">Programs and Campuses - Apply Online</a></p> </div> <div data-bbox="1010 1062 1549 1305"> <p><b>Nursing Degree Programs</b>                      Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a>                      Online Programs for Busy Adults. Pursue a Degree with U.                       of Phoenix!  <a href="#">Nursing Programs - Nursing Degrees</a></p> </div>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are displayed in a list format, each with a video thumbnail, title, channel name, and view count. The results include:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers, 9 months ago, 6,141 views.</li><li><b>How to Become a Registered Nurse</b> by JNDiscoverNursing, 9 months ago, 58,657 views.</li><li><b>Being a Nurse</b> by Juvinar Santiago, 3 years ago, 594,045 views.</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empowern, 10 months ago, 6,397 views.</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empowern, 1 year ago, 70,011 views.</li><li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy, 7 years ago, 57,927 views.</li><li><b>Am I Too Old to Become a Nurse?</b> by empowern, 3 months ago, 1,624 views.</li></ul> <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". The Kaplan University logo is also visible.</p>



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;"><b>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?</b> <a href="#">Find Out How &gt;</a></p> <p style="text-align: center;"><b>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</b></p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p><a href="#">Nursing Schools</a> www.mynursingschool.org/Nursing Get the <b>Nursing</b> Degree You Want. Search Programs Near You or Online!</p> <p><a href="#">Registered Nurse Courses</a> www.anthem.edu/Nursing No Waiting list. Start soon for Registered <b>Nurse</b> Programs at FCC. <a href="#">Apply Now</a> <a href="#">About FCC</a> <a href="#">All Programs</a> <a href="#">Accreditations</a></p> <p><a href="#">To Become A Nurses Assistant</a> www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+ <a href="#">Nutrition Degrees</a> <a href="#">Health Care Admin Degrees</a> <a href="#">Health Education Degrees</a> <a href="#">Health Info Tech Degrees</a> <a href="#">Medical Assistant Degrees</a></p> <p><a href="#">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! <a href="#">Nursing &amp; Health Programs</a> <a href="#">Nursing &amp; Health Degrees</a> <a href="#">Browse Nursing Degrees</a> <a href="#">Speak To An Advisor Today</a> <a href="#">Online Nursing Degrees</a> <a href="#">Request Free Information</a></p> <p><a href="#">Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse...</a> Jul 3, 2013 ... Nursing Entrepreneurs. Nurse-Owned Businesses ... careers for nurses nurse education nursing information <b>becoming a nurse</b> what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault. tina.small.business.nurse.htm</p> <p><a href="#">The Top Ten Reasons... Jokes and Nursing Humor on: The...</a> Jokes and Nursing Humor : Nursing &amp; Medical Humor links and sites that will ... Amazon Store (Nursing and more) ..... Top Ten Reasons To <b>Become A Nurse</b> www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p><a href="#">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></p> <p><a href="#">Nursing School</a> www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p><a href="#">Start a Career as a Nurse</a> www.breckinridgenursing.com/ Classes Available Online &amp; In Person. Get Started Today!</p> <p><a href="#">Careers For Seniors</a> lifeimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p><a href="#">Training To Become A Nurse</a> ask.com/Training+To+Become+A+Nurse Training To <b>Become A Nurse</b>. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p> <p style="text-align: center;"><b>Google Custom Search</b></p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="667 331 1289 362"><b>Make sure your business shows up on Google</b></p> <p data-bbox="667 394 1654 443">Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p> <div data-bbox="653 509 1896 837"><p data-bbox="835 513 926 532"><b>Computer</b></p><p data-bbox="1310 513 1373 532"><b>Tablet</b></p><p data-bbox="1738 513 1864 532"><b>Mobile phone</b></p></div> <p data-bbox="1457 849 1955 880"><a href="http://www.google.com/ads/searchads/">http://www.google.com/ads/searchads/</a></p> <div data-bbox="653 919 1896 1053"><p data-bbox="684 938 1041 958"><b>– Where on Google will my ads appear?</b></p><p data-bbox="716 987 1839 1036">Ads appear alongside or above Google search results, in sections marked "Sponsored links", as well as on other partner websites. Your ads can appear on a desktop computer, tablet or mobile phone.</p></div> <p data-bbox="1524 1065 1955 1096"><a href="http://www.google.com/ads/new/">http://www.google.com/ads/new/</a></p> <div data-bbox="653 1136 1896 1279"><p data-bbox="684 1166 982 1185"><b>– Where will my ad show?</b></p><p data-bbox="716 1227 1818 1247">Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites.</p></div> <p data-bbox="1314 1292 1955 1323"><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p>

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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

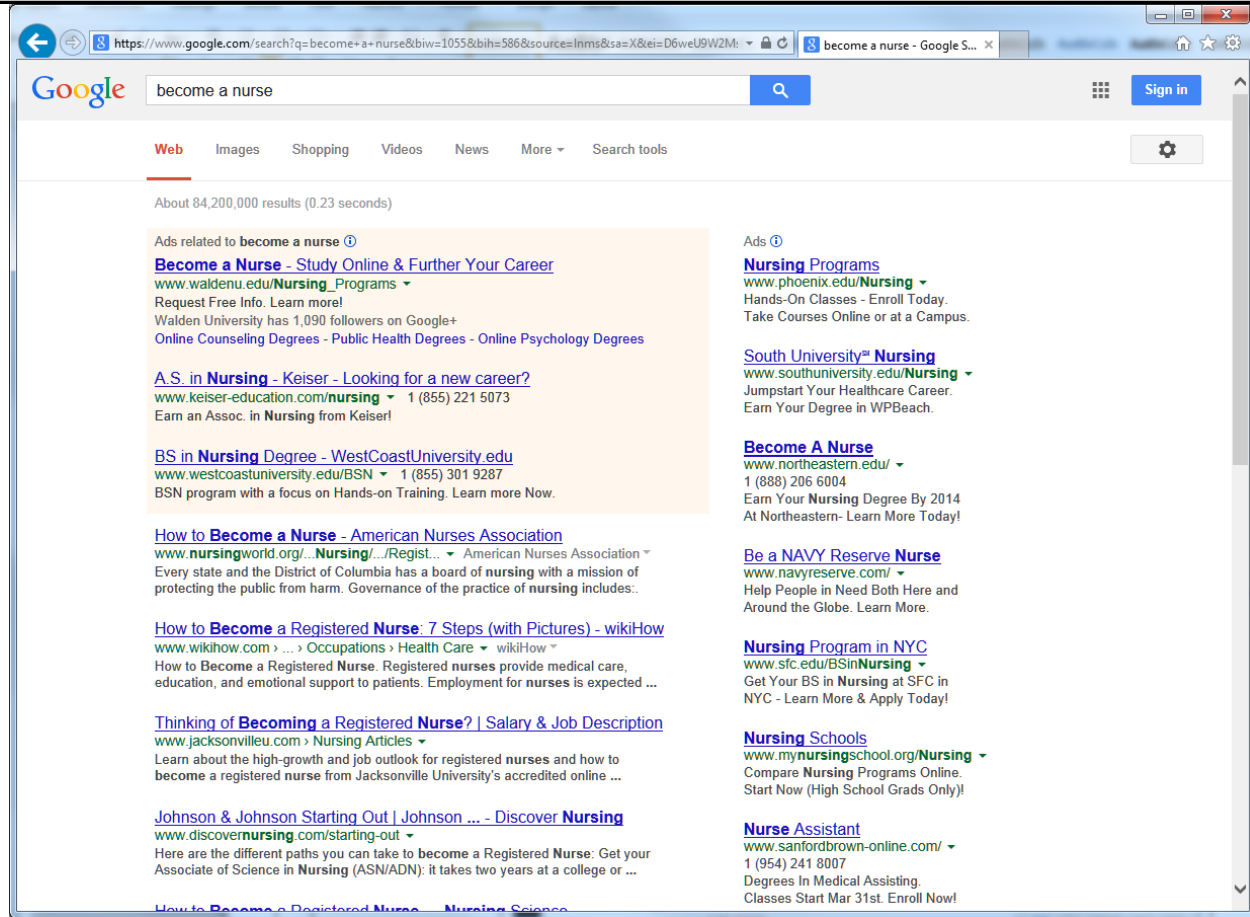
U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Fiddler Web Debugger interface. The main window shows a list of network requests. The selected request is a GET request to `https://www.google.com/search?output=search&client=psy-ab&sq-become+a+nurse&sq-become+a+nurse&sq-jhp.3.353902002.20613.31350.0.32482.19.13.2.0.1.1068.5851.3-10322.8.0.chm_pg_s_120`. The right-hand pane shows the request headers, including 'Accept', 'Accept-Encoding', 'Accept-Language', 'User-Agent', 'Cookie', and 'Referer'. The 'Cookie' header is expanded, showing a session cookie for Google. The 'Referer' header is `https://www.google.com/`. The bottom status bar shows the client data: `Client Data: CL+ivQE8B3Aq8a8C0w2vQE4u3J4Qe8e00YyEUVYKAQ==`.

U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a Google search results page for the query "become a nurse". The search results include several sponsored links (ads) and organic search results. A DOM Explorer window is overlaid on the bottom of the page, showing the HTML structure of the selected search result. The DOM Explorer highlights the following code:

```
<div class="rc" data-hveid="64">  
  <h3 class="r">  
    <a onmousedown="return rwt  
      (this,'','','','1','AFQjCNGm2Fjj1syleVFeahFSNZL9648DZA','','0CEEQF  
      jAA','','',event)" href="http://www.google.com/url?  
      sa=t&rt=j&q=&src=s&source=web&cd=1&cad=rja&uact=8&ved=0CEEQFjAA&  
      url=http%3A%2F%2Fwww.nursingworld.org%2FESpeciallyForYou%2FWhat-  
      is-Nursing%2FTools-You-Need%  
      2FRegisteredNurseLicensing.html&ei=FKweU807B-  
      u0AGFz1BQ&usq=AFQjCNGm2Fjj1syleVFeahFSNZL9648DZA&bv=62788935,d  
      .dmQ"></a>  
  </h3>
```

The DOM Explorer also shows the "Styles" panel for the selected element, which includes the following styles:

- Inline style { }
- alink, .w, .qactive, .qvisited { cursor: pointer; search:10 }
- alink, .w, #prs avisited, #prs aactive, .qactive, .qvisited, .kactive, .tbotu { color: #1e0fe; search:10 }
- Inherited from h3.r
- #res h3.r { search:10 }

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO.  
7,895,178

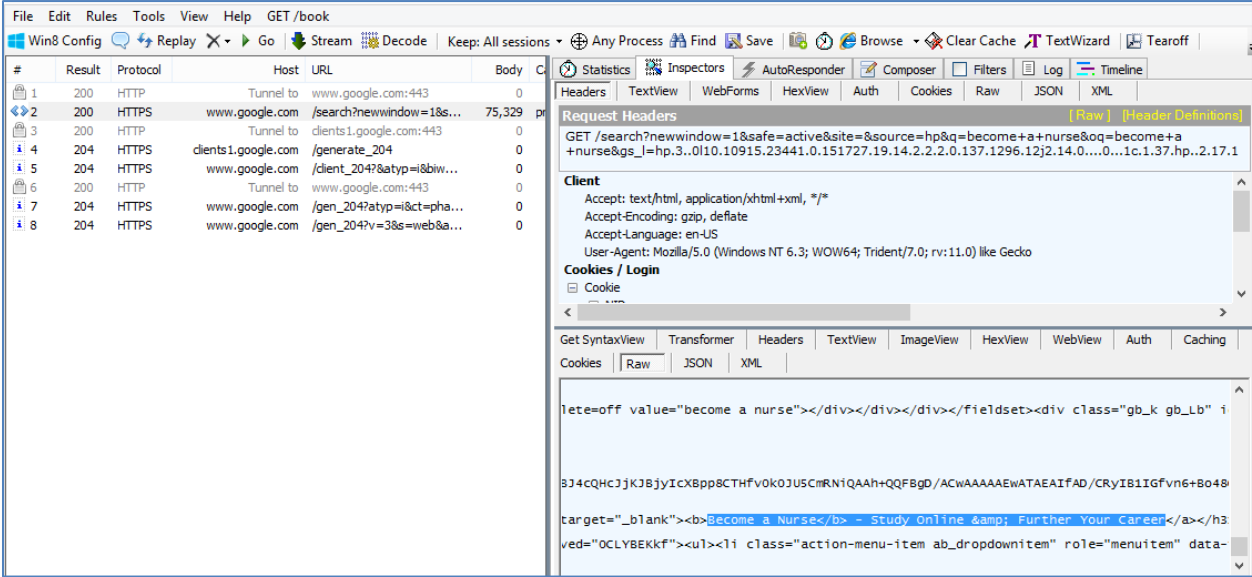
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

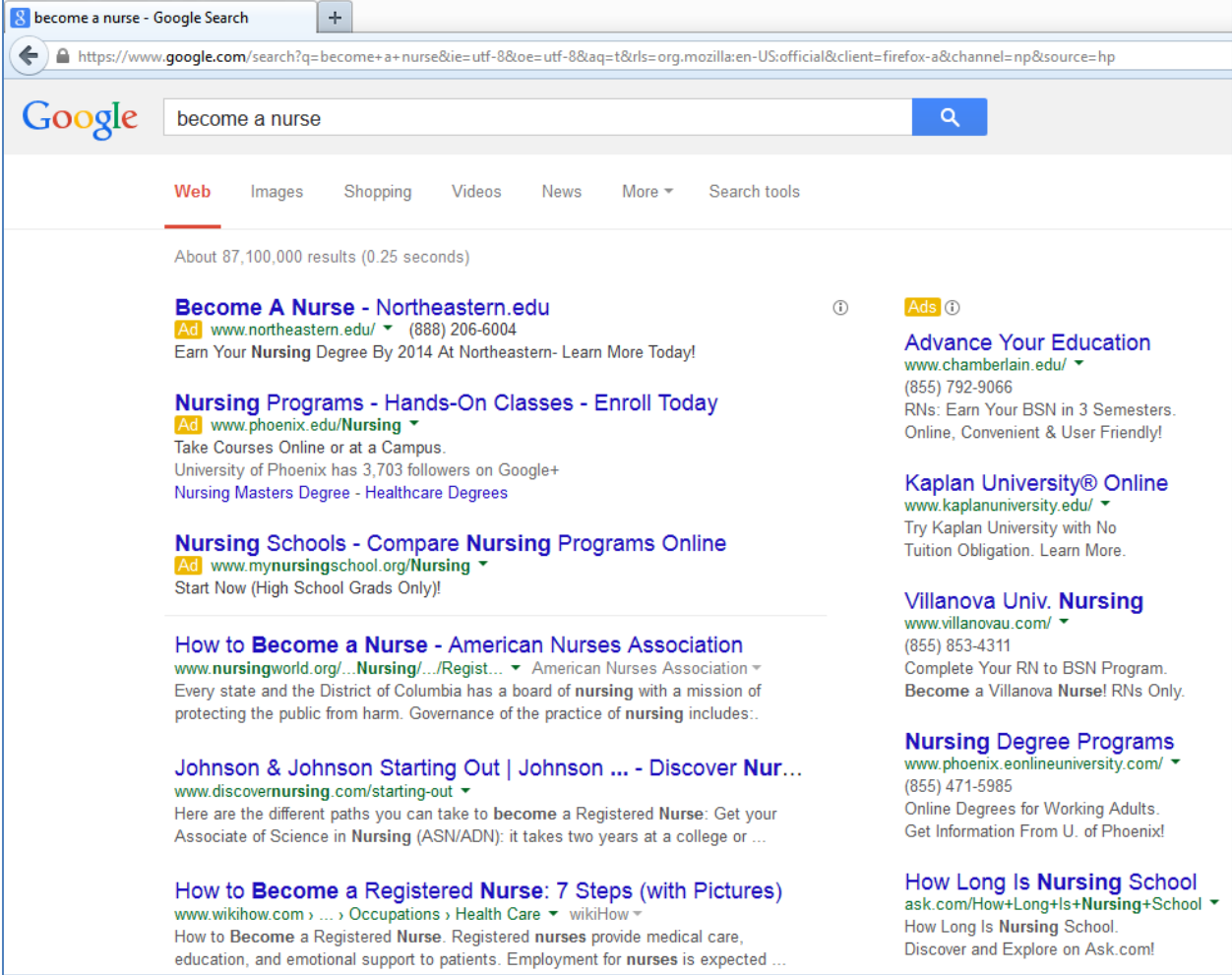
The screenshot shows a Google search results page for the query "become a nurse". The search results include several organic links and advertisements. The DOM Explorer is open at the bottom, showing the HTML structure of the page. The selected element is an advertisement link with the following HTML code:

```
<a id="vs0p1" onmousedown="return google.arwt(this)" href="http://www.google.com/ac1k?sa=i&ai=CaPR2FKweU7-5Ce6ksAFdkofIu9y37wTrwIPgogH42YukAggAEAEoA1D1jIb8-v___8BYmGqYvApNgP0AHdwlRhA8gBAaoEKE_QdgiQvTyG-1Mb1HbgVtIK1v3d0IP1SKdQlSLubk5h6KF025TuJpNAB4u_xR6Q8wM&sig=A0D64_2ExdR9HwkvXMeie05Mg_01Qx9Mhw&rct=j&q=become+a+nurse&ved=0CCgQ0Qw&adur=1http://info.waldenu.edu/walden-programs/nursing/?comm_code%3D4111325%26inFinity%3Dgaw-College%2520of%2520Health%2520Sciences%2520BUS%2520BENG%2520PART-NUR%2520NON%2520GEN%2520BALL%2520Become%2520a%2520Nurse%2520BROAD-43710364691-how%2520to%2520become%2520an%2520n-b">...</a>
```

The DOM Explorer also shows the CSS styles for the selected element, including an inline style and a class-based style:

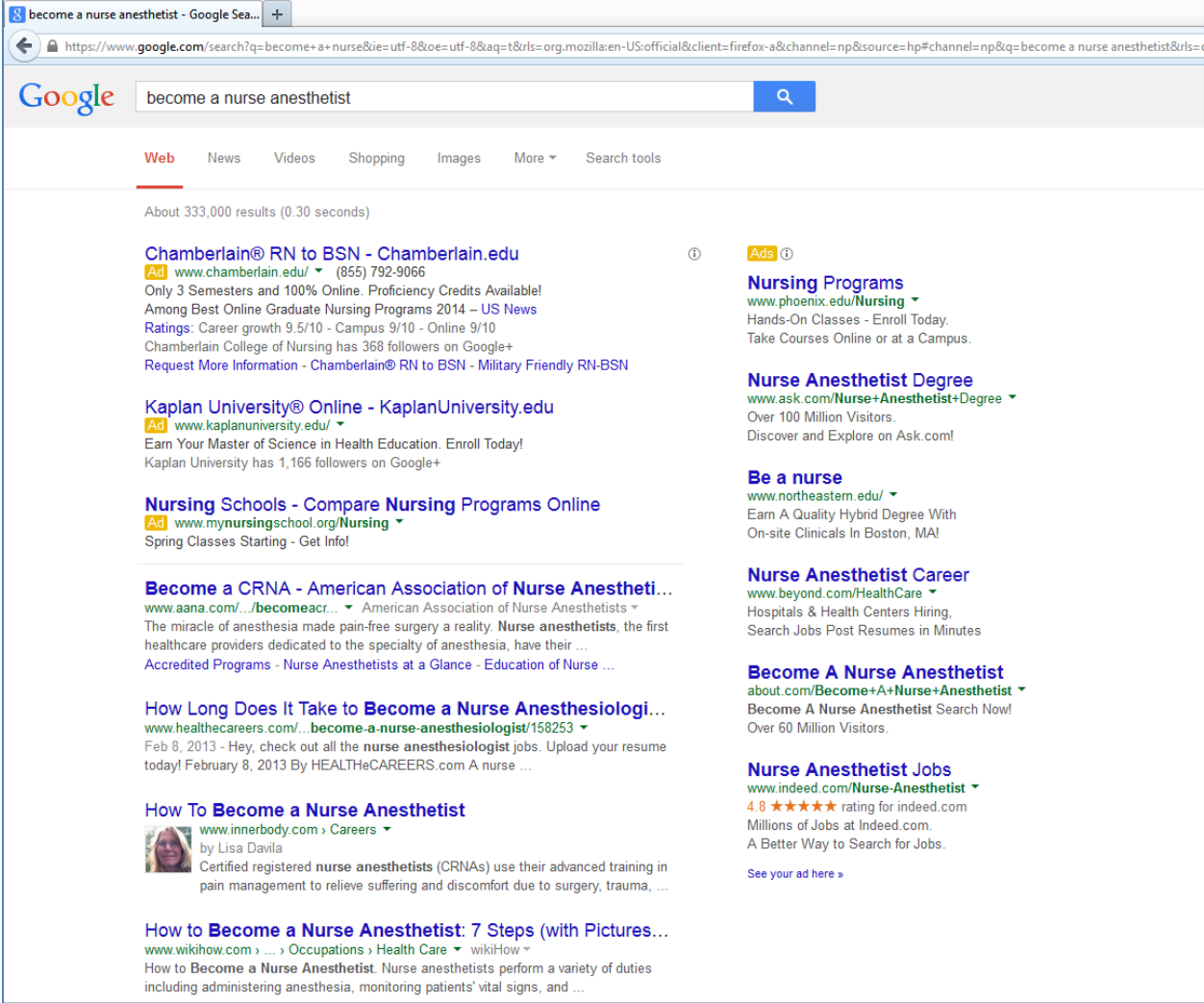
```
Inline style { } #center_col _kb a { color: #1e0fbc; } _kb h3 a { text-decoration: underline; } _kb a { text-decoration: none; }
```

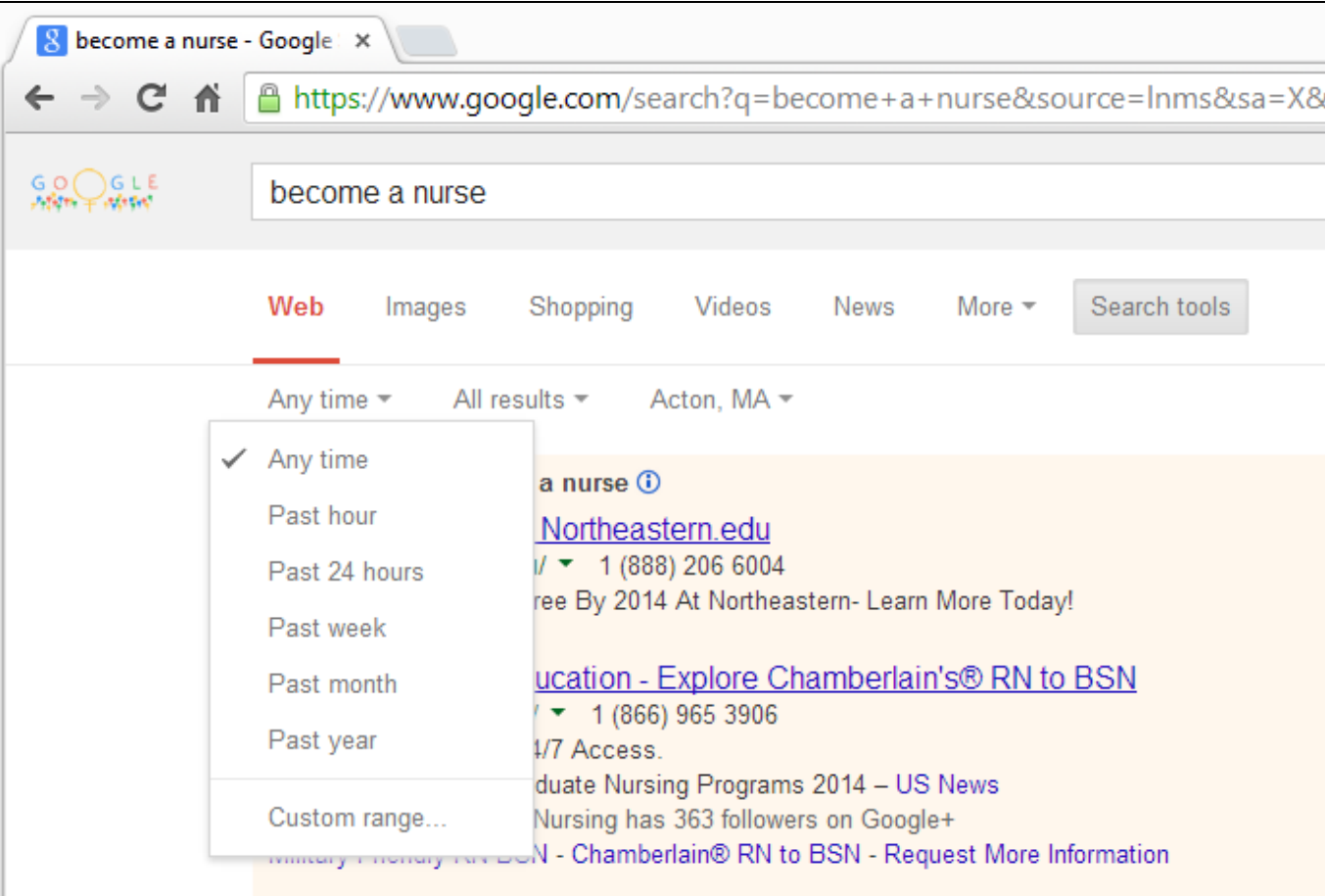
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a network traffic analysis tool interface. The main window displays a list of network events. The selected event is an HTTP 204 response from www.google.com to clients1.google.com. The right-hand pane shows the 'Request Headers' for this event, including 'Accept', 'Accept-Encoding', 'Accept-Language', and 'User-Agent'. Below the headers, there is a 'Cookies / Login' section and a 'Raw' view showing the raw HTTP response body, which includes HTML code for search results.</p>
<p>receiving search refinement input from the data processing device via the communications link;</p>	<p>The Accused Instrumentalities receive search refinement input from the data processing device via the communications link.</p>

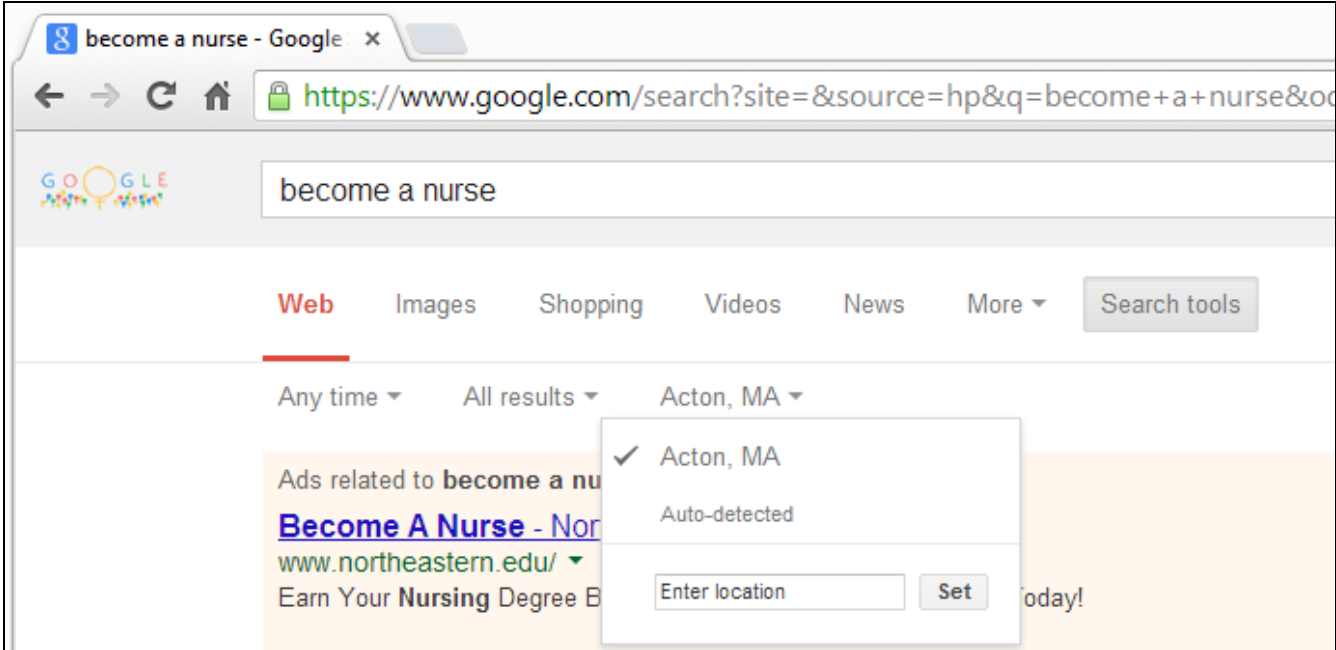
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements (marked with "Ad") and organic search results. The advertisements are for nursing programs from Northeastern.edu, Phoenix.edu, MyNursingSchool.org, Villanova Univ. Nursing, and Phoenix.eonlineuniversity.com. Organic results include the American Nurses Association, Johnson &amp; Johnson, and WikiHow.</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p>

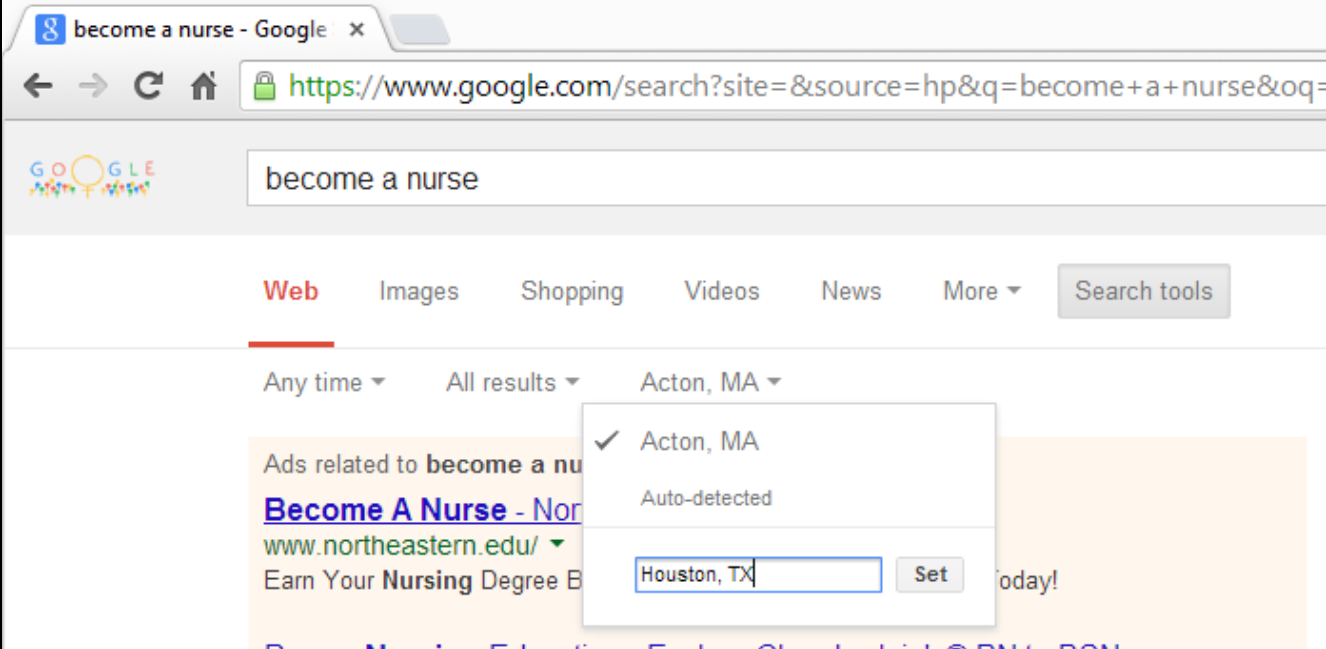


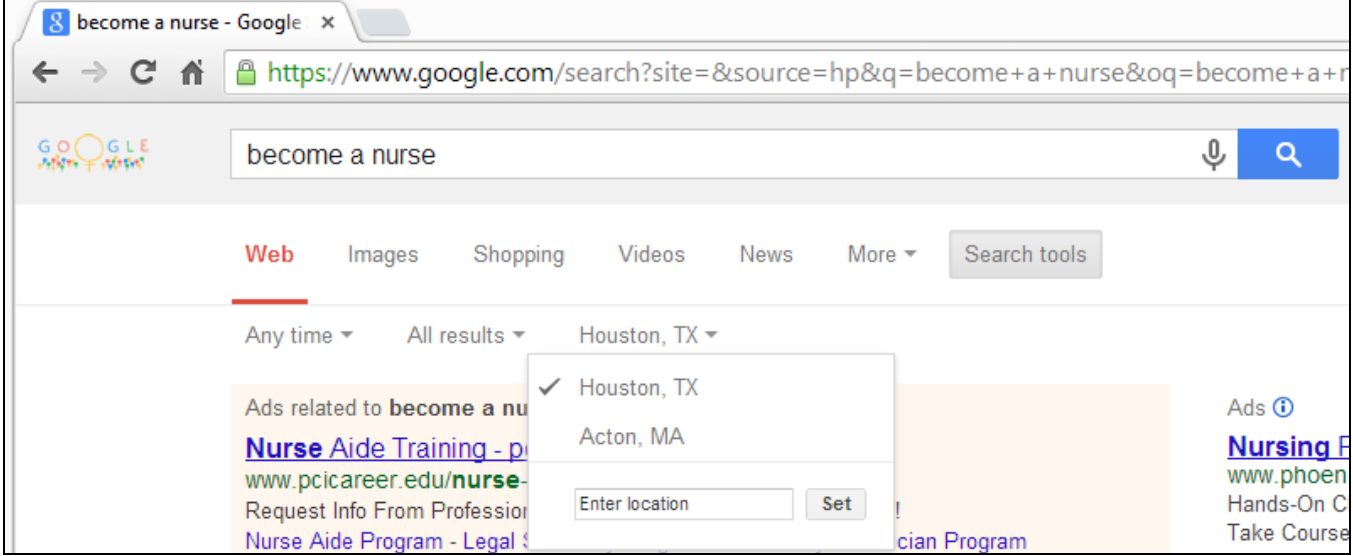
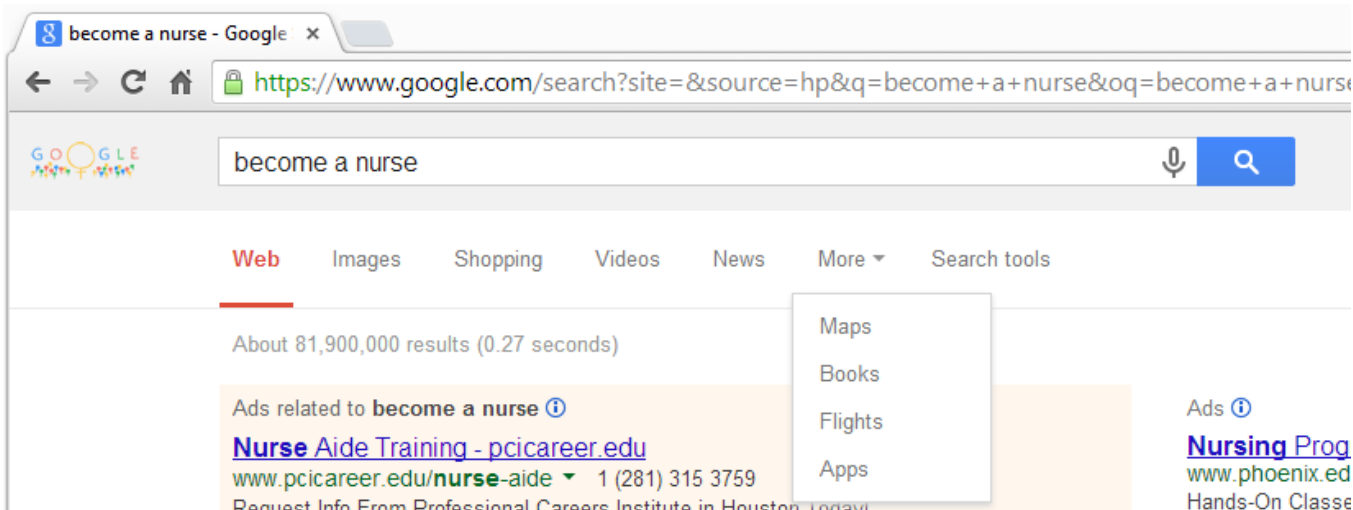
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

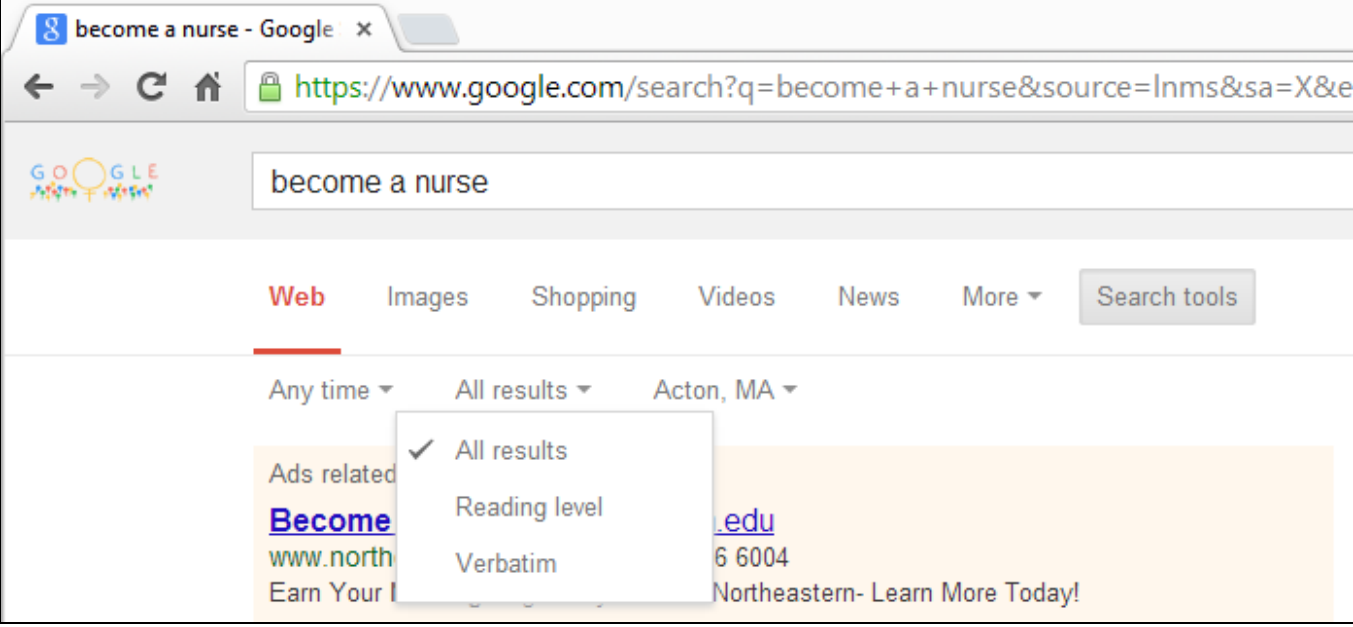
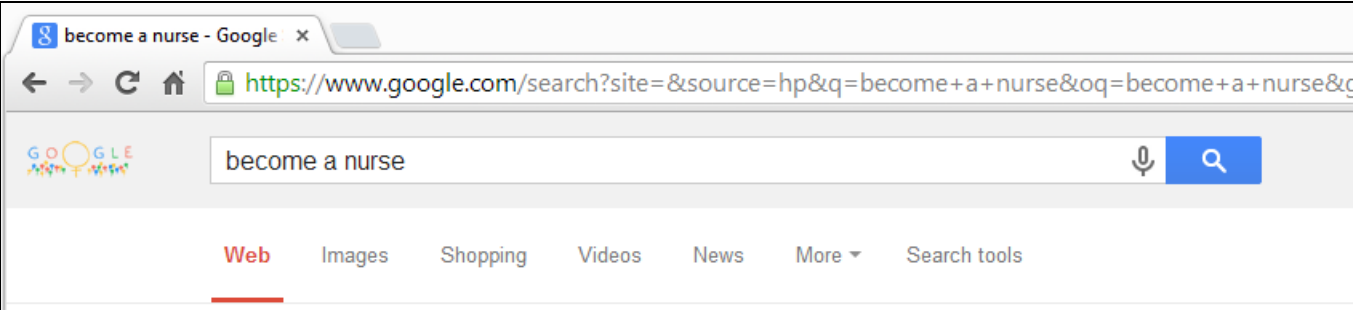
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several organic links and paid advertisements. The organic results are:</p> <ul style="list-style-type: none"> <li><b>Chamberlain® RN to BSN - Chamberlain.edu</b>: An advertisement for Chamberlain College of Nursing, highlighting online programs and accreditation.</li> <li><b>Kaplan University® Online - KaplanUniversity.edu</b>: An advertisement for Kaplan University's online nursing programs.</li> <li><b>Nursing Schools - Compare Nursing Programs Online</b>: A link to MyNursingSchool.org for comparing programs.</li> <li><b>Become a CRNA - American Association of Nurse Anesthetists</b>: A link to the American Association of Nurse Anesthetists (AANA) website.</li> <li><b>How Long Does It Take to Become a Nurse Anesthesiologi...</b>: A link to HealthCareers.com regarding the time to become a nurse anesthesiologist.</li> <li><b>How To Become a Nurse Anesthetist</b>: A link to Innerbody.com with a byline for Lisa Davila, discussing the training for CRNAs.</li> <li><b>How to Become a Nurse Anesthetist: 7 Steps (with Pictures...</b>: A link to WikiHow.com providing a step-by-step guide.</li> </ul> <p>The paid advertisements on the right side of the page include:</p> <ul style="list-style-type: none"> <li><b>Nursing Programs</b>: An advertisement for Phoenix.edu's nursing programs.</li> <li><b>Nurse Anesthetist Degree</b>: An advertisement for Ask.com's nurse anesthetist degree program.</li> <li><b>Be a nurse</b>: An advertisement for Northeastern.edu's hybrid nursing degree.</li> <li><b>Nurse Anesthetist Career</b>: An advertisement for Beyond.com's health care career resources.</li> <li><b>Become A Nurse Anesthetist</b>: An advertisement for About.com's search for nurse anesthetist programs.</li> <li><b>Nurse Anesthetist Jobs</b>: An advertisement for Indeed.com's job listings for nurse anesthetists.</li> </ul> <p>The URL at the bottom of the screenshot is: <a href="https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-">https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-</a></p>

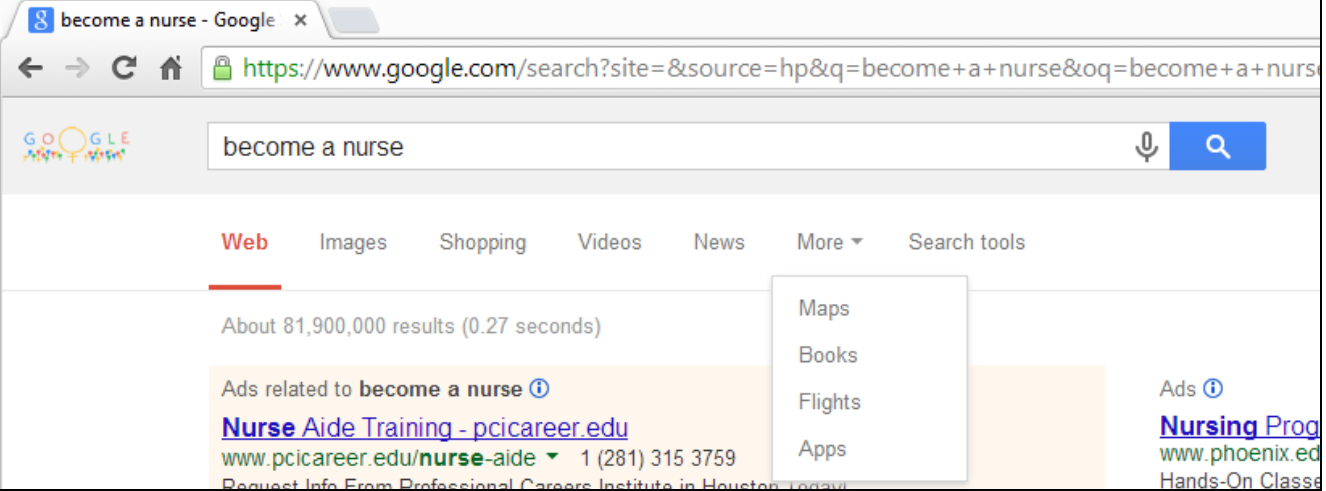
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become%20a%20nurse%20anesthetist&amp;rls=org.mozilla:en-US:official</p>  <p>The screenshot shows a Google search interface. The search query is "become a nurse". The search results are filtered by "Web". A dropdown menu is open over the "Any time" filter, showing options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include a link to "Northeastern.edu" with the phone number "1 (888) 206 6004" and a link to "Chamberlain's® RN to BSN" with the phone number "1 (866) 965 3906".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search query is "become a nurse". The location is set to "Acton, MA". A dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. Below the dropdown, there is a search result for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/".</p>

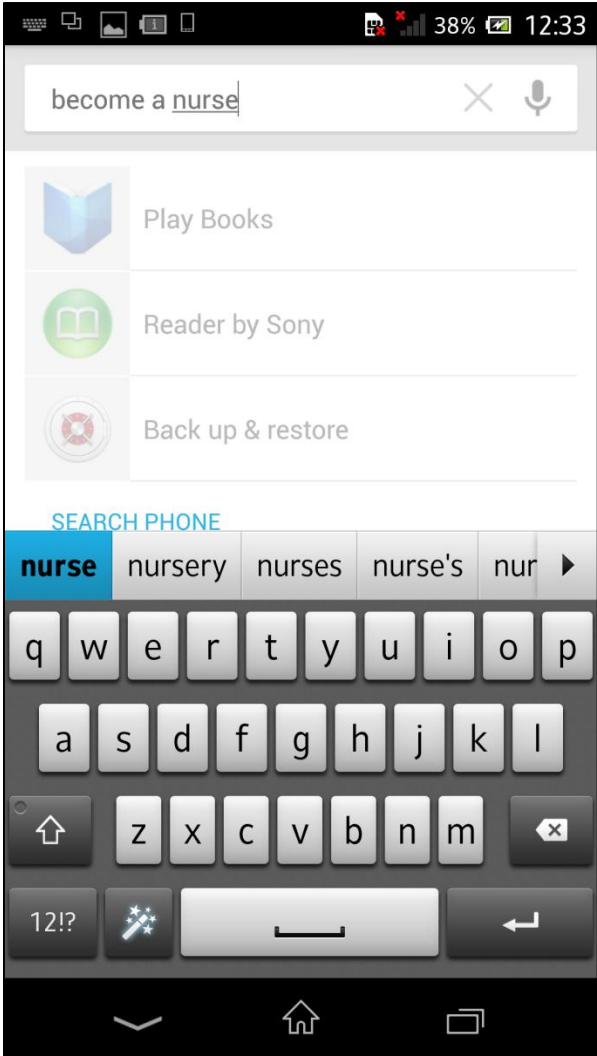
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The search results are filtered by location, with "Acton, MA" selected in the dropdown menu. The dropdown menu also shows "Auto-detected" and "Houston, TX" (which is currently entered in the input field). Below the dropdown, an advertisement for "Become A Nurse - Northeastern University" is visible, with the URL "www.northeastern.edu/" and the text "Earn Your Nursing Degree".</p>

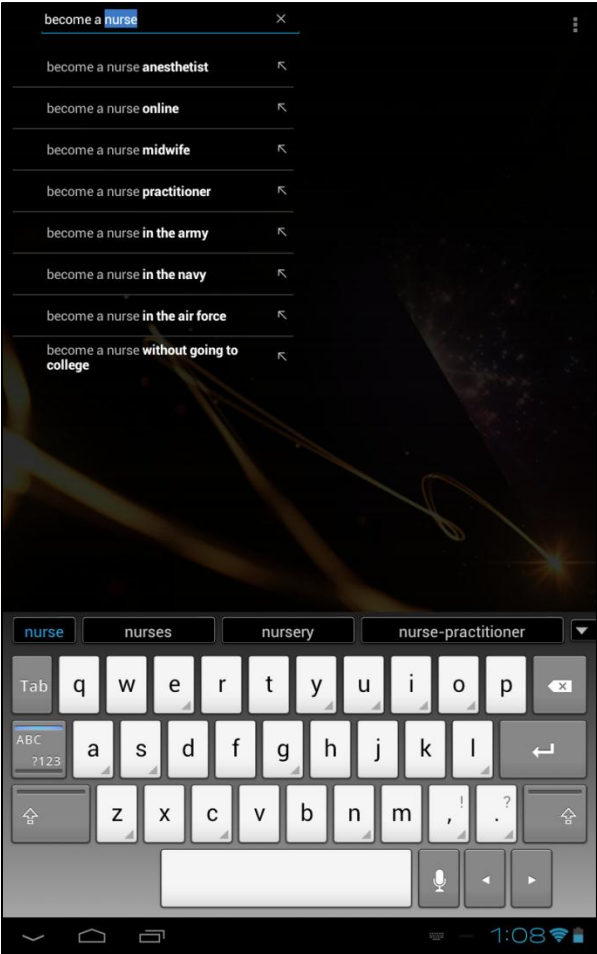
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a location dropdown menu that is open, showing "Houston, TX" as the selected location. Other options include "Acton, MA". The search results also show an advertisement for "Nurse Aide Training - pcicareer.edu" and another for "Nursing Program".</p>
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a dropdown menu that is open, showing "Maps", "Books", "Flights", and "Apps". The search results also show an advertisement for "Nurse Aide Training - pcicareer.edu" and another for "Nursing Program".</p>

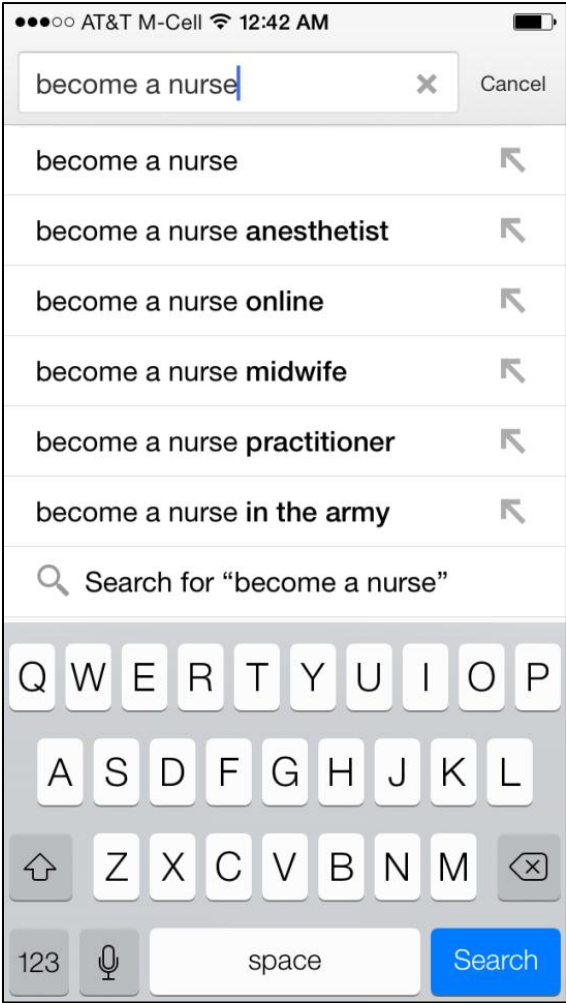
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results are filtered by "Web". A dropdown menu is open over the "All results" filter, showing options: "All results" (checked), "Reading level", and "Verbatim". Below the dropdown, a search result snippet is visible for "Become a nurse" from "www.northeastern.edu", with the text "Earn Your Bachelor's Degree in Nursing at Northeastern- Learn More Today!".</p>  <p>The second screenshot shows the same Google search page for "become a nurse". The search bar is visible with the query "become a nurse" and a search button. Below the search bar, the navigation tabs "Web", "Images", "Shopping", "Videos", "News", and "More" are visible, with "Web" selected.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 81,900,000 results (0.27 seconds)". There are two advertisement sections. The first is titled "Ads related to become a nurse" and features a link for "Nurse Aide Training - pcicareer.edu" with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". The second advertisement is titled "Nursing Program" and features the URL "www.phoenix.edu" and the text "Hands-On Classes". A dropdown menu is open over the "More" tab, listing "Maps", "Books", "Flights", and "Apps".</p>



U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the status bar displays icons for Wi-Fi, cellular signal, battery (38%), and time (12:33). Below the status bar is a search bar containing the text "become a nurse". To the right of the search bar are a close button (X) and a microphone icon. Below the search bar are three suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red circular icon. Below the suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a downward arrow, a home button, and a recent apps button.</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1016 331 1535 358">Mobile Handset running on Android 4.2</p>  <p data-bbox="1031 1382 1520 1409">Tablet Device Running Android 4.0.2</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface on an AT&amp;T M-Cell phone at 12:42 AM. The search bar contains the text "become a nurse". Below the search bar, a list of search results is displayed, each with a right-pointing arrow:</p> <ul style="list-style-type: none"><li>become a nurse</li><li>become a nurse anesthetist</li><li>become a nurse online</li><li>become a nurse midwife</li><li>become a nurse practitioner</li><li>become a nurse in the army</li></ul> <p>Below the list is a search prompt: "Search for 'become a nurse'". At the bottom of the screen is a QWERTY keyboard with a "Search" button in the bottom right corner.</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Google Search App Running on iOS 7.1

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1835 1370" style="border: 1px solid black; padding: 10px;"><p><b>Find certain types of results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click <b>Shopping</b>. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none"><li>• Images</li><li>• Maps</li><li>• Shopping</li><li>• News</li><li>• Videos</li><li>• Books</li><li>• Flights</li><li>• Apps</li></ul><p><b>Filter your results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like <b>Web</b> or <b>Images</b>, you can filter your results even further using <b>Search tools</b>.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none"><li>1. Type <b>planets</b> in the search box.</li><li>2. Click <b>Images</b>.</li><li>3. Click <b>Search tools</b>.</li><li>4. Click <b>Color</b>, then select the red filter.</li></ol></div>

U.S. PATENT NO.  
7,895,178

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## Filter your search results

You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.



### Settings

Trying to change your search settings? Visit [google.com/preferences](https://www.google.com/preferences) to change settings like SafeSearch, search history, results per page, languages, and location.

### How to add filters

1. At the top of your search results page, select a filtering option like **Images** or **News**. Click **More** to see extra choices.
2. Click **Search tools** to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.
3. Select one or more filters to narrow down your search results.
4. To go back to unfiltered results, click **Web** at the top of the search results page.
5. To remove any filters you've added through Search tools, click **Clear**.

Google history of seattle

Web Images Maps Shopping News More Search tools

About 269,000,000 results (0.19 seconds)

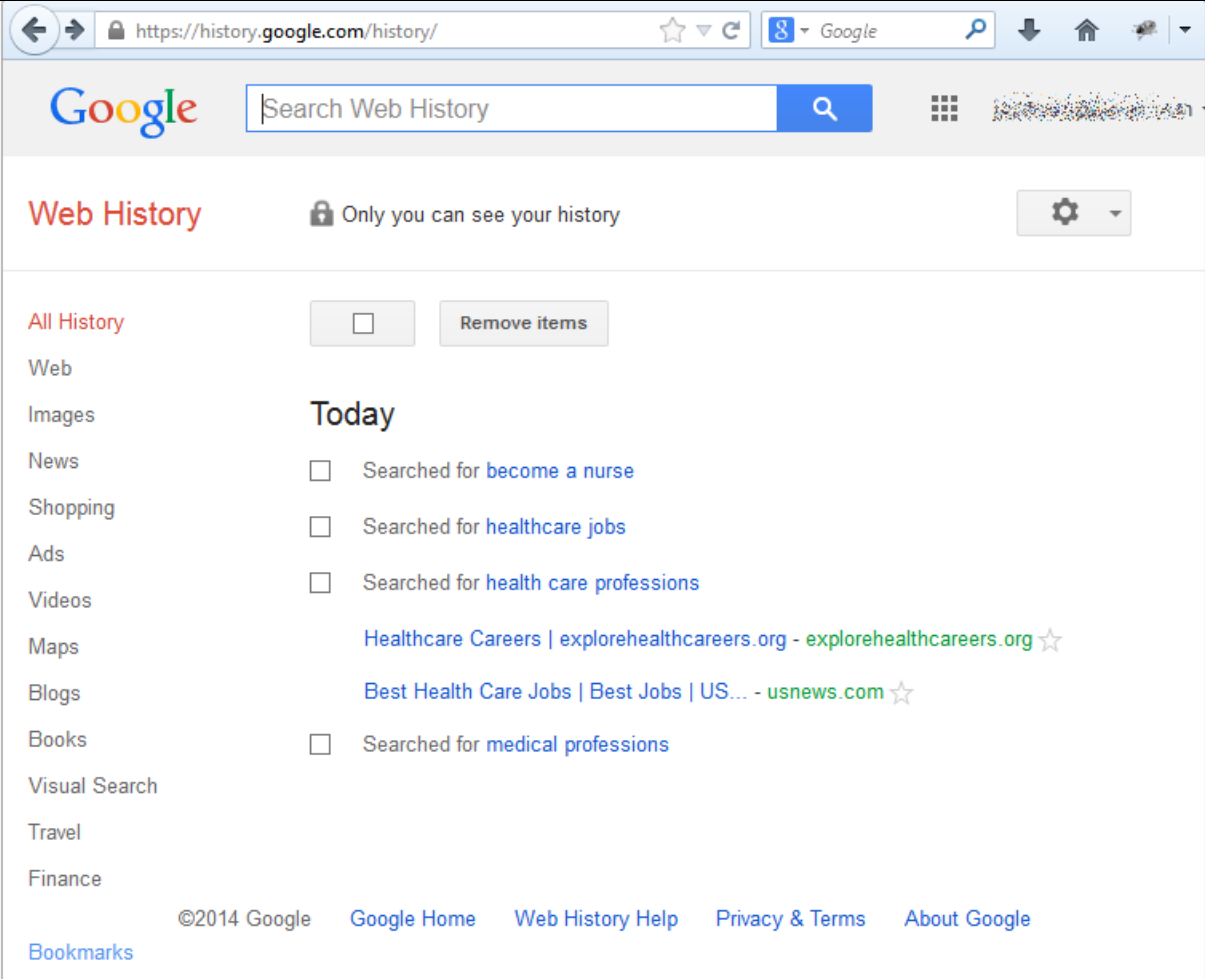
[History of Seattle - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/History_of_Seattle)  
[https://en.wikipedia.org/wiki/History\\_of\\_Seattle](https://en.wikipedia.org/wiki/History_of_Seattle)  
 This is the main article of a series that covers the history of Seattle, Washington, a city in the ... Seattle is a major port city that has a history of boom and bust.  
[History of Seattle before 1900 - Since 1940 - Before white settlement](#)

[Brief History of Seattle](http://www.seattle.gov/cityarchives/Facts/history.htm)  
[www.seattle.gov/cityarchives/Facts/history.htm](http://www.seattle.gov/cityarchives/Facts/history.htm)  
 Brief History of Seattle. Seattle lies on a narrow strip of land between the salt waters of Puget Sound and the fresh waters of Lake Washington. Beyond the ...

[History and Culture of Seattle - Visiting Seattle - Seattle.gov](http://www.seattle.gov/html/visitor/history.htm)  
[www.seattle.gov/html/visitor/history.htm](http://www.seattle.gov/html/visitor/history.htm)  
 History and Culture of Seattle for Visitors to Seattle, Washington.

<https://support.google.com/websearch/answer/142143?hl=en>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Search tools will vary based on the type of results you're looking at, but may include:</p> <ul style="list-style-type: none"> <li>• <b>Publish date:</b> Limit results according to when they were published on the Web.</li> <li>• <b>Verbatim:</b> Search for <a href="#">exact words or phrases</a> .</li> <li>• <b>Dictionary:</b> Find definitions, synonyms, images, and more for your search term.</li> <li>• <b>Reading level:</b> Limit your search results by <a href="#">reading comprehension level</a> .</li> <li>• <b>Private:</b> If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.</li> <li>• <b>Nearby:</b> See results for your current location.</li> <li>• <b>Visited pages/Not yet visited:</b> If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.</li> <li>• <b>Images:</b> Filter results by size, type, and color. Learn more about the <a href="#">search tools you can use with Image Search</a> .</li> <li>• <b>Videos:</b> Filter by length of video, quality, and source, like youtube.com.</li> <li>• <b>Recipes:</b> Filter by ingredients, cook time, and calories.</li> <li>• <b>Applications:</b> Choose the price and operating system, or OS, for available apps.</li> <li>• <b>Patents:</b> Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at <a href="#">patents.google.com</a> .</li> </ul> <p style="text-align: right;"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page in a browser window. The address bar displays 'https://history.google.com/history/'. The search bar contains 'Search Web History'. The page title is 'Web History' with a lock icon and the text 'Only you can see your history'. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area is titled 'Today' and lists search history items with checkboxes for removal:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">become a nurse</a></li><li><input type="checkbox"/> Searched for <a href="#">healthcare jobs</a></li><li><input type="checkbox"/> Searched for <a href="#">health care professions</a></li><li><a href="#">Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org</a> ☆</li><li><a href="#">Best Health Care Jobs   Best Jobs   US... - usnews.com</a> ☆</li><li><input type="checkbox"/> Searched for <a href="#">medical professions</a></li></ul> <p>At the bottom, there is a copyright notice '©2014 Google' and links for 'Google Home', 'Web History Help', 'Privacy &amp; Terms', and 'About Google'. A 'Bookmarks' link is also visible in the bottom left corner.</p>



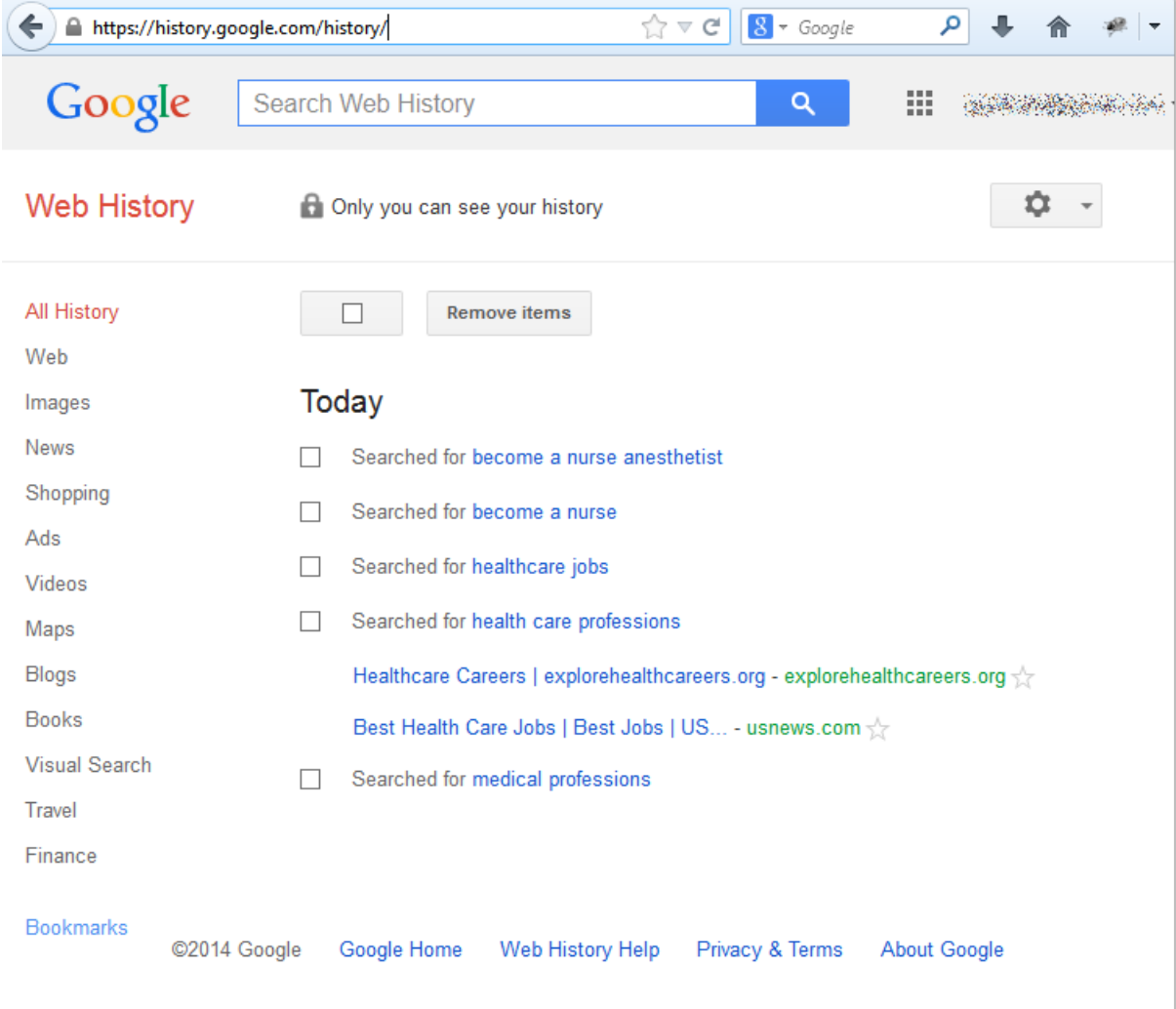
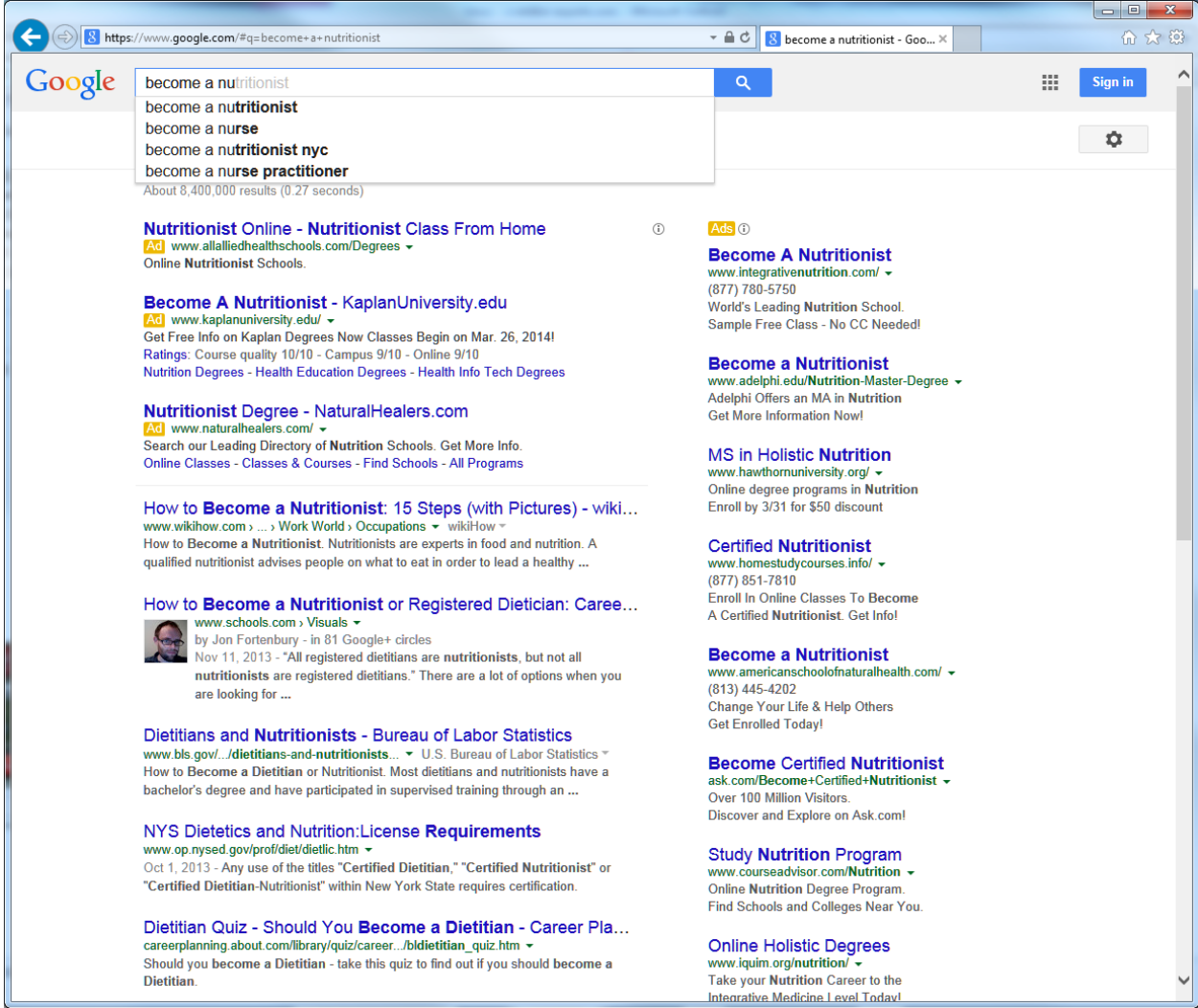
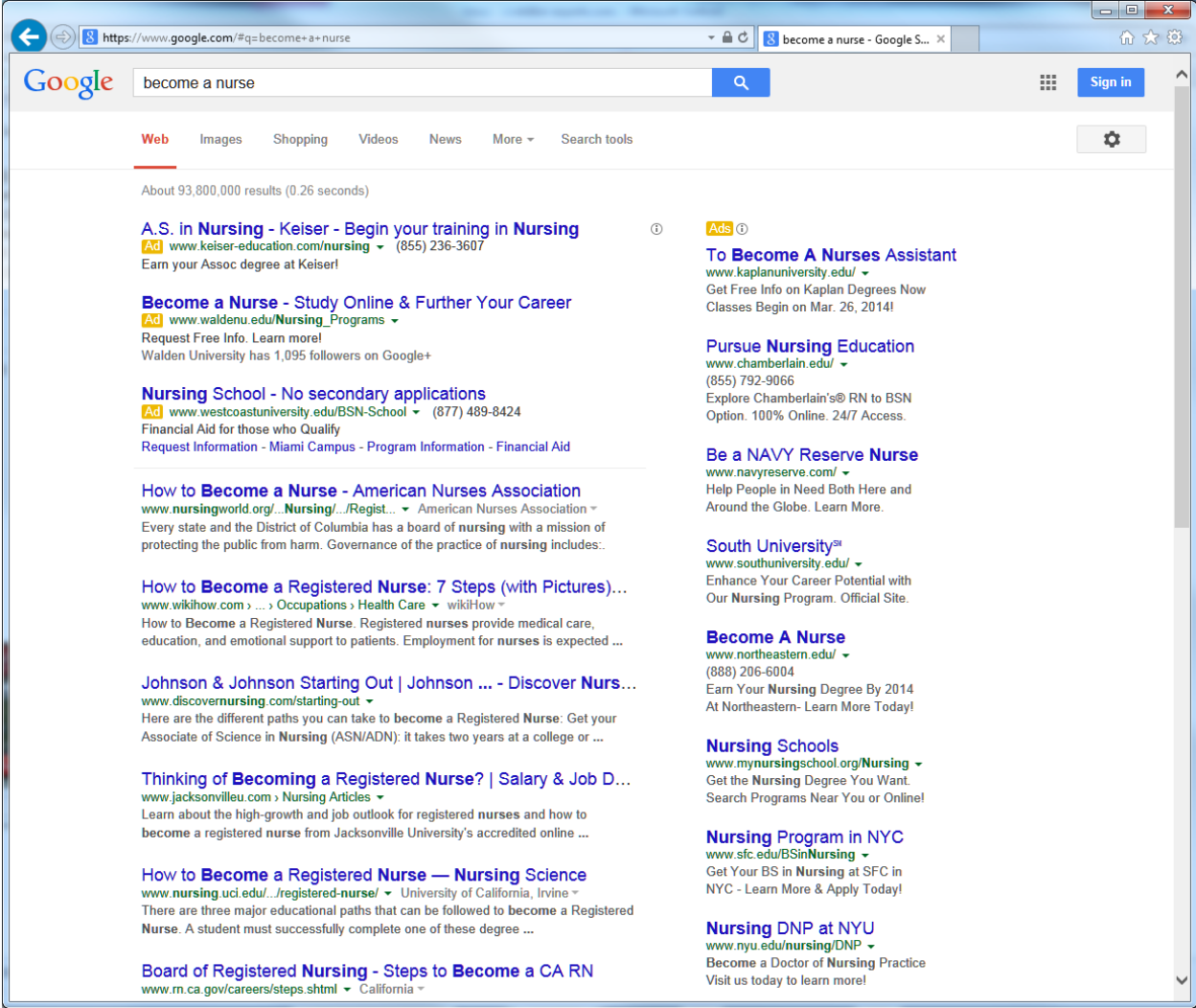
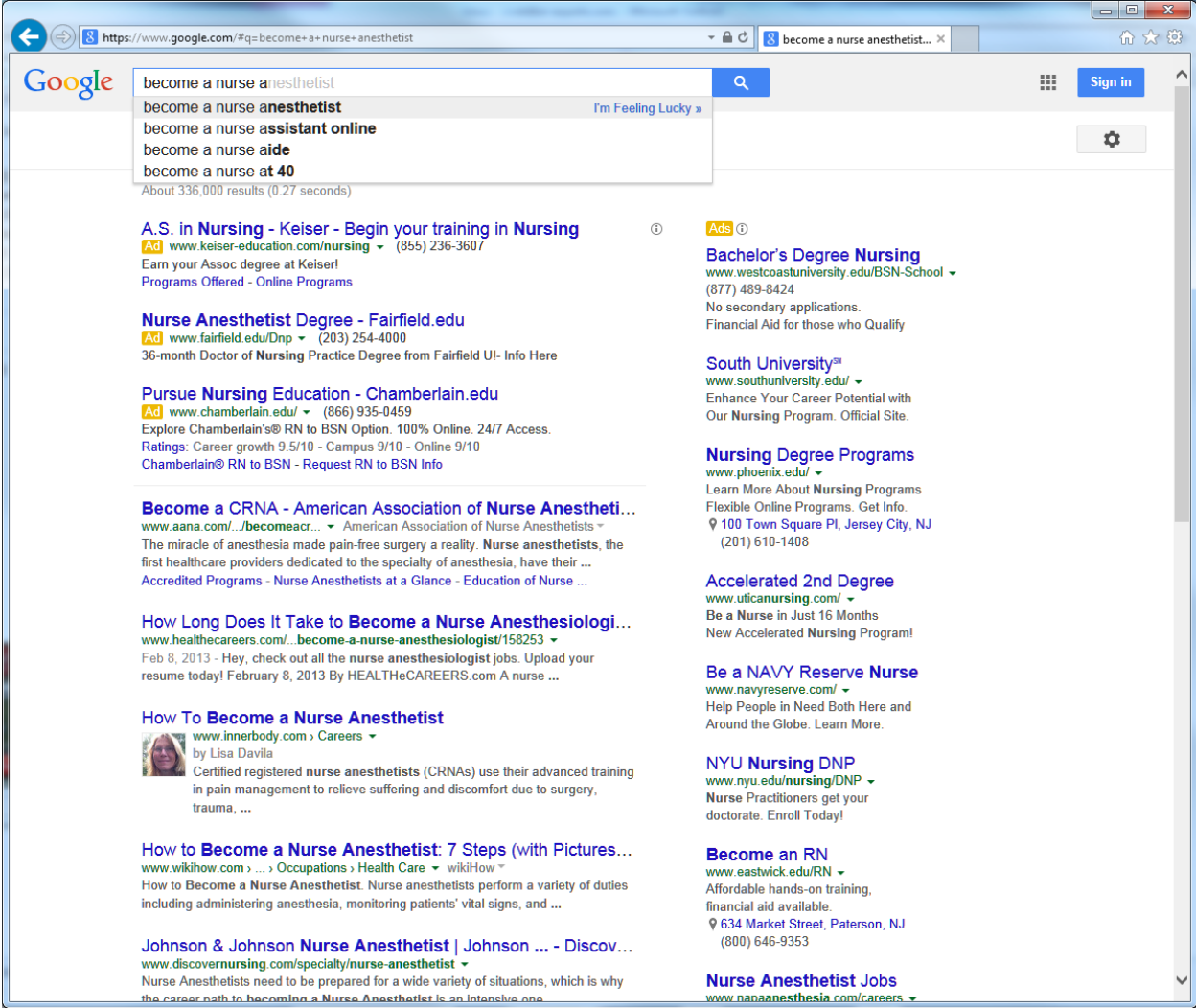
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. The address bar displays 'https://history.google.com/history/'. The search bar contains 'Search Web History'. The page title is 'Web History' with a lock icon and the text 'Only you can see your history'. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area is titled 'Today' and lists several search entries, each with a checkbox and a description: 'Searched for become a nurse anesthetist', 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Searched for medical professions'. Below these entries are two search results: 'Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org' and 'Best Health Care Jobs   Best Jobs   US... - usnews.com'. At the bottom, there is a footer with copyright information and links for Google Home, Web History Help, Privacy &amp; Terms, and About Google.</p>
producing modified search	The Accused Instrumentalities produce modified search results based upon at least the search refinement

Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
results based upon at least the search refinement input;	input.  See above.

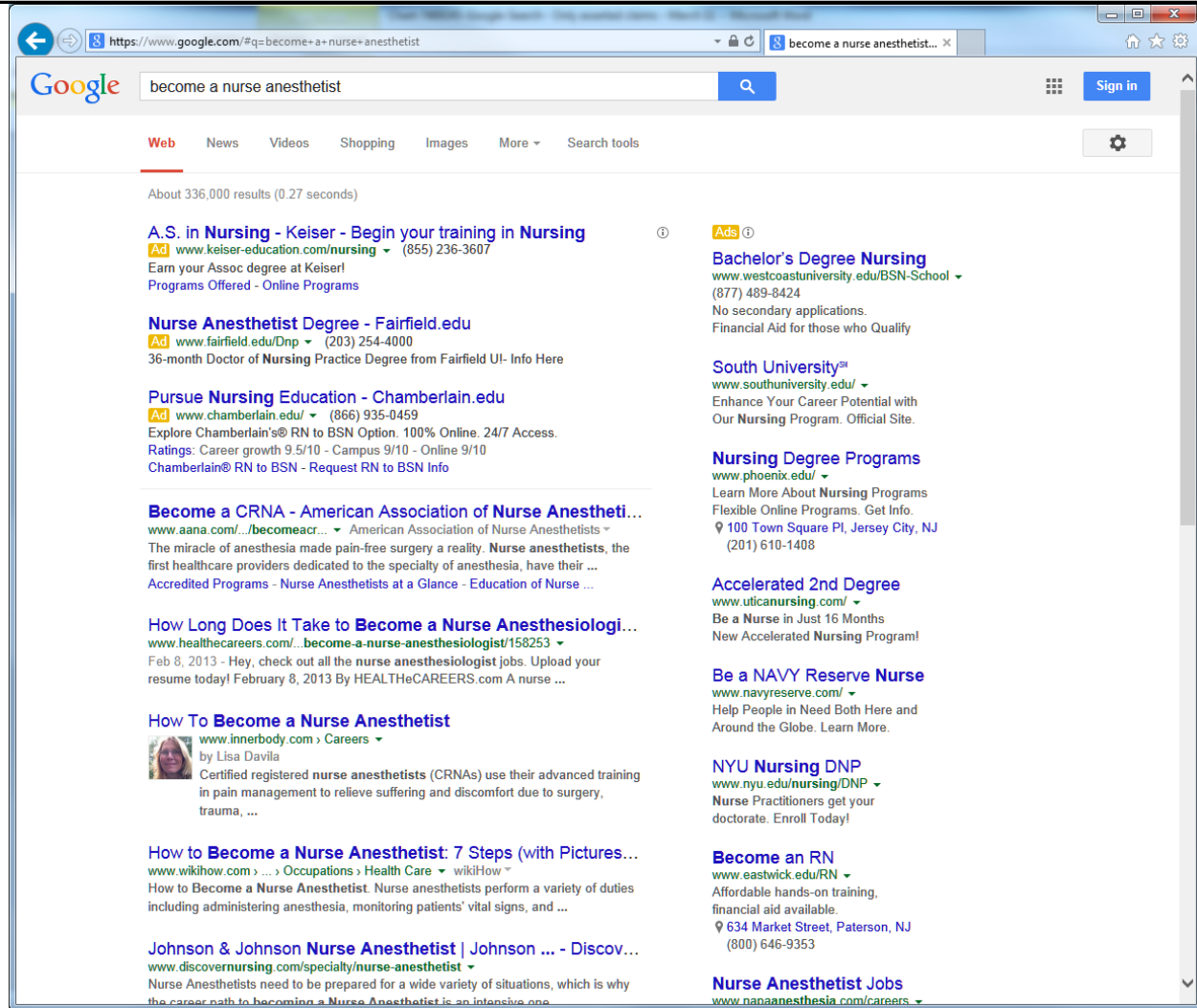
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nutritionist". The search results are displayed in a grid format. On the left side, there are several organic search results, including a link to "Nutritionist Online - Nutritionist Class From Home" from allaliedhealthschools.com, "Become A Nutritionist - KaplanUniversity.edu", "Nutritionist Degree - NaturalHealers.com", "How to Become a Nutritionist: 15 Steps (with Pictures) - wiki...", "How to Become a Nutritionist or Registered Dietician: Caree...", "Dietitians and Nutritionists - Bureau of Labor Statistics", "NYS Dietetics and Nutrition: License Requirements", and "Dietitian Quiz - Should You Become a Dietitian - Career Pla...". On the right side, there are several advertisements, including "Become A Nutritionist" from integrativenutrition.com, "Become a Nutritionist" from adelphi.edu, "MS in Holistic Nutrition" from hawthornuniversity.org, "Certified Nutritionist" from homestudycourses.info, "Become a Nutritionist" from americanschoolofnaturalhealth.com, "Become Certified Nutritionist" from ask.com, "Study Nutrition Program" from courseadvisor.com, and "Online Holistic Degrees" from iquim.org. The browser's address bar shows the URL "https://www.google.com/#q=become+a+nutritionist".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The search results are organized into two columns. The left column contains organic search results, including links to Keiser University, Walden University, West Coast University, American Nurses Association, wikiHow, Discover Nursing, Jacksonville University, University of California, Irvine, and the California Board of Registered Nursing. The right column contains several paid advertisements for nursing programs from Kaplan University, Chamberlain's, Navy Reserve, South University, Northeastern University, MyNursingSchool.org, SFC, and NYU.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are for Keiser University, Fairfield University, Chamberlain.edu, American Association of Nurse Anesthetists (AANA), HealthCareers.com, Innerbody.com, Wikihow.com, and Johnson &amp; Johnson. The organic results include "Bachelor's Degree Nursing" from West Coast University, "South University", "Nursing Degree Programs" from Phoenix.edu, "Accelerated 2nd Degree" from Utica Nursing, "Be a NAVY Reserve Nurse" from Navy Reserve, "NYU Nursing DNP", "Become an RN" from Eastwick.edu, and "Nurse Anesthetist Jobs" from NANA Anesthesia.</p>

U.S. PATENT NO.  
7,895,178

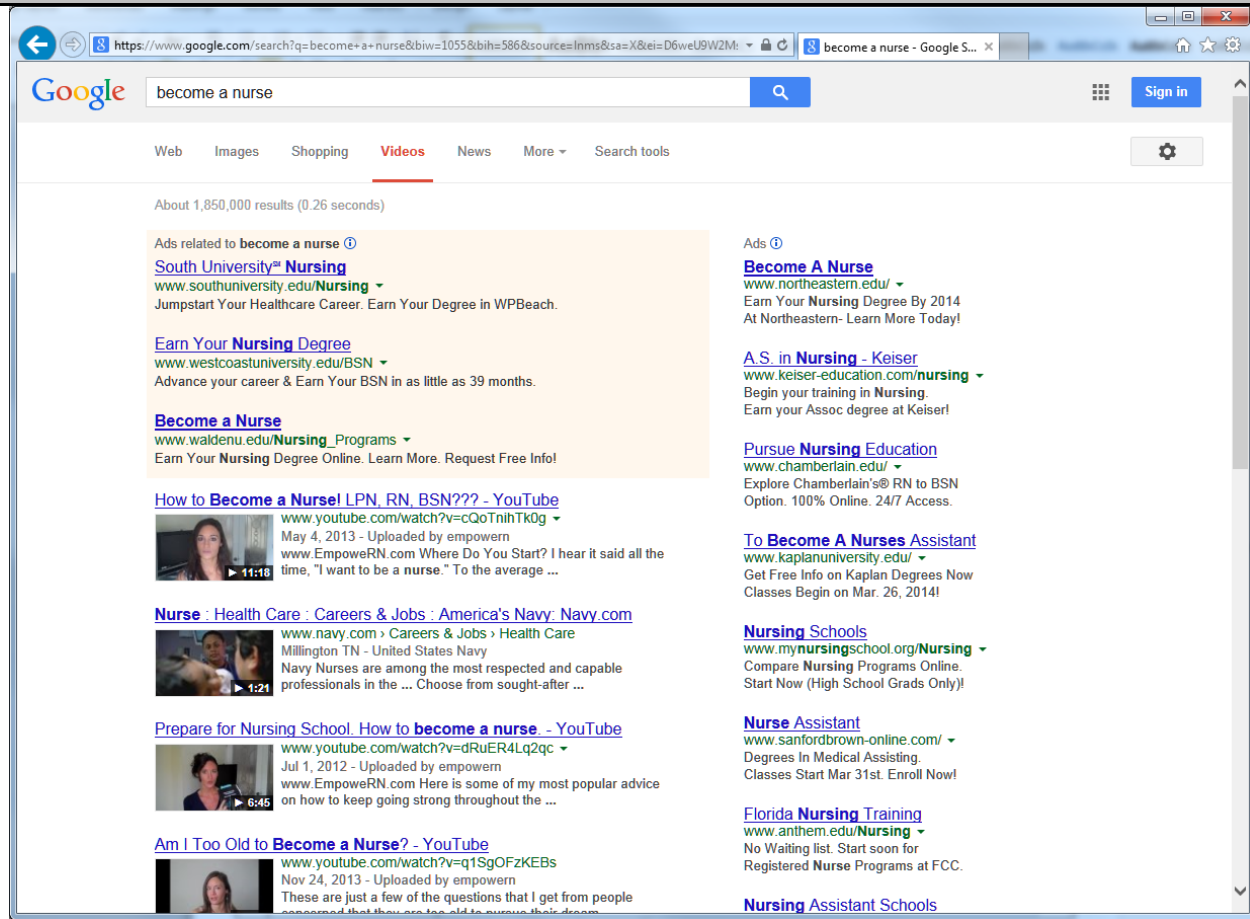
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

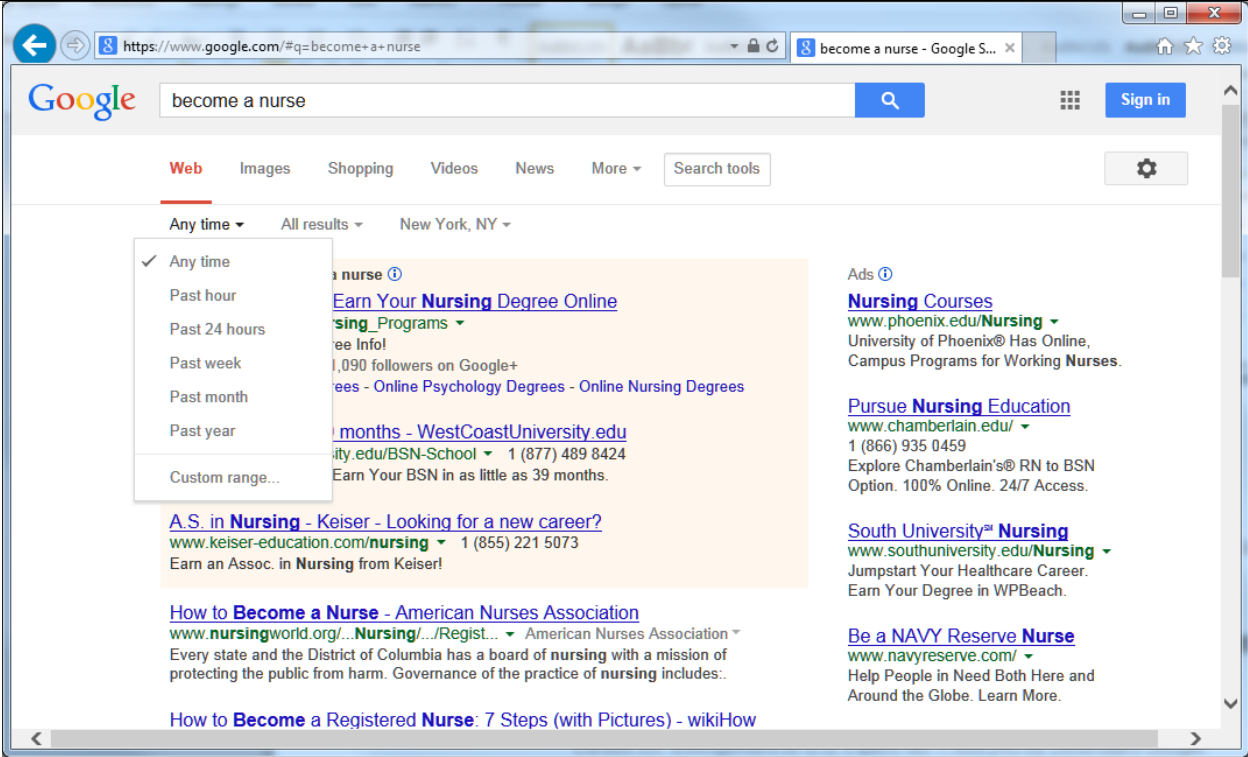


Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

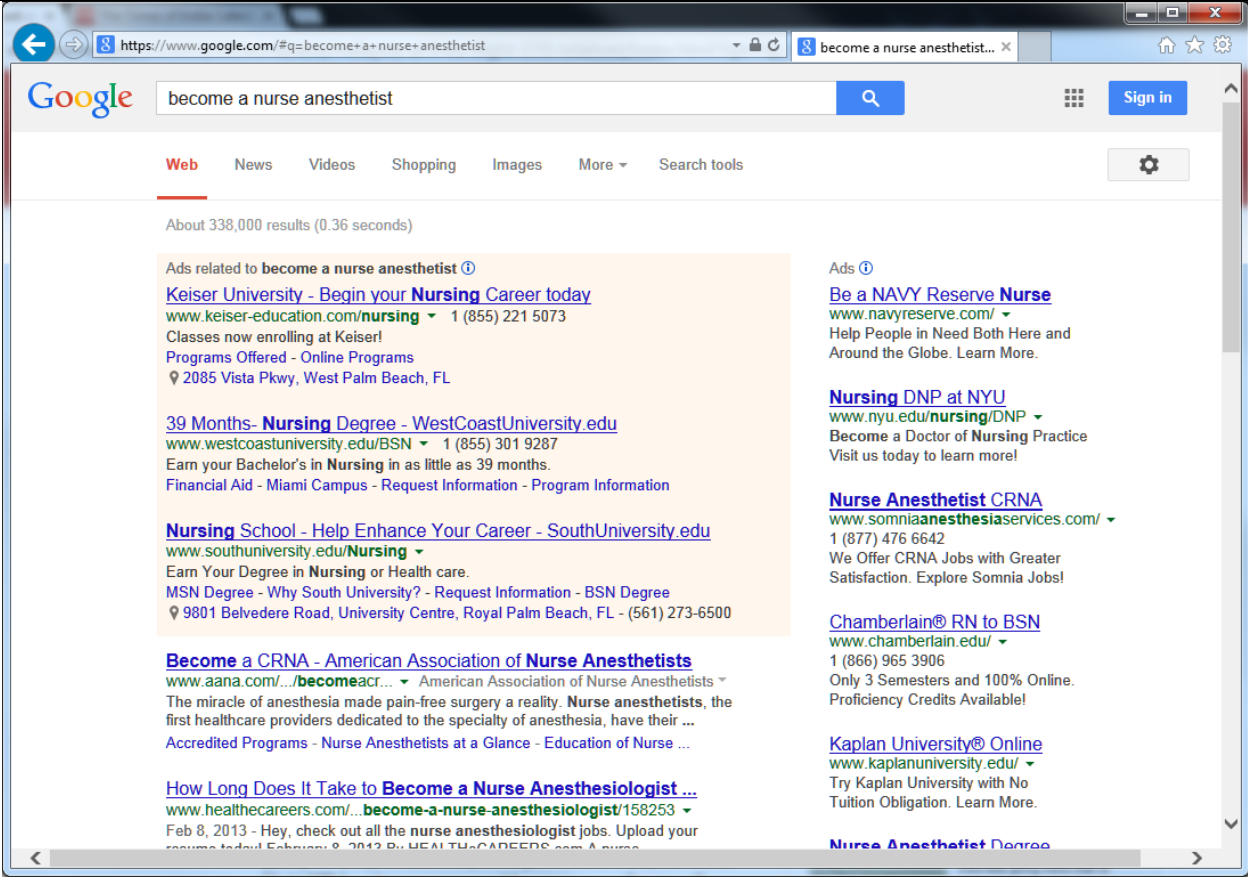
U.S. PATENT NO.  
7,895,178

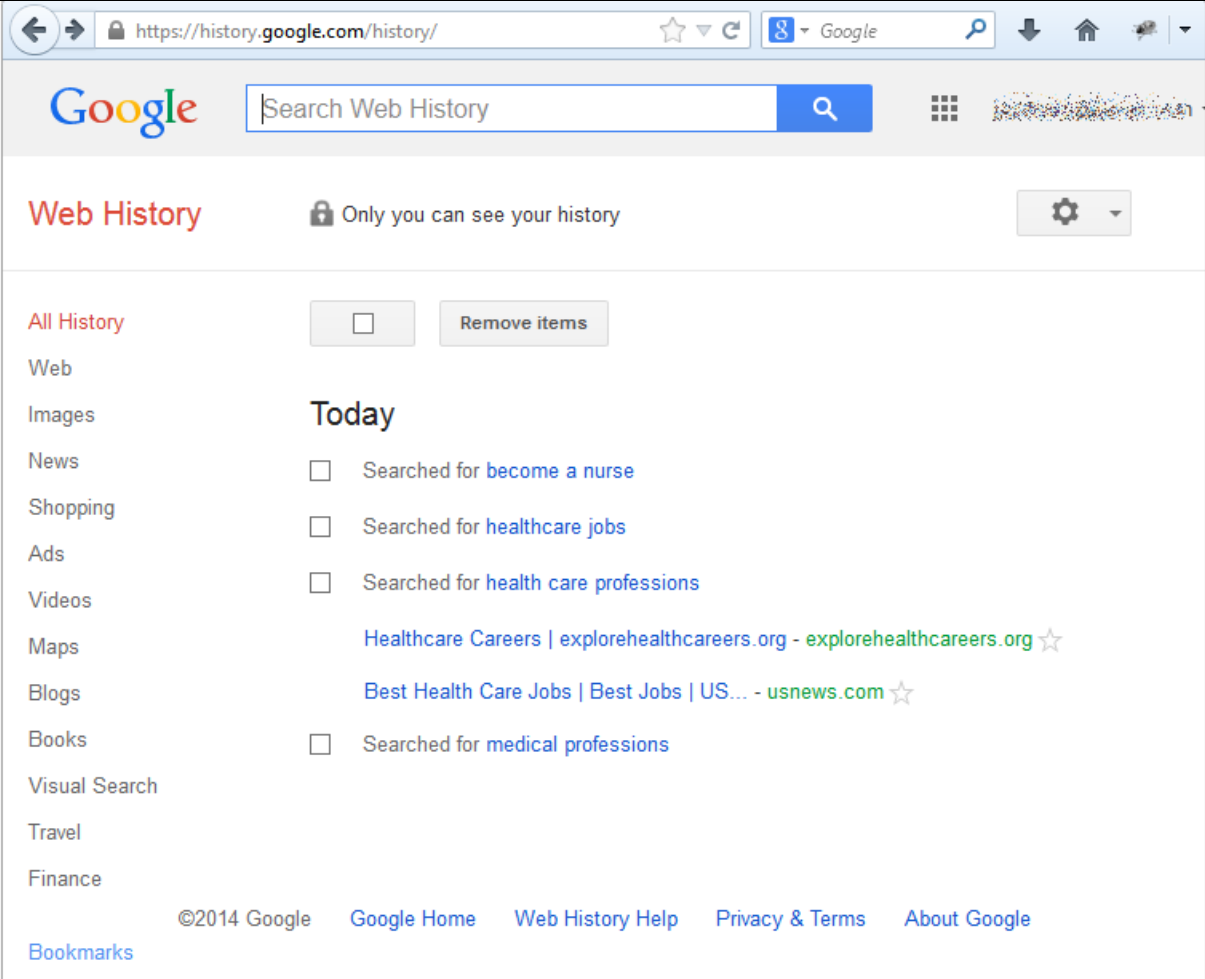
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The search results page includes a date filter dropdown menu on the left, which is currently open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education and careers, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Keiser University - Begin your Nursing Career today</b> www.keiser-education.com/nursing - 1 (855) 221 5073 Classes now enrolling at Keiser! Programs Offered - Online Programs 2085 Vista Pkwy, West Palm Beach, FL</li><li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b> www.westcoastuniversity.edu/BSN - 1 (855) 301 9287 Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program Information</li><li><b>Nursing School - Help Enhance Your Career - SouthUniversity.edu</b> www.southuniversity.edu/Nursing - Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500</li><li><b>Become a CRNA - American Association of Nurse Anesthetists</b> www.aana.com/.../becomeacr... - American Association of Nurse Anesthetists - The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologist ...</b> www.healthcareers.com/...become-a-nurse-anesthesiologist/158253 - Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse</li></ul> <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ - Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing DNP at NYU</b> www.nyu.edu/nursing/DNP - Become a Doctor of Nursing Practice Visit us today to learn more!</li><li><b>Nurse Anesthetist CRNA</b> www.somniaanesthesiaservices.com/ - 1 (877) 476 6642 We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!</li><li><b>Chamberlain® RN to BSN</b> www.chamberlain.edu/ - 1 (866) 965 3906 Only 3 Semesters and 100% Online. Proficiency Credits Available!</li><li><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nurse Anesthetist Degree</b></li></ul>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page. The browser address bar displays 'https://history.google.com/history/'. The page title is 'Web History' and it includes a lock icon and the text 'Only you can see your history'. A search bar is present with the text 'Search Web History'. On the left, there is a navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area is titled 'Today' and lists search history items with checkboxes: 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Searched for medical professions'. Two search results are visible: 'Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org' and 'Best Health Care Jobs   Best Jobs   US... - usnews.com'. At the bottom, there is a footer with '©2014 Google' and links for 'Google Home', 'Web History Help', 'Privacy &amp; Terms', and 'About Google'.</p>

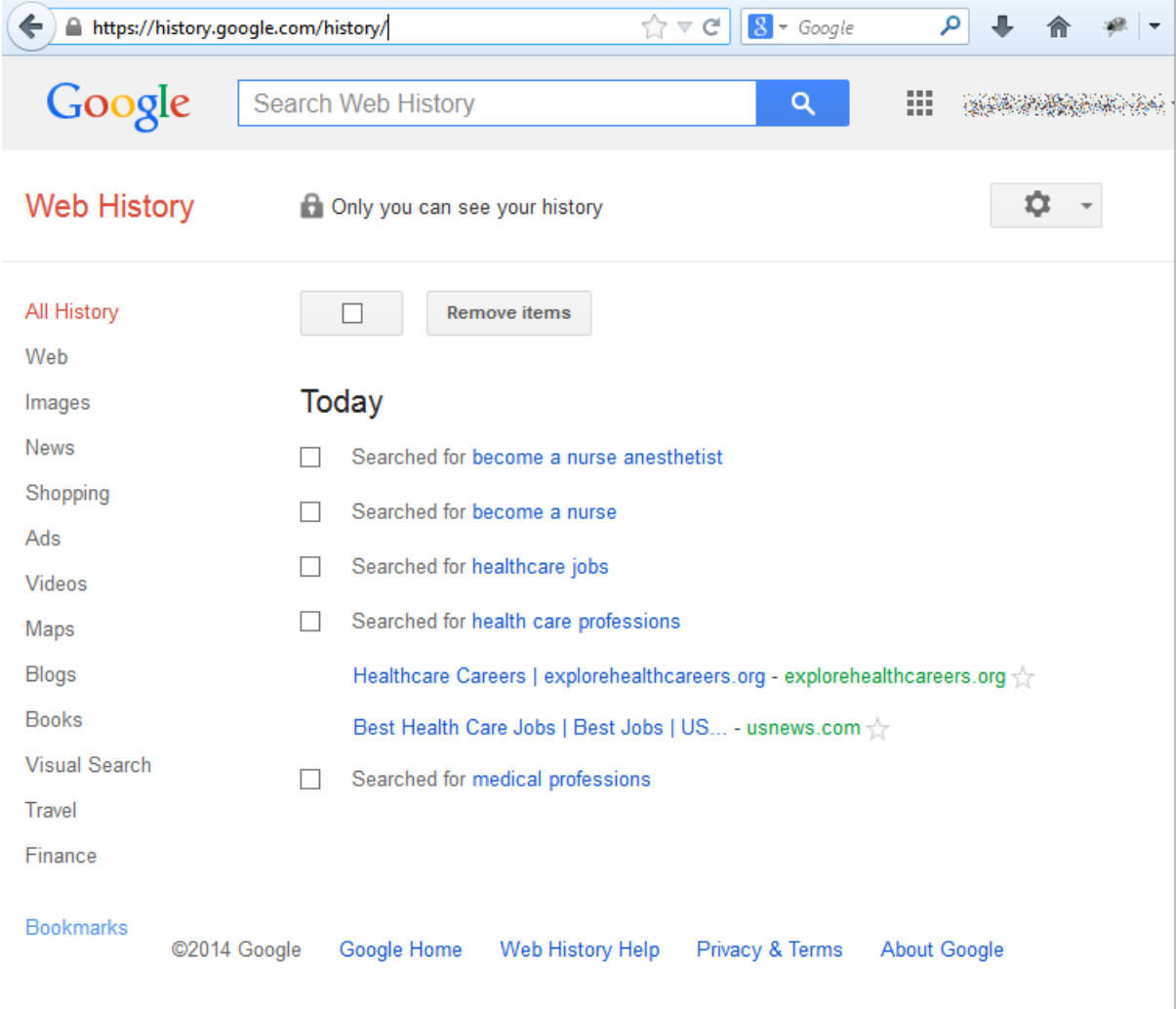
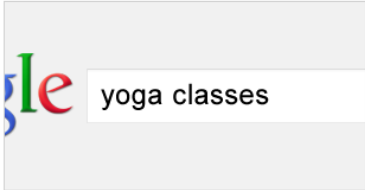
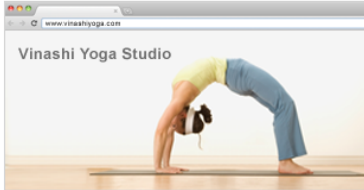

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page. The browser address bar displays "https://history.google.com/history/". The page title is "Web History" with a sub-header "Only you can see your history". A search bar labeled "Search Web History" is present. On the left, a navigation menu lists categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The "Today" section lists search history items with checkboxes for removal:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">become a nurse anesthetist</a></li><li><input type="checkbox"/> Searched for <a href="#">become a nurse</a></li><li><input type="checkbox"/> Searched for <a href="#">healthcare jobs</a></li><li><input type="checkbox"/> Searched for <a href="#">health care professions</a></li><li><input type="checkbox"/> Searched for <a href="#">medical professions</a></li></ul> <p>Additional links in the "Today" section include:</p> <ul style="list-style-type: none"><li><a href="#">Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org</a> ☆</li><li><a href="#">Best Health Care Jobs   Best Jobs   US... - usnews.com</a> ☆</li></ul> <p>At the bottom, there is a footer with "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

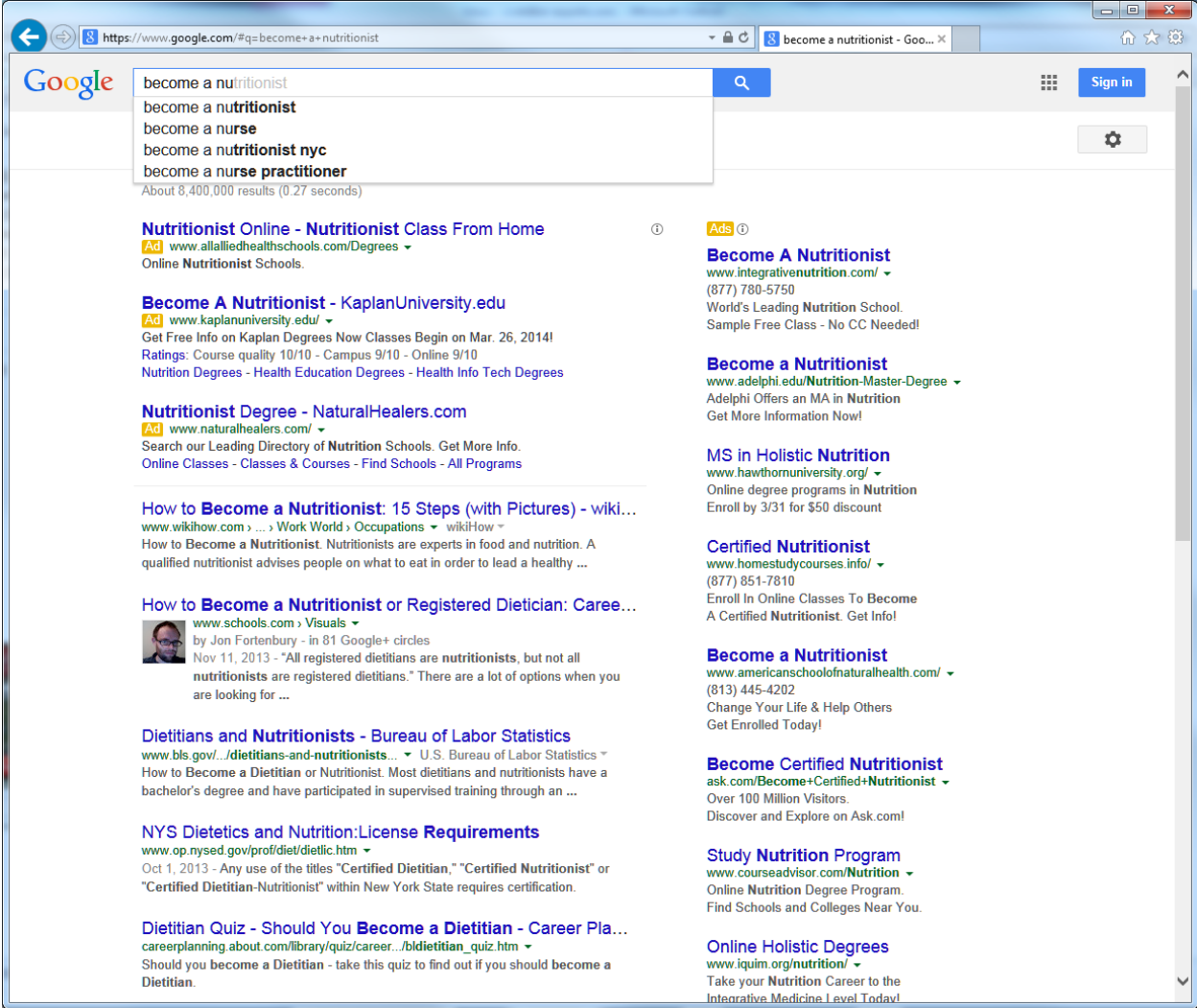
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

<p>U.S. PATENT NO. <b>7,895,178</b></p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<p>selecting at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results; and</p>	<p>The Accused Instrumentalities select at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results.</p>

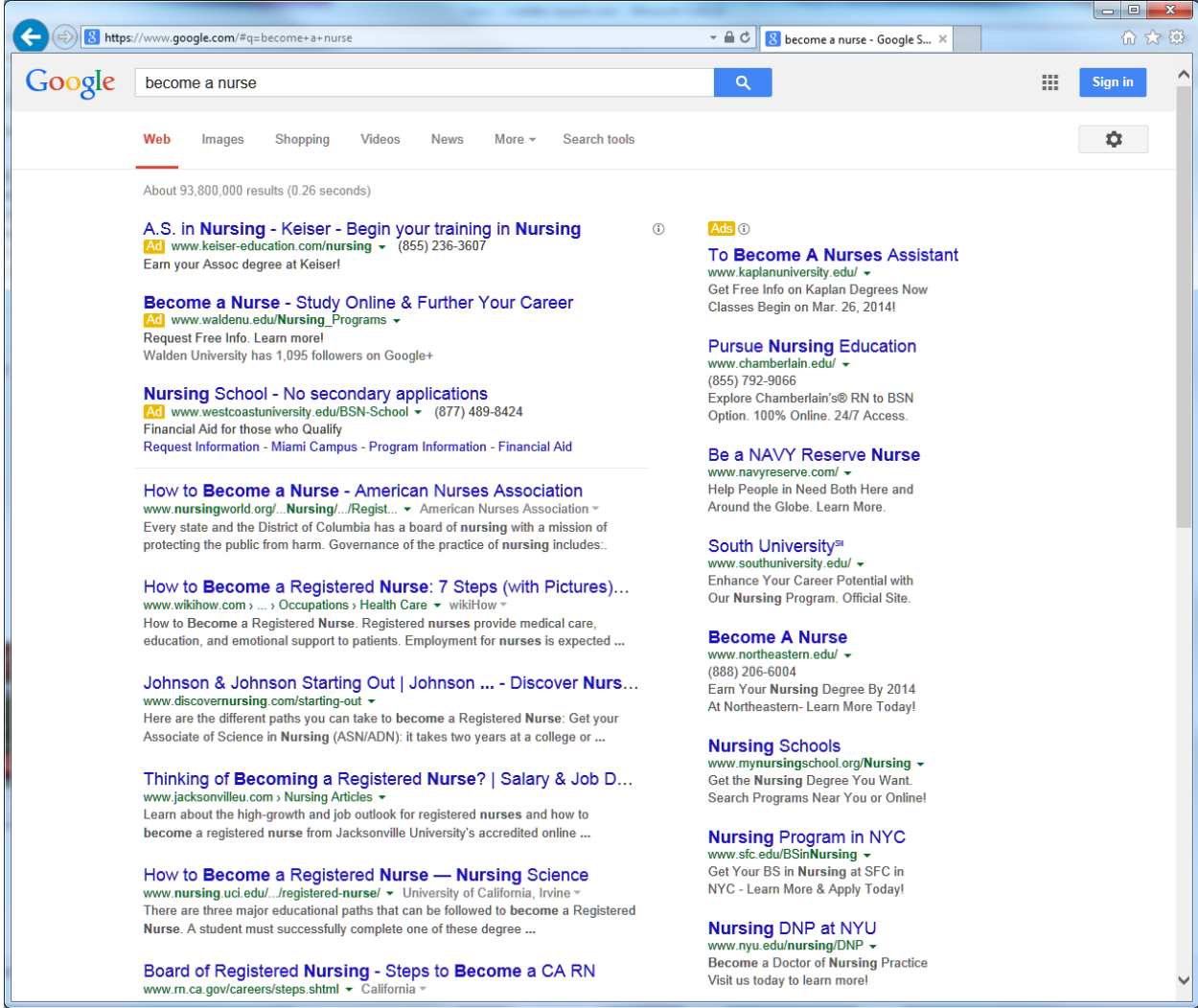
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> <li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li> <li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li> <li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li> </ul> <p><b>Personalization, a special kind of context</b>  "Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul style="list-style-type: none"> <li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li> <li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li> </ul> <p><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>

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	<div data-bbox="653 367 1896 906"><p><a href="#">Ads on Google</a> <a href="#">Target your ads</a> <a href="#">Ad types</a> <a href="#">Costs</a> <a href="#">FAQ</a></p><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><div data-bbox="1465 493 1770 537"><p><a href="#">Get started now</a> For free support call: 1-800-877-2981*</p></div><div data-bbox="669 560 1031 748"></div><div data-bbox="1066 560 1428 748"><p><a href="#">Yoga for beginners</a> <a href="http://www.vinashiyoga.com">www.vinashiyoga.com</a> Start your journey today Special – 10 classes for \$100 (354) 555-0111 - <a href="#">Directions</a></p></div><div data-bbox="1461 560 1822 748"></div><ol style="list-style-type: none"><li data-bbox="669 781 1031 862"><b>1. People search on Google</b> People use keywords (or search terms) to search for specific products and services.</li><li data-bbox="1066 781 1428 886"><b>2. They see your ad</b> If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. <a href="#">Learn more</a></li><li data-bbox="1461 781 1822 862"><b>3. You get more customers</b> When people click on your ad, they'll go to your website to learn more or buy.</li></ol></div> <p data-bbox="1094 915 1955 948"><a href="http://www.google.com/adwords/how-it-works/ads-on-google.html">http://www.google.com/adwords/how-it-works/ads-on-google.html</a></p>

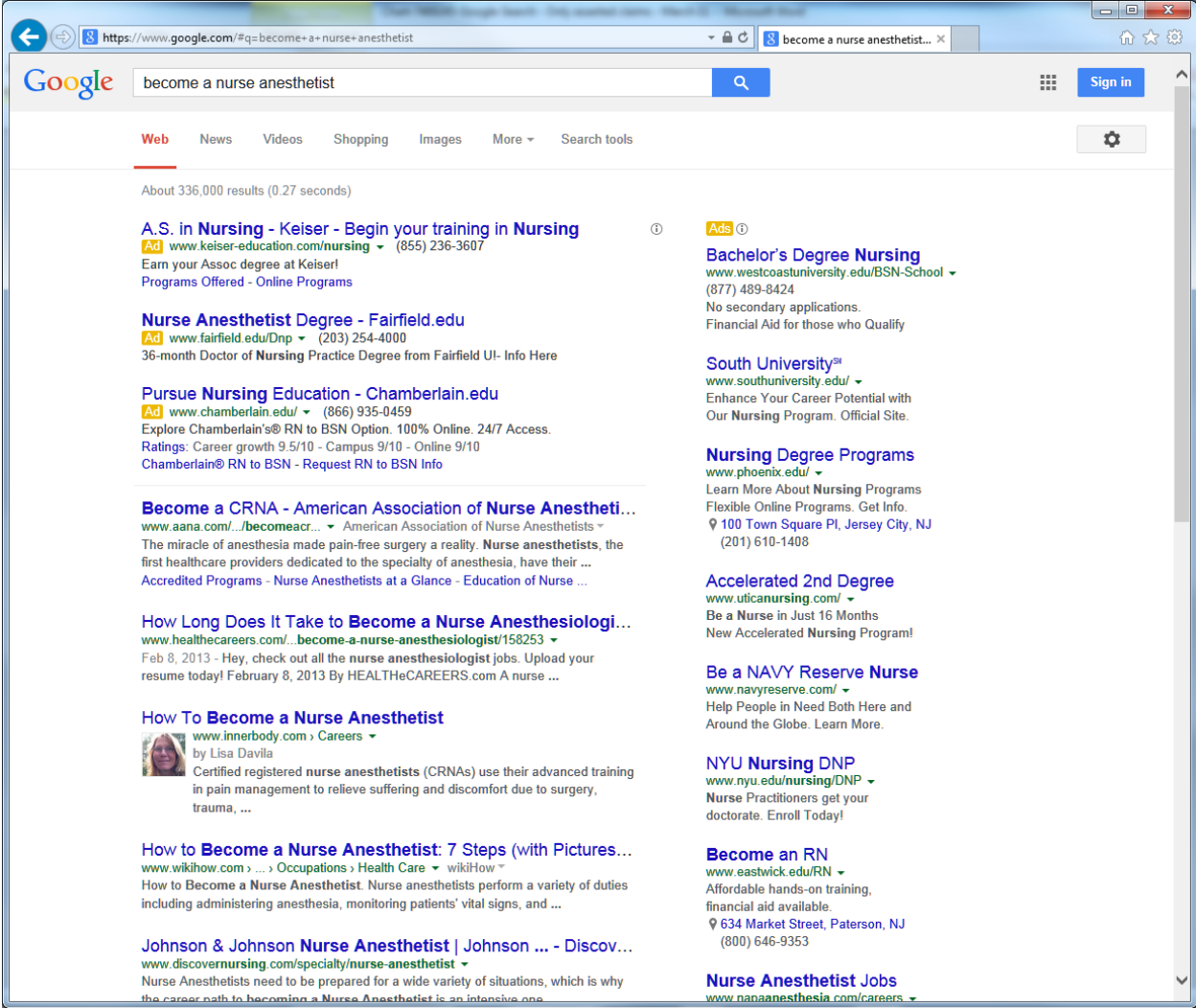
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	<div data-bbox="653 331 1896 1049"><h2 data-bbox="814 350 1314 399">How AdWords works</h2><p data-bbox="814 456 1843 513">To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p><h3 data-bbox="814 545 1293 578">How keywords trigger your ad to appear</h3><p data-bbox="814 605 1881 727">Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the <b>Google Network</b> that are related to fresh flower delivery.</p><div data-bbox="814 760 1346 954"><p data-bbox="846 768 873 808"> <b>Tip</b></p><p data-bbox="894 821 1346 946">Create a list of keywords that are most relevant to your business -- rather than more general keywords -- to reach people who are most interested in your product or service. For example, use "fresh flower delivery" rather than simply "flower." This improves your ad's performance.</p></div><div data-bbox="1346 760 1633 1044"><p data-bbox="1367 792 1633 984">All of the places where your AdWords ad can appear, including Google sites, websites that partner with us, and other placements like mobile phone apps.</p><p data-bbox="1367 992 1472 1016"><a href="#">Read more</a></p></div><div data-bbox="1633 821 1881 946"><p data-bbox="1633 821 1881 946">you use specific keywords, your ad is showing to people who are interested in "fresh flower delivery" rather than "flowers" and your ad dollars go further.</p></div><p data-bbox="814 987 1346 1019"><b>Placements: Advertising on non-search websites</b></p></div>

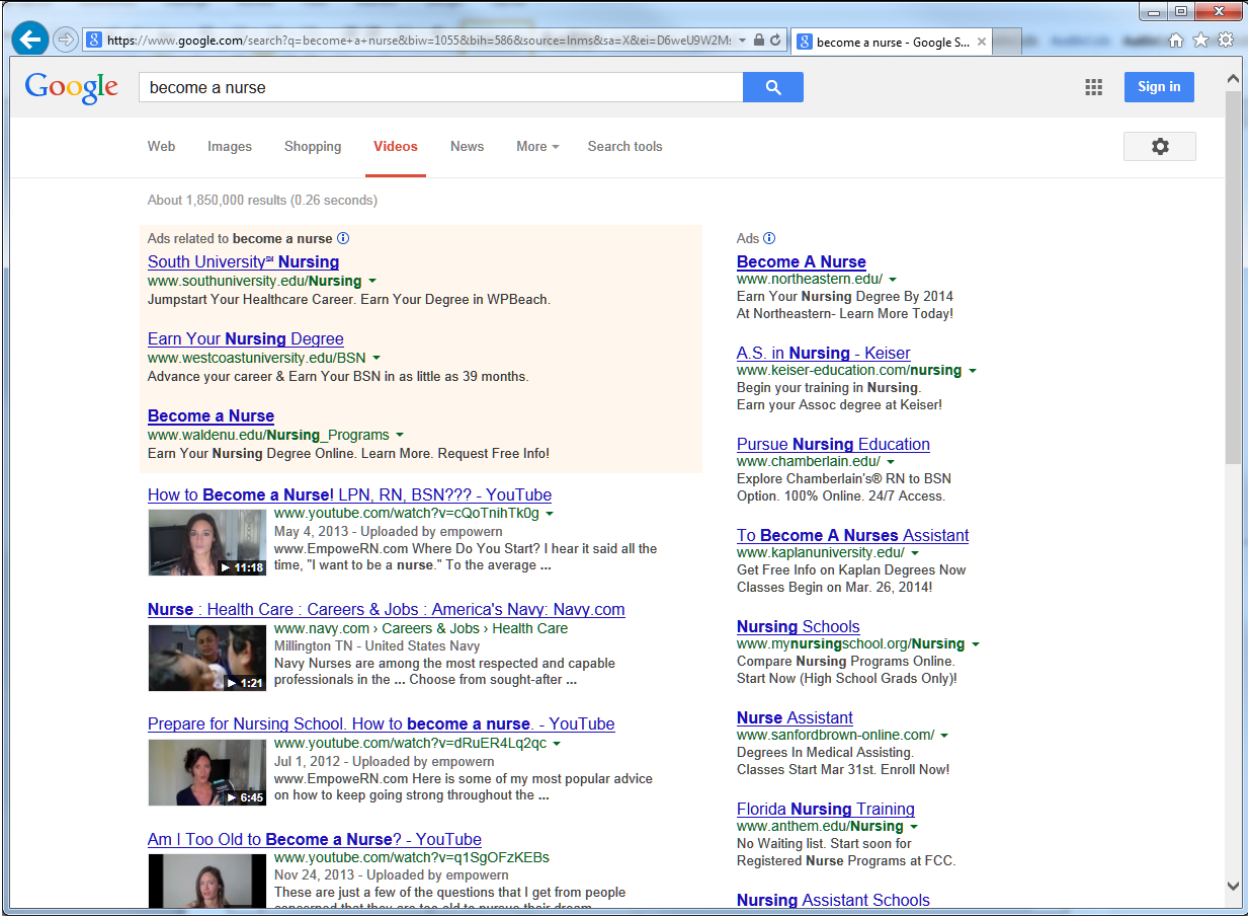
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nutritionist". The search results include several advertisements and organic search results. The advertisements are for "Nutritionist Online - Nutritionist Class From Home", "Become A Nutritionist - KaplanUniversity.edu", "Nutritionist Degree - NaturalHealers.com", "Become a Nutritionist" (www.integrativenutrition.com/), "Become a Nutritionist" (www.adelphi.edu/Nutrition-Master-Degree), "MS in Holistic Nutrition" (www.hawthornuniversity.org/), "Certified Nutritionist" (www.homestudycourses.info/), "Become a Nutritionist" (www.americanschoolofnaturalhealth.com/), "Become Certified Nutritionist" (ask.com/Become+Certified+Nutritionist), "Study Nutrition Program" (www.courseadvisor.com/Nutrition), and "Online Holistic Degrees" (www.iqim.org/nutrition/). The organic search results include "How to Become a Nutritionist: 15 Steps (with Pictures) - wiki...", "How to Become a Nutritionist or Registered Dietician: Caree...", "Dietitians and Nutritionists - Bureau of Labor Statistics", "NYS Dietetics and Nutrition: License Requirements", and "Dietitian Quiz - Should You Become a Dietitian - Career Pla...".</p>

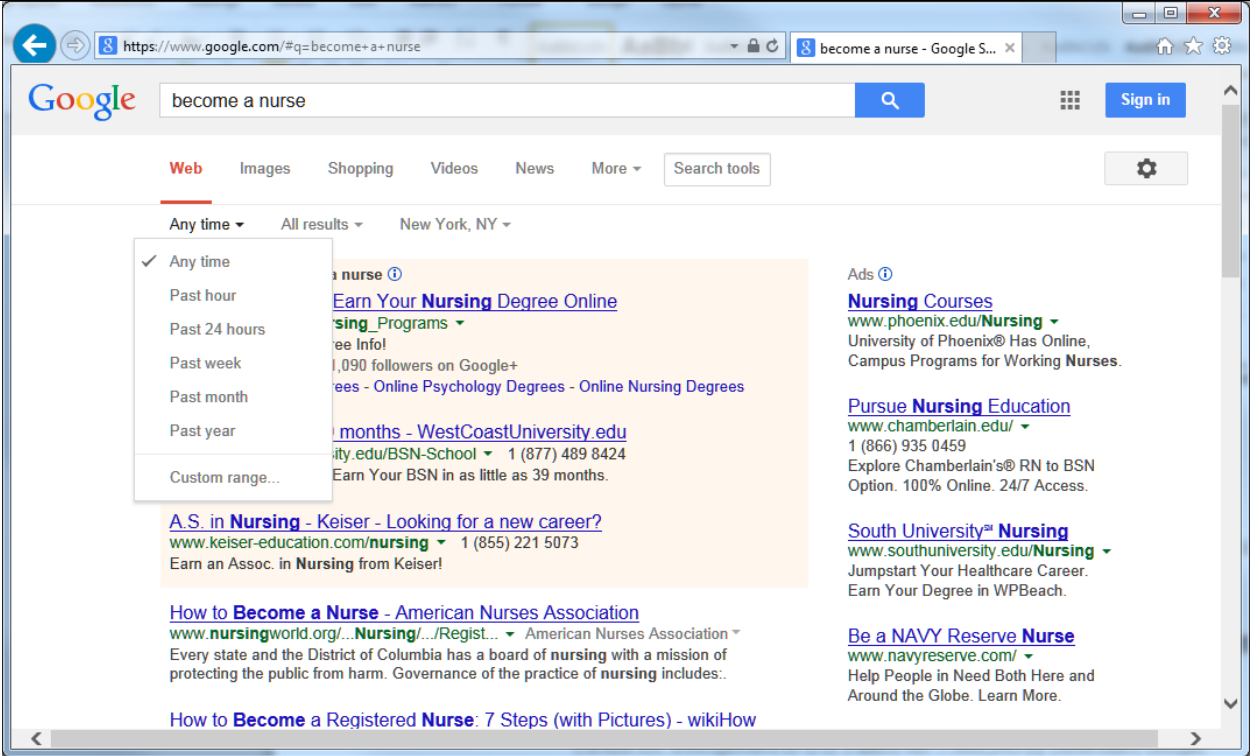


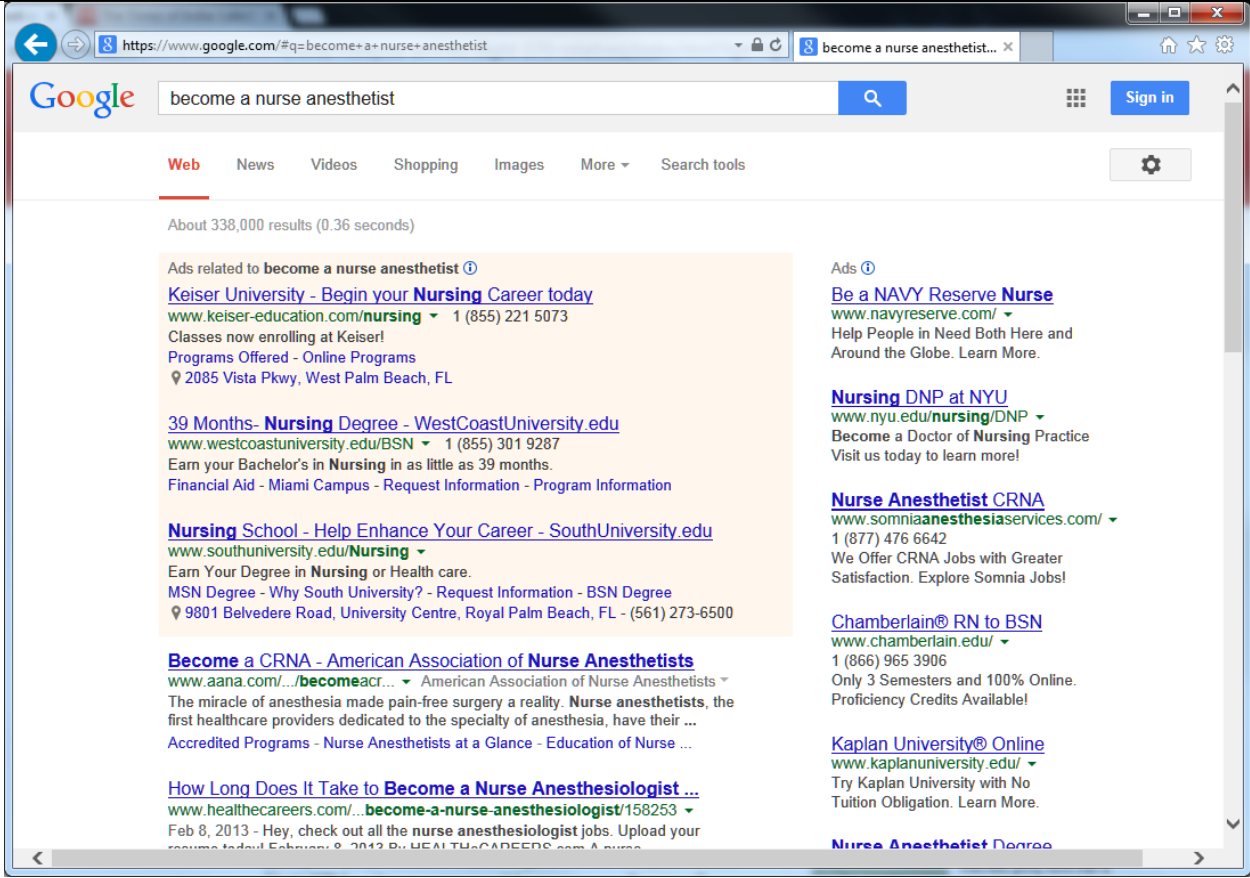
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The search results are organized into two columns. The left column contains organic search results and advertisements for nursing programs, including Keiser University, Walden University, West Coast University, American Nurses Association, WikiHow, Discover Nursing, Jacksonville University, University of California, Irvine, and the California Board of Registered Nursing. The right column contains advertisements for Kaplan University, Chamberlain's, Navy Reserve Nurse, South University, Northeastern University, MyNursingSchool.org, SFC, and NYU.</p>

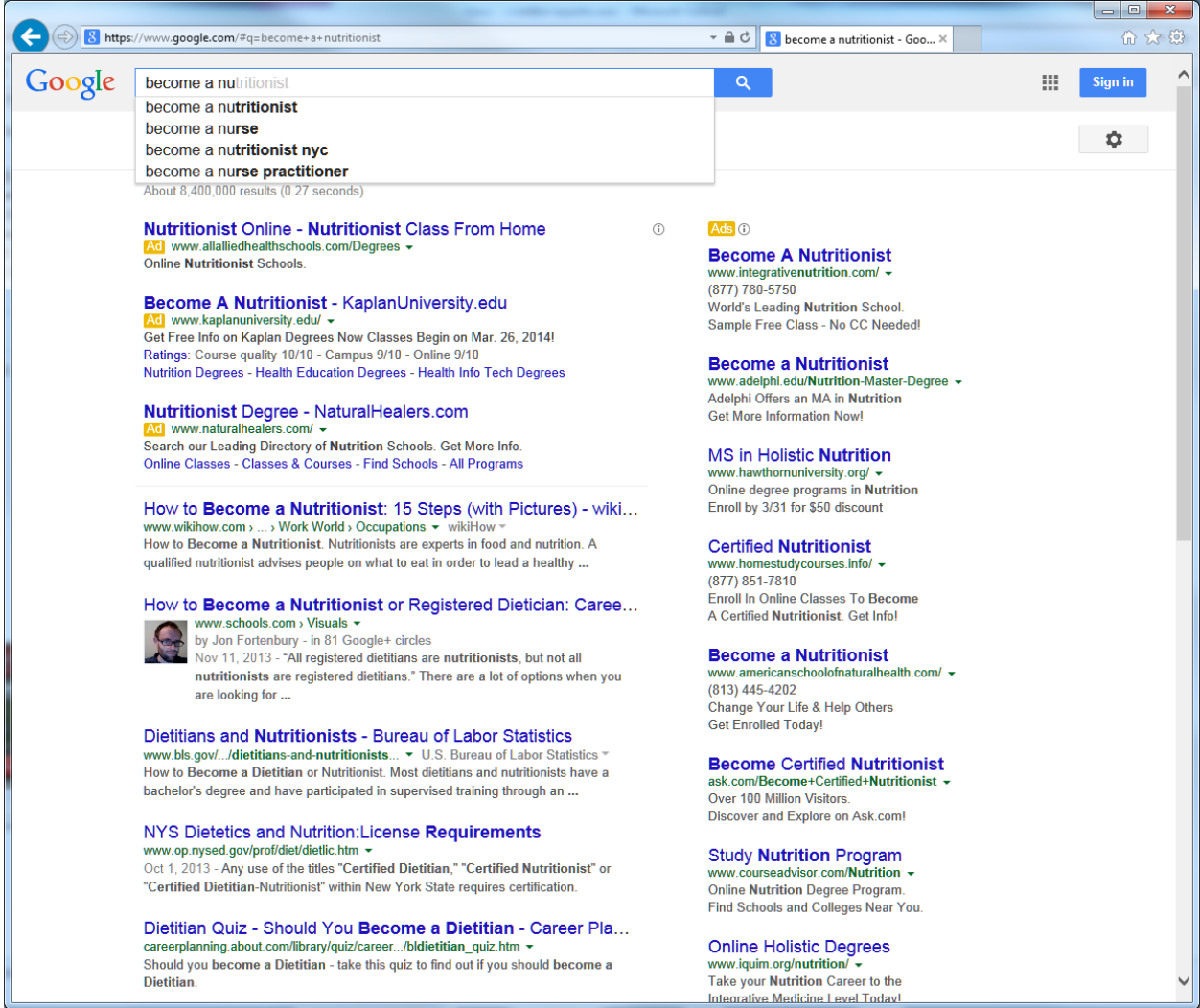
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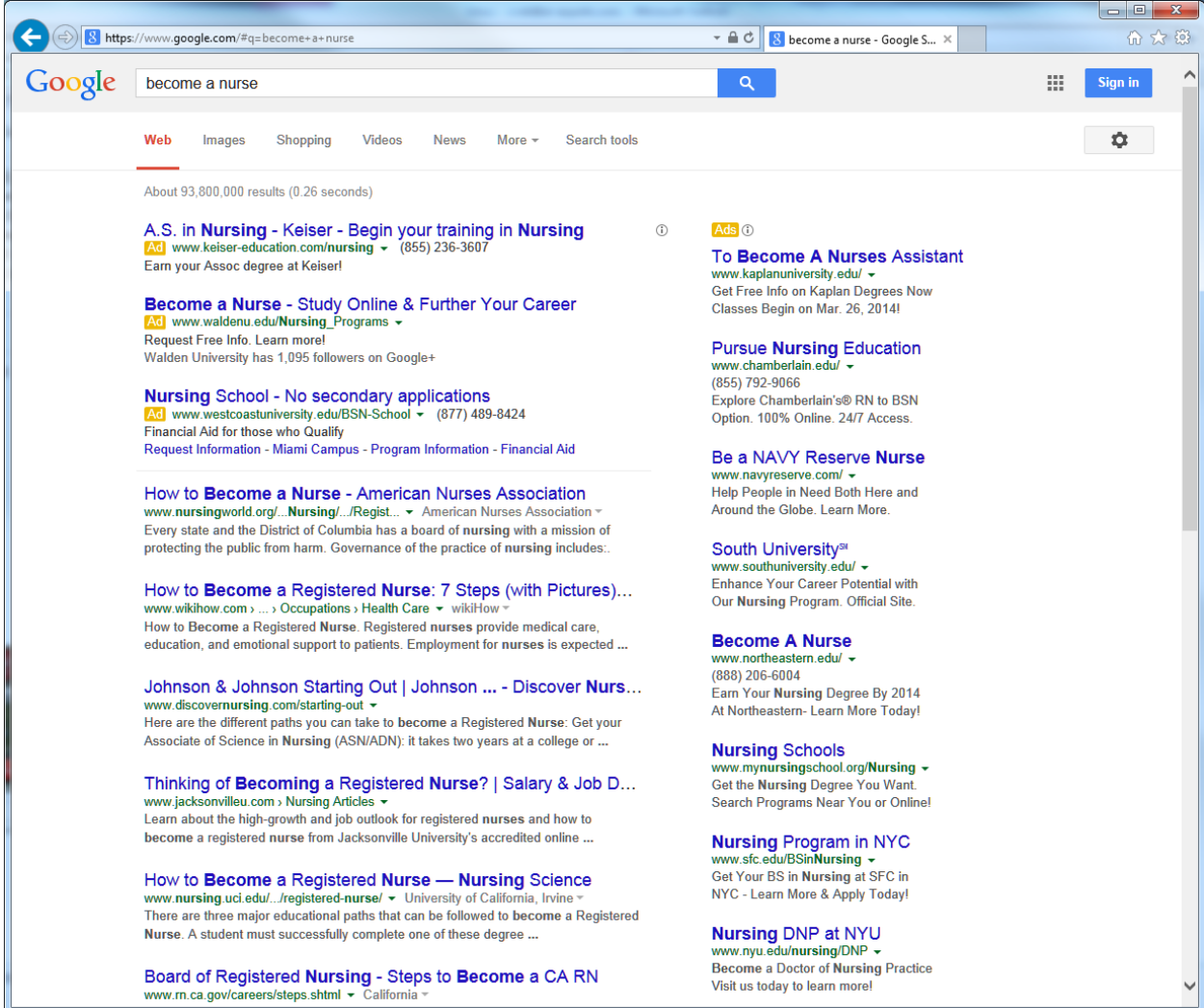
<p>U.S. PATENT NO. 7,895,178</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 336,000 results. The top results include several advertisements for nursing programs and degree options from various institutions such as Keiser, Fairfield.edu, Chamberlain.edu, West Coast University, South University, Phoenix.edu, Utica Nursing, Navy Reserve, NYU, Eastwick.edu, and Papanastasia.com. The search interface includes the Google logo, search bar, navigation tabs (Web, News, Videos, Shopping, Images, More), and a "Sign in" button.</p>

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	 <p>The screenshot shows a Google search for "become a nurse" with approximately 1,850,000 results. The search results are categorized into several sections:</p> <ul style="list-style-type: none"><li><b>Ads related to become a nurse:</b><ul style="list-style-type: none"><li><b>South University® Nursing:</b> www.southuniversity.edu/Nursing - Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.</li><li><b>Earn Your Nursing Degree:</b> www.westcoastuniversity.edu/BSN - Advance your career &amp; Earn Your BSN in as little as 39 months.</li><li><b>Become a Nurse:</b> www.waldenu.edu/Nursing_Programs - Earn Your Nursing Degree Online. Learn More. Request Free Info!</li></ul></li><li><b>How to Become a Nurse! LPN, RN, BSN??? - YouTube:</b> www.youtube.com/watch?v=cQoTnihTk0g - May 4, 2013 - Uploaded by empowern. www.EmpoweRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...</li><li><b>Nurse : Health Care : Careers &amp; Jobs : America's Navy: Navy.com:</b> www.navy.com &gt; Careers &amp; Jobs &gt; Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</li><li><b>Prepare for Nursing School. How to become a nurse - YouTube:</b> www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowern. www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throughout the ...</li><li><b>Am I Too Old to Become a Nurse? - YouTube:</b> www.youtube.com/watch?v=q1SgOFzKEBs - Nov 24, 2013 - Uploaded by empowern. These are just a few of the questions that I get from people <del>concerned that they are too old to pursue their dream.</del></li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse:</b> www.northeastern.edu/ - Earn Your Nursing Degree By 2014. At Northeastern- Learn More Today!</li><li><b>A.S. in Nursing - Keiser:</b> www.keiser-education.com/nursing - Begin your training in Nursing. Earn your Assoc degree at Keiser!</li><li><b>Pursue Nursing Education:</b> www.chamberlain.edu/ - Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>To Become A Nurses Assistant:</b> www.kaplanuniversity.edu/ - Get Free Info on Kaplan Degrees Now. Classes Begin on Mar. 26, 2014!</li><li><b>Nursing Schools:</b> www.mynursingschool.org/Nursing - Compare Nursing Programs Online. Start Now (High School Grads Only)!</li><li><b>Nurse Assistant:</b> www.sanfordbrown-online.com/ - Degrees In Medical Assisting. Classes Start Mar 31st. Enroll Now!</li><li><b>Florida Nursing Training:</b> www.ahthem.edu/Nursing - No Waiting list. Start soon for Registered Nurse Programs at FCC.</li><li><b>Nursing Assistant Schools:</b></li></ul>

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	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results page includes a date filter dropdown menu on the left, which is open and shows options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education and careers, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association".</p>

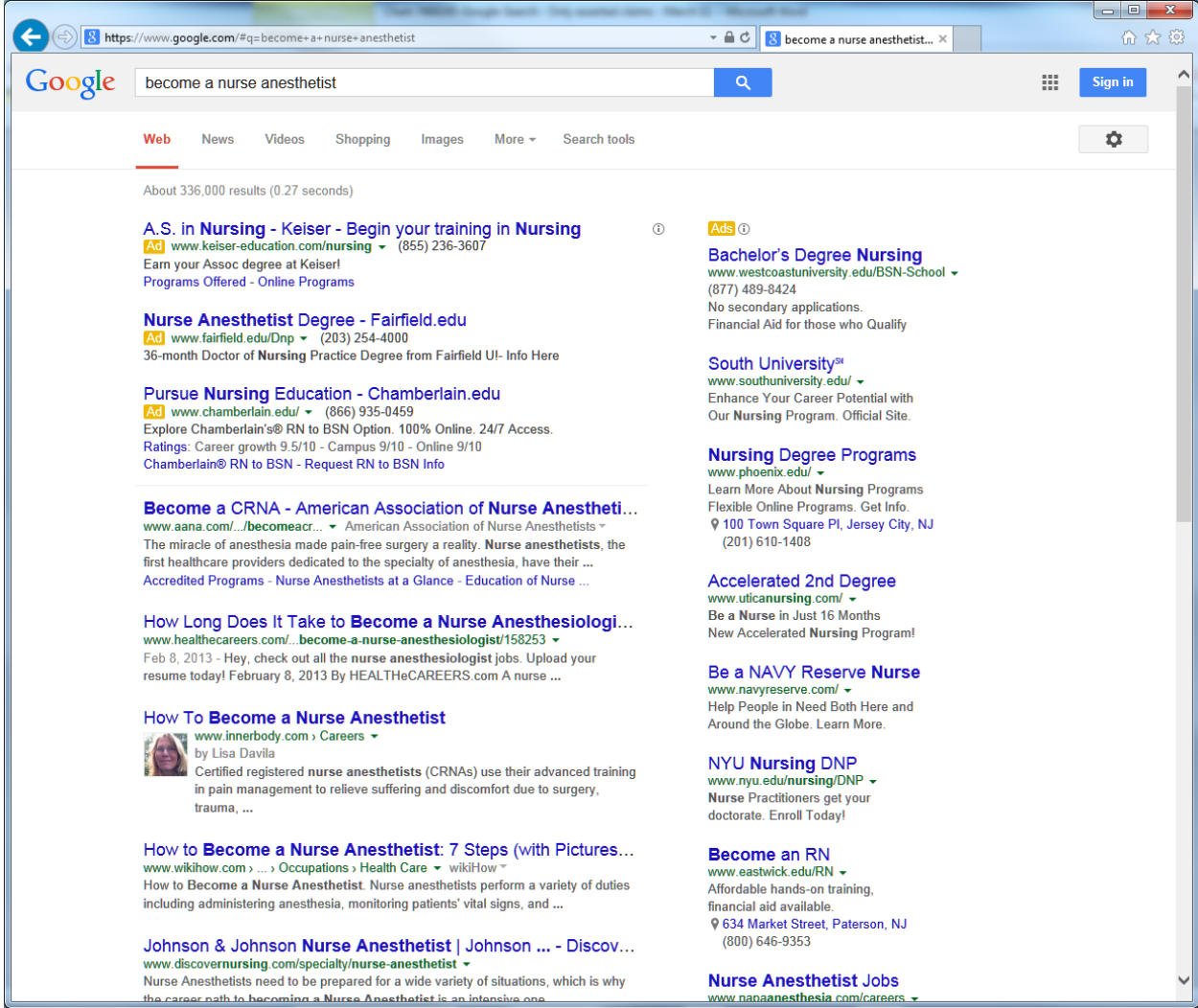
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"> <li><b>Keiser University - Begin your Nursing Career today</b>: www.keiser-education.com/nursing. 1 (855) 221 5073. Classes now enrolling at Keiser! Programs Offered - Online Programs. 2085 Vista Pkwy, West Palm Beach, FL.</li> <li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b>: www.westcoastuniversity.edu/BSN. 1 (855) 301 9287. Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program Information.</li> <li><b>Nursing School - Help Enhance Your Career - SouthUniversity.edu</b>: www.southuniversity.edu/Nursing. Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree. 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500.</li> <li><b>Become a CRNA - American Association of Nurse Anesthetists</b>: www.aana.com/.../becomeacr... American Association of Nurse Anesthetists. The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li> <li><b>How Long Does It Take to Become a Nurse Anesthesiologist ...</b>: www.healthcareers.com/...become-a-nurse-anesthesiologist/158253. Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse</li> </ul> <p>The organic search results include:</p> <ul style="list-style-type: none"> <li><b>Be a NAVY Reserve Nurse</b>: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.</li> <li><b>Nursing DNP at NYU</b>: www.nyu.edu/nursing/DNP. Become a Doctor of Nursing Practice. Visit us today to learn more!</li> <li><b>Nurse Anesthetist CRNA</b>: www.somniaanesthesiaservices.com/. 1 (877) 476 6642. We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!</li> <li><b>Chamberlain® RN to BSN</b>: www.chamberlain.edu/. 1 (866) 965 3906. Only 3 Semesters and 100% Online. Proficiency Credits Available!</li> <li><b>Kaplan University® Online</b>: www.kaplanuniversity.edu/. Try Kaplan University with No Tuition Obligation. Learn More.</li> <li><b>Nurse Anesthetist Degree</b></li> </ul>
<p>transmitting at least one of the modified search results and the at least one other advertisement via the</p>	<p>The Accused Instrumentalities transmit at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.</p>

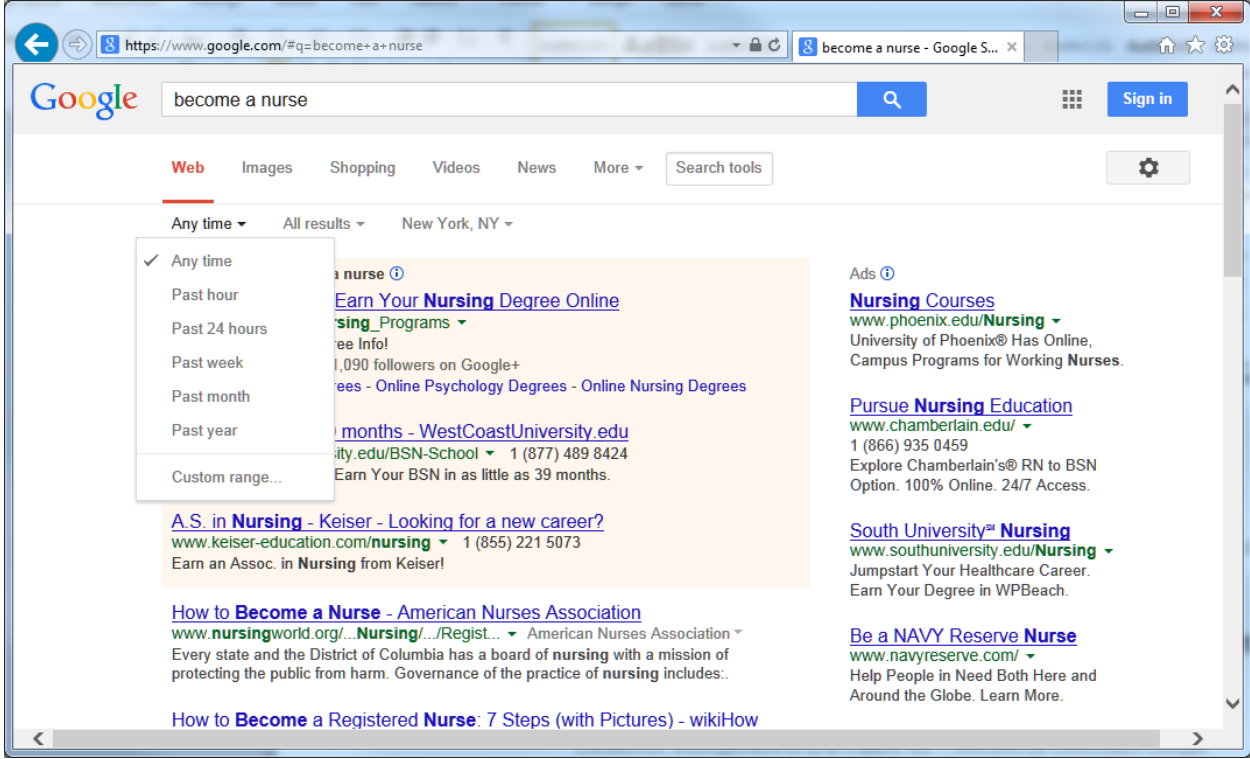
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>communications link to the data processing device.</p>	 <p>The screenshot shows a Google search interface with the query "become a nutritionist". The search results include several organic links and advertisements. The organic results are:</p> <ul style="list-style-type: none"> <li><b>Nutritionist Degree - NaturalHealers.com</b>: Search our Leading Directory of Nutrition Schools. Get More Info. Online Classes - Classes &amp; Courses - Find Schools - All Programs</li> <li><b>How to Become a Nutritionist: 15 Steps (with Pictures) - wikiHow</b>: How to Become a Nutritionist. Nutritionists are experts in food and nutrition. A qualified nutritionist advises people on what to eat in order to lead a healthy ...</li> <li><b>How to Become a Nutritionist or Registered Dietician: Career Paths - schools.com</b>: by Jon Fortenbury - in 81 Google+ circles. Nov 11, 2013 - "All registered dietitians are nutritionists, but not all nutritionists are registered dietitians." There are a lot of options when you are looking for ...</li> <li><b>Dietitians and Nutritionists - Bureau of Labor Statistics</b>: How to Become a Dietitian or Nutritionist. Most dietitians and nutritionists have a bachelor's degree and have participated in supervised training through an ...</li> <li><b>NYS Dietetics and Nutrition: License Requirements</b>: Oct 1, 2013 - Any use of the titles "Certified Dietitian," "Certified Nutritionist" or "Certified Dietitian-Nutritionist" within New York State requires certification.</li> <li><b>Dietitian Quiz - Should You Become a Dietitian - Career Planning</b>: Should you become a Dietitian - take this quiz to find out if you should become a Dietitian.</li> </ul> <p>The advertisements on the right side of the page include:</p> <ul style="list-style-type: none"> <li><b>Become A Nutritionist</b> (www.integrativenutrition.com/): World's Leading Nutrition School. Sample Free Class - No CC Needed!</li> <li><b>Become a Nutritionist</b> (www.adelphi.edu/Nutrition-Master-Degree): Adelphi Offers an MA in Nutrition. Get More Information Now!</li> <li><b>MS in Holistic Nutrition</b> (www.hawthornuniversity.org/): Online degree programs in Nutrition. Enroll by 3/31 for \$50 discount</li> <li><b>Certified Nutritionist</b> (www.homestudycourses.info/): Enroll In Online Classes To Become A Certified Nutritionist. Get Info!</li> <li><b>Become a Nutritionist</b> (www.americanschoolofnaturalhealth.com/): Change Your Life &amp; Help Others. Get Enrolled Today!</li> <li><b>Become Certified Nutritionist</b> (ask.com/Become+Certified+Nutritionist): Over 100 Million Visitors. Discover and Explore on Ask.com!</li> <li><b>Study Nutrition Program</b> (www.courseadvisor.com/Nutrition): Online Nutrition Degree Program. Find Schools and Colleges Near You.</li> <li><b>Online Holistic Degrees</b> (www.iqim.org/nutrition/): Take your Nutrition Career to the Integrative Medicine Level Today!</li> </ul>

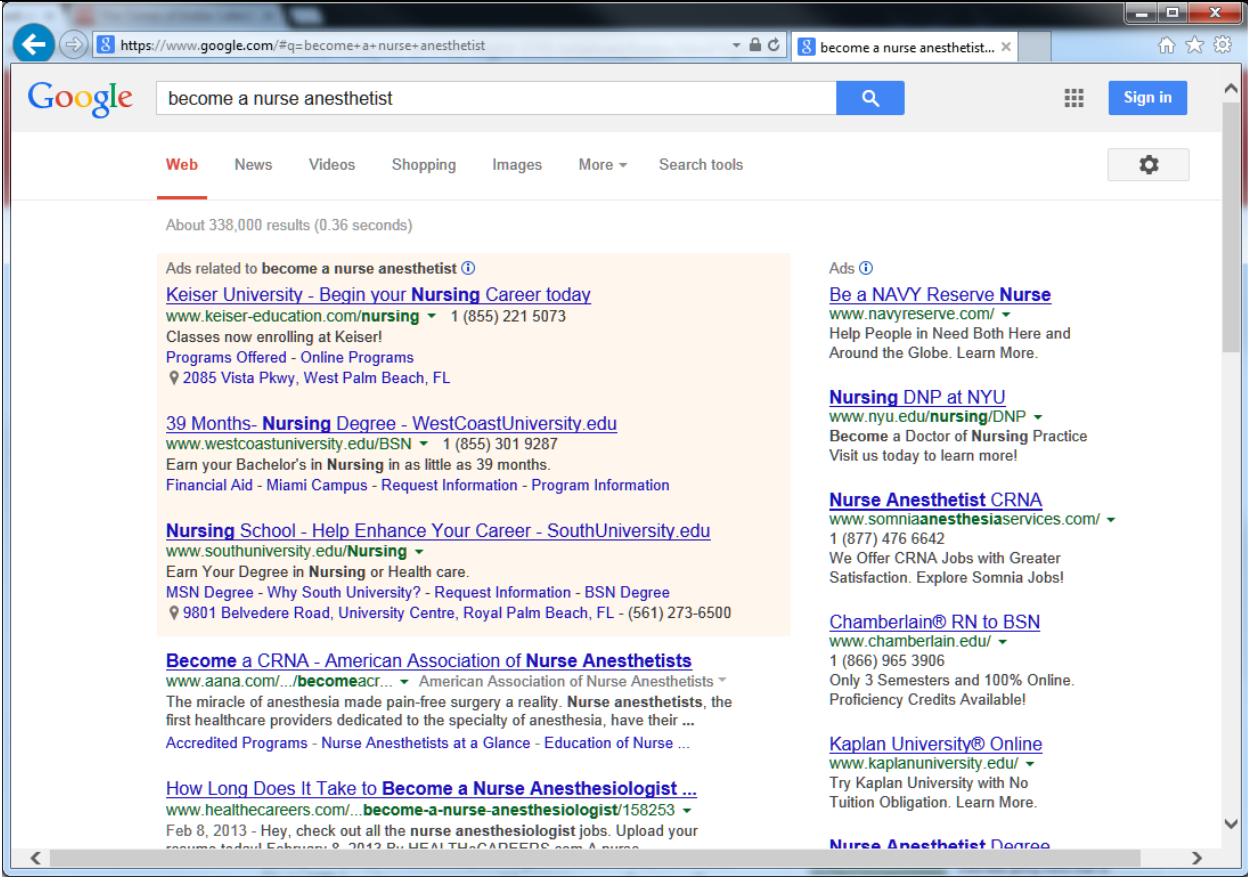
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The search results are displayed in a grid format, including several paid advertisements (marked with "Ad") and organic search results. The ads include:</p> <ul style="list-style-type: none"> <li><b>A.S. in Nursing - Keiser - Begin your training in Nursing</b> (www.keiser-education.com/nursing)</li> <li><b>Become a Nurse - Study Online &amp; Further Your Career</b> (www.waldenu.edu/Nursing_Programs)</li> <li><b>Nursing School - No secondary applications</b> (www.westcoastuniversity.edu/BSN-School)</li> <li><b>To Become A Nurses Assistant</b> (www.kaplanuniversity.edu/)</li> <li><b>Pursue Nursing Education</b> (www.chamberlain.edu/)</li> <li><b>Be a NAVY Reserve Nurse</b> (www.navyreserve.com/)</li> <li><b>Become A Nurse</b> (www.northeastern.edu/)</li> <li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing)</li> <li><b>Nursing Program in NYC</b> (www.sfc.edu/BSinNursing)</li> <li><b>Nursing DNP at NYU</b> (www.nyu.edu/nursing/DNP)</li> </ul> <p>Organic search results include:</p> <ul style="list-style-type: none"> <li><b>How to Become a Nurse - American Nurses Association</b> (www.nursingworld.org/.../Nursing/.../Regist...)</li> <li><b>How to Become a Registered Nurse: 7 Steps (with Pictures)...</b> (www.wikihow.com)</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nurs...</b> (www.discovernursing.com/starting-out)</li> <li><b>Thinking of Becoming a Registered Nurse?   Salary &amp; Job D...</b> (www.jacksonvilleu.com)</li> <li><b>How to Become a Registered Nurse — Nursing Science</b> (www.nursing.uci.edu/.../registered-nurse/)</li> <li><b>Board of Registered Nursing - Steps to Become a CA RN</b> (www.rn.ca.gov/careers/steps.shtml)</li> </ul>



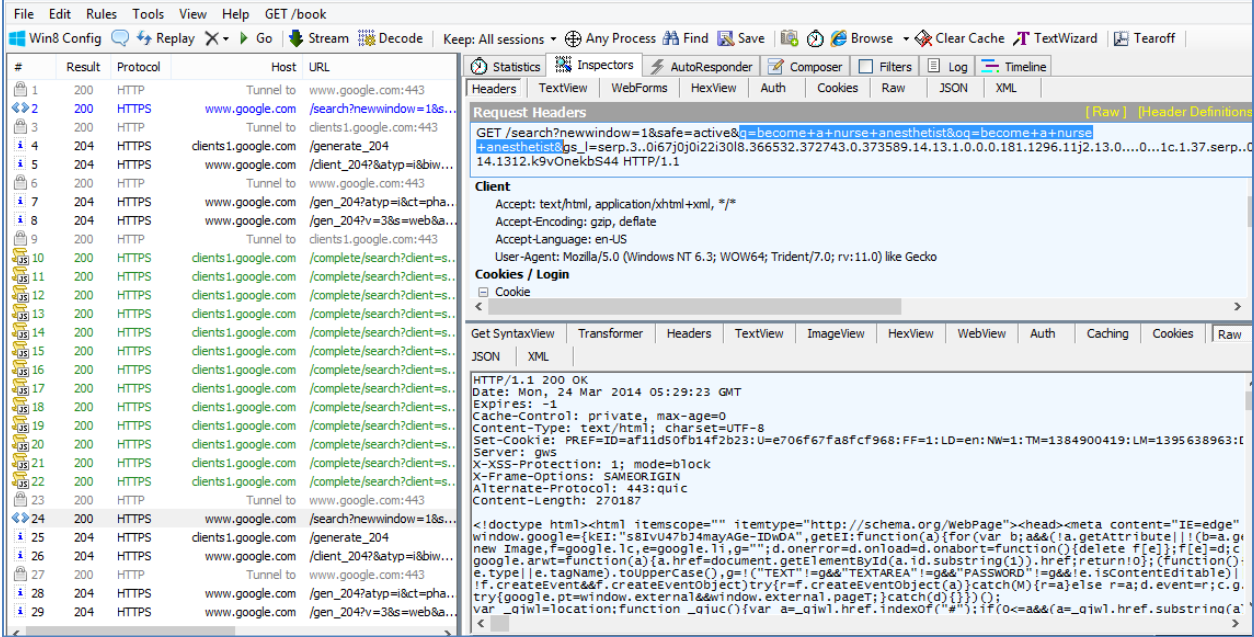
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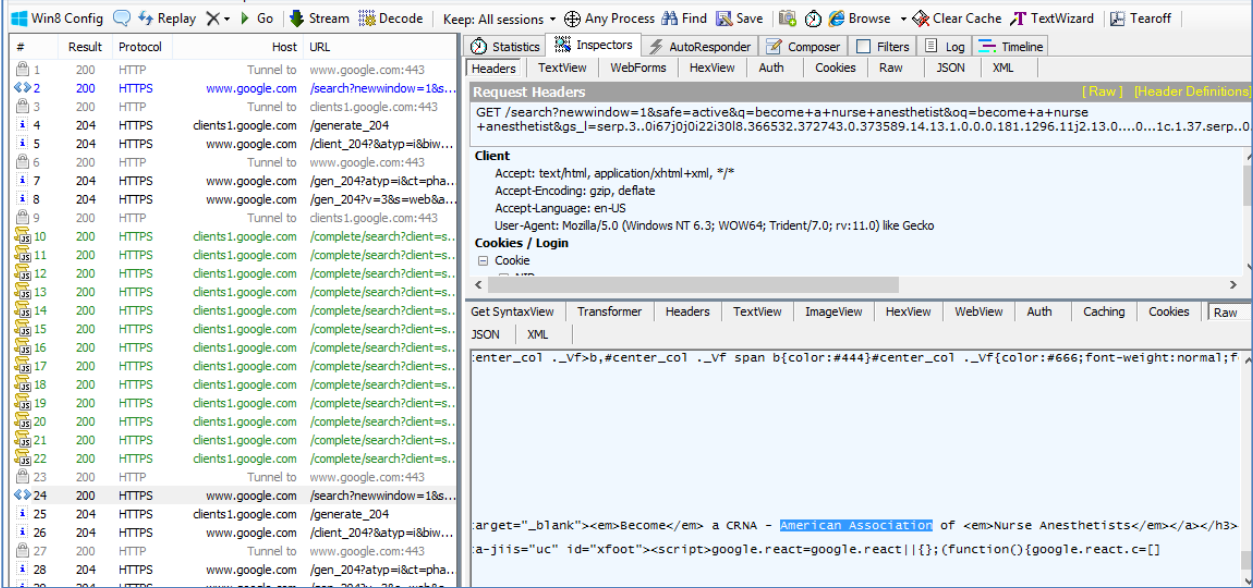
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a date filter dropdown menu on the left, which is open and shows options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Keiser University - Begin your Nursing Career today</b> www.keiser-education.com/nursing - 1 (855) 221 5073 Classes now enrolling at Keiser! Programs Offered - Online Programs 2085 Vista Pkwy, West Palm Beach, FL</li><li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b> www.westcoastuniversity.edu/BSN - 1 (855) 301 9287 Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program Information</li><li><b>Nursing School - Help Enhance Your Career - SouthUniversity.edu</b> www.southuniversity.edu/Nursing - Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500</li><li><b>Become a CRNA - American Association of Nurse Anesthetists</b> www.aana.com/.../becomeacr... - American Association of Nurse Anesthetists - The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologist ...</b> www.healthcareers.com/...become-a-nurse-anesthesiologist/158253 - Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse</li></ul> <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ - Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing DNP at NYU</b> www.nyu.edu/nursing/DNP - Become a Doctor of Nursing Practice Visit us today to learn more!</li><li><b>Nurse Anesthetist CRNA</b> www.somniaanesthesiaservices.com/ - 1 (877) 476 6642 We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!</li><li><b>Chamberlain® RN to BSN</b> www.chamberlain.edu/ - 1 (866) 965 3906 Only 3 Semesters and 100% Online. Proficiency Credits Available!</li><li><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nurse Anesthetist Degree</b></li></ul>

Case No. 2:13-cv-893  
 Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the network tab of a web browser's developer tools. The left pane shows a list of 29 network requests. The selected request (index 24) is a GET request to <code>www.google.com/search?newwindow=1&amp;safe=active&amp;...&amp;become+a+nurse+...&amp;ncs=thetst&amp;gs_l=serp.3.01670j02213018.366532.372743.0.373589.14.13.1.0.0.0.181.1296.11j2.13.0....0...1c.1.37.serp..0.14.1312.k9vOnekbs44 HTTP/1.1</code>. The right pane shows the following details:</p> <ul style="list-style-type: none"> <li><b>Request Headers:</b> GET /search?newwindow=1&amp;safe=active&amp;...&amp;become+a+nurse+...&amp;ncs=thetst&amp;gs_l=serp.3.01670j02213018.366532.372743.0.373589.14.13.1.0.0.0.181.1296.11j2.13.0....0...1c.1.37.serp..0.14.1312.k9vOnekbs44 HTTP/1.1</li> <li><b>Client:</b> Accept: text/html, application/xhtml+xml, */* Accept-Encoding: gzip, deflate Accept-Language: en-US User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko</li> <li><b>Cookies / Login:</b> Cookie</li> <li><b>Raw:</b> HTTP/1.1 200 OK Date: Mon, 24 Mar 2014 05:29:23 GMT Expires: -1 Cache-Control: private, max-age=0 Content-Type: text/html; charset=UTF-8 Set-Cookie: PREFID=af11d50fb14f2b23; U=e706f67fa8fc968; FF=1; LD=en; NW=1; TM=138490419; LM=1395638963; ... Server: gws X-XSS-Protection: 1; mode=block X-Frame-Options: SAMEORIGIN Alternate-Protocol: 443:quic Content-Length: 270187</li> </ul>

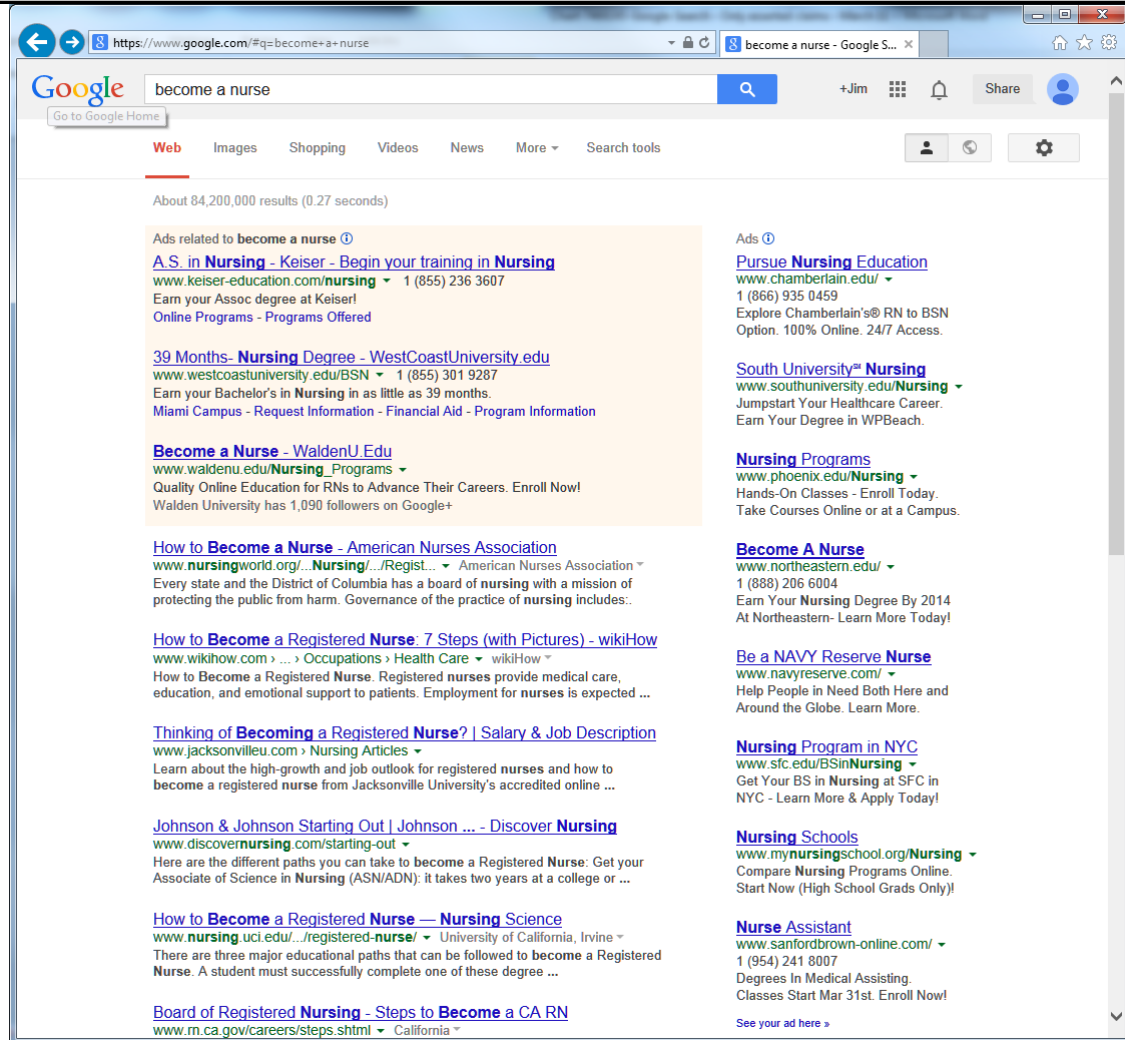
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																																																																																																																																																							
	<table border="1"> <thead> <tr> <th>#</th> <th>Result</th> <th>Protocol</th> <th>Host</th> <th>URL</th> </tr> </thead> <tbody> <tr><td>1</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>www.google.com:443</td></tr> <tr><td>2</td><td>200</td><td>HTTPS</td><td>www.google.com</td><td>/search?newwindow=1&amp;s...</td></tr> <tr><td>3</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>clients1.google.com:443</td></tr> <tr><td>4</td><td>204</td><td>HTTPS</td><td>clients1.google.com</td><td>/generate_204</td></tr> <tr><td>5</td><td>204</td><td>HTTPS</td><td>www.google.com</td><td>/client_204?atyp=i&amp;biw...</td></tr> <tr><td>6</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>www.google.com:443</td></tr> <tr><td>7</td><td>204</td><td>HTTPS</td><td>www.google.com</td><td>/gen_204?atyp=i&amp;act=pha...</td></tr> <tr><td>8</td><td>204</td><td>HTTPS</td><td>www.google.com</td><td>/gen_204?v=3&amp;s=web&amp;a...</td></tr> <tr><td>9</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>clients1.google.com:443</td></tr> <tr><td>10</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>11</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>12</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>13</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>14</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>15</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>16</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>17</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>18</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>19</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>20</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>21</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>22</td><td>200</td><td>HTTPS</td><td>clients1.google.com</td><td>/complete/search?client=s...</td></tr> <tr><td>23</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>www.google.com:443</td></tr> <tr><td>24</td><td>200</td><td>HTTPS</td><td>www.google.com</td><td>/search?newwindow=1&amp;s...</td></tr> <tr><td>25</td><td>204</td><td>HTTPS</td><td>clients1.google.com</td><td>/generate_204</td></tr> <tr><td>26</td><td>204</td><td>HTTPS</td><td>www.google.com</td><td>/client_204?atyp=i&amp;biw...</td></tr> <tr><td>27</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>www.google.com:443</td></tr> <tr><td>28</td><td>204</td><td>HTTPS</td><td>www.google.com</td><td>/gen_204?atyp=i&amp;act=pha...</td></tr> <tr><td>29</td><td>204</td><td>HTTPS</td><td>www.google.com</td><td>/gen_204?v=3&amp;s=web&amp;a...</td></tr> </tbody> </table>	#	Result	Protocol	Host	URL	1	200	HTTP	Tunnel to	www.google.com:443	2	200	HTTPS	www.google.com	/search?newwindow=1&s...	3	200	HTTP	Tunnel to	clients1.google.com:443	4	204	HTTPS	clients1.google.com	/generate_204	5	204	HTTPS	www.google.com	/client_204?atyp=i&biw...	6	200	HTTP	Tunnel to	www.google.com:443	7	204	HTTPS	www.google.com	/gen_204?atyp=i&act=pha...	8	204	HTTPS	www.google.com	/gen_204?v=3&s=web&a...	9	200	HTTP	Tunnel to	clients1.google.com:443	10	200	HTTPS	clients1.google.com	/complete/search?client=s...	11	200	HTTPS	clients1.google.com	/complete/search?client=s...	12	200	HTTPS	clients1.google.com	/complete/search?client=s...	13	200	HTTPS	clients1.google.com	/complete/search?client=s...	14	200	HTTPS	clients1.google.com	/complete/search?client=s...	15	200	HTTPS	clients1.google.com	/complete/search?client=s...	16	200	HTTPS	clients1.google.com	/complete/search?client=s...	17	200	HTTPS	clients1.google.com	/complete/search?client=s...	18	200	HTTPS	clients1.google.com	/complete/search?client=s...	19	200	HTTPS	clients1.google.com	/complete/search?client=s...	20	200	HTTPS	clients1.google.com	/complete/search?client=s...	21	200	HTTPS	clients1.google.com	/complete/search?client=s...	22	200	HTTPS	clients1.google.com	/complete/search?client=s...	23	200	HTTP	Tunnel to	www.google.com:443	24	200	HTTPS	www.google.com	/search?newwindow=1&s...	25	204	HTTPS	clients1.google.com	/generate_204	26	204	HTTPS	www.google.com	/client_204?atyp=i&biw...	27	200	HTTP	Tunnel to	www.google.com:443	28	204	HTTPS	www.google.com	/gen_204?atyp=i&act=pha...	29	204	HTTPS	www.google.com	/gen_204?v=3&s=web&a...	<p>The screenshot shows the network tab of a web browser's developer tools. The left pane lists 29 requests. Request #24 is selected, showing a 200 status code for a GET request to <code>/search?newwindow=1&amp;safe=active&amp;q=become+a+nurse+anesthetist&amp;oq=become+a+nurse+anesthetist&amp;gs_l=serp.3..0i67j0j0i22i30i8.366532.372743.0.373589.14.13.1.0.0.181.1296.11j2.13.0...0.1c.1.37.serp...</code>. The right pane shows the request headers, client information (Mozilla/5.0), and cookies/login data.</p>
#	Result	Protocol	Host	URL																																																																																																																																																				
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
<b>Claim No. 5</b>	
<p>The method of claim 1, wherein the search refinement input comprises at least one additional search argument.</p>	<p>The Accused Instrumentalities receive search refinement input comprising at least one additional search argument.</p> <p>See claim 1 above.</p>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY





Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

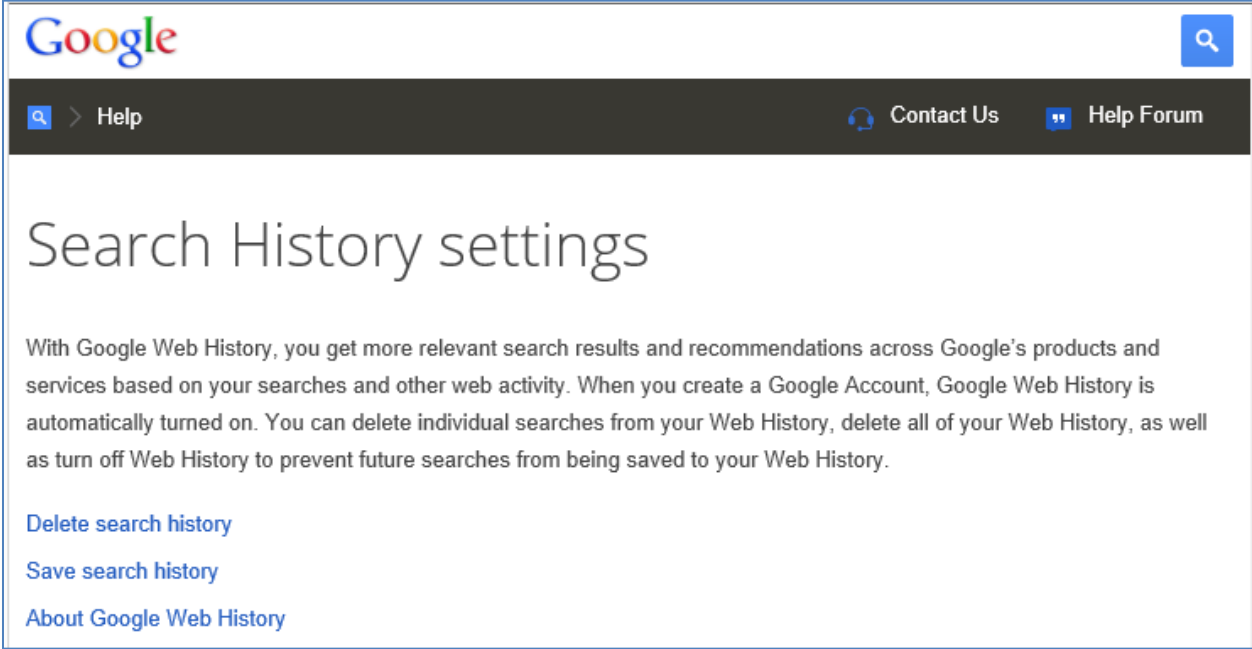
The screenshot shows a Google search for "become a nurse anesthetist". The search results are organized into two columns. The left column features several search results, including:

- Ads related to become a nurse anesthetist**
  - Nursing School -39 months - WestCoastUniversity.edu**: www.westcoastuniversity.edu/BSN-School. Advance your career & Earn Your BSN in as little as 39 months. Miami Campus - Program Information - Financial Aid - Request Information.
  - A.S. in Nursing - Keiser - Begin your training in Nursing**: www.keiser-education.com/nursing. Earn your Assoc degree at Keiser! Programs Offered - Online Programs.
  - Pursue Nursing Education - Explore Chamberlain's® RN to BSN**: www.chamberlain.edu/. Option. 100% Online. 24/7 Access. Chamberlain College of Nursing has 363 followers on Google+ Chamberlain® RN to BSN - Call Today: 855-792-9066 - Request RN to BSN Info.
- Become a CRNA - American Association of Nurse Anesthetists**: www.aana.com/...becomeacr... The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...
- How Long Does it Take to Become a Nurse Anesthesiologist ...**: www.healthcareers.com/...become-a-nurse-anesthesiologist/158253. Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHeCAREERS.com A nurse ...
- How to Become a Nurse Anesthetist**: www.innerbody.com > Careers by Lisa Davila. Certified registered nurse anesthetists (CRNAs) use their advanced training in pain management to relieve suffering and discomfort due to surgery, trauma, ...
- How to Become a Nurse Anesthetist: 7 Steps (with Pictures) - wikiH...**: www.wikihow.com > ... > Occupations > Health Care > wikiHow. How to Become a Nurse Anesthetist. Nurse anesthetists perform a variety of duties including administering anesthesia, monitoring patients' vital signs, and ...
- Johnson & Johnson Nurse Anesthetist | Johnson ... - Discover Nursing**: www.discovernursing.com/specialty/nurse-anesthetist

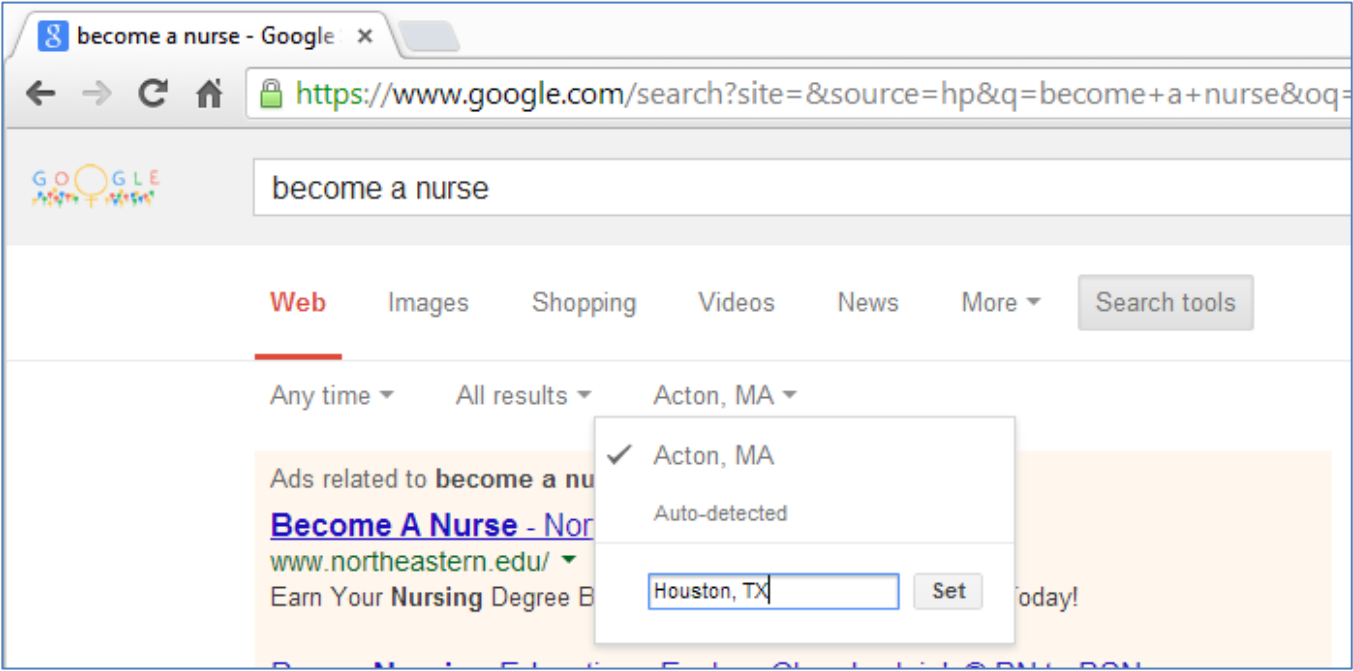
The right column features several search results, including:

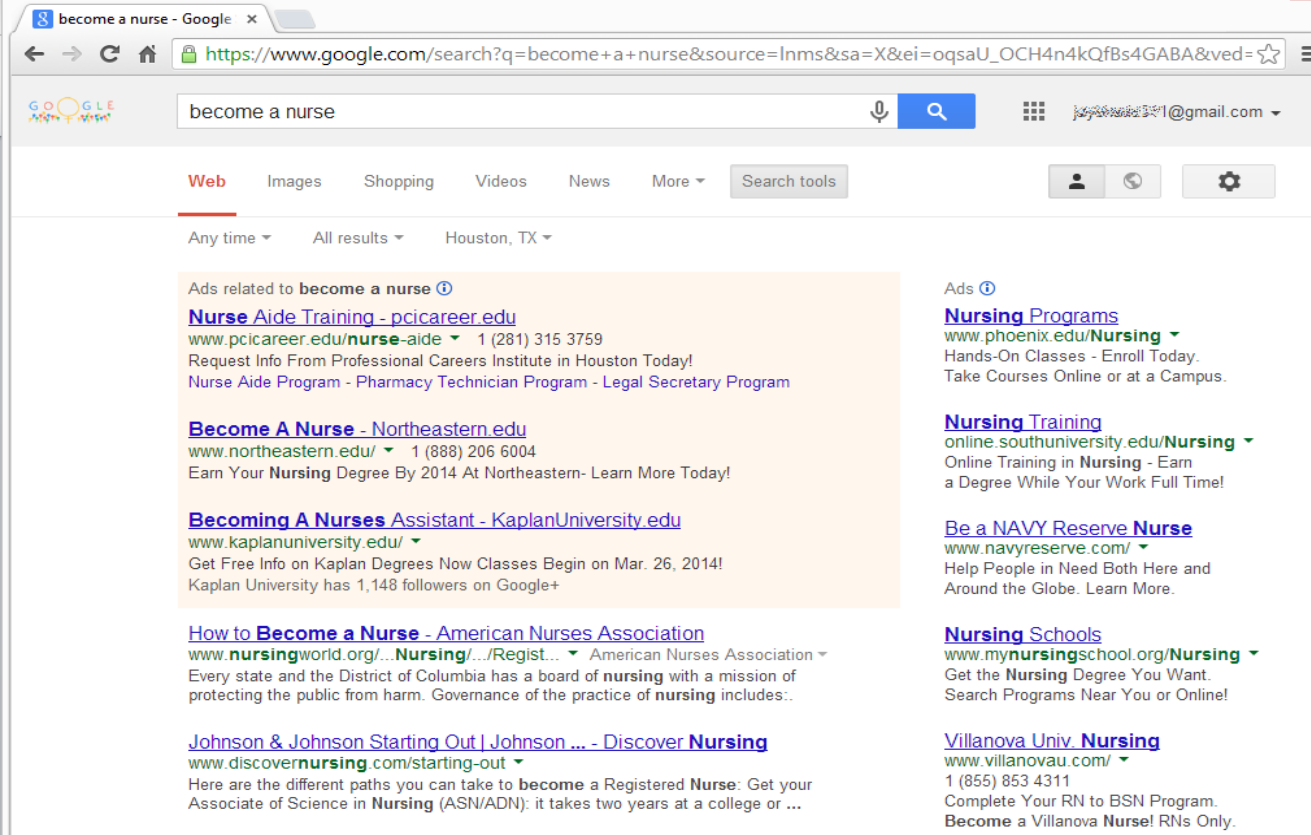
- Nurse Anesthetist Degree**: www.fairfield.edu/Dnp. 1 (203) 254 4000. 36-month Doctor of Nursing Practice Degree from Fairfield UI- Info Here.
- Nursing DNP at NYU**: www.nyu.edu/nursing/DNP. Become a Doctor of Nursing Practice Visit us today to learn more!
- South University®**: www.southuniversity.edu/. Enhance Your Career Potential with Our Nursing Program. Official Site.
- University of Phoenix®**: www.phoenix.edu/Nursing. Demand for Nurses is High. Get Your Career Started Today with a Degree. 100 Town Square Pl, Jersey City, NJ (201) 610-1408.
- Nurse Anesthetist CRNA**: www.somniaanesthesiaservices.com/. 1 (877) 476 6642. We Offer CRNA Jobs with Greater Satisfaction. Explore Sonnia Jobs!
- Be a NAVY Reserve Nurse**: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.
- Become an RN**: www.eastwick.edu/RN. Affordable hands-on training, financial aid available. 250 Moore Street, Hackensack, NJ (201) 488-9400.
- Nurse Anesthetist Degree**: www.ask.com/Nurse+Anesthetist+Degree

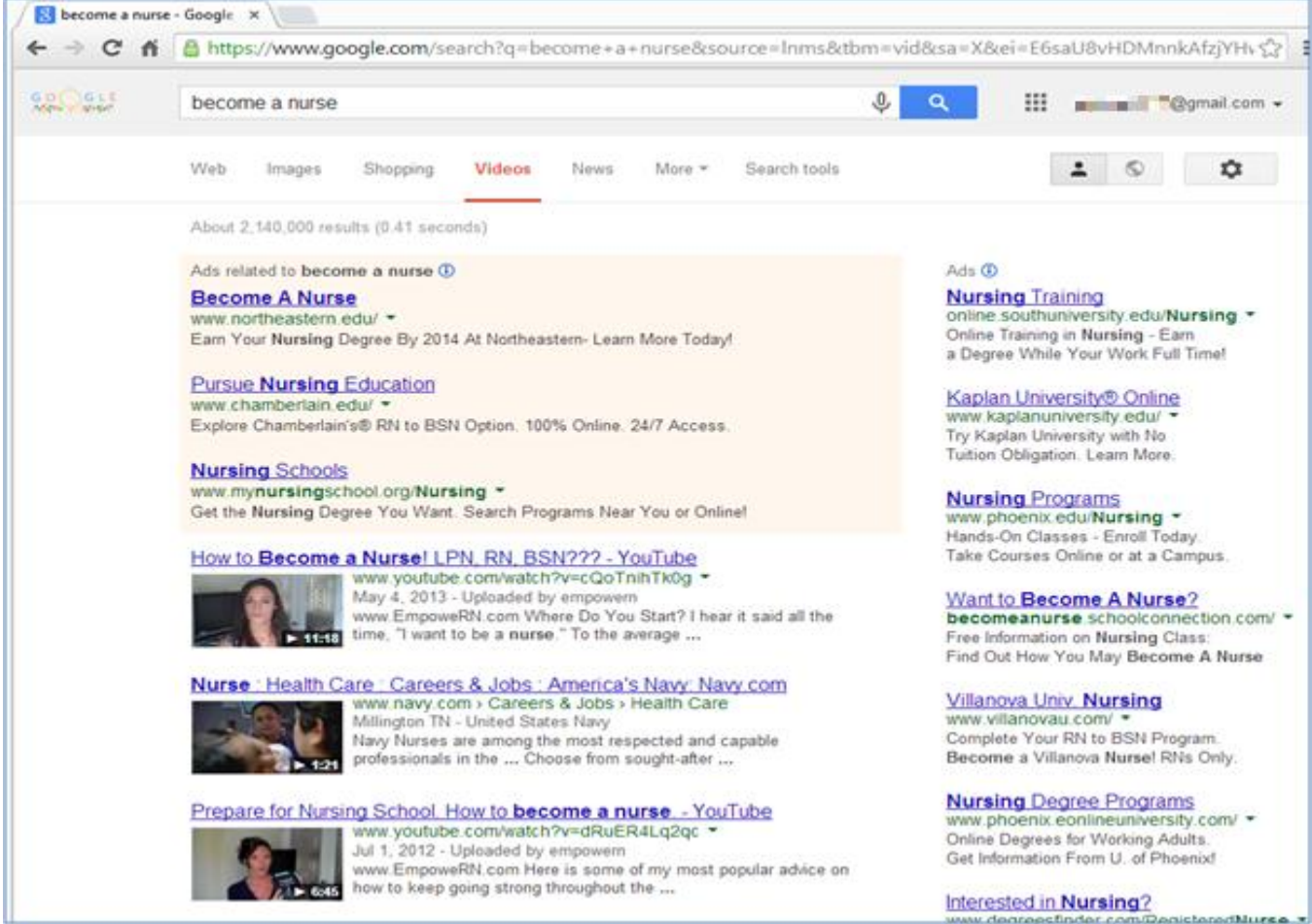
The browser address bar shows the URL: https://www.google.com/#q=become+a+nurse+anesthetist. The search bar contains the text "become a nurse anesthetist".

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search History settings page. At the top is the Google logo and a search bar. Below the logo is a navigation bar with a search icon, a right arrow, and the word "Help". To the right of the navigation bar are links for "Contact Us" and "Help Forum". The main heading is "Search History settings". Below the heading is a paragraph of text: "With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History." Below the paragraph are three blue links: "Delete search history", "Save search history", and "About Google Web History".</p> <p><a href="https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131">https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> <li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li> <li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li> <li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li> </ul> <p><b>Personalization, a special kind of context</b>  "Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul style="list-style-type: none"> <li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li> <li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li> </ul> <p><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 6</b>	
<p>The method of claim 1, wherein the search refinement input comprises additional search criteria.</p>	<p>The Accused Instrumentalities receive search refinement input comprising additional search criteria.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open over the "Acton, MA" filter, showing "Acton, MA" with a checkmark and "Auto-detected". Below the dropdown, there is an input field containing "Houston, TX" and a "Set" button. The background of the page shows search results, including an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/".</p>

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	 <p>The screenshot shows a Google search for "become a nurse". The search results are categorized into "Web" results and "Ads related to become a nurse".</p> <p><b>Web Results:</b></p> <ul style="list-style-type: none"> <li><b>Nurse Aide Training - pcicareer.edu</b> www.picareer.edu/nurse-aide   1 (281) 315 3759 Request Info From Professional Careers Institute in Houston Today! Nurse Aide Program - Pharmacy Technician Program - Legal Secretary Program</li> <li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/   1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Becoming A Nurses Assistant - KaplanUniversity.edu</b> www.kaplanuniversity.edu/   Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+</li> <li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/.../Nursing/.../Regist...   American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out   Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li> </ul> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"> <li><b>Nursing Programs</b> www.phoenix.edu/Nursing   Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li> <li><b>Nursing Training</b> online.southuniversity.edu/Nursing   Online Training in Nursing - Earn a Degree While Your Work Full Time!</li> <li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/   Help People in Need Both Here and Around the Globe. Learn More.</li> <li><b>Nursing Schools</b> www.mynursingschool.org/Nursing   Get the Nursing Degree You Want. Search Programs Near You or Online!</li> <li><b>Villanova Univ. Nursing</b> www.villanovau.com/   1 (855) 853 4311 Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li> </ul>

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

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	<p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> <li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li> <li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li> <li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li> </ul> <p><b>Personalization, a special kind of context</b>  "Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul style="list-style-type: none"> <li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li> <li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li> </ul> <p><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>



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<b>Claim No. 7</b>	
<p>The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p>See claim 1 above.</p> <div data-bbox="648 557 1902 992" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; font-size: 1.2em;">Destination URL</p> <p>The URL address for the page in your website where you'd like people to be sent after they click your ad.</p> <ul style="list-style-type: none"> <li>For each ad, you'll specify a <b>display URL</b> (shown to customers with your ad) and a destination URL (used to determine where people are taken when they click your ad). Google's policy is that both URLs be within the same website (meaning that they share the same domain).</li> <li>Your destination URL isn't visible in the ad, so you can use it to direct people to a specific page within your site without cluttering your ad. For example, an ad could use a clean display URL like <i>example.com</i> to show with the ad, while using a more specific destination URL like <i>example.com/camera_purchase_page.html</i> to link customers to the most relevant page.</li> </ul> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2684490?hl=en">https://support.google.com/adwords/answer/2684490?hl=en</a></p>



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## Destination URL

**What's the policy?**

The **destination URL** is the URL that loads when a user clicks your ad. The **landing page URL** is where users actually end up after passing through any redirects associated with your destination URL. If the destination URL doesn't redirect, the destination URL and landing page URL are the same thing.

After clicking an ad, the user should end up on a site that complies with AdWords policy and works properly for all users in all browsers and devices.


**Requirements**

**Link to a functional site**


- Your ad's destination URL can't lead to a website that is under construction or that links to an error page that displays a status code beginning with a 4 or a 5 (such as a 405 error). See the bottom of this page for help to fix these errors.
- Your landing page must work properly for all locations, regardless of where you're targeting your ad.
- Your website should load quickly on most popular browsers and devices. We recommend avoiding content or features on your site that delay a page's load time and that may make a user think that your site isn't working.
- Your ad's destination URL can't lead to an email address or a file instead of a webpage. Such files include image, audio, video, or document files that require an additional application to open or run (such as PDF files).
- If you're using [dynamic tracking URLs](#), they must lead to a valid URL and meet all of the requirements listed here for destination URLs.

**Match the domain of your ad's display URL**

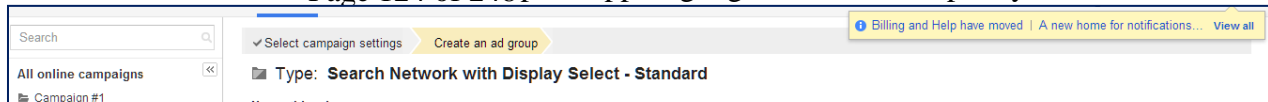
- Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."



www.example.com




www.example.com




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<b>Claim No. 8</b>	
The method of claim 1, further comprising:	Upon information and belief, the Accused Instrumentalities determine, via communication with the data processing device that the user does not select the at least one advertisement.  See claim 1 above.


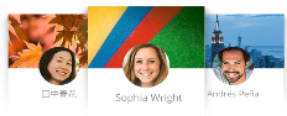

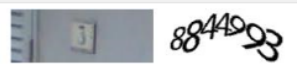
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<p>determining, via communication with the data processing device that the user does not select the at least one advertisement; and</p>	<div style="border: 1px solid black; padding: 10px;"> <p>About 95,200,000 results (0.30 seconds)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 65%;"> <p><b>Become A Nurse - Northeastern.edu</b>  <small>Ad</small> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> (888) 206-6004                      Earn Your <b>Nursing Degree</b> By 2014 At Northeastern- Learn More Today!                      360 Huntington Avenue, Boston, MA</p> <p><b>Become a Nurse - WaldenU.Edu</b>  <small>Ad</small> <a href="http://www.waldenu.edu/Nursing_Programs">www.waldenu.edu/Nursing_Programs</a> (855) 740-7999                      Quality Online Education for RNs to Advance Their Careers. Enroll Now!                      Walden University has 1,096 followers on Google+                      Online Counseling Degrees - Online Psychology Degrees - Online Nursing Degrees</p> <p><b>To Become A Nurses Assistant - KaplanUniversity.edu</b>  <small>Ad</small> <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a>                      Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014!</p> <hr/> <p><b>How to Become a Nurse - American Nurses Association</b>  <a href="http://www.nursingworld.org/...Nursing/.../Regist...">www.nursingworld.org/...Nursing/.../Regist...</a> American Nurses Association                      Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</p> <p><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nur...</b>  <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>                      Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</p> <p><b>How to Become a Registered Nurse: 7 Steps (with Pictures) ...</b>  <a href="http://www.wikihow.com">www.wikihow.com</a> &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow                      How to <b>Become</b> a Registered <b>Nurse</b>. Registered <b>nurses</b> provide medical care, education, and emotional support to patients. Employment for <b>nurses</b> is expected ...</p> <p><b>Thinking of Becoming a Registered Nurse?   Salary &amp; Job D...</b>  <a href="http://www.jacksonvilleu.com">www.jacksonvilleu.com</a> &gt; Nursing Articles                      Learn about the high-growth and job outlook for registered <b>nurses</b> and how to <b>become</b> a registered <b>nurse</b> from Jacksonville University's accredited online ...</p> <p><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>  <a href="http://www.indeed.com">www.indeed.com</a> &gt; Forums &gt; Job &gt; Nurse &gt; Indeed.com                      Dec 11, 2010 - 50 posts - 19 authors                      DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every <b>nurse</b> out there, ...</p> </div> <div style="width: 30%; border-left: 1px solid black; padding-left: 10px;"> <p><b>Ads</b></p> <p><b>Nursing Programs</b>  <a href="http://www.phoenix.edu/Nursing">www.phoenix.edu/Nursing</a>                      Hands-On Classes - Enroll Today.                      Take Courses Online or at a Campus.</p> <p><b>Nursing Degrees Online</b>  <a href="http://online.southuniversity.edu/">online.southuniversity.edu/</a>                      Jumpstart Your <b>Nursing Career</b>. Earn A Degree Online &amp; Attend Anytime</p> <p><b>Pursue Nursing Education</b>  <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>                      (855) 792-9066                      Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</p> <p><b>Nursing Schools</b>  <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>                      Compare <b>Nursing Programs</b> Online. Start Now (High School Grads Only)!</p> <p><b>Lincoln Tech: Nursing</b>  <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a>                      (800) 752-1232                      Program: extended care, maternity, child development, geriatrics, more                      5 Middlesex Avenue, Somerville, MA</p> <p><b>Nursing Degree Programs</b>  <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a>                      (855) 507-3539                      Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p><b>High Paid Nursing Degree</b>  <a href="http://www.smarterschooling.com/NursingDegree">www.smarterschooling.com/NursingDegree</a>                      Top Accredited <b>Nursing Programs</b>. Get High Paid &amp; In Demand Career.</p> <p><b>Villanova Univ. Online</b></p> </div> </div> </div>

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	<div data-bbox="657 367 1898 987" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> <li>• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li> <li>• Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a></li> <li>• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li> <li>• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li> </ul> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div data-bbox="657 1068 1898 1419" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <p style="text-align: center;"><code>CTR = ( Clicks / # of impressions, views, or queries ) * 100%</code></p> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div>

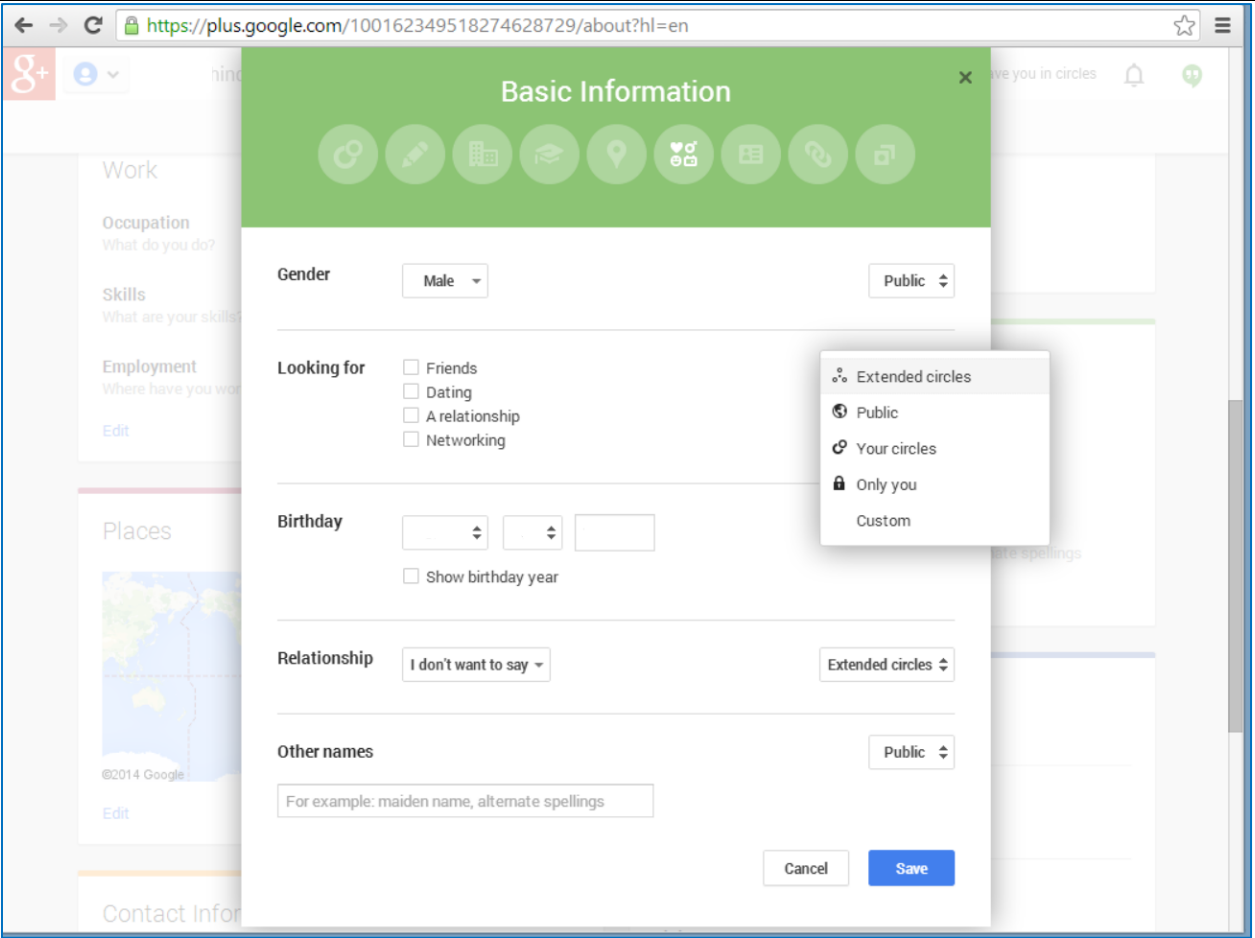
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p>
<p>updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.</p>	<p>Upon information and belief, the Accused Instrumentalities update advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement</p> <div data-bbox="674 550 1877 1276" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <h3 style="text-align: center;">Ad Rank</h3> <p>A value that's used to determine your ad position, where ads are shown on a page. Ad Rank is calculated using your bid amount and Quality Score.</p> <div style="display: flex; align-items: flex-start;">  <div> <p><a href="#">Understanding AdWords Ad Rank</a></p> <p>Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high. Read more about ad rank: <a href="http://goo.gl/KawwRW">http://goo.gl/KawwRW</a> Subscribe to AdWords Help on YouTube: <a href="http://www.youtube.com/adwordshelp">http://www.youtube.com/adwordshelp</a></p> </div> </div> <ul style="list-style-type: none"> <li>Ad Rank determines your <b>ad position</b> -- where your ad shows on the page in relation to other ads.</li> <li>The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call <b>Quality Score</b>. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.</li> <li>Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment.</li> </ul> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/1752122">https://support.google.com/adwords/answer/1752122</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																																																																								
	<p>All online campaigns <span style="float: right;">Last 7 days: Feb 28, 2014 - Mar 6, 2014</span></p> <p>Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions</p> <p>All but deleted campaigns Segment Filter Columns <input type="text"/> Search</p> <p>Clicks vs None Daily <span style="float: right;">View Change History</span></p>  <table border="1" data-bbox="619 560 1942 722"> <thead> <tr> <th>Campaign</th> <th>Campaign type</th> <th>Campaign subtype</th> <th>Budget</th> <th>Status</th> <th>Clicks</th> <th>Impr.</th> <th>CTR</th> <th>Avg. CPC</th> <th>Cost</th> <th>Avg. Pos.</th> <th>Labels</th> </tr> </thead> <tbody> <tr> <td>Campaign #1</td> <td>Search Network with Display Select</td> <td>Standard</td> <td>\$10.00/day</td> <td>Eligible</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td>--</td> </tr> <tr> <td colspan="5">Total - all but deleted campaigns</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - Search</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - Display Network</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - all campaigns</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> </tbody> </table> <p style="text-align: right;">Show rows: 50   1 - 1 of 1</p> <p style="text-align: right;"><a href="https://adwords.google.com/cm/CampaignMgmt?">https://adwords.google.com/cm/CampaignMgmt?</a></p>	Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Campaign #1	Search Network with Display Select	Standard	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0.0	--	Total - all but deleted campaigns					0	0	0.00%	\$0.00	\$0.00	0.0		Total - Search					0	0	0.00%	\$0.00	\$0.00	0.0		Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0		Total - all campaigns					0	0	0.00%	\$0.00	\$0.00	0.0	
Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels																																																														
Campaign #1	Search Network with Display Select	Standard	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0.0	--																																																														
Total - all but deleted campaigns					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - Search					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - all campaigns					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
<b>Claim No. 9</b>																																																																									
<p>The method of claim 1, further comprising selecting the at least one advertisement based upon a least one of user profile data and user preference data.</p>	<p>The Accused Instrumentalities select the at least one advertisement based upon a least one of user profile data and user preference data.</p> <p>See claim 1 above.</p>																																																																								

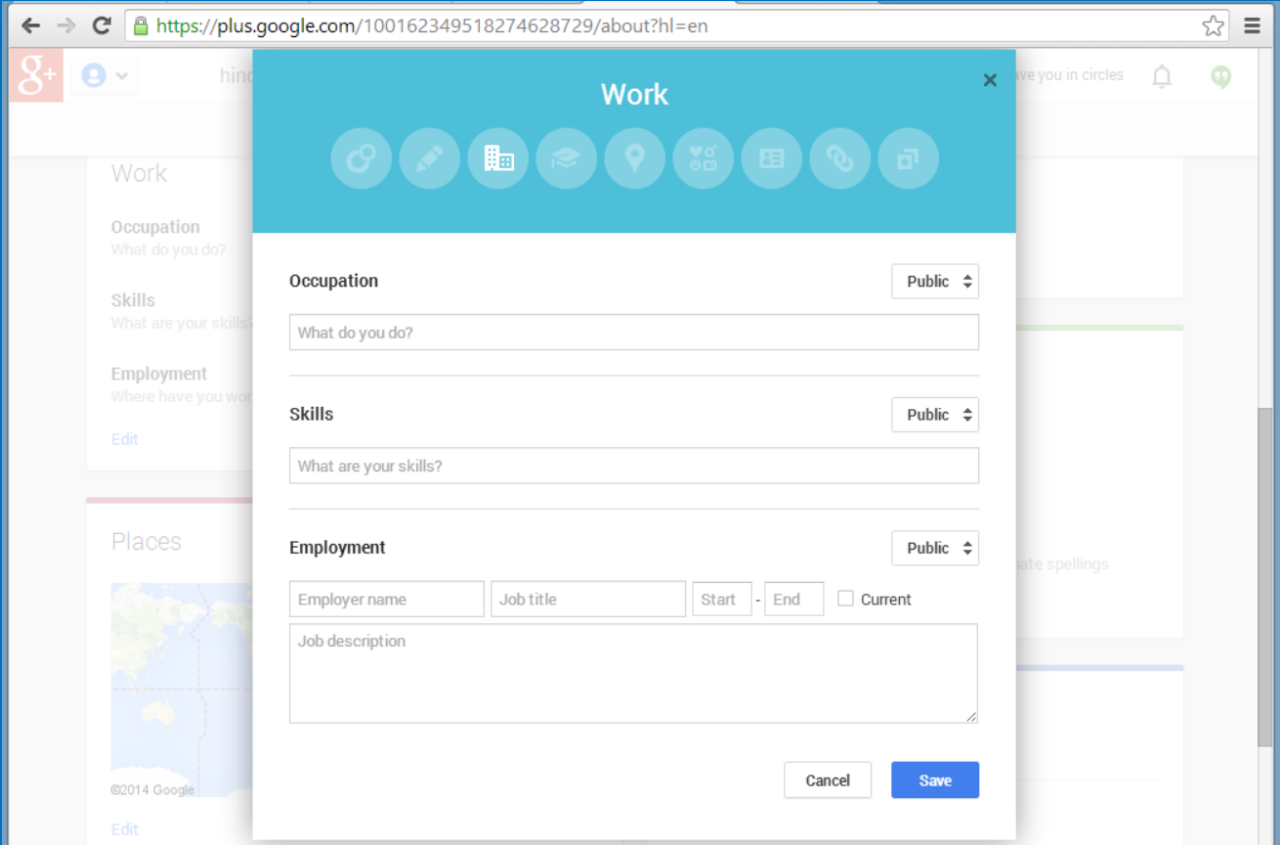
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="869 326 1787 1386"><h2 style="text-align: center;">Create your Google Account</h2><p style="text-align: center;">One account is all you need A single username and password gets you into everything Google.</p><div style="text-align: center;"></div><p style="text-align: center;">Make Google yours Set up your profile and preferences just the way you like.</p><div style="text-align: center;"></div><p style="text-align: center;">Take it all with you Switch between devices, and pick up wherever you left off.</p><div style="text-align: center;"></div><div style="float: right; width: 30%;"><p><b>Name</b> First <input type="text"/> Last <input type="text"/></p><p><b>Choose your username</b> <input type="text"/> @gmail.com <a href="#">I prefer to use my current email address</a></p><p><b>Create a password</b> <input type="password"/></p><p><b>Confirm your password</b> <input type="password"/></p><p><b>Birthday</b> Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></p><p><b>Gender</b> I am... <input type="text"/></p><p><b>Mobile phone</b> <input type="text"/></p><p><b>Your current email address</b> <input type="text"/></p><p><b>Default homepage</b> <input checked="" type="checkbox"/> Set Google as my default homepage. <small>Your default homepage in your browser is the first page that appears when you open your browser.</small></p><p><b>Prove you're not a robot</b> <input type="checkbox"/> Skip this verification (phone verification may be required)</p><div style="border: 1px solid #ccc; padding: 5px;"><p>Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="P"/></p></div><p><b>Location</b> United States <input type="text"/></p></div></div> <p style="text-align: right;"><a href="https://accounts.google.com/SignUp?service=mail">https://accounts.google.com/SignUp?service=mail</a></p>

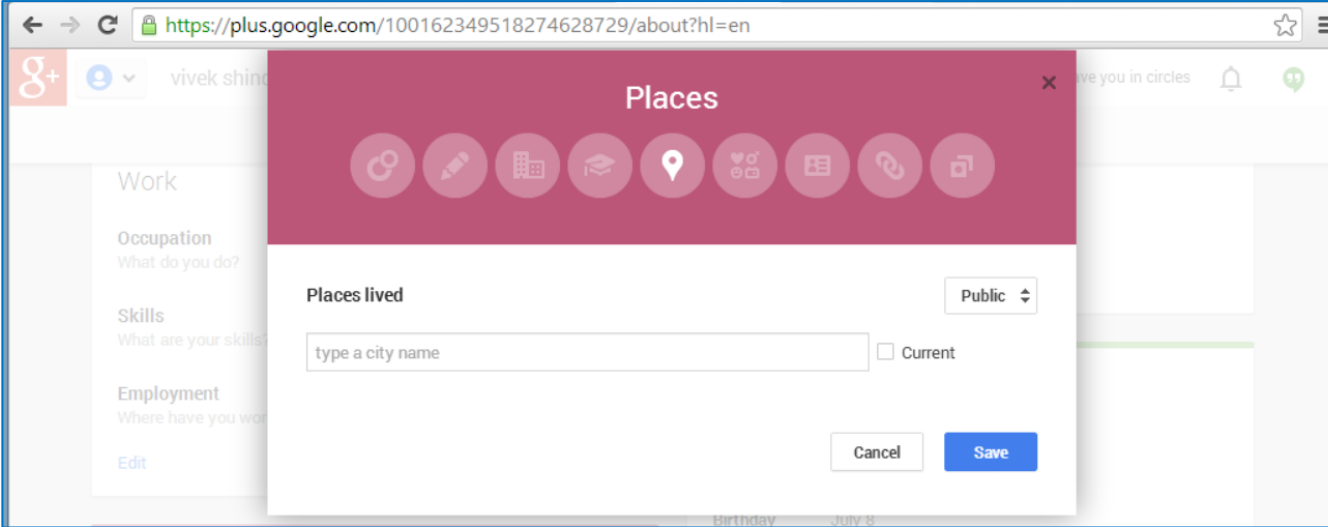
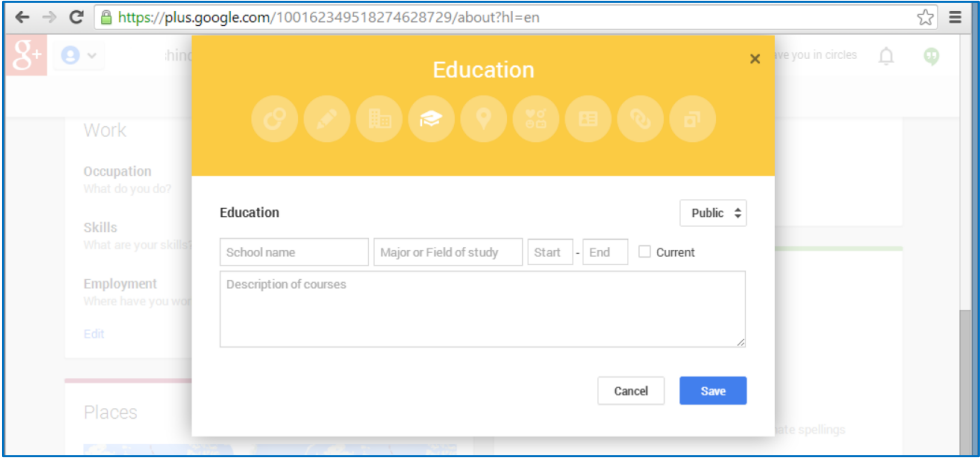
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google Plus profile page with the 'Basic Information' edit modal open. The modal contains the following fields and options:</p> <ul style="list-style-type: none"><li><b>Gender:</b> Male (dropdown)</li><li><b>Privacy:</b> Public (dropdown)</li><li><b>Looking for:</b> <input type="checkbox"/> Friends, <input type="checkbox"/> Dating, <input type="checkbox"/> A relationship, <input type="checkbox"/> Networking</li><li><b>Birthday:</b> [Month/Day/Year] (dropdowns), <input type="checkbox"/> Show birthday year</li><li><b>Relationship:</b> I don't want to say (dropdown), Extended circles (dropdown)</li><li><b>Other names:</b> [Text input], Public (dropdown)</li></ul> <p>A dropdown menu is open over the 'Public' privacy setting, showing the following options: Extended circles, Public, Your circles, Only you, and Custom. The background shows the profile's 'Work' and 'Places' sections.</p>

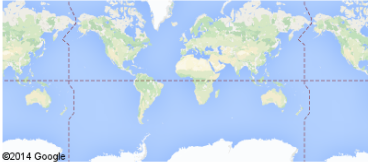


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page for a user named 'hind'. The page is titled 'Work' and features a blue header with various icons. The main content area is divided into three sections: 'Occupation', 'Skills', and 'Employment'. Each section has a 'Public' dropdown menu and a text input field. The 'Employment' section includes fields for 'Employer name', 'Job title', 'Start', 'End', and a checkbox for 'Current'. A 'Job description' text area is located below the 'Employment' section. At the bottom right of the form, there are 'Cancel' and 'Save' buttons. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page footer includes the text '©2014 Google' and an 'Edit' link.</p>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google+ profile page for 'vivek shind' with a URL of <a href="https://plus.google.com/100162349518274628729/about?hl=en">https://plus.google.com/100162349518274628729/about?hl=en</a>. A 'Places' dialog box is open, featuring a maroon header with navigation icons. The dialog contains a 'Places lived' section with a text input field labeled 'type a city name', a 'Public' dropdown menu, and a 'Current' checkbox. 'Cancel' and 'Save' buttons are at the bottom.</p>  <p>The screenshot shows the same Google+ profile page with a different dialog box open: 'Education'. It has an orange header with navigation icons. The dialog includes an 'Education' section with fields for 'School name', 'Major or Field of study', 'Start - End', and a 'Current' checkbox. A larger text area for 'Description of courses' is also present. 'Cancel' and 'Save' buttons are at the bottom.</p>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="701 402 1944 1321"><p style="text-align: right;"><a href="#">About</a></p><hr/><div data-bbox="701 444 1100 704"><p><b>Story</b></p><p><b>Tagline</b> A brief description of you</p><p><b>Introduction</b> Put a little about yourself here so people know they've found the correct jay.</p><p><b>Bragging rights</b> Examples: survived high school, have 3 kids, etc.</p><p><a href="#">Edit</a></p></div><hr/><div data-bbox="701 737 1100 1013"><p><b>Places</b></p><p>©2014 Google</p><p><a href="#">Edit</a></p></div><hr/><div data-bbox="701 1045 1100 1321"><p><b>Links</b></p><p><b>Other profiles</b></p><p><a href="#">Picasa Web Albums</a></p><p><b>Contributor to</b> What pages feature your work?</p><p><b>Links</b> What pages interest you?</p><p><a href="#">Edit</a></p></div><div data-bbox="1121 444 1520 688"><p><b>Work</b></p><p><b>Occupation</b> What do you do?</p><p><b>Skills</b> What are your skills?</p><p><b>Employment</b> Where have you worked?</p><p><a href="#">Edit</a></p></div><hr/><div data-bbox="1121 721 1520 915"><p><b>Basic Information</b></p><p><b>Gender</b> Prefer not to say</p><p><b>Looking for</b> Who are you looking for?</p><p><b>Relationship</b> Seeing anyone?</p><p><b>Other names</b> For example: maiden name, alternate spellings</p><p><a href="#">Edit</a></p></div><div data-bbox="1541 444 1940 574"><p><b>Education</b></p><p>Where have you gone to school?</p><p><a href="#">Edit</a></p></div><hr/><div data-bbox="1541 607 1940 818"><p><b>Contact Information</b></p><p><b>Home</b></p><p>How can people reach you at home?</p><p><b>Work</b></p><p>How can people reach you at work?</p><p><a href="#">Edit</a></p></div></div> <p style="text-align: right;"><a href="https://profiles.google.com/XXXXX/about">https://profiles.google.com/XXXXX/about</a></p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="659 337 961 367"><b>Unique device identifier</b></p> <p data-bbox="659 386 1892 532">A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p> <p data-bbox="911 578 1955 607"><a href="http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</a></p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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## Why sign in to Chrome

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

### Chrome OS



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

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

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

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



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

### How your information is synced

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

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


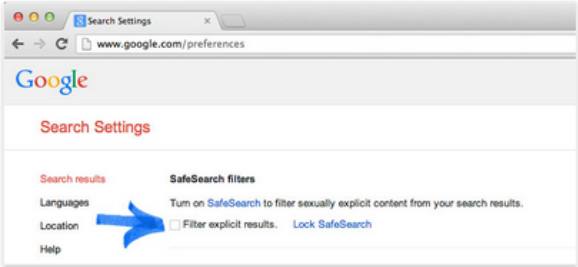
Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.


- [Changes are synced instantaneously](#)

<https://support.google.com/chrome/answer/165139?hl=en>

Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

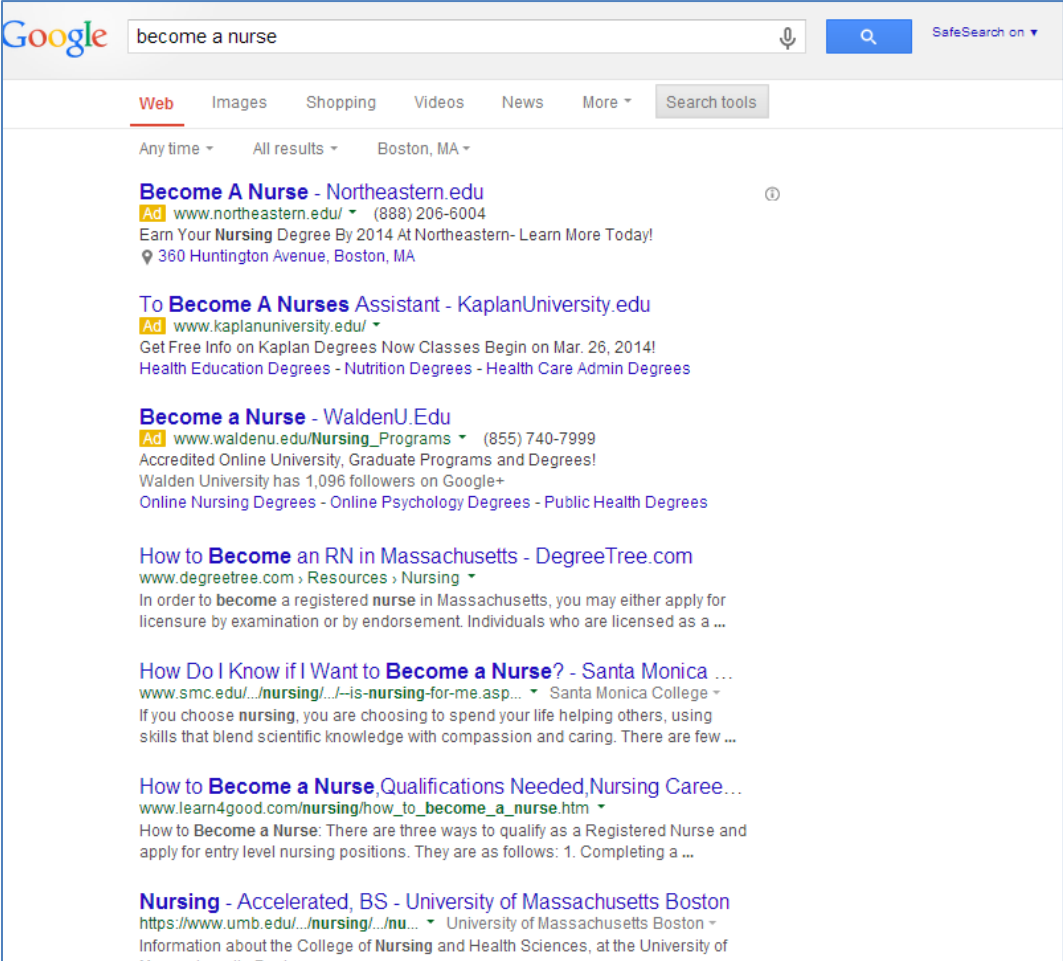
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 10</b>	
The method of claim 1, further comprising selecting the search results based upon at least one of user profile data and user preference data.	The Accused Instrumentalities select the search results based upon at least one of user profile data and user preference data.  See claim 1 above.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="735 329 1816 1214" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">SafeSearch: Turn on or off</h2><p>With SafeSearch, you can help prevent adult content from appearing in your search results. No filter is 100 percent accurate, but SafeSearch should help you avoid most of this type of material.</p><h3>Turn SafeSearch on or off</h3><ol style="list-style-type: none"><li>1. Visit the <a href="#">Search Settings</a>  page.</li><li>2. In the "SafeSearch filters" section:<ul style="list-style-type: none"><li>◦ Turn on SafeSearch by checking the box beside "Filter explicit results." When SafeSearch is on, sexually explicit video and images will be filtered from Google Search result pages, along with results that might link to explicit content.</li><li>◦ Turn off SafeSearch by leaving the box unchecked. When SafeSearch is off, we'll provide the most relevant results for your search and may include explicit content when you search for it.</li></ul></li></ol><ol style="list-style-type: none"><li>3. Click <b>Save</b> button at the bottom of the page.</li></ol></div> <p style="text-align: center;"><a href="https://support.google.com/websearch/answer/510?p=settings_safesearch&amp;hl=en#safe">https://support.google.com/websearch/answer/510?p=settings_safesearch&amp;hl=en#safe</a></p>

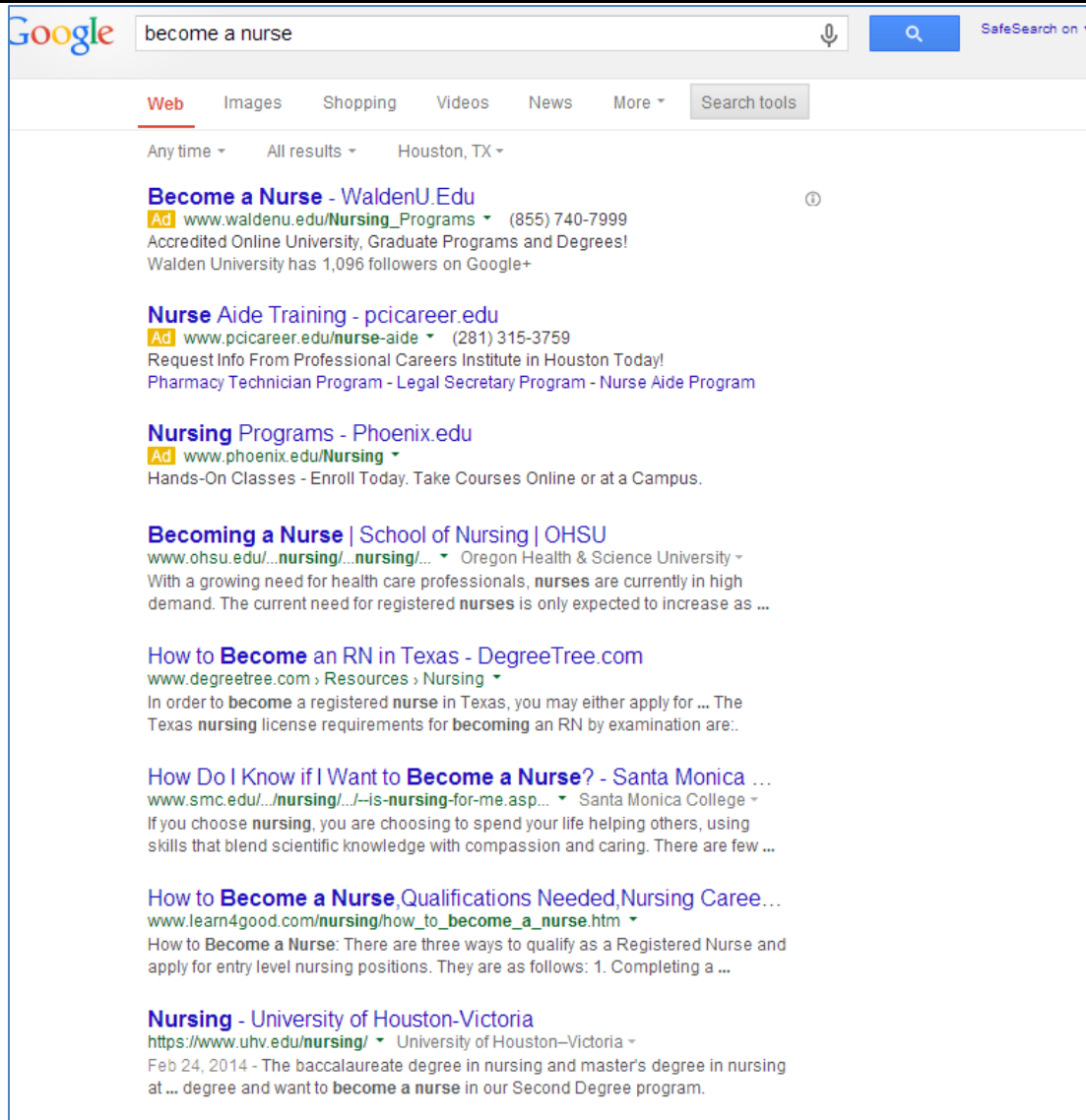
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																				
	<div data-bbox="653 329 1896 735"> <h2 style="text-align: center;">Enable or disable cookies</h2> <p> If you're trying to use your Google Account and see a message saying your browser's cookie functionality is turned off, it's likely your browser's cookies are disabled.</p> <p>Cookies help sites remember information about your visit, like your preferred language and other settings. With this information, sites can make your next visit easier and the site more useful to you. Cookies need to be enabled on your browser to use your Google Account and any Google services that require a Google Account, such as Gmail.</p> </div> <p style="text-align: right;"><a href="https://support.google.com/accounts/answer/61416">https://support.google.com/accounts/answer/61416</a></p> <div data-bbox="653 816 1896 1352"> <h3 style="color: red;">Search Settings</h3> <p>Search results <b>Which language should Google products use?</b></p> <p><b>Languages</b></p> <p>Help</p> <table border="0"> <tr> <td><input type="radio"/> Deutsch</td> <td><input type="radio"/> hrvatski</td> <td><input type="radio"/> português (Portugal)</td> <td><input type="radio"/> ไทย</td> </tr> <tr> <td><input checked="" type="radio"/> English</td> <td><input type="radio"/> italiano</td> <td><input type="radio"/> Tiếng Việt</td> <td><input type="radio"/> 한국어</td> </tr> <tr> <td><input type="radio"/> español</td> <td><input type="radio"/> Nederlands</td> <td><input type="radio"/> Türkçe</td> <td><input type="radio"/> 中文 (简体)</td> </tr> <tr> <td><input type="radio"/> español (Latinoamérica)</td> <td><input type="radio"/> polski</td> <td><input type="radio"/> русский</td> <td><input type="radio"/> 中文 (繁體)</td> </tr> <tr> <td><input type="radio"/> français</td> <td><input type="radio"/> português (Brasil)</td> <td><input type="radio"/> العربية</td> <td><input type="radio"/> 日本語</td> </tr> </table> <p><a href="#">Show more -</a></p> <p><b>Currently showing search results in:</b> English <a href="#">Edit</a></p> </div> <p style="text-align: right;"><a href="https://www.google.com/preferences#languages">https://www.google.com/preferences#languages</a></p>	<input type="radio"/> Deutsch	<input type="radio"/> hrvatski	<input type="radio"/> português (Portugal)	<input type="radio"/> ไทย	<input checked="" type="radio"/> English	<input type="radio"/> italiano	<input type="radio"/> Tiếng Việt	<input type="radio"/> 한국어	<input type="radio"/> español	<input type="radio"/> Nederlands	<input type="radio"/> Türkçe	<input type="radio"/> 中文 (简体)	<input type="radio"/> español (Latinoamérica)	<input type="radio"/> polski	<input type="radio"/> русский	<input type="radio"/> 中文 (繁體)	<input type="radio"/> français	<input type="radio"/> português (Brasil)	<input type="radio"/> العربية	<input type="radio"/> 日本語
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<input type="radio"/> français	<input type="radio"/> português (Brasil)	<input type="radio"/> العربية	<input type="radio"/> 日本語																		



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="770 329 1782 1360"><h2>Save your search settings</h2><p>You can save your search settings to your Google Account so that your settings are the same no matter what phone, tablet, or computer you're using.</p><h3>Save your settings to your account</h3><p>Phone settings are saved separately from desktop and tablet settings. After you follow the steps below on your desktop or tablet, you'll also need to follow them on your phone. If you use the Google Search app, there are some other settings you can change on the app's settings page.</p><ol style="list-style-type: none"><li>1. Visit the <a href="#">Search settings</a> page.</li><li>2. Click <b>Sign in</b> in the top right corner if you aren't already signed in.</li><li>3. Choose your search settings.</li><li>4. Click <b>Save</b> at the bottom of the page.</li></ol><p>Now, no matter what device you're on, your settings will be the same as long as you're signed in.</p><p><a href="#">Go to the Search Settings page</a></p><hr/><p><b>+ Settings still aren't saving</b></p><h3>Save your settings without being signed in</h3><p>When you're not signed in, updating your search settings page saves your settings to the browser and computer you're using at the time.</p><p>These settings may change if:</p><ul style="list-style-type: none"><li>• You switch to another computer or browser with different settings.</li><li>• Someone else visits the Search settings page and changes any settings.</li></ul><p>When you're not signed in, your settings are saved in a small browser file on your computer called a cookie if you have <a href="#">cookies turned on</a>.</p></div> <p data-bbox="911 1365 1955 1399"><a href="https://support.google.com/websearch/answer/2539428?p=settings_signin&amp;hl=en">https://support.google.com/websearch/answer/2539428?p=settings_signin&amp;hl=en</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are for nursing programs from Northeastern.edu, KaplanUniversity.edu, and WaldenU.Edu. The organic search results include "How to Become an RN in Massachusetts - DegreeTree.com", "How Do I Know if I Want to Become a Nurse? - Santa Monica College", "How to Become a Nurse, Qualifications Needed, Nursing Caree...", and "Nursing - Accelerated, BS - University of Massachusetts Boston".</p>

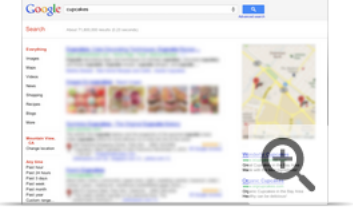
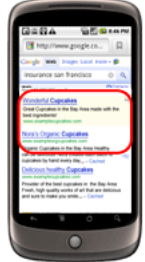
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it.

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 12</b>	
<p>A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).</p> <div data-bbox="648 737 1896 1279" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>The screenshot shows the 'Ads on Google' page. At the top, there are navigation links: 'Ads on Google', 'Target your ads', 'Ad types', 'Costs', and 'FAQ'. Below this is the heading 'A quick look at ads on Google' and a sub-heading 'Here's how ads on Google can help you get you more interested visitors to your website.' To the right, there is a 'Get started now' button and a phone number '1-800-877-2981*'. The main content is divided into three numbered steps: 1. People search on Google (with a search bar showing 'yoga classes'), 2. They see your ad (with an ad for 'Yoga for beginners' from 'www.vinashiyoga.com'), and 3. You get more customers (with an image of a person doing a yoga pose on a website for 'Vinashi Yoga Studio').</p> </div> <p style="text-align: right;"><a href="http://www.google.com/adwords/how-it-works/ads-on-google.html">http://www.google.com/adwords/how-it-works/ads-on-google.html</a></p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 331 1896 849"><h2 data-bbox="674 354 1646 483">Advertising on Google AdWords: An overview</h2><hr data-bbox="674 542 1896 545"/><p data-bbox="709 565 743 607"> Tip</p><p data-bbox="764 623 1730 649">New to AdWords? Register for our <a href="#">Online Marketing 101</a> course to maximize your business online.</p><hr data-bbox="674 669 1896 672"/><ul data-bbox="695 701 1856 837" style="list-style-type: none"><li>• AdWords, Google's online advertising program, lets you reach new customers and grow your business.</li><li>• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.</li><li>• There's no minimum spending commitment. You can pause or stop anytime.</li><li>• Get started at <a href="https://adwords.google.com">https://adwords.google.com</a>.</li></ul></div> <p data-bbox="835 854 1948 886"><a href="https://support.google.com/adwords/answer/3464111?hl=en&amp;ref_topic=3121763&amp;rd=1">https://support.google.com/adwords/answer/3464111?hl=en&amp;ref_topic=3121763&amp;rd=1</a></p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="785 331 1770 1360" style="border: 1px solid black; padding: 10px;"> <p data-bbox="827 354 1325 376">- Showing your ads on Google Search and other search sites</p> <p data-bbox="867 431 1751 509">If you use keywords to target your ads, you select a set of keywords related to the product or service you'd like to advertise. Then, when people search using the words or phrases you picked, your text ads can appear alongside or above search results.</p> <ul data-bbox="884 537 1759 586" style="list-style-type: none"> <li>• <b>On Google search sites:</b> Your ads can appear on Google Search, Shopping, Maps, Images, and Groups when someone searches on your keywords. Here's an example, for the keyword "cupcakes":</li> </ul> <div data-bbox="884 639 1234 846" style="text-align: center;">  </div> <ul data-bbox="884 906 1751 1040" style="list-style-type: none"> <li>• <b>On other search sites that are part of the Search Network:</b> When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages.</li> <li>• <b>On mobile search:</b> Your ads can appear on <a href="http://m.google.com">http://m.google.com</a>, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search:</li> </ul> <div data-bbox="898 1052 1041 1312" style="text-align: center;">  </div> <p data-bbox="905 1317 1318 1339" style="text-align: center;">AdWords ad on mobile version of Google Search</p> <p data-bbox="835 1369 1948 1399" style="text-align: center;"><a href="https://support.google.com/adwords/answer/3464133?hl=en&amp;ref_topic=3121763&amp;rd=1">https://support.google.com/adwords/answer/3464133?hl=en&amp;ref_topic=3121763&amp;rd=1</a></p> </div>

Case No. 2:13-cv-893  
 Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/search?output=search&amp;client=psy- ab&amp;q=become+a+nurs&amp;od=become+a+nurs&amp;qs_l=hp.3..35139101201012.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-110131212.8.0.chm_pg_q%2Chmss2% 3Dfalse...0...1.1.37.psv-ab..10.9.5437.6pubMvDpd0&amp;pbx=1&amp;bav=on.2.or.r_cp.r_of.&amp;ovm=bv.62578216%2Cd.dmQ%2Cpv.xTs.s.en.US.Qb9R7Hu1644.O&amp;fp=zabeaef5da1ba90 &amp;dlw=1065&amp;dlh=880&amp;dpr=1&amp;tch=1&amp;ech=1&amp;ps1=rrsbU8C0dEHQ0wH1hIG48A.1394326447395.4 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+iyQE1lbbJAQiitskBCKmzyQEIXLbJAQiehsobCKKIygEIuyjKAQ== 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_KCpZ55f1c6182- CGZNoU7vTCLZnq5JPYhQA7twmtHZbqMfj5GXtUdV8kM_IDWYag3a9jiTPhtcnyNSC5pdT_C49FQYd055_vzLpu_fa_Xj50o6IqdgfHMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2DpuRgx- 9cFM9jrSPav10vzbhSfQimQ6wd1nPtpC6aRrywbiPW-n74tUdVTZJ3o_JUNuRjyVq00JB3uxn7TIQIV5e9vXiZDv33-Ux17amPOU-vpyOZJ-b8Y; HSID=AaEaE17vWkX1Gyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRakQ/ATz05sw7_Kw-0k17m; SAPISID=TOKE1fxorbzGMaa1/AFcQwYYxyHhLH50ad; OGPc=270001-1;; OGP=-270001; S=gr andcentr al=Jdp7P1YaRoxAbbcuJ9rycg; SID=DQAAAMoAAACV8pppV0ZHgv1fFmC45tvAPC2nw18-18 _GdynaMUKfXR6FAGEDF020RkX1CahvXID2rvyEsp1swPA1cBkhbnyM8p8h62UC0548YF1pM0yYT_41kk_AcZububIG_n_1rKKGhtmuZ9FfwFaoLYtodIP4AYb52jirTt_-NaI_ds5DHLbFDkhVD4vnjX0-6 _HjDRLKCOMQW8PpusyzStNdHSOLJ4THBvOHe0kcsHalxv2yGLtk-94C9q7wrmDqmKcf2x1PW4ay5Fut_3BRUegqm5           </pre> <p style="text-align: center;">HTTP Get Request to Google</p>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO.  
7,895,178

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The screenshot shows a Google search for "become a nurse" on the URL <https://www.google.com/#q=become+a+nurse>. The search results page displays various links related to nursing education and careers, such as "A.S. in Nursing - Keiser - Looking for a new career?", "Nursing Degree - 39 Months - WestCoastUniversity.edu", and "How to Become a Nurse - American Nurses Association".

Overlaid on the right side of the browser window is the Chrome Developer Tools interface, specifically the "Elements" panel. The DOM tree shows the search results' HTML structure, with the following code visible:

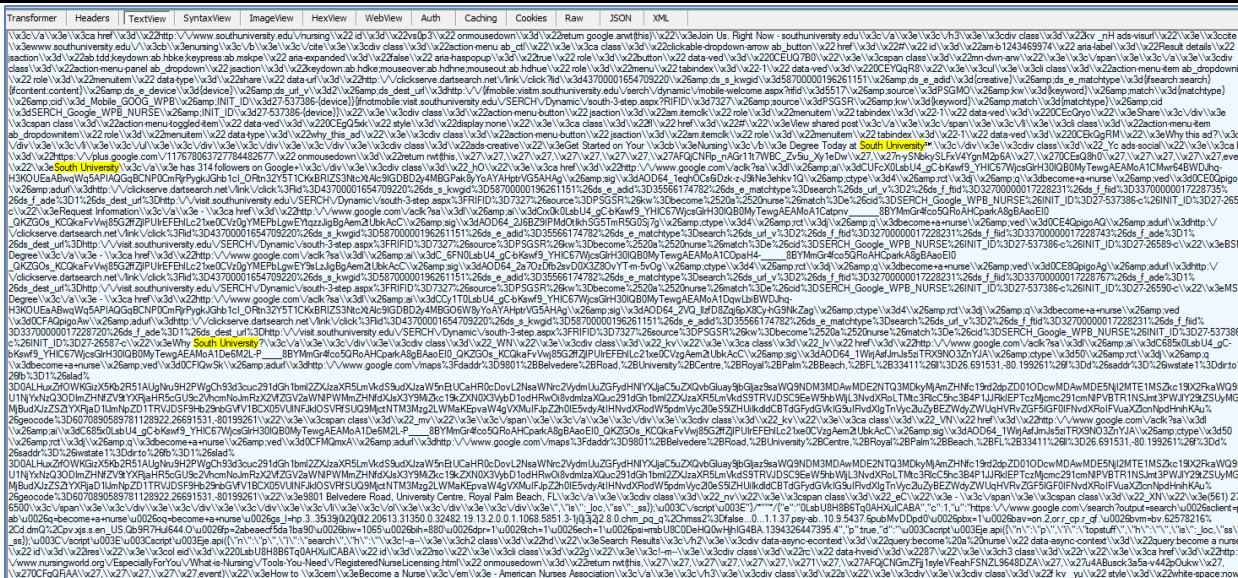
```
<div class="NO"></div>
</li>
<li class="ads-ad" data-hveid="67"></li>
</ol>
</div>
</div>
<div class="med" id="res" role="main">
<div data-jlbp="n" data-jlis="uc" id="topstuff" style</div>
<div data-jlbp="n" data-jlis="uc" id="search" style=
</div>
<div class="h4">Search Results</div>
<div data-async-context="query:become a nurse" data-async-context="query:become a nurse" id="res">
<ol id="WLSUB8887084KUC48A" id="rsp">
<li class="g">
<div class="rc" data-hveid="87">
</div>
</li>
</ol>
</div>
<div class="st"></div>
</div>
</li>
<li class="g"></li>
<li class="g"></li>
<li class="g"></li>
<li class="g"></li>
<li class="g"></li>
<li class="g"></li>
</ol>
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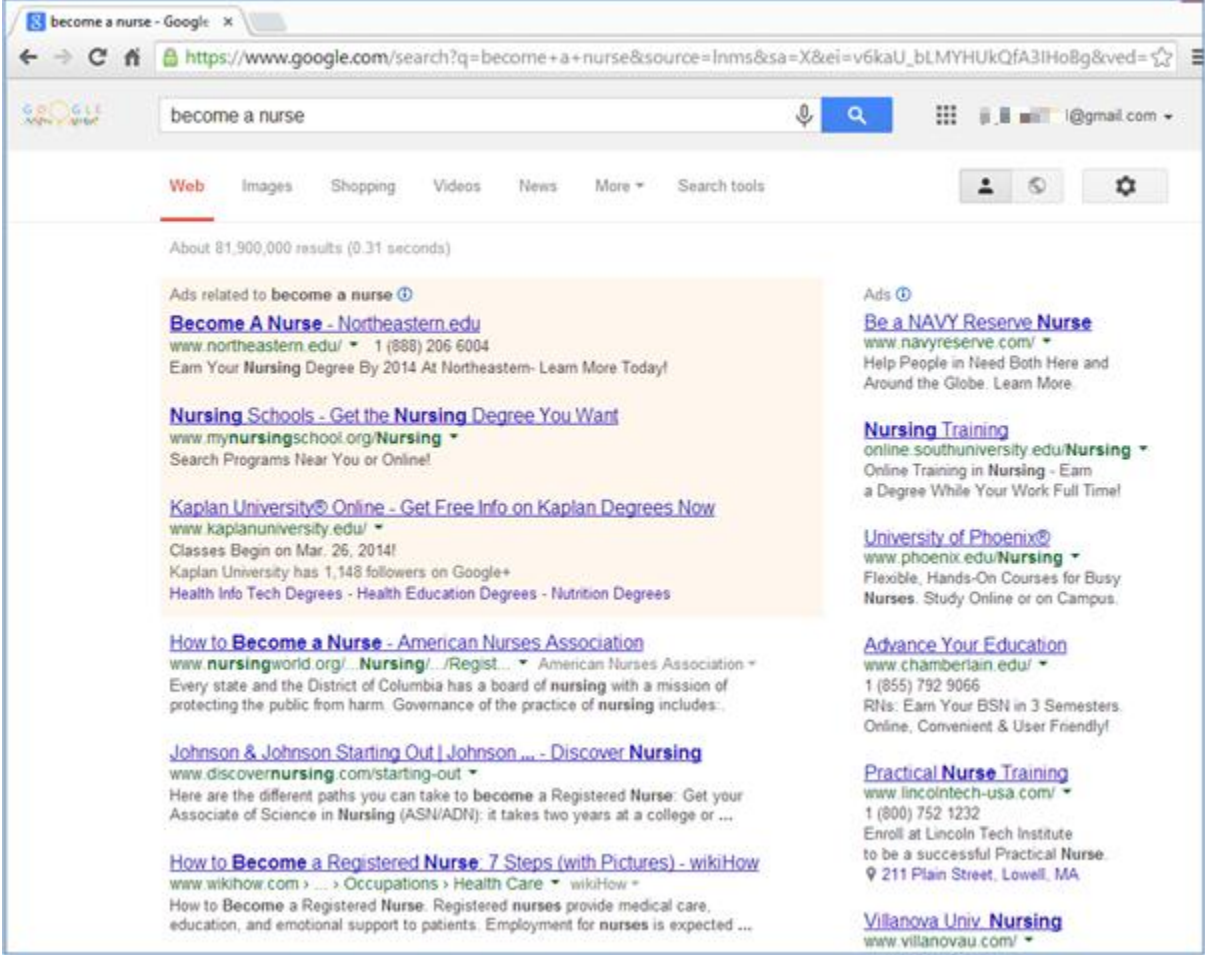
U.S. PATENT NO.  
7,895,178

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Transformer	Headers	TextView	SyntaxView	ImageView	HexView	WebView	Auth	Caching	Cookies	Raw	JSON	XML
												

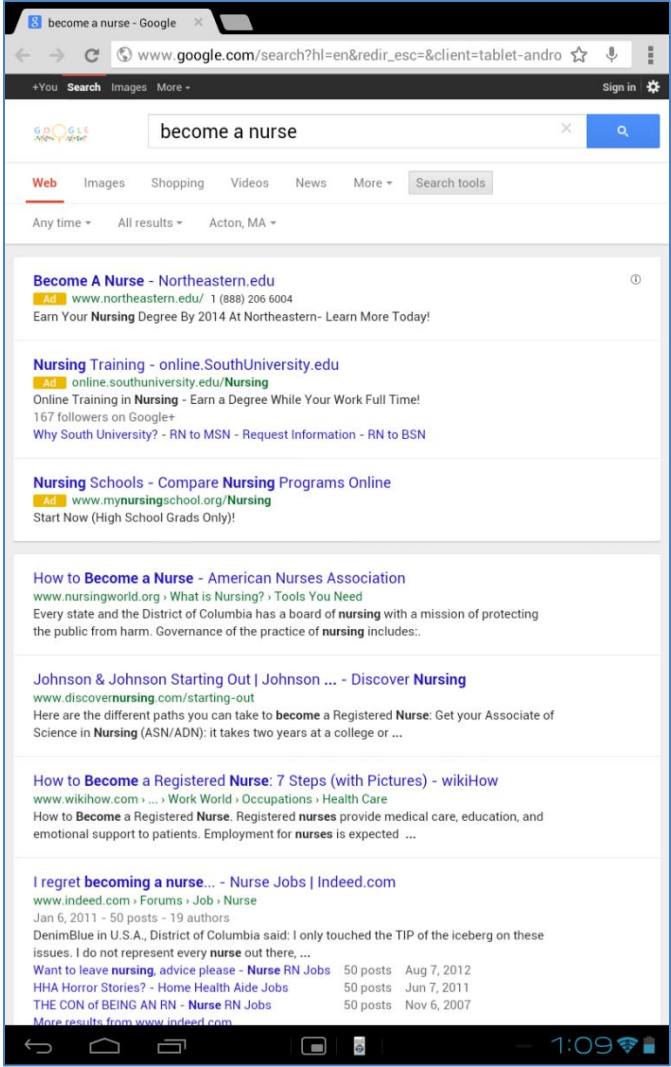
JSON response to device from Google

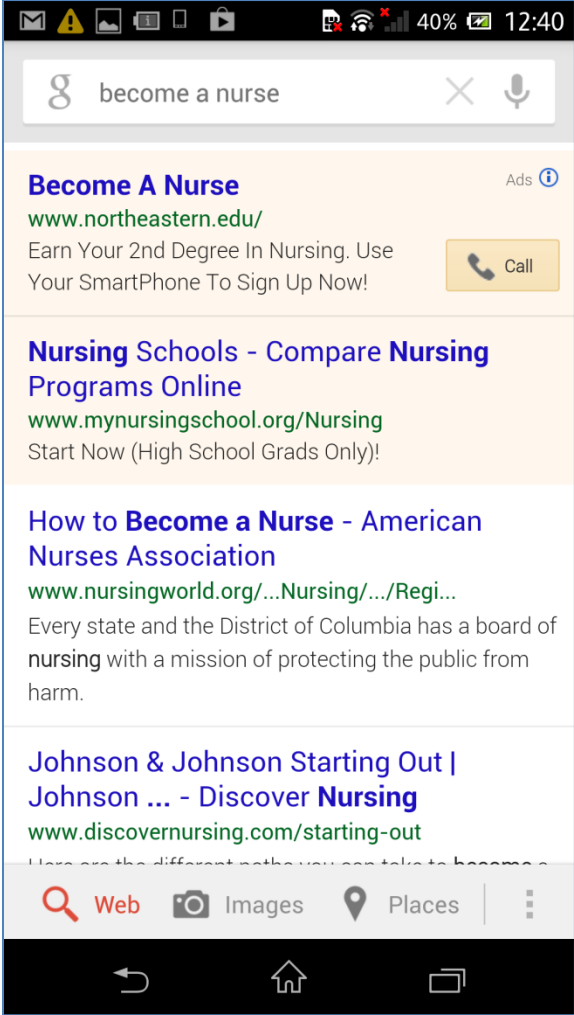


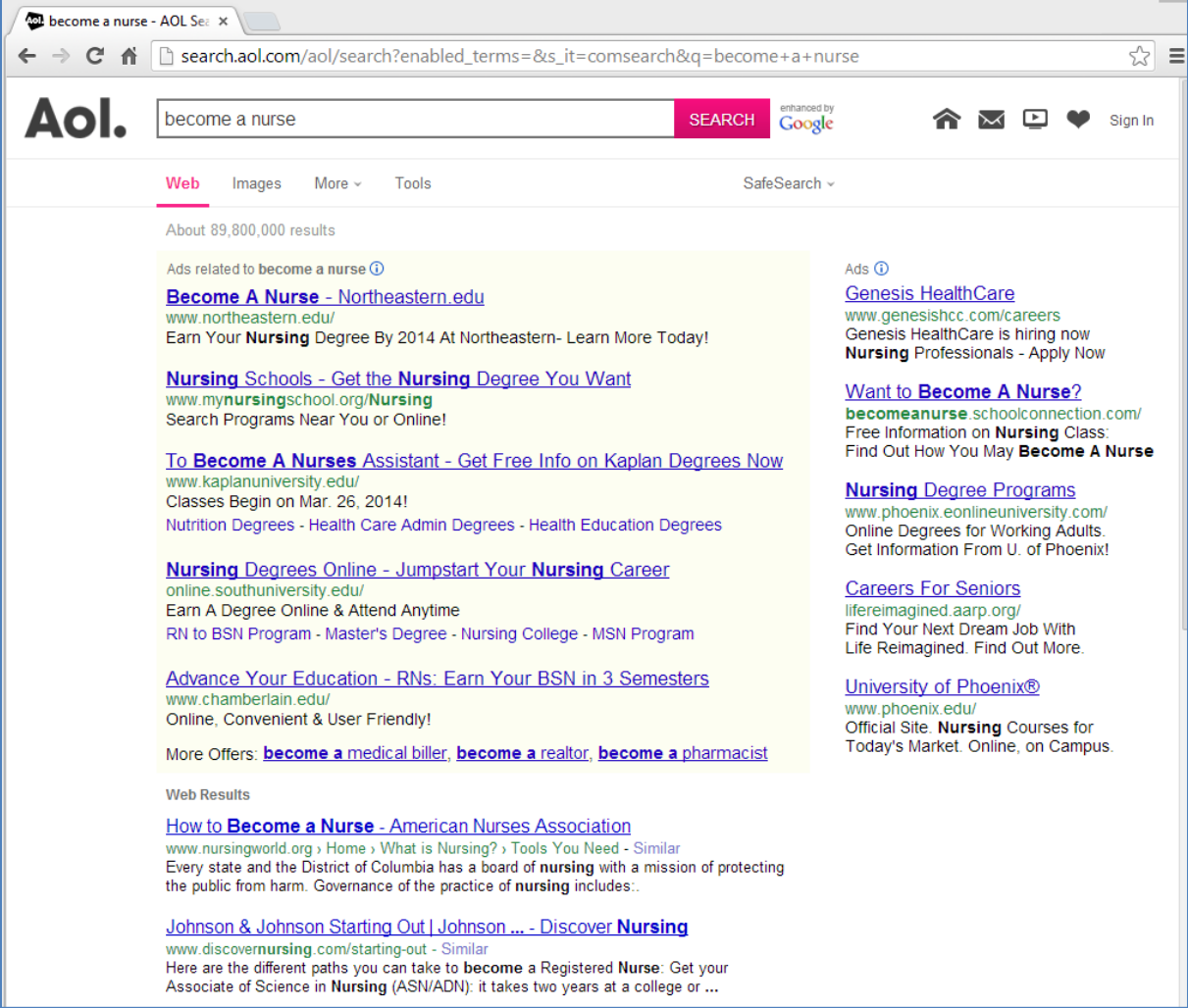
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Web" and "Ads".</p> <p><b>Web Results:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li></ul> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b> online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b> www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b> www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b> www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ Nursing</b> www.villanovau.com/</li></ul>

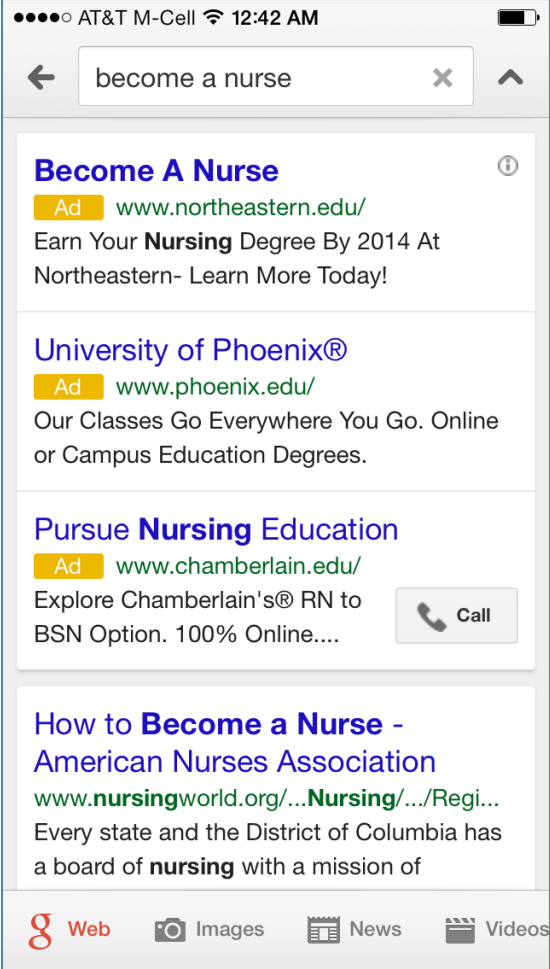


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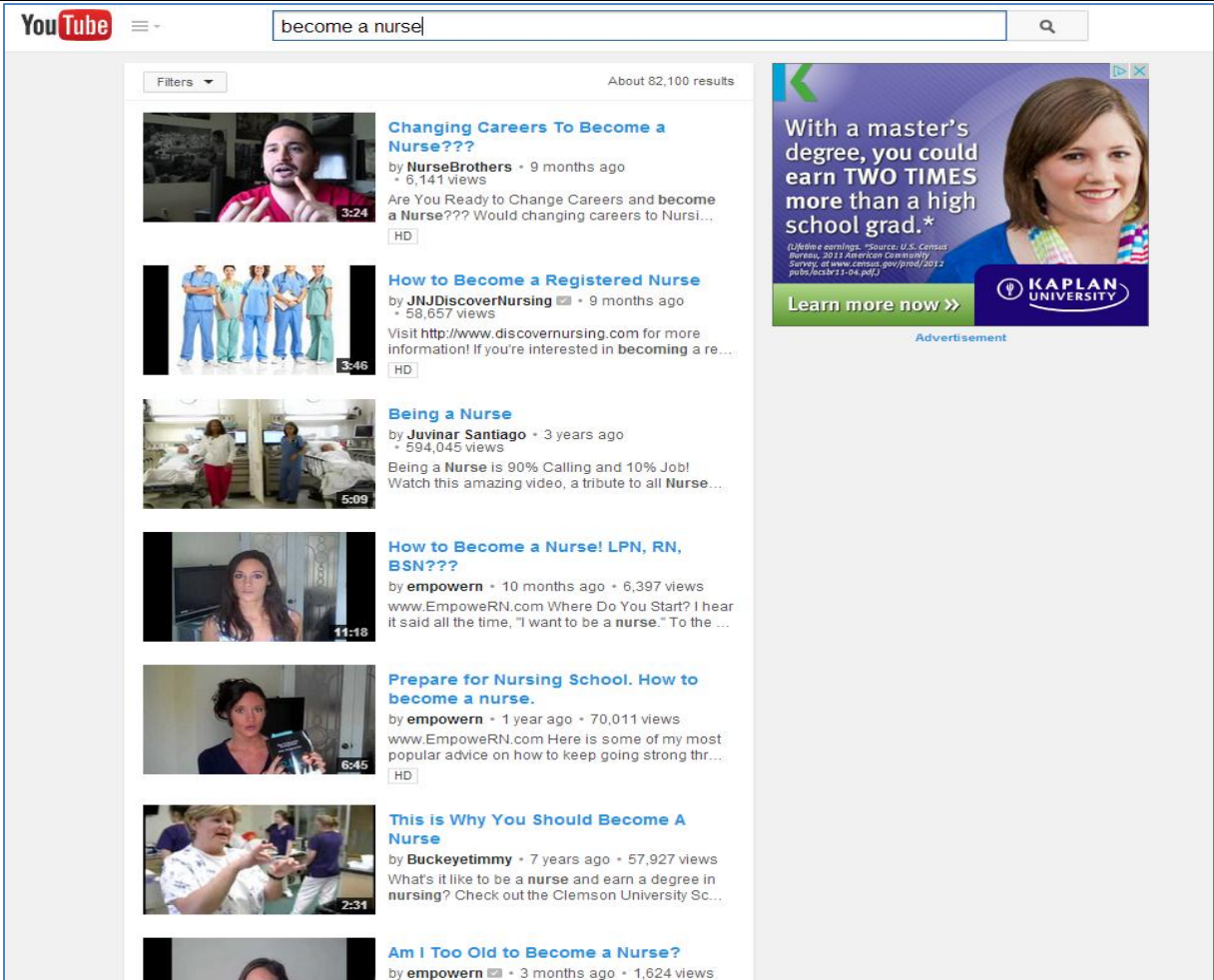
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a list format. The top result is an advertisement for Northeastern University, titled "Become A Nurse - Northeastern.edu", with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for South University, titled "Nursing Training - online.SouthUniversity.edu", with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for MyNursingSchool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only!)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs   Indeed.com". The search results are displayed on a mobile device interface, with a search bar at the top and a navigation bar at the bottom.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several sponsored links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ads) from <a href="http://www.northeastern.edu/">www.northeastern.edu/</a>. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> from <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Text: "Start Now (High School Grads Only)!".</li><li><b>How to Become a Nurse - American Nurses Association</b> from <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a>. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> from <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a>. Text: "Here are the different paths you can take to become a..."</li></ul> <p>The bottom of the screen shows navigation tabs for "Web", "Images", and "Places", along with a mobile OS navigation bar.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p>Results include:</p> <ul style="list-style-type: none"><li><b>Ads related to become a nurse</b><ul style="list-style-type: none"><li><a href="http://www.northeastern.edu/">Become A Nurse - Northeastern.edu</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><a href="http://www.mynursingschool.org/Nursing">Nursing Schools - Get the Nursing Degree You Want</a> Search Programs Near You or Online!</li><li><a href="http://www.kaplanuniversity.edu/">To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</a> Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><a href="http://online.southuniversity.edu/">Nursing Degrees Online - Jumpstart Your Nursing Career</a> Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><a href="http://www.chamberlain.edu/">Advance Your Education - RNs: Earn Your BSN in 3 Semesters</a> Online, Convenient &amp; User Friendly! More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></li></ul></li><li><b>Web Results</b><ul style="list-style-type: none"><li><a href="http://www.nursingworld.org">How to Become a Nurse - American Nurses Association</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><a href="http://www.discovernursing.com/starting-out">Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</a> Here are the different paths you can take to <b>become</b> a Registered Nurse: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul></li><li><b>Ads</b><ul style="list-style-type: none"><li><a href="http://www.genesisshcc.com/careers">Genesis HealthCare</a> Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><a href="http://becomeanurse.schoolconnection.com/">Want to Become A Nurse?</a> Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><a href="http://www.phoenix.eonlineuniversity.com/">Nursing Degree Programs</a> Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><a href="http://lifereimagined.aarp.org/">Careers For Seniors</a> Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><a href="http://www.phoenix.edu/">University of Phoenix®</a> Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul></li></ul>

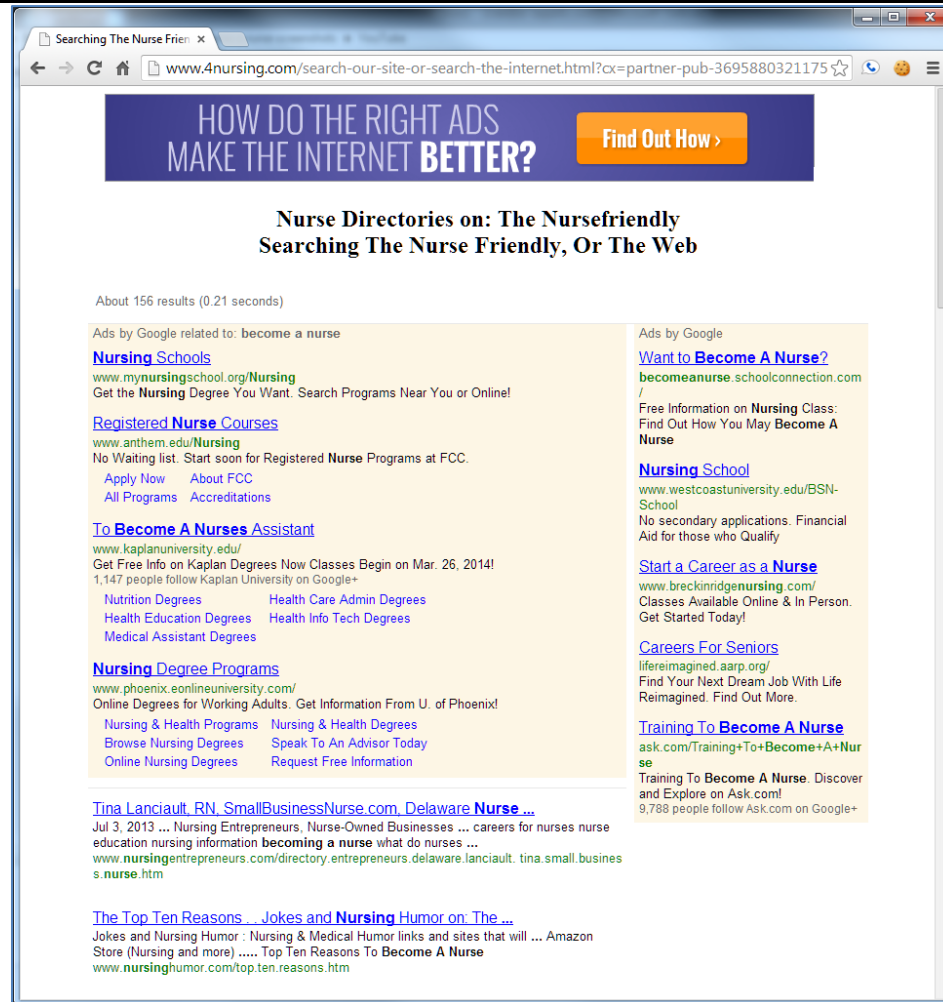
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li></ul> <p>Navigation bar at the bottom: Web, Images, News, Videos</p>



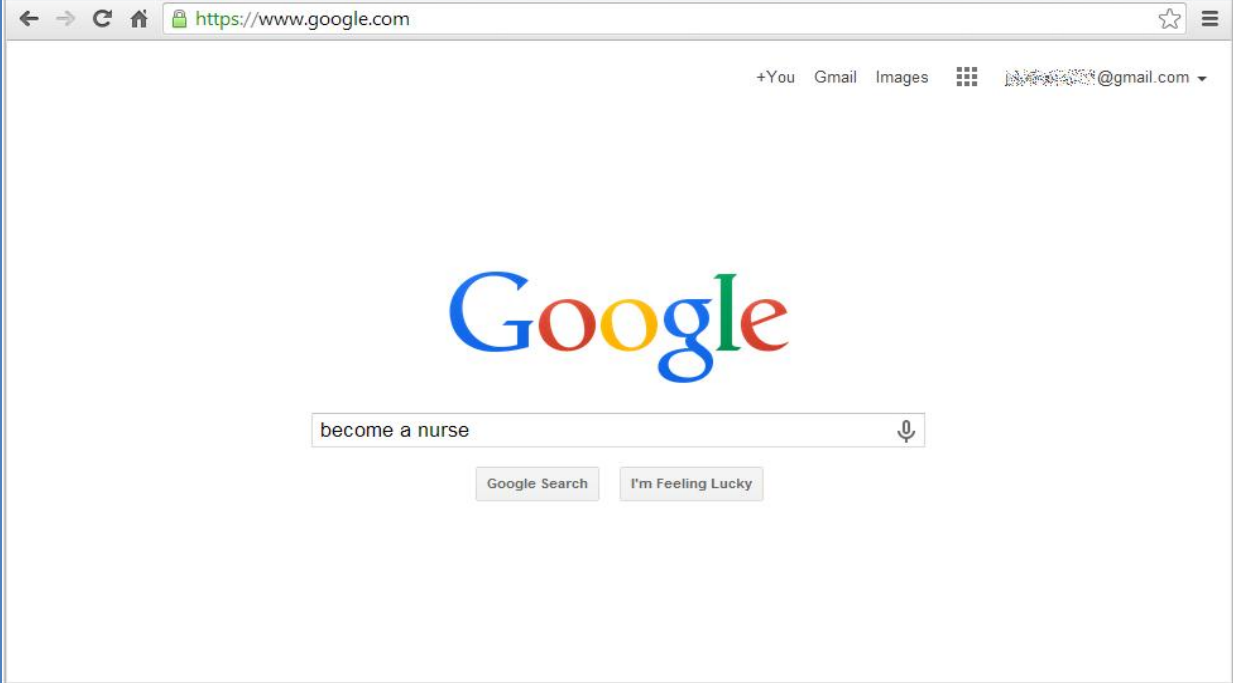
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empowern • 10 months ago • 6,397 views. Video length: 11:18. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.'" To the ...</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empowern • 1 year ago • 70,011 views. Video length: 6:45. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."</li><li><b>This is Why You Should Become A Nurse</b> by Bucketetimmy • 7 years ago • 57,927 views. Video length: 2:34. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."</li><li><b>Am I Too Old to Become a Nurse?</b> by empowern • 3 months ago • 1,624 views. Video length: 2:34. Description: "Am I Too Old to Become a Nurse?"</li></ul> <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now &gt;&gt;" and includes the Kaplan University logo. A small note at the bottom of the ad reads: "(Lifetime earnings. *Source: U.S. Census Bureau, 2011 American Community Survey. @ www.census.gov/prod/2012/pub/acsbr11-04.pdf)".</p>

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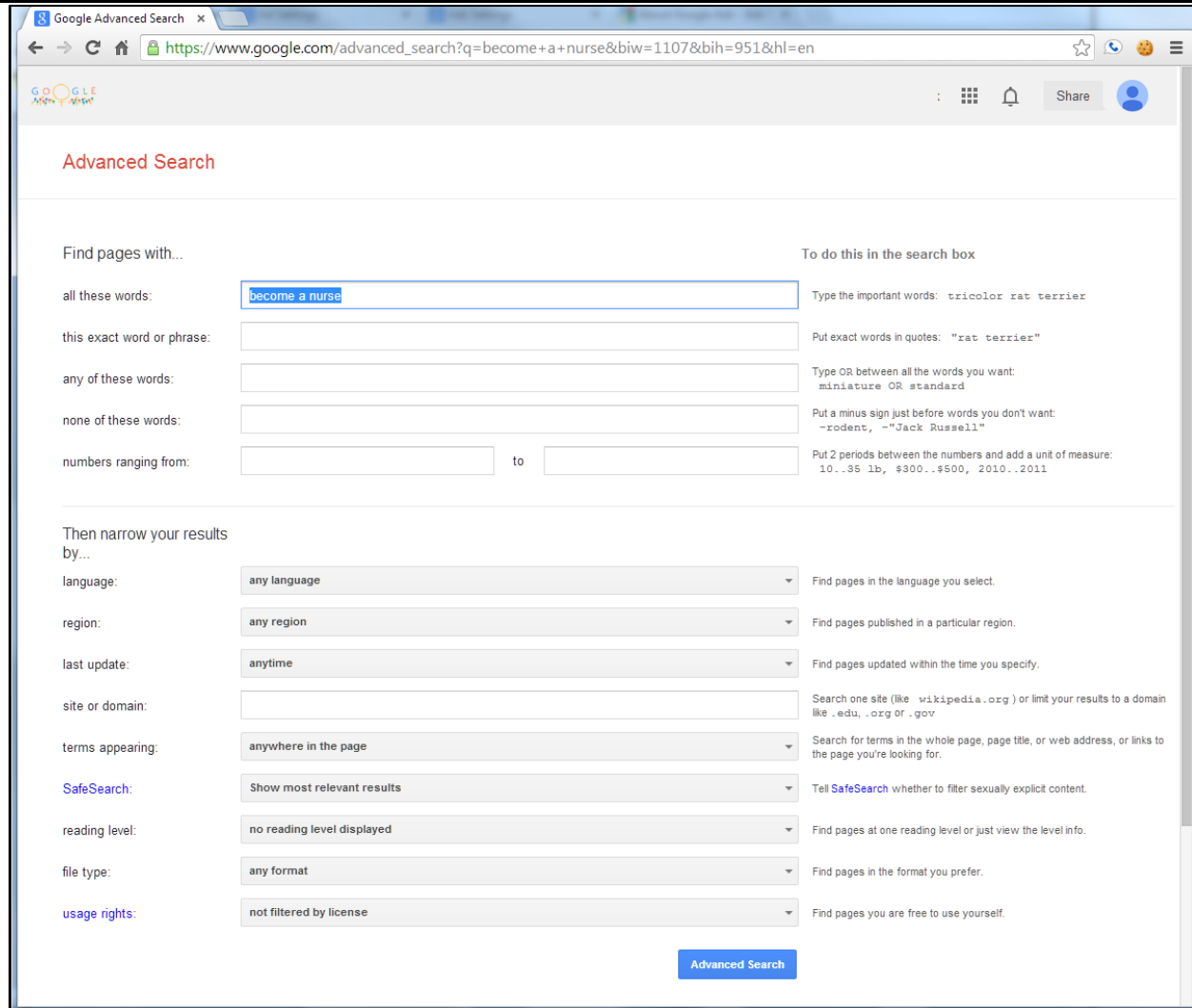
Google Custom Search

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<p>based upon interaction with the user, creating a search request that includes a search argument;</p>	<p>The Accused Instrumentalities operate a data processing device to interact with the user to create a search request that includes a search argument.</p> <p>See above.</p>  A screenshot of a web browser window displaying the Google homepage. The address bar shows 'https://www.google.com'. The page features the Google logo, a search input field containing the text 'become a nurse', and two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser interface includes navigation icons (back, forward, refresh, home) and a user profile icon with the text '+You Gmail Images' and an email address ending in '@gmail.com'.

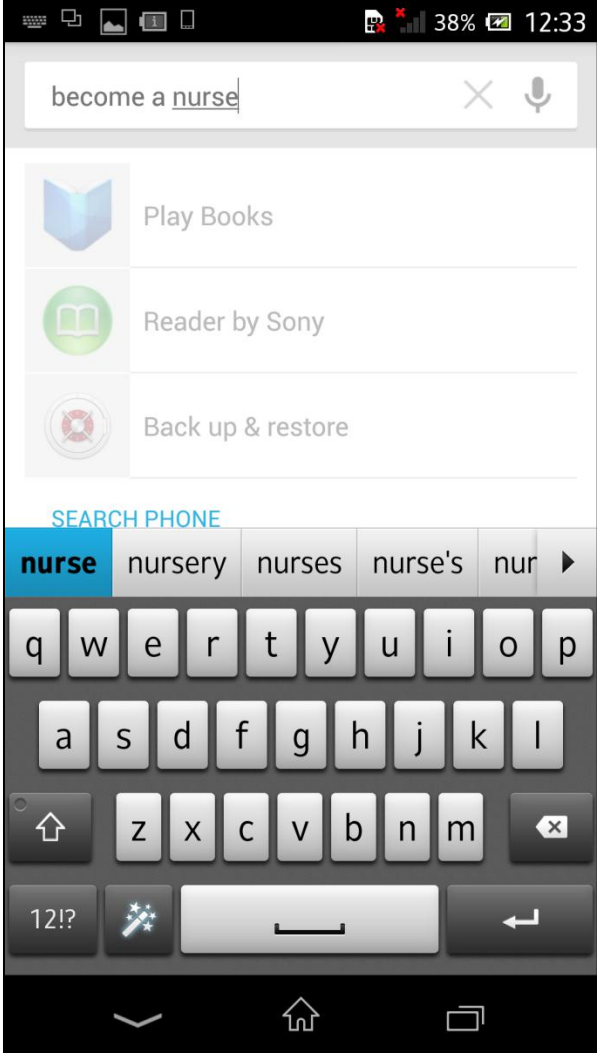
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

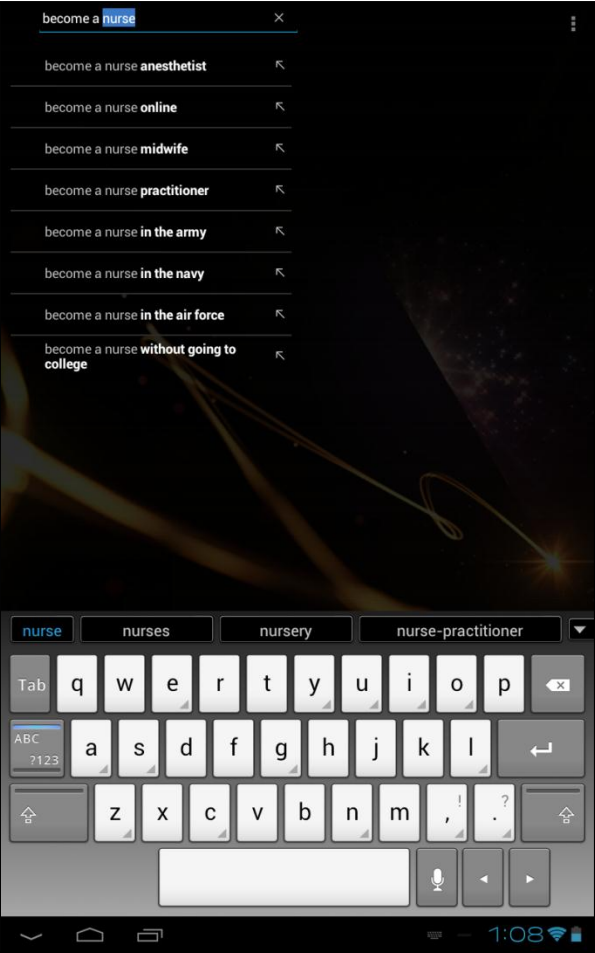
U.S. PATENT NO.  
7,895,178

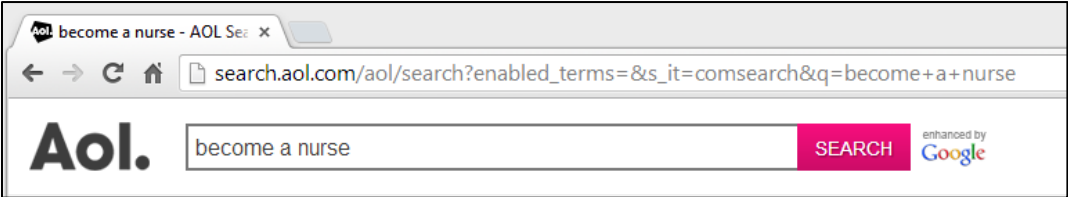
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



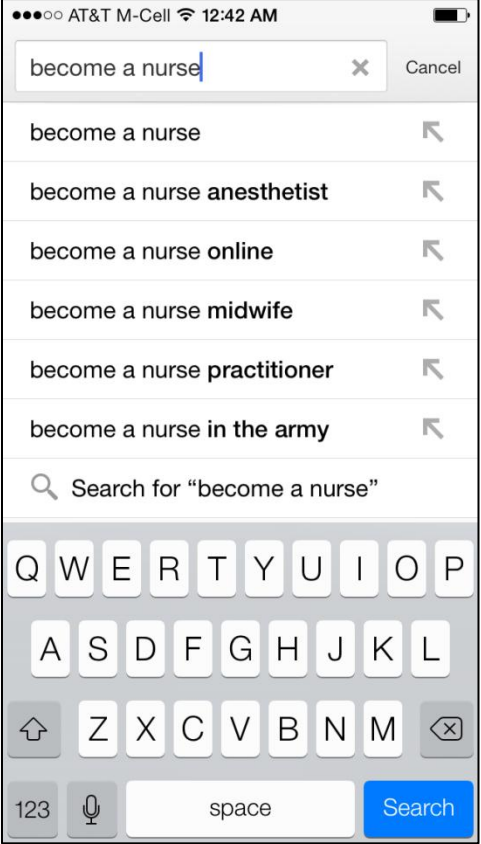
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, three search results are displayed: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red and white circular icon. Below the search results, a "SEARCH PHONE" section is visible, showing a list of suggestions: "nurse", "nursery", "nurses", "nurse's", and "nur". A keyboard is visible at the bottom of the screen, with the word "nurse" highlighted in the search suggestions bar. The status bar at the top of the phone screen shows the time as 12:33 and the battery level as 38%.</p>


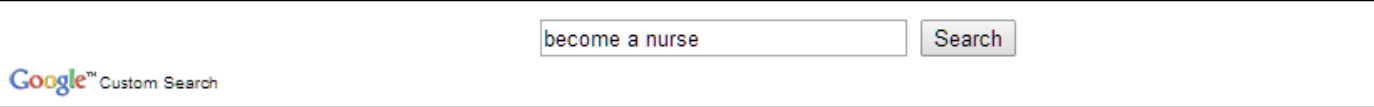
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Mobile Handset Running Android 4.2</p> 

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 



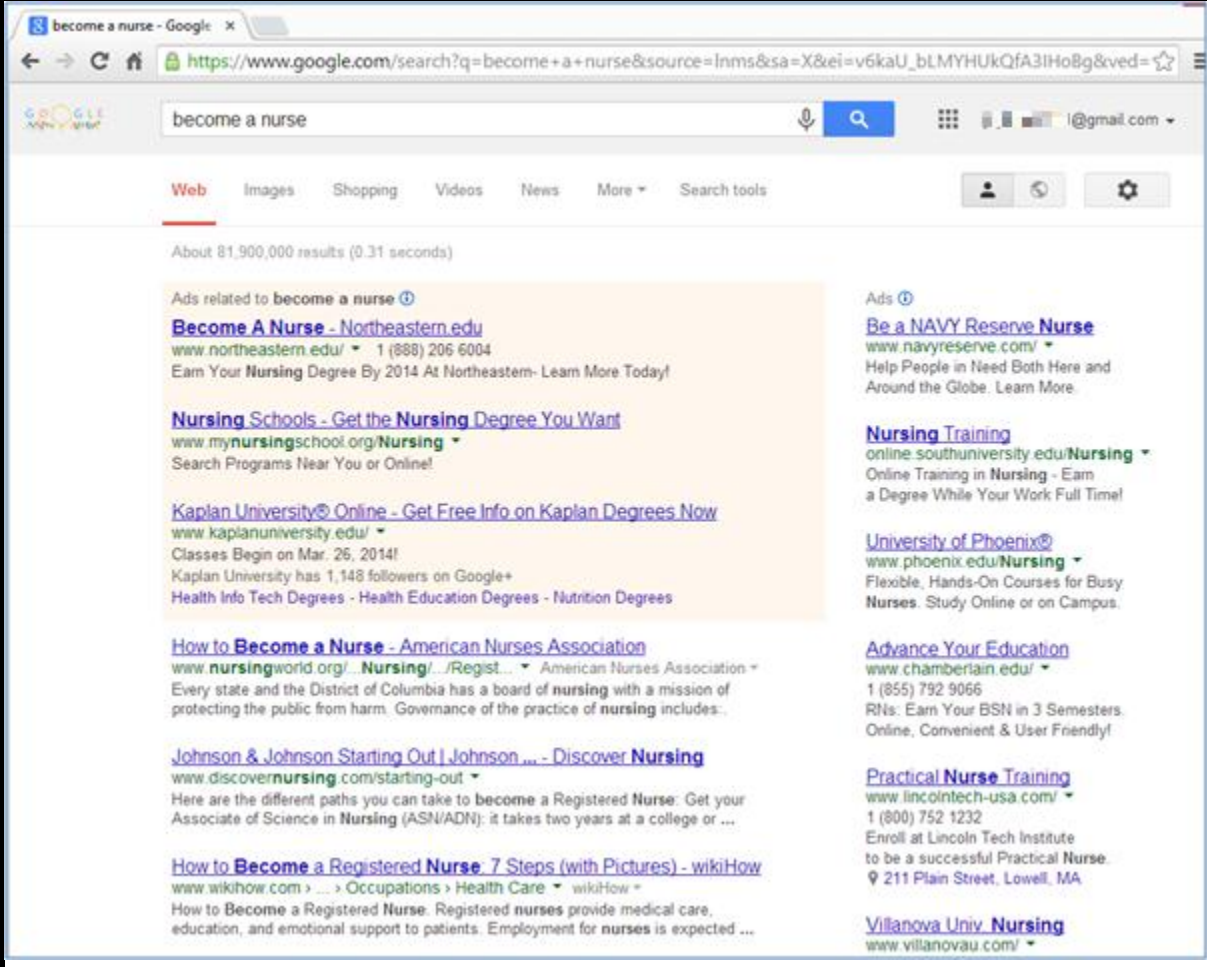
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&amp;T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. The search bar contains the text 'become a nurse' with a blue cursor. Below the search bar, a list of suggestions is shown, each with a right-pointing arrow: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. Below the suggestions is a search prompt: 'Search for "become a nurse"'. At the bottom, a QWERTY keyboard is visible, with a blue 'Search' button on the right.</p>

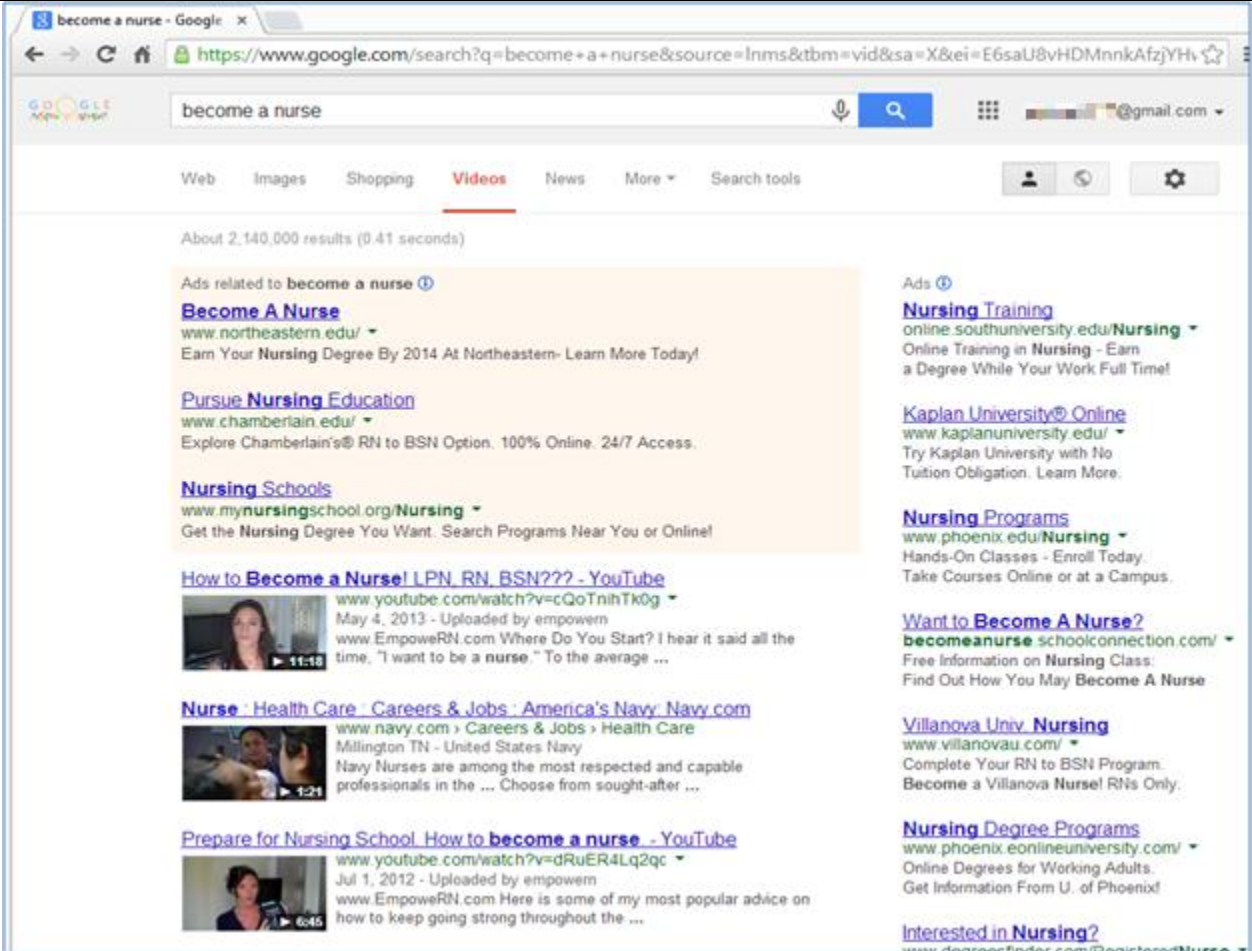
Google Search App Running on iOS 7.1

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	  <p style="text-align: center;"><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p>
<p>transmitting to the advertising machine via the communications link the search request that includes the search argument;</p>	<p>The Accused Instrumentalities operate a data processing device of user to transmit to the advertising machine via the communications link a search request that includes the search argument.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8p275CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIxLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCp255iFlc61B2- cGzNoU7vTcLZnq5JPHYQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkX1Gyt; 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_lrKGMTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPPUsyzStNdHSOLJ4THBv0He0kc5halxv2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5                 </pre> <p style="text-align: center;">GET "search request"</p>

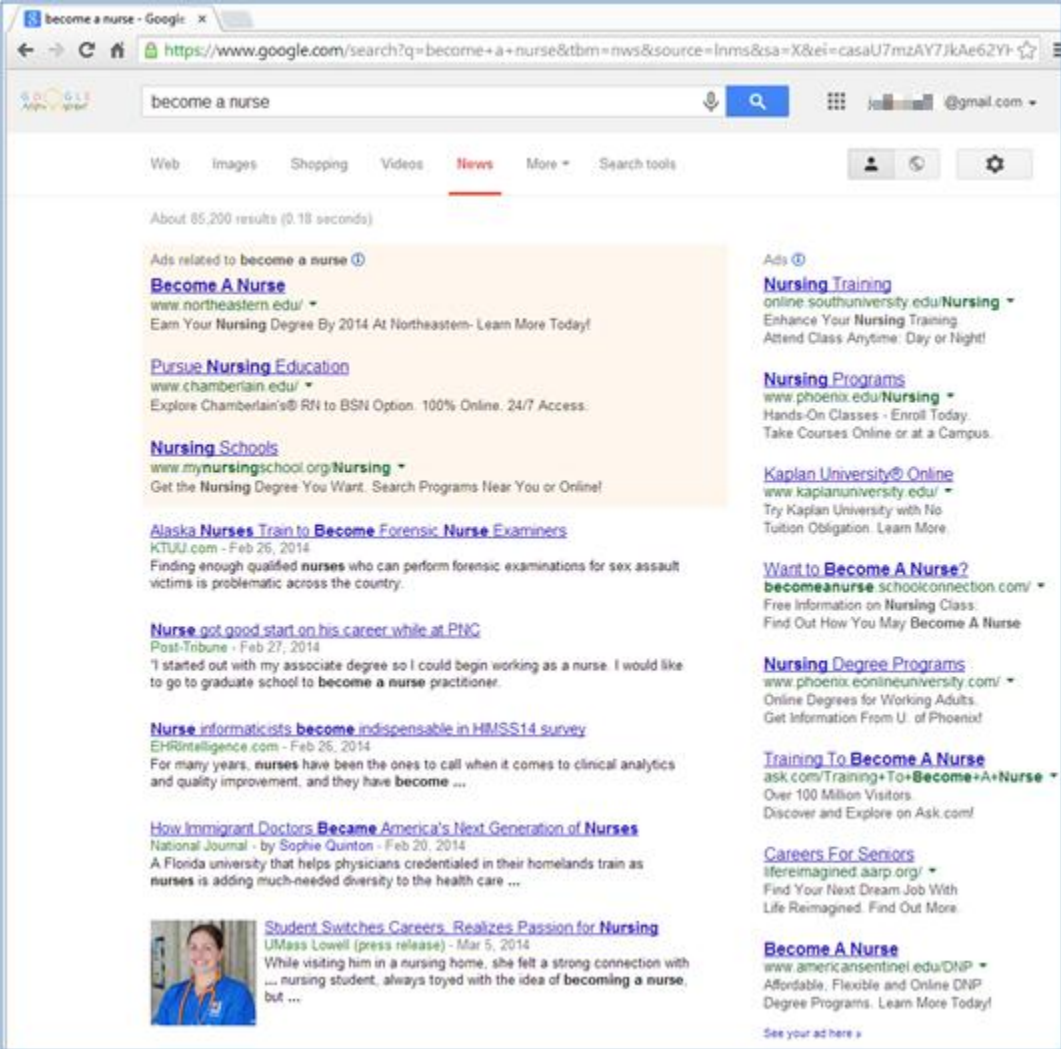
<p>U.S. PATENT NO. <b>7,895,178</b></p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	<pre>GET https://www.google.com/search?output=search&amp;client=psy-ab&amp;q=become+a+nurs&amp;&amp;oeq=become+a+nurs&amp;&amp;qs_l=hp,3..35139101201012.20613.31350.0,32482.19.13.2.0.0.1.1068.5851.3-1j0j1j2.8.0.cfm_gg_q%2Chms2%3Dfalse...0...1.1.37.psy-ab..10.9.5457.6pubMvDpd0&amp;pbx=1&amp;ba=on.2.or.f.cp.r.qf.&amp;bvm=by.62578216%2Cd.dmQ%2Cpv.X1s.s.en.US.Qb9R.7Hu1644.0&amp;fp=zabeaecf5da1ba90&amp;dl=1065&amp;dlh=88&amp;dlr=1&amp;tch=1&amp;ech=1&amp;ps1=rrsbu8c0ehQ0wh1hIG4BA.1394326447395..4 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+1yQEI1bbJAQiitskBCkMzyQEIXLbJAQiehs0BCKKiyGEIuyjKAQ== 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_KCpZ55f1c61B2-CGzNou7vTcLZnq5JPyhQA7twmthZbqMfj5GXTUdV8kM_idWyag3a9jiTPhtcnyNS5pdT_C49FQYdo55_vzLPu_fa_xj50o6IqdgfhMqgJP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduc6e2DpuRgx-9cFM9jrSPav10vzbhSFqmQ6WdInPtpC6aRrywb1PW-n74tUdVTZJ3o_JUNuRjYvQ00jB3uxn7TIQiv5e9vX1ZDv33-Ux17amPOU-vpyOZJ-b8Y; HSID=AaeAAe17vNWXtIGyt; SSID=Aacdraq6T8Qsq9qYA; APISID=kPpusgQ-C7GRakQ/ATz05sw_Kw-0k17m; SAPIID=TOKE1fxorbzGmaa1/AFcQwYxyHhLH50ad; OGPC=270001-1; OGP=-270001;; S=sgr&amp;ndcentral=JdpPFIYR0XAbbcuj9rycg; SID=DQAAAMoAACV8ppV02Hgviffmc45tvaPC2mwi6-18_gpynaM8krXR6FAGEdFo2ohR1cAhvXID2rvyEsd1swpA1cBkhbNYM8p8h62UC0548YF1pm0yYI_41kK_Ac2ubub8IG_rn_rkGHTmuz9fFvWfaOLYtdIP4AYb52jirTt_-NaI_ds55DLhbFDkHVD4vnjX0-6_HjDRlKcomqW08PpusyzStNdHSOLJ4THbV0He0kcsHa1xv2yGLtK-94C9Q7wrmdQmkcf2x1PW4ay5FuT_3BRUegqms</pre> <p>Trace of request transmitting via communications link the search request with search argument</p>
<p>receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine, the least one advertisement relating to the search argument.</p>

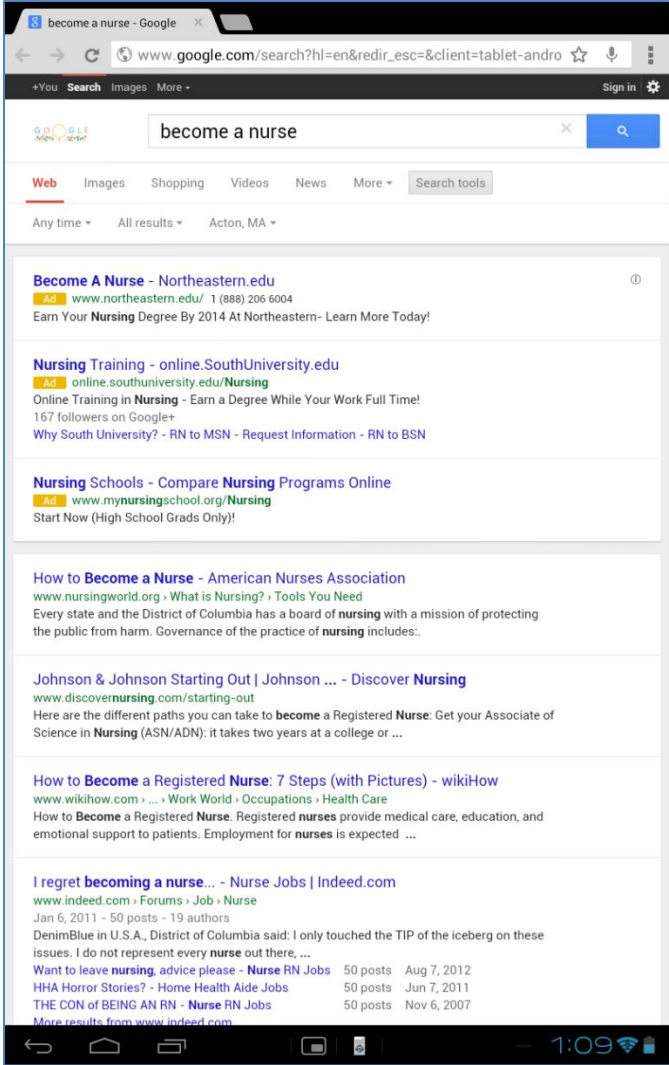
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b>: www.mynursingschool.org/Nursing. Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b>: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li><li><b>How to Become a Nurse - American Nurses Association</b>: www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li><li><b>Be a NAVY Reserve Nurse</b>: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Training</b>: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>University of Phoenix®</b>: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b>: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b>: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b>: www.villanovau.com/.</li></ul>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Navigation tabs: Web, Images, Shopping, Videos (selected), News, More, Search tools</li><li>Results count: "About 2,140,000 results (0.41 seconds)"</li><li>Section: "Ads related to become a nurse" (highlighted in orange)<ul style="list-style-type: none"><li><b>Become A Nurse</b> - www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> - www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> - www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!</li></ul></li><li>Section: "How to Become a Nurse! LPN, RN, BSN??? - YouTube"<ul style="list-style-type: none"><li>Video thumbnail: 11:18 duration</li><li>URL: www.youtube.com/watch?v=cQoTnihTk0g</li><li>Uploaded by empowern on May 4, 2013</li><li>Snippet: "I want to be a nurse." To the average ...</li></ul></li><li>Section: "Nurse: Health Care Careers &amp; Jobs: America's Navy: Navy.com"<ul style="list-style-type: none"><li>Video thumbnail: 1:21 duration</li><li>URL: www.navy.com &gt; Careers &amp; Jobs &gt; Health Care</li><li>Location: Millington TN - United States Navy</li><li>Snippet: Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</li></ul></li><li>Section: "Prepare for Nursing School. How to become a nurse - YouTube"<ul style="list-style-type: none"><li>Video thumbnail: 6:45 duration</li><li>URL: www.youtube.com/watch?v=dRuER4Lq2qc</li><li>Uploaded by empowern on Jul 1, 2012</li><li>Snippet: Here is some of my most popular advice on how to keep going strong throughout the ...</li></ul></li><li>Section: "Ads"<ul style="list-style-type: none"><li><b>Nursing Training</b> - online.southuniversity.edu/Nursing - Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>Kaplan University® Online</b> - www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Nursing Programs</b> - www.phoenix.edu/Nursing - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Want to Become A Nurse?</b> - becomeanurse.schoolconnection.com/ - Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Villanova Univ. Nursing</b> - www.villanovau.com/ - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li><li><b>Nursing Degree Programs</b> - www.phoenix.onlineuniversity.com/ - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Interested in Nursing?</b> - www.degreefinder.com/DeictedtoNurse...</li></ul></li></ul>

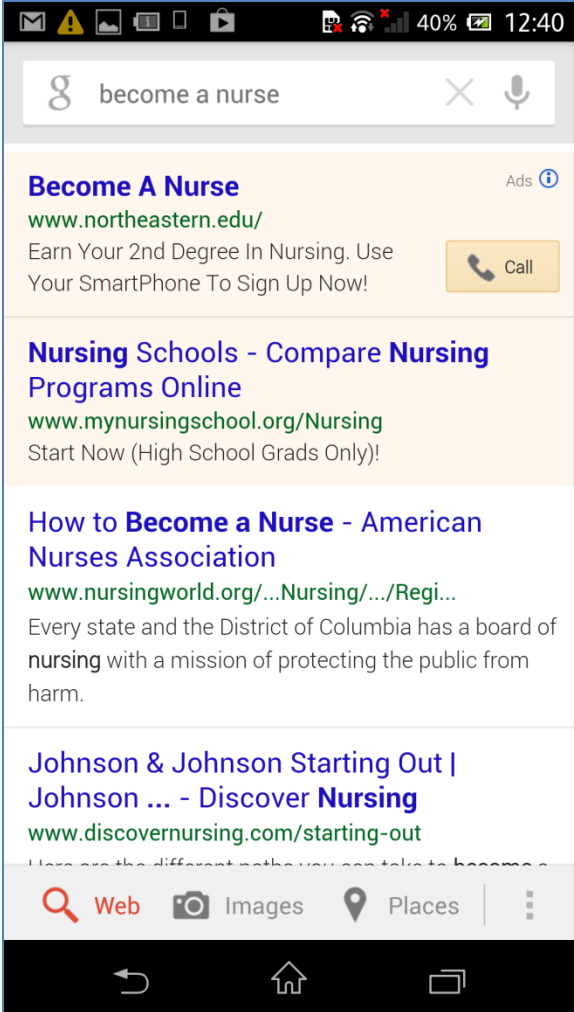


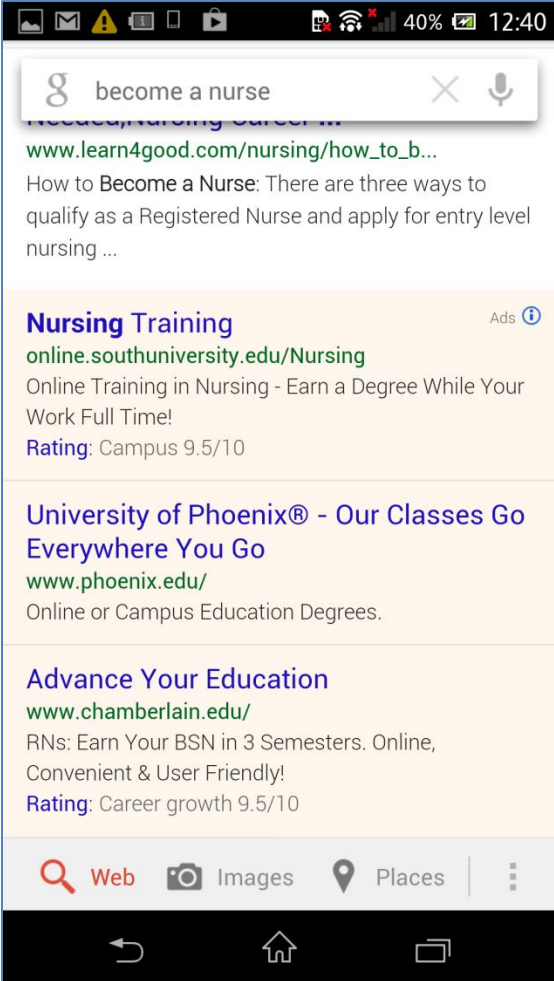
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

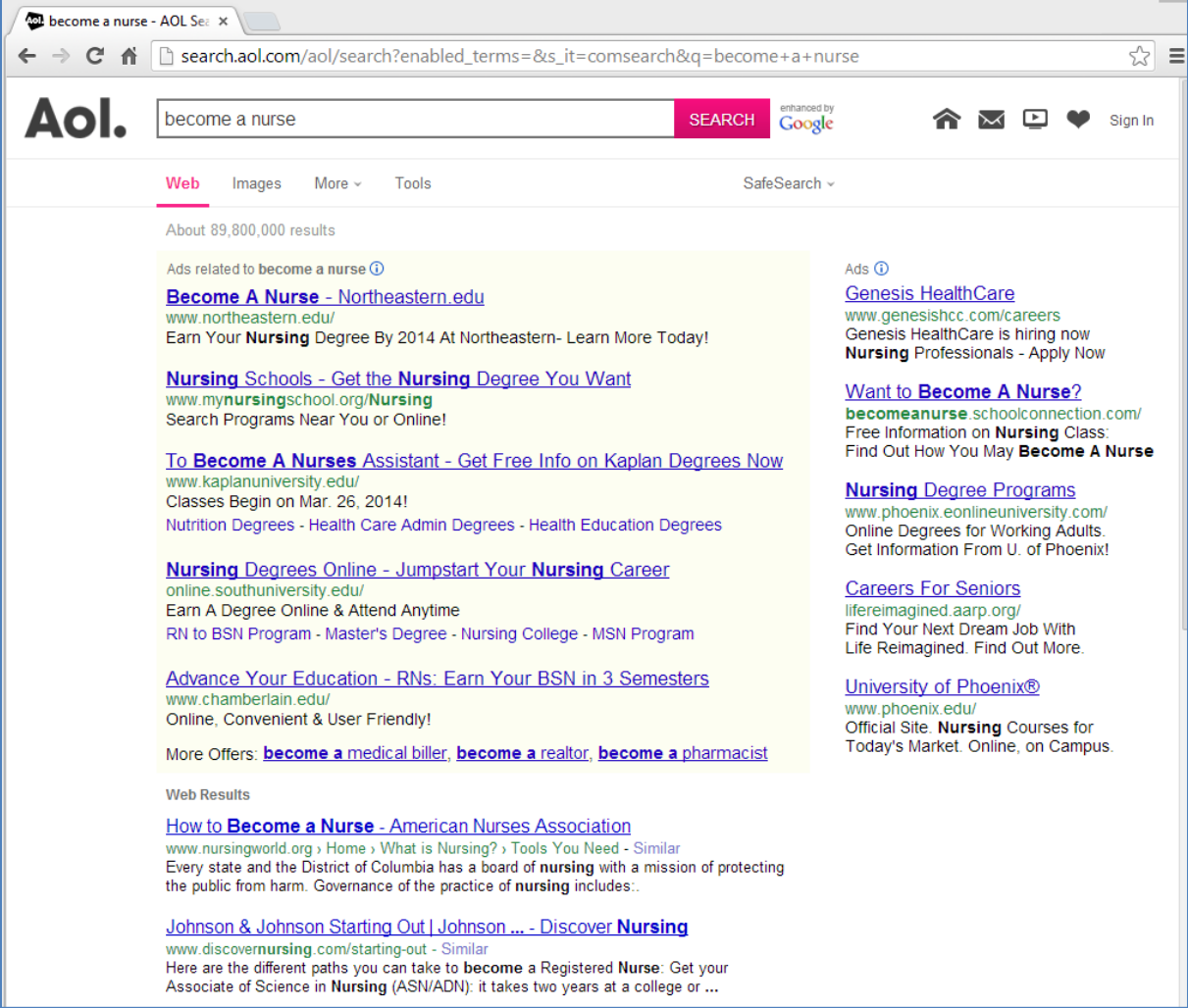
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li></ul> <p>Other search results include news articles and program listings from various institutions like Alaska Nurses, Post-Tribune, EHRIntelligence.com, National Journal, UMass Lowell, and American Sentinel.</p>

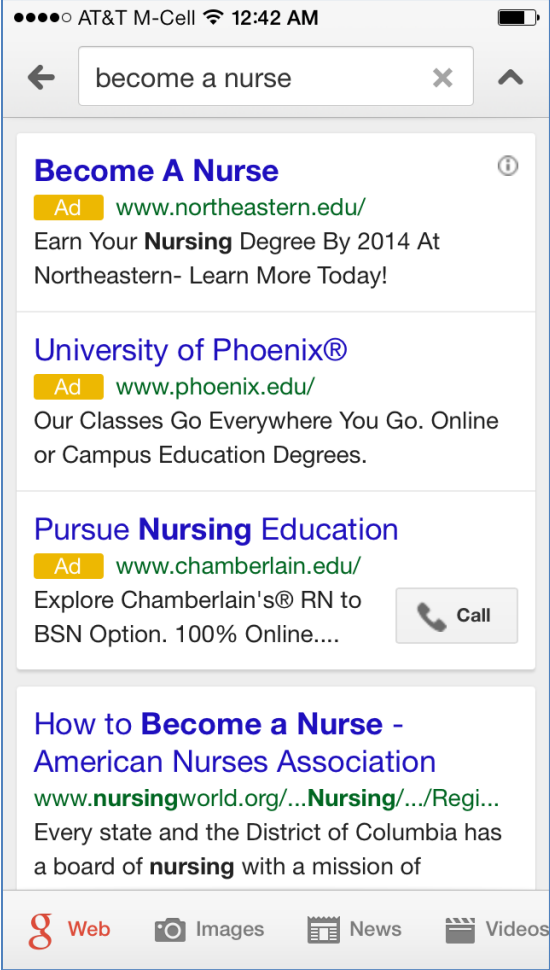
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a list format. The top result is an advertisement for "Become A Nurse - Northeastern.edu" with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for "Nursing Training - online.SouthUniversity.edu" with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only!)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs   Indeed.com". The bottom of the screenshot shows the mobile device's navigation bar with the time "1:09" and various status icons.</p>

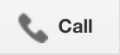
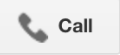


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Johnson &amp; Johnson. The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" options.</p>

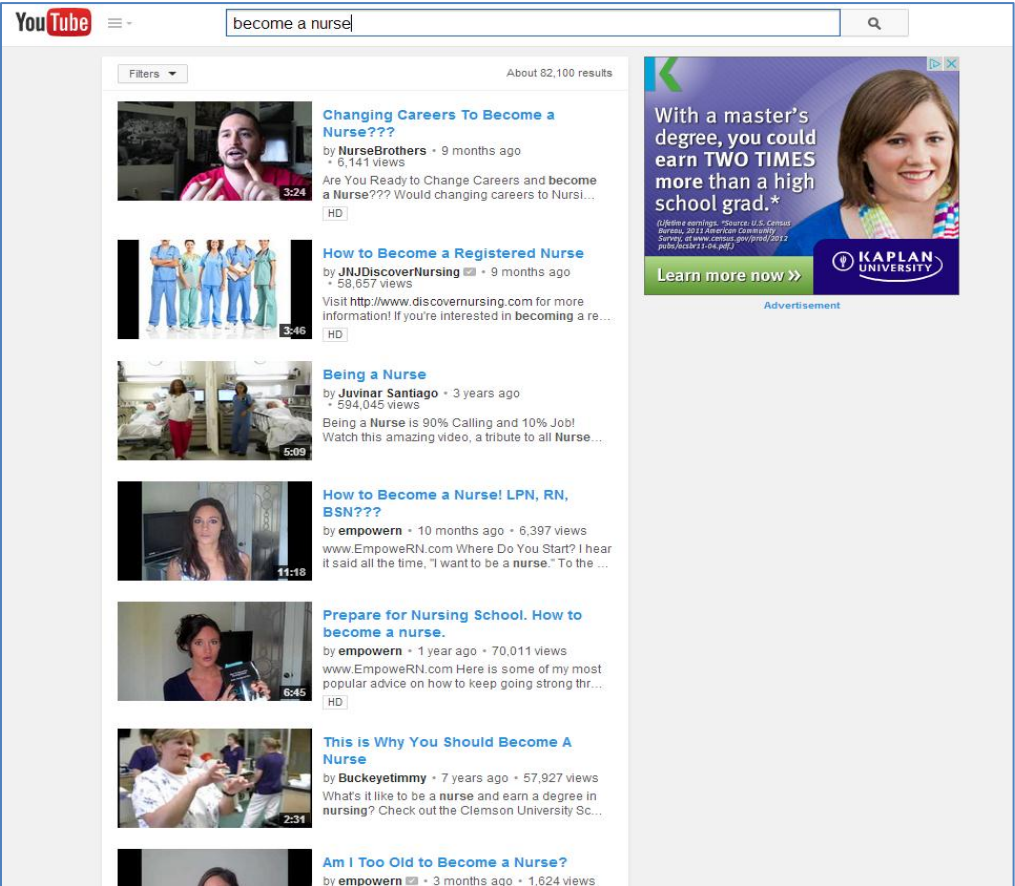
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> and three sponsored advertisements. The first ad is for "Nursing Training" from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. The third ad is for "Advance Your Education" from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. The interface includes a search bar, navigation icons (Web, Images, Places), and a bottom dock with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li><li>Navigation bar: Web, Images, News, Videos</li></ul>

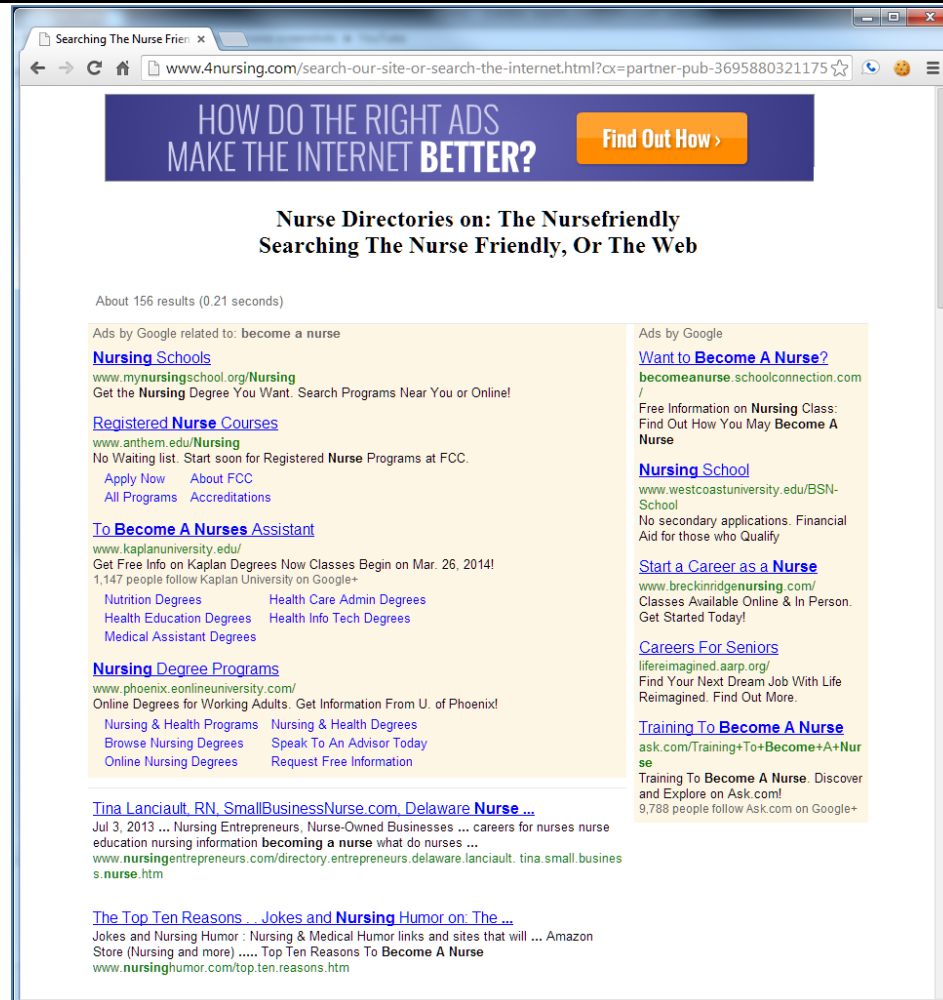
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 646"> <p><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...  <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a>                      How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p><b>Nursing Schools</b> ⓘ                      Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>                      Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p><b>Practical Nurse Training</b>                      Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a>                      Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.   <a href="#">Programs and Campuses - Apply Online</a></p> </div> <div data-bbox="1010 1062 1549 1305"> <p><b>Nursing Degree Programs</b>                      Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a>                      Online Programs for Busy Adults. Pursue a Degree with U.                       of Phoenix!  <a href="#">Nursing Programs - Nursing Degrees</a></p> </div>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse" in the search bar. The search results are displayed in a list format, including video thumbnails, titles, channel names, and view counts. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JNDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empower (6,397 views), "Prepare for Nursing School. How to become a nurse." by empower (70,011 views), "This is Why You Should Become A Nurse" by Buckeytimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empower (1,624 views). On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". The ad also includes the Kaplan University logo and a small disclaimer: "(Lifetime earnings. *Source: U.S. Census Bureau, 2012 American Community Survey, at www.census.gov/ipeds/data/2012/pubs/tables/1-06.pdf)".</p>

U.S. PATENT NO.  
7,895,178

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Google Custom Search

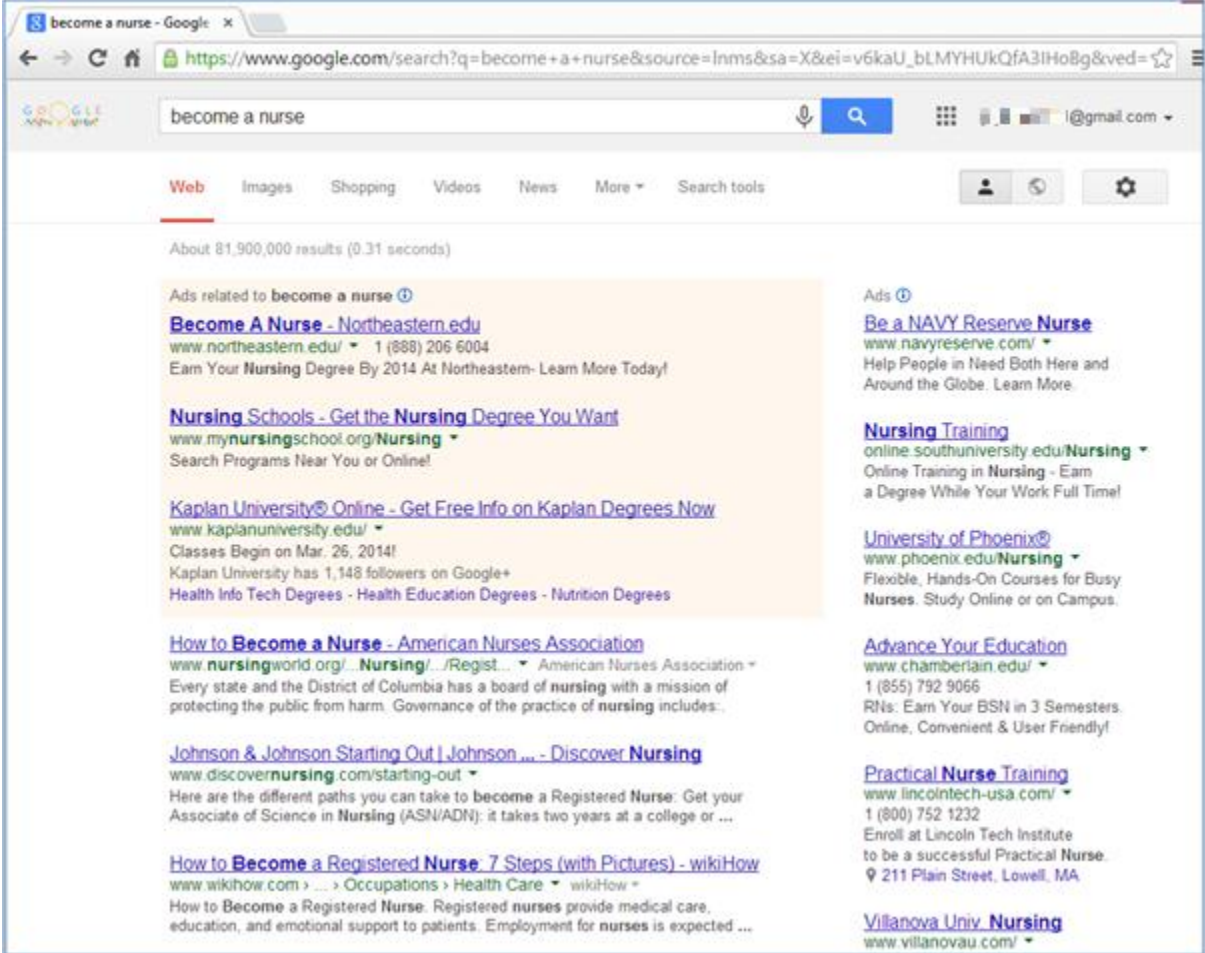


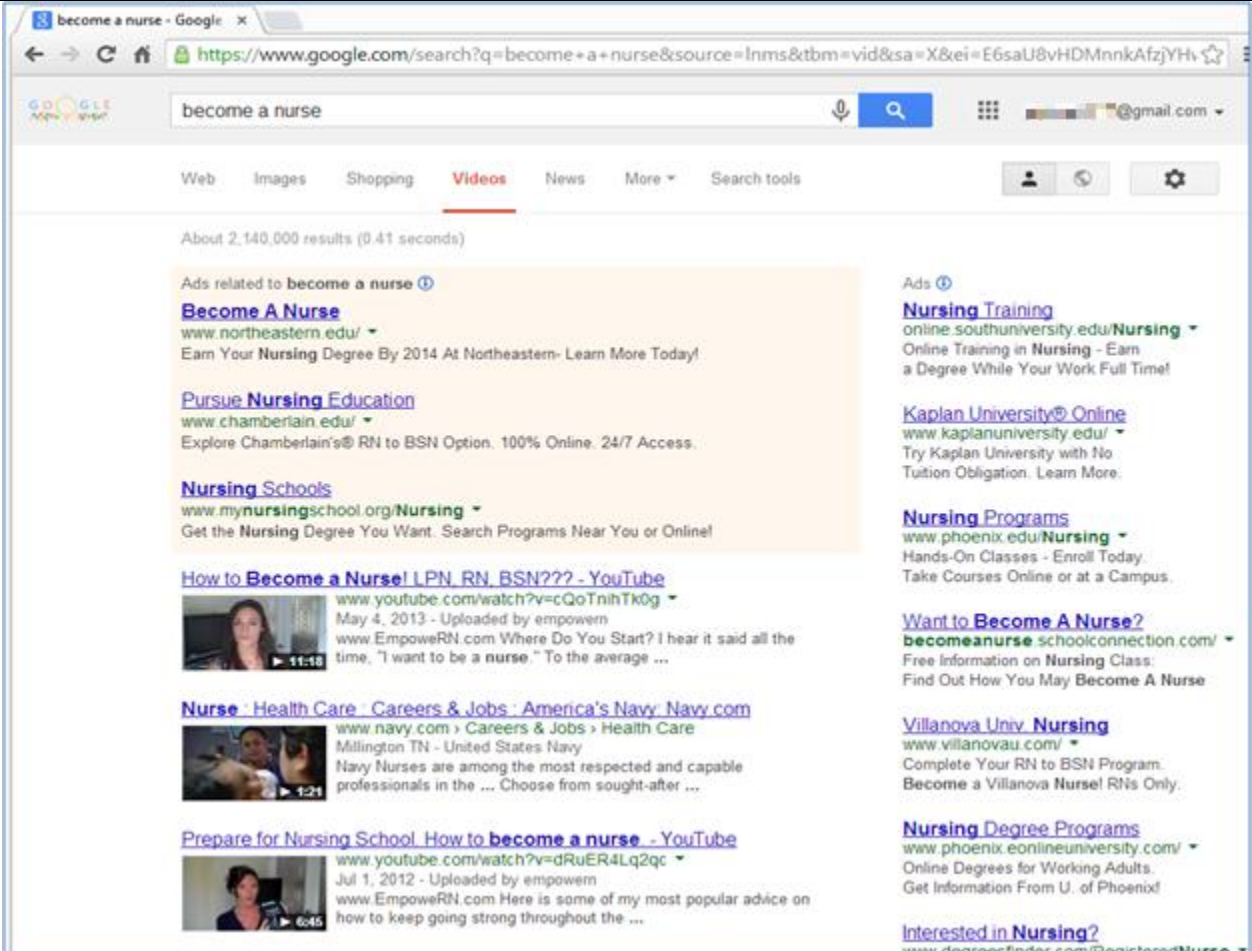




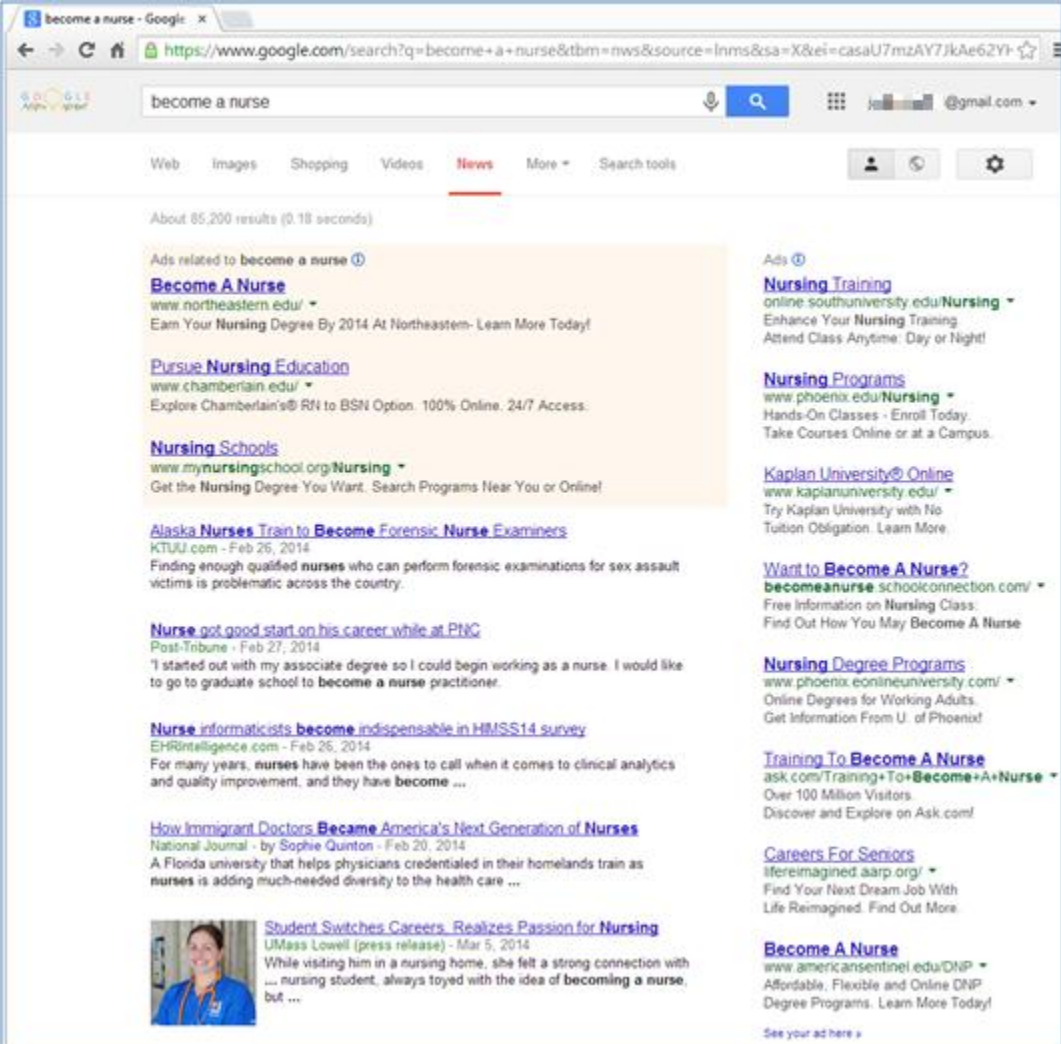
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

<p>U.S. PATENT NO. <b>7,895,178</b></p>	<p style="text-align: center;"><b>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</b></p>
<p>displaying the search results and the at least one advertisement on a display of the data processing device;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to display the search results in a first display portion of a display of the data processing device.</p> <p>See above.</p>
<p style="text-align: center;"><b>JSON Response to Device from Google</b></p>	

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Web" and "Ads".</p> <p><b>Web Results:</b></p> <ul style="list-style-type: none"> <li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li> <li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li> <li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li> <li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li> </ul> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"> <li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.</li> <li><b>Nursing Training</b> online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</li> <li><b>University of Phoenix®</b> www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li> <li><b>Advance Your Education</b> www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li> <li><b>Practical Nurse Training</b> www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA</li> <li><b>Villanova Univ Nursing</b> www.villanovau.com/</li> </ul>

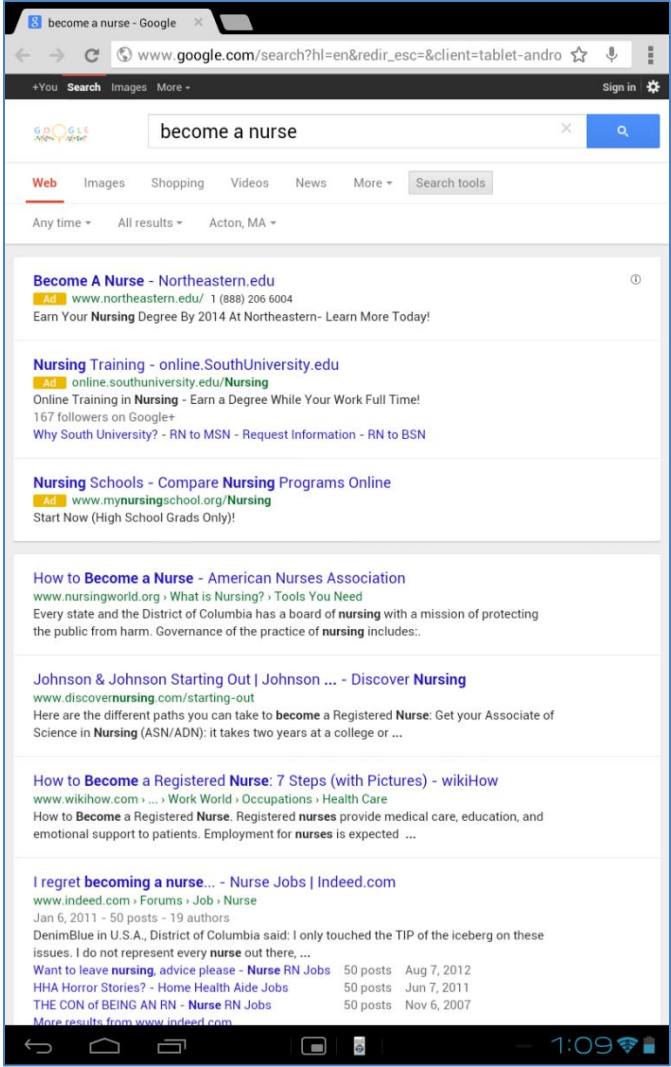
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and video thumbnails. The ads are for "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Training" (online.southuniversity.edu), "Kaplan University@ Online" (www.kaplanuniversity.edu), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse?" (becomeanurse.schoolconnection.com), "Villanova Univ. Nursing" (www.villanovau.com), "Nursing Degree Programs" (www.phoenix.onlineuniversity.com), and "Interested in Nursing?" (www.degreefinder.com). The video thumbnails are for "How to Become a Nurse! LPN, RN, BSN???" (www.youtube.com/watch?v=cQoTnihTk0g) and "Prepare for Nursing School. How to become a nurse - YouTube" (www.youtube.com/watch?v=dRuER4Lq2qc).</p>

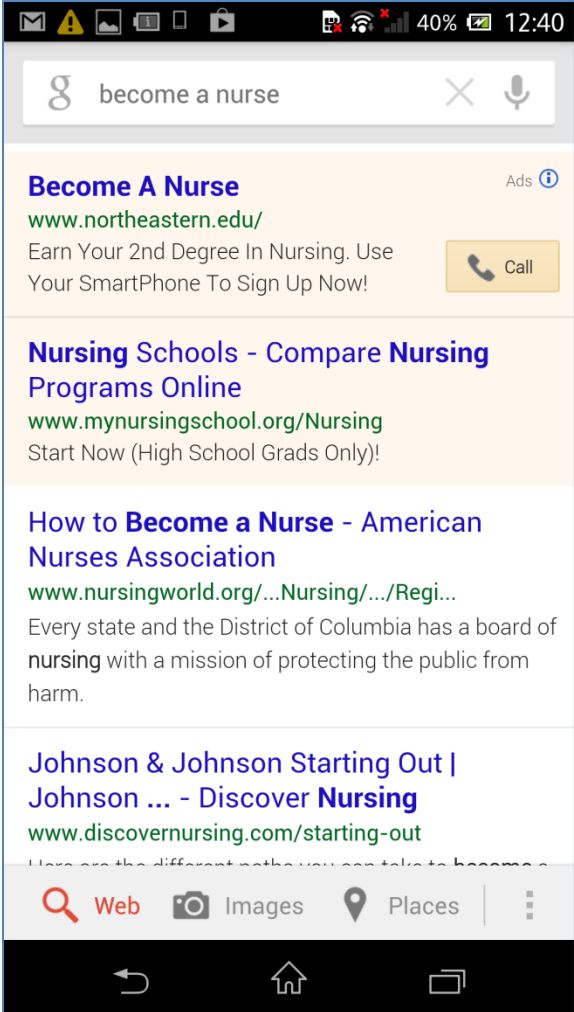
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

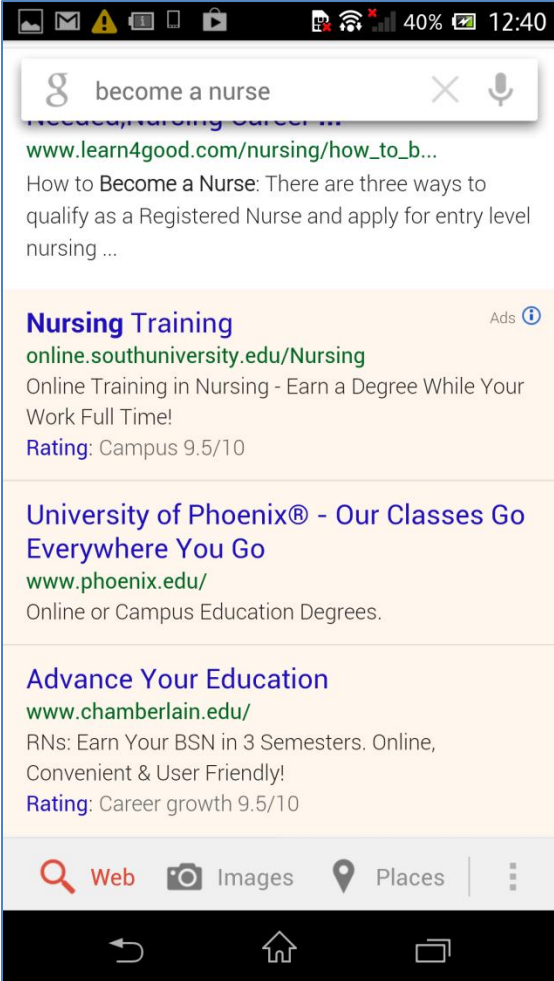
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a "Search tools" button. Below the search bar, it indicates "About 85,200 results (0.18 seconds)".</p> <p>The results are divided into "Ads related to become a nurse" and "Ads".</p> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> www.northeastern.edu/ * Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Pursue Nursing Education</b> www.chamberlain.edu/ * Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>Nursing Schools</b> www.mynursingschool.org/Nursing * Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> KTUU.com - Feb 26, 2014 Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PNC</b> Post-Tribune - Feb 27, 2014 "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."</li><li><b>Nurse informaticists become indispensable in HIMSS14 survey</b> EHRIntelligence.com - Feb 26, 2014 For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> National Journal - by Sophie Quinton - Feb 20, 2014 A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> UMass Lowell (press release) - Mar 5, 2014 While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ...</li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Nursing Training</b> online.southuniversity.edu/Nursing * Enhance Your Nursing Training Attend Class Anytime - Day or Night!</li><li><b>Nursing Programs</b> www.phoenix.edu/Nursing * Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ * Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ * Free Information on Nursing Class. Find Out How You May Become A Nurse</li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ * Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> ask.com/Training+To+Become+A+Nurse * Over 100 Million Visitors Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> life.reimagined.aarp.org/ * Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> www.americansentinel.edu/DNP * Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>At the bottom right of the ads section, there is a link: "See your ad here &gt;</p>

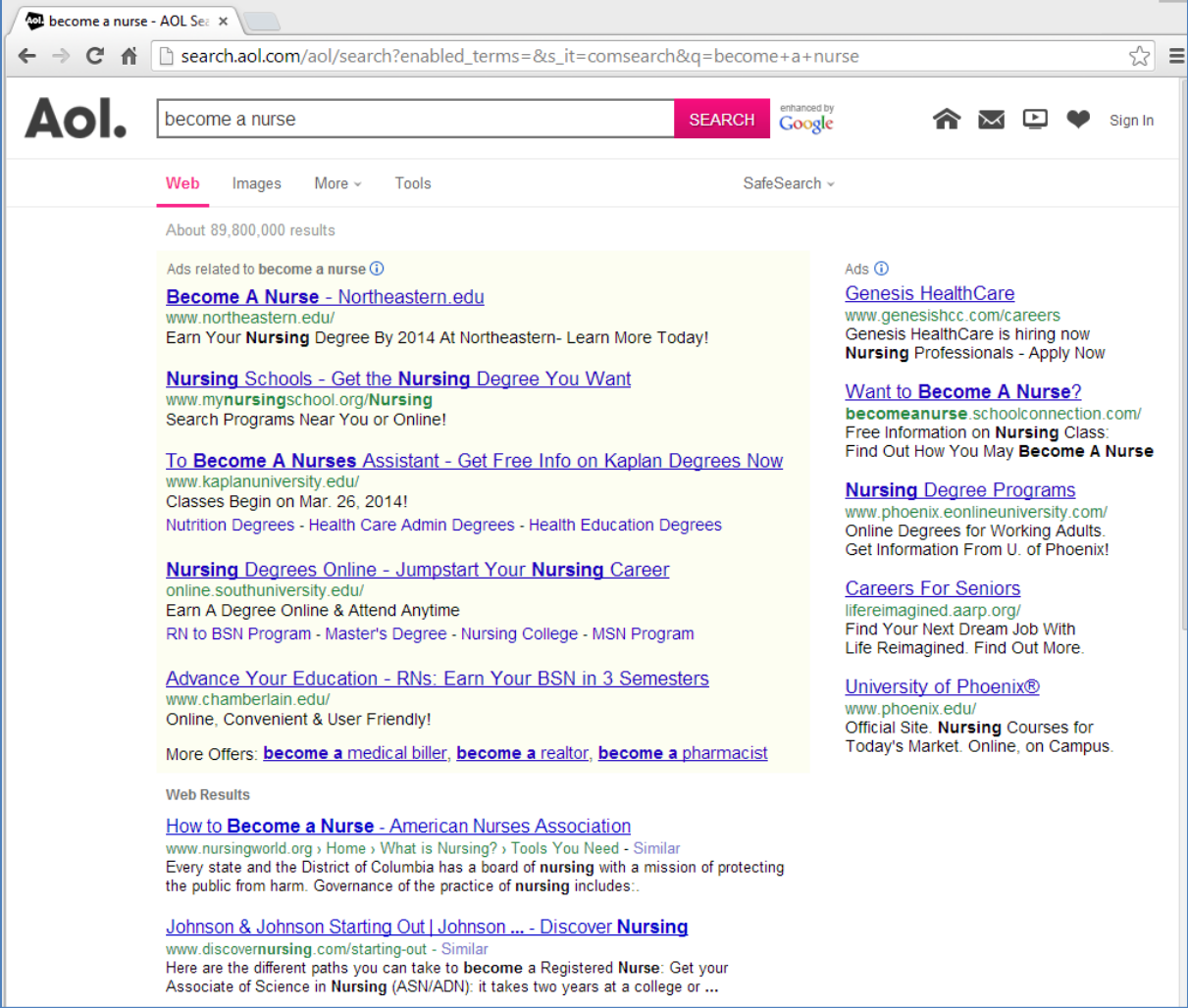


Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

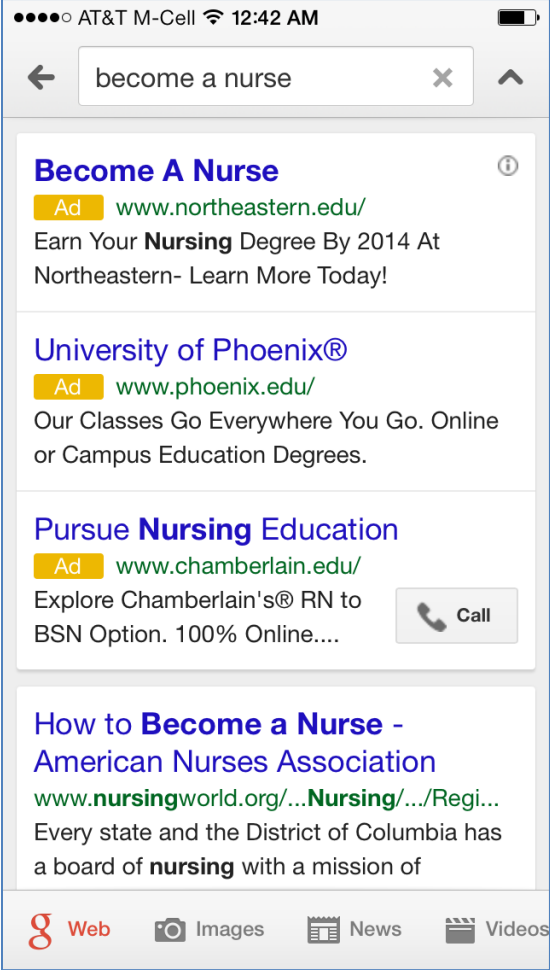
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a mobile-optimized format. The top result is an advertisement for Northeastern University, titled "Become A Nurse - Northeastern.edu", with the URL <a href="http://www.northeastern.edu">www.northeastern.edu</a> and the phone number 1 (888) 206 6004. Below this is another advertisement for South University, titled "Nursing Training - online.SouthUniversity.edu", with the URL <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>. The third advertisement is for MyNursingSchool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the URL <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs   Indeed.com". The search results are displayed on a mobile device with a status bar at the top showing the time as 1:09.</p>

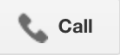
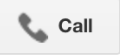
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Johnson &amp; Johnson. The bottom of the screen shows navigation tabs for "Web", "Images", and "Places".</p>

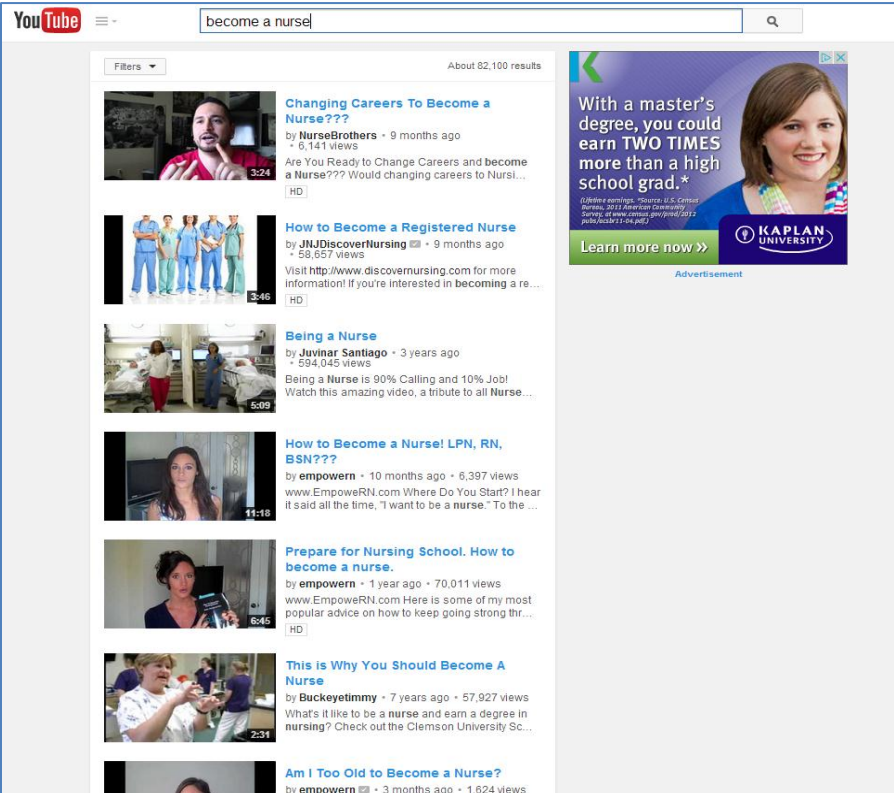
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from learn4good.com and three sponsored advertisements for nursing training from South University, the University of Phoenix, and Chamberlain University. The interface includes a status bar at the top with icons for notifications, battery, and time (12:40), and a bottom navigation bar with icons for back, home, and recent apps.</p>

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



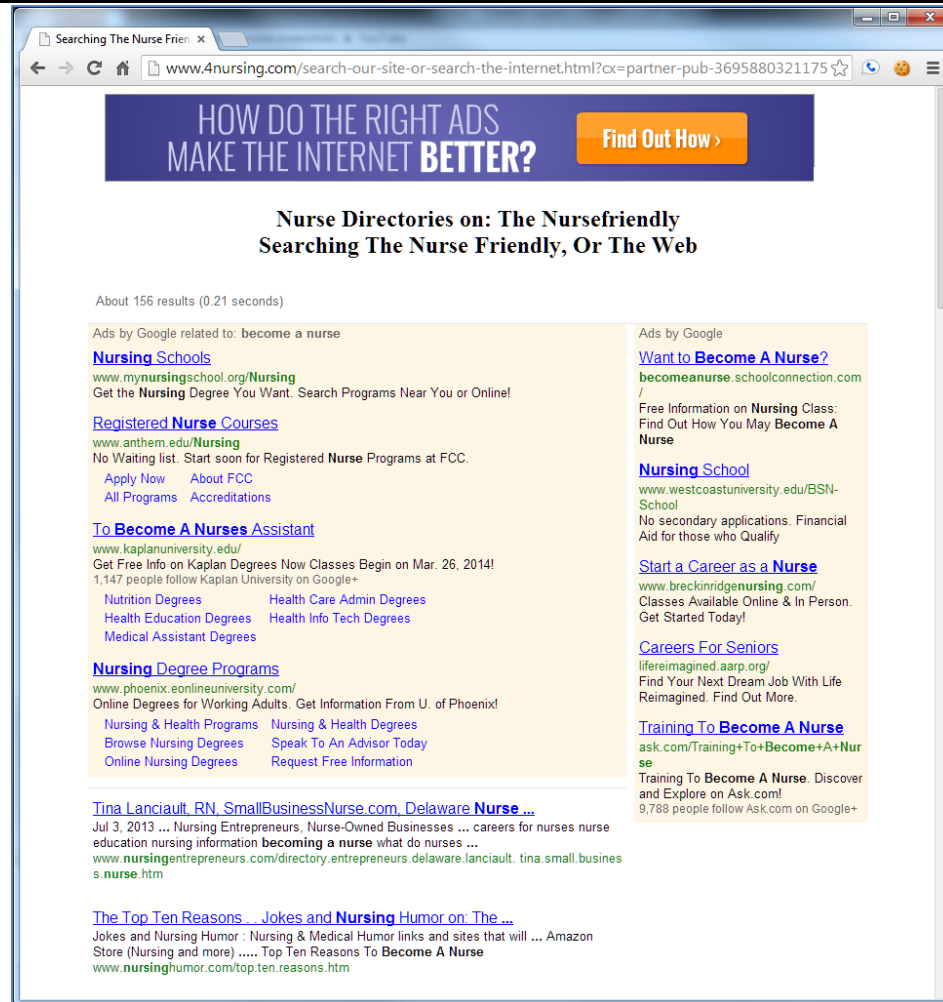
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none"><li>Search bar: "become a nurse"</li><li>Search results:<ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>University of Phoenix®</b> (Ad) <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</li><li><b>Pursue Nursing Education</b> (Ad) <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online... <a href="#">Call</a></li><li><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</li></ul></li><li>Navigation bar: Web, Images, News, Videos</li></ul>

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	<div data-bbox="1010 331 1549 646"> <p><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...  <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a>                      How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p><b>Nursing Schools</b> ⓘ                      Ad <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>                      Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p><b>Practical Nurse Training</b>                      Ad <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a>                      Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.   <a href="#">Programs and Campuses - Apply Online</a></p> </div> <div data-bbox="1010 1062 1549 1305"> <p><b>Nursing Degree Programs</b>                      Ad <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a>                      Online Programs for Busy Adults. Pursue a Degree with U.                       of Phoenix!  <a href="#">Nursing Programs - Nursing Degrees</a></p> </div>

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	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are displayed in a list format, with each entry including a video thumbnail, title, channel name, and view count. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JNDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empower (6,397 views), "Prepare for Nursing School. How to become a nurse." by empower (70,011 views), "This is Why You Should Become A Nurse" by Buckettimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empower (1,624 views). On the right side of the search results, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". The ad also includes a small disclaimer: "(United States) *Source: U.S. Census Bureau, 2011 American Community Survey. © www.collegeboard.com/2011-pds/nash11-04.pdf." and the Kaplan University logo.</p>

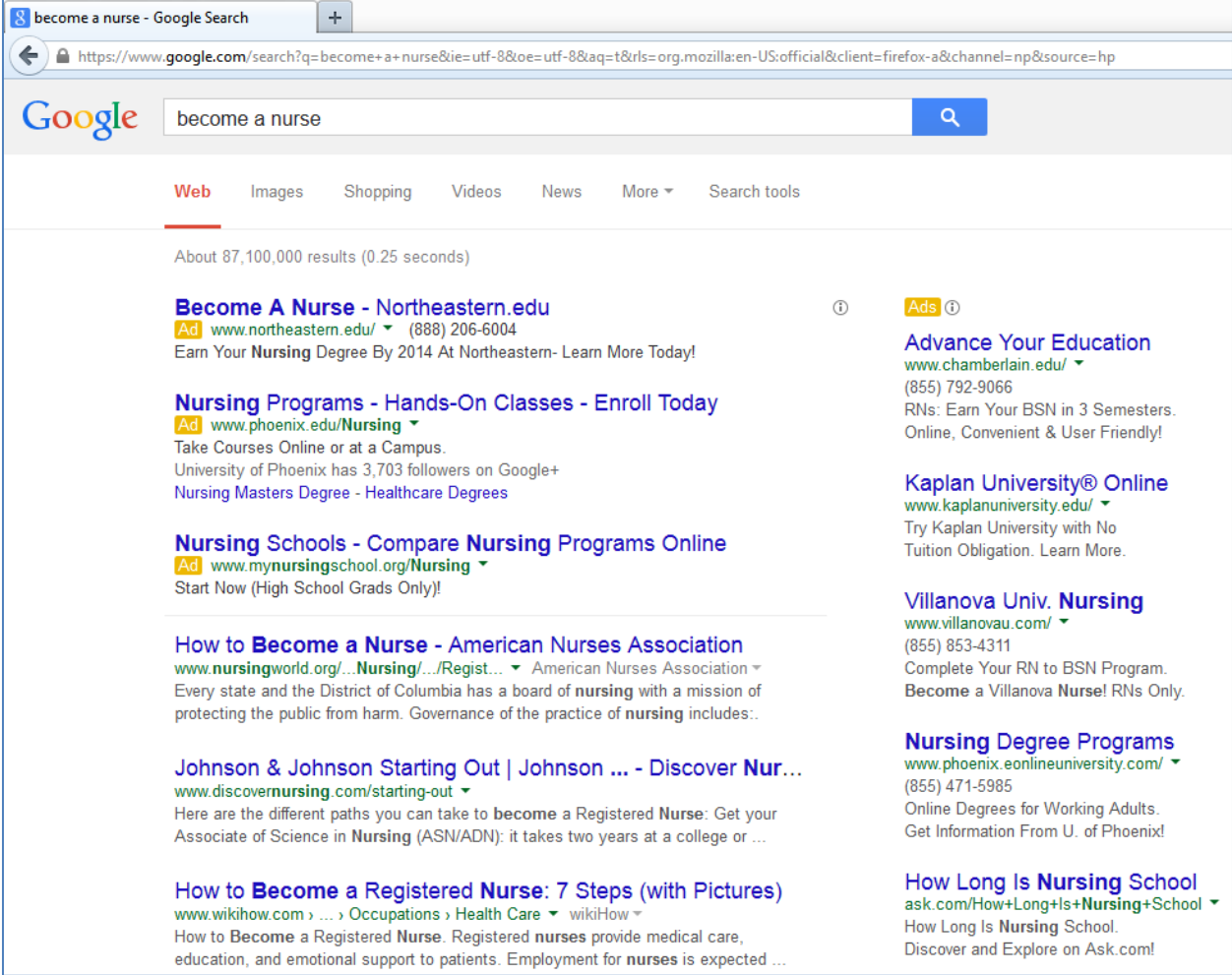
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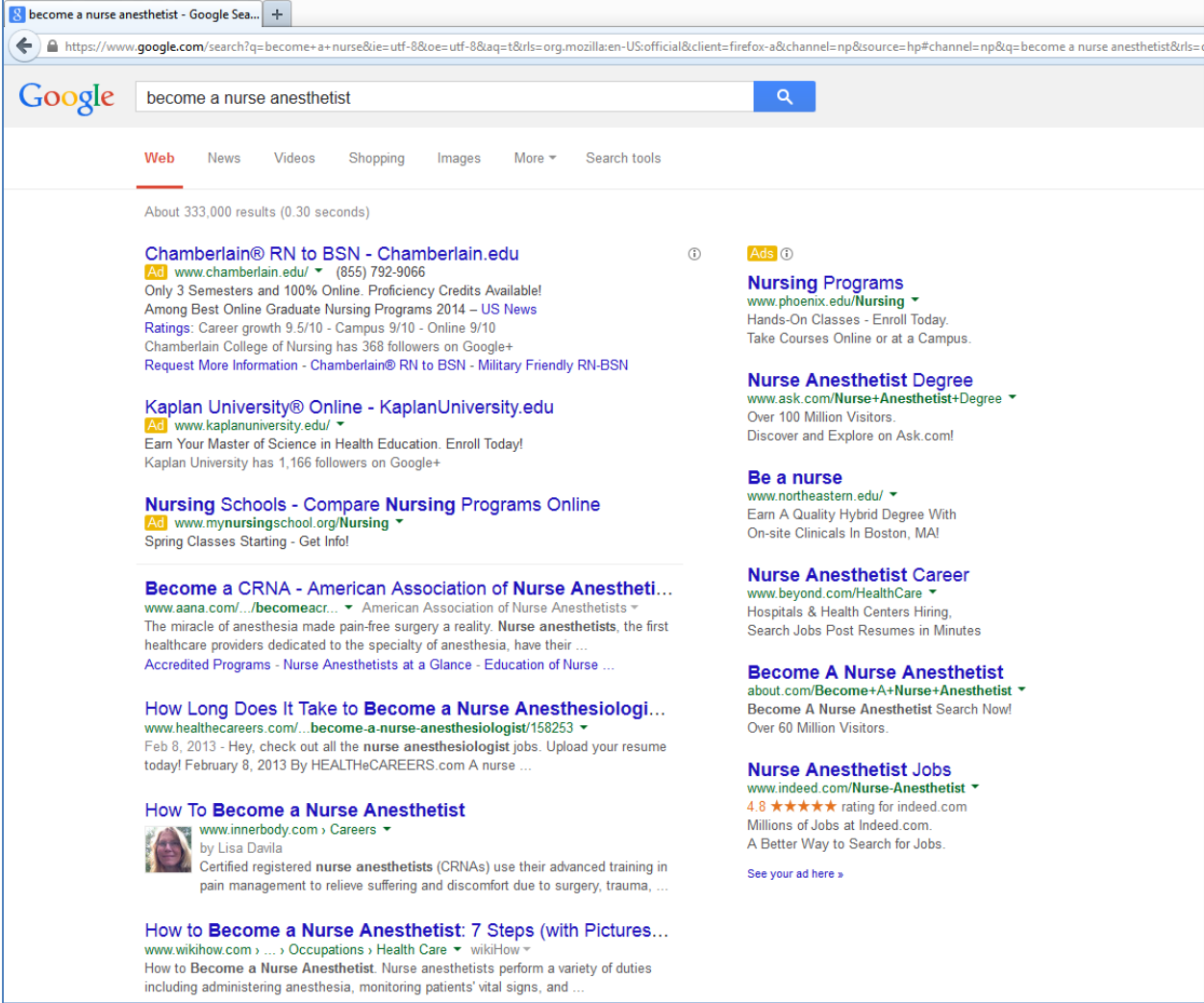
Google Custom Search

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based upon interaction with the user, receiving search refinement input;	The Accused Instrumentalities operate a data processing device to interact with the user to receive search refinement input.

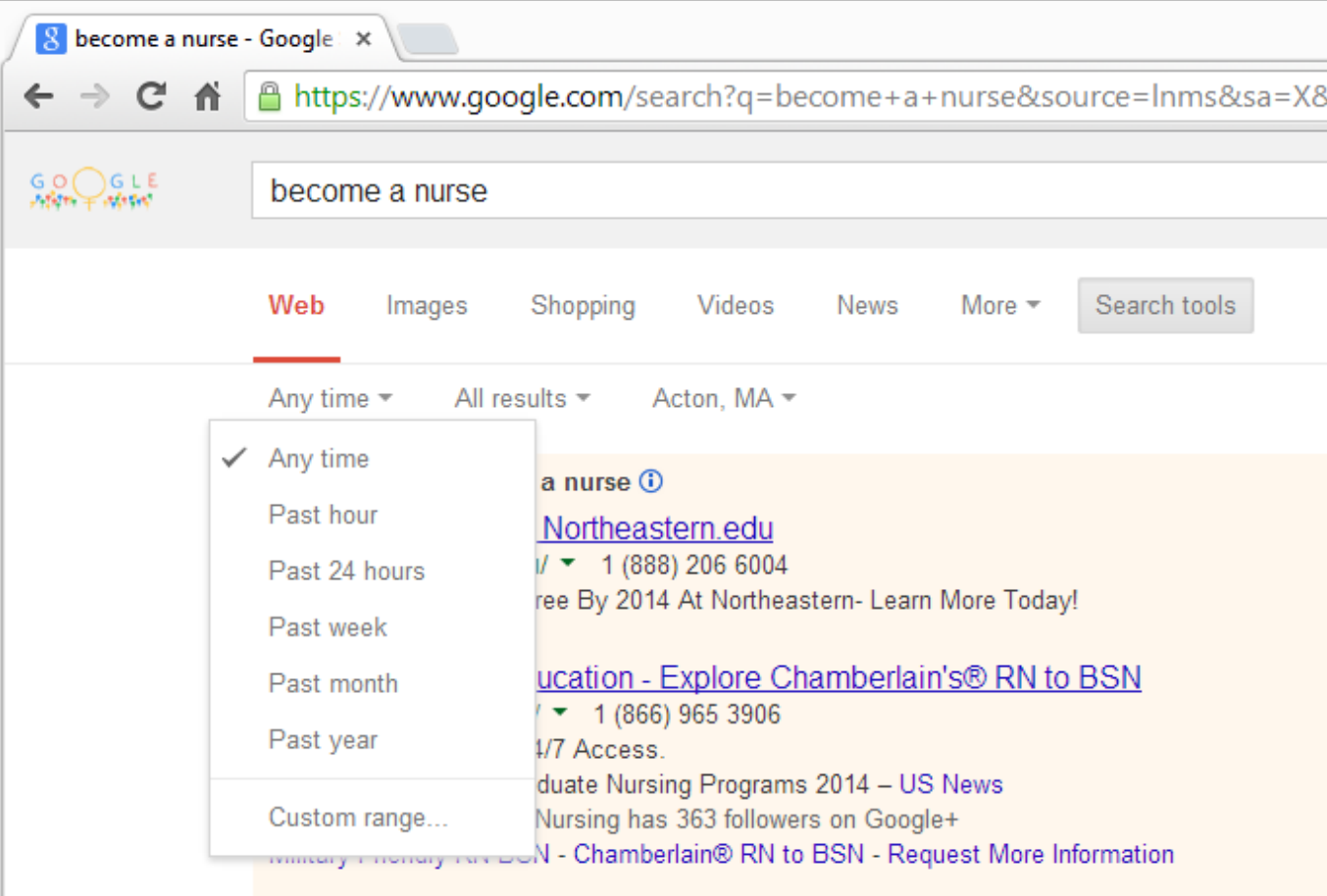
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements (marked with "Ad") and organic search results. The advertisements are for nursing programs from Northeastern.edu, Phoenix.edu, MyNursingSchool.org, Villanova Univ. Nursing, and Phoenix.eonlineuniversity.com. Organic results include the American Nurses Association, Johnson &amp; Johnson, and WikiHow.</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p>

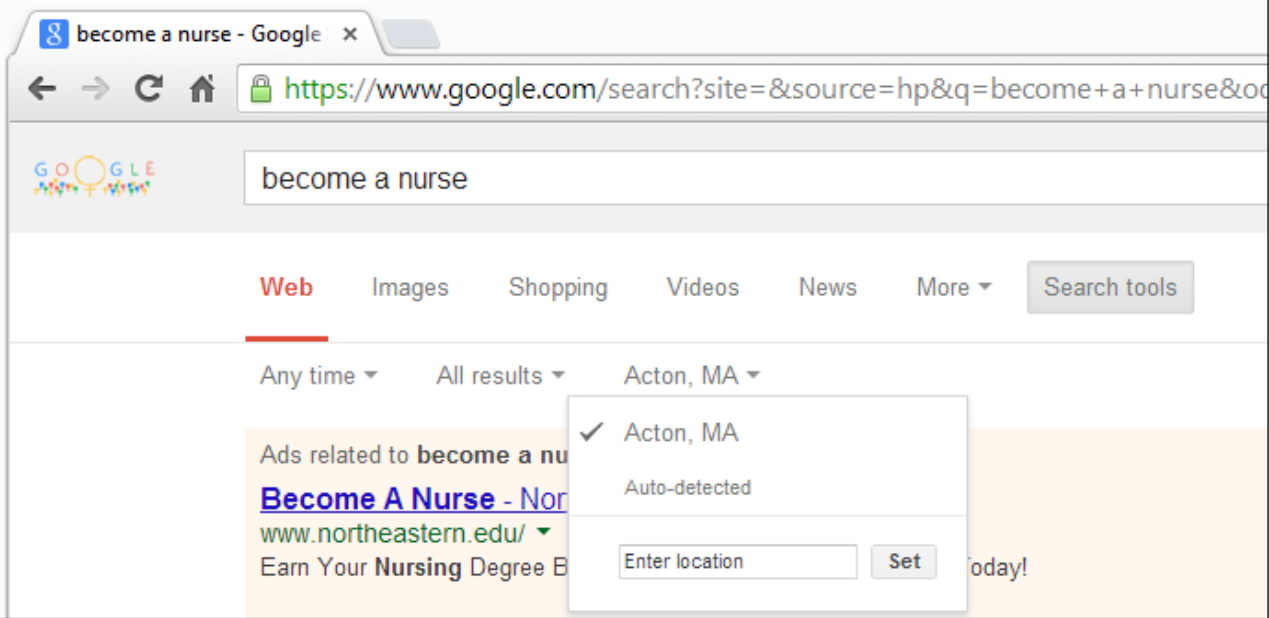
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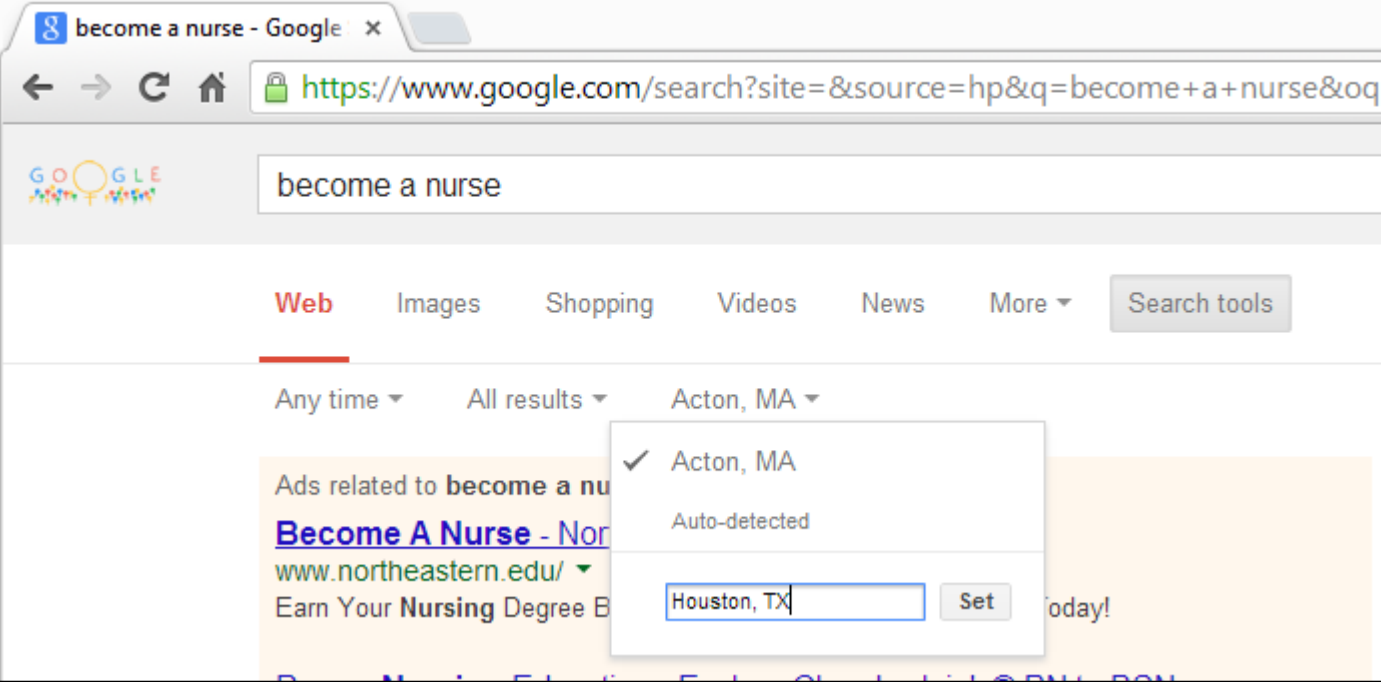
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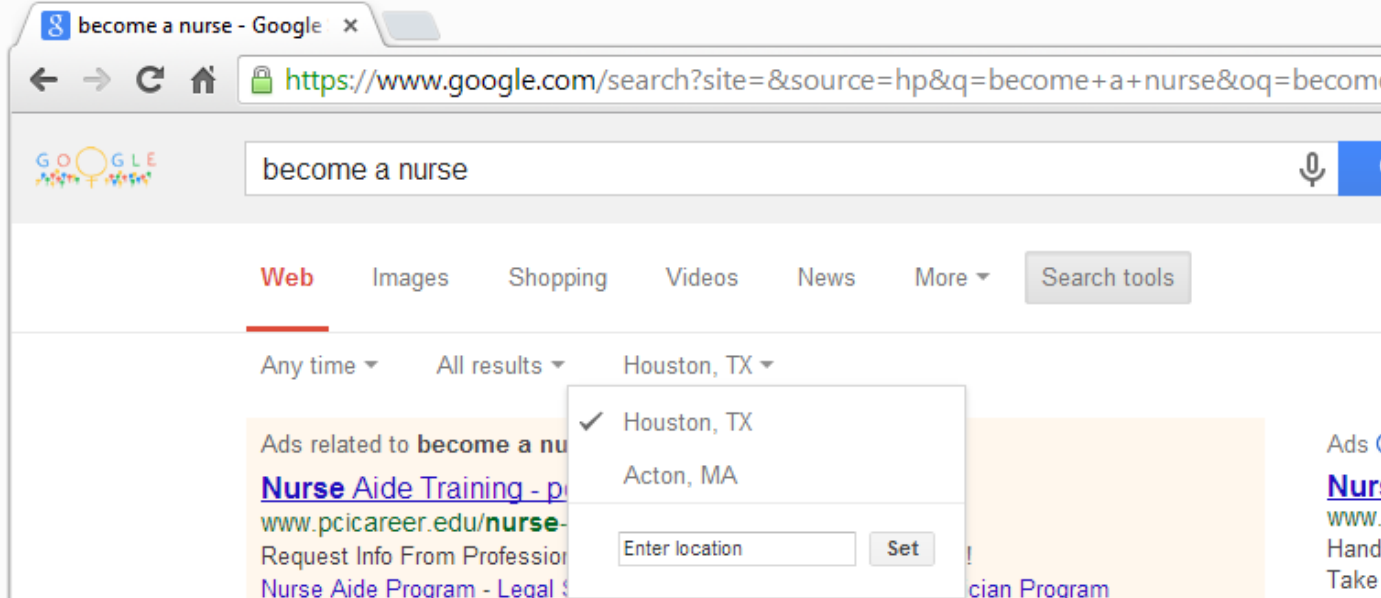
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several organic links and advertisements. The organic results are:</p> <ul style="list-style-type: none"><li><b>Chamberlain® RN to BSN - Chamberlain.edu</b>: Advertisement for Chamberlain College of Nursing, mentioning 100% online programs and accreditation.</li><li><b>Kaplan University® Online - KaplanUniversity.edu</b>: Advertisement for Kaplan University's online programs.</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: Advertisement for MyNursingSchool.org.</li><li><b>Become a CRNA - American Association of Nurse Anesthetists</b>: Organic result from aana.com.</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologi...</b>: Organic result from healthcareers.com.</li><li><b>How To Become a Nurse Anesthetist</b>: Organic result from innerbody.com by Lisa Davila.</li><li><b>How to Become a Nurse Anesthetist: 7 Steps (with Pictures...</b>: Organic result from wikiHow.</li></ul> <p>The advertisements on the right side of the page include:</p> <ul style="list-style-type: none"><li><b>Nursing Programs</b>: Advertisement for Phoenix.edu.</li><li><b>Nurse Anesthetist Degree</b>: Advertisement for Ask.com.</li><li><b>Be a nurse</b>: Advertisement for Northeastern.edu.</li><li><b>Nurse Anesthetist Career</b>: Advertisement for Beyond.com.</li><li><b>Become A Nurse Anesthetist</b>: Advertisement for About.com.</li><li><b>Nurse Anesthetist Jobs</b>: Advertisement for Indeed.com.</li></ul> <p>The URL at the bottom of the screenshot is: <a href="https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-">https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-</a></p>

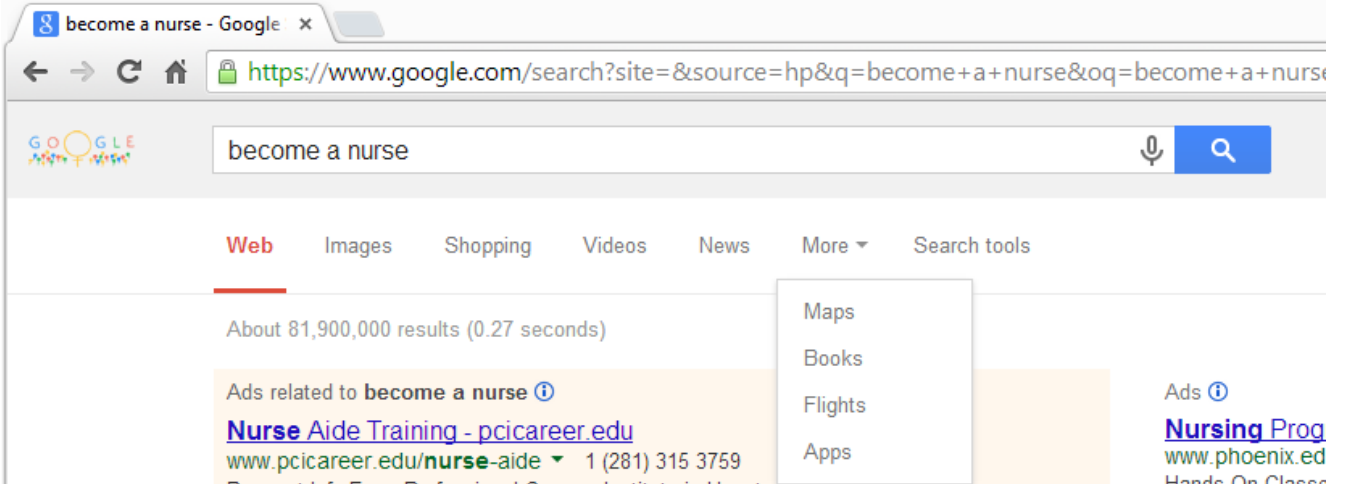


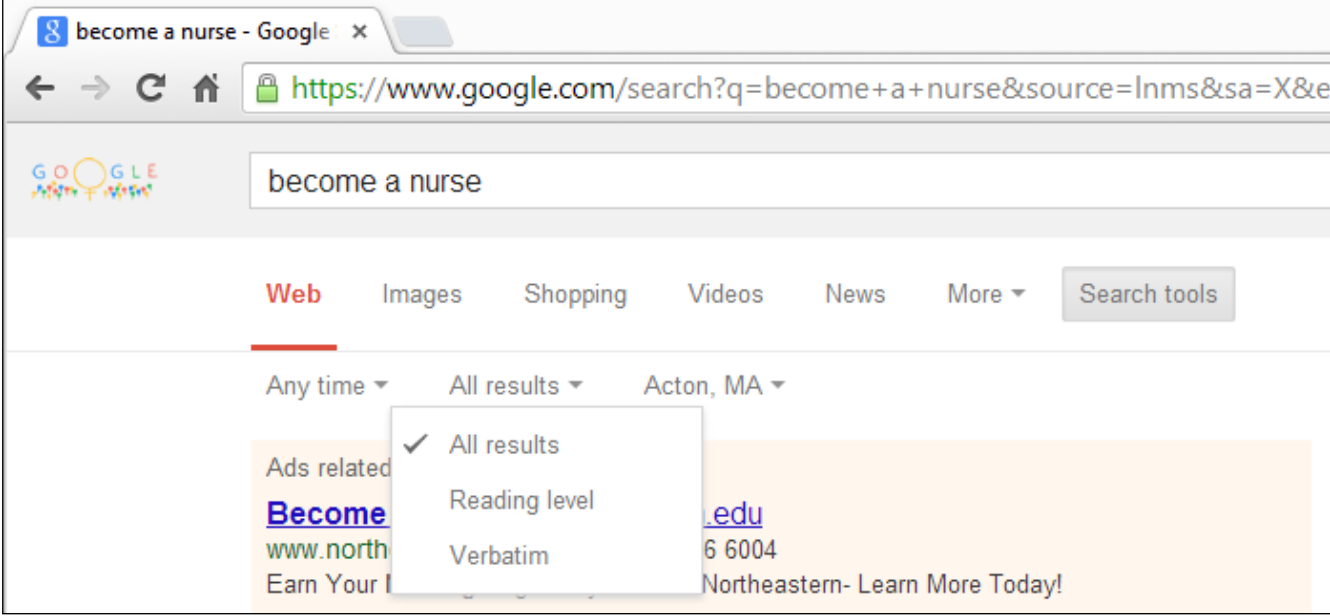
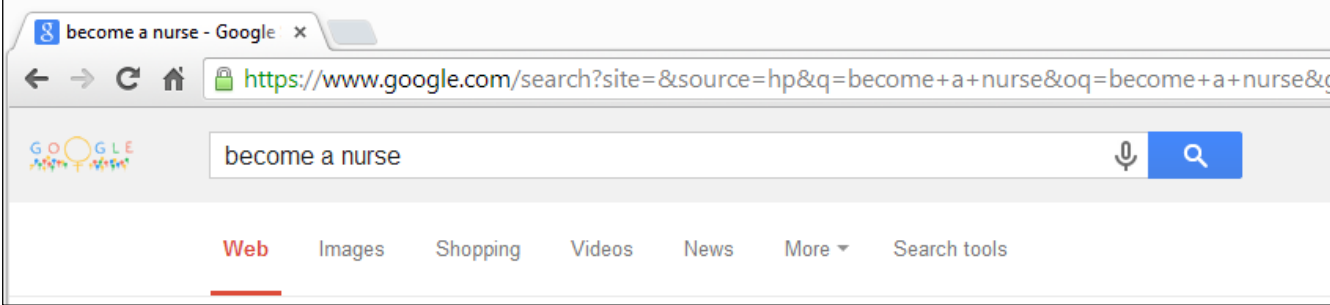
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become%20a%20nurse%20anesthetist&amp;rls=org.mozilla:en-US:official</p>  <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. A dropdown menu is open under "Any time", showing options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results are partially visible, showing a result for "become a nurse" with a link to "Northeastern.edu" and a phone number "1 (888) 206 6004". Other results include "Education - Explore Chamberlain's® RN to BSN" and "Graduate Nursing Programs 2014 - US News".</p>

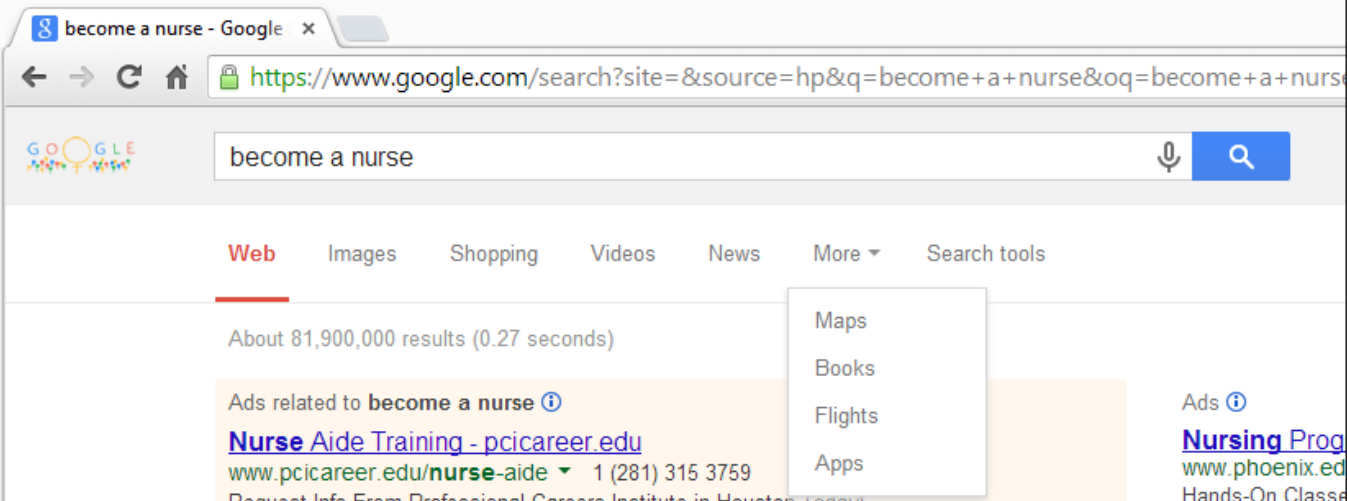
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open over the "Acton, MA" filter, showing "Acton, MA" with a checkmark and "Auto-detected". Below the dropdown, there is an "Enter location" input field and a "Set" button. To the left of the dropdown, an advertisement is visible for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/" and the text "Earn Your Nursing Degree".</p>

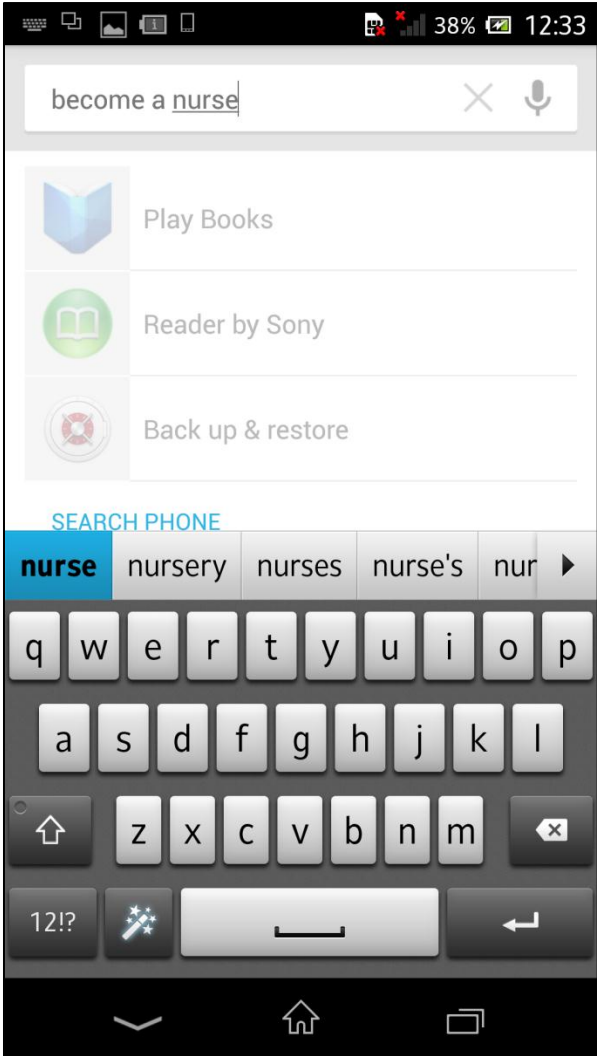
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search query is "become a nurse". The location dropdown menu is open, showing "Acton, MA" as the current selection and "Houston, TX" as the selected option. The search results include an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the search results, there are filters for "Any time", "All results", and "Houston, TX". A dropdown menu is open over the "Houston, TX" filter, showing "Houston, TX" with a checkmark and "Acton, MA". Below the dropdown is an "Enter location" input field and a "Set" button. The search results include an advertisement for "Nurse Aide Training - p" with the URL "www.pcicareer.edu/nurse-".</p>

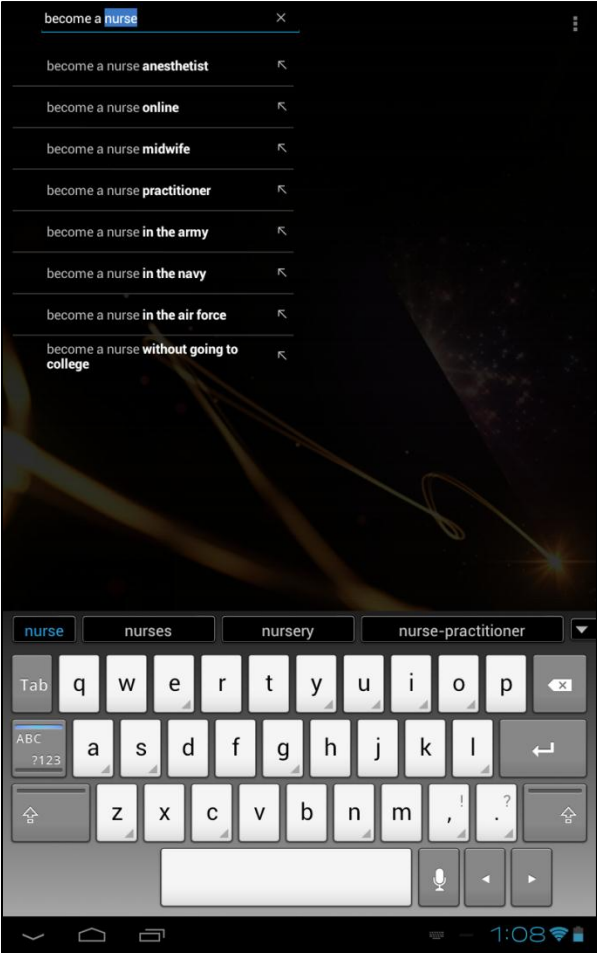
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the search query "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". A dropdown menu is open over the "More" link, listing "Maps", "Books", "Flights", and "Apps". An advertisement for "Nurse Aide Training - pcicareer.edu" is visible, with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". Another advertisement for "Nursing Prog" from "www.phoenix.ed" is partially visible on the right.</p>

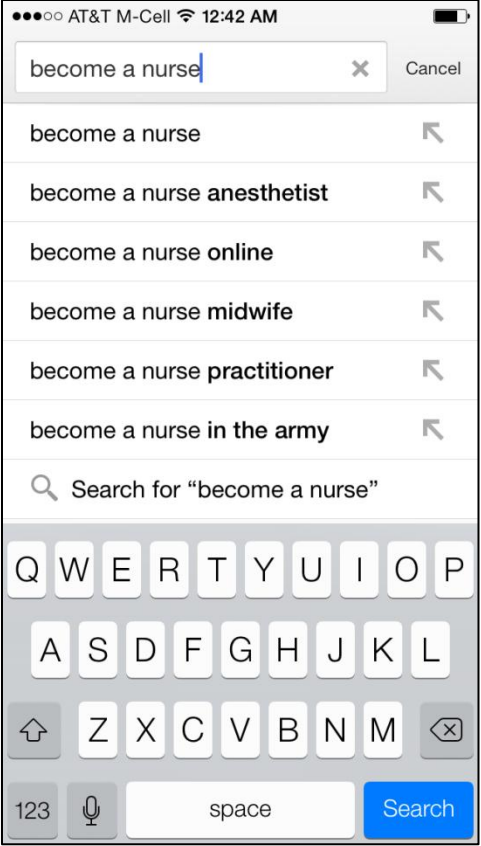
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a dropdown menu with the following options: "All results" (selected), "Reading level", and "Verbatim". The search results also include an advertisement for "Become a nurse" from "www.northeastern.edu" with the text "Earn Your I...".</p>
	 <p>The screenshot shows a Google search for "become a nurse". The search bar contains the text "become a nurse". The search results page includes navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 81,900,000 results (0.27 seconds)". There are two advertisement blocks. The first is titled "Ads related to become a nurse" and features a link for "Nurse Aide Training - pcicareer.edu" with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". The second advertisement is titled "Nursing Prog" and features the URL "www.phoenix.ed" and the text "Hands-On Classe". A dropdown menu is open over the "More" tab, listing "Maps", "Books", "Flights", and "Apps".</p>



U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, three search results are displayed: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up &amp; restore" with a red circular icon. Below the search results, the text "SEARCH PHONE" is visible. A keyboard is shown at the bottom, with the word "nurse" highlighted in blue. The keyboard also shows suggestions for "nursery", "nurses", "nurse's", and "nur". The status bar at the top of the phone screen shows a battery level of 38% and the time 12:33.</p>



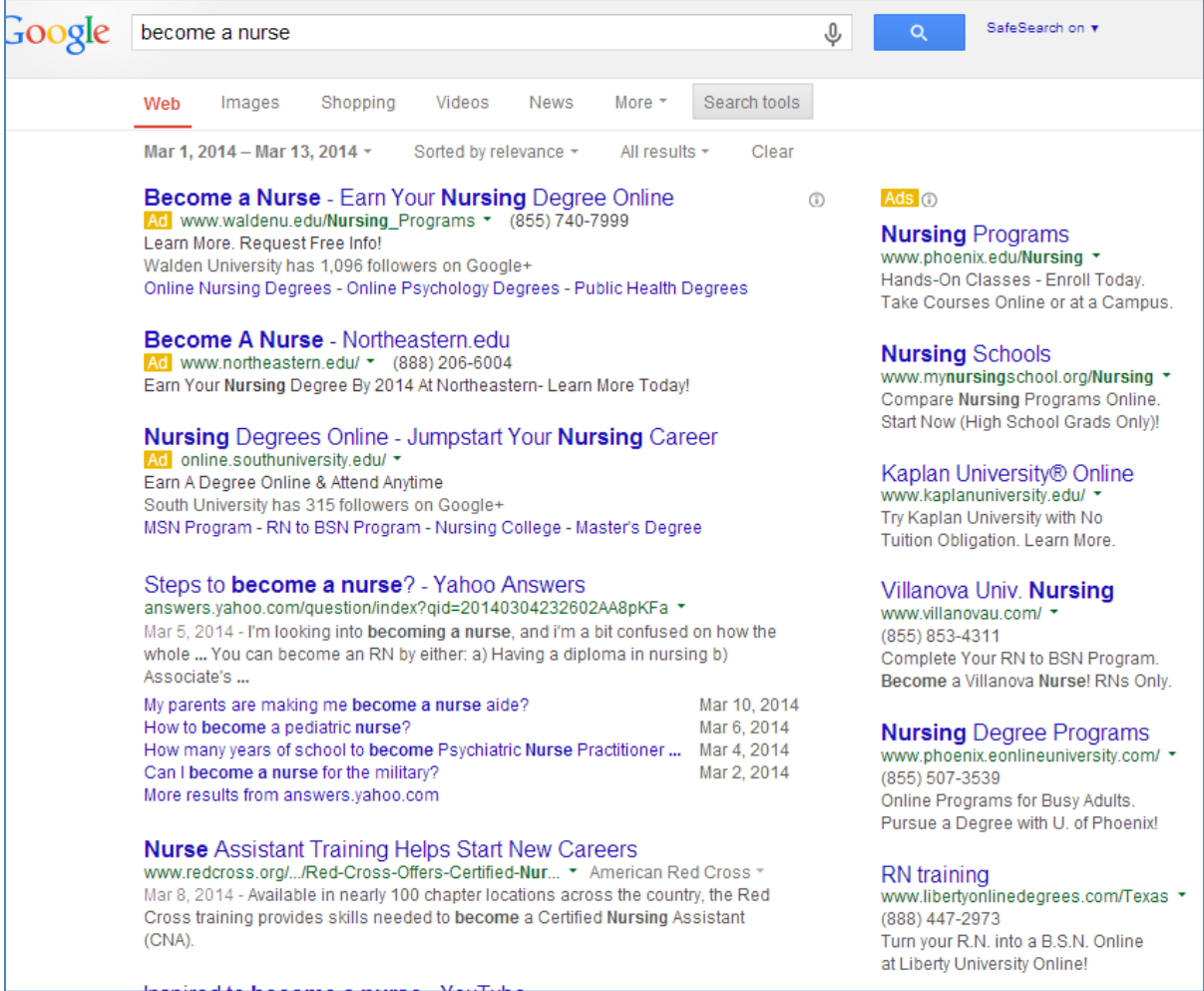
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 331 1520 358">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon. The suggestions are: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". At the bottom of the screen, a QWERTY keyboard is visible, with the word "nurse" highlighted in the search bar above it. The status bar at the very bottom shows the time as 1:08 and various system icons.</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 331 1520 358">Tablet Device Running Android 4.0.2</p>  <p data-bbox="1016 1346 1533 1373">Google Search App Running on iOS 7.1</p>

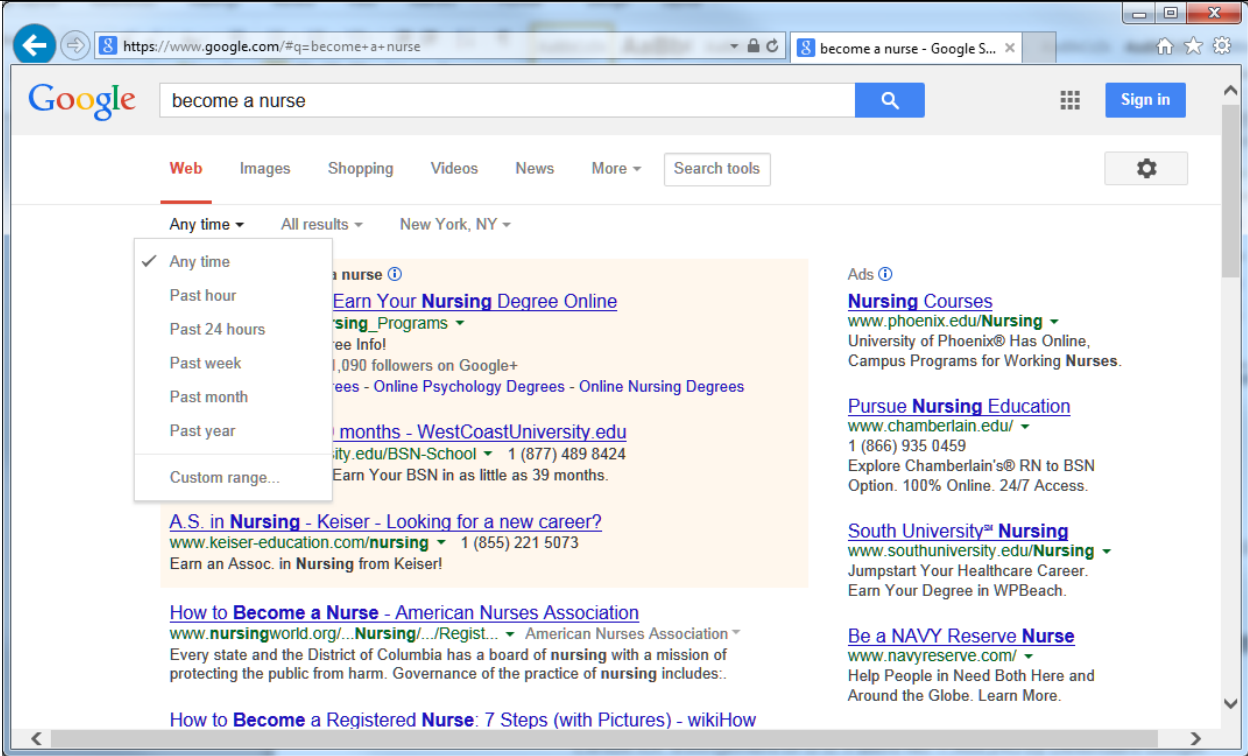
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1835 1370" style="border: 1px solid black; padding: 10px;"><p><b>Find certain types of results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click <b>Shopping</b>. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none"><li>• Images</li><li>• Maps</li><li>• Shopping</li><li>• News</li><li>• Videos</li><li>• Books</li><li>• Flights</li><li>• Apps</li></ul><p><b>Filter your results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like <b>Web</b> or <b>Images</b>, you can filter your results even further using <b>Search tools</b>.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none"><li>1. Type <b>planets</b> in the search box.</li><li>2. Click <b>Images</b>.</li><li>3. Click <b>Search tools</b>.</li><li>4. Click <b>Color</b>, then select the red filter.</li></ol></div>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 365 1940 1333" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Filter your search results</h2> <p>You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.</p> <hr/> <div data-bbox="787 592 1827 690"> <p> <b>Settings</b>              Trying to change your search settings? Visit <a href="https://google.com/preferences">google.com/preferences</a> to change settings like SafeSearch, search history, results per page, languages, and location.</p> </div> <hr/> <h3>How to add filters</h3> <ol style="list-style-type: none"> <li>At the top of your search results page, select a filtering option like <b>Images</b> or <b>News</b>. Click <b>More</b> to see extra choices.</li> <li>Click <b>Search tools</b> to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.</li> <li>Select one or more filters to narrow down your search results.</li> <li>To go back to unfiltered results, click <b>Web</b> at the top of the search results page.</li> <li>To remove any filters you've added through Search tools, click <b>Clear</b>.</li> </ol> <div data-bbox="1140 797 1887 1177" style="border: 1px solid gray; padding: 5px; margin-top: 10px;">  <p>The screenshot shows a Google search for "history of seattle". The search bar contains the text "history of seattle". Below the search bar, the "Web" tab is selected. To the right of the "Web" tab, the "More" button and the "Search tools" button are circled in blue. Below the search bar, the results show "About 269,000,000 results (0.19 seconds)". The first result is "History of Seattle - Wikipedia, the free encyclopedia" with a URL "https://en.wikipedia.org/wiki/History_of_Seattle". The second result is "Brief History of Seattle" with a URL "www.seattle.gov/cityarchives/Facts/history.htm". The third result is "History and Culture of Seattle - Visiting Seattle - Seattle.gov" with a URL "www.seattle.gov/html/visitor/history.htm".</p> </div> </div> <p style="text-align: right; margin-top: 10px;"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>

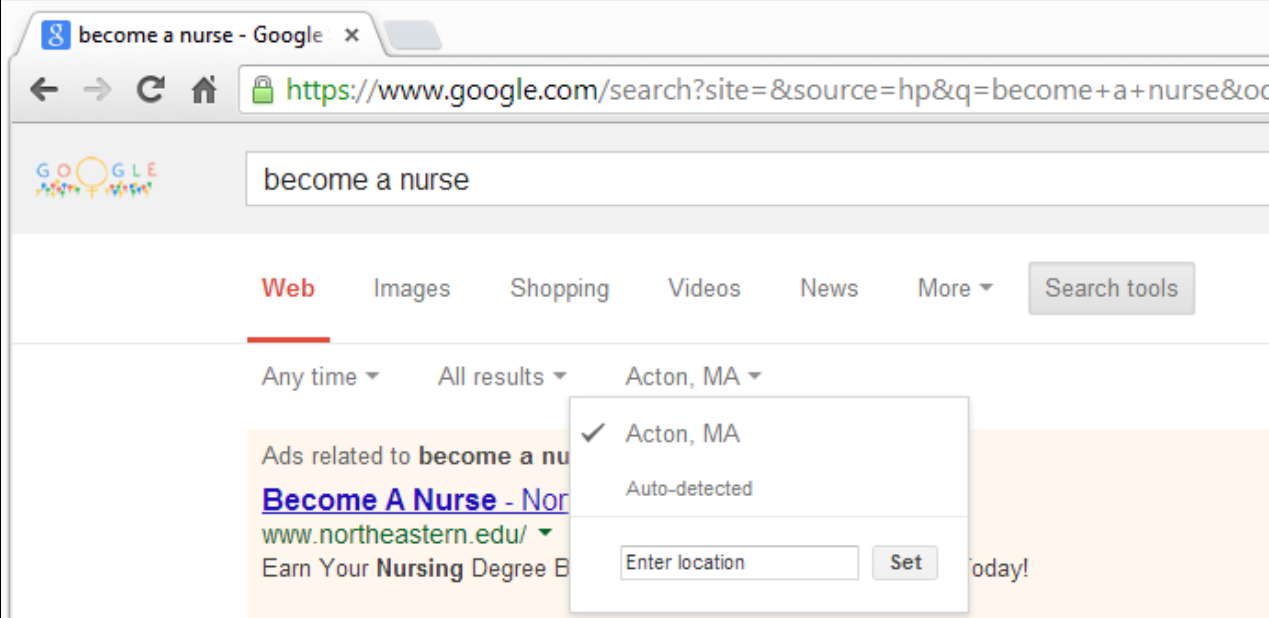
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Search tools will vary based on the type of results you're looking at, but may include:</p> <ul style="list-style-type: none"> <li>• <b>Publish date:</b> Limit results according to when they were published on the Web.</li> <li>• <b>Verbatim:</b> Search for <a href="#">exact words or phrases</a>.</li> <li>• <b>Dictionary:</b> Find definitions, synonyms, images, and more for your search term.</li> <li>• <b>Reading level:</b> Limit your search results by <a href="#">reading comprehension level</a>.</li> <li>• <b>Private:</b> If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.</li> <li>• <b>Nearby:</b> See results for your current location.</li> <li>• <b>Visited pages/Not yet visited:</b> If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.</li> <li>• <b>Images:</b> Filter results by size, type, and color. Learn more about the <a href="#">search tools you can use with Image Search</a>.</li> <li>• <b>Videos:</b> Filter by length of video, quality, and source, like youtube.com.</li> <li>• <b>Recipes:</b> Filter by ingredients, cook time, and calories.</li> <li>• <b>Applications:</b> Choose the price and operating system, or OS, for available apps.</li> <li>• <b>Patents:</b> Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at <a href="#">patents.google.com</a>.</li> </ul> <p style="text-align: right;"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>
<p>transmitting the search refinement input to the advertising machine via the communications link;</p>	<p>The Accused Instrumentalities operate a data processing device to transmit the search refinement input to the advertising machine via the communications link.</p>

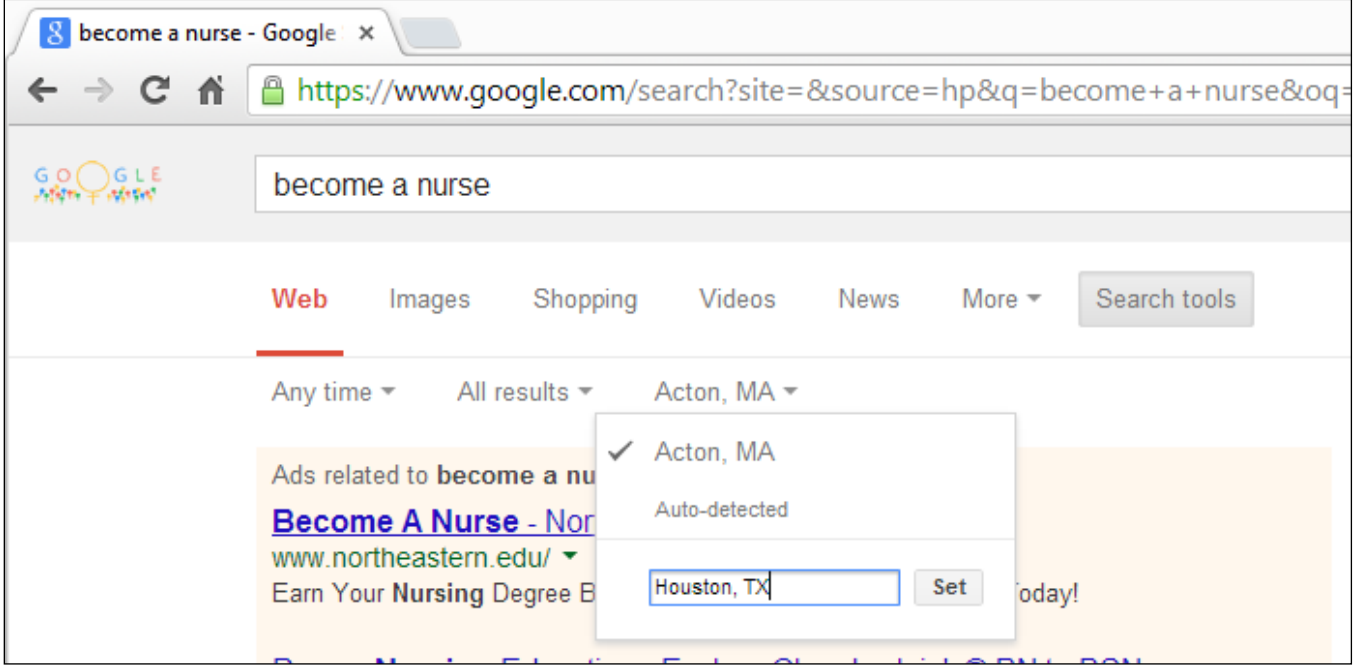
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none"> <li><b>Web</b> <ul style="list-style-type: none"> <li><b>Become a Nurse - Earn Your Nursing Degree Online</b> (Ad) <a href="http://www.waldenu.edu/Nursing_Programs">www.waldenu.edu/Nursing_Programs</a> (855) 740-7999. Learn More. Request Free Info! Walden University has 1,096 followers on Google+. Online Nursing Degrees - Online Psychology Degrees - Public Health Degrees</li> <li><b>Become A Nurse - Northeastern.edu</b> (Ad) <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> (888) 206-6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> (Ad) <a href="http://online.southuniversity.edu/">online.southuniversity.edu/</a>. Earn A Degree Online &amp; Attend Anytime. South University has 315 followers on Google+. MSN Program - RN to BSN Program - Nursing College - Master's Degree</li> <li><b>Steps to become a nurse? - Yahoo Answers</b> <a href="http://answers.yahoo.com/question/index?qid=20140304232602AA8pKF">answers.yahoo.com/question/index?qid=20140304232602AA8pKF</a>. Mar 5, 2014 - I'm looking into becoming a nurse, and i'm a bit confused on how the whole ... You can become an RN by either: a) Having a diploma in nursing b) Associate's ... <ul style="list-style-type: none"> <li>My parents are making me become a nurse aide? Mar 10, 2014</li> <li>How to become a pediatric nurse? Mar 6, 2014</li> <li>How many years of school to become Psychiatric Nurse Practitioner ... Mar 4, 2014</li> <li>Can I become a nurse for the military? Mar 2, 2014</li> </ul> </li> <li><b>Nurse Assistant Training Helps Start New Careers</b> <a href="http://www.redcross.org/.../Red-Cross-Offers-Certified-Nur...">www.redcross.org/.../Red-Cross-Offers-Certified-Nur...</a> American Red Cross. Mar 8, 2014 - Available in nearly 100 chapter locations across the country, the Red Cross training provides skills needed to become a Certified Nursing Assistant (CNA).</li> </ul> </li> <li><b>Ads</b> <ul style="list-style-type: none"> <li><b>Nursing Programs</b> <a href="http://www.phoenix.edu/Nursing">www.phoenix.edu/Nursing</a>. Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li> <li><b>Nursing Schools</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>. Compare Nursing Programs Online. Start Now (High School Grads Only)!</li> <li><b>Kaplan University® Online</b> <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a>. Try Kaplan University with No Tuition Obligation. Learn More.</li> <li><b>Villanova Univ. Nursing</b> <a href="http://www.villanovau.com/">www.villanovau.com/</a> (855) 853-4311. Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li> <li><b>Nursing Degree Programs</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> (855) 507-3539. Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!</li> <li><b>RN training</b> <a href="http://www.libertyonlinedegrees.com/Texas">www.libertyonlinedegrees.com/Texas</a> (888) 447-2973. Turn your R.N. into a B.S.N. Online at Liberty University Online!</li> </ul> </li> </ul>

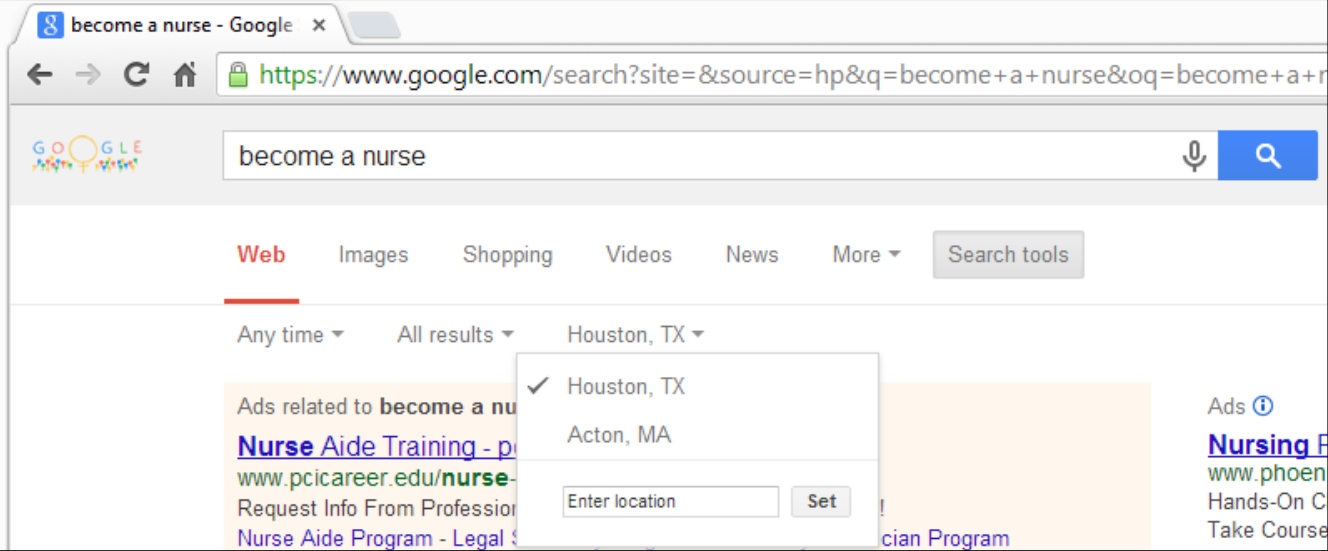
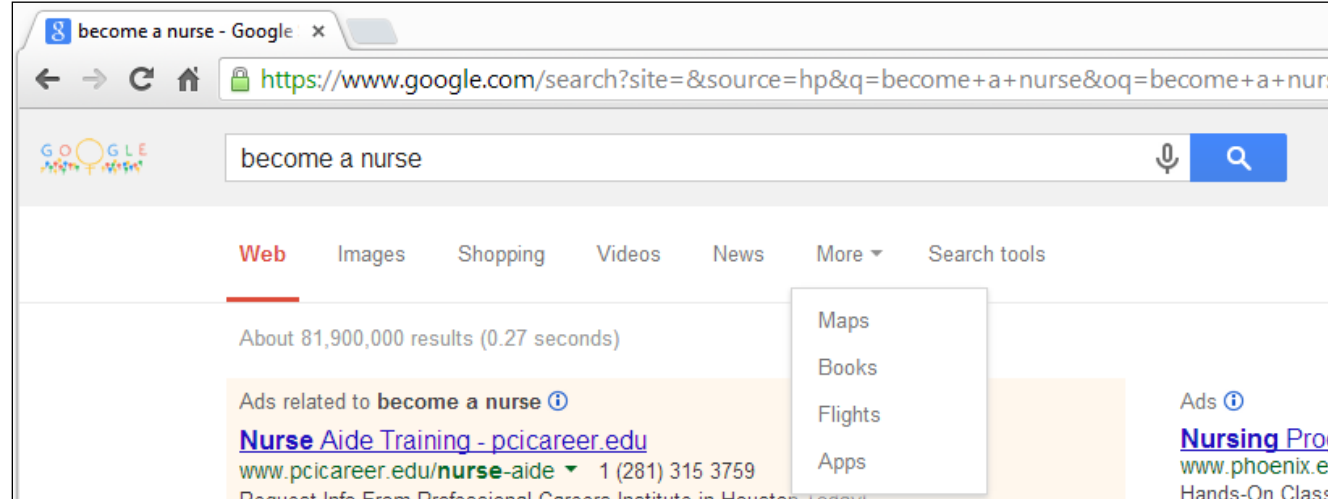
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																										
	<div data-bbox="653 329 1896 699"> <table border="1"> <thead> <tr> <th colspan="2">QueryString</th> </tr> <tr> <th>Name</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>q</td> <td>become a nurse</td> </tr> <tr> <td>safe</td> <td>active</td> </tr> <tr> <td>noj</td> <td>1</td> </tr> <tr> <td>blw</td> <td>2133</td> </tr> <tr> <td>bih</td> <td>1105</td> </tr> <tr> <td>sa</td> <td>X</td> </tr> <tr> <td>ei</td> <td>LSQlUBX1DuaH0AHYpYDQCg</td> </tr> <tr> <td>ved</td> <td>0CBsQpwUoBg</td> </tr> <tr> <td>source</td> <td>Int</td> </tr> <tr> <td>tbs</td> <td>cdr:1,cd_min:3/1/2014,cd_max:3/13/2014</td> </tr> <tr> <td>tbm</td> <td></td> </tr> </tbody> </table> </div> <p data-bbox="940 708 1612 740">Fiddler showing search refinement input transmitted</p>	QueryString		Name	Value	q	become a nurse	safe	active	noj	1	blw	2133	bih	1105	sa	X	ei	LSQlUBX1DuaH0AHYpYDQCg	ved	0CBsQpwUoBg	source	Int	tbs	cdr:1,cd_min:3/1/2014,cd_max:3/13/2014	tbm	
QueryString																											
Name	Value																										
q	become a nurse																										
safe	active																										
noj	1																										
blw	2133																										
bih	1105																										
sa	X																										
ei	LSQlUBX1DuaH0AHYpYDQCg																										
ved	0CBsQpwUoBg																										
source	Int																										
tbs	cdr:1,cd_min:3/1/2014,cd_max:3/13/2014																										
tbm																											

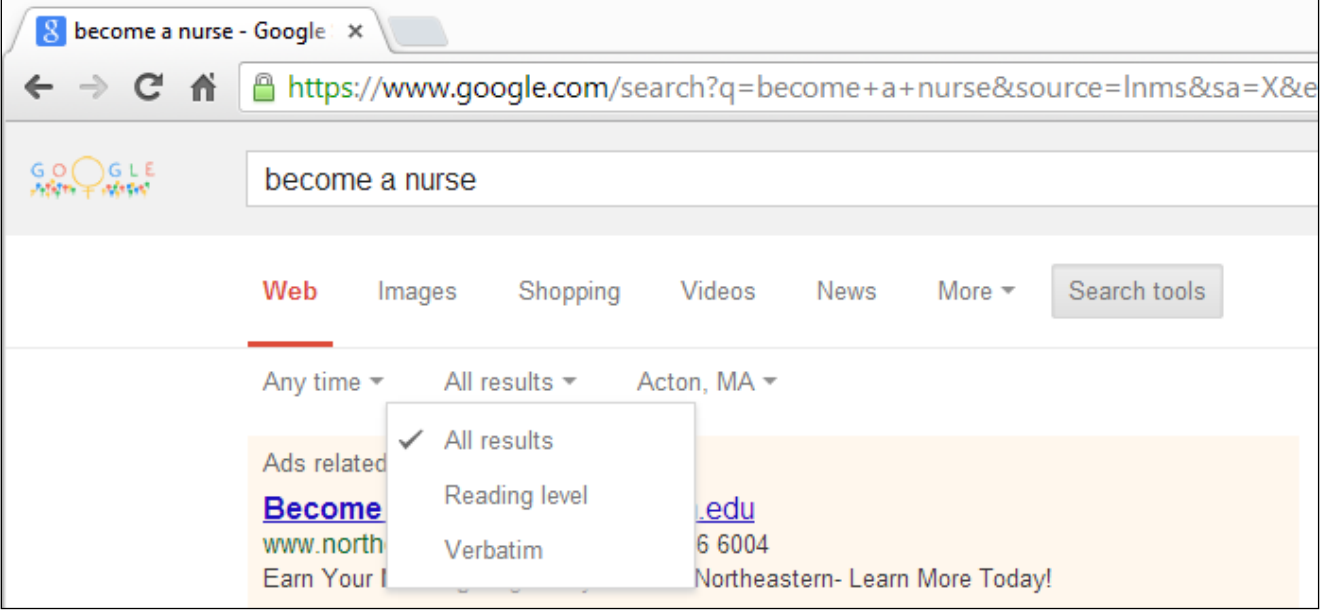
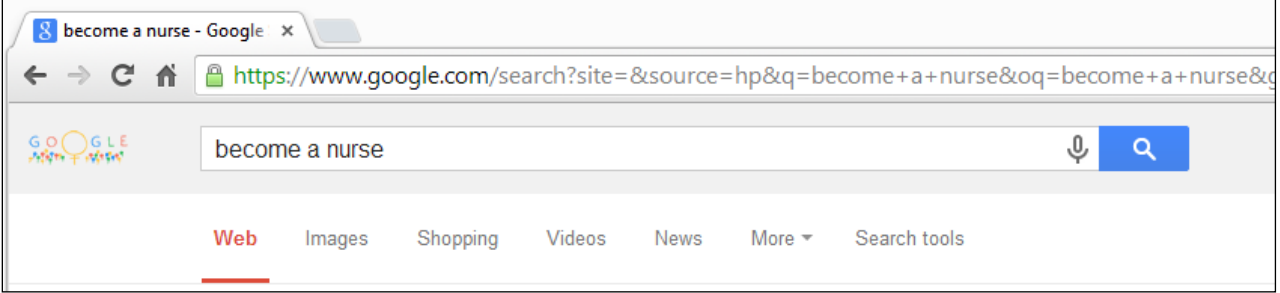
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results page includes a date filter dropdown menu on the left, which is open and shows options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education and careers, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association".</p>

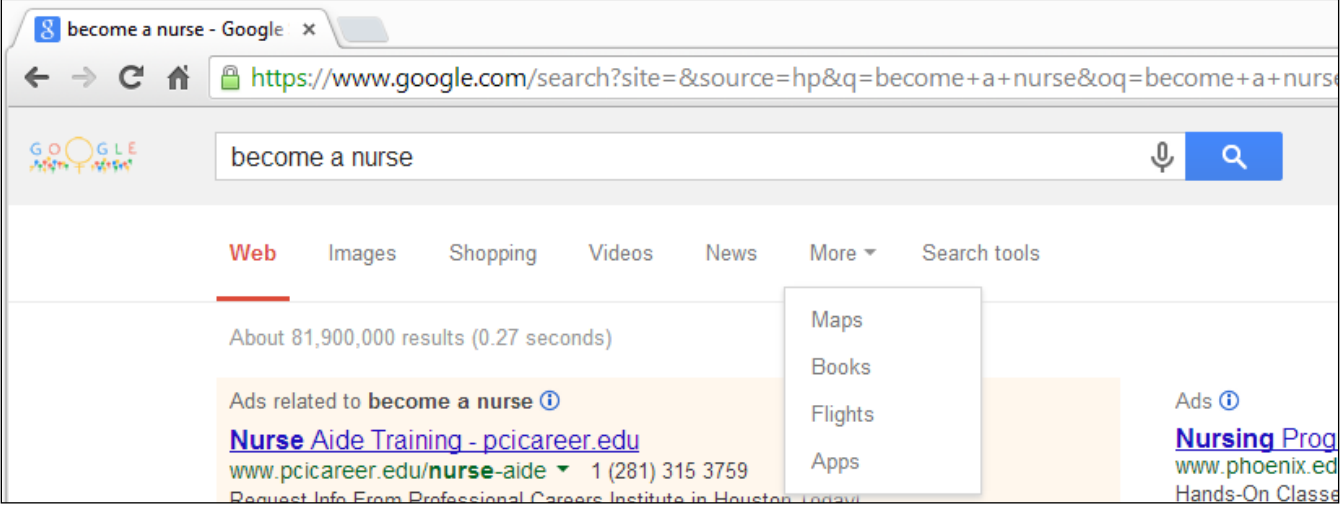


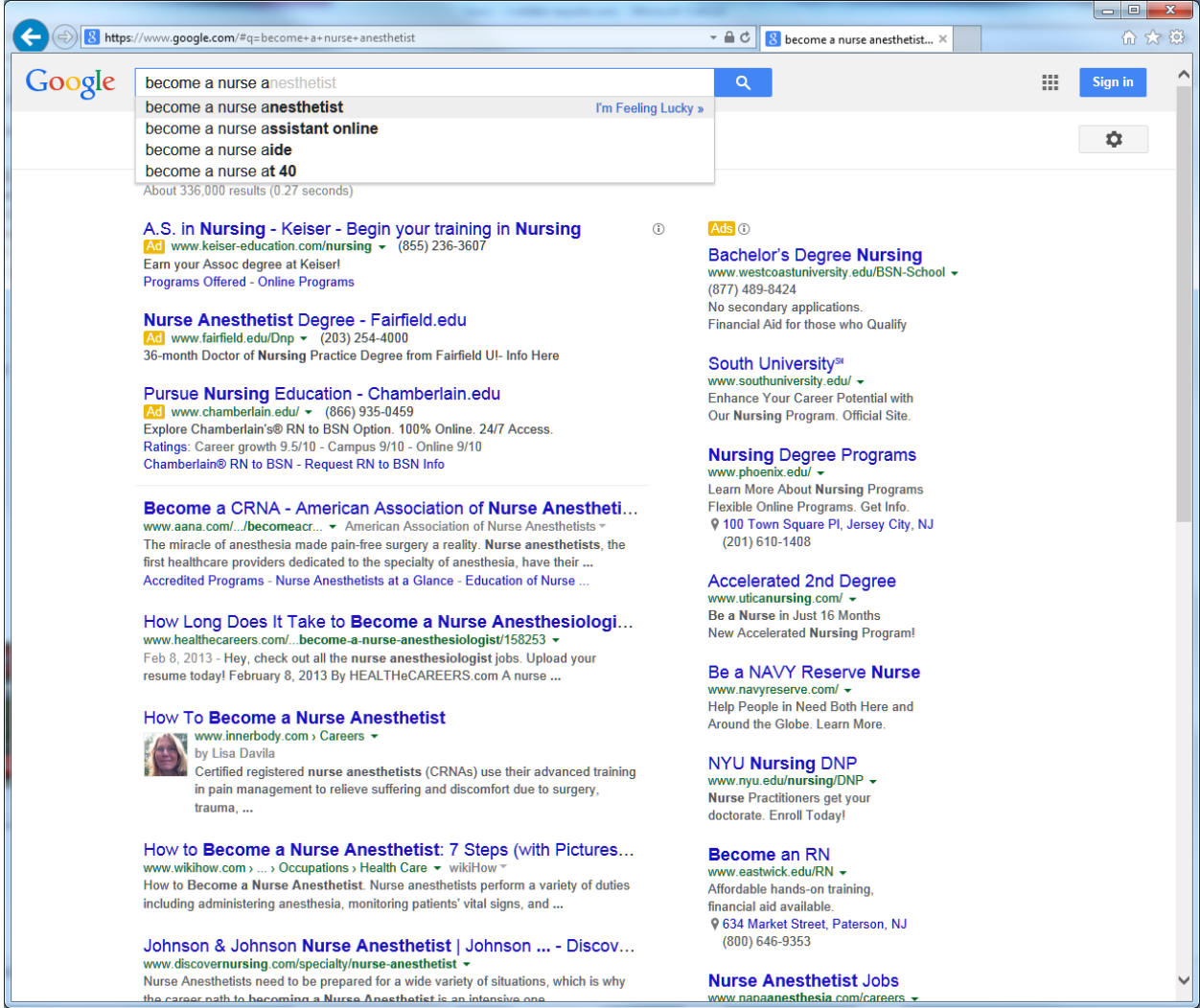
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search query is "become a nurse". The location is set to "Acton, MA". A dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. An "Enter location" input field and a "Set" button are also visible. The search results include an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/".</p>

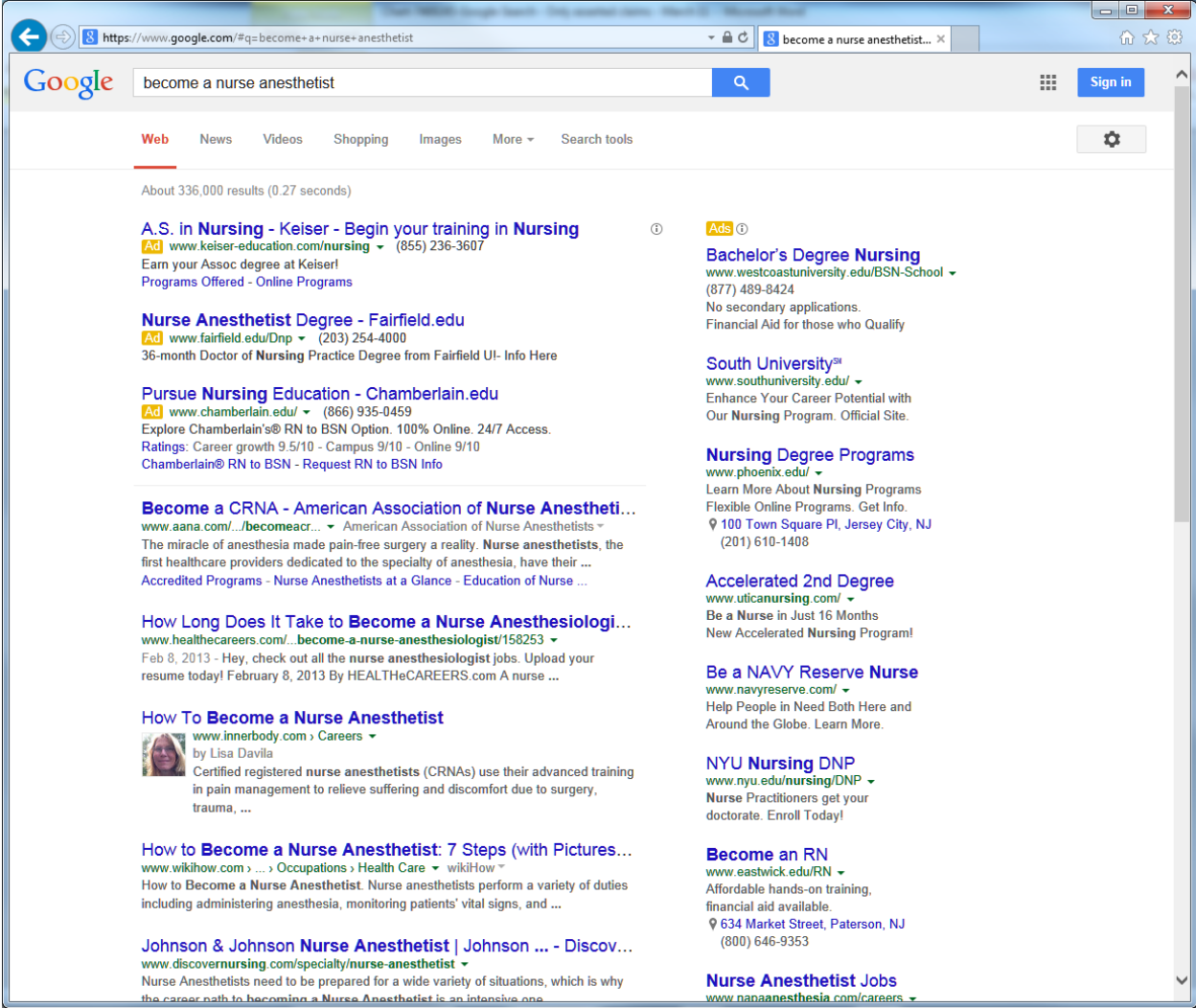
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the search results, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open over the "Acton, MA" filter, showing "Acton, MA" with a checkmark and "Auto-detected". Below the dropdown, there is an input field containing "Houston, TX" and a "Set" button. The search results include an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/" and the text "Earn Your Nursing Degree".</p>


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results are filtered by location, and a dropdown menu is open showing "Houston, TX" as the selected location. The search results include an advertisement for "Nurse Aide Training - pcicareer.edu".</p>
	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results are filtered by location, and a dropdown menu is open showing "Maps" as the selected filter. The search results include an advertisement for "Nurse Aide Training - pcicareer.edu".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a dropdown menu for "All results" which is currently selected. Other options in the dropdown include "Reading level" and "Verbatim". The search results also show a link to "www.northeastern.edu" with the text "Earn Your" and "Northeastern- Learn More Today!".</p>  <p>The second screenshot shows the same Google search for "become a nurse". The search bar is visible with the text "become a nurse" and a search button. The navigation tabs include "Web", "Images", "Shopping", "Videos", "News", and "More".</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results indicate approximately 81,900,000 results found in 0.27 seconds. An advertisement for "Nurse Aide Training - pcicareer.edu" is prominently displayed, including the website URL and a phone number. A "More" dropdown menu is open, showing options like Maps, Books, Flights, and Apps. Another advertisement for "Nursing Program" is partially visible on the right side of the page.</p>
<p>receiving modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input; and</p>	<p>The Accused Instrumentalities operate a data processing device to receive modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are for Keiser University, Fairfield University, Chamberlain.edu, American Association of Nurse Anesthetists (AANA), HealthCareers.com, Innerbody.com, Wikihow.com, and Johnson &amp; Johnson. The organic results include "Bachelor's Degree Nursing" from West Coast University, "South University", "Nursing Degree Programs" from Phoenix.edu, "Accelerated 2nd Degree" from Utica Nursing, "Be a NAVY Reserve Nurse" from Navy Reserve, "NYU Nursing DNP", "Become an RN" from Eastwick.edu, and "Nurse Anesthetist Jobs" from NANA Anesthesia.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 336,000 results. The top results include several advertisements for nursing programs and degree options from various institutions such as Keiser, Fairfield.edu, Chamberlain.edu, West Coast University, South University, Phoenix.edu, Utica Nursing, Navy Reserve, NYU, Eastwick.edu, and Papanastasia.com. The search interface includes the Google logo, search bar, navigation tabs (Web, News, Videos, Shopping, Images, More), and a "Sign in" button.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Get a <b>Nursing License</b>. Tell me how to <b>become</b> a: Registered <b>Nurse (RN)</b> - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p> <p><b>About the MGH Institute School of Nursing, Boston MA</b>  <a href="http://www.mghihp.edu">www.mghihp.edu</a> › Academics › School of Nursing ▾            People with an existing Bachelor's degree and no previous health care experience have two options to <b>become a nurse</b> at MGH Institute School of Nursing.</p> <p><b>How to Become an RN in Massachusetts - DegreeTree.com</b>  <a href="http://www.degreetree.com">www.degreetree.com</a> › Resources › Nursing ▾            In order to <b>become</b> a registered <b>nurse</b> in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ...</p> <hr/> <p style="text-align: center;">  &gt;              1 2 3 4 5 6 7 8 9 10    Next           </p> <p>ents Network Sources Timeline Profiles Resources Audits Console</p> <pre>       &gt;&lt;li class="g"&gt;...&lt;/li&gt;       &gt;&lt;li class="g"&gt;...&lt;/li&gt;       ▼&lt;li class="g"&gt;         &lt;!--m--&gt;         ▼&lt;div class="rc" data-hveid="135"&gt;           ▼&lt;h3 class="r"&gt;             ▼&lt;a href="/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=10&amp;cad=rja&amp;uact=8&amp;ved=0CIgBEBYwCQ&amp;...s               rwt(this,'','','','10','AFQjCNHIVn9wZdJRbd93LrYrhbpC3_Mu5A','','0CIgBEBYwCQ','','',eve                 "How to "               &lt;em&gt;Become&lt;/em&gt;                 " an RN in Massachusetts - DegreeTree.com"               &lt;/a&gt;             &lt;/h3&gt;           &gt;&lt;div class="s"&gt;...&lt;/div&gt;         &lt;/div&gt;       &lt;!--n--&gt;     &lt;/li&gt;   &lt;/div&gt; &lt;hr class="ngsep"&gt;           </pre>






U.S. PATENT NO. 7,895,178 INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a Google search for "become a nurse". The search results include several organic links and a prominent advertisement for "Become A Nurse - Northeastern.edu". The advertisement text reads: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! 360 Huntington Avenue, Boston, MA". Below the search results, the browser's developer console is open, displaying the HTML code for the advertisement. The code shows an - element with class "ads-ad" and data-hveid="39", containing a **Become A Nurse** link pointing to "http://www.northeastern.edu&lrmj".

<p><b>Board of Registered Nursing - Steps to Become a CA RN</b>  <a href="http://www.m.ca.gov/careers/steps.shtml">www.m.ca.gov/careers/steps.shtml</a> - California -                  In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p>	<p><b>Training To Be A Nurse</b>  <a href="http://www.ask.com/Training+To+Be+A+Nurse">www.ask.com/Training+To+Be+A+Nurse</a> -                  Over 100 Million Visitors.                  Discover and Explore on Ask.com!                  See your ad here &gt;</p>
<p><b>Board of Registered Nursing - Get a Nursing License</b>  <a href="http://www.m.ca.gov/careers/howto.shtml">www.m.ca.gov/careers/howto.shtml</a> - California -                  Get a Nursing License. Tell me how to become a Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p>	

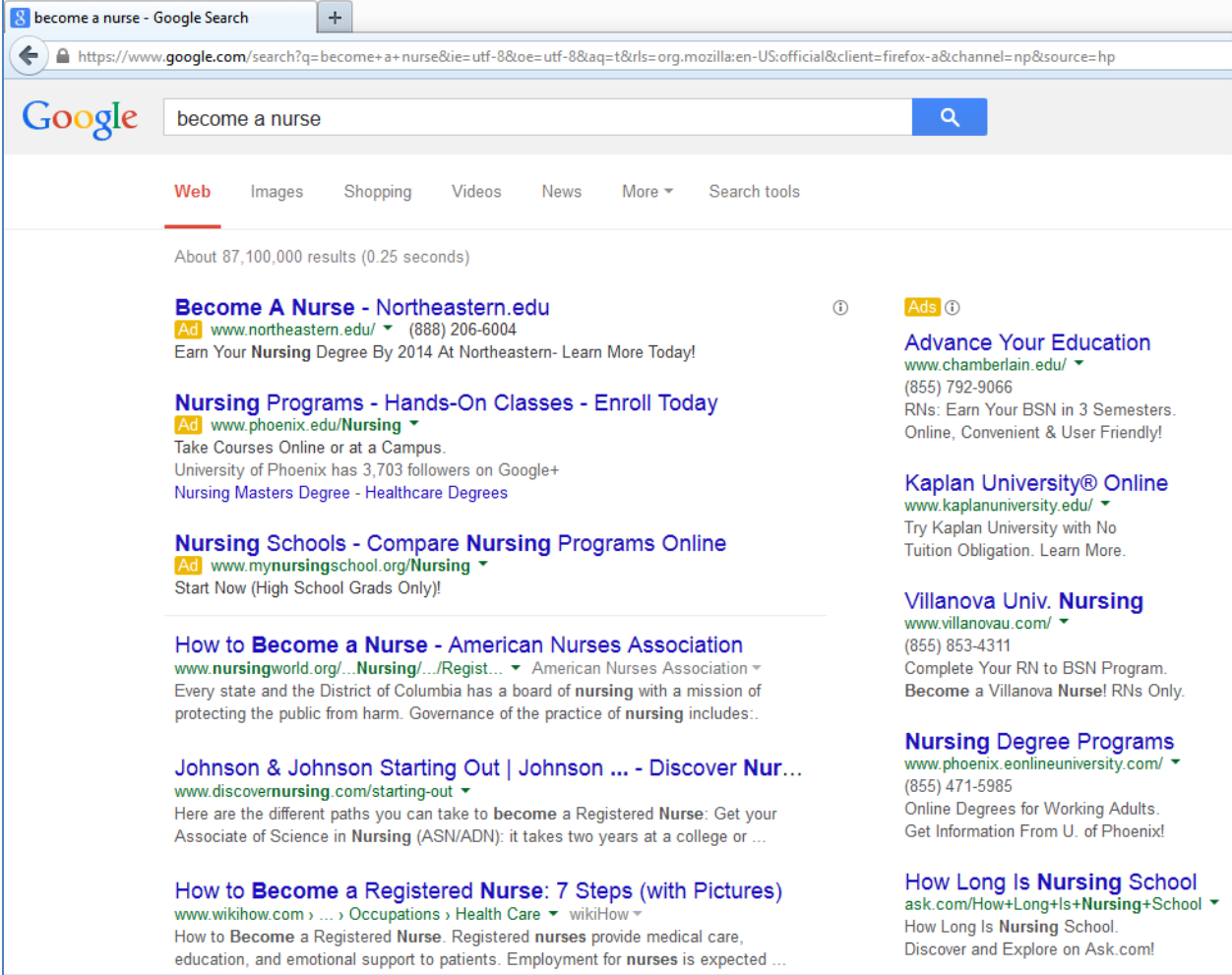
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>displaying the modified search results and the at least one other advertisement on the display of the data processing device.</p>	<p>The Accused Instrumentalities operate a data processing device to display the modified search results and the at least one other advertisement on the display of the data processing device.</p> <div data-bbox="653 440 1896 1271" style="border: 1px solid black; padding: 10px;"> <p><a href="#">I regret becoming a nurse... - Nurse Jobs   Indeed.com</a>  <a href="http://www.indeed.com">www.indeed.com</a> › Forums › Job › Nurse ▾ › Indeed.com ▾                      Dec 11, 2010 - 50 posts - 19 authors                      DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ...</p> <p><a href="#">Board of Registered Nursing - Steps to Become a CA RN</a>  <a href="http://www.rm.ca.gov/careers/steps.shtml">www.rm.ca.gov/careers/steps.shtml</a> ▾ California ▾                      In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p> <p><a href="#">Board of Registered Nursing - Get a Nursing License</a>  <a href="http://www.rm.ca.gov/careers/howto.shtml">www.rm.ca.gov/careers/howto.shtml</a> ▾ California ▾                      Get a Nursing License. Tell me how to become a: Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p> <p><a href="#">About the MGH Institute School of Nursing, Boston MA</a>  <a href="http://www.mghihp.edu">www.mghihp.edu</a> › Academics › School of Nursing ▾                      People with an existing Bachelor's degree and no previous health care experience have two options to become a nurse at MGH Institute School of Nursing.</p> <p><a href="#">How to Become an RN in Massachusetts - DegreeTree.com</a>  <a href="http://www.degreetree.com">www.degreetree.com</a> › Resources › Nursing ▾                      In order to become a registered nurse in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ...</p> <hr/> <p style="text-align: center;"> &gt;                      1 2 3 4 5 6 7 8 9 10    Next</p> </div>



<p><b>U.S. PATENT NO. 7,895,178</b></p>	<p><b>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</b></p>
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U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 14</b>	
The method of claim 12, wherein the search refinement input comprises at least one additional search argument.	The search refinement input comprises at least one additional search argument.  See claim 5 and 12 above.

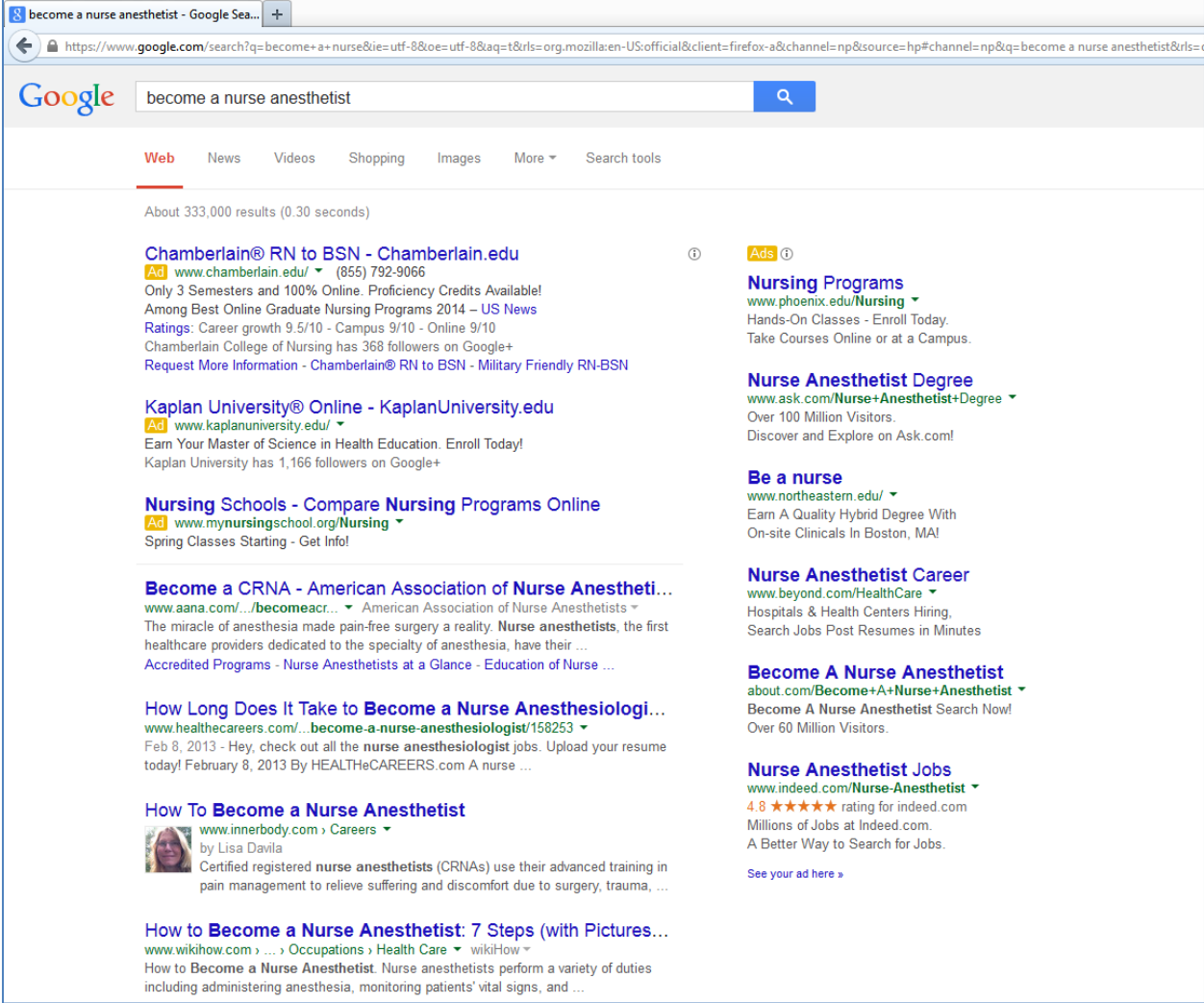
Case No. 2:13-cv-893  
 Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>become a nurse - Google Search</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p> <p>Google become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 87,100,000 results (0.25 seconds)</p> <p><b>Become A Nurse - Northeastern.edu</b>    Ad www.northeastern.edu/ (888) 206-6004    Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>Nursing Programs - Hands-On Classes - Enroll Today</b>    Ad www.phoenix.edu/Nursing    Take Courses Online or at a Campus.    University of Phoenix has 3,703 followers on Google+    Nursing Masters Degree - Healthcare Degrees</p> <p><b>Nursing Schools - Compare Nursing Programs Online</b>    Ad www.mynursingschool.org/Nursing    Start Now (High School Grads Only)!</p> <p><b>How to Become a Nurse - American Nurses Association</b>    www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association    Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.</p> <p><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nur...</b>    www.discovernursing.com/starting-out    Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p><b>How to Become a Registered Nurse: 7 Steps (with Pictures)</b>    www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow    How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p><b>Advance Your Education</b>    www.chamberlain.edu/    (855) 792-9066    RNs: Earn Your BSN in 3 Semesters.    Online, Convenient &amp; User Friendly!</p> <p><b>Kaplan University® Online</b>    www.kaplanuniversity.edu/    Try Kaplan University with No Tuition Obligation. Learn More.</p> <p><b>Villanova Univ. Nursing</b>    www.villanovau.com/    (855) 853-4311    Complete Your RN to BSN Program.    Become a Villanova Nurse! RNs Only.</p> <p><b>Nursing Degree Programs</b>    www.phoenix.eonlineuniversity.com/    (855) 471-5985    Online Degrees for Working Adults.    Get Information From U. of Phoenix!</p> <p><b>How Long Is Nursing School</b>    ask.com/How+Long+Is+Nursing+School    How Long Is Nursing School.    Discover and Explore on Ask.com!</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p>

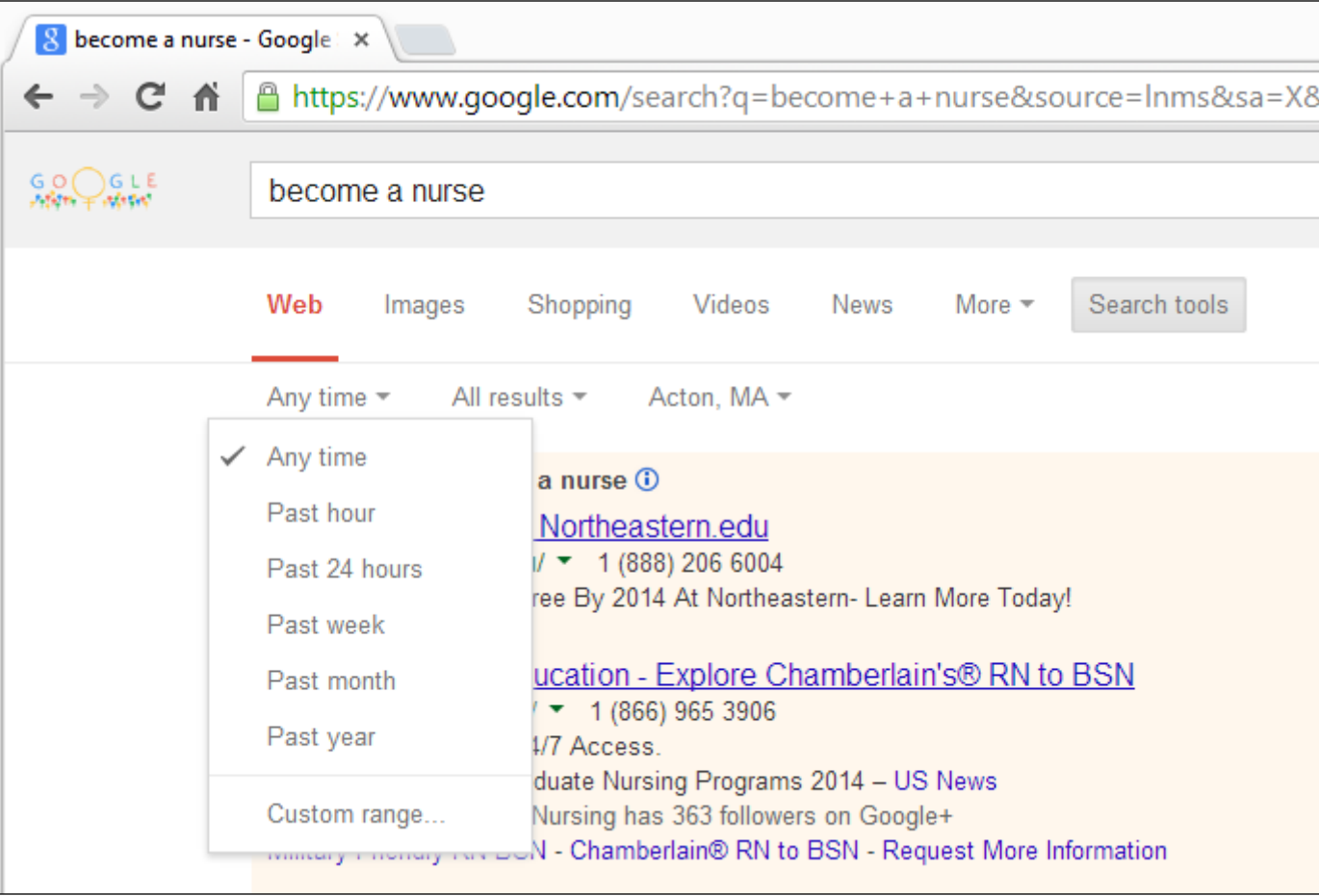
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

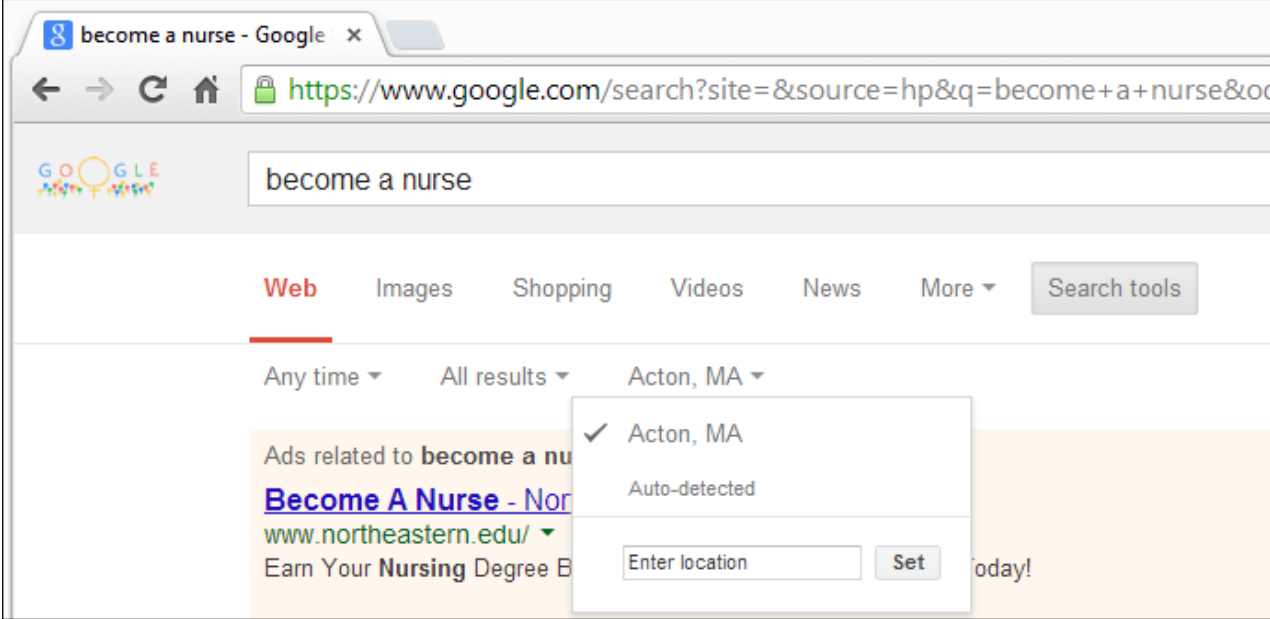


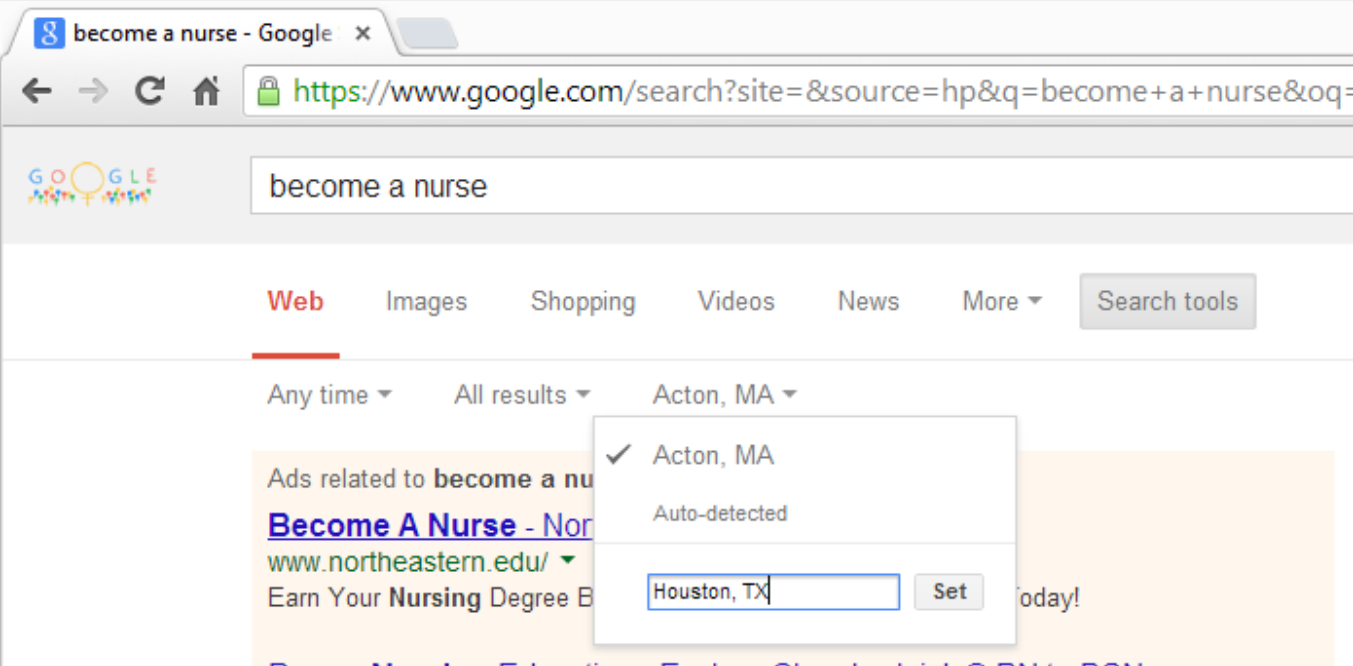
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several organic links and advertisements. The organic results are:</p> <ul style="list-style-type: none"><li><b>Chamberlain® RN to BSN - Chamberlain.edu</b>: Advertisement for Chamberlain College of Nursing, mentioning 100% online programs and accreditation.</li><li><b>Kaplan University® Online - KaplanUniversity.edu</b>: Advertisement for Kaplan University's online programs.</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: Advertisement for MyNursingSchool.org.</li><li><b>Become a CRNA - American Association of Nurse Anesthetists</b>: Organic result from aana.com.</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologi...</b>: Organic result from healthcareers.com.</li><li><b>How To Become a Nurse Anesthetist</b>: Organic result from innerbody.com by Lisa Davila.</li><li><b>How to Become a Nurse Anesthetist: 7 Steps (with Pictures...</b>: Organic result from wikiHow.</li></ul> <p>The advertisements on the right side of the page are:</p> <ul style="list-style-type: none"><li><b>Nursing Programs</b>: Advertisement for Phoenix.edu.</li><li><b>Nurse Anesthetist Degree</b>: Advertisement for Ask.com.</li><li><b>Be a nurse</b>: Advertisement for Northeastern.edu.</li><li><b>Nurse Anesthetist Career</b>: Advertisement for Beyond.com.</li><li><b>Become A Nurse Anesthetist</b>: Advertisement for About.com.</li><li><b>Nurse Anesthetist Jobs</b>: Advertisement for Indeed.com.</li></ul> <p>At the bottom of the screenshot, the URL is visible: <a href="https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-">https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-</a></p>

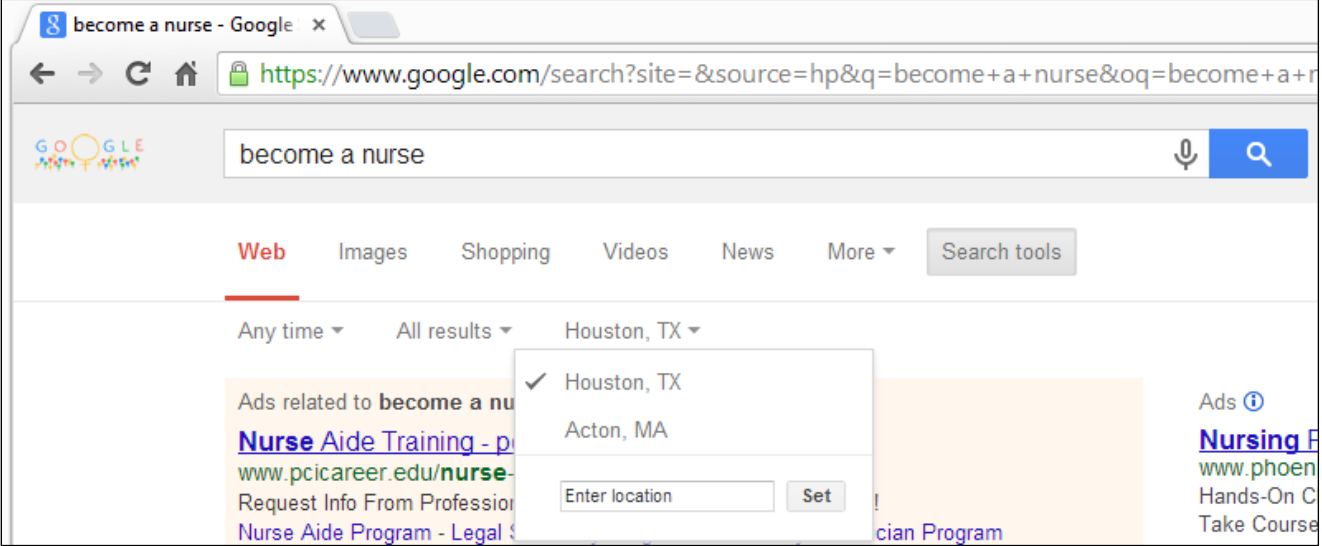
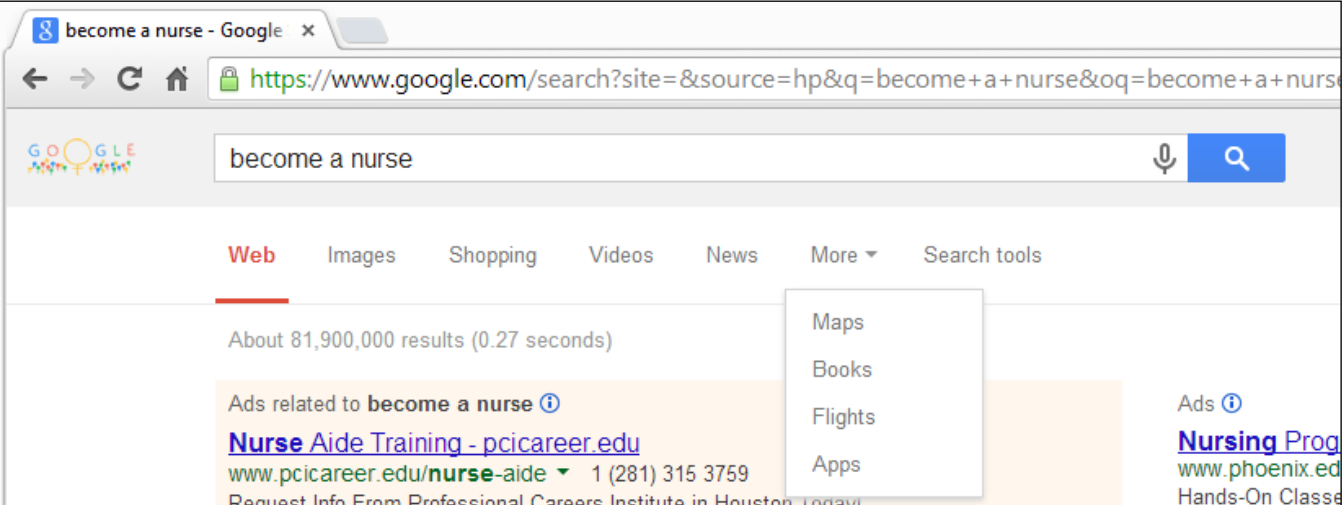
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become%20a%20nurse%20anesthetist&amp;rls=org.mozilla:en-US:official</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p><b>What is stored in your Web History</b></p> <p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p> <ul style="list-style-type: none"> <li>• Pages you visit</li> <li>• Searches on Google</li> <li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li> <li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li> <li>• Your IP address</li> <li>• Your browser type and language</li> </ul> <p><b>Browser history</b></p> <p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a>, <a href="#">Safari</a>, <a href="#">Internet Explorer</a>, <a href="#">Toolbar</a>, and <a href="#">Firefox</a>.</p> </div> <p style="text-align: right;"><a href="https://support.google.com/accounts/answer/54068?hl=en">https://support.google.com/accounts/answer/54068?hl=en</a></p>
<b>Claim No. 15</b>	
The method of claim 12, wherein the search refinement input comprises additional	The search refinement input comprises additional search criteria. See claims 6 and 12 above.

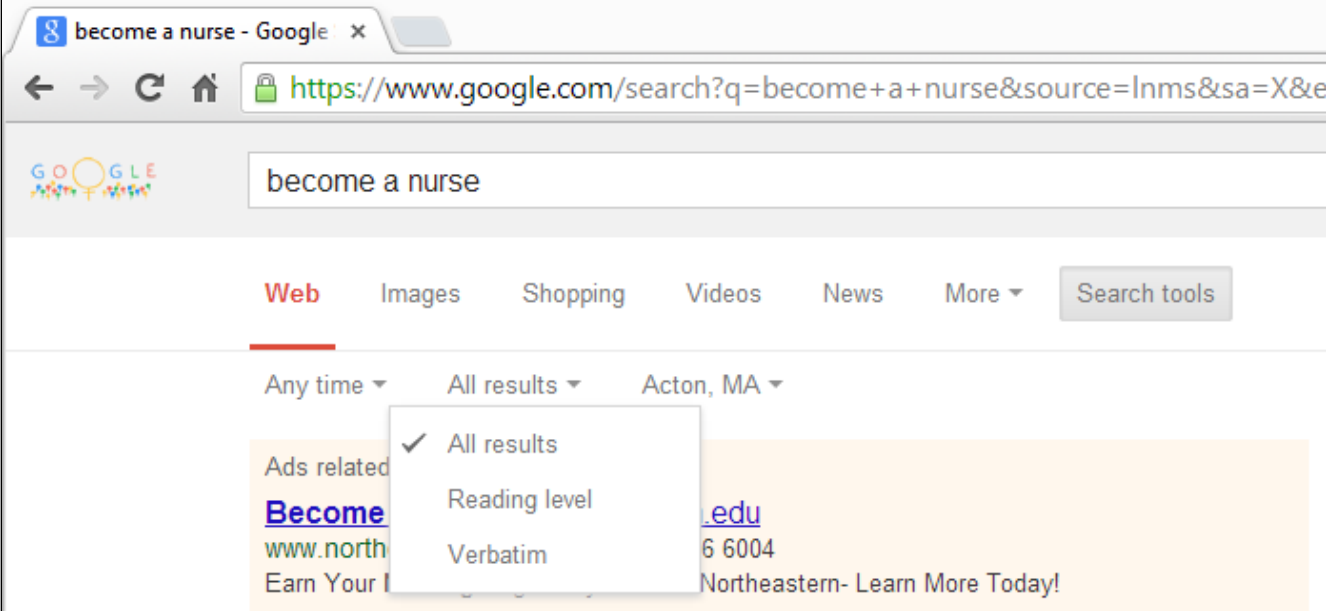
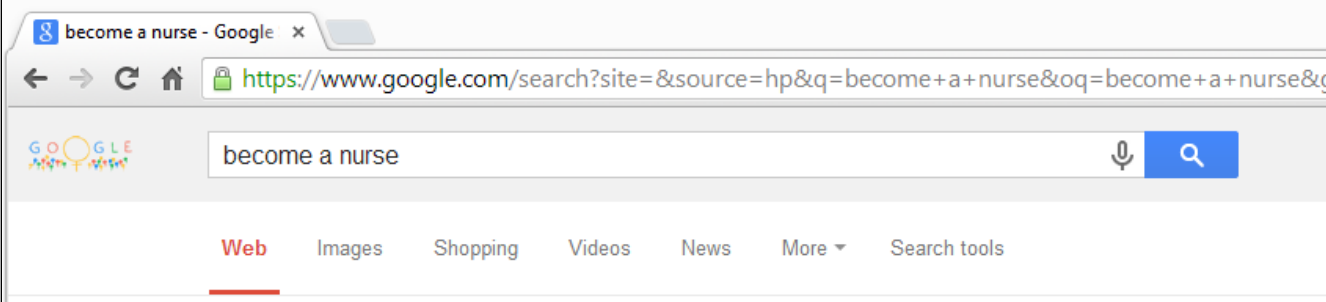
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search criteria.	 <p>The screenshot shows a Google search page for the query "become a nurse". The browser's address bar displays the URL: <a href="https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;sa=X&amp;">https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;sa=X&amp;</a>. The search results are filtered by "Web". A dropdown menu is open under the "Any time" filter, showing options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include a link to "Northeastern.edu" with the phone number "1 (888) 206 6004" and a link to "Chamberlain's® RN to BSN" with the phone number "1 (866) 965 3906".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". An advertisement is displayed, titled "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/". The ad text includes "Earn Your Nursing Degree". A location dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. There is an "Enter location" input field and a "Set" button.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open over the "Acton, MA" filter, showing "Acton, MA" with a checkmark and "Auto-detected". Below the dropdown, there is an input field containing "Houston, TX" and a "Set" button. In the background, an advertisement for "Become A Nurse - Northeastern University" is partially visible, with the URL "www.northeastern.edu/" and the text "Earn Your Nursing Degree".</p>

Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a location dropdown menu that is open, showing "Houston, TX" as the selected location. Other options visible are "Acton, MA" and an "Enter location" field. The search results also show an advertisement for "Nurse Aide Training - pcicareer.edu" and a "Nursing Program" advertisement.</p>
	 <p>The screenshot shows a Google search for "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". An advertisement for "Nurse Aide Training - pcicareer.edu" is visible. A dropdown menu is open, showing options for "Maps", "Books", "Flights", and "Apps".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a dropdown menu with the following options: "All results" (selected), "Reading level", and "Verbatim". The search results also show a snippet for "Become www.north Earn Your I" and "Northeastern- Learn More Today!".</p>  <p>The screenshot shows a Google search for "become a nurse". The search bar contains the text "become a nurse". The navigation tabs include "Web", "Images", "Shopping", "Videos", "News", and "More".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the search query "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". A dropdown menu is open over the "More" link, listing "Maps", "Books", "Flights", and "Apps". Below the search results, there are advertisements. One ad is for "Nurse Aide Training - pcicareer.edu" with the URL "www.pccareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". Another ad is for "Nursing Program" with the URL "www.phoenix.edu" and the text "Hands-On Classes".</p>



U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1835 1370" style="border: 1px solid black; padding: 10px;"><p><b>Find certain types of results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click <b>Shopping</b>. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none"><li>• Images</li><li>• Maps</li><li>• Shopping</li><li>• News</li><li>• Videos</li><li>• Books</li><li>• Flights</li><li>• Apps</li></ul><p><b>Filter your results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like <b>Web</b> or <b>Images</b>, you can filter your results even further using <b>Search tools</b>.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none"><li>1. Type <b>planets</b> in the search box.</li><li>2. Click <b>Images</b>.</li><li>3. Click <b>Search tools</b>.</li><li>4. Click <b>Color</b>, then select the red filter.</li></ol></div>

U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

## Filter your search results

You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.



### Settings

Trying to change your search settings? Visit [google.com/preferences](https://google.com/preferences) to change settings like SafeSearch, search history, results per page, languages, and location.

### How to add filters

1. At the top of your search results page, select a filtering option like **Images** or **News**. Click **More** to see extra choices.
2. Click **Search tools** to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.
3. Select one or more filters to narrow down your search results.
4. To go back to unfiltered results, click **Web** at the top of the search results page.
5. To remove any filters you've added through Search tools, click **Clear**.

Google history of seattle

Web Images Maps Shopping News More Search tools

About 269,000,000 results (0.19 seconds)

[History of Seattle - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/History_of_Seattle)  
[https://en.wikipedia.org/wiki/History\\_of\\_Seattle](https://en.wikipedia.org/wiki/History_of_Seattle)  
 This is the main article of a series that covers the history of Seattle, Washington, a city in the ... Seattle is a major port city that has a history of boom and bust.  
[History of Seattle before 1900](#) - [Since 1940](#) - [Before white settlement](#)

[Brief History of Seattle](http://www.seattle.gov/cityarchives/Facts/history.htm)  
[www.seattle.gov/cityarchives/Facts/history.htm](http://www.seattle.gov/cityarchives/Facts/history.htm)  
 Brief History of Seattle. Seattle lies on a narrow strip of land between the salt waters of Puget Sound and the fresh waters of Lake Washington. Beyond the ...

[History and Culture of Seattle - Visiting Seattle - Seattle.gov](http://www.seattle.gov/html/visitor/history.htm)  
[www.seattle.gov/html/visitor/history.htm](http://www.seattle.gov/html/visitor/history.htm)  
 History and Culture of Seattle for Visitors to Seattle, Washington.

<https://support.google.com/websearch/answer/142143?hl=en>

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	<p data-bbox="604 477 1934 1101">Search tools will vary based on the type of results you're looking at, but may include:</p> <ul data-bbox="653 548 1906 1084" style="list-style-type: none"><li>• <b>Publish date:</b> Limit results according to when they were published on the Web.</li><li>• <b>Verbatim:</b> Search for <a href="#">exact words or phrases</a> .</li><li>• <b>Dictionary:</b> Find definitions, synonyms, images, and more for your search term.</li><li>• <b>Reading level:</b> Limit your search results by <a href="#">reading comprehension level</a> .</li><li>• <b>Private:</b> If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.</li><li>• <b>Nearby:</b> See results for your current location.</li><li>• <b>Visited pages/Not yet visited:</b> If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.</li><li>• <b>Images:</b> Filter results by size, type, and color. Learn more about the <a href="#">search tools you can use with Image Search</a> .</li><li>• <b>Videos:</b> Filter by length of video, quality, and source, like youtube.com.</li><li>• <b>Recipes:</b> Filter by ingredients, cook time, and calories.</li><li>• <b>Applications:</b> Choose the price and operating system, or OS, for available apps.</li><li>• <b>Patents:</b> Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at <a href="#">patents.google.com</a> .</li></ul> <p data-bbox="1178 1110 1955 1138"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>

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	<p><b>Filtering</b></p> <p>Google search provides many ways for you to filter the results that are returned from your search query. In addition to the automatic filtering and language filtering described in this section, the search appliance provides filtering by <a href="#">query parameters</a>, <a href="#">query terms</a> and <a href="#">meta tags</a>, which are documented in their respective sections.</p> <p><b>Automatic Filtering</b></p> <p>Google uses automatic filtering to ensure the highest quality search results.</p> <p>Google search uses two types of automatic filters:</p> <ul style="list-style-type: none"> <li>• <b>Duplicate Snippet Filter</b> - If multiple documents contain identical titles as well as the same information in their snippets in response to a query, only the most relevant document of that set is displayed in the results.</li> <li>• <b>Duplicate Directory Filter</b> - If there are many results in a single web directory, then only the two most relevant results for that directory are displayed. An output flag indicates that more results are available from that directory.</li> </ul> <p>By default, both of these filters are enabled. You can disable or enable the filters by using the <code>filter</code> parameter settings as shown in the table.</p> <table border="1" data-bbox="669 786 1856 982"> <thead> <tr> <th>Filter value</th> <th>Duplicate Snippet Filter</th> <th>Duplicate Directory Filter</th> </tr> </thead> <tbody> <tr> <td><code>filter=1</code></td> <td>Enabled (ON)</td> <td>Enabled (ON)</td> </tr> <tr> <td><code>filter=0</code></td> <td>Disabled (OFF)</td> <td>Disabled (OFF)</td> </tr> <tr> <td><code>filter=s</code></td> <td>Disabled (OFF)</td> <td>Enabled (ON)</td> </tr> <tr> <td><code>filter=p</code></td> <td>Enabled (ON)</td> <td>Disabled (OFF)</td> </tr> </tbody> </table> <p>When a search filter is enabled and removes some results, the search results output indicates that results were filtered. See <a href="#">Estimated vs. Actual Number of Results</a> for more information about how a filtered result set is identified and for recommendations for displaying the results.</p> <p>Although the <code>filter=0</code> option exists, Google recommends against setting <code>filter=0</code> for typical search requests, because filtering significantly enhances the quality of most search results.</p> <p>When the Google Search Appliance filters results, the top 1000 most relevant URLs are found before the filters are applied. A URL that is beyond the top 1000 most relevant results is not affected if you change the filter settings.</p> <p><a href="#">Back to top</a></p> <p><b>Language Filters</b></p> <p>Language filters limit a search to pages in the specified languages. The Google Search Appliance has built-in language filters that detect the language of a query and return appropriate results. You can combine language filters to further restrict search results.</p> <p><a href="https://developers.google.com/search-appliance/documentation/68/xml_reference#request_query_terms">https://developers.google.com/search-appliance/documentation/68/xml_reference#request_query_terms</a></p>	Filter value	Duplicate Snippet Filter	Duplicate Directory Filter	<code>filter=1</code>	Enabled (ON)	Enabled (ON)	<code>filter=0</code>	Disabled (OFF)	Disabled (OFF)	<code>filter=s</code>	Disabled (OFF)	Enabled (ON)	<code>filter=p</code>	Enabled (ON)	Disabled (OFF)
Filter value	Duplicate Snippet Filter	Duplicate Directory Filter														
<code>filter=1</code>	Enabled (ON)	Enabled (ON)														
<code>filter=0</code>	Disabled (OFF)	Disabled (OFF)														
<code>filter=s</code>	Disabled (OFF)	Enabled (ON)														
<code>filter=p</code>	Enabled (ON)	Disabled (OFF)														

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<b>Claim No. 16</b>	
<p>The method of claim 12, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p>See claims 7 and 12 above.</p> <div data-bbox="653 643 1906 1078" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; font-size: 1.2em;">Destination URL</p> <p>The URL address for the page in your website where you'd like people to be sent after they click your ad.</p> <ul style="list-style-type: none"> <li>For each ad, you'll specify a <b>display URL</b> (shown to customers with your ad) and a destination URL (used to determine where people are taken when they click your ad). Google's policy is that both URLs be within the same website (meaning that they share the same domain).</li> <li>Your destination URL isn't visible in the ad, so you can use it to direct people to a specific page within your site without cluttering your ad. For example, an ad could use a clean display URL like <i>example.com</i> to show with the ad, while using a more specific destination URL like <i>example.com/camera_purchase_page.html</i> to link customers to the most relevant page.</li> </ul> </div> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2684490?hl=en">https://support.google.com/adwords/answer/2684490?hl=en</a></p>

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## Destination URL

### What's the policy?

The **destination URL** is the URL that loads when a user clicks your ad. The **landing page URL** is where users actually end up after passing through any redirects associated with your destination URL. If the destination URL doesn't redirect, the destination URL and landing page URL are the same thing.

After clicking an ad, the user should end up on a site that complies with AdWords policy and works properly for all users in all browsers and devices.

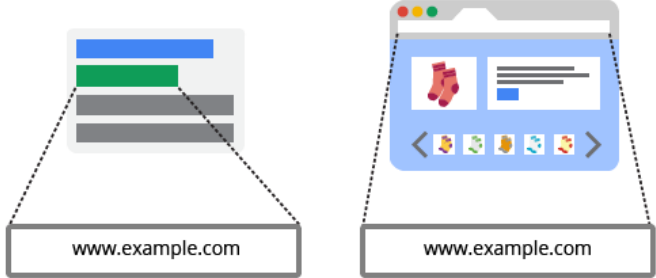
### Requirements

#### Link to a functional site

- Your ad's destination URL can't lead to a website that is under construction or that links to an error page that displays a status code beginning with a 4 or a 5 (such as a 405 error). See the bottom of this page for help to fix these errors.
- Your landing page must work properly for all locations, regardless of where you're targeting your ad.
- Your website should load quickly on most popular browsers and devices. We recommend avoiding content or features on your site that delay a page's load time and that may make a user think that your site isn't working.
- Your ad's destination URL can't lead to an email address or a file instead of a webpage. Such files include image, audio, video, or document files that require an additional application to open or run (such as PDF files).
- If you're using [dynamic tracking URLs](#), they must lead to a valid URL and meet all of the requirements listed here for destination URLs.

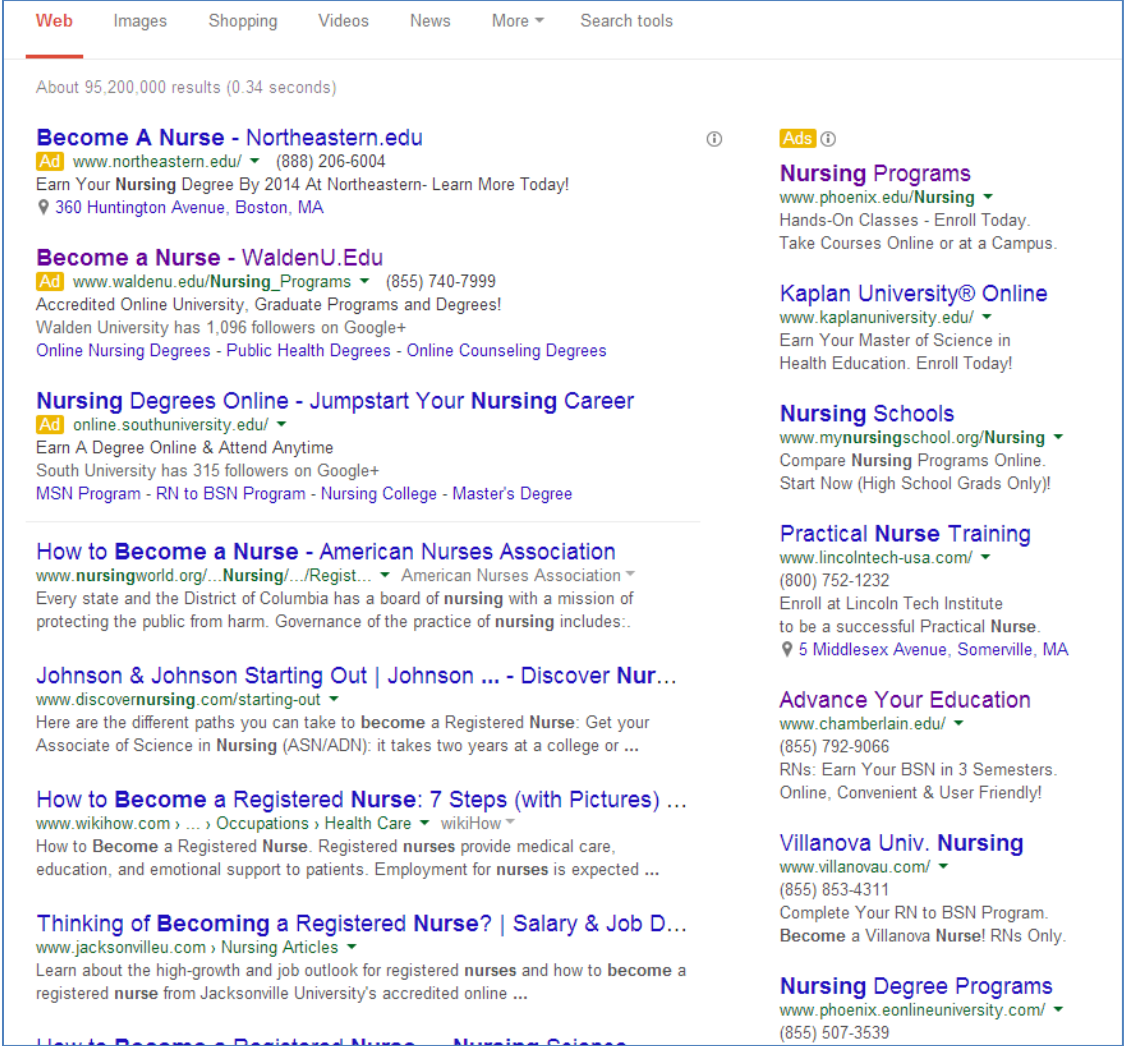
#### Match the domain of your ad's display URL

- Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."




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<b>Claim No. 17</b>	
The method of claim 12, further comprising: determining that the user does not select the at least one advertisement; and	Upon information and belief, the Accused Instrumentalities determine that the user does not select the at least one advertisement.  See claims 8 and 12 above.

Case No. 2:13-cv-893  
 Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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	 <p>The screenshot shows a Google search for 'Become a Nurse' with approximately 95,200,000 results. The results are organized into two columns. The left column contains organic search results and ads for nursing programs from Northeastern.edu, WaldenU.Edu, South University, American Nurses Association, Johnson &amp; Johnson, wikiHow, and Jacksonville University. The right column contains sponsored ads for Nursing Programs from Phoenix.edu, Kaplan University Online, Nursing Schools from MyNursingSchool.org, Practical Nurse Training from Lincoln Tech Institute, Advance Your Education from Chamberlain.edu, Villanova Univ. Nursing, and Nursing Degree Programs from Phoenix.eonlineuniversity.com.</p>



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 329 1896 950"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> <li>• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li> <li>• Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a></li> <li>• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li> <li>• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li> </ul> </div> <p data-bbox="1186 993 1955 1027" style="text-align: right;"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div data-bbox="655 1031 1896 1385"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <p><code>CTR = ( Clicks / # of impressions, views, or queries) * 100%</code></p> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p>
<p>transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.</p>	<p>Upon information and belief, the Accused Instrumentalities transmit the indication to the advertising machine via the communications link that the user does not select the at least one advertisement.</p> <p>See claims 8 and 12 above.</p> <div data-bbox="653 771 1896 1390" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> <li>• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li> <li>• Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a> </li> <li>• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li> <li>• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li> </ul> </div>

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	<p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p style="text-align: center; font-size: 1.2em;">Clickthrough rate (CTR)</p> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <p style="text-align: center;"><code>CTR = ( Clicks / # of impressions, views, or queries ) * 100%</code></p> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div> <p style="text-align: right;"><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p>
<b>Claim No. 18</b>	
<p>The method of claim 12, further comprising: receiving user input to indicate selection of the at least one advertisement; and</p>	<p>The Accused instrumentalities receive user input to indicate selection of the at least one advertisement.</p> <p>See claim 12 above.</p>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 331 1896 951"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> <li>CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li> <li>Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a></li> <li>A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li> <li>You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li> </ul> <p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> </div> <div data-bbox="655 993 1896 1349"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <math display="block">\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%</math> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> <p style="text-align: right;"><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p> </div>

Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.</p>	<p>The Accused Instrumentalities operate a data processing device to transmit the indication to the advertising machine via the communications link that the user selects the at least one advertisement.</p> <p>See claim 12 above.</p> <div data-bbox="604 511 1948 1198" style="border: 1px solid black; padding: 5px;"> <pre> &lt;script&gt;&gt;window.googleJavaScriptRedirect=1&lt;/script&gt;&lt;script&gt;var m={navigateTo:function(b,a,d){ if(b!=a&amp;&amp;b.google){if(b.google.r){b.google.r=0;b.location.href=d;a.location.replace( "about:blank");}}else{a.location.replace(d);}}}; m.navigateTo(parent&gt;window, "http://www.googleadservices.com/pagead/aclk?sa\x3dL\x26ai\x3dC-flIlesnU6_KM5HKswf2hYHYBYCSvNE H2Ozb77kBv4b0CAGAEAEoA1Dz7qyg_v____8BYMmGr4fco5QRoAH43eO5A8gBAaoEKE_Q_zQaCicHd9t6Cb3rToxZo3w1N el0c9JG7dX3tyLfDmp7L498VFuAB_ChnEaQBwM\x26ved\x3d0CCgQ0Qw\x26val\x3dChBiNmMwM2VhNjg0Yjg0MmQ5EI vsi5kFGgh9NL0Cmy9yKyABKAAw36D6pa3FwoWwATiL7IuZBUCL7IuZBQ\x26sig\x3dAOD64_1LAWPmBs200CGn2kfmBgS _gcr0WQ\x26adurl\x3dhttp://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliat e_Name%3DPlattformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26S ource_Code%3DPPCPlattform%26TrackingCode%3DsWNB2VoZK_dc%7Cpcrid%7C49849304008%7Cpkw%7Cnursing% 2520training%7Cpmt%7Cb"); &lt;/script&gt;&lt;noscript&gt;&lt;META http-equiv="refresh" content= "0;URL='http://www.googleadservices.com/pagead/aclk?sa=L&amp;amp;ai=C-flIlesnU6_KM5HKswf2hYHYBYCSv NEH2Ozb77kBv4b0CAGAEAEoA1Dz7qyg_v____8BYMmGr4fco5QRoAH43eO5A8gBAaoEKE_Q_zQaCicHd9t6Cb3rToxZo3w lNel0c9JG7dX3tyLfDmp7L498VFuAB_ChnEaQBwM&amp;amp;ved=0CCgQ0Qw&amp;amp;val=ChBiNmMwM2VhNjg0Yjg0MmQ5EIvs i5kFGgh9NL0Cmy9yKyABKAAw36D6pa3FwoWwATiL7IuZBUCL7IuZBQ&amp;amp;sig=AOD64_1LAWPmBs200CGn2kfmBgS_gcr 0WQ&amp;amp;adurl=http://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliate_Name %3DPlattformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26Source_ Code%3DPPCPlattform%26TrackingCode%3DsWNB2VoZK_dc%7Cpcrid%7C49849304008%7Cpkw%7Cnursing%2520tr aining%7Cpmt%7Cb'"&gt; &lt;/noscript&gt;                     </pre> </div> <p>Fiddler capture showing that Accused Instrumentalities transmit the indication that the user selects an advertisement</p>