

EXHIBIT 16

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google


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

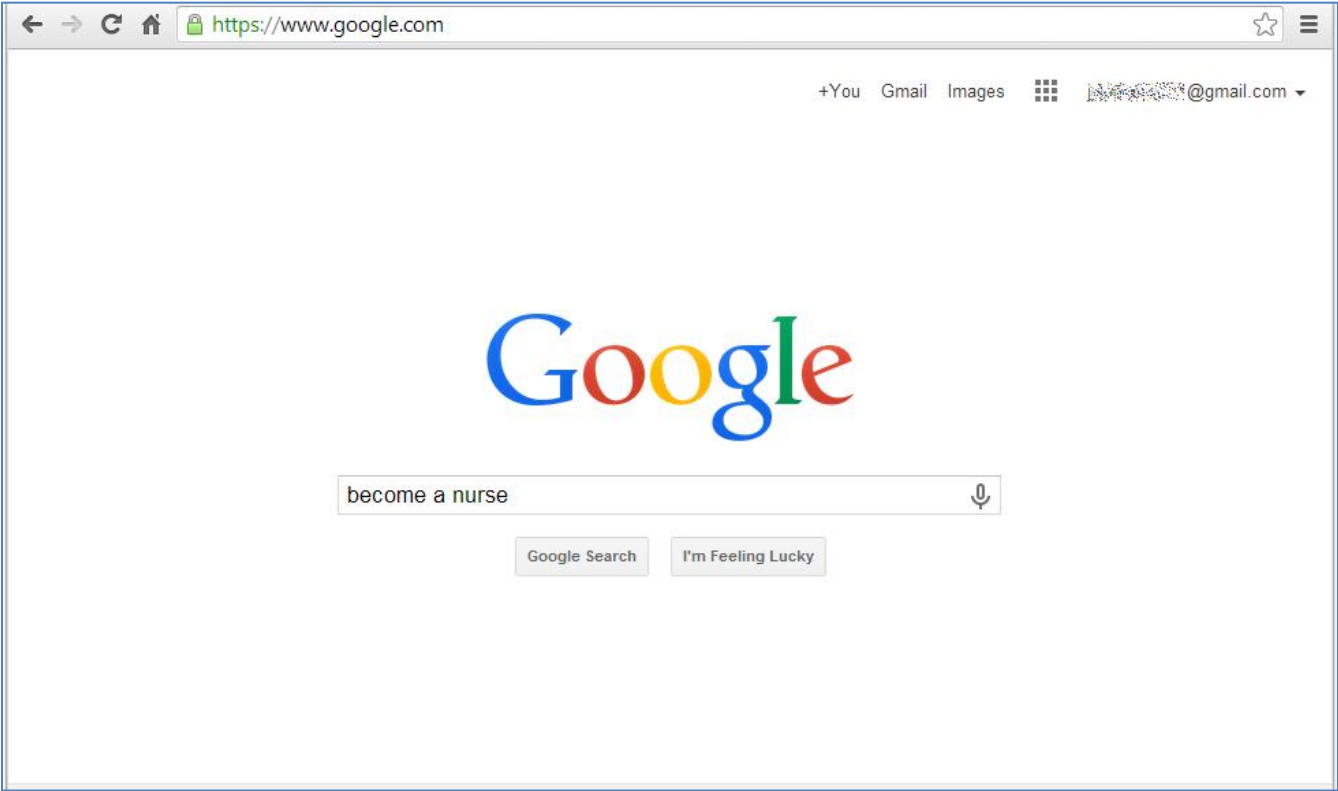
To the extent that the descriptions below give rise to either direct or indirect infringement, Rockstar alleges both.

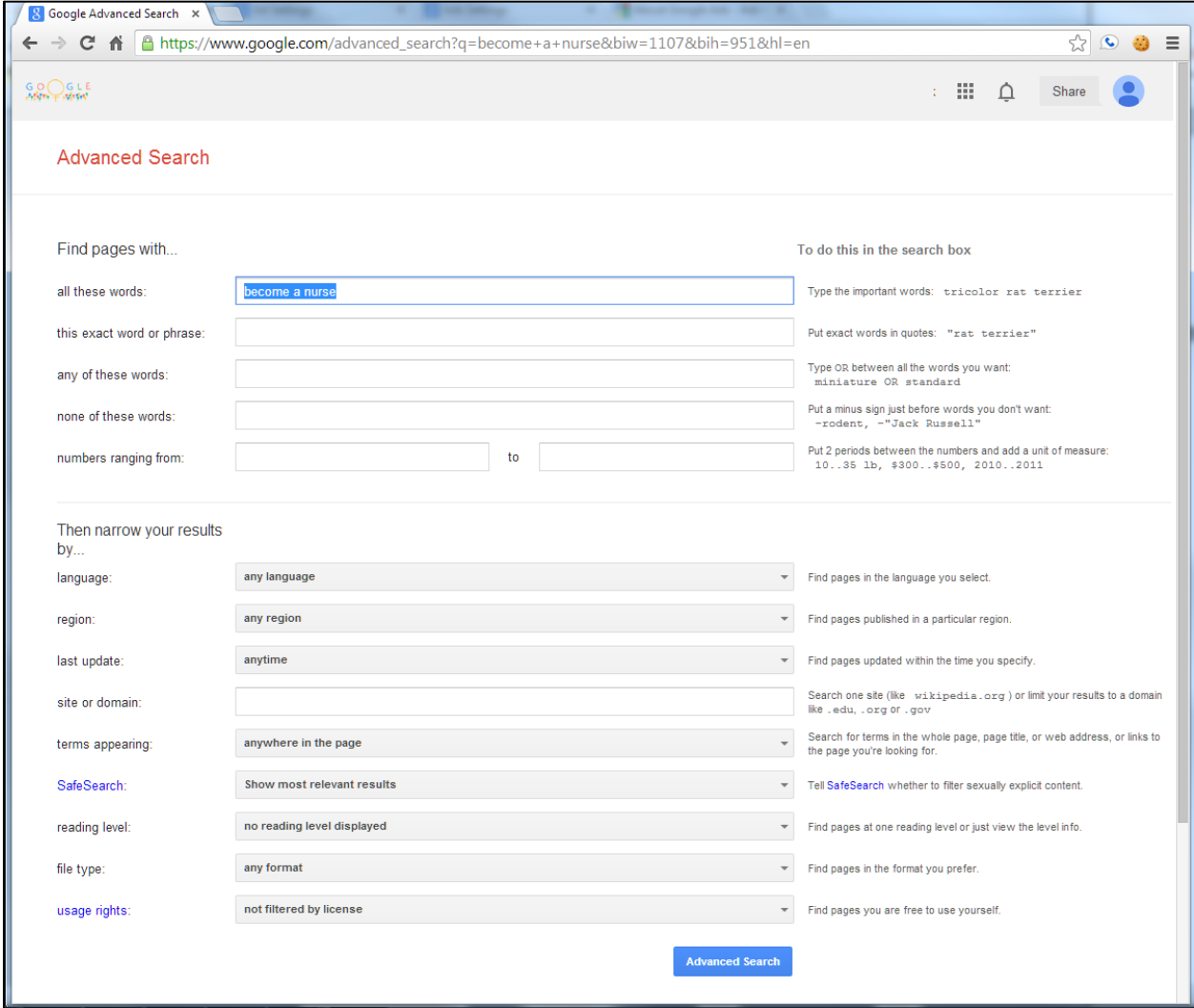
The screenshots below constitute exemplary results of the Accused Instrumentalities’ algorithms and source code and do not serve to limit the scope of alleged infringement. Rockstar alleges infringement by the Accused Instrumentalities at each applicable level of abstraction, *i.e.*, source code, algorithms,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

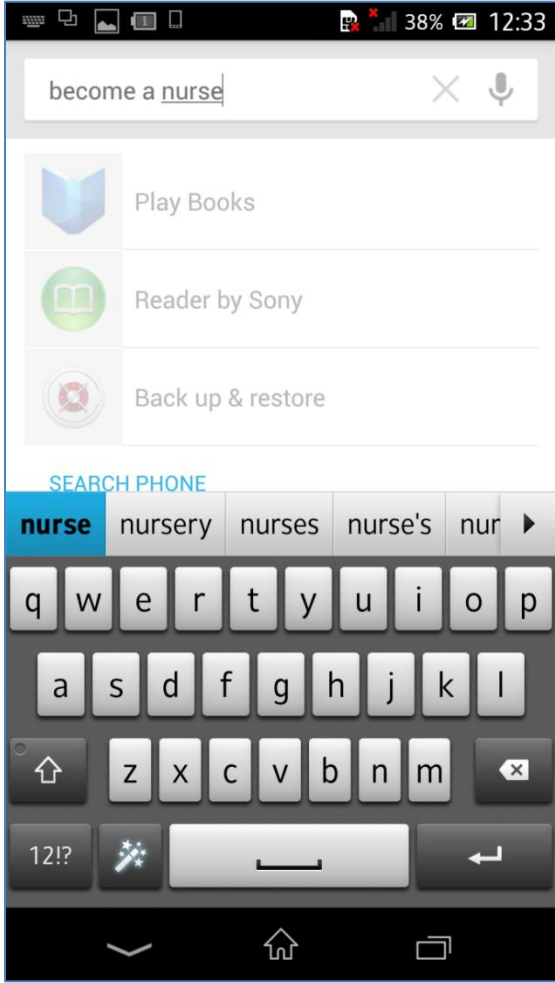
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”). ¹

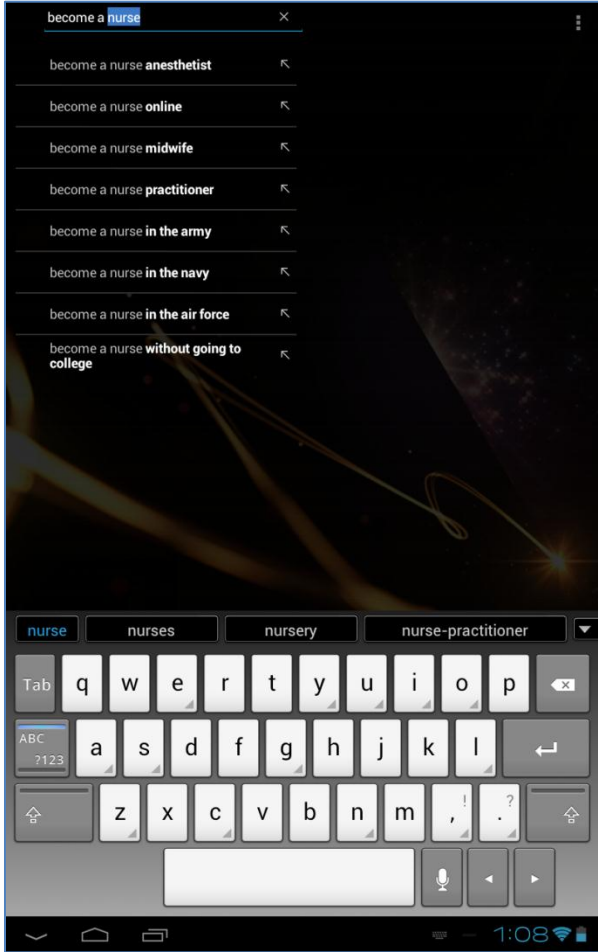
¹ Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="785 321 1778 1084" style="border: 1px solid black; padding: 10px;"> <h3>About the Google Search Network</h3> <p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p> <p>Where your ads can appear</p> <p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p> <ul style="list-style-type: none"> • On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.  <ul style="list-style-type: none"> • On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our search partners' sites, such as AOL. </div> <p data-bbox="940 1091 1978 1123" style="text-align: right;">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>
<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 from the data processing device via the communications link, a search request that includes a search argument.</p>

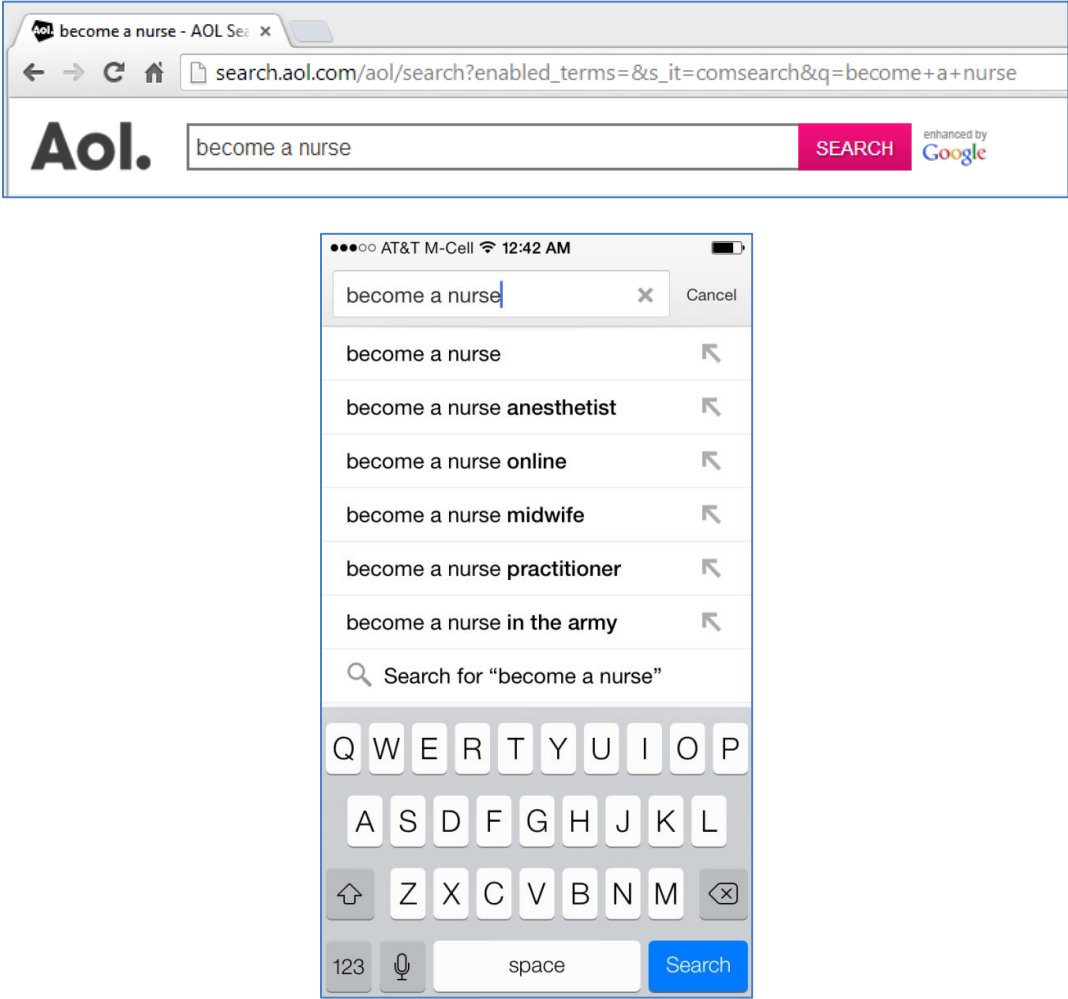
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google homepage. The address bar at the top contains the URL 'https://www.google.com'. In the top right corner, there are navigation links for '+You', 'Gmail', and 'Images', along with a user profile icon and the email address '@gmail.com'. The main content area features the multi-colored 'Google' logo. Below the logo is a search input field containing the text 'become a nurse'. To the right of the search field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search interface in a browser window. The search query entered is "become a nurse". The interface is divided into two main sections: "Find pages with..." and "Then narrow your results by...".</p> <p>Find pages with...</p> <ul style="list-style-type: none">all these words: <input type="text" value="become a nurse"/> To do this in the search box: Type the important words: tricolor rat terrierthis exact word or phrase: <input type="text"/> To do this in the search box: Put exact words in quotes: "rat terrier"any of these words: <input type="text"/> To do this in the search box: Type OR between all the words you want: miniature OR standardnone of these words: <input type="text"/> To do this in the search box: Put a minus sign just before words you don't want: -rodent, -"Jack Russell"numbers ranging from: <input type="text"/> to <input type="text"/> To do this in the search box: Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011 <p>Then narrow your results by...</p> <ul style="list-style-type: none">language: <input type="text" value="any language"/> Find pages in the language you select.region: <input type="text" value="any region"/> Find pages published in a particular region.last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .govterms appearing: <input type="text" value="anywhere in the page"/> Search for terms in the whole page, page title, or web address, or links to the page you're looking for.SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.file type: <input type="text" value="any format"/> Find pages in the format you prefer.usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself. <p>At the bottom right, there is a blue button labeled "Advanced Search".</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1037 1333 1524 1365">Mobile Handset Running Android 4.2</p>

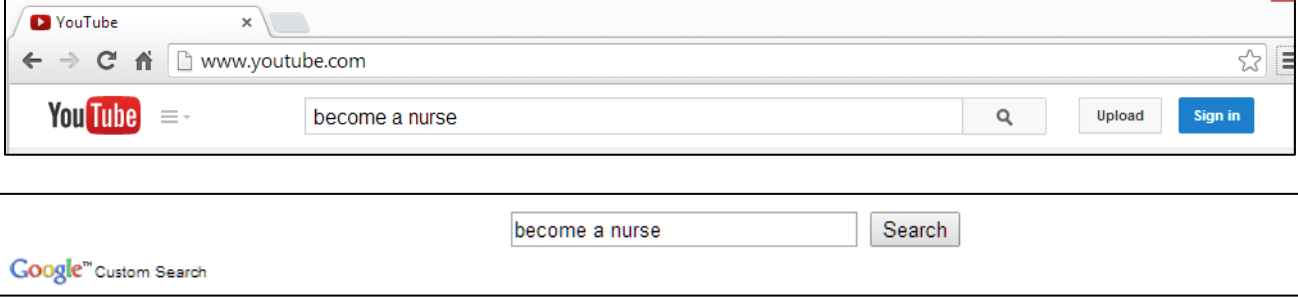
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a search interface on a tablet device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon:</p> <ul style="list-style-type: none">become a nurse nursebecome a nurse anesthetistbecome a nurse onlinebecome a nurse midwifebecome a nurse practitionerbecome a nurse in the armybecome a nurse in the navybecome a nurse in the air forcebecome a nurse without going to college <p>Below the suggestions, there are four tabs: "nurse", "nurses", "nursery", and "nurse-practitioner". The "nurse" tab is selected. Below the tabs is a QWERTY keyboard. At the bottom of the screen, the Android navigation bar is visible, showing the time "1:08" and various status icons.</p>

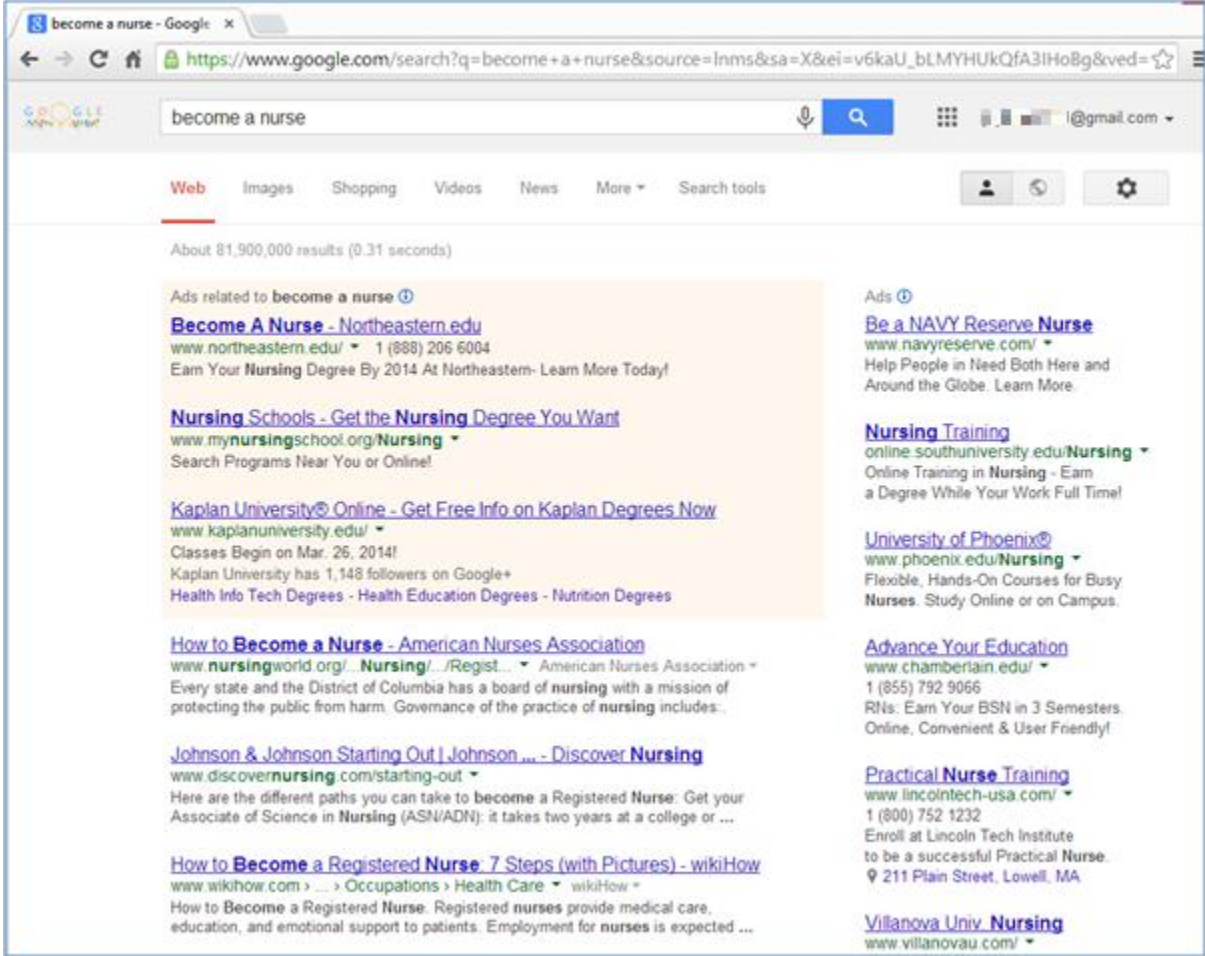
Tablet Device Running Android 4.0.2

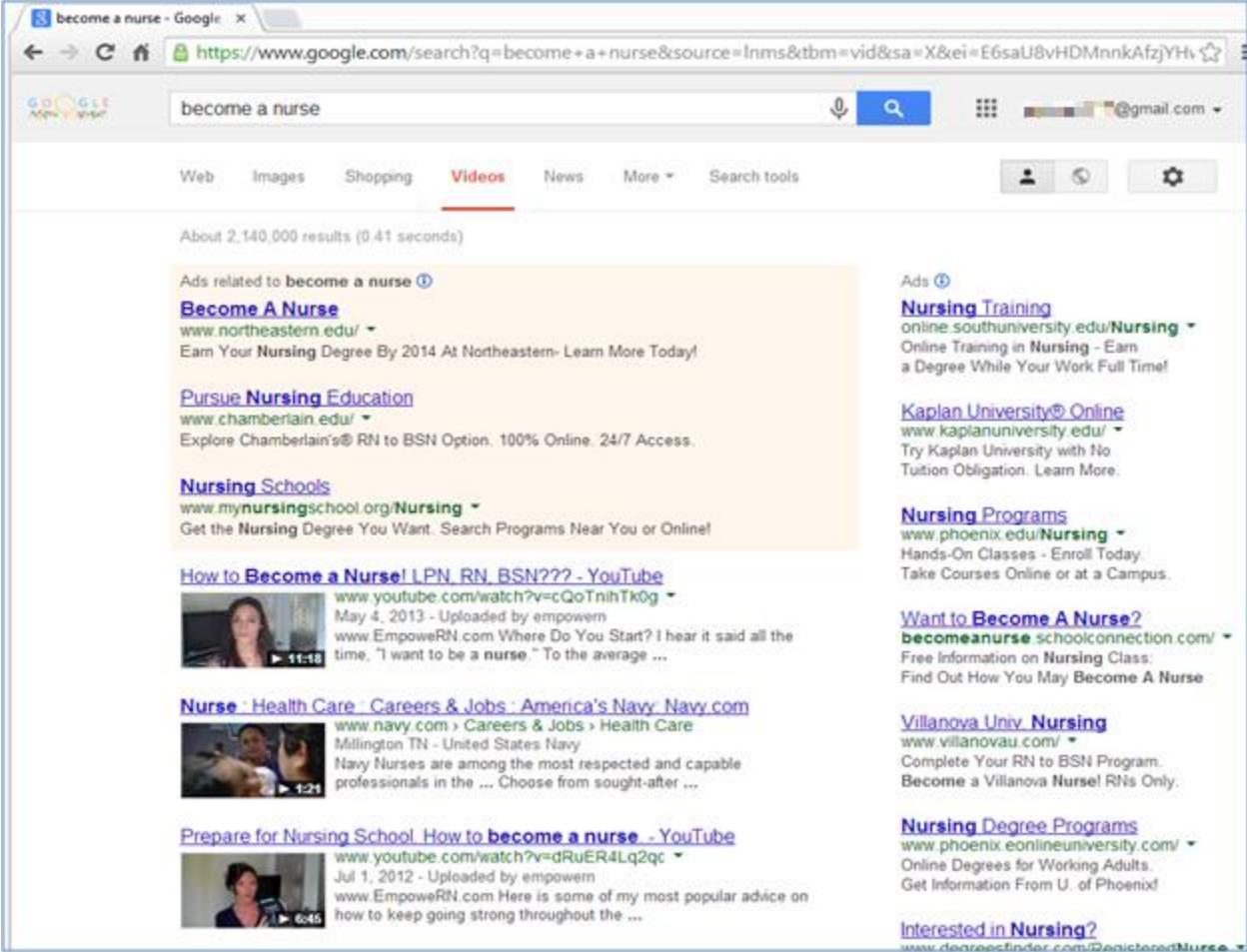
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots. The top screenshot is a desktop browser window showing an AOL search for "become a nurse". The search results are not fully visible, but the search bar and the AOL logo are prominent. The bottom screenshot is a mobile device screen showing the Google Search app interface. The search bar contains the text "become a nurse" and a list of suggestions is displayed below it, including "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". A keyboard is visible at the bottom of the screen.</p>

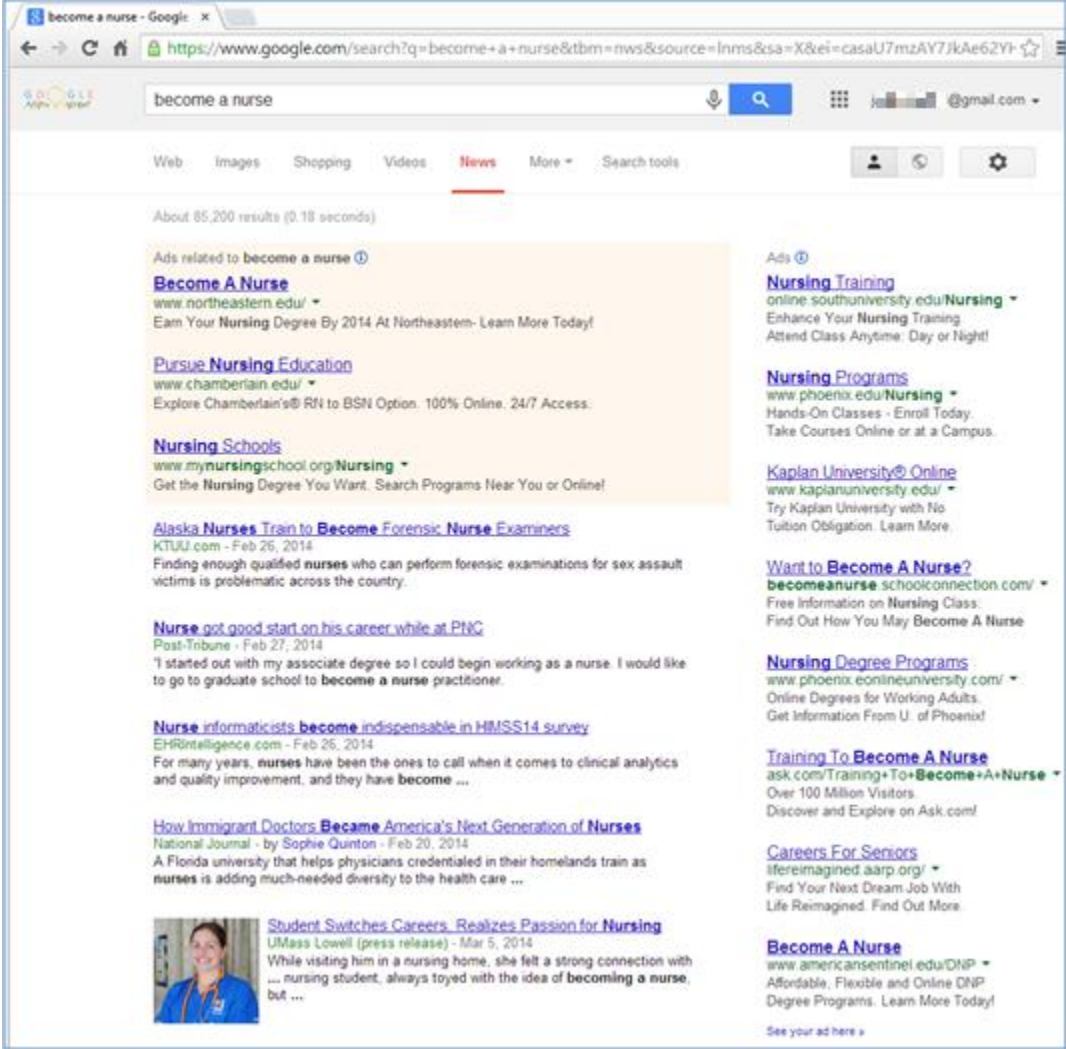
Google Search App Running on iOS 7.1

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

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	 <p style="text-align: right;">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>
<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>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com > ... > Occupations > Health Care wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>Ads</p> <ul style="list-style-type: none">Be a NAVY Reserve Nurse www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix® www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!Practical Nurse Training www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing www.villanovau.com/

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and titles:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Eam Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g) - May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com) - Careers & Jobs > Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc) - Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side, there are additional ads and search results:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University® Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A NurseVillanova Univ Nursing (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of PhoenixInterested in Nursing? (www.degreefinder.com/RegisteredNurse)

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

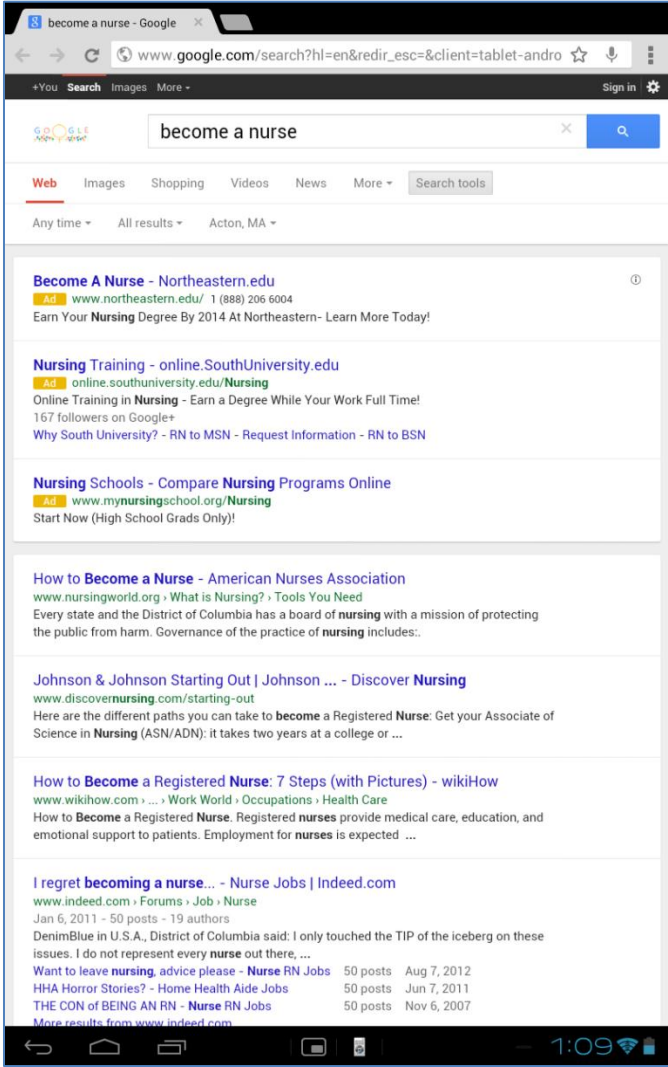
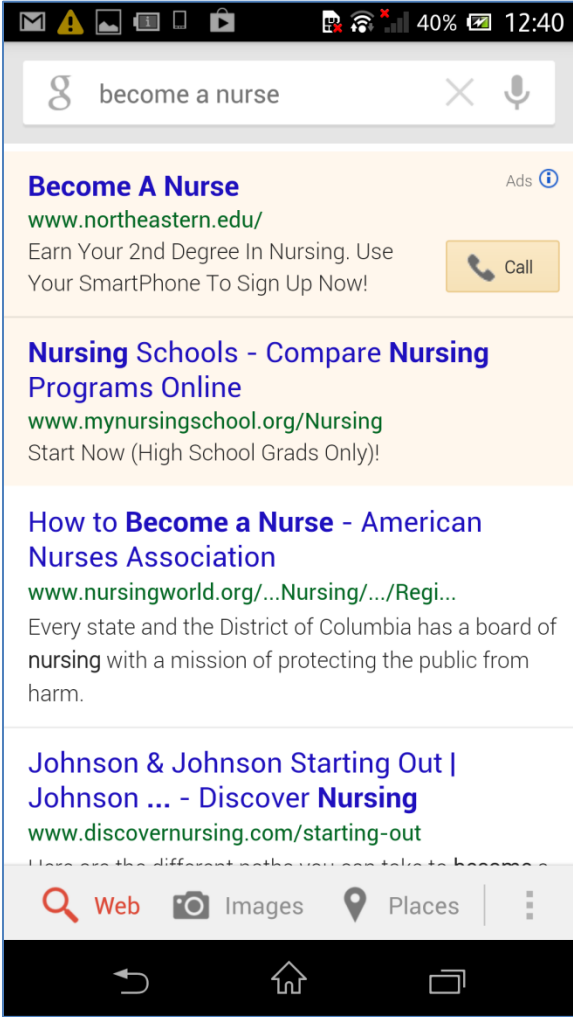
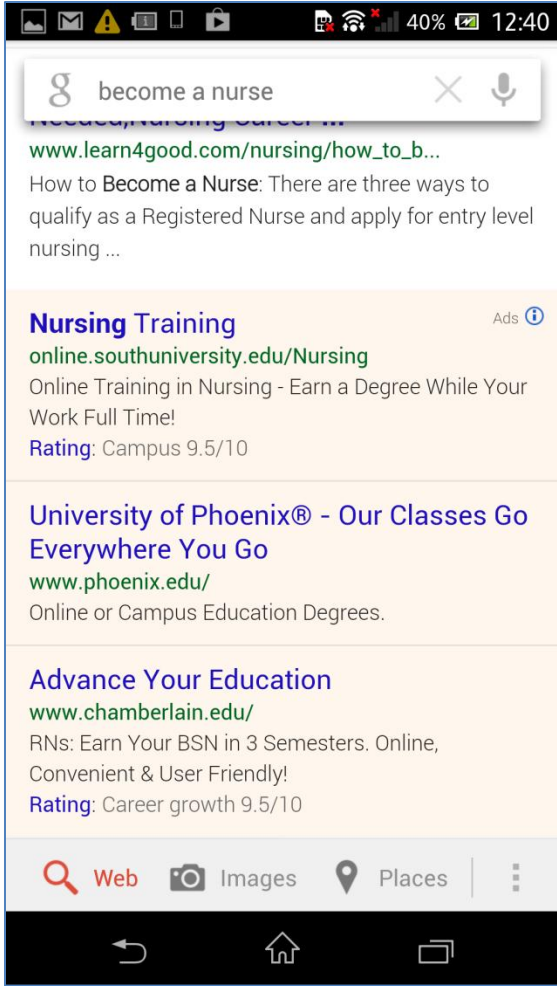
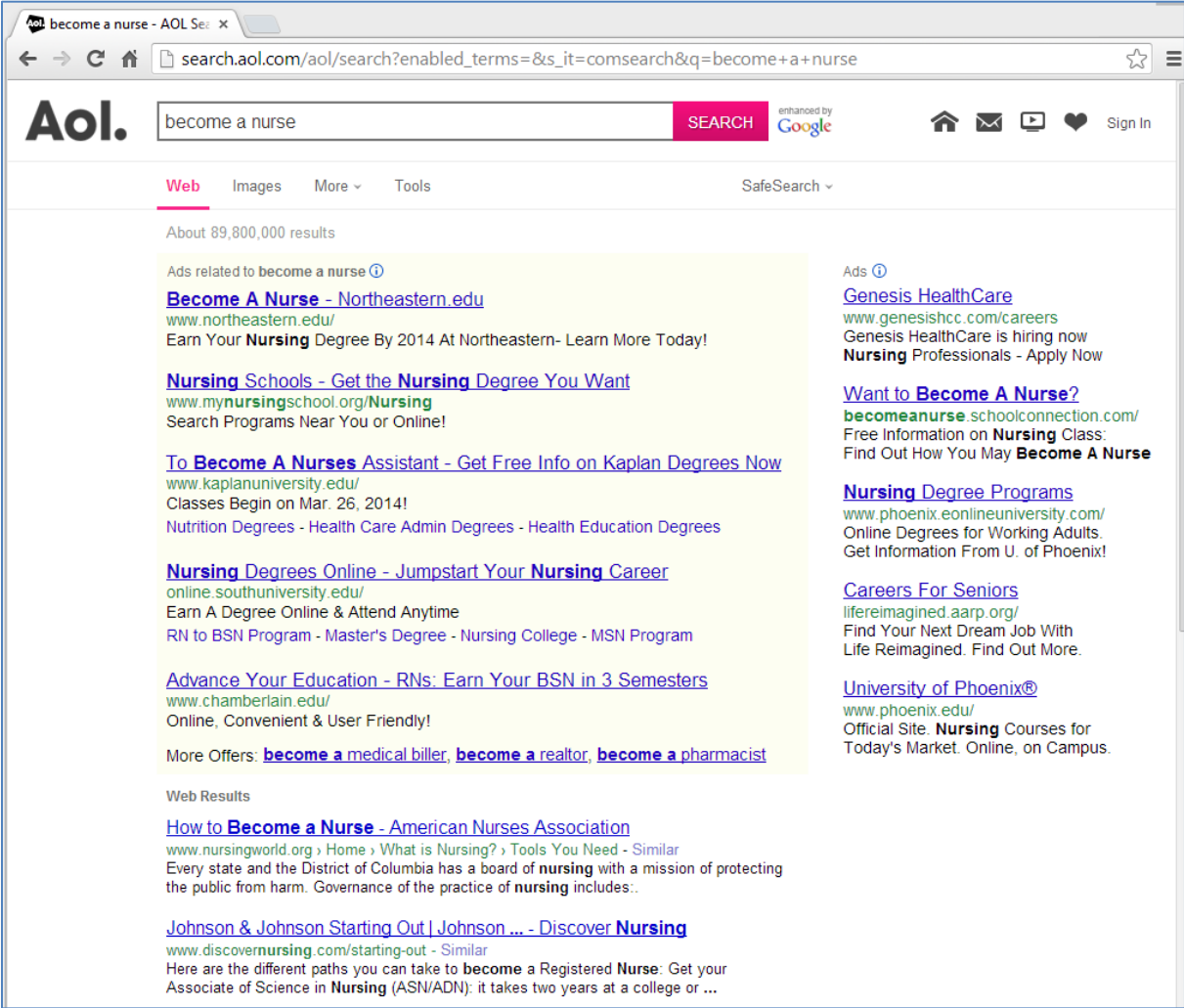
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: Become A Nurse - Northeastern.edu www.northeastern.edu/ (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Advertisement 2: Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSNAdvertisement 3: Nursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!Organic Result 1: How to Become a Nurse - American Nurses Association www.nursingworld.org › What is Nursing? › Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Organic Result 2: Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...Organic Result 3: How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com › ... › Work World › Occupations › Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Organic Result 4: I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › Forums › Job › Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing. advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

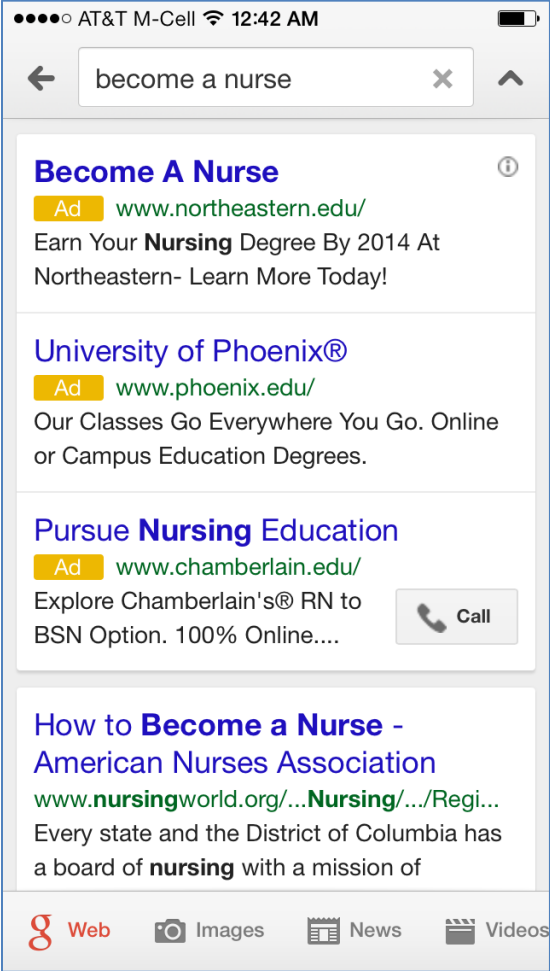
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads and organic search results. The first ad is for "Become A Nurse" from northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from mynursingschool.org. The third result is an organic link from nursingworld.org titled "How to Become a Nurse - American Nurses Association". The fourth result is from discovernursing.com titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The bottom of the screen shows the mobile browser navigation bar with "Web", "Images", and "Places" tabs.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a search bar, navigation icons for Web, Images, and Places, and a bottom dock with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly! <p>More Offers: become a medical biller, become a realtor, become a pharmacist</p> <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesisbcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button. <p>Below the ads is a search result for "How to Become a Nurse - American Nurses Association" with the URL www.nursingworld.org/...Nursing/.../Regi... and the text "Every state and the District of Columbia has a board of nursing with a mission of".</p> <p>The bottom of the screenshot shows a navigation bar with icons for Web, Images, News, and Videos.</p>

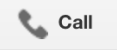
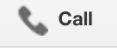
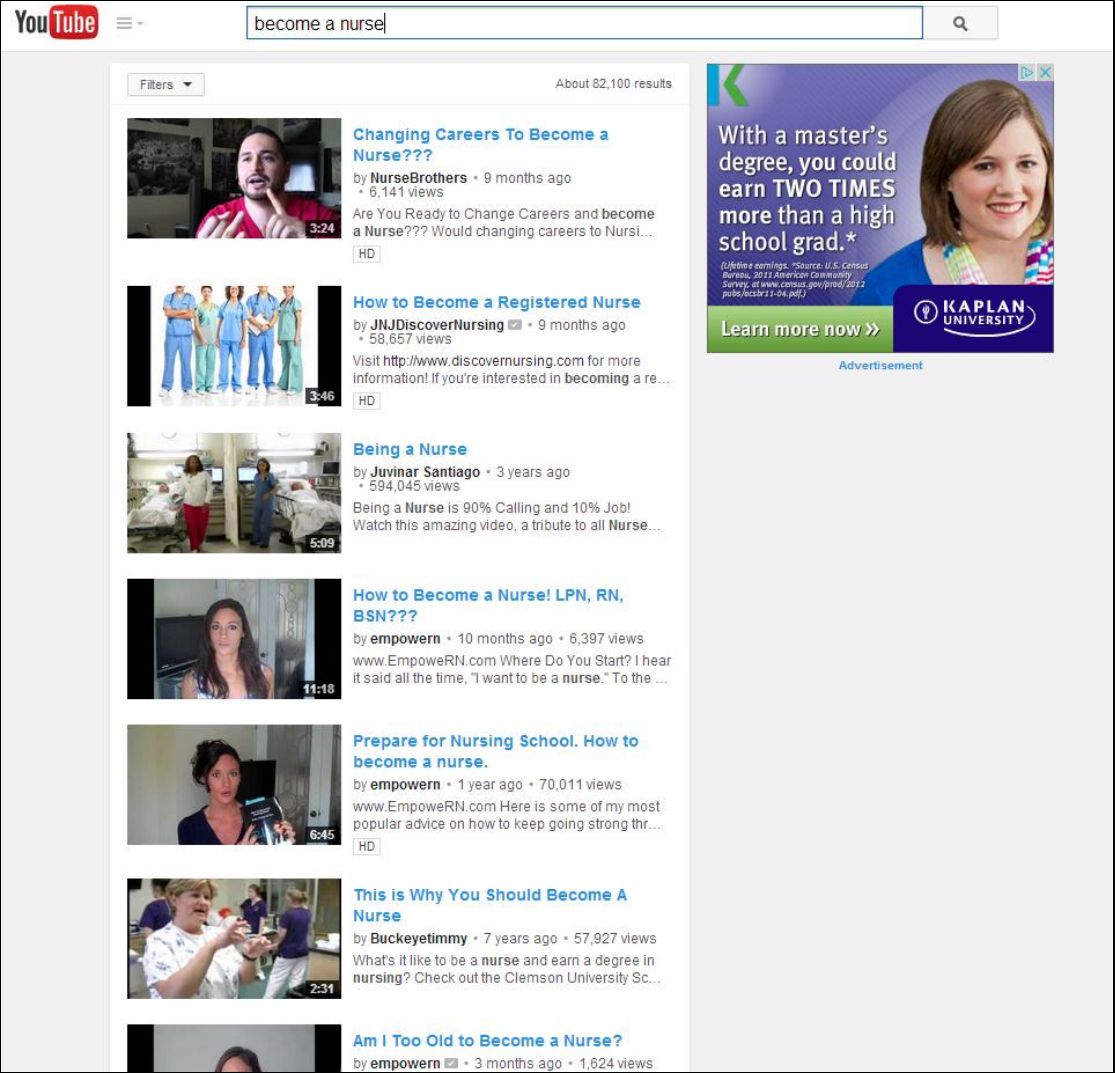
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1005 391 1558 1372"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix.  Nursing Programs - Nursing Degrees</p></div>

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U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY


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	 <p>The screenshot shows a YouTube search interface with the query "become a nurse" in the search bar. The results page displays a list of videos and an advertisement. The video results include:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???. Would changing careers to Nursi..."How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the..."Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."This is Why You Should Become A Nurse by Bucketetimmy • 7 years ago • 57,927 views. Description: "Whats it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>An advertisement for Kaplan University is also visible, featuring a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>>".</p>

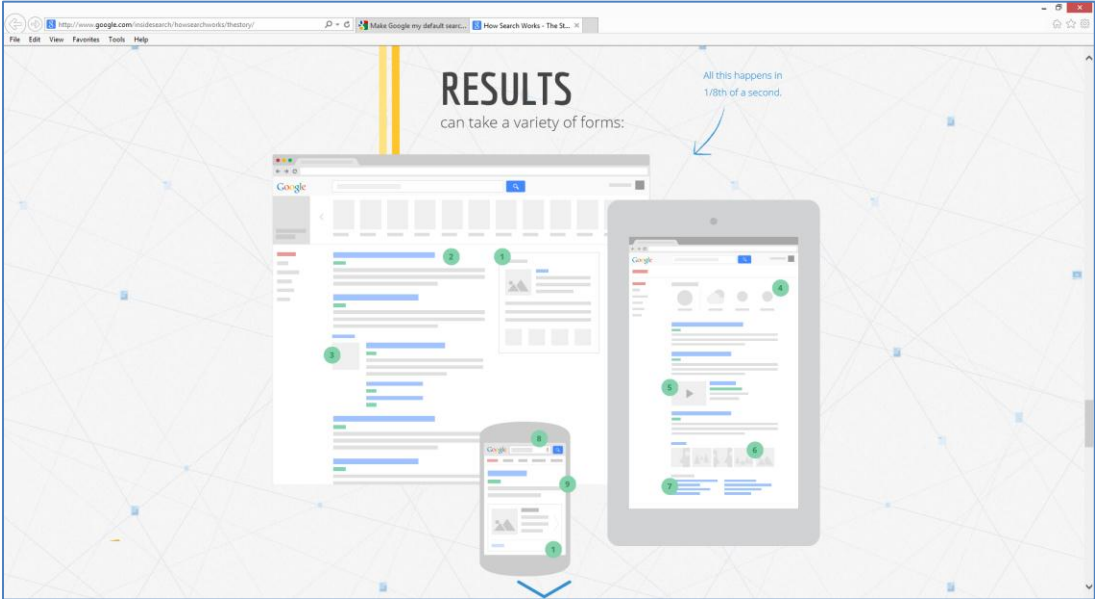
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window with the address bar displaying 'www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175'. The page content includes a banner for 'HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?' with a 'Find Out How >' button. Below this is the search title 'Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web'. The search results are categorized into 'Ads by Google related to: become a nurse' and 'Ads by Google'. The 'Ads by Google' section lists several links: 'Want to Become A Nurse?' from becomeanurse.schoolconnection.com, 'Nursing School' from www.westcoastuniversity.edu/BSN-School, 'Start a Career as a Nurse' from www.breckinridgenursing.com/, 'Careers For Seniors' from lifereimagined.aarp.org/, and 'Training To Become A Nurse' from ask.com/Training+To+Become+A+Nurse. The 'Ads by Google related to: become a nurse' section lists various nursing programs and schools, including 'Nursing Schools' from www.mynursingschool.org/Nursing, 'Registered Nurse Courses' from www.anthem.edu/Nursing, 'To Become A Nurses Assistant' from www.kaplanuniversity.edu/, 'Nursing Degree Programs' from www.phoenix.eonlineuniversity.com/, and 'Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ...' from www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.business.nurse.htm. The page also includes a link for 'The Top Ten Reasons ... Jokes and Nursing Humor on The ...' from www.nursinghumor.com/top.ten.reasons.htm.</p>

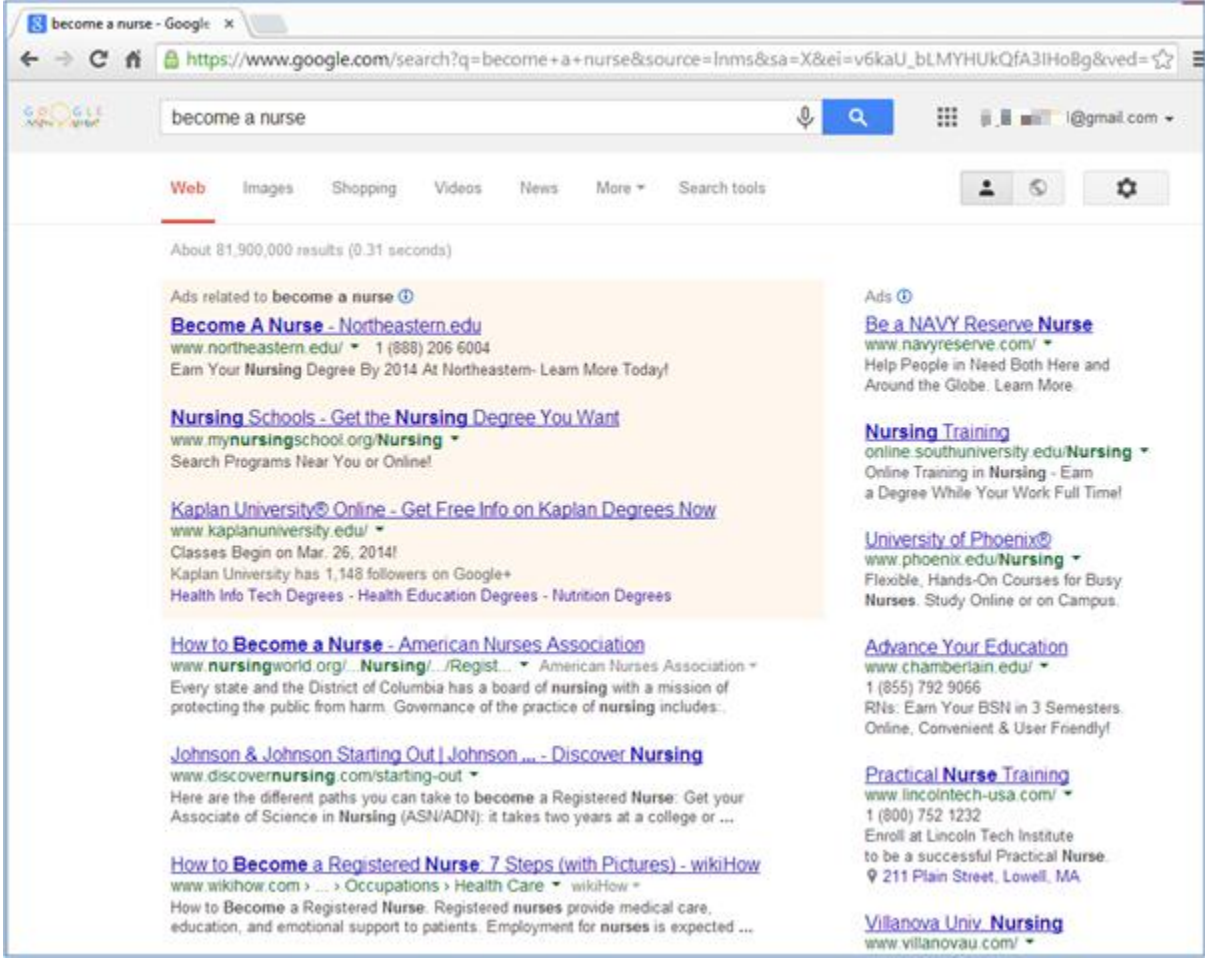
Google Custom Search Results Page

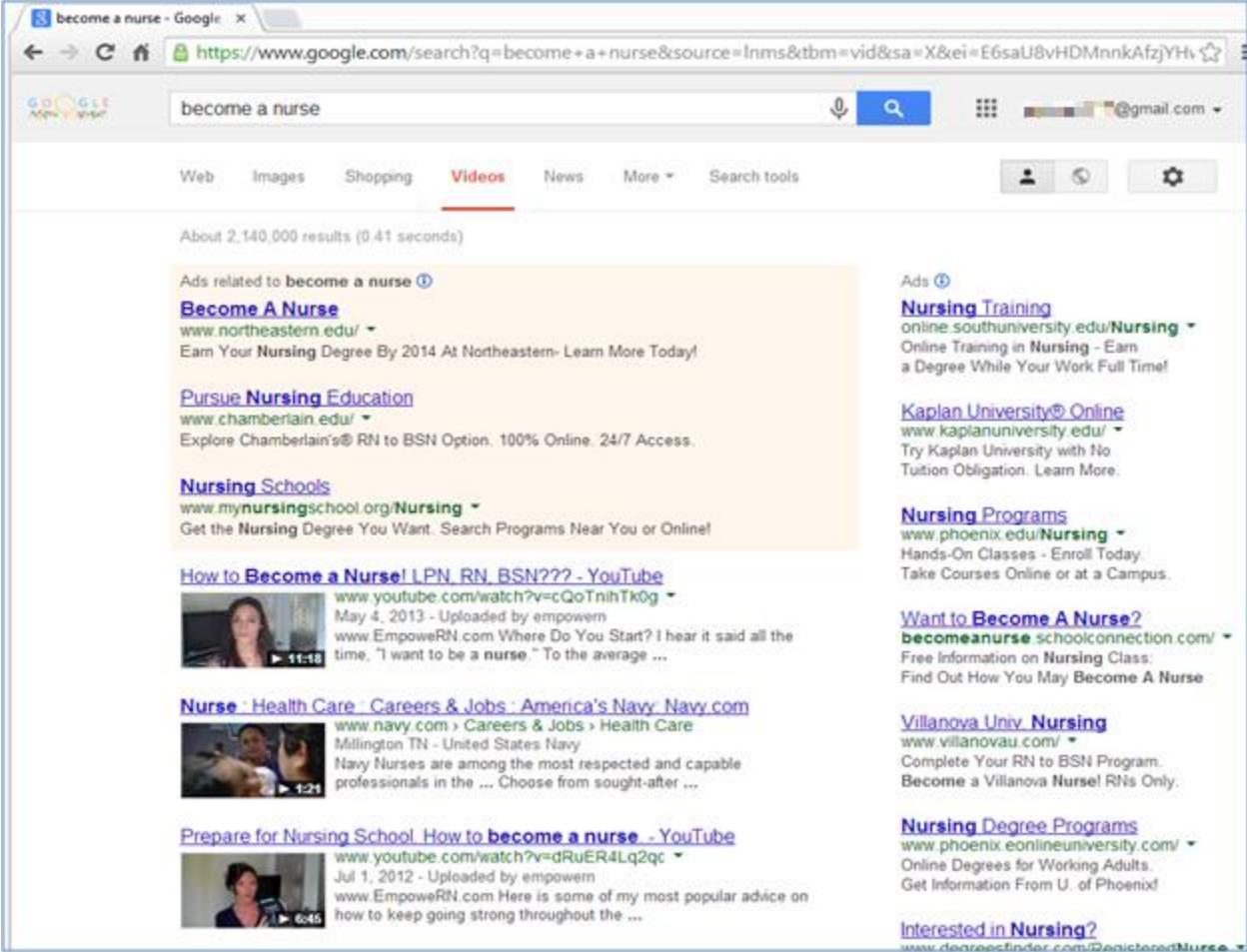
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

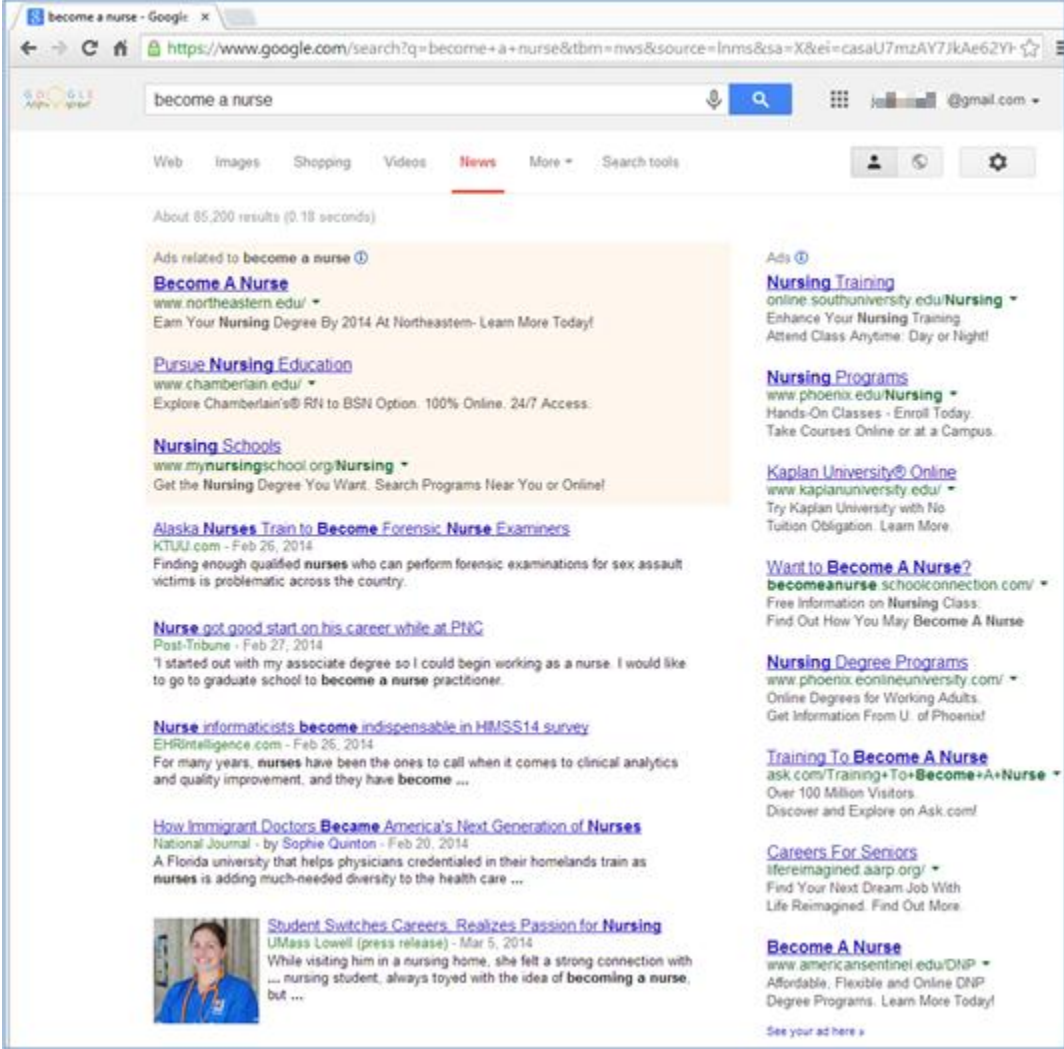
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<table border="1"><thead><tr><th data-bbox="667 324 1297 406">Finding information by crawling</th><th data-bbox="1297 324 1892 406">Organizing information by indexing</th></tr></thead><tbody><tr><td data-bbox="667 406 1297 917"><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1297 406 1892 917"><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></tbody></table> <p data-bbox="871 922 1980 958">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>	Finding information by crawling	Organizing information by indexing	<p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
Finding information by crawling	Organizing information by indexing				
<p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>				

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

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	 <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>
selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	The Accused Instrumentalities select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results. See above.

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	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns of ads. The left column includes ads from Northeastern.edu, mynursingschool.org, Kaplan University, nursingworld.org, Johnson & Johnson, and wikiHow. The right column includes ads from navyreserve.com, southuniversity.edu, phoenix.edu, chamberlain.edu, lincolntech-usa.com, and villanovau.com. Each ad provides a link to the source, a phone number, and a brief description of the nursing program or resource.</p>

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

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

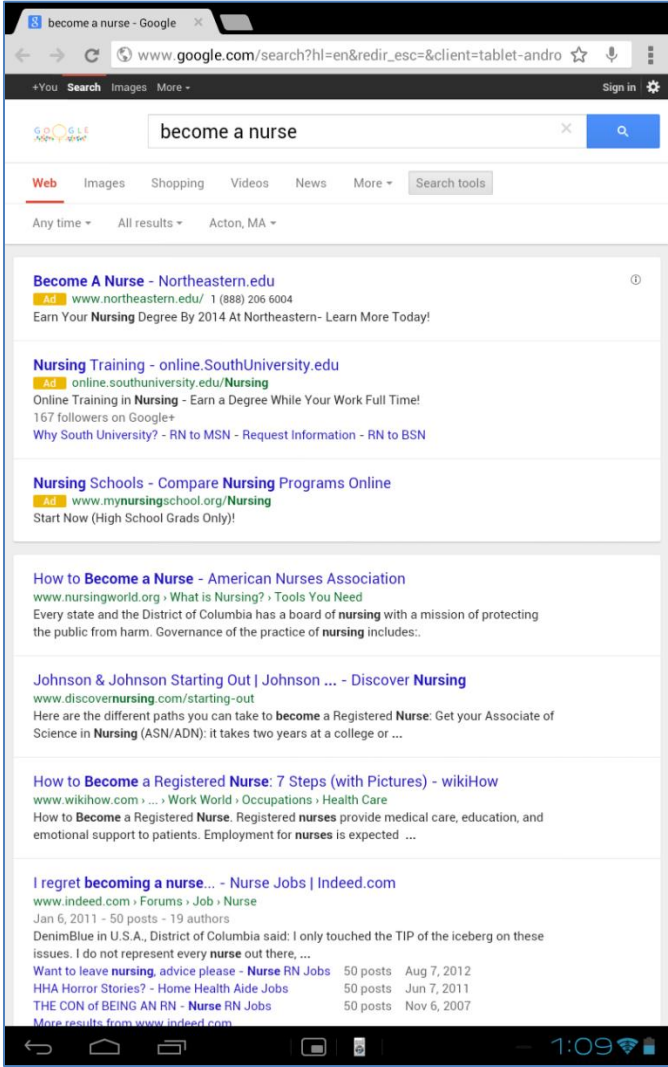
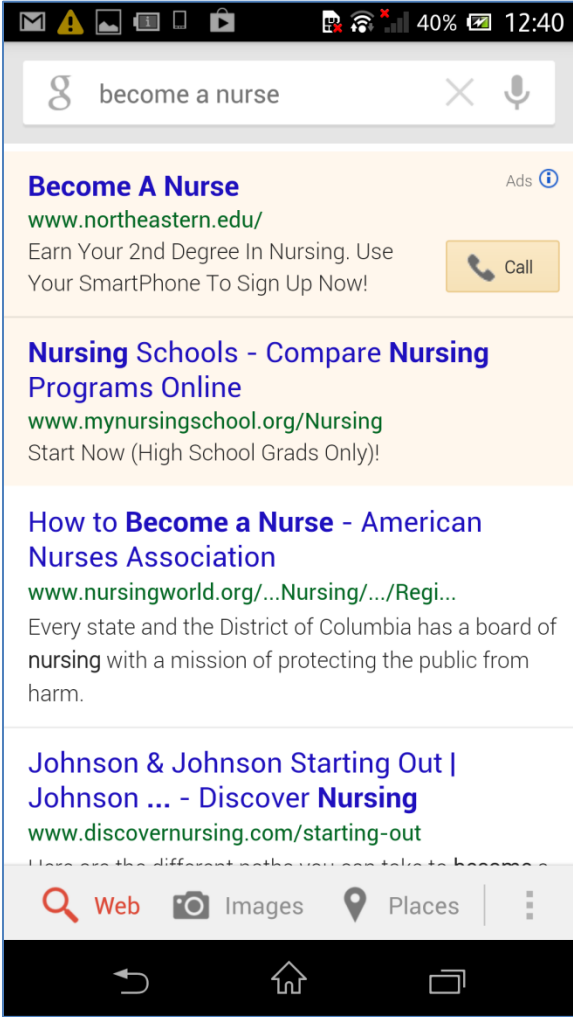
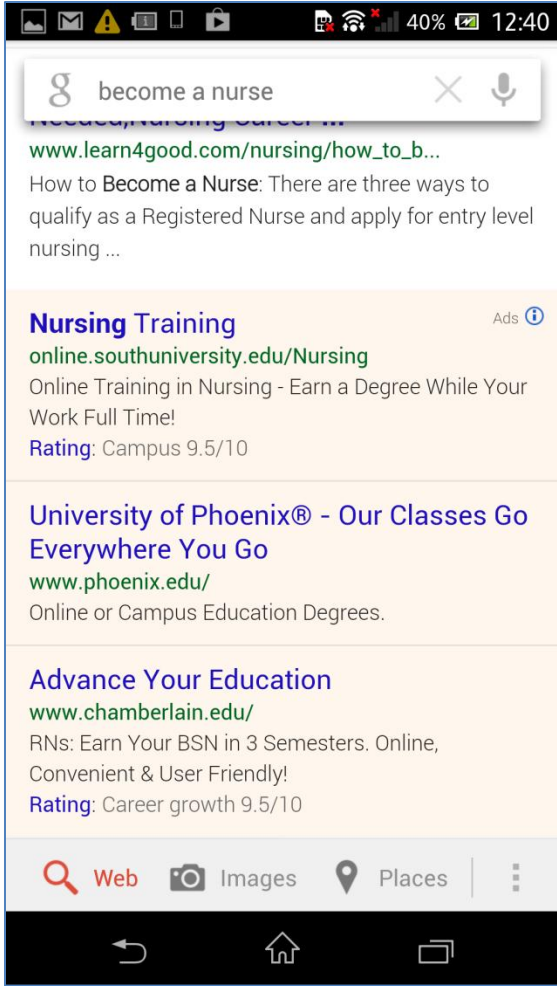
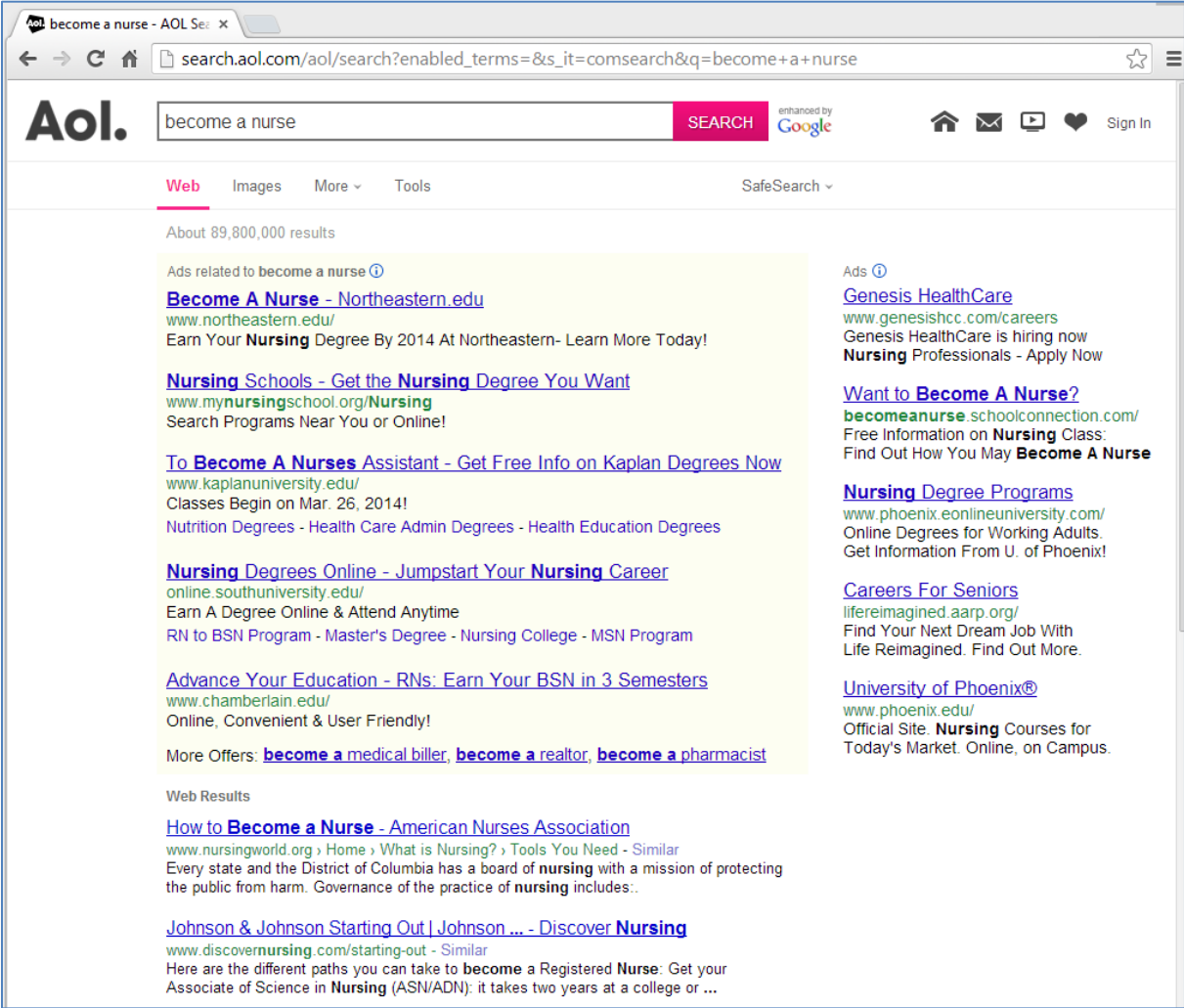
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile browser. The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: Become A Nurse - Northeastern.edu. URL: www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: Nursing Training - online.SouthUniversity.edu. URL: online.southuniversity.edu/Nursing. 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"Advertisement 3: Nursing Schools - Compare Nursing Programs Online. URL: www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: How to Become a Nurse - American Nurses Association. URL: www.nursingworld.org. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Organic Result 2: Johnson & Johnson Starting Out Johnson ... - Discover Nursing. URL: www.discovernursing.com/starting-out. 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 ..."Organic Result 3: How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow. URL: www.wikihow.com. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: I regret becoming a nurse... - Nurse Jobs Indeed.com. URL: www.indeed.com. Text: "DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ..."

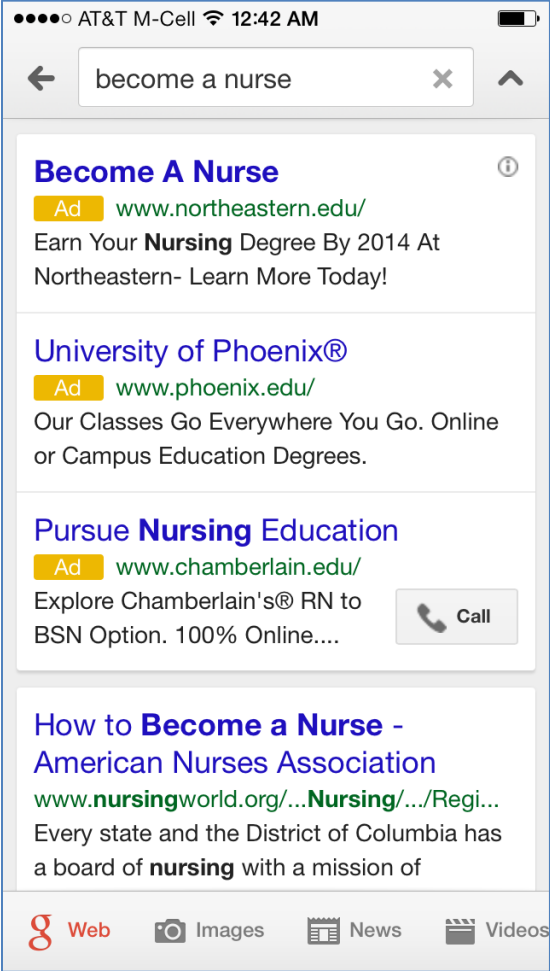
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

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	 <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 advertisement is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second advertisement is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is an organic link from the American Nurses Association. The fourth result is from Discover Nursing. The bottom of the screen shows the mobile navigation bar with icons for Web, Images, and Places.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a search bar, navigation icons for Web, Images, and Places, and a bottom dock with back, home, and recent apps buttons.</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=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and the "SEARCH" button is highlighted. The page displays "About 89,800,000 results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly! <p>More Offers: become a medical biller, become a realtor, become a pharmacist</p> <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesisbcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button. <p>Below the ads is a search result for "How to Become a Nurse - American Nurses Association" from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of".</p> <p>The bottom of the screenshot shows a navigation bar with icons for "Web", "Images", "News", and "Videos".</p>

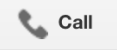
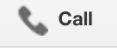
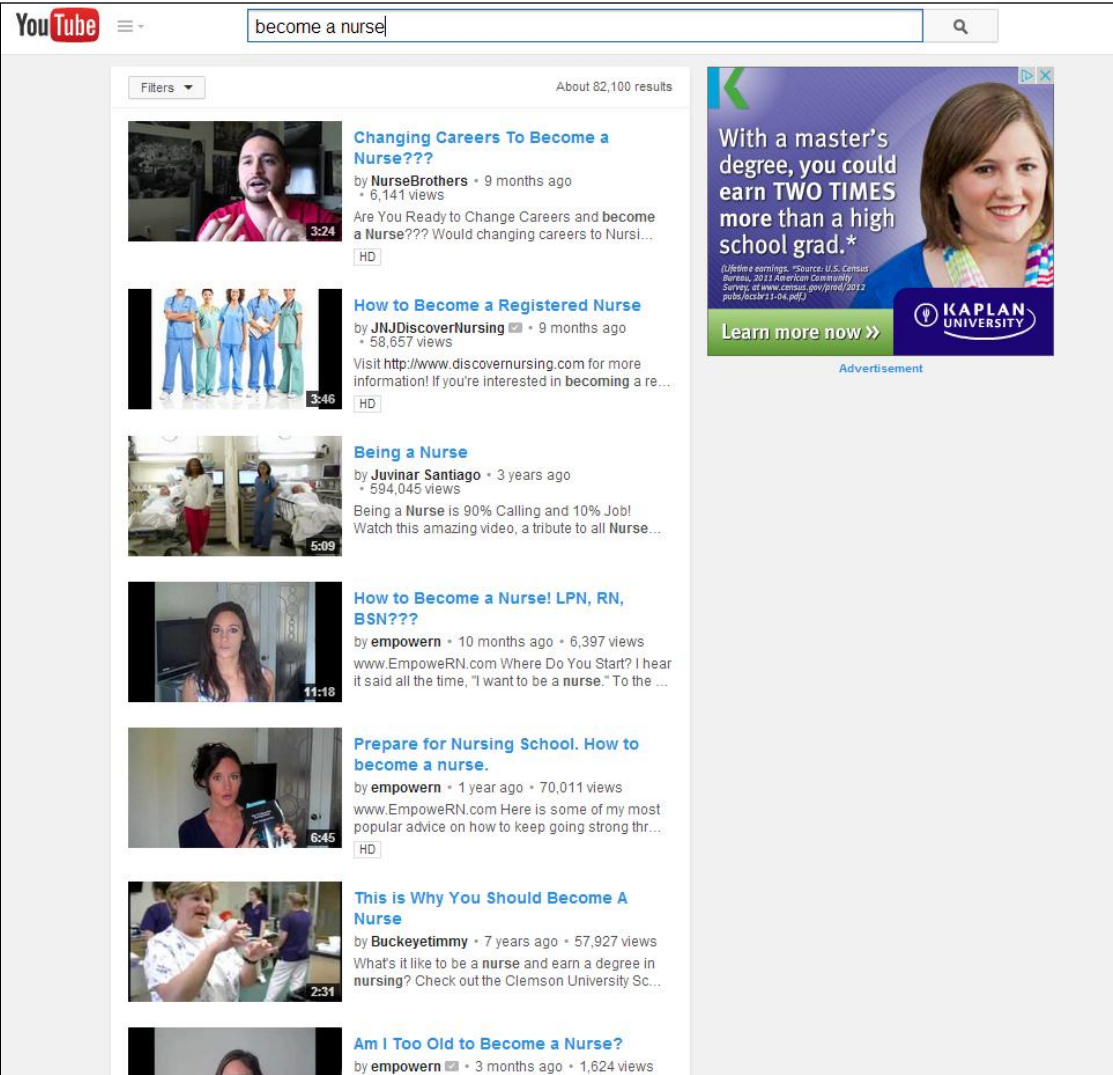

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	<div data-bbox="1003 391 1558 1370" style="border: 1px solid gray; padding: 10px;"><p data-bbox="1035 435 1398 542">How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1035 740 1528 878">Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p data-bbox="1035 922 1528 1092">Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p data-bbox="1035 1138 1528 1344">Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

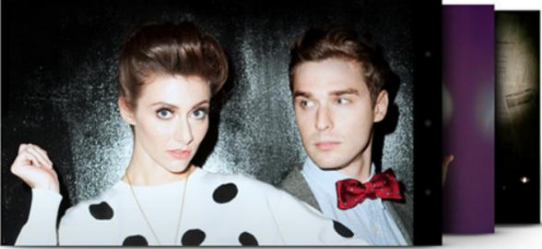
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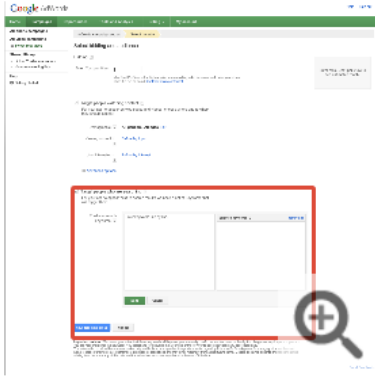
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>An advertisement for Kaplan University is displayed on the right side of the search results. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The ad also includes the Kaplan University logo and a small "Advertisement" label below it.</p>



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

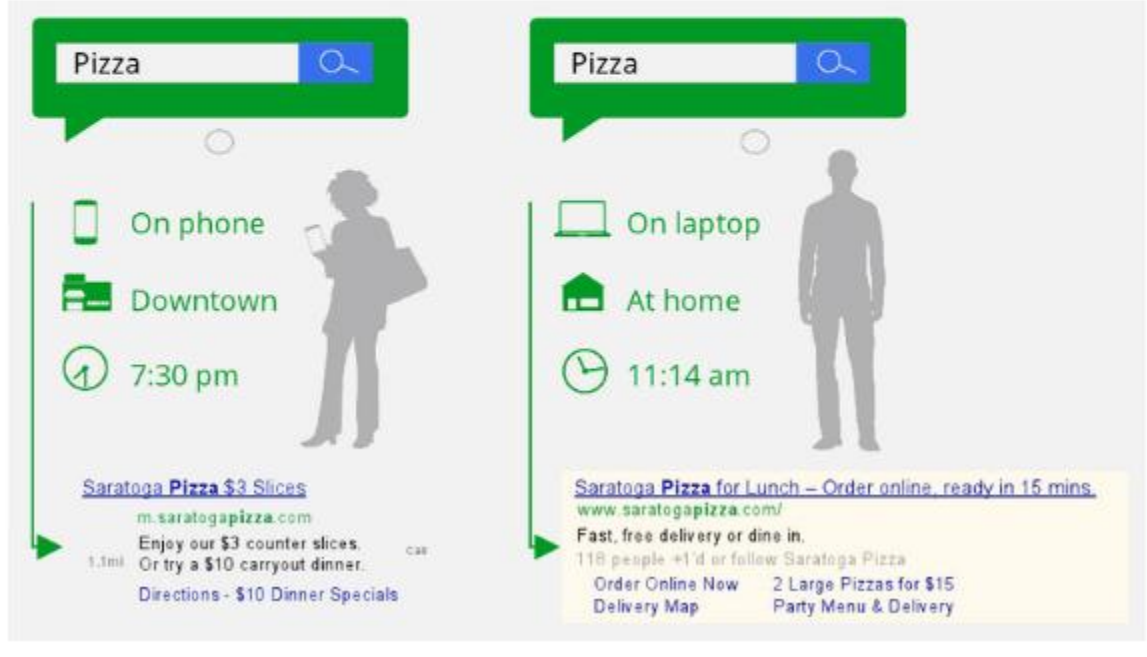
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 321 1866 829"><h3>Using keyword matching options</h3><ul style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p><p>https://support.google.com/adwords/answer/2497836?hl=en</p></div> <div data-bbox="659 907 1902 1276"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p><p>https://support.google.com/adwords/answer/2756257?hl=en</p></div>

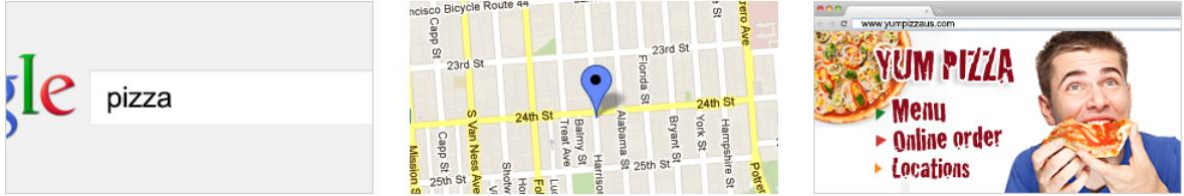
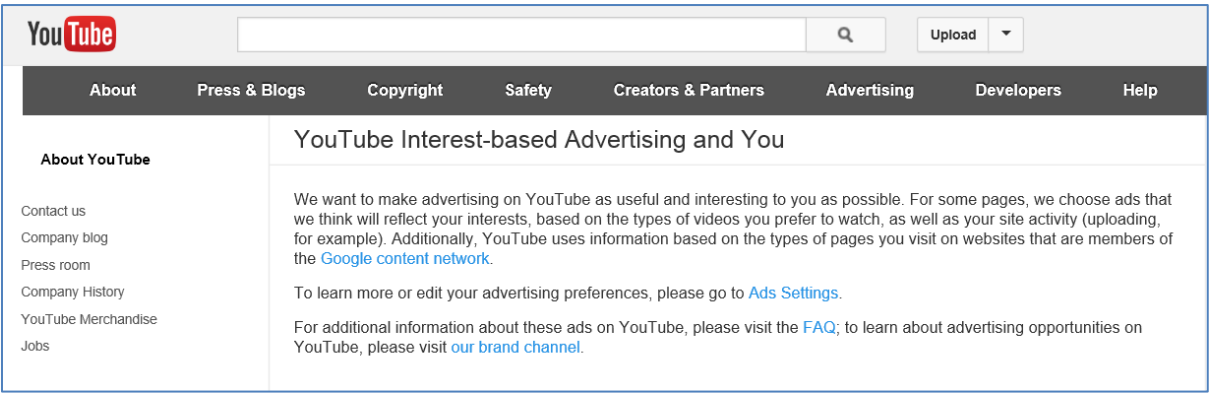
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 358 1797 711"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 716 1982 751">http://www.youtube.com/yt/advertise/why-it-works.html</p>


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	<p data-bbox="745 337 1033 367">About targeting groups</p> <p data-bbox="745 396 1843 456">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="745 485 1329 508">A single targeting group can contain the following types of targets:</p> <ul data-bbox="768 537 1829 1105" style="list-style-type: none"><li data-bbox="768 537 1087 560">• Demographics: Age and gender.<li data-bbox="768 573 1646 596">• Topics: YouTube video or Google Display Network content targeted by category or sub-category.<li data-bbox="768 609 1793 662">• Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.<li data-bbox="768 675 1814 850">• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="806 760 1493 850" style="list-style-type: none"><li data-bbox="806 760 1171 782">◦ Channels (YouTube Partner Channels)<li data-bbox="806 795 1056 818">◦ Videos (YouTube Videos)<li data-bbox="806 831 1493 854">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)<li data-bbox="768 880 1829 971">• Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.<li data-bbox="768 984 1772 1039">• Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).<li data-bbox="768 1052 1820 1105">• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1215 1125 1980 1154">https://support.google.com/youtube/answer/2454017?hl=en</p>

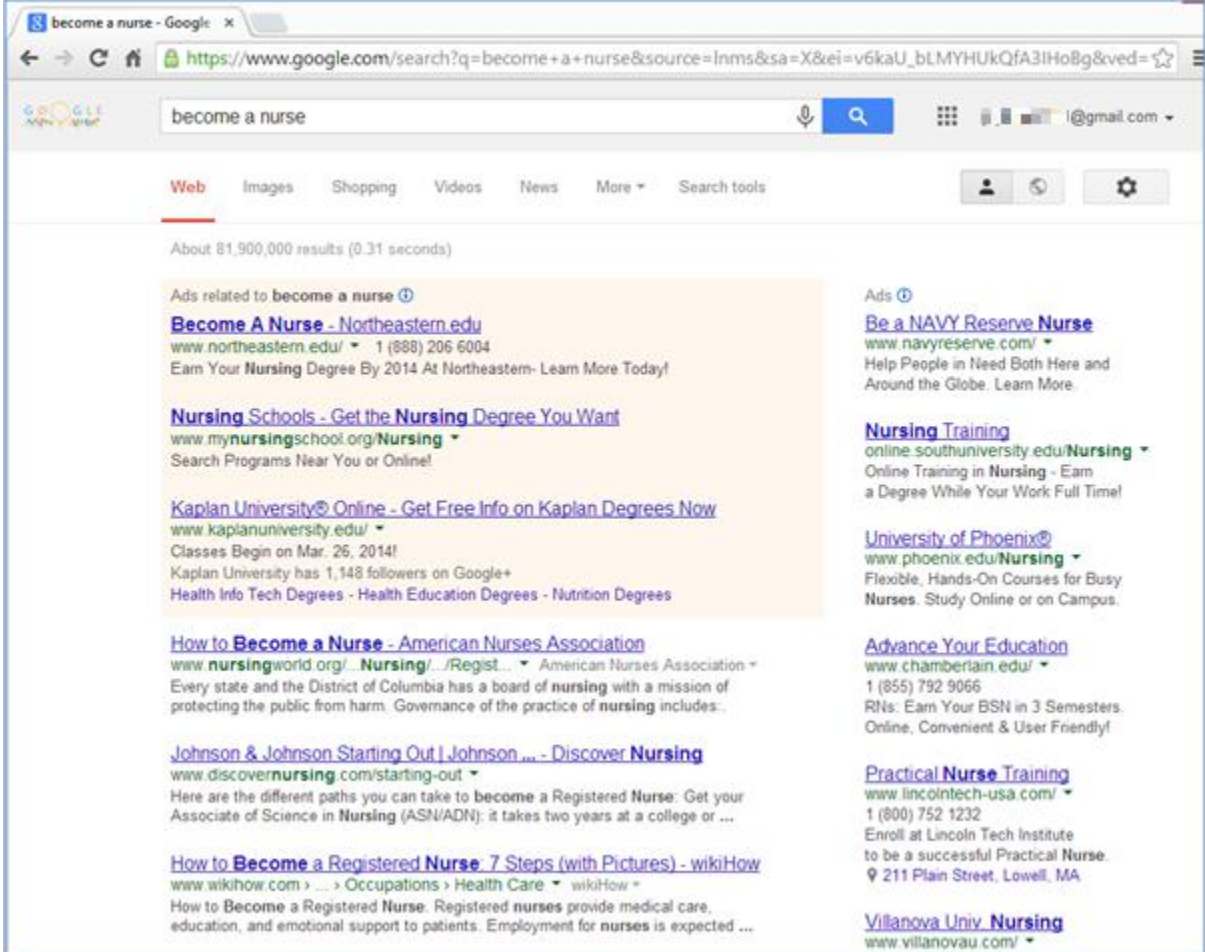
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="743 332 1352 358">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="800 391 1688 417" style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p data-bbox="779 959 831 979">Note</p> <p data-bbox="779 1008 1329 1034">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="779 1057 1801 1122">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1220 1187 1976 1219">https://support.google.com/youtube/answer/2454017?hl=en</p>

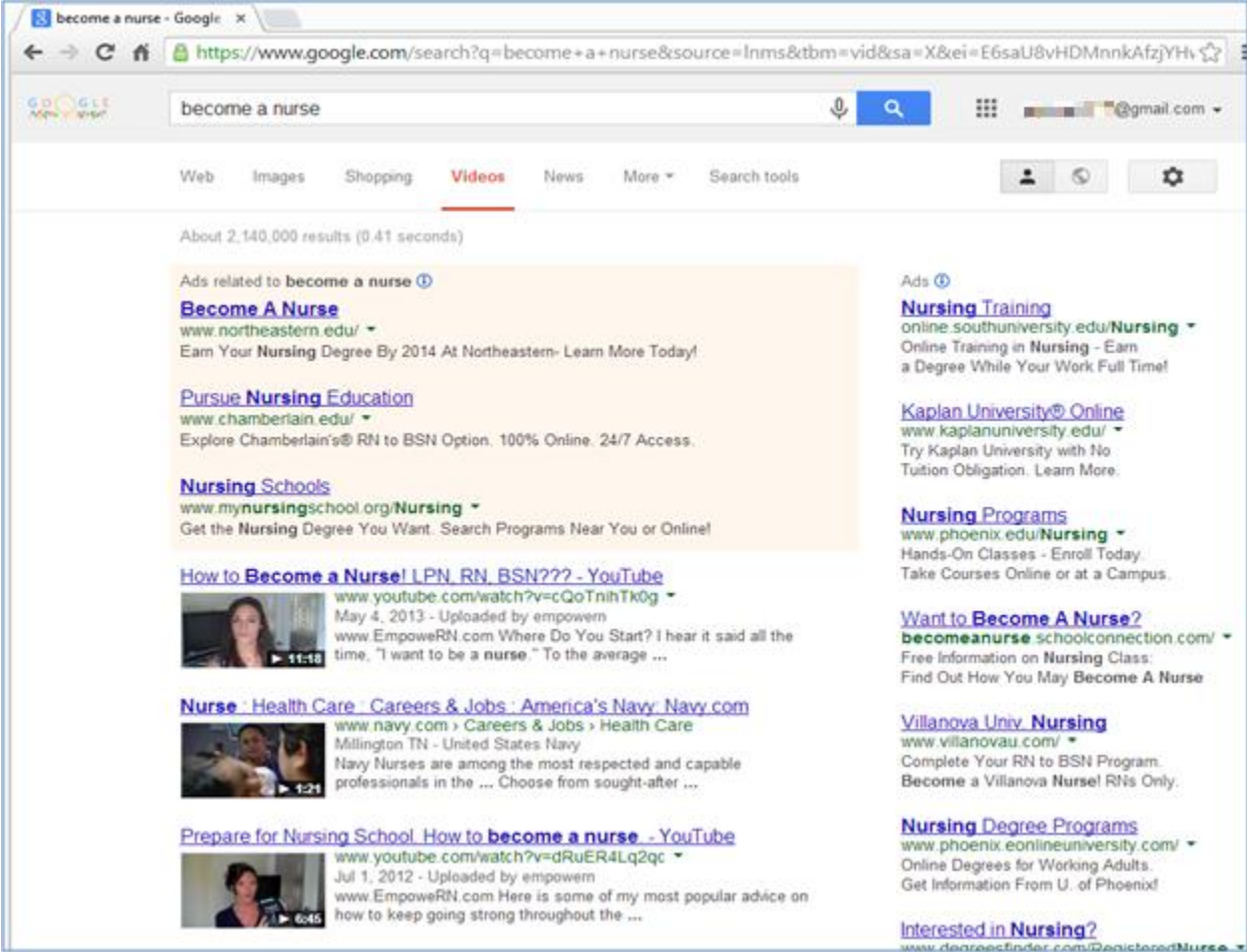
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="716 321 1845 1162"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><p>Search ad Gmail ad Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<hr/><p> Example</p><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1208 1976 1240">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

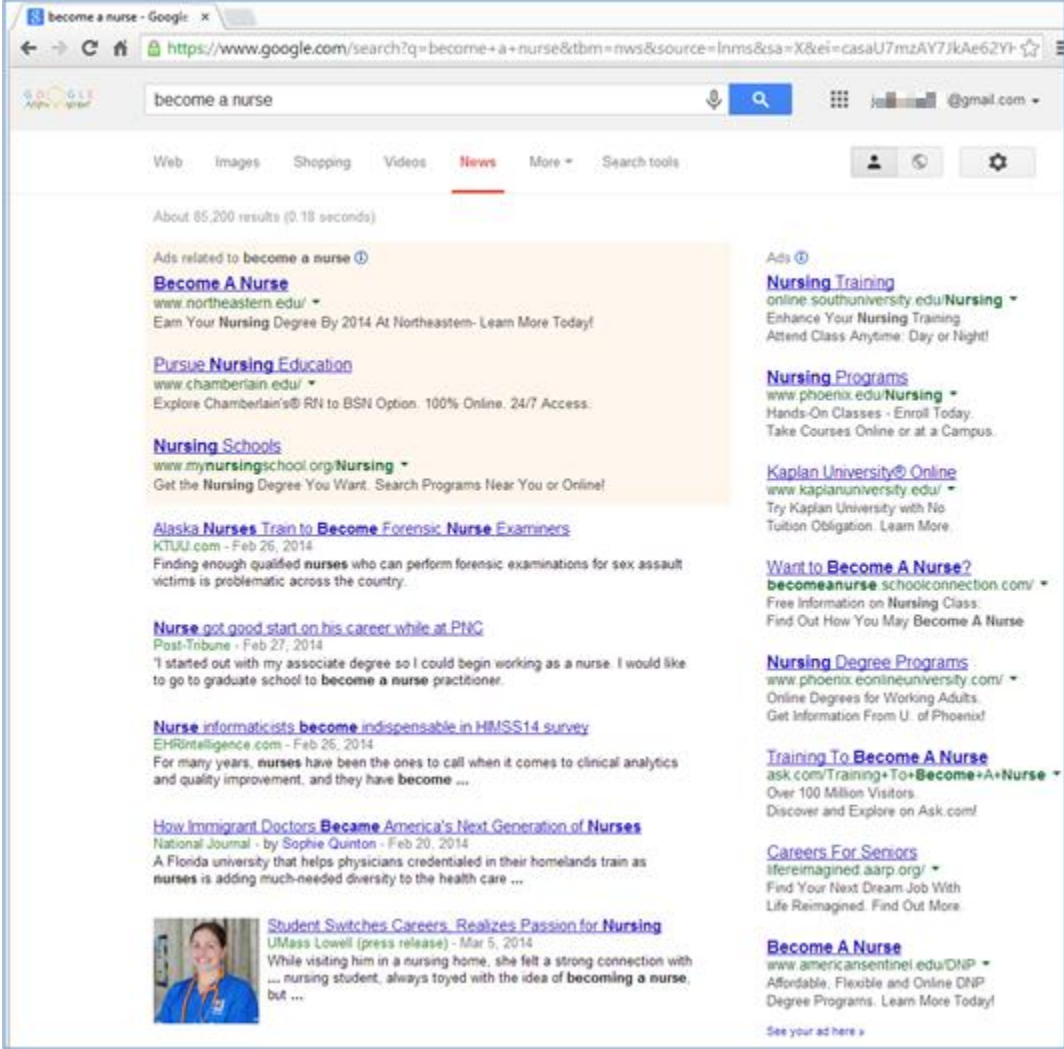
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="711 350 1829 553">Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The diagram illustrates two search scenarios for 'Pizza'. On the left, a mobile user searches at 7:30 pm in a downtown area. The ad shows 'Saratoga Pizza \$3 Slices' with a mobile link, a location extension (1.1mi), and a time extension. On the right, a laptop user searches at 11:14 am at home. The ad shows 'Saratoga Pizza for Lunch - Order online, ready in 15 mins.' with a desktop link, a time extension, and a delivery extension.</p> <p data-bbox="1136 1292 1976 1325">http://www.google.com/think/products/enhanced-campaigns.html</p>

<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	<div data-bbox="682 321 1885 824"> <p>How AdWords Express works</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>Get Started For free setup help call: 1-855-500-2762*</p>  <p>People search on Google People search on Google for products and services that you have to offer.</p> <p>They see your ad We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> <p>You get more customers When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> <p data-bbox="592 831 1978 896">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et</p> <div data-bbox="682 938 1885 1328">  <p>YouTube Interest-based Advertising and You</p> <p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p> <p>To learn more or edit your advertising preferences, please go to Ads Settings.</p> <p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p> </div> <p data-bbox="1423 1334 1978 1367">http://www.youtube.com/t/ads_preferences</p>

<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<p>transmitting the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p>	<p>The Accused instrumentalities transmit the search results together with at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p> <div data-bbox="772 540 1881 1393" style="border: 1px solid black; padding: 10px; margin: 20px auto; width: 80%;"> <h3 style="text-align: center;">About the Google Search Network</h3> <p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p> <p>Where your ads can appear</p> <p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p> <ul style="list-style-type: none"> • On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.  <ul style="list-style-type: none"> • On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our search partners' sites, such as AOL. </div>

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	<p data-bbox="940 321 1976 354">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>  <p>The screenshot shows a Google search interface for the query "become a nurse". The search results are displayed on a desktop browser. The top navigation bar includes "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are organized into two columns. The left column contains organic search results, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University® Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", and "How to Become a Registered Nurse 7 Steps (with Pictures) - wikiHow". The right column contains several advertisements, such as "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ Nursing". The search results are dated "About 81,900,000 results (0.31 seconds)".</p>

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	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links:</p> <ul style="list-style-type: none">How to Become a Nurse! LPN, RN, BSN??? - YouTube: A video thumbnail showing a woman speaking, with a duration of 11:48. The description includes the URL www.youtube.com/watch?v=cQoTnihTk0g and the date "May 4, 2013".Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com: A video thumbnail showing a woman and a child, with a duration of 1:21. The description includes the URL www.navy.com.Prepare for Nursing School - How to become a nurse - YouTube: A video thumbnail showing a woman speaking, with a duration of 6:45. The description includes the URL www.youtube.com/watch?v=dRuER4Lq2qc and the date "Jul 1, 2012". <p>Other search results include text-based links for "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?", "Villanova Univ Nursing", "Nursing Degree Programs" from phoenix.eonlineuniversity.com, and "Interested in Nursing?".</p>

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

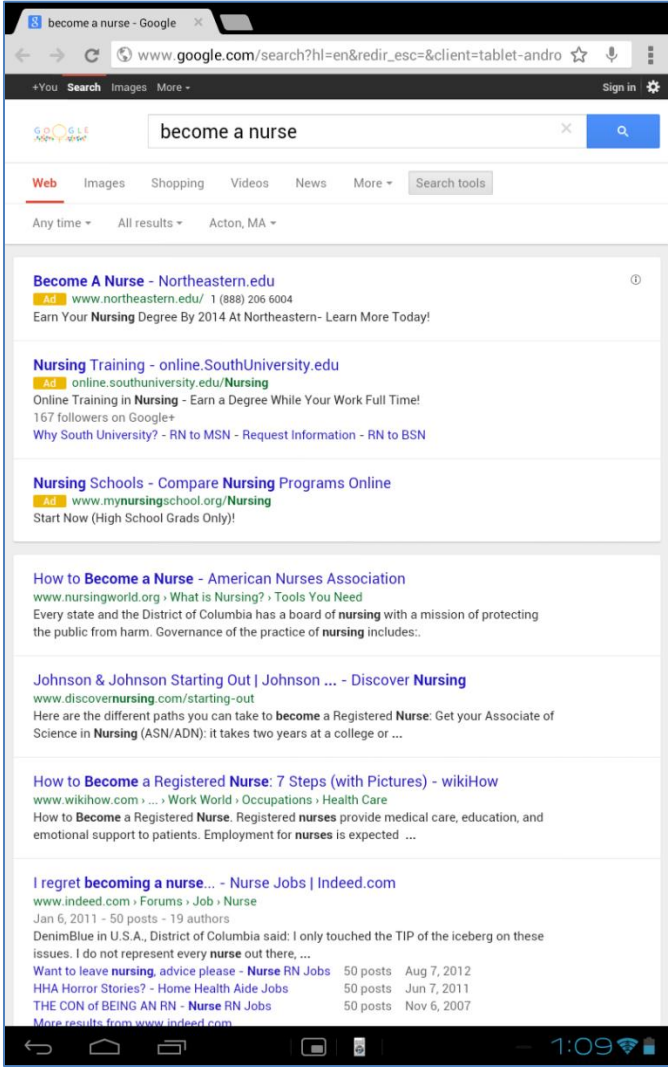
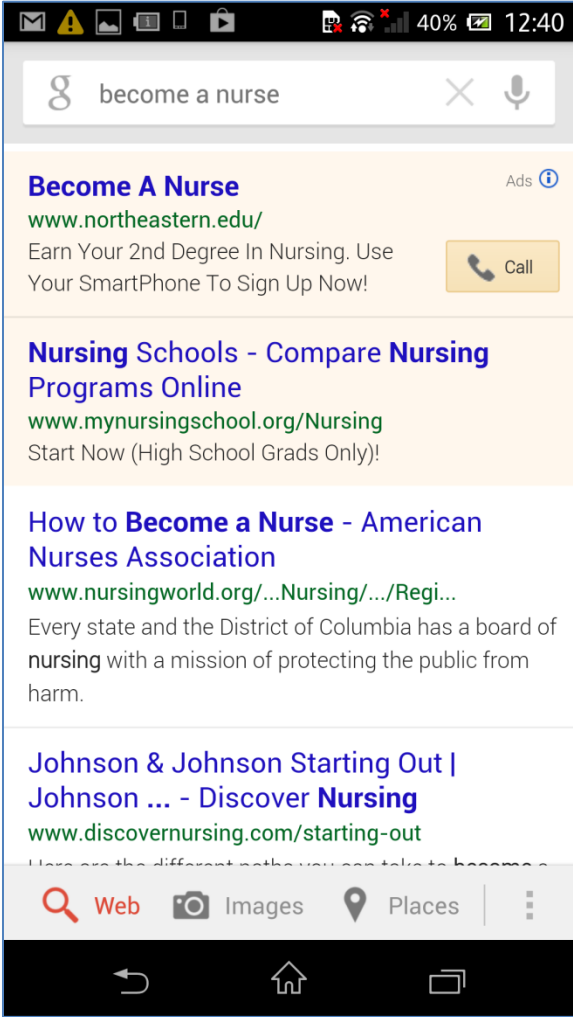
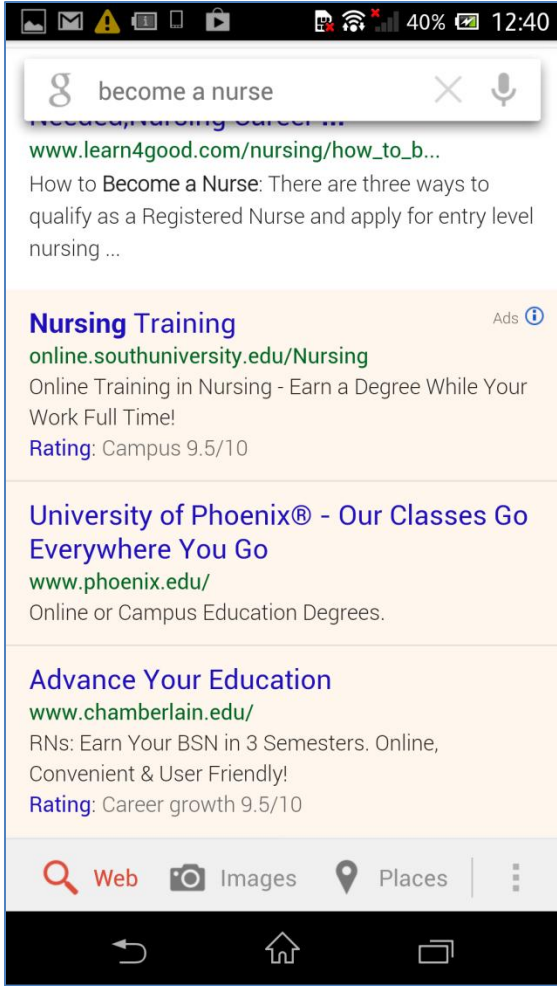
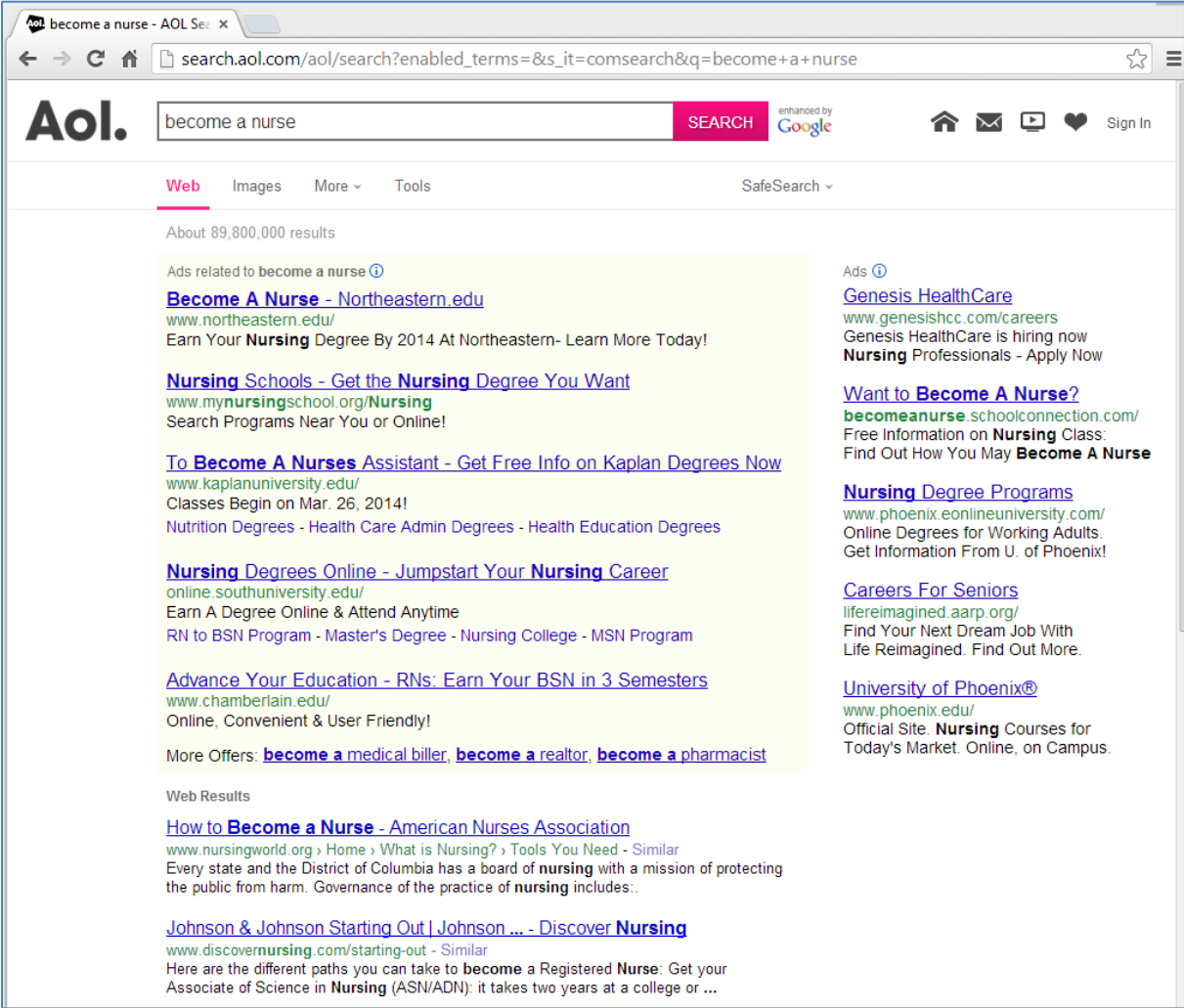
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: "Become A Nurse - Northeastern.edu" with URL www.northeastern.edu/ and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "Nursing Training - online.SouthUniversity.edu" with URL online.southuniversity.edu/Nursing. 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"Advertisement 3: "Nursing Schools - Compare Nursing Programs Online" with URL www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: "How to Become a Nurse - American Nurses Association" with URL www.nursingworld.org. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Organic Result 2: "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with URL www.discovernursing.com/starting-out. 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 ..."Organic Result 3: "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL www.wikihow.com. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: "I regret becoming a nurse... - Nurse Jobs Indeed.com" with URL www.indeed.com. Text: "DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ..." <p>The bottom of the screenshot shows a mobile status bar with the time 1:09 and various icons.</p>

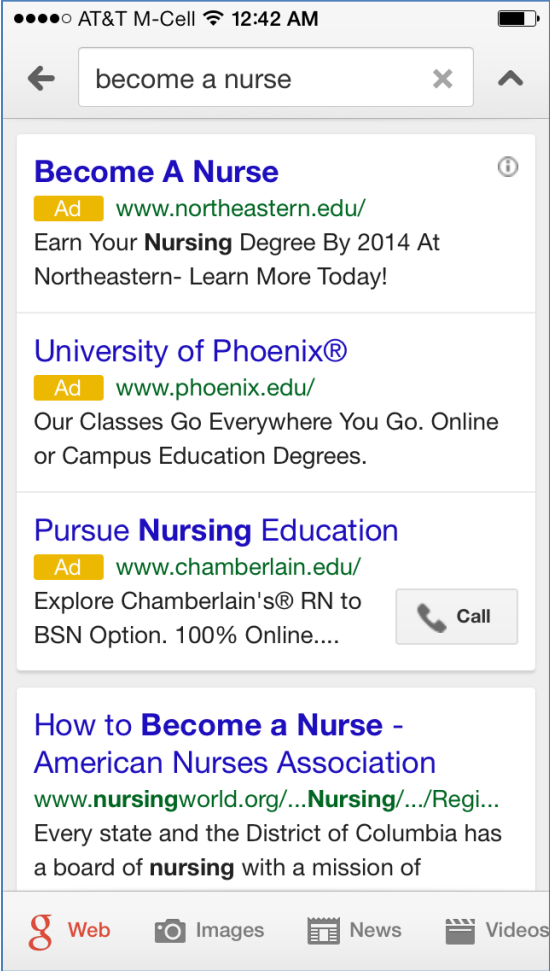
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

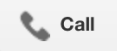
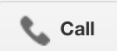
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

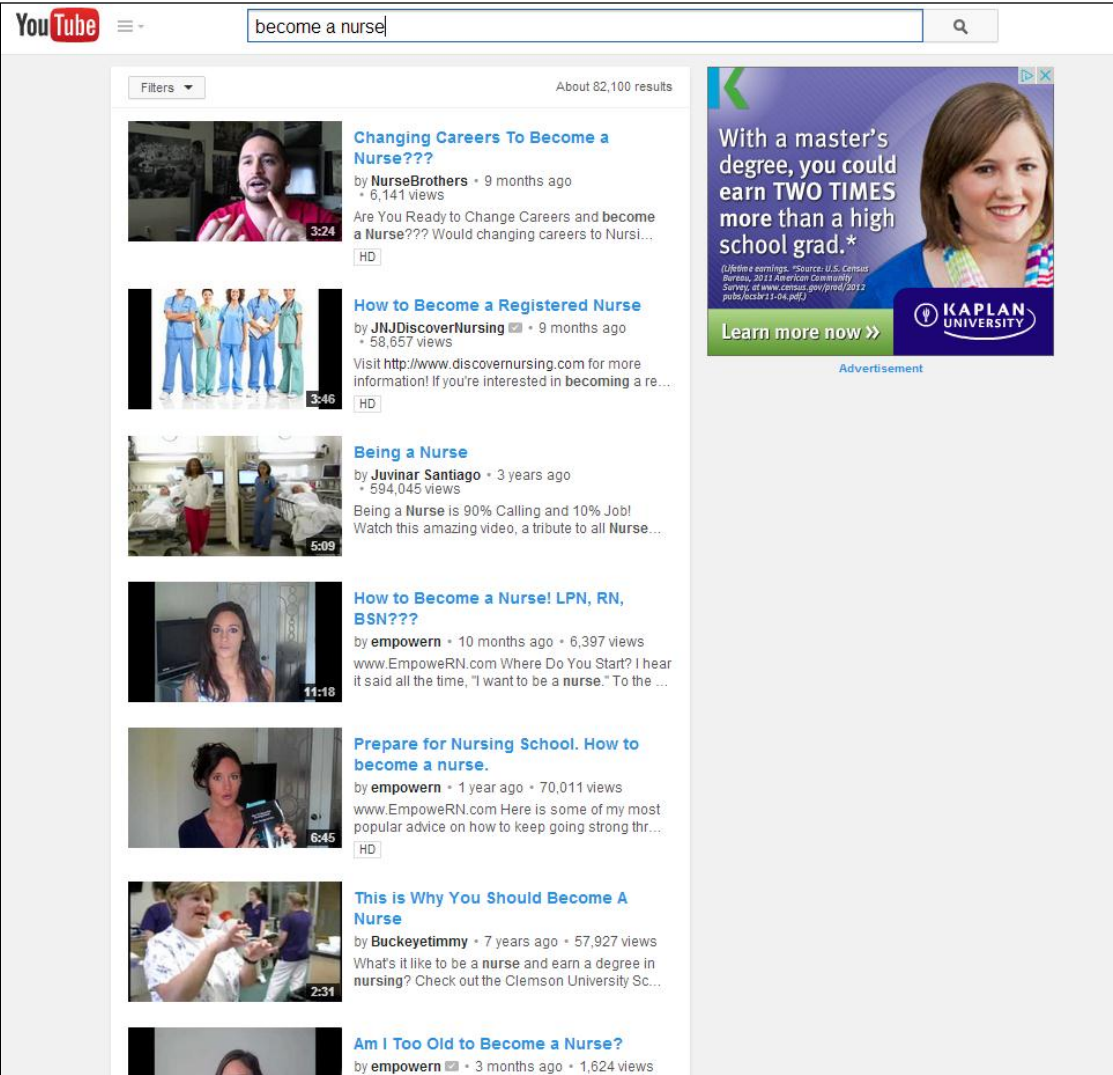
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a home indicator bar.</p>

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

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and the "SEARCH" button is highlighted. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", with "Web" selected. The results section shows "About 89,800,000 results". There are two columns of ads. The left column includes ads from Northeastern.edu, mynursingschool.org, Kaplan University, South University, and Chamberlain.edu. The right column includes ads from Genesis HealthCare, becomeanurse.schoolconnection.com, Phoenix Online University, and University of Phoenix. Below the ads, there are "Web Results" including links to nursingworld.org and discovernursing.com.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button. <p>Below the ads is a search result for "How to Become a Nurse - American Nurses Association" from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of".</p> <p>The bottom of the screenshot shows a navigation bar with icons for Web, Images, News, and Videos.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1008 324 1558 1302" style="border: 1px solid gray; padding: 10px;"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>An advertisement for Kaplan University is displayed on the right side of the search results. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The ad also includes the Kaplan University logo and a small "Advertisement" label below it.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How ></p> <p>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>Registered Nurse Courses www.anthem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p>To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+</p> <p>Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing & Health Programs Nursing & Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p>Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ... Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.busines.s.nurse.htm</p> <p>The Top Ten Reasons ... Jokes and Nursing Humor on The ... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com / Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Nursing School www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p>Start a Career as a Nurse www.breckinridgenursing.com/ Classes Available Online & In Person. Get Started Today!</p> <p>Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p>Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>

Google Custom Search Results Page

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

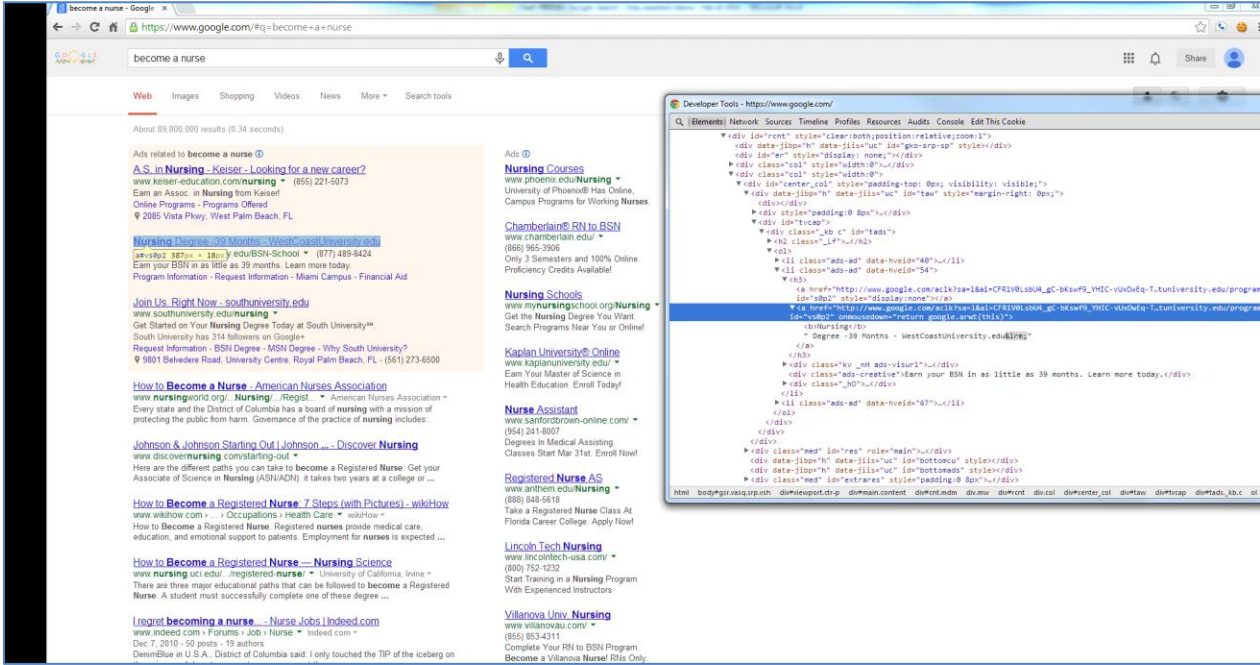
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75Czqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&scient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIxBJAQiehsOBCKKIygEIuYjKAQ== 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_KCp255iFlc6lB2- cGzNoU7vTcLZnq5JPyhQHA7twmthZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTenyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjS0o6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKKLgYt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrxR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET "search request"</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> HTTP/1.1 200 OK Date: Sun, 09 Mar 2014 00:54:40 GMT Expires: -1 Cache-Control: private, max-age=0 Content-Type: application/json; charset=UTF-8 Get-Dictionary: /sdch/3558x_y4.dct Content-Disposition: attachment Server: gws X-XSS-Protection: 1; mode=block X-Frame-Options: SAMEORIGIN Alternate-Protocol: 443:quic Content-Length: 158654 {"e": "0LsbU8H8B6Tq0AHXuICABA", "c": 1, "u": "https:// /wwww.google.com/search?output=search\u0026sclient=psy-ab \u0026q=become+a+nurse\u0026oq=become+a+nurse \u0026gs_l=hp.3..35i39j0i20j0l2.20613.31350.0.32482.19.13.2.0.0. 1.1068.5851.3-1j0j3j2j2.8.0.chm_pq_q%2Chmss2% 3Dfalse...0...1.1.37.psy-ab..10.9.5437.6pubMvDDpd0\u0026pbx=1 \u0026bav=on.2,or.r_cp.r_qf.\u0026bvm=bv.62578216%2Cd.dmQ% 2Cpv.xjs.s.en_US.Qb9R7Hul644.O\u0026fp=2abeaecf5da1ba90 \u0026biw=1065\u0026bih=880\u0026dpr=1\u0026tch=1\u0026ech=1 \u0026psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.4", "p": true, "d": " \u003Cscript\u003E(function(){var _jesr_base_page_version=21;var _jesr_user_state='376ff8b0';var _jesr_signal_base_page_change=false;var _jesr_eventid='0LsbU8H8B6Tq0AHXuICABA';var je=google.j;var _loc='#'+location.href.substr(location.href.indexOf('?')+1);var _ss=je.ss;window.je = je;window._loc = _loc;window._ss = _ss;je.api({\n\n": "\bvch", \nu": location.href, \ne": _jesr_eventid, \nbvch": _jesr_signal_base_page_change, \nbv": _jesr_base_page_version, \nus": _jesr_user_state});})();\u003C /script\u003E\u003Cscript\u003E(function() {window.fp='2abeaecf5da1ba90';window.dr = 1;})();\u003C/script \u003E\u003Cscript\u003E(function(){var _title='become a nurse - Google Search';var _kei='0LsbU8H8B6Tq0AHXuICABA';je.api({\n\n": \nad", \nis": _loc, \nt": _title, \ne": _kei, \nfp": window.fp, \nss ": _ss, \ncsi": {}, \nbc": ""});})();\u003C/script\u003E \u003Cscript\u003Eje.api({\n\n": "\ph", \nlu": {"gb_119": \nhttps://\plus.google.com/u/0/?tab\lx3dwX", \n\n": \nhttps://\www.google.com/webhp?tab\lx3dww", \n\n": \nhttps://\www.google.com/search?q\lx3dbecome+a+nurse\lx26bav \lx3don.2,or.r_cp.r_qf.\lx26bvm </pre>

<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	<p style="text-align: center;">Response to the GET “search request” above</p>  <p>The screenshot shows a Google search for "become a nurse" with several search results. A developer tools window is open on the right, showing the HTML code for an advertisement. The code includes a link to a nursing school website: <code>sa href="http://www.google.com/acik?sa=1&l=C9F1VbL80M_gc-DKwF9_YHC-UvD4q-T.tuniversity.edu/program?id=shp2" style="display:none"></code>. This link is part of an advertisement for a nursing degree program.</p>
<p>Claim No. 2</p>	
<p>The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The Accused Instrumentalities display an advertisement, which includes a link to a website sponsoring the advertisement.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 787"><h3 data-bbox="703 349 1123 397">Destination URL</h3><p data-bbox="703 462 1701 495">The URL address for the page in your website where you'd like people to be sent after they click your ad.</p><ul data-bbox="724 519 1879 771" style="list-style-type: none"><li data-bbox="724 519 1879 625">• For each ad, you'll specify a display URL (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 data-bbox="724 633 1879 771">• 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.</div> <p data-bbox="976 795 1974 828">https://support.google.com/adwords/answer/2684490?hl=en&ref_topic=24937</p>

Case No. 2:13-cv-893
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO.
7,895,183

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

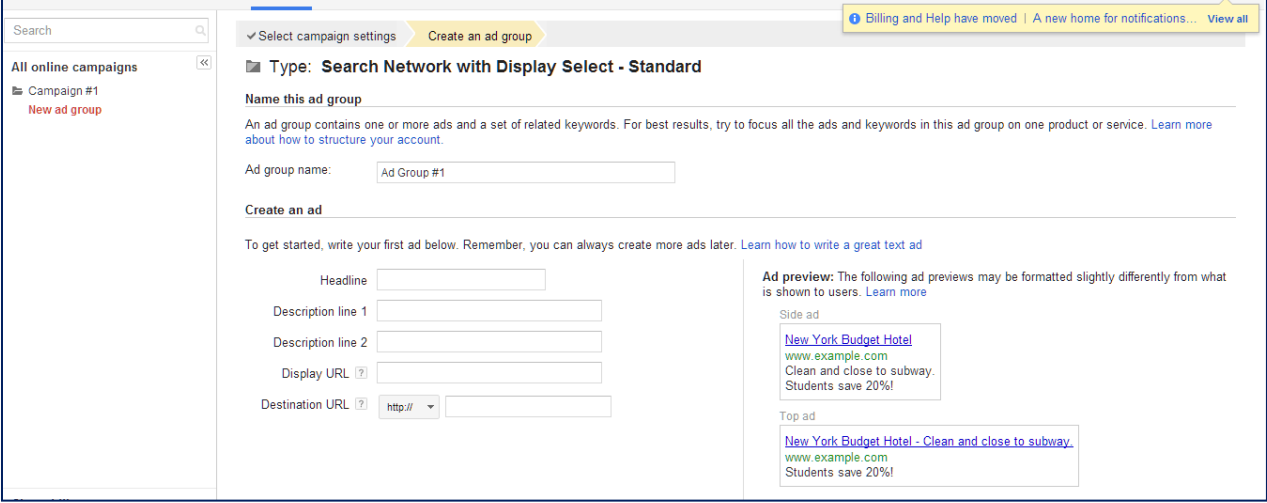
The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page displays several ads related to nursing schools and programs. A Developer Tools window is open over the page, showing the HTML structure of an advertisement. The code includes a link to "http://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliate_Name%3DPlatformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26Source_Code%3DPPCPattform%26TrackingCode%3DvWNB2VoZK_dc%7Cprid%7C49849304008%7Cpkw%7Cnursing%2520training%7Cpmt%7Cb". The URL is partially highlighted in red in the original image.

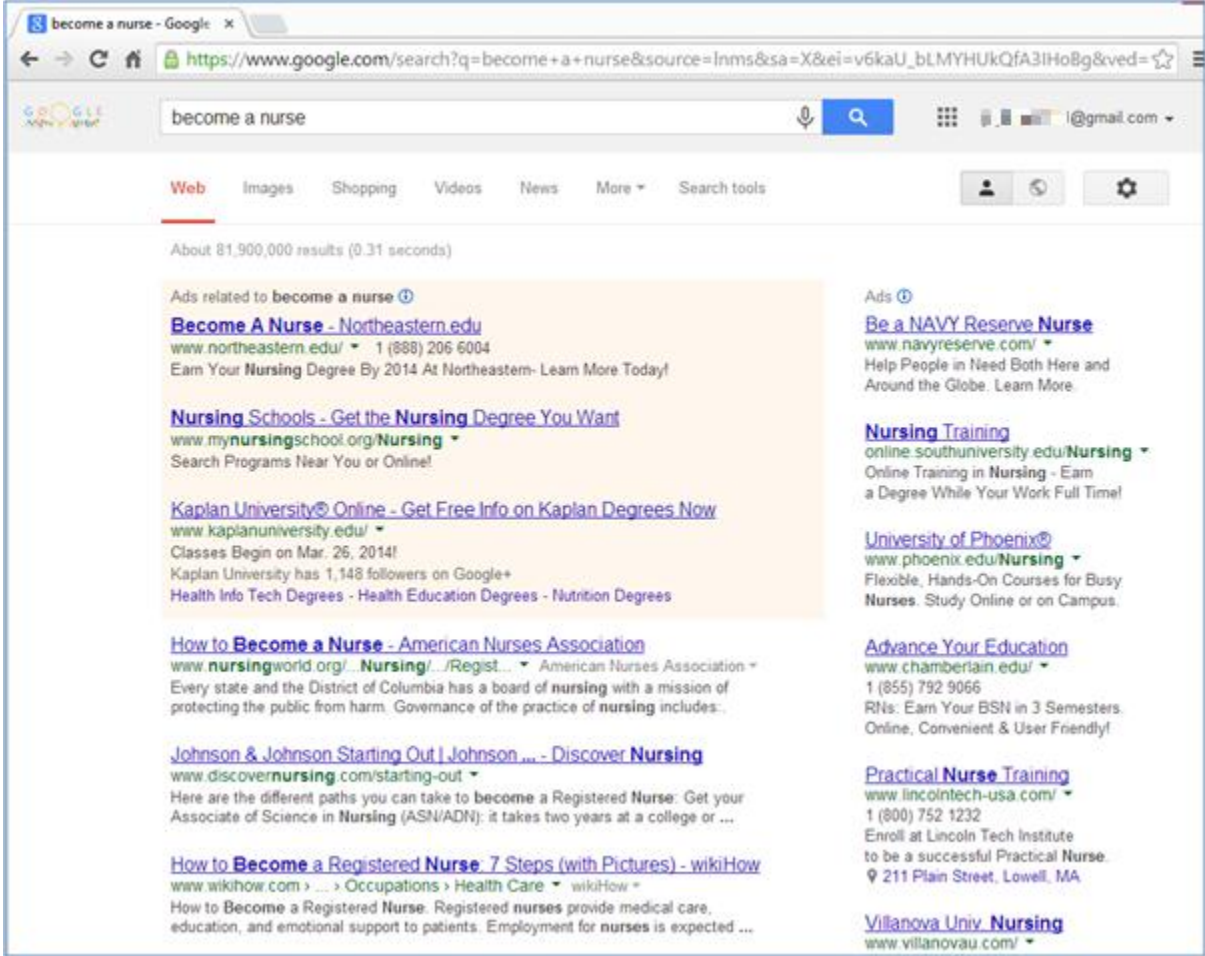
Ads related to become a nurse

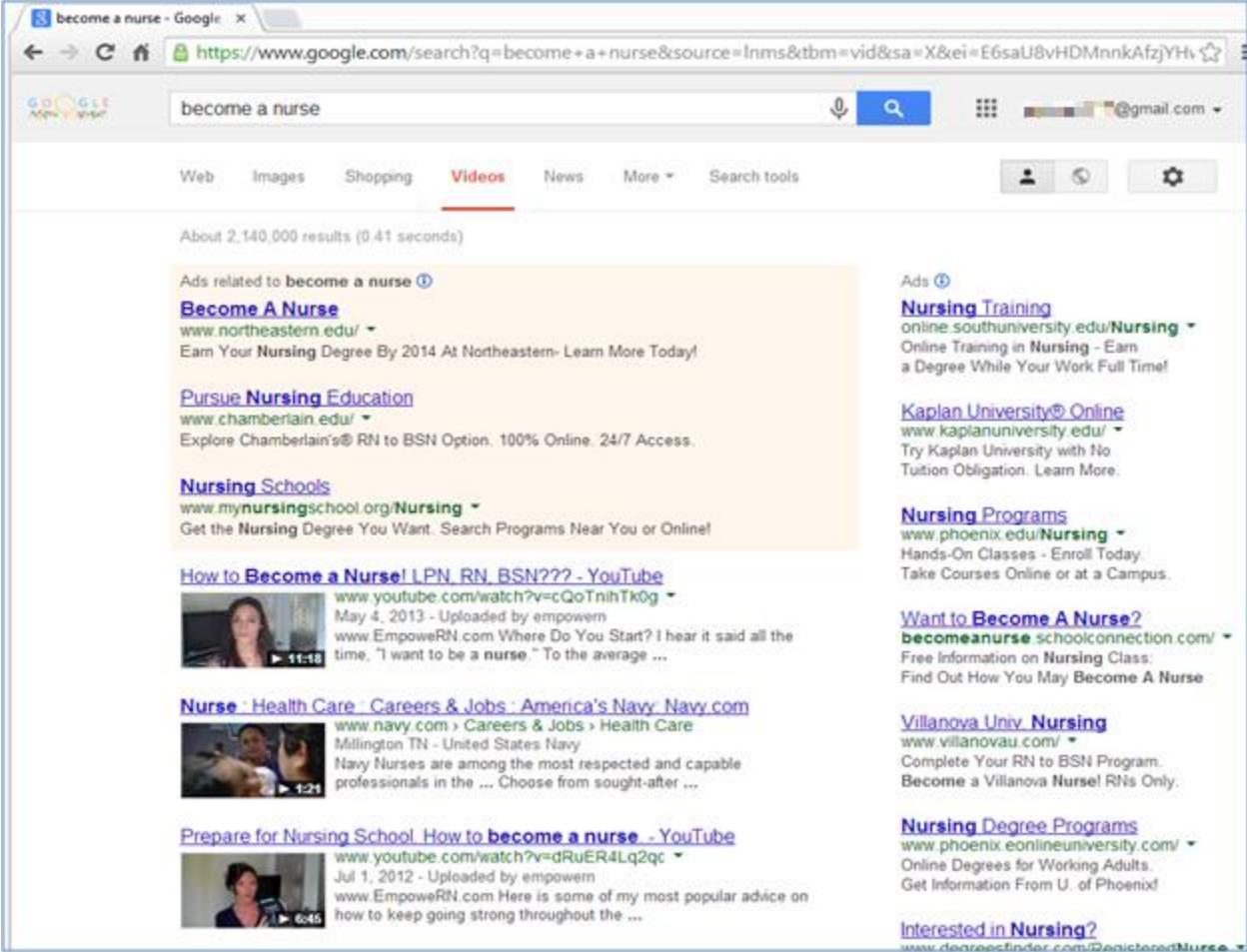
- Nursing School - WestCoastUniversity.edu**
www.westcoastuniversity.edu/BSN/School * (877) 489-8424
Small class sizes and dedicated professionals to help you succeed!
Financial Aid Miami Campus
Request Information Program Information
- A.S. in Nursing - Keiser - Begin your training in Nursing**
[enrhp2] 393[en] - [en] nursing * (866) 280-1781
Earn your Assoc degree at Keiser!
Programs Offered - Online Programs
2085 Vista Pkwy, West Palm Beach, FL
- South University - SouthUniversity.edu**
www.southuniversity.edu
Enhance Your Career Potential with Our Nursing Program. Official Site
South University has 314 followers on Google+
BSN Degree - MSN Degree - Request Information - Why South University
9 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 241-1100
- How to Become a Nurse - American Nurses Association**
www.nursingworld.org/.../Nursing - /Regist... - American Nurses Association
Every state and the District of Columbia has a board of nursing with a purpose: protecting the public from harm. Governance of the practice of nursing.
- Johnson & Johnson Starting Out | Johnson ... - Discover Nursing**
www.discovernursing.com/starting-out
Here are the different paths you can take to become a Registered Nurse. The American Nurses Association (ANA) has a board of nursing with a purpose: protecting the public from harm. Governance of the practice of nursing.
- How to Become a Registered Nurse - 7 Steps (with Pictures) - wikiHow**
www.wikihow.com/.../Occupations - Health Care -> - wikiHow
How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is projected to grow 19 percent from 2014 to 2022.
- How to Become a Registered Nurse - Nursing Science**
www.nursing.uci.edu/.../registered-nurse - University of California, Irvine
There are three major educational paths that can be followed to become a Registered Nurse. A student must successfully complete one of these degree programs.
- I regret becoming a nurse - Nurse Jobs | Indeed.com**
www.indeed.com/.../Nurse - Job - Nurse - Indeed.com
Dec 7, 2010 - 50 reviews - 18 salaries
- Villanova Univ. Nursing**
www.villanova.edu/nursing
(855) 853-4311
Complete Your RN to BSN Program
Become a Villanova Nurse! RNs Only

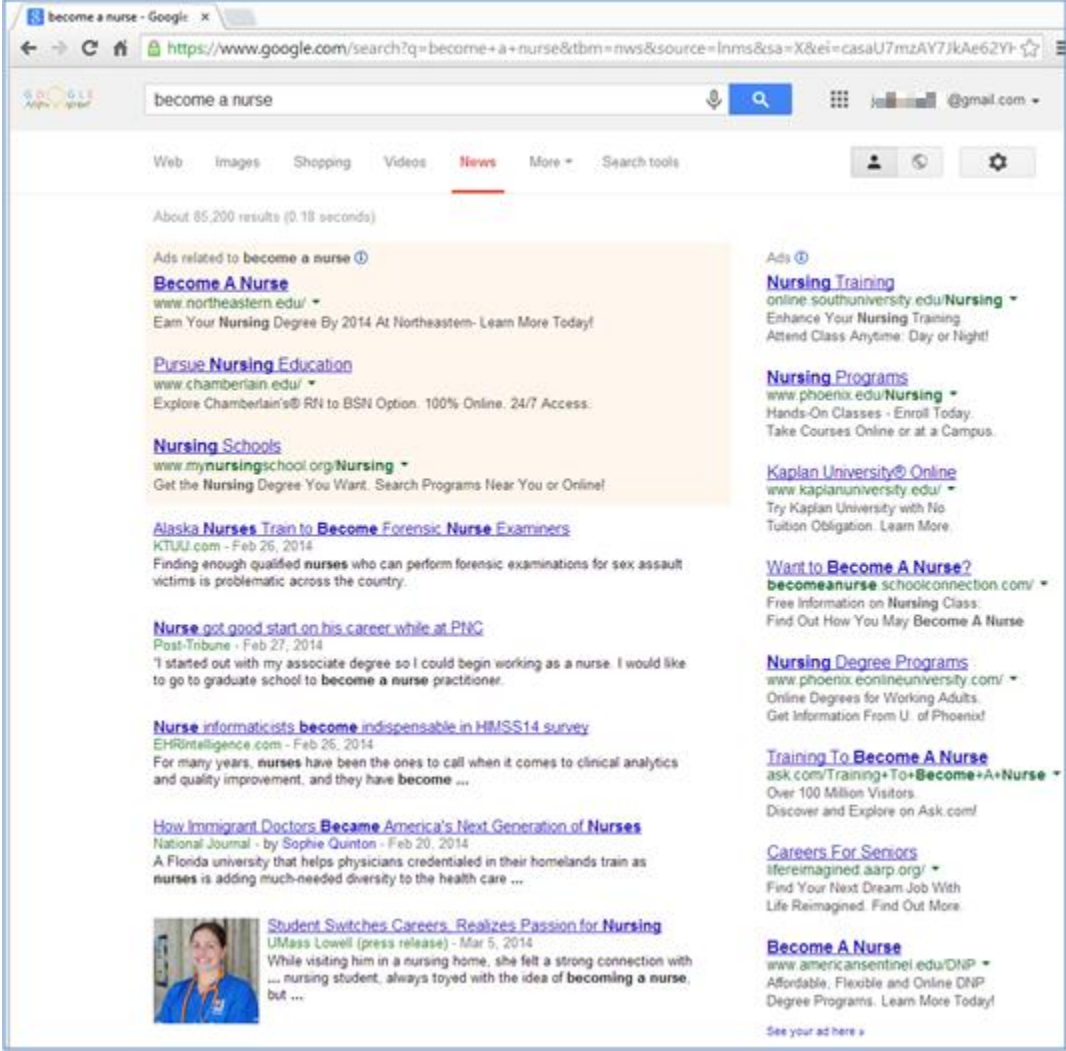
http://www.google.com/acik?sa=1&ai=C92V6JNAbU5GZLJHSQF-jYGwB4CSvNEH2Ozb77kV4b0CAGAEAl0A1DZ7yqg_v_8BYMmGr4fco5QRoAH43eO5A8gBAoeEKE_Q46Y2AubmH9A7SUcNmP5mNxozeM2e78_1eM3lJfzz_MpY5Gc6CAB_Cf-wl&sig=AOD64_2JzodTksxPoG-CcIfudOvEKYB-oQ&rct=j&q=become+a+nurse&ved=0CDYQ0Qw6Eadurl=http://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliate_Name%3DPlatformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26Source_Code%3DPPCPattform%26TrackingCode%3DvWNB2VoZK_dc%7Cprid%7C49849304008%7Cpkw%7Cnursing%2520training%7Cpmt%7Cb

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

<p align="center">U.S. PATENT NO. 7,895,183</p>	<p align="center">INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>	
		<p align="right">https://adwords.google.com/cm/CampaignMgmt?</p>
<p align="center">Claim No. 4</p>		
<p>The method of claim 1, further comprising updating a home web page to include the at least one advertisement.</p>	<p>Upon information and belief, the Accused Instrumentalities update a home web page to include the at least one advertisement.</p> <p>See claim 1 above.</p>	

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns. The left column features several sponsored links (ads) for nursing education, including Northeastern University, MyNursingSchool.org, Kaplan University, the American Nurses Association, Johnson & Johnson, and WikiHow. The right column features sponsored links for Navy Reserve Nurse, Nursing Training from South University, University of Phoenix, Chamberlain Education, Lincoln Tech, and Villanova University. The interface includes the Google logo, search bar, navigation tabs (Web, Images, Shopping, Videos, News, More), and search tools.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and titles:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g) - May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com) - Careers & Jobs > Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc) - Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side, there are additional ads and search results:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University® Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A NurseVillanova Univ Nursing (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of PhoenixInterested in Nursing? (www.degreefinder.com/RegisteredNurse)

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

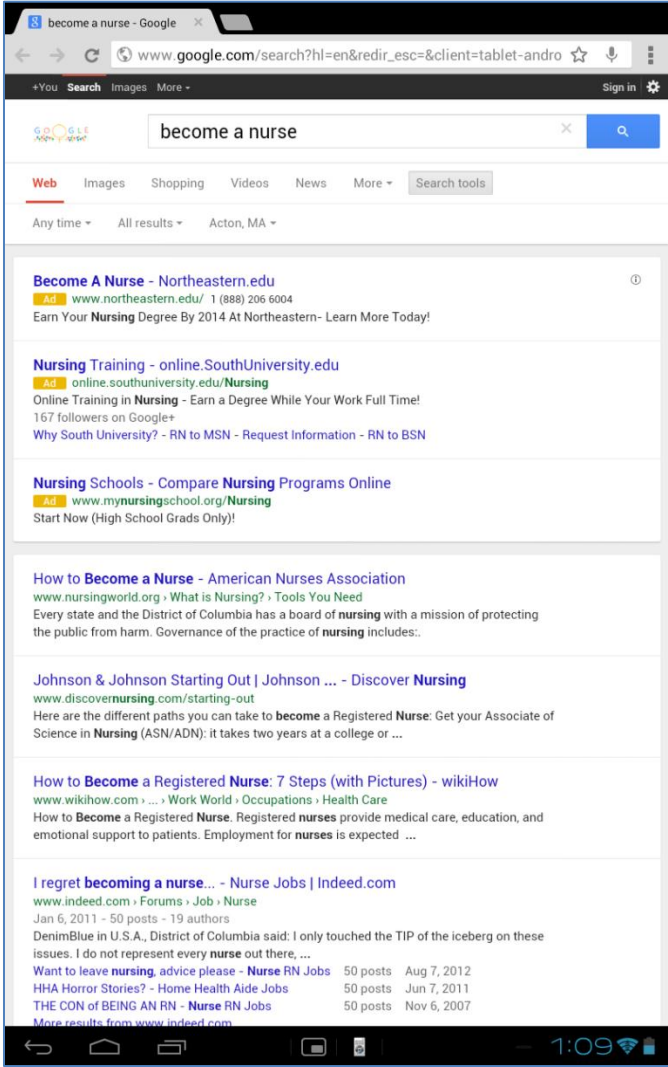
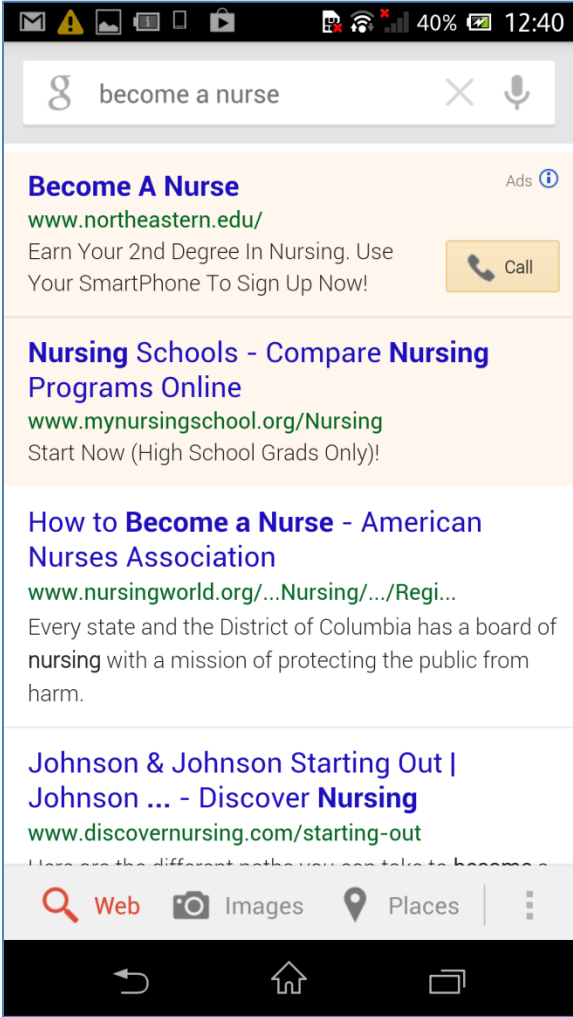
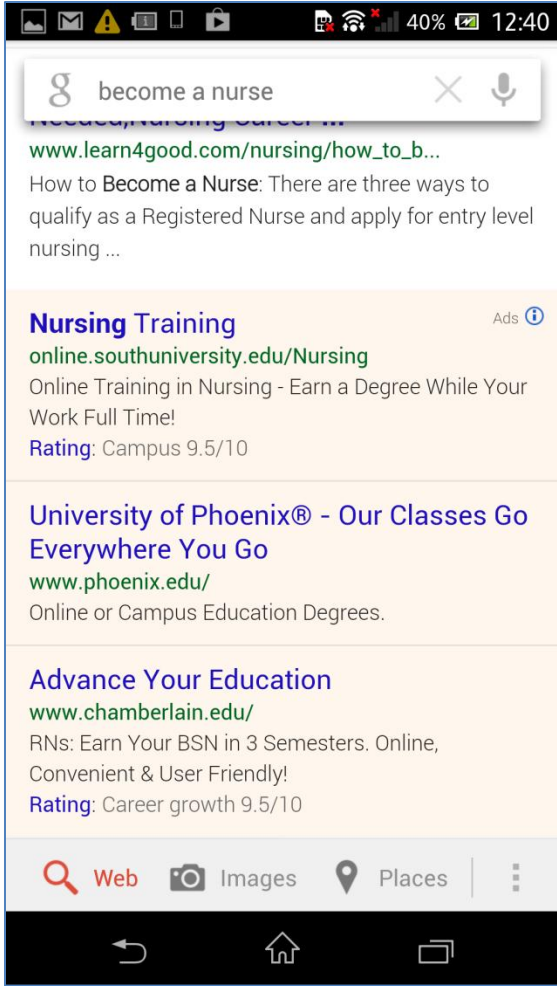
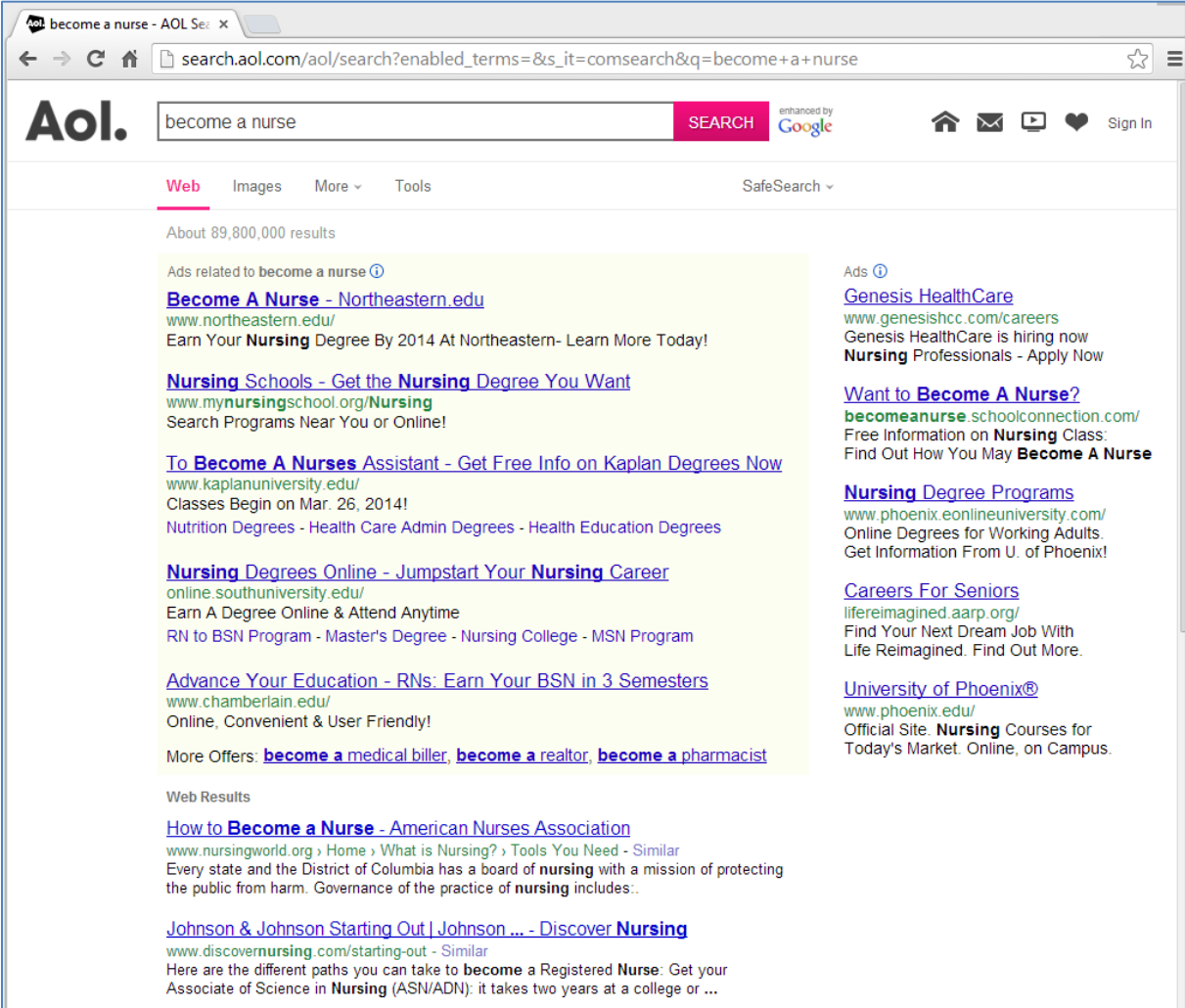
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: "Become A Nurse - Northeastern.edu" with URL www.northeastern.edu/ and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "Nursing Training - online.SouthUniversity.edu" with URL online.southuniversity.edu/Nursing. 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"Advertisement 3: "Nursing Schools - Compare Nursing Programs Online" with URL www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: "How to Become a Nurse - American Nurses Association" with URL www.nursingworld.org. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Organic Result 2: "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with URL www.discovernursing.com/starting-out. 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 ..."Organic Result 3: "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL www.wikihow.com. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: "I regret becoming a nurse... - Nurse Jobs Indeed.com" with URL www.indeed.com. Text: "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, ..."

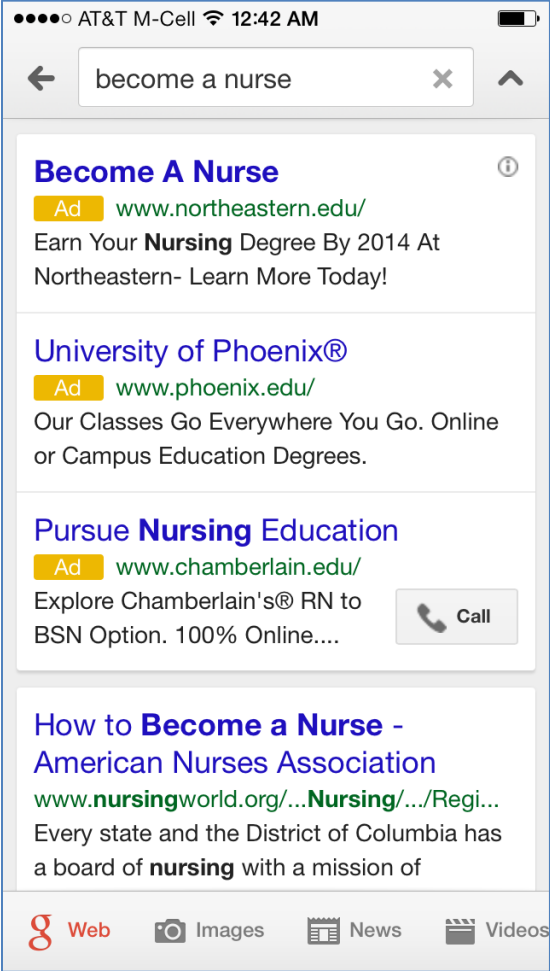
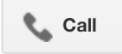




Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads 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 "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a home indicator bar.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The top result is from www.learn4good.com/nursing/how_to_b... with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads:</p> <ul style="list-style-type: none">Nursing Training (Ads ⓘ) from online.southuniversity.edu/Nursing. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: Campus 9.5/10.University of Phoenix® - Our Classes Go Everywhere You Go from www.phoenix.edu/. Text: "Online or Campus Education Degrees."Advance Your Education from www.chamberlain.edu/. Text: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: Career growth 9.5/10. <p>The bottom of the screenshot shows the search navigation bar with "Web", "Images", and "Places" options, and the mobile home indicator.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p>Results include:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacistWeb Results<ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored ads and one organic result. The first ad is for Northeastern University, the second for the University of Phoenix, and the third for Chamberlain's RN to BSN program. The organic result is from the American Nurses Association.</p> <p>AT&T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p>Become A Nurse ⓘ Ad www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>University of Phoenix® Ad www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p>Pursue Nursing Education Ad www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... </p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of</p> <p> Web  Images  News  Videos</p>

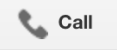
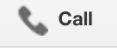
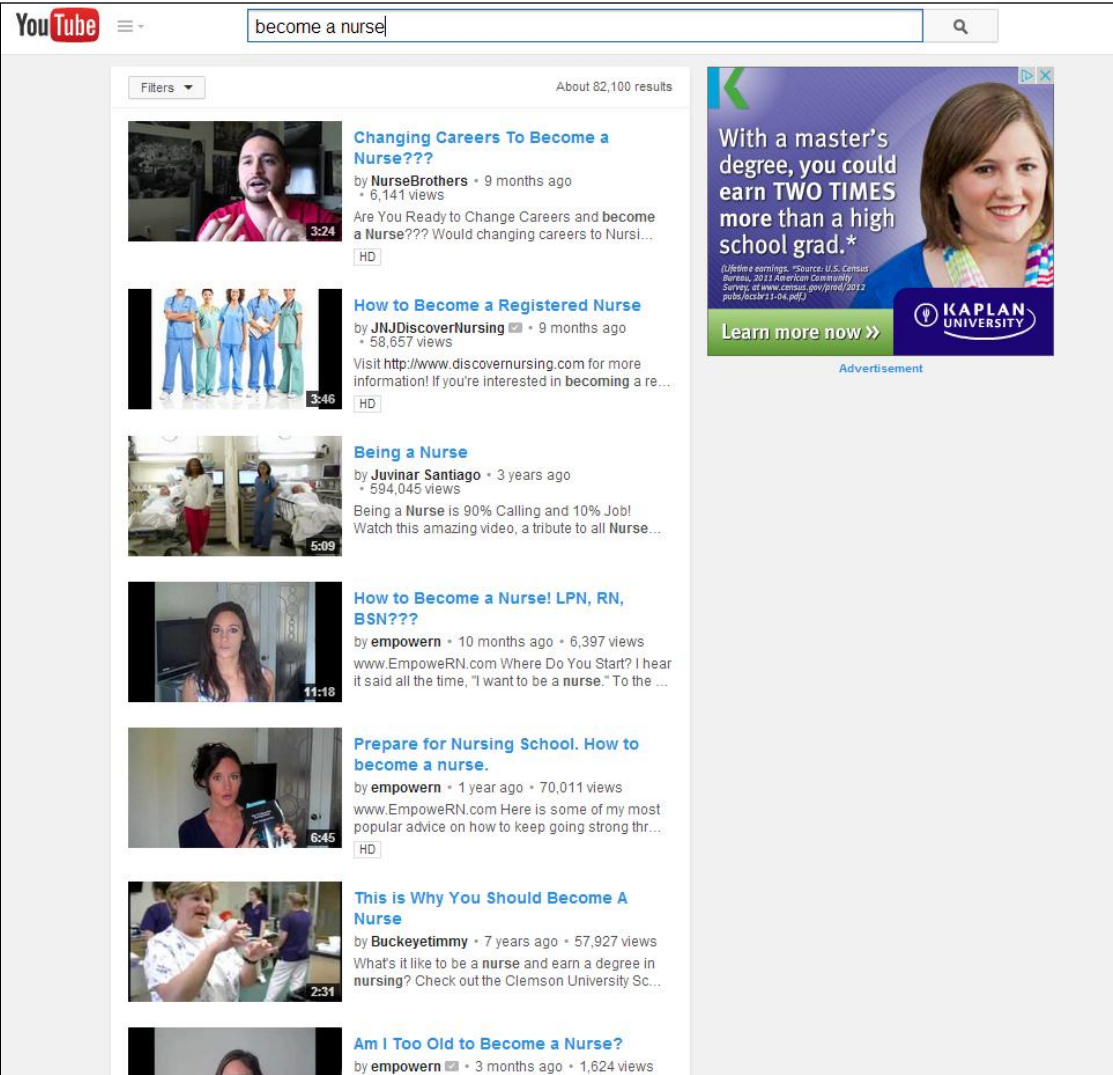
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1003 391 1558 1372"><p>How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". Below the ad, it says "Advertisement".</p>

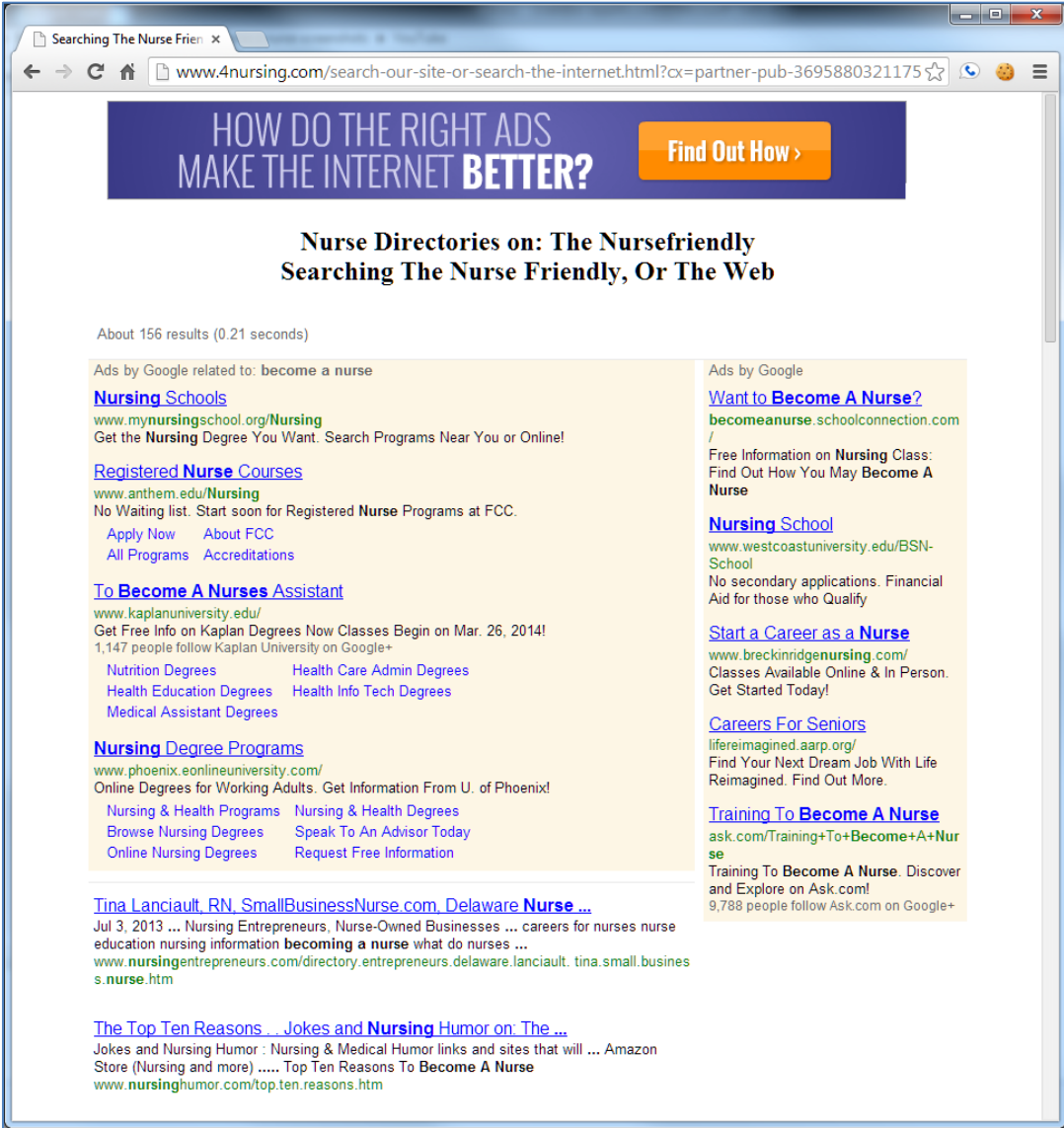
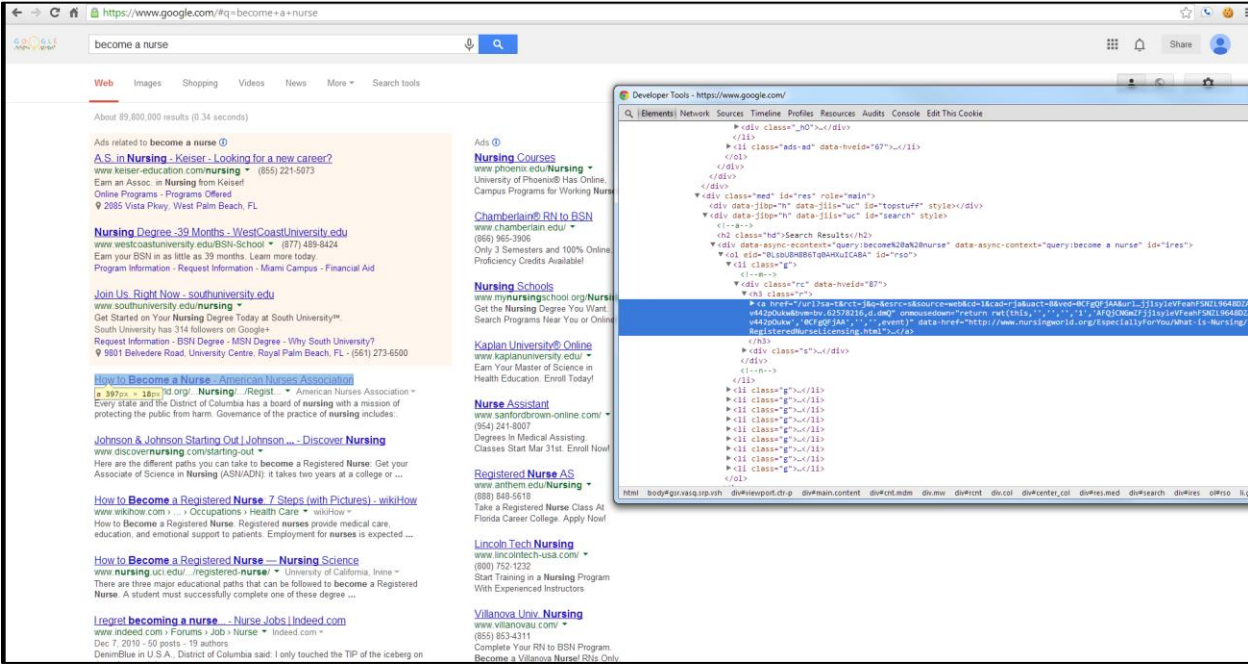
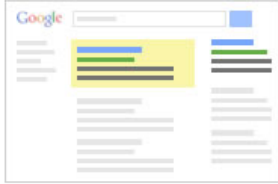
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a search results page with the following content:</p> <ul style="list-style-type: none">Banner: "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How >"Search Title: "Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web"Search Results: "About 156 results (0.21 seconds)"Left Column (Ads by Google):<ul style="list-style-type: none">Nursing Schools: www.mynursingschool.org/Nursing. Get the Nursing Degree You Want. Search Programs Near You or Online!Registered Nurse Courses: www.anthem.edu/Nursing. No Waiting list. Start soon for Registered Nurse Programs at FCC. Includes links for "Apply Now", "About FCC", "All Programs", and "Accreditations".To Become A Nurses Assistant: www.kaplanuniversity.edu/. Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+. Includes links for "Nutrition Degrees", "Health Care Admin Degrees", "Health Education Degrees", "Health Info Tech Degrees", and "Medical Assistant Degrees".Nursing Degree Programs: www.phoenix.eonlineuniversity.com/. Online Degrees for Working Adults. Get Information From U. of Phoenix! Includes links for "Nursing & Health Programs", "Nursing & Health Degrees", "Browse Nursing Degrees", "Speak To An Advisor Today", "Online Nursing Degrees", and "Request Free Information".Right Column (Ads by Google):<ul style="list-style-type: none">Want to Become A Nurse?: becomeanurse.schoolconnection.com/. Free Information on Nursing Class: Find Out How You May Become A Nurse. Includes link for "Nursing School" at www.westcoastuniversity.edu/BSN-School. No secondary applications. Financial Aid for those who Qualify.Start a Career as a Nurse: www.breckinridgenursing.com/. Classes Available Online & In Person. Get Started Today!Careers For Seniors: lifereimagined.aarp.org/. Find Your Next Dream Job With Life Reimagined. Find Out More.Training To Become A Nurse: ask.com/Training+To+Become+A+Nurse. Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+.Organic Results:<ul style="list-style-type: none">Tina Lanciault RN, SmallBusinessNurse.com, Delaware Nurse ... Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.business.nurse.htmThe Top Ten Reasons ... Jokes and Nursing Humor on The ... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm

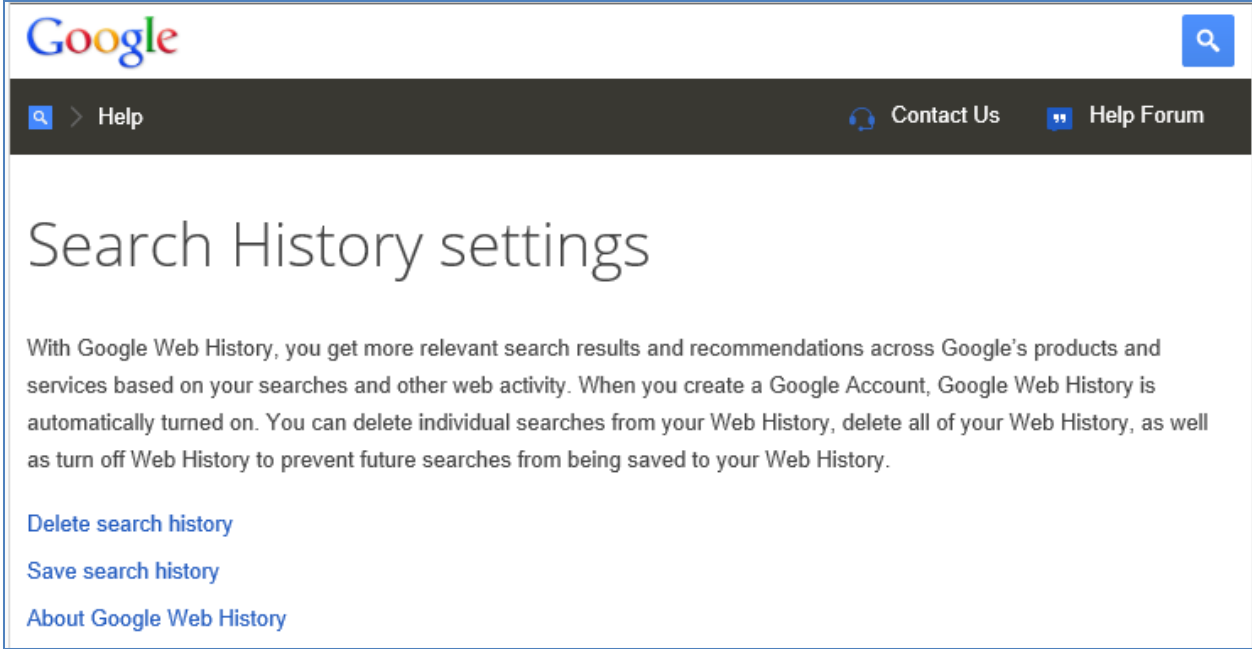
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75Czqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&scient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCp255iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmthZbqMfj5GXTUdV8kM_idWYag3a9jiTPhTenyN SC5pdT_C49FQYdo55 _VzLPu_fa_Xj8Oo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKKLGYt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrxR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET “search request”</p>

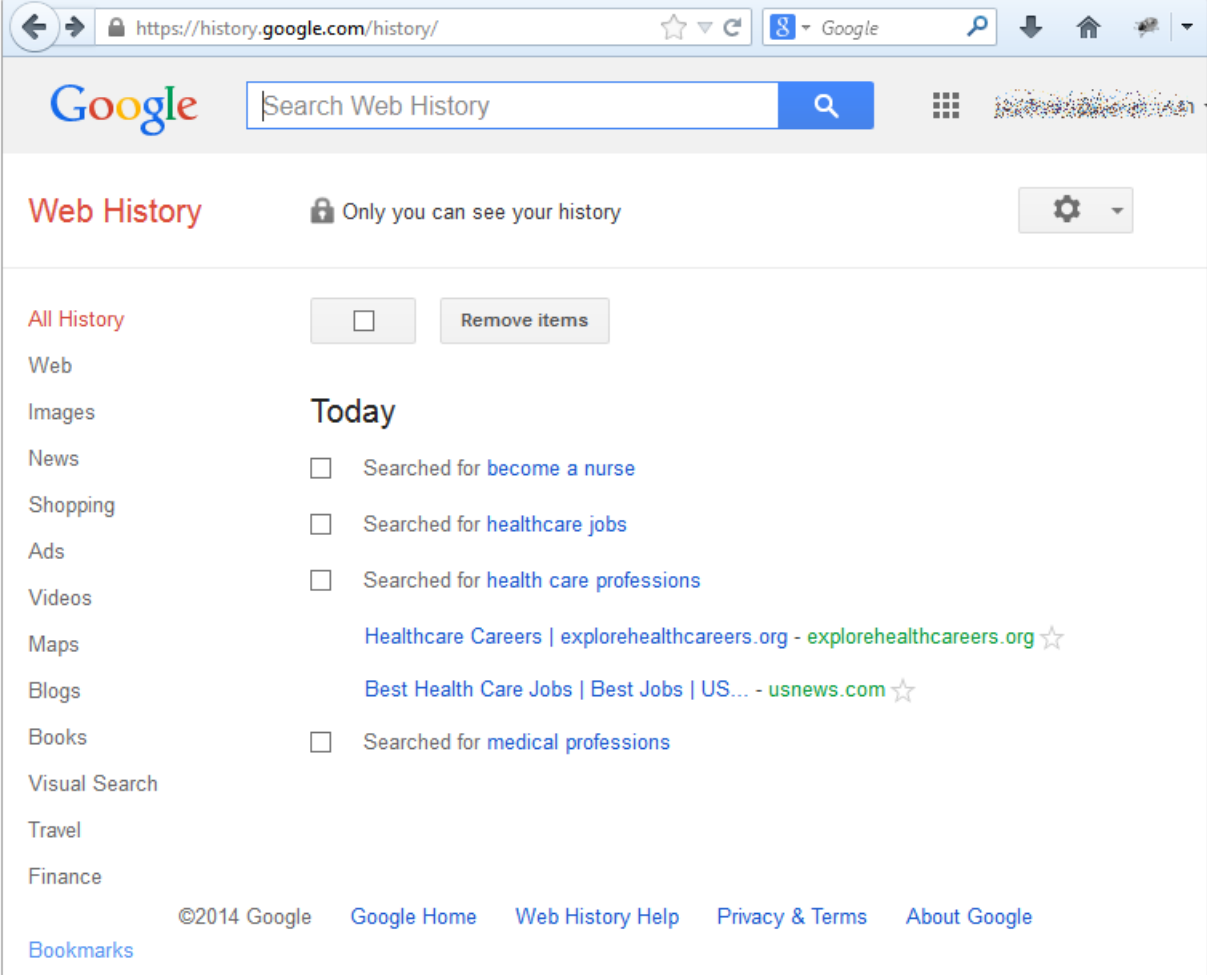
Case No. 2:13-cv-893
 Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

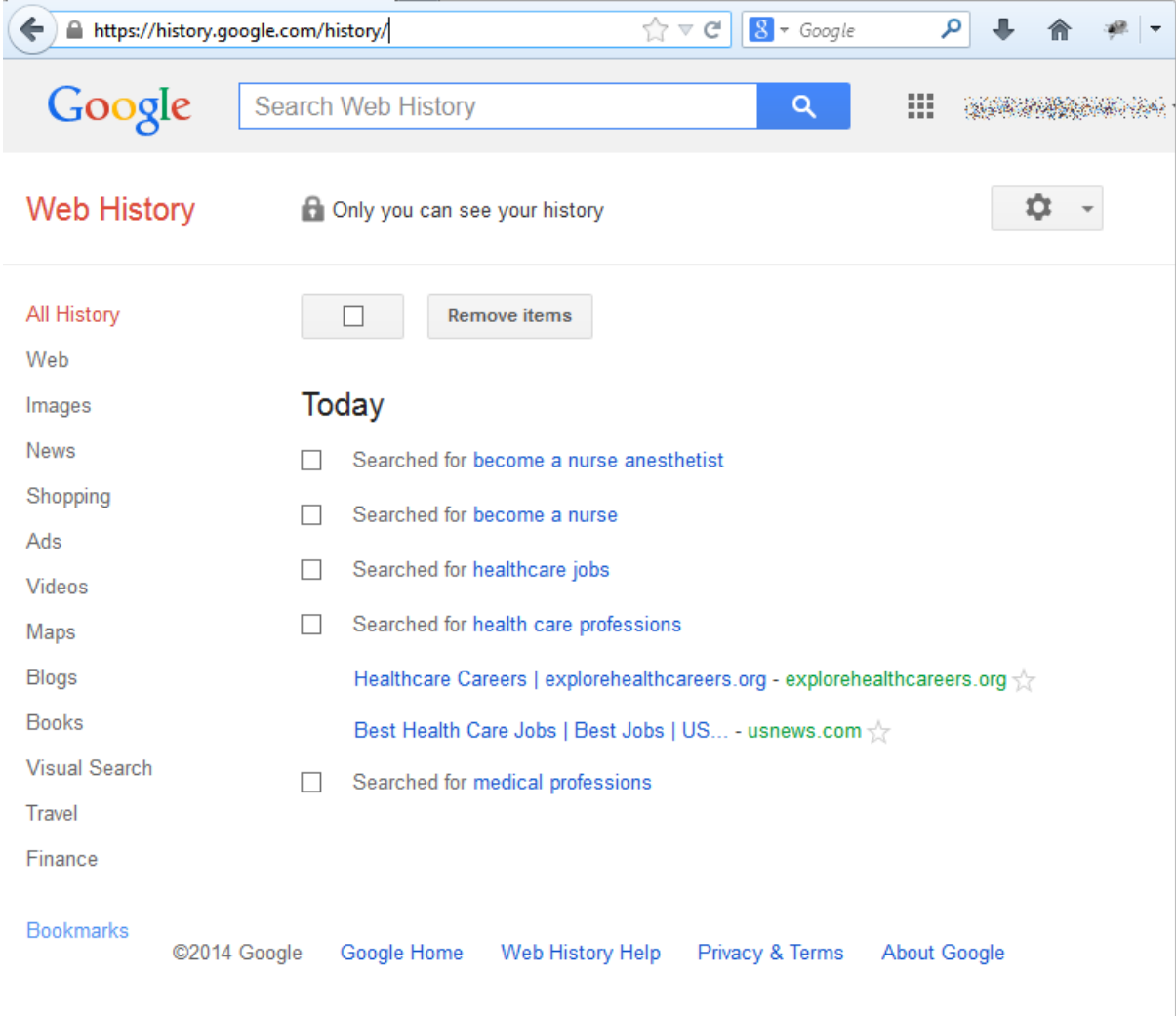
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 89,800,000 results. The search results page includes several advertisements for nursing programs and schools, such as "A.S. in Nursing - Keiser", "Nursing Degree - 39 Months - WestCoastUniversity.edu", and "Kaplan University@ Online". A Developer Tools window is open over the page, showing the HTML structure of the search results. The code highlights the structure of an advertisement, including the search query and the URL of the advertisement.</p>
Claim No. 6	
<p>The method of claim 1, wherein the at least one computer is operated by a search engine provider.</p>	<p>The Accused Instrumentalities have at least one computer operated by a search engine provider. See claim 1 above.</p>

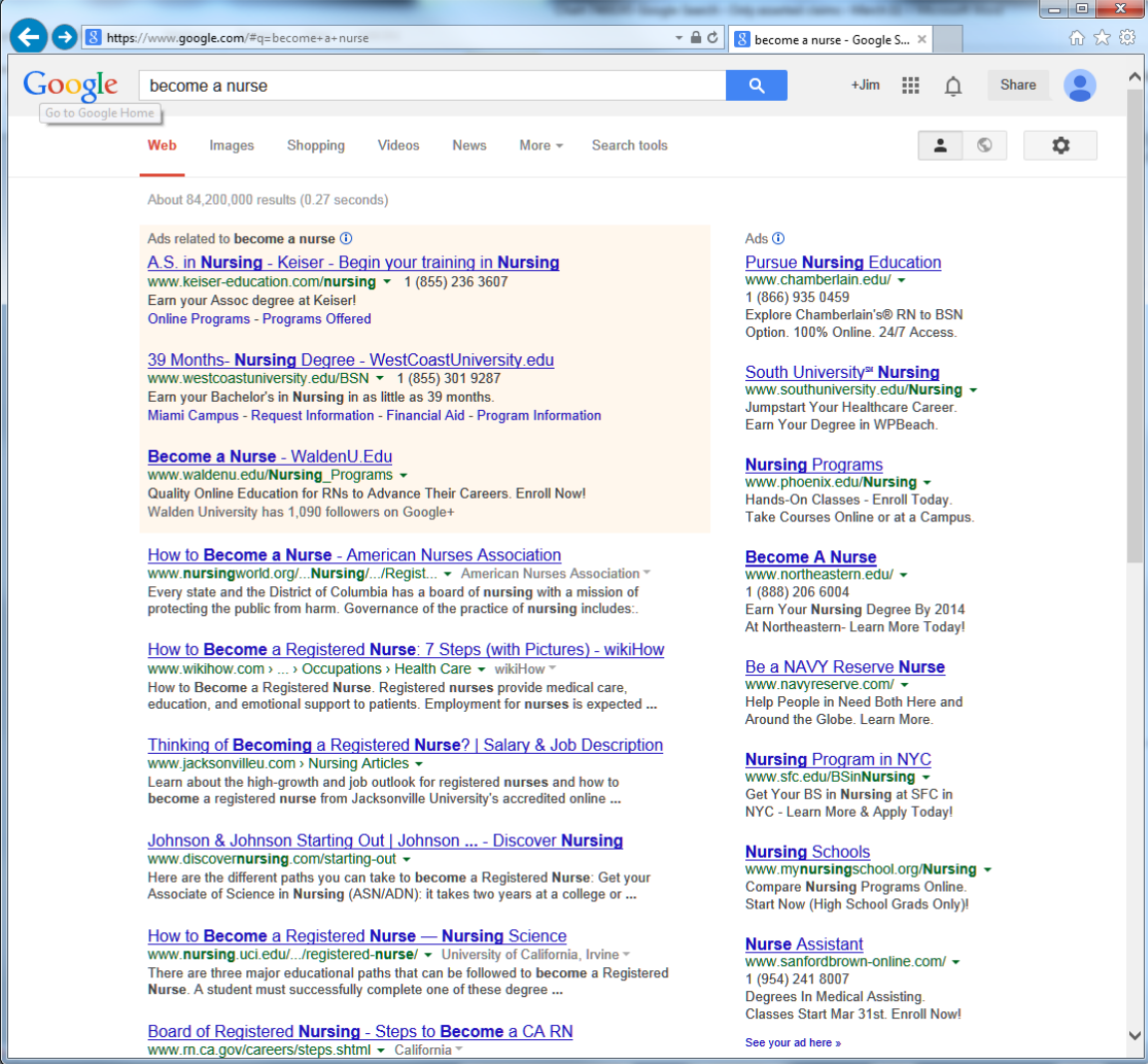
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="680 321 1885 1356"><h2 data-bbox="787 344 1178 393">Search Network</h2><p data-bbox="787 451 1850 509">A group of search-related websites where your ads can appear. These include Google search sites and non-Google search sites (like AOL) that partner with Google to show search ads, called search partners.</p><p data-bbox="787 740 1818 799">When you advertise on the Search Network, your ad can show next to search results when someone searches for your products or services using terms related to one of your keywords.</p><ul data-bbox="804 824 1864 1016" style="list-style-type: none">• The Search Network includes Google Search, Shopping, Maps, Images, and Groups, as well as search partner sites like AOL.• Ads are matched to search results pages based on the terms or phrases someone searches. For example, a search on Google for "home plumbing repair" might show an ad that uses that phrase as a keyword.• The Search Network is part of the Google Network, our name for all the webpages and apps where AdWords ads can appear.<h3 data-bbox="787 1045 1184 1071">When to use the Search Network</h3><p data-bbox="787 1104 1845 1162">When you create a new campaign, you'll be asked to choose a campaign type which, among other things, determines the networks where your ads can show. Think about your business goals when deciding which networks to use.</p><p data-bbox="787 1192 1465 1218">Here are some general recommendations for when to use the Search Network:</p><ul data-bbox="804 1243 1518 1334" style="list-style-type: none">• You're relatively new to AdWords• You want your ads to appear next to Google search results• You only want to reach customers searching for your specific product or service</div> <p data-bbox="1213 1364 1976 1395">https://support.google.com/adwords/answer/90956?ctx=tltp</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
<p>The method of claim 1, further comprising compiling user profile data for the user based upon at least the search term.</p>	<p>The Accused Instrumentalities compile user profile data for the user based upon at least the search term.</p> <p>See claim 1 above.</p> <div data-bbox="659 636 1902 1281" style="border: 1px solid black; padding: 10px;">A screenshot of the Google Search History settings page. At the top left is the Google logo. To its right is a search icon. Below the logo is a dark navigation bar with a search icon and the text '> Help'. On the right side of the navigation bar are two links: 'Contact Us' with a headset icon and 'Help Forum' with a speech bubble icon. 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'.</div> <p>https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="806 337 1759 1344" style="border: 1px solid black; padding: 10px;"><h2>About Google Web History</h2><p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3>View and manage your Web History</h3><p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history . Learn how to delete your Web History , save your Web History , or edit your Web History on your mobile device .</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none">• Pages you visit• Searches on Google• Results that appeared, including private results from Google products like Google+, Gmail, and Google Calendar• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site• Your IP address• Your browser type and language<h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on Chrome , Safari , Internet Explorer , Toolbar , and Firefox .</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none">1. Visit google.com/history/optout when not signed in to a Google Account.2. Click Disable customizations based on search activity. This will turn the setting off for anyone who uses the same browser and computer as you.</div> <p data-bbox="1325 1349 1976 1385" style="text-align: right;">https://support.google.com/accounts/answer/54068</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the browser address bar displays "https://history.google.com/history/". Below the address bar is the Google logo and a search bar labeled "Search Web History". The main heading is "Web History" with a lock icon and the text "Only you can see your history". A settings gear icon is visible in the top right. On the left, a vertical list of categories includes "All History", "Web", "Images", "News", "Shopping", "Ads", "Videos", "Maps", "Blogs", "Books", "Visual Search", "Travel", "Finance", and "Bookmarks". A "Remove items" button is located next to the "All History" category. The "Today" section lists search history items with checkboxes for removal:</p> <ul style="list-style-type: none"><input type="checkbox"/> Searched for become a nurse<input type="checkbox"/> Searched for healthcare jobs<input type="checkbox"/> Searched for health care professionsHealthcare Careers explorehealthcareers.org - explorehealthcareers.org ☆Best Health Care Jobs Best Jobs US... - usnews.com ☆<input type="checkbox"/> Searched for medical professions <p>At the bottom, the footer contains "©2014 Google" and links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google Web History page. The address bar shows the URL 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 side, there is a navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The "All History" section is expanded, showing a "Remove items" button. The "Today" section lists several search entries, each with a checkbox and a description: "Searched for become a nurse anesthetist", "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Healthcare Careers explorehealthcareers.org - explorehealthcareers.org", "Best Health Care Jobs Best Jobs US... - usnews.com", and "Searched for medical professions". The footer contains copyright information "©2014 Google" and links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 84,200,000 results. The search results are organized into two columns. The left column contains several organic search results, including links to Keiser University, West Coast University, Walden University, American Nurses Association, wikiHow, Jacksonville University, Discover Nursing, University of California, Irvine, and the California Board of Registered Nursing. The right column contains several advertisements for nursing education, including Chamberlain Education, South University, Phoenix University, Northeastern University, Navy Reserve, SFC in NYC, MyNursingSchool, and Sanford-Brown Online. The browser's address bar shows the search URL: https://www.google.com/#q=become+a+nurse.</p>

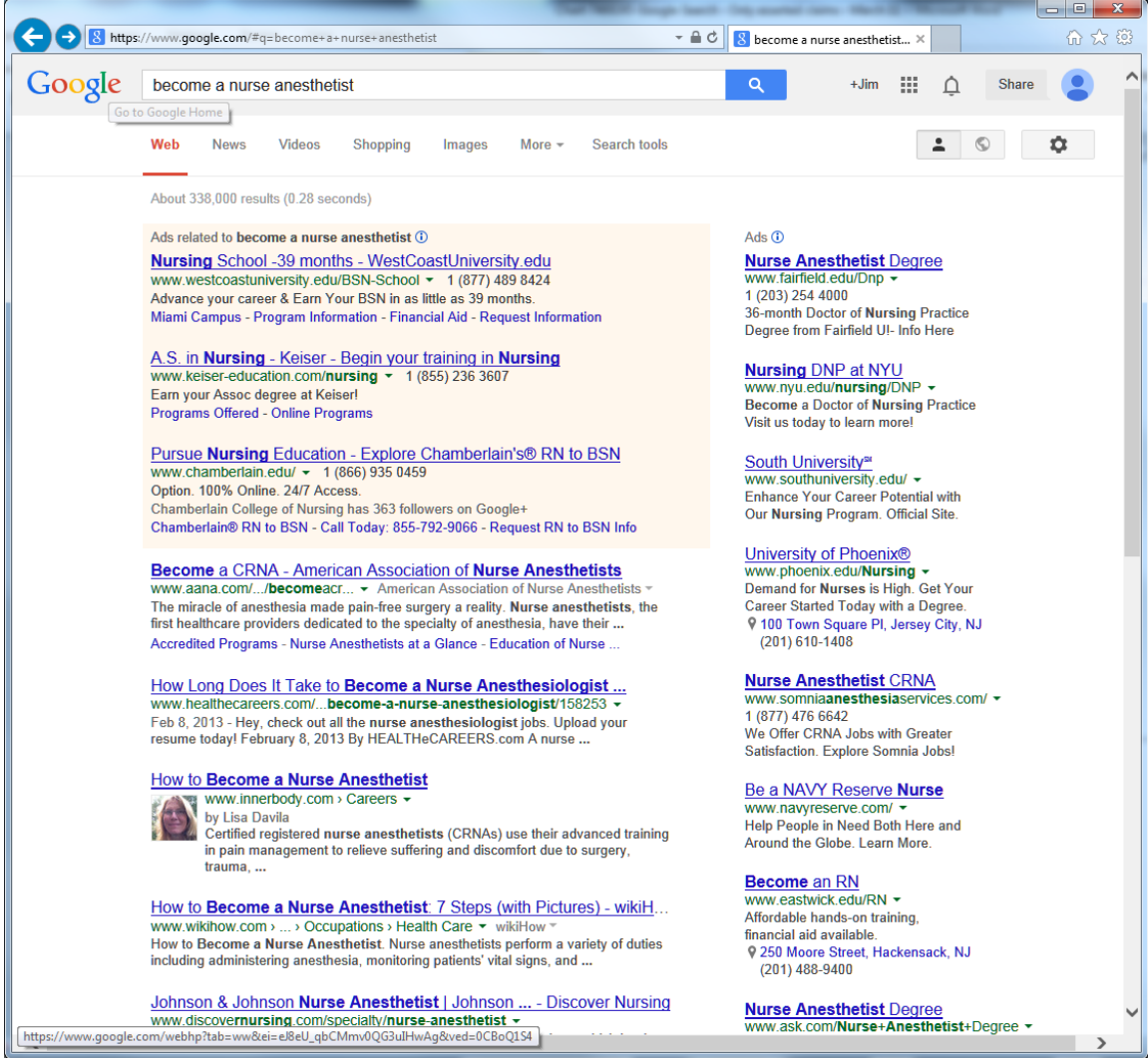
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are for West Coast University, Keiser University, Chamberlain College of Nursing, American Association of Nurse Anesthetists, and South University. The organic results include a link to "How Long Does It Take to Become a Nurse Anesthesiologist ...", "How to Become a Nurse Anesthetist" by Lisa Davila, "How to Become a Nurse Anesthetist: 7 Steps (with Pictures) - wikiH...", and "Johnson & Johnson Nurse Anesthetist Johnson ... - Discover Nursing". The right-hand side of the page shows a list of ads for various nursing programs, including "Nurse Anesthetist Degree" from Fairfield University, "Nursing DNP at NYU", "South University", "University of Phoenix", "Nurse Anesthetist CRNA", "Be a NAVY Reserve Nurse", "Become an RN", and "Nurse Anesthetist Degree" from Ask.com.</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	<div data-bbox="659 321 1902 618"> <p>Search history</p> <p>When signed in, you can receive more relevant results and recommendations based on your search activity. You can turn off or edit your search history at any time.</p> <hr/> <p style="text-align: right;"> <input type="button" value="Save"/> <input type="button" value="Cancel"/> </p> </div> <div data-bbox="646 660 1915 865"> <p>Search History settings</p> <p>With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History.</p> </div> <p style="text-align: right;">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>
<p>Claim No. 8</p>	
<p>The method of claim 1, further comprising: determining, via communication with the data processing device that the user does not select the at least one advertisement; and</p>	<p>The Accused Instrumentalities determine via communication with the data processing device that the user does not select the at least one advertisement</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1902 943"><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">• 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)• Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab ↗• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.• 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.</div> <p data-bbox="1213 954 1978 984">https://support.google.com/adwords/answer/2615875?hl=en</p> <div data-bbox="661 1024 1902 1382"><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>$\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$<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. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1234 326 1980 358">https://support.google.com/adsense/answer/112025?hl=en</p> <div data-bbox="682 396 1881 1122" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="753 407 961 456">Ad Rank</h2><p data-bbox="753 521 1835 578">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 data-bbox="758 602 945 740"></div><p data-bbox="961 607 1268 631">Understanding AdWords Ad Rank</p><p data-bbox="961 662 1822 686">Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high.</p><p data-bbox="961 696 1776 721">Read more about ad rank: http://goo.gl/KawwRW Subscribe to AdWords Help on YouTube:</p><p data-bbox="961 732 1289 756">http://www.youtube.com/adwordshelp</p><ul data-bbox="772 808 1864 1105" style="list-style-type: none">• Ad Rank determines your ad position -- where your ad shows on the page in relation to other ads.• 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 Quality Score. 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.• 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.</div> <p data-bbox="1297 1130 1980 1162">https://support.google.com/adwords/answer/1752122</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																																																																								
	 <p>The screenshot shows the Google AdWords interface for 'All online campaigns'. It includes a navigation bar with tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Ad extensions, and Dimensions. Below this is a filter and search section. A timeline shows the period from Friday, February 28, 2014, to Thursday, March 6, 2014. A table lists campaign details:</p> <table border="1"> <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="12">Total - all but deleted campaigns</td> </tr> <tr> <td colspan="12">Total - Search</td> </tr> <tr> <td colspan="12">Total - Display Network</td> </tr> <tr> <td colspan="12">Total - all campaigns</td> </tr> </tbody> </table> <p>The URL https://adwords.google.com/cm/CampaignMgmt? is displayed below the screenshot.</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												Total - Search												Total - Display Network												Total - all campaigns											
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																																																																									
Total - Search																																																																									
Total - Display Network																																																																									
Total - all campaigns																																																																									
<p>using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.</p>	<p>The Accused Instrumentalities use the determination that the user did not select an advertisement in subsequent advertisement selection operations.</p> <p>See claim 1 above.</p>																																																																								


U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<h2 data-bbox="743 347 1745 402">Understanding ad position and Ad Rank</h2> <p data-bbox="743 459 1829 586">Ad position is the order in which your ad shows up on a page. For example, an ad position of "1" means that your ad is the first ad on a page. In general, it's good to have a high ad position because it's likely that more customers will see your ad. Ads can appear on the top of a search results page, on the side of the page, or on the bottom of the page.</p> <h3 data-bbox="743 634 1272 672">How ad position is determined</h3>  <p data-bbox="1310 745 1850 1182">Ad position is determined by your Ad Rank in the auction. Your Ad Rank is a score that's based on your bid and your Quality Score. If you're using the cost-per-click bidding option, your bid is how much you're willing to pay for a single click on your ad. Your Quality Score is a measurement of how relevant and useful your keyword, ad text, and landing page are to what a user is searching for. Note that if you're using extensions such as sitelinks, the expected impact from those extensions is factored into your Ad Rank. This means that if two competing ads have the same bid and quality, the ad with the better expected impact from extensions will generally appear in a higher position than the other.</p> <p data-bbox="1310 1214 1835 1373">To improve your ad position, you can increase your bid, or you can focus on improving your Quality Score. See the "Next steps" section below for more information about Quality Score and how to optimize your ad position by improving your ad quality.</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	https://support.google.com/adwords/answer/1722122


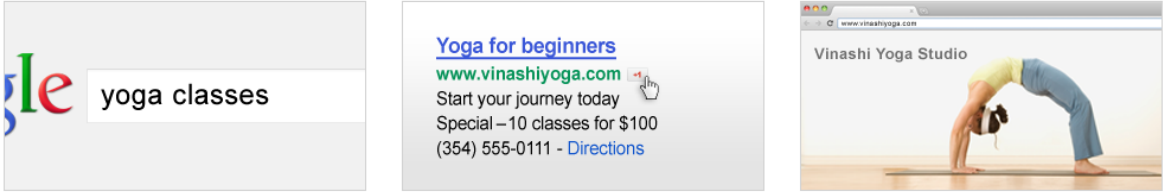
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<div data-bbox="751 342 1507 381" data-label="Section-Header"> <h3>How ads cycle through the search result pages</h3> </div> <div data-bbox="781 451 1031 651" data-label="Image"> </div> <div data-bbox="1073 451 1793 537" data-label="Text"> <p>Ads cycle through the search result pages based on their Ad Rank. The ad with the highest Ad Rank appears in the first eligible position on the search results page. The ad with the second-highest Ad Rank appears beneath it, and so on down the page.</p> </div> <div data-bbox="1073 565 1793 651" data-label="Text"> <p>When a customer browses to subsequent search result pages (for example, they click Next to see additional pages of search results), the following two rules typically apply for which ads are eligible to show where:</p> </div> <div data-bbox="768 711 1793 943" data-label="List-Group"> <ul style="list-style-type: none"> • "Top" placement (top of the page): All high-ranking ads are eligible to show in the top positions, provided they exceed a certain Quality Score and cost-per-click (CPC) bid threshold. Up to three ads can show in the top positions on each page. • "Other" placement (side or bottom of the page): The side and bottom of a search results page is recorded as "Other" in your AdWords statistics, and can show up to eight ads. Typically, ads that haven't previously appeared in the side or bottom placements are eligible to appear in the side or bottom. For example, if an ad appeared on the side of Page 1, it typically won't appear on the side for Page 2 or later. </div> <div data-bbox="751 976 1520 997" data-label="Text"> <p>Here's an example to help you understand how ads cycle through the search result pages.</p> </div> <div data-bbox="781 1040 1776 1105" data-label="Text"> <p> Ads 1-25 are available to show for a certain search term, and ads 1-7 are eligible for the top spots. The ads can be ranked on the page like this:</p> </div> <div data-bbox="835 1154 1220 1338" data-label="Table"> <table border="1"> <thead> <tr> <th>Page</th> <th>Top spots</th> <th>"Other" spots</th> </tr> </thead> <tbody> <tr> <td>Page 1</td> <td>Ads 1-3</td> <td>Ads 4-11</td> </tr> <tr> <td>Page 2</td> <td>Ads 1, 2, 4</td> <td>Ads 3, 12-18</td> </tr> <tr> <td>Page 3</td> <td>Ads 1, 2, 5</td> <td>Ads 19-25</td> </tr> </tbody> </table> </div> <div data-bbox="1297 1377 1976 1409" data-label="Text"> <p>https://support.google.com/adwords/answer/1722122</p> </div>	Page	Top spots	"Other" spots	Page 1	Ads 1-3	Ads 4-11	Page 2	Ads 1, 2, 4	Ads 3, 12-18	Page 3	Ads 1, 2, 5	Ads 19-25
Page	Top spots	"Other" spots											
Page 1	Ads 1-3	Ads 4-11											
Page 2	Ads 1, 2, 4	Ads 3, 12-18											
Page 3	Ads 1, 2, 5	Ads 19-25											

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 358 1902 946" style="border: 1px solid black; padding: 10px;"> <h3 style="margin: 0;">Ad position</h3> <p style="margin: 0;">The order in which your ad appears on a page in relation to other ads. An ad position of "1" means that your ad is the first ad on a page.</p> <ul style="list-style-type: none"> Ad position is determined by a formula called Ad Rank that gives your ad a score based on your bid and your Quality Score (a measurement of how relevant and useful your keyword, ad text, and landing page are to what a user is searching for). So even if your competition bids more than you, you can still win a higher position -- at a lower price -- with highly relevant keywords and ads. Ad position is also influenced by the expected impact from ad extensions and other ad formats, such as sitelinks. This means that if two competing ads have the same bid and quality, the ad with the better expected impact from extensions will generally appear in a higher position than the other. 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. Ads can appear on the top of a search results page, on the side of the page, or on the bottom of the page. </div> <p style="text-align: right; margin-top: 10px;">https://support.google.com/adwords/answer/6300?hl=en&ref_topic=24937</p>
Claim No. 9	
<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>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>See claim 1 above.</p> <div data-bbox="659 396 1902 937"><p>Ads on Google Target your ads Ad types Costs FAQ</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><p>Get started now For free support call: 1-800-877-2981*</p><ol style="list-style-type: none">1. People search on Google People use keywords (or search terms) to search for specific products and services.2. They see your ad If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. Learn more3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</div> <p>http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

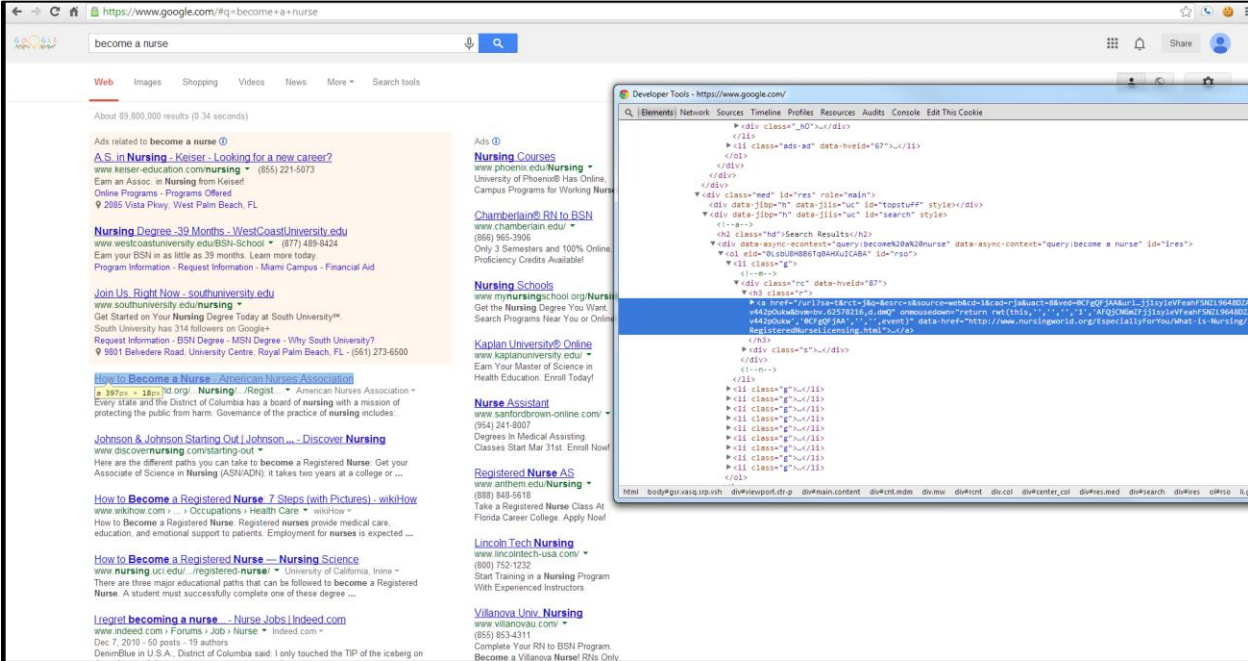
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 326 1902 841"><h2 data-bbox="680 347 1650 472">Advertising on Google AdWords: An overview</h2><hr data-bbox="680 537 1892 540"/><p data-bbox="716 558 747 602"> Tip</p><p data-bbox="772 618 1734 643">New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p><hr data-bbox="680 662 1892 665"/><ul data-bbox="701 695 1860 829" style="list-style-type: none">• AdWords, Google's online advertising program, lets you reach new customers and grow your business.• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.• There's no minimum spending commitment. You can pause or stop anytime.• Get started at https://adwords.google.com.</div> <p data-bbox="856 850 1976 878">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>

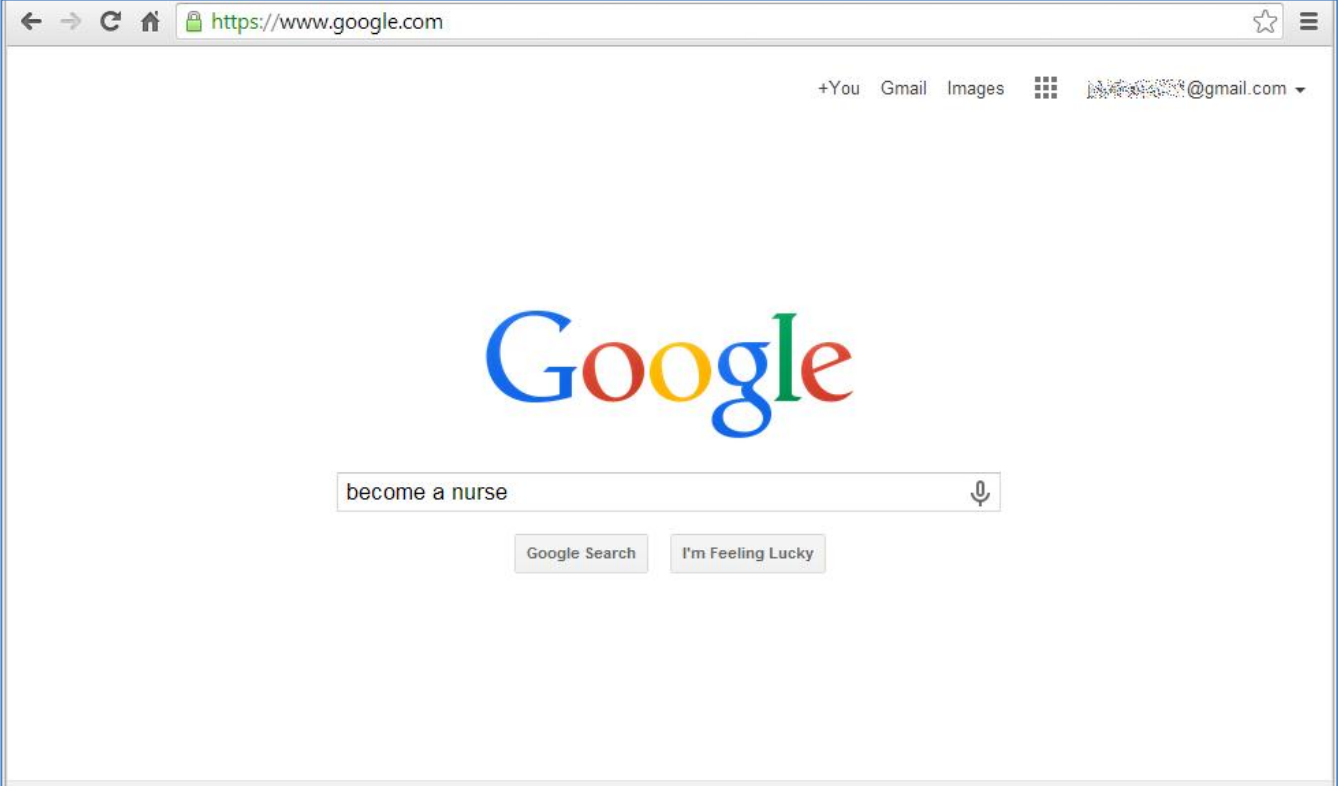
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="791 321 1776 1354" style="border: 1px solid black; padding: 10px;"> <p data-bbox="835 345 1331 370">- Showing your ads on Google Search and other search sites</p> <hr data-bbox="835 381 1776 384"/> <p data-bbox="877 423 1759 505">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="890 529 1766 581" style="list-style-type: none"> <li data-bbox="890 529 1766 581">• On Google search sites: 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": <div data-bbox="884 630 1236 837" data-label="Image"> </div> <ul data-bbox="890 899 1755 1008" style="list-style-type: none"> <li data-bbox="890 899 1755 980">• On other search sites that are part of the Search Network: 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 data-bbox="890 987 1755 1008">• On mobile search: Your ads can appear on http://m.google.com, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search: <div data-bbox="909 1040 1045 1305" data-label="Image"> </div> <p data-bbox="909 1312 1325 1333">AdWords ad on mobile version of Google Search</p> </div> <p data-bbox="856 1360 1976 1395">https://support.google.com/adwords/answer/3464133?hl=en&ref_topic=3121763&rd=1</p>

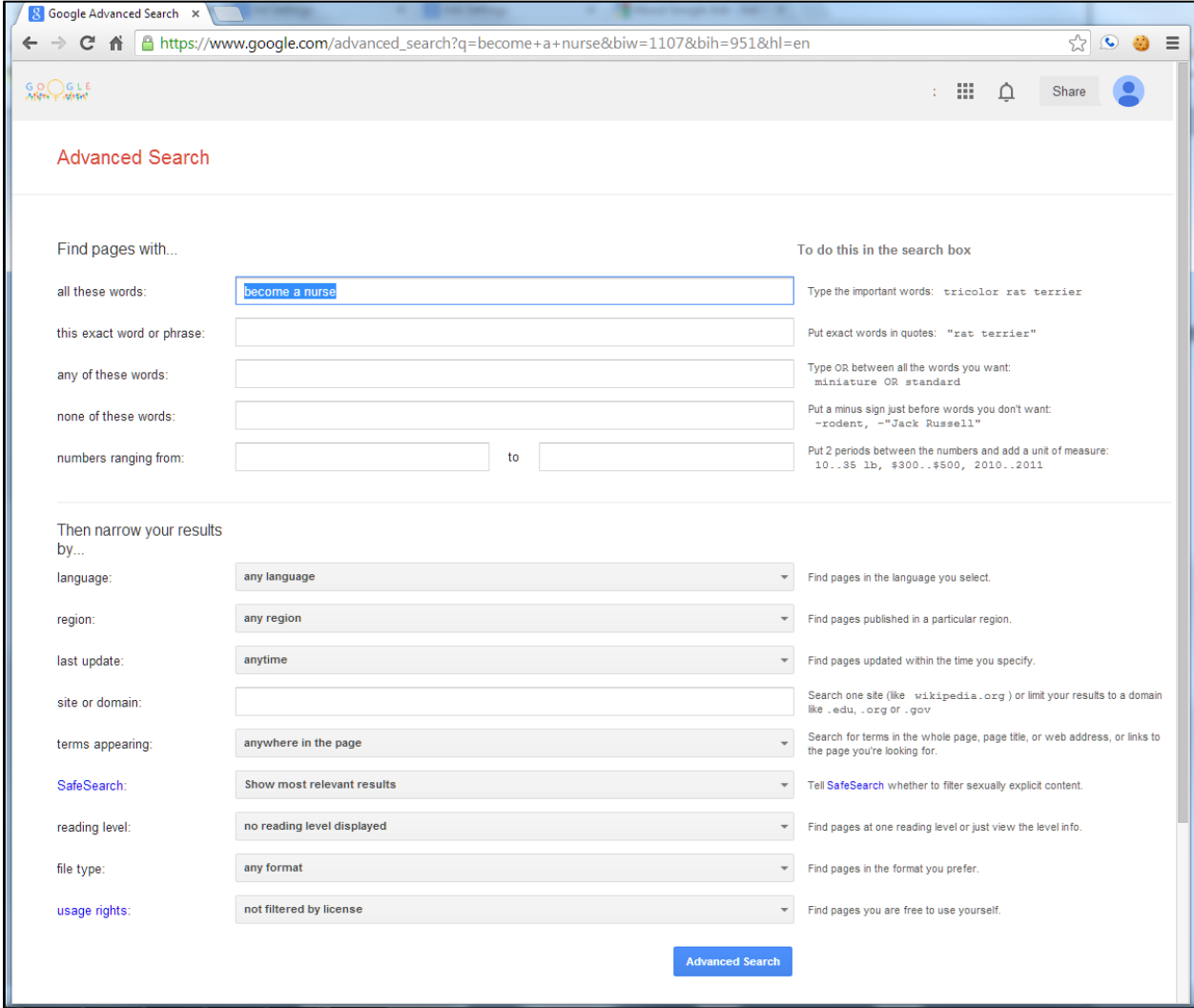
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

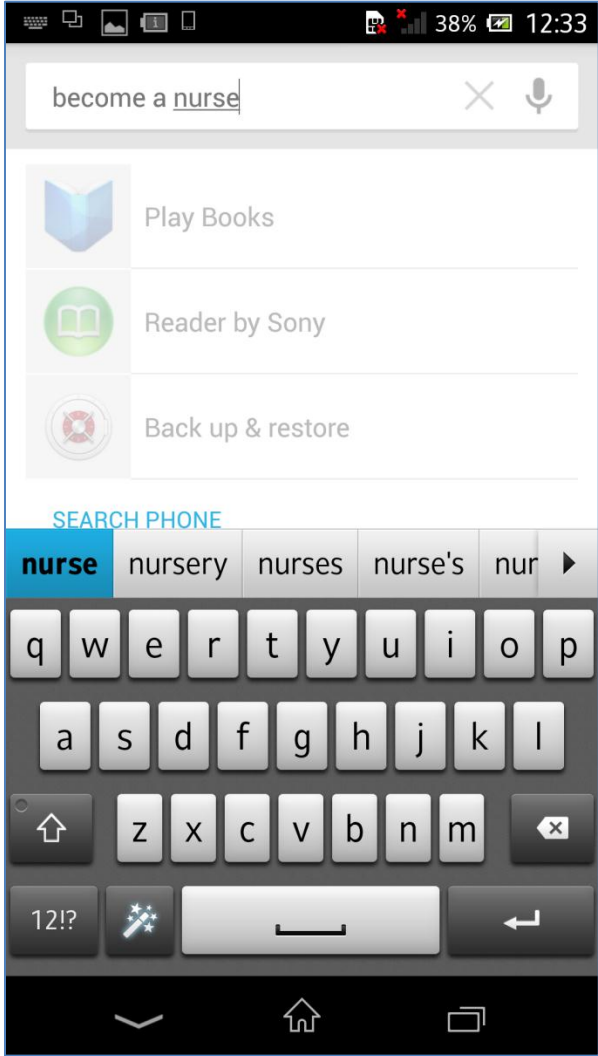
<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	<pre> GET https://www.google.com/search?output=search&client=psy-ab&q=become+nurse&oq=become+nurse&gs_l=hp..35139101201012.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-1j0i3i2i2.8.0.chm_pg_q%2Chmss2%3Dfalse...0...1.1.37.psy-ab..10.9.5437.6pubMvDDpd0&pbx=1&bav=on.2.or.r_cp.r_of.&bv=bv.62578216%2Cd.dm%2Cpv.xjs.s.en_US.Qb9R7HU1644.O&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1&tch=1&ech=1&psi=rrsbU8C0DeHQwHjIG4BA.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+1yQE1IbbJAQiitsk8CKm2yQEIXLbJAQiehsobCKKIygEIuYjKAQ== 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=1:5=TIRMtGghC4jxtqK; NID=67=QGz_KCpZ55f1c61B2-cGzNoU7vtclZnq5JpYhQHA7twmtHZbqMfj5GXTUdV8kM_IDWYag3AN9j1TPhtCnyNSC5pdT_C49FQydo55_VzLPu_fa_xj50o6IqdgfFmqgJP8ACfoAnJZDbXRjyM07kBDnFRPNCQduC6e2DpuRgx-9cFM9jrSPav10vzbhSFqimQ06wdInPtpPc6ARrywb1PW-n74tUdvtZ3Jo_JUNuRjYvQ00J83uxn7TIQIV5e9vXiZDV33-Ux17amPOu-VpyQZj-b8Y; HSID=AaeAe17vNWKX1Gyt; SSID=AacdraQ6T8qsq9YA; APISID=kPpusgQ0-C7GRakQ/ATz05sw7_Kw-k0k17m; SAPISID=TOKEifXorbzGmaa1/AFcQwYYxyHHLH5oad; OGPC=270001-1; OGP=270001;; S=grandcentral=Jdp7PiYaRoxAbbcuj9rycg; SID=DQAAAMoAAACV8pgpV02HgvifFmc45tvAPC2nw18-18_GpynaMu8krXR6FAGEDFo2ohRx1CahvXID2rvyEsl5wpA1cBkh8NYM8p8h62UC054BYF1pM0yYI_41kk_Ac2ububIG_n_1rKGHTmuZ9FFVwFaOLyTodIP4AYB52jiRTt_-NaI_ds5DHLbFDKhdV4vnjX0-6_HJdRLKcOMqW0BPPUsyzStNdHSOLJ4THBv0He0kC5na1xv2yGLTK-94C9q7wrmdQmKcf2x1PW4aY5FuT_3BRUegqm5 </pre> <p style="text-align: center;">HTTP Get Request to Google</p>

Case No. 2:13-cv-893
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search for "become a nurse" on the URL https://www.google.com/#q=become+a+nurse. The search results page shows approximately 89,800,000 results. The top results are advertisements for nursing programs, including "A.S. in Nursing - Keiser - Looking for a new career?", "Nursing Degree - 39 Months - WestCoastUniversity.edu", "Join Us, Right Now - southuniversity.edu", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson... - Discover Nursing", "How to Become a Registered Nurse - 7 Steps (with Pictures) - wikiHow", "How to Become a Registered Nurse - Nursing Science", and "I regret becoming a nurse... - Nurse Jobs Indeed.com".</p> <p>Overlaid on the right side of the browser window is the Chrome Developer Tools interface, specifically the "Elements" panel. It shows the DOM tree for the search results page. The selected element is a search result snippet, with its HTML code visible in the right pane. The code includes a search bar and a list of search results, demonstrating the structure of the search results page.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google homepage. The address bar at the top contains the URL 'https://www.google.com'. In the top right corner, there are navigation links for '+You', 'Gmail', and 'Images', along with a user profile icon and the text '@gmail.com'. The Google logo is centered on the page. Below the logo is a search input field containing the text 'become a nurse'. To the right of the search field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search page. The search query entered is "become a nurse". The interface includes various filters such as language, region, last update, site or domain, terms appearing, SafeSearch, reading level, file type, and usage rights. A blue "Advanced Search" button is visible at the bottom right of the search area.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android phone's search interface. At the top, the status bar displays icons for Wi-Fi, signal strength, 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, there are three search results: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white lifebuoy icon. Below these results is a "SEARCH PHONE" section with a blue header. Underneath, there is a row of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right-pointing arrow. Below the suggestions is a standard QWERTY keyboard with a numeric keypad on the left and a backspace key on the right. At the bottom of the screen is the Android navigation bar with three icons: a downward-pointing chevron, a home button, and a recent apps button.</p>

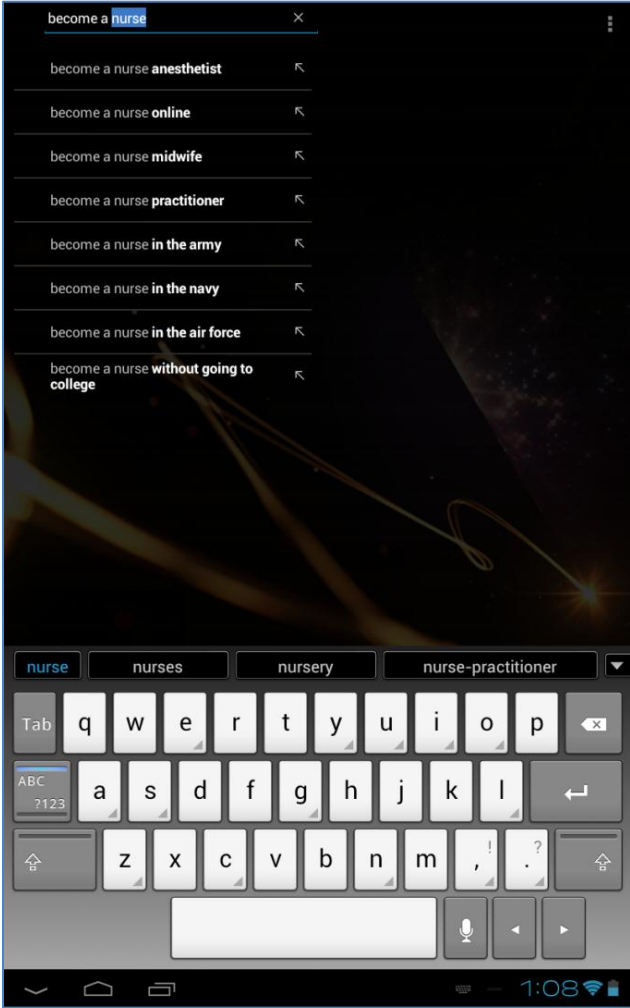
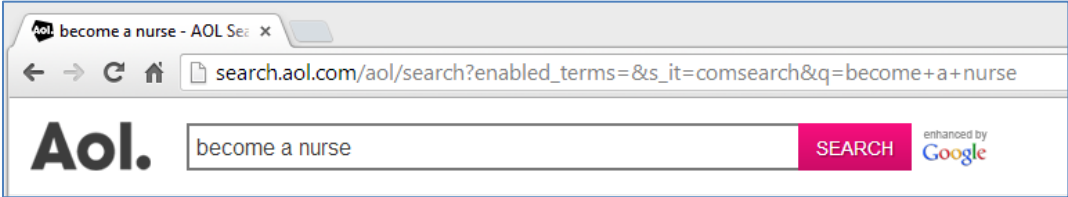
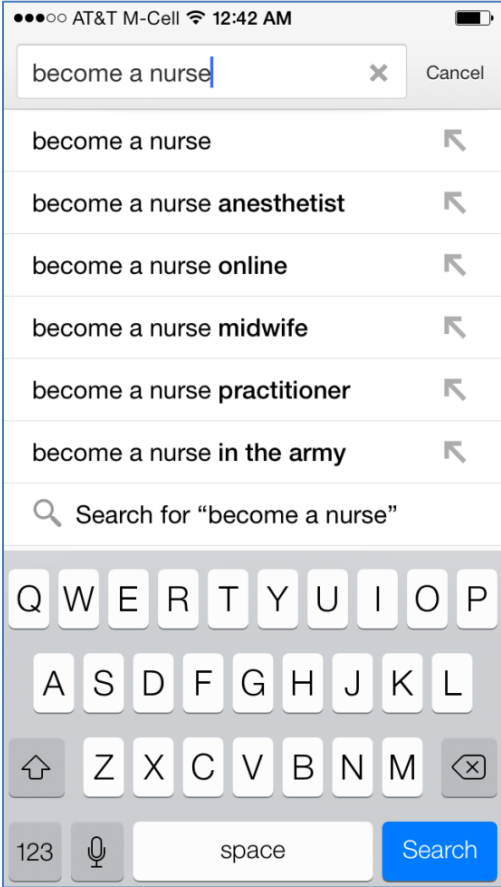
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1010 321 1549 358">Mobile Handheld Running Android V 4.2</p>  <p>The screenshot shows a search interface on an Android device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon:</p> <ul style="list-style-type: none">become a nurse nursebecome a nurse anesthetistbecome a nurse onlinebecome a nurse midwifebecome a nurse practitionerbecome a nurse in the armybecome a nurse in the navybecome a nurse in the air forcebecome a nurse without going to college <p>Below the suggestions is a keyboard with a search bar above it. The search bar contains the word "nurse". The keyboard has a "Tab" key on the left and a "Tab" key on the right. The bottom of the screen shows the Android navigation bar with the time "1:08" and battery status.</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

U.S. PATENT NO. 7,895,183	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&T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. Below the status bar is a search input field containing the text 'become a nurse'. To the right of the input field are a close button (X) and a 'Cancel' button. Below the input field is a list of search suggestions, 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 button with a magnifying glass icon and the text 'Search for "become a nurse"'. At the bottom of the screenshot is a QWERTY keyboard with a 'Search' button in the bottom right corner.</p> <p>Google Search App Running on iOS 7.1</p>

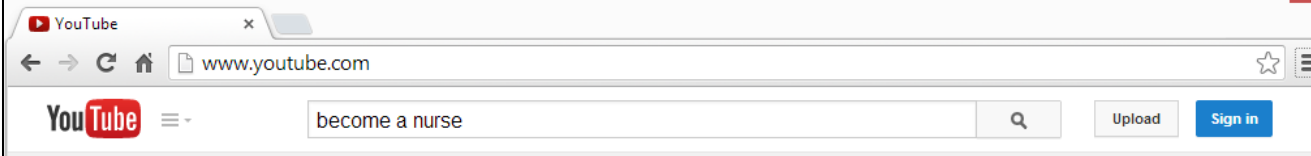
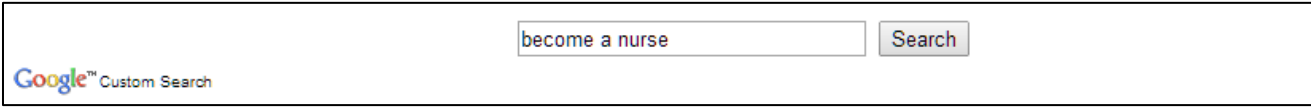
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying 'www.youtube.com'. The YouTube logo is visible on the left, and a search bar contains the text 'become a nurse'. To the right of the search bar are buttons for 'Upload' and 'Sign in'.</p>  <p>The screenshot shows a Google Custom Search interface with the search term 'become a nurse' entered in the search box and a 'Search' button to its right.</p> <p data-bbox="1092 690 1974 730">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&scient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0WhjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- 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/AFcQwYxyHhLHS0ad; OGPC=270001-1;; OGP=- 270001;; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request" of Advanced Search</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

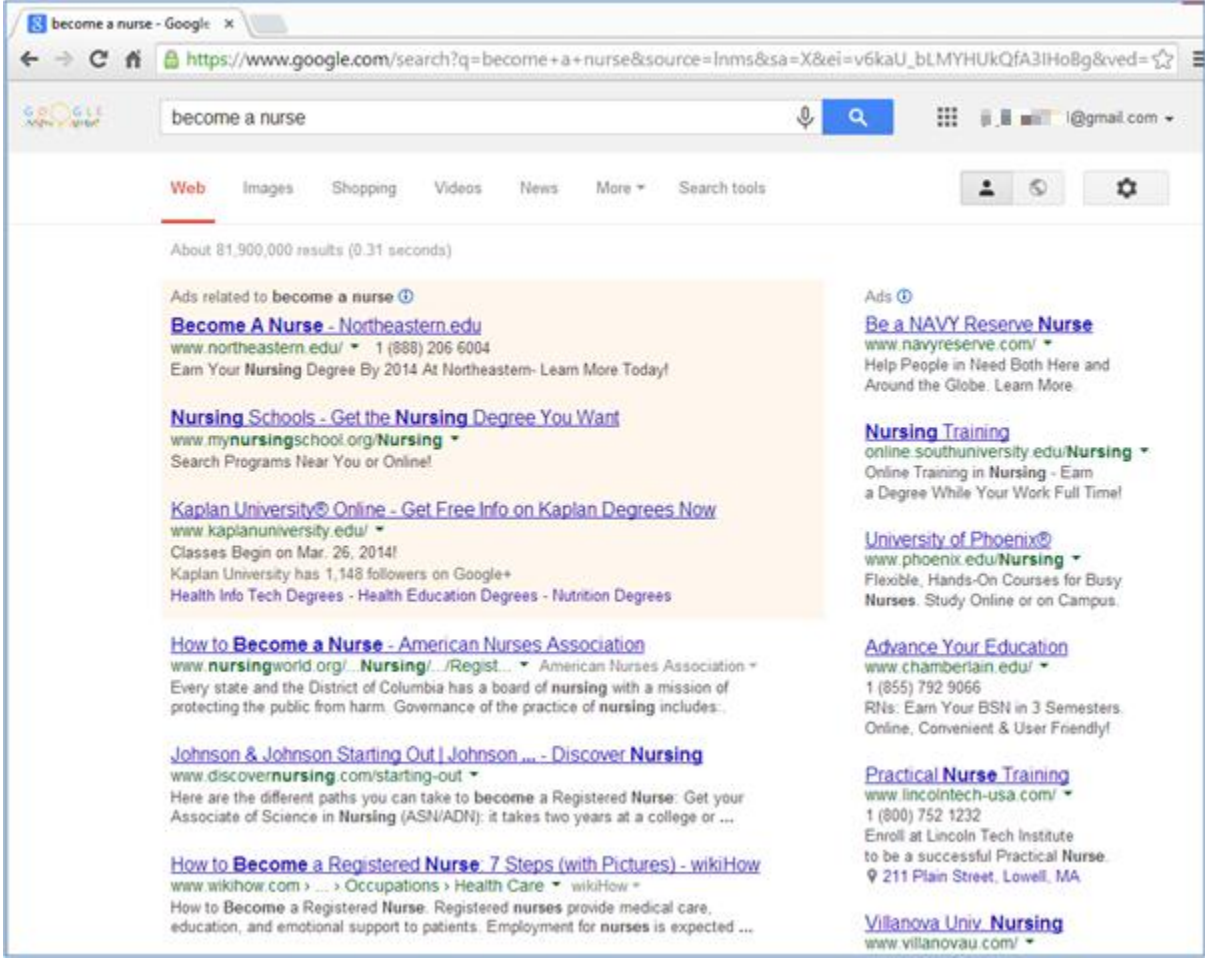
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
transmitting to the advertising machine via the communications link the search request that includes the search argument;	The Accused Instrumentalities operate a data processing device of user to transmit to the advertising machine via the communications link a search request that includes the search argument. See claim 1 above

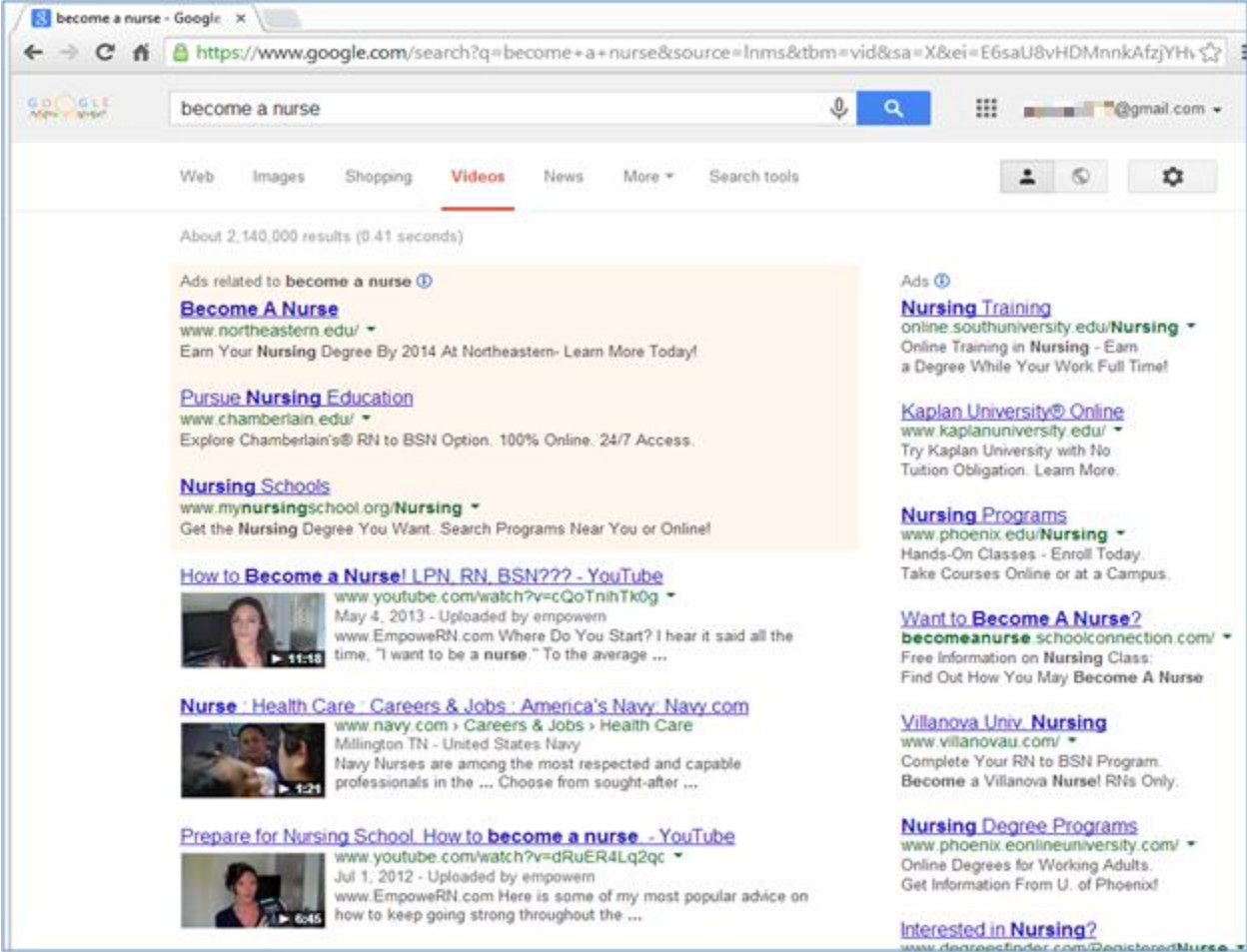
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

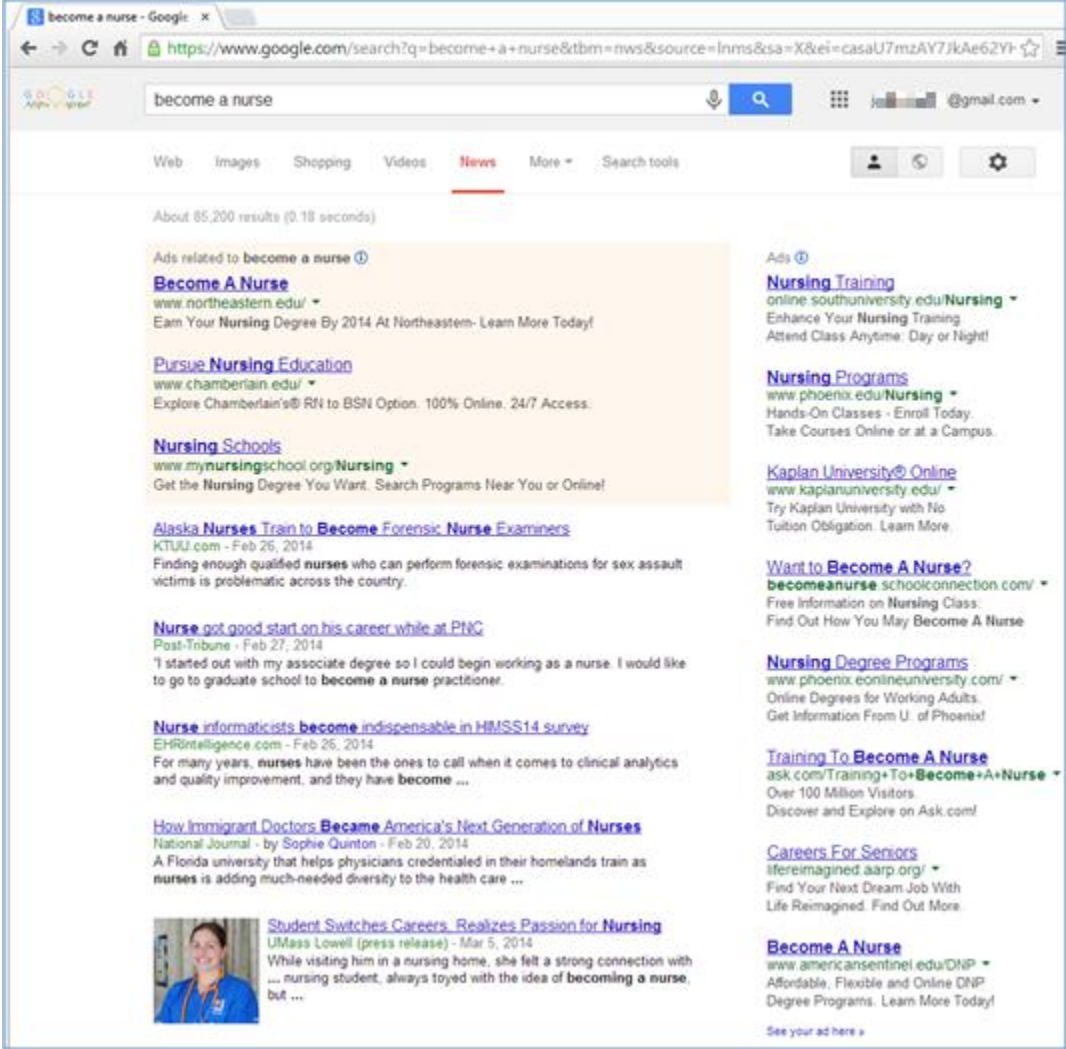
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75Czqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCp255iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmthZbqMfj5GXTUdV8kM_idWYag3a9jiTPhTenyN SC5pdT_C49FQYdo55 _VzLPu_fa_Xj8Oo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrxR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET "search request"</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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;	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. See claim 1 above.

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns. The left column features several sponsored links (ads) related to nursing education, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University® Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson... - Discover Nursing", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". The right column displays a section for "Ads" with links such as "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing". The browser's address bar shows the search URL, and the search bar contains the text "become a nurse".</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and titles:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g) - May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com) - Careers & Jobs > Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc) - Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side, there are additional ads and search results:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University® Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A Nurse!Villanova Univ. Nursing (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Interested in Nursing? (www.degreefinder.com/RegisteredNurse)

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse.Nursing Degree Programs (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

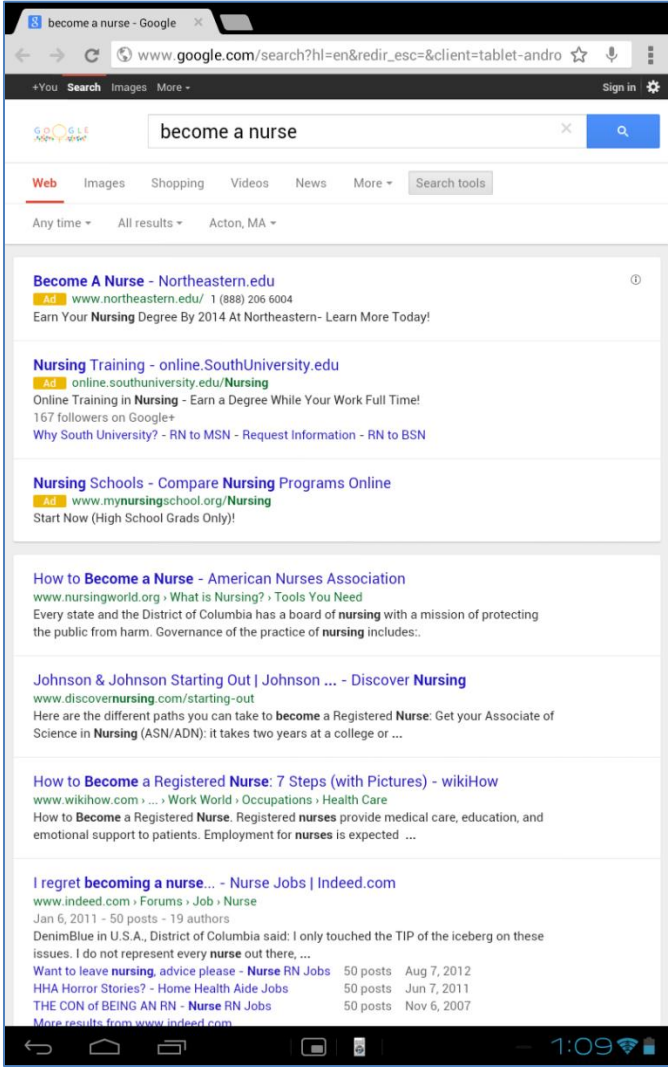
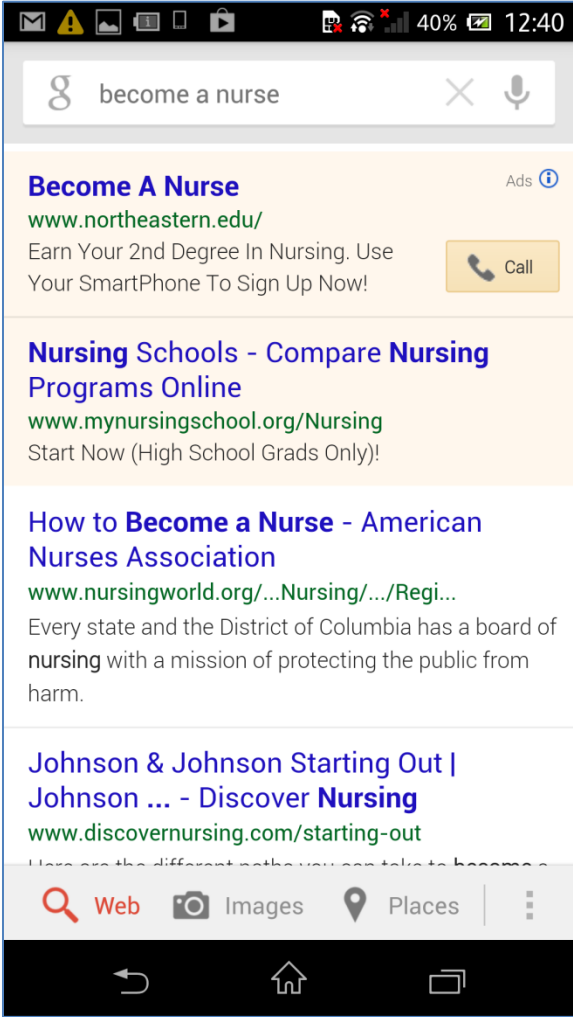
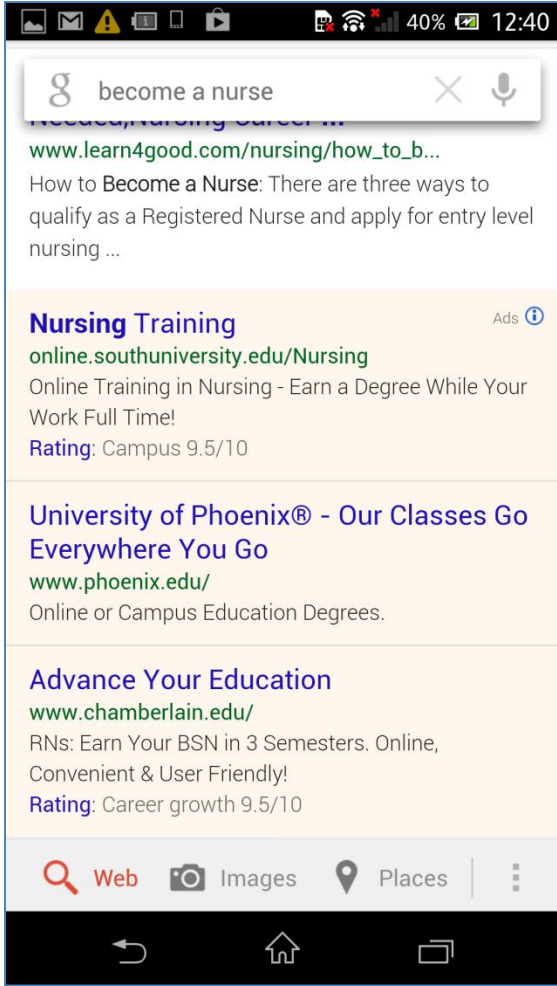
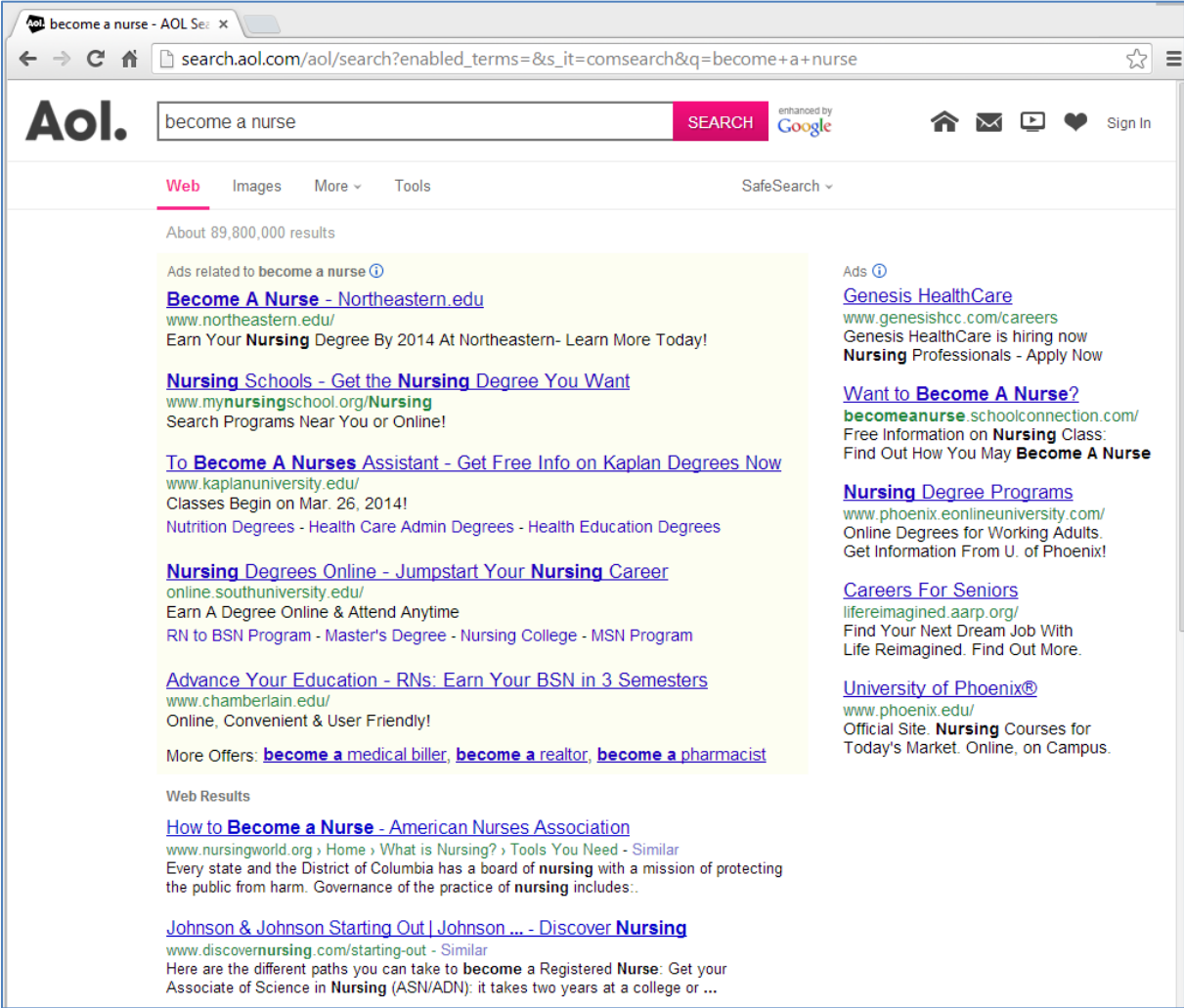
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: "Become A Nurse - Northeastern.edu" with URL www.northeastern.edu/ and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "Nursing Training - online.SouthUniversity.edu" with URL online.southuniversity.edu/Nursing. 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"Advertisement 3: "Nursing Schools - Compare Nursing Programs Online" with URL www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: "How to Become a Nurse - American Nurses Association" with URL www.nursingworld.org. 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:."Organic Result 2: "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with URL www.discovernursing.com/starting-out. 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 ..."Organic Result 3: "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL www.wikihow.com. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: "I regret becoming a nurse... - Nurse Jobs Indeed.com" with URL www.indeed.com. 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, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com"

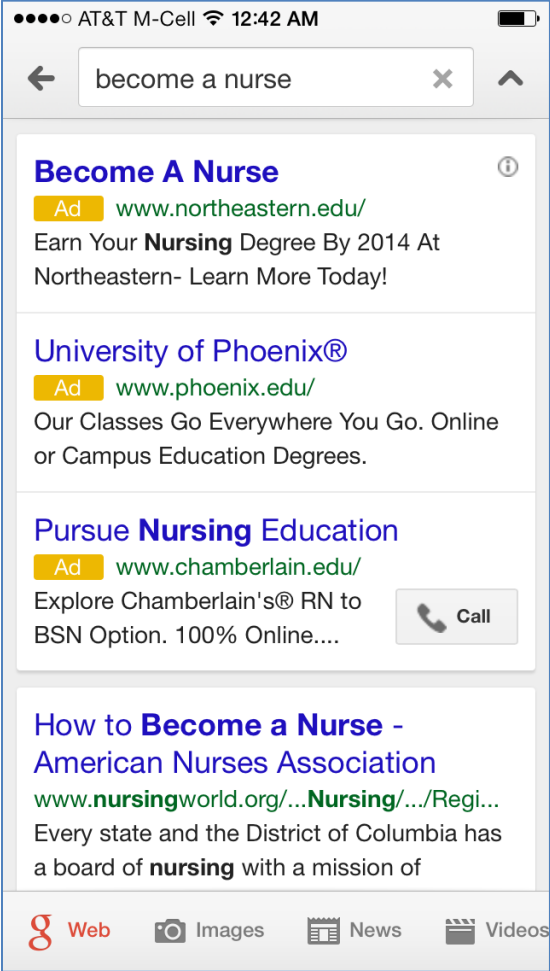
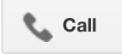




Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

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U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads 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 "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a home indicator bar.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The top result is from www.learn4good.com/nursing/how_to_b... with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads:</p> <ul style="list-style-type: none">Nursing Training (Ads icon) from online.southuniversity.edu/Nursing. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: Campus 9.5/10.University of Phoenix® - Our Classes Go Everywhere You Go from www.phoenix.edu/. Text: "Online or Campus Education Degrees."Advance Your Education from www.chamberlain.edu/. Text: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: Career growth 9.5/10. <p>The bottom of the screenshot shows the search navigation bar with "Web", "Images", and "Places" options, and the Android navigation bar with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p>Results include:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacist <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesisihcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored ads and one organic result. The first ad is from northeastern.edu, the second from phoenix.edu, and the third from chamberlain.edu. The organic result is from the American Nurses Association.</p> <p>AT&T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p>Become A Nurse ⓘ Ad www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>University of Phoenix® Ad www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p>Pursue Nursing Education Ad www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... </p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of</p> <p> Web  Images  News  Videos</p>

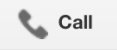
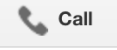
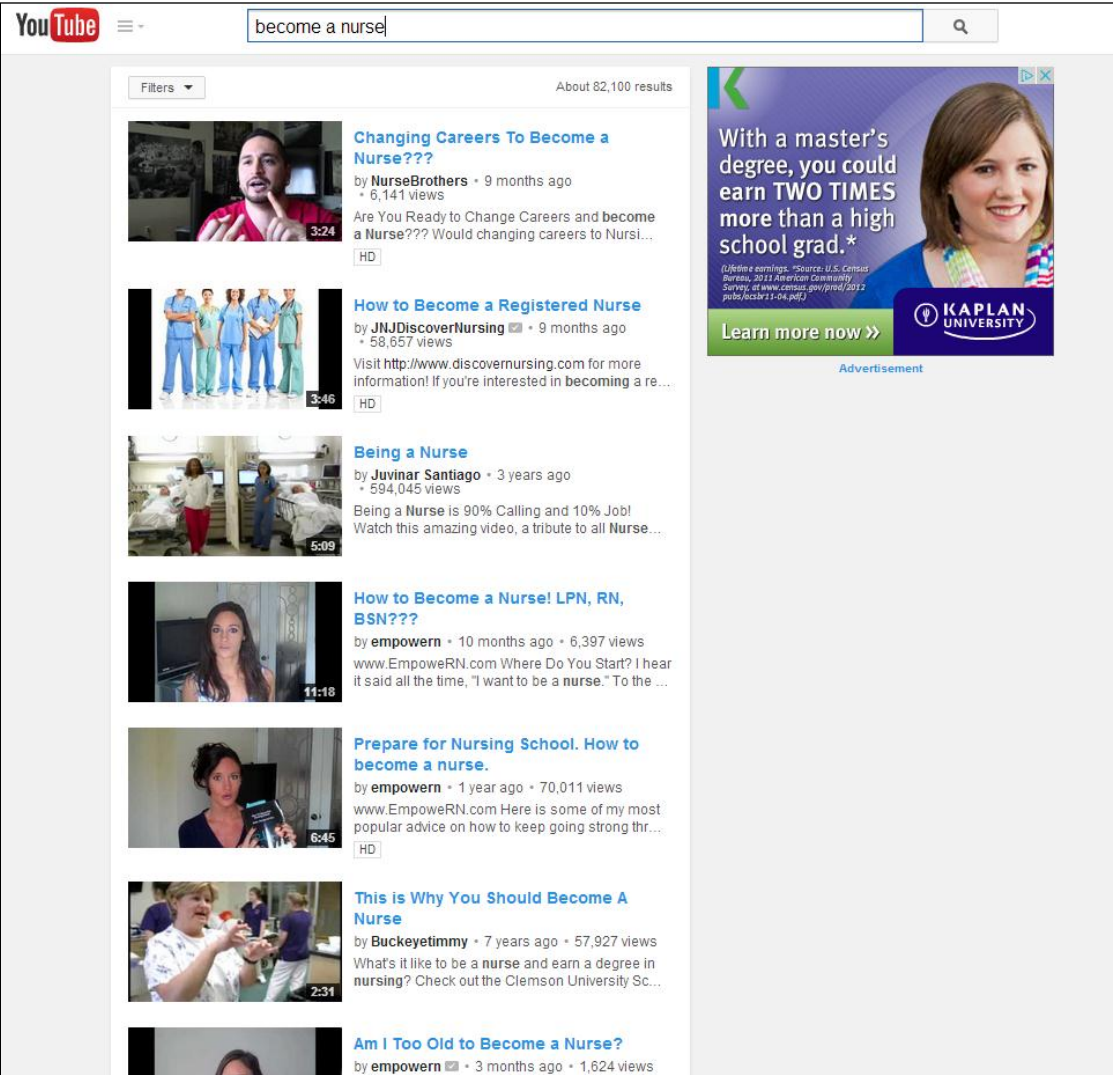
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1003 391 1558 1372" style="border: 1px solid gray; padding: 10px;"><p data-bbox="1035 435 1398 542">How to Become a Nurse, Qualifications Needed, Nursing Career ...</p><p data-bbox="1035 553 1503 578">www.learn4good.com/nursing/how_to_b...</p><p data-bbox="1035 586 1493 678">How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><hr/><p data-bbox="1035 740 1274 773">Nursing Schools ⓘ</p><p data-bbox="1035 781 1512 808">Ad www.mynursingschool.org/Nursing</p><p data-bbox="1035 816 1457 875">Accredited Nursing Schools. Online or Campus - Get Free Info!</p><hr/><p data-bbox="1035 922 1371 954">Practical Nurse Training</p><p data-bbox="1035 963 1409 989">Ad www.lincolntech-usa.com/</p><p data-bbox="1035 997 1388 1055">Enroll at Lincoln Tech Institute to be a successful Practical Nurse.</p><p data-bbox="1035 1063 1474 1091">Programs and Campuses - Apply Online</p><p data-bbox="1409 1003 1524 1052"> Call</p><hr/><p data-bbox="1035 1138 1404 1170">Nursing Degree Programs</p><p data-bbox="1035 1179 1514 1205">Ad www.phoenix.eonlineuniversity.com/</p><p data-bbox="1035 1213 1381 1305">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!</p><p data-bbox="1035 1313 1436 1341">Nursing Programs - Nursing Degrees</p><p data-bbox="1409 1222 1524 1271"> Call</p></div>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

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U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>An advertisement for Kaplan University is displayed on the right side of the search results. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The ad also includes the Kaplan University logo and a small "Advertisement" label below it.</p>

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7,895,183

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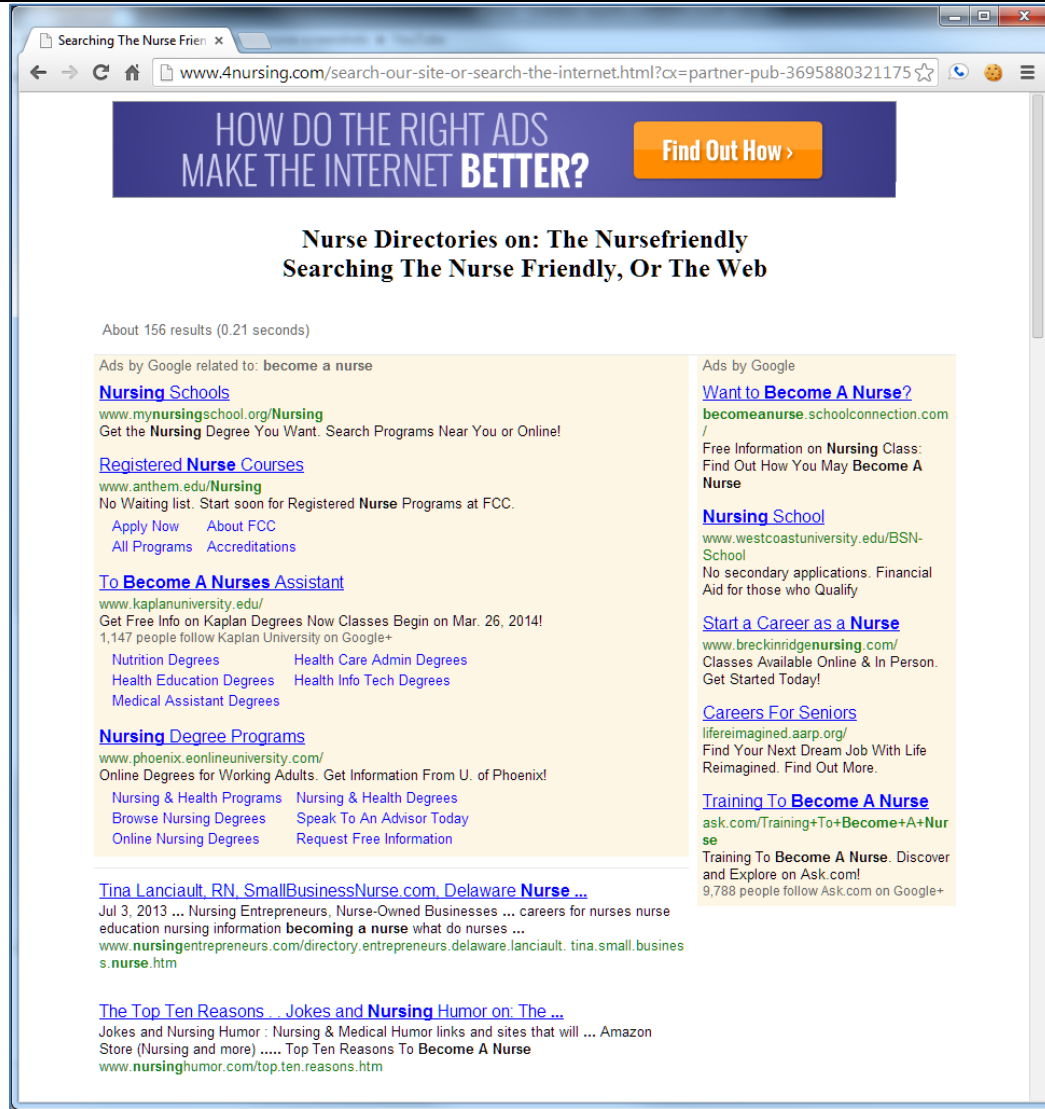


Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
displaying the search results in a first display portion of a display of the data processing device; and	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. See above 1 above.
displaying the at least one advertisement in a second display portion of the display of the data processing device.	The Accused Instrumentalities operate a data processing device of a user display the at least one advertisement in a second display portion of the display of the data processing device See above 1 above.
Claim No. 10	
The method of claim 9, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The Accused Instrumentalities operate a data processing device of a user to display at least one advertisement that includes a link to a website sponsoring the advertisement. See claims 2 and 9 above.
Claim No. 11	
The method of claim 9, wherein the search results and the at least one advertisement are included in a web page received from the advertising machine via the communications link.	The Accused Instrumentalities operate a data processing device of a user to display the search results and at least one advertisement included in a web page received from the advertising machine via the communications link. See claims 5 and 9 above.

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> HTTP/1.1 200 OK Date: Sun, 09 Mar 2014 00:54:40 GMT Expires: -1 Cache-Control: private, max-age=0 Content-Type: application/json; charset=UTF-8 Get-Dictionary: /sdch/3558x_y4.dct Content-Disposition: attachment Server: gws X-XSS-Protection: 1; mode=block X-Frame-Options: SAMEORIGIN Alternate-Protocol: 443:quic Content-Length: 158654 {"e": "0LsbU8H8B6Tq0AHXuICABA", "c": 1, "u": "https:// /wwww.google.com/search?output=search\u0026sclient=psy-ab \u0026q=become+a+nurse\u0026oq=become+a+nurse \u0026gs_l=hp.3..35i39j0i20j0l2.20613.31350.0.32482.19.13.2.0.0. 1.1068.5851.3-1j0j3j2j2.8.0.chm_pq_q%2Chmss2% 3Dfalse...0...1.1.37.psy-ab..10.9.5437.6pubMvDDpd0\u0026pbx=1 \u0026bav=on.2,or.r_cp.r_qf.\u0026bvm=bv.62578216%2Cd.dmQ% 2Cpv.xjs.s.en_US.Qb9R7Hul644.O\u0026fp=2abeaecf5da1ba90 \u0026biw=1065\u0026bih=880\u0026dpr=1\u0026tch=1\u0026ech=1 \u0026psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.4", "p": true, "d": " \u003Cscript\u003E(function(){var _jesr_base_page_version=21;var _jesr_user_state='376ff8b0';var _jesr_signal_base_page_change=false;var _jesr_eventid='0LsbU8H8B6Tq0AHXuICABA';var je=google.j;var _loc='#'+location.href.substr(location.href.indexOf('?')+1);var _ss=je.ss;window.je = je;window._loc = _loc;window._ss = _ss;je.api({\n\n": "\bvch", \nu": location.href, \ne": _jesr_eventid, \nbvch": _jesr_signal_base_page_change, \nbv": _jesr_base_page_version, \nus": _jesr_user_state});})();\u003C /script\u003E\u003Cscript\u003E(function() {window.fp='2abeaecf5da1ba90';window.dr = 1;})();\u003C/script \u003E\u003Cscript\u003E(function(){var _title='become a nurse - Google Search';var _kei='0LsbU8H8B6Tq0AHXuICABA';je.api({\n\n": \nad", \nis": _loc, \nt": _title, \ne": _kei, \nfp": window.fp, \nss ": _ss, \ncsi": {}, \nbc": ""});})();\u003C/script\u003E \u003Cscript\u003Eje.api({\n\n": "\ph", \nlu": {\n\n": \nhttps://\plus.google.com/u/0/?tab\lx3dwX", \n\n": \nhttps://\www.google.com/webhp?tab\lx3dww", \n\n": \nhttps://\www.google.com/search?q\lx3dbecome+a+nurse\lx26bav \lx3don.2,or.r_cp.r_qf.\lx26bvm </pre>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Response to a “search request
Claim No. 12	
The method of claim 9, further comprising transmitting user preference data to the advertising machine via the communications interface.	The Accused Instrumentalities operate a data processing device of a user to transmit user preference data to the advertising machine via the communications interface. See claim 9 above.




U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="688 321 1873 1075"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="751 435 1260 600"><p>Search ad Gmail ad Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<hr/><h4> Example</h4><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75Czqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&scient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCp255iFlc6lB2- cGzNoU7vTcLZnq5JPyhQHA7twmthZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTenyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjS0o6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AfcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET "search request"</p>

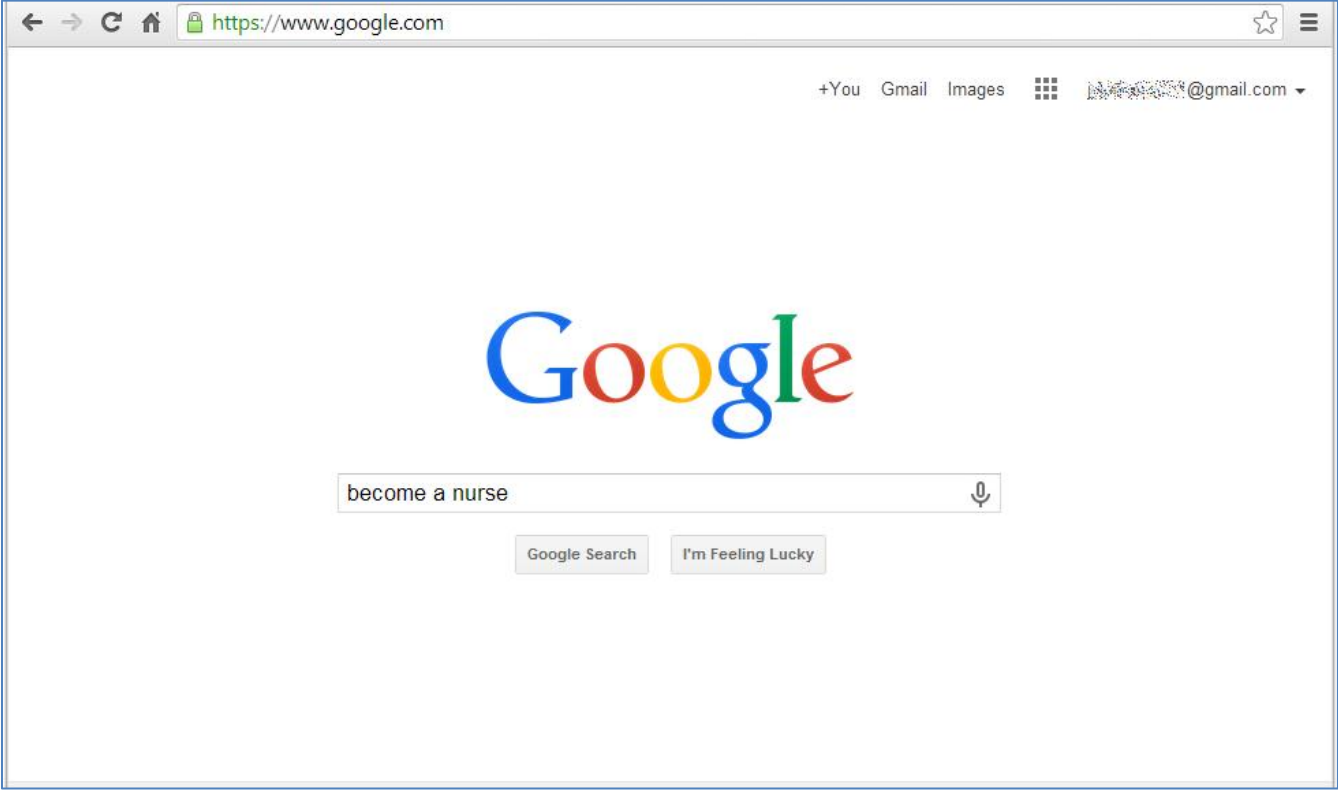
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 13	
<p>The method of claim 9, further comprising: determining, via communication with the data processing device that the user does not select the at least one advertisement; and</p>	<p>The Accused Instrumentalities operate a data processing device to determine via communication with the data processing device that the user does not select the at least one advertisement.</p> <p>See claims 8 and 9 above.</p>
<p>using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.</p>	<p>The Accused Instrumentalities use the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.</p> <p>See claims 8 and 9 above.</p>
Claim No. 14	
<p>An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:</p>	<p>Google’s advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).</p> <p>See claims 1 and 9 above.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="835 321 1827 1084"><h3>About the Google Search Network</h3><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><p>Where your ads can appear</p><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.<ul style="list-style-type: none">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our search partners' sites, such as AOL.</div> <p data-bbox="940 1091 1978 1123">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="724 321 1843 1092" style="border: 1px solid black; padding: 10px;"> <h2>About Google Ads</h2> <p>As you browse the Internet, read your email, and shop online, you've probably noticed Google Ads on these sites related to what you're searching for or viewing. For example, your Google Search results page may show text ads similar to a search phrase you just typed; or, your favorite blog may show interactive ads related to the content on the page. Google Ads can also appear on Gmail, Google Earth, and Google Maps.</p> <p>So, why do we show ads and why might you see particular ads?</p> <p>In this article</p> <ul style="list-style-type: none"> • Why ads • Why you may see particular ads <hr/> <p>Why ads</p> <ul style="list-style-type: none"> • Keep Google free. Ads help support many of Google's products like Google Search, Maps, and Gmail to name a few. • Help you find products and services. We try to make ads as useful as possible – and many can help you research and shop better online. • Help fund the websites you visit. Through programs like AdSense, millions of websites earn money to keep the lights on and pay staff - by displaying ads. </div> <p style="text-align: right;">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>
<p>a communications interface operable to interface with the data processing device of the user via the communications link;</p>	<p>The Accused Instrumentalities have a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claims 1 and 9 above.</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>a database search engine operable to: receive from the data processing device via the communications link a search request that includes a search argument; and</p>	<p>The Accused Instrumentalities have database search engine operable to receive from the data processing device via the communications link a search request that includes a search argument.</p> <p>See claims 1 and 9 above.</p>  <p>The screenshot shows a web browser window with the URL 'https://www.google.com'. The page displays the Google logo in its multi-colored font. Below the logo is a search bar containing the text 'become a nurse'. To the right of the search bar is a microphone icon. Below the search bar are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser's address bar shows navigation icons (back, forward, refresh, home) and a star icon for bookmarks. The top right corner of the browser shows '+You', 'Gmail', 'Images', a grid icon, and a user profile icon with the email address '@gmail.com'.</p>

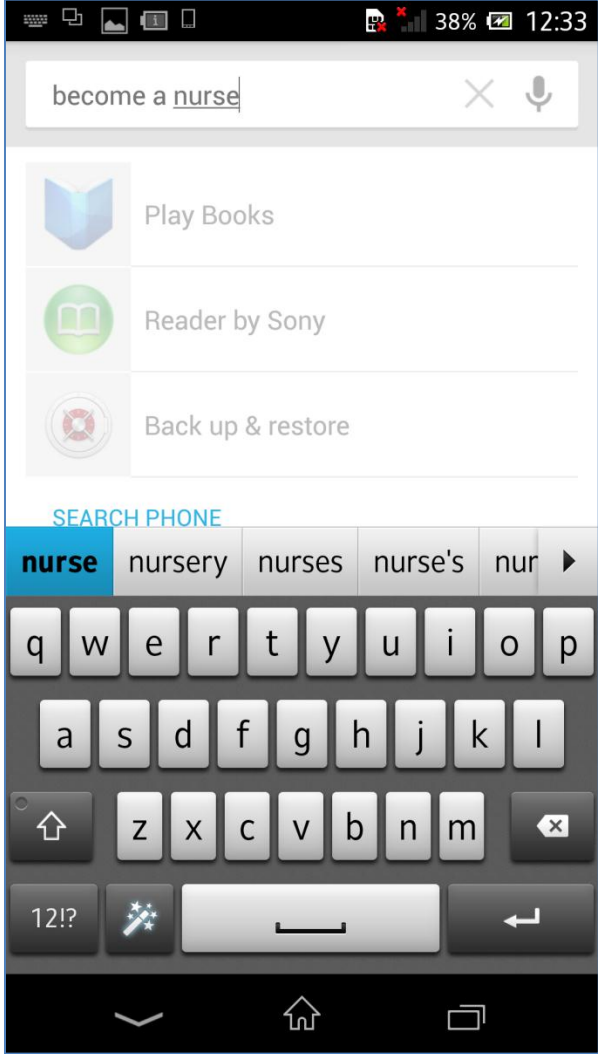
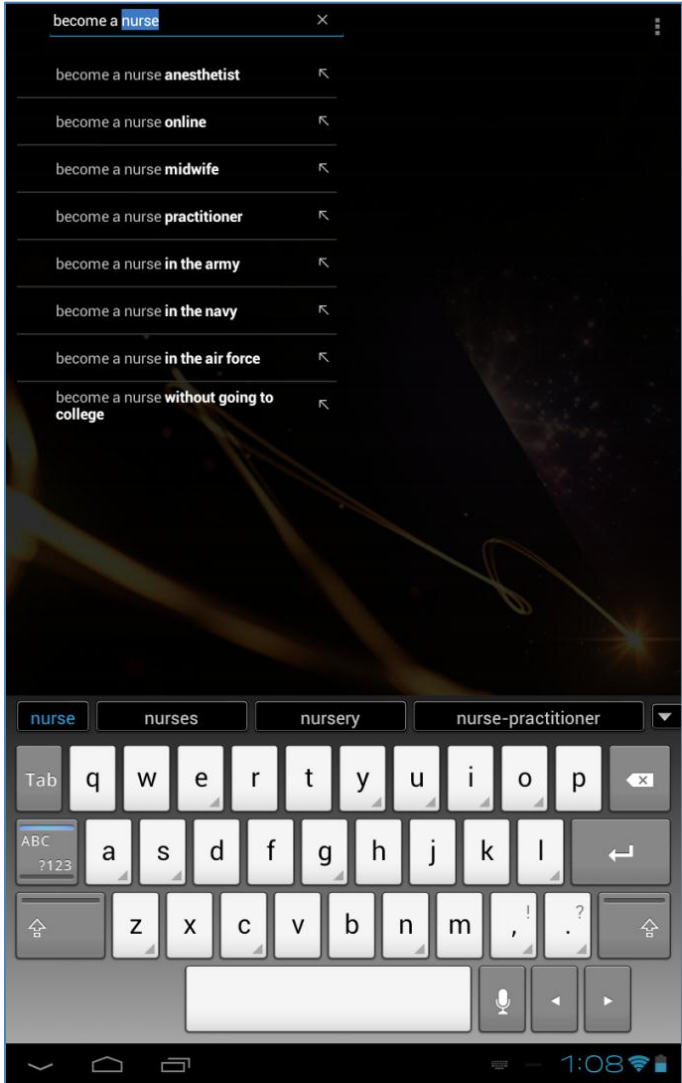
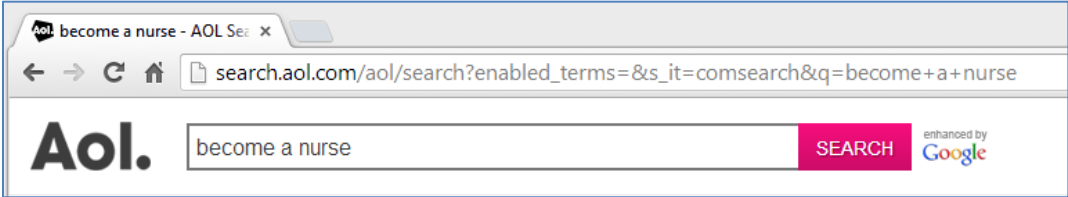
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, there are three search results: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red lifebuoy icon. Below these results is a "SEARCH PHONE" section with a list of suggestions: "nurse", "nursery", "nurses", "nurse's", and "nur". A keyboard is visible at the bottom of the screen, and the status bar at the top shows the time as 12:33 and battery level at 38%.</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Mobile Device Running Android 4.0.2

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search interface. At the top, the text "become a nurse" is entered into a search bar, with "nurse" highlighted in blue. Below the search bar, a list of suggestions is displayed, each preceded by "become a nurse" and followed by a right-pointing arrow. The suggestions are: "anesthetist", "online", "midwife", "practitioner", "in the army", "in the navy", "in the air force", and "without going to college". Below the suggestions is a keyboard with a search bar above it containing "nurse", "nurses", "nursery", and "nurse-practitioner". The keyboard is a standard QWERTY layout. At the bottom of the screen, there is a status bar showing the time "1:08" and various icons.

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.2</p> 


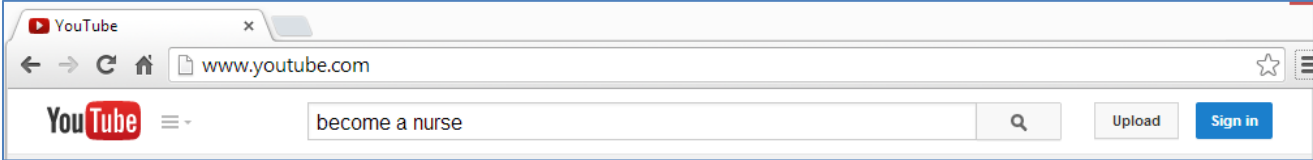
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". At the bottom of the suggestions list is a search button labeled "Search for 'become a nurse'". Below the suggestions is a QWERTY keyboard with a "Search" button at the bottom right.</p> <p>Google Search App Running on iOS 7.1</p>  <p>The screenshot shows a web browser window with the YouTube homepage. The address bar shows "www.youtube.com". The search bar contains the text "become a nurse". To the right of the search bar are buttons for "Upload" and "Sign in".</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1096 467 1980 500">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQIitskBCKm2yQEIXLbJAQiehsobCKRIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US, en; q=0.8, hi; q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- cGzNoU7vTcLZnq5JPYhQHA7twmthZbqMfj5GXTUdV8km_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjS0o6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorzbzGmaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1:; OGP=- 270001:; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 41kK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDRhVD4vnjX0-6 _HJdRLKcomqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmKcf2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET “search request”</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<p>search 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 claims 1 and 9 above.</p> <div data-bbox="648 505 1913 1118" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p> </div> <div style="width: 45%;"> <p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>
<p>an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the</p>	<p>The Accused Instrumentalities have an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results</p>


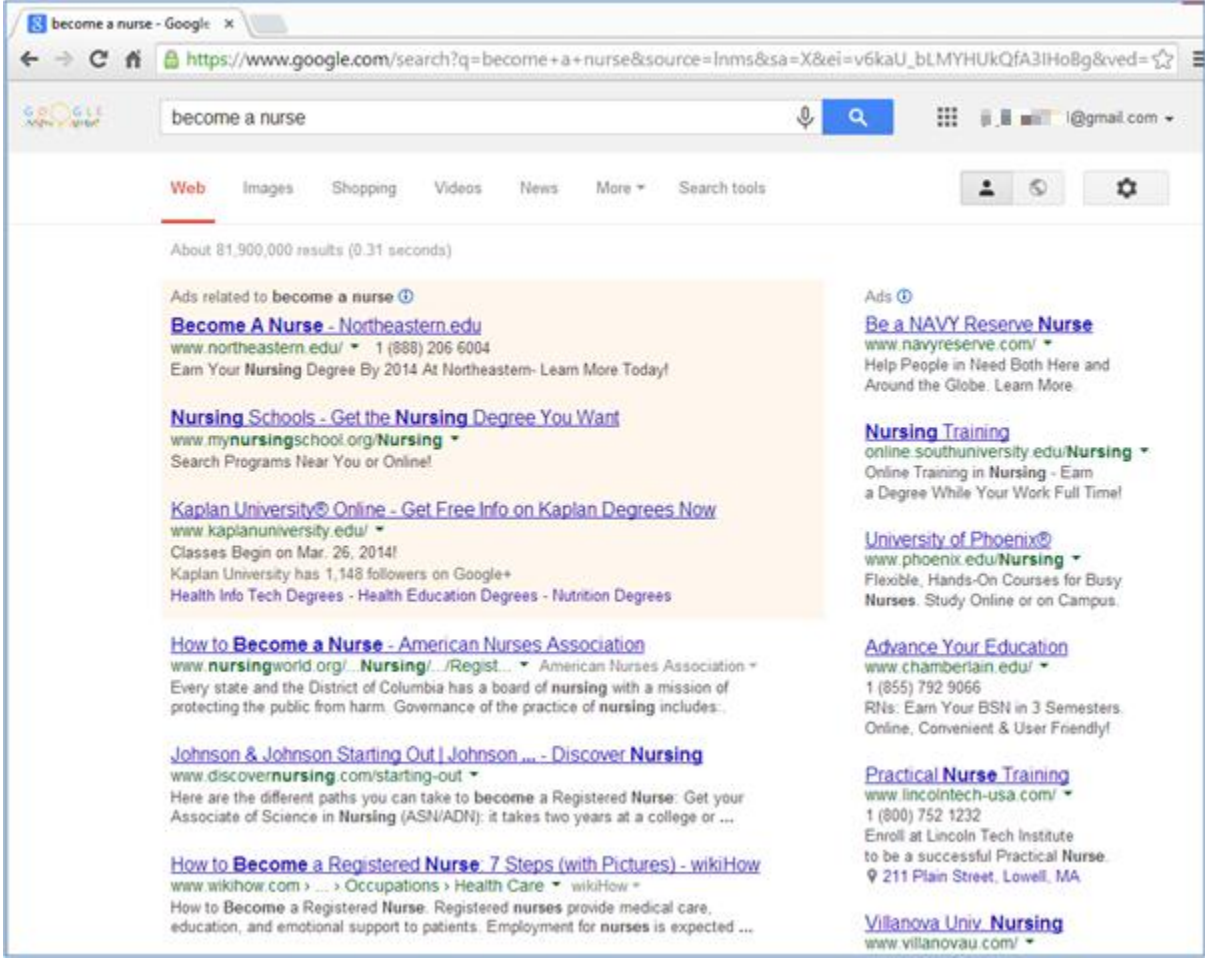
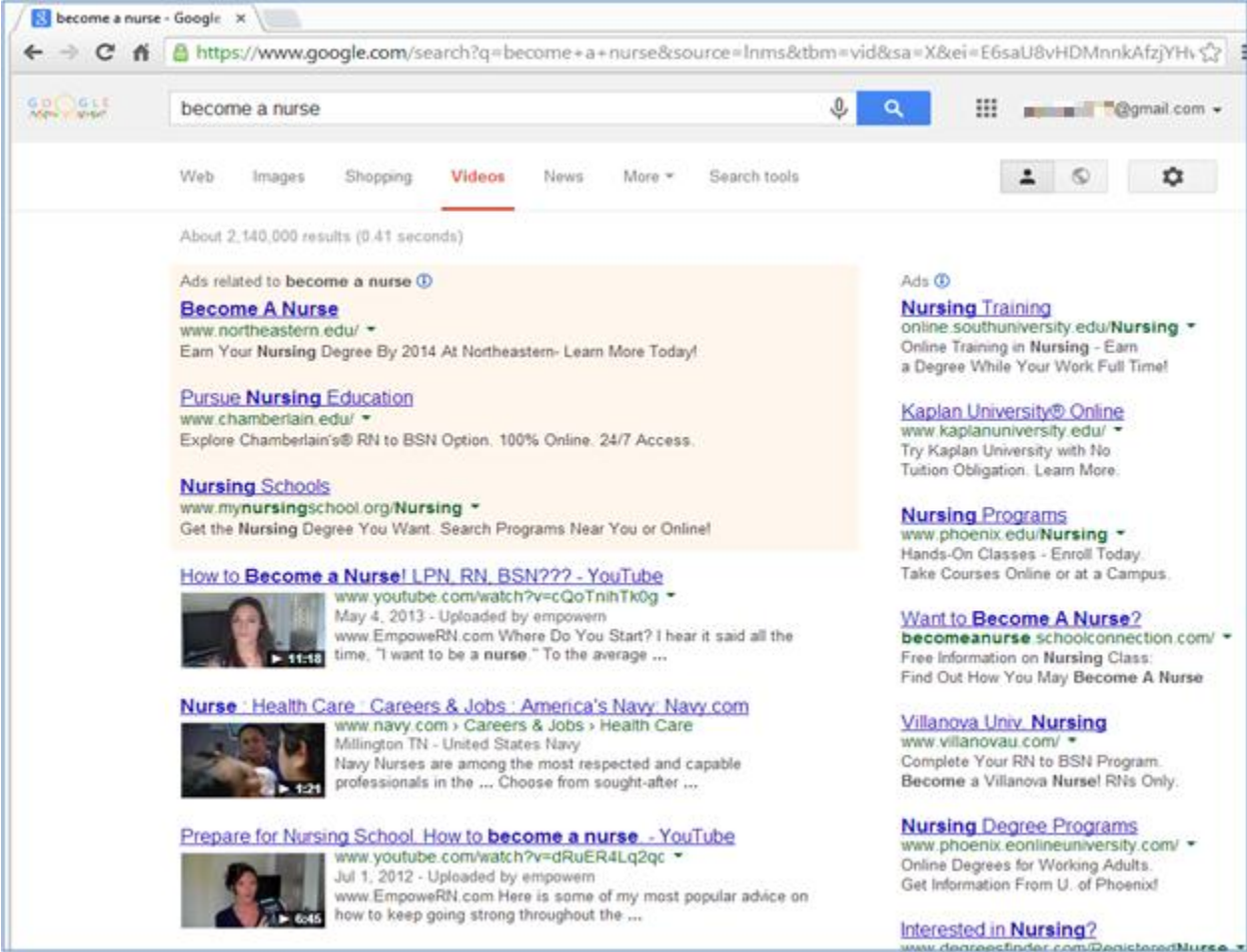
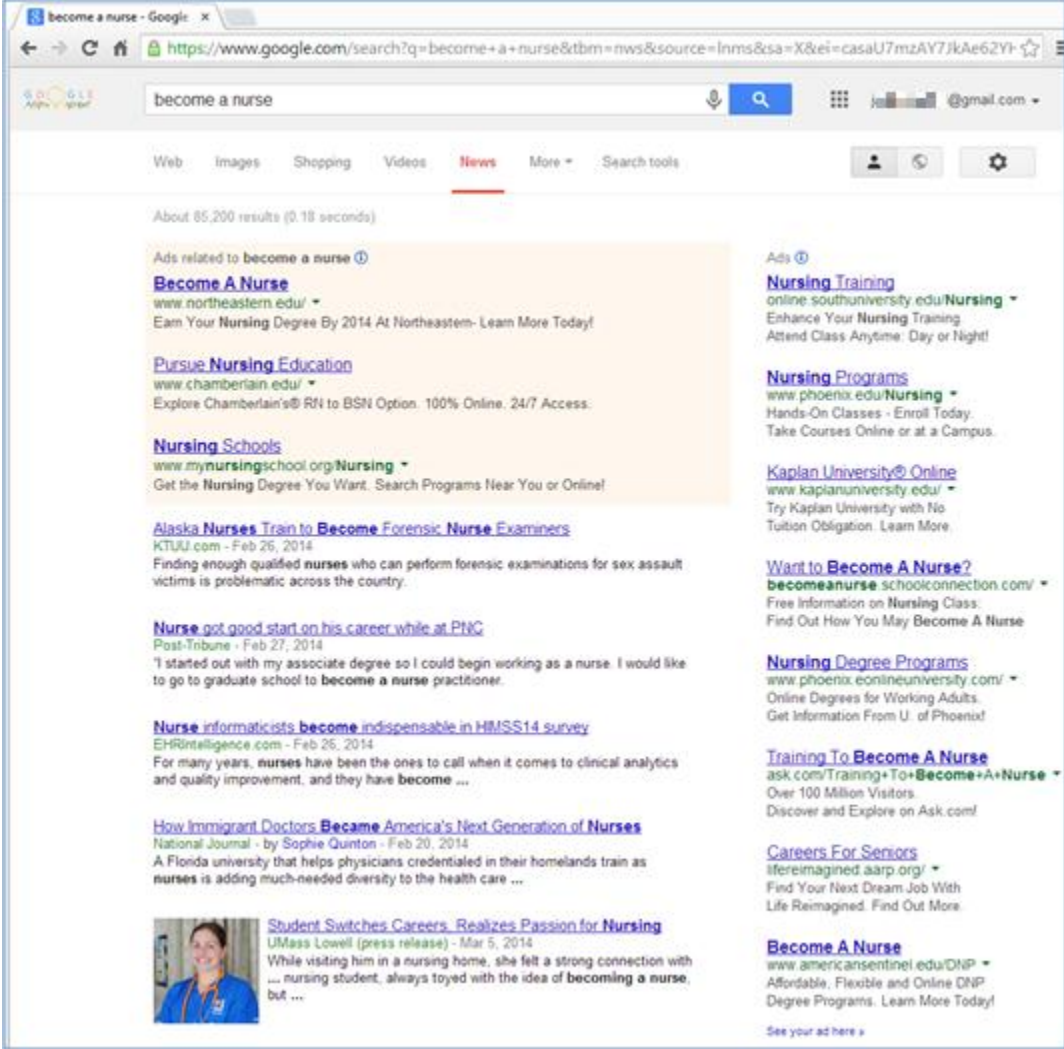
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search results; and	<div data-bbox="659 321 1902 1114"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 443 1255 613"><p>Search ad Gmail ad Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<hr/><h4>Example</h4><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1122 1982 1157">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

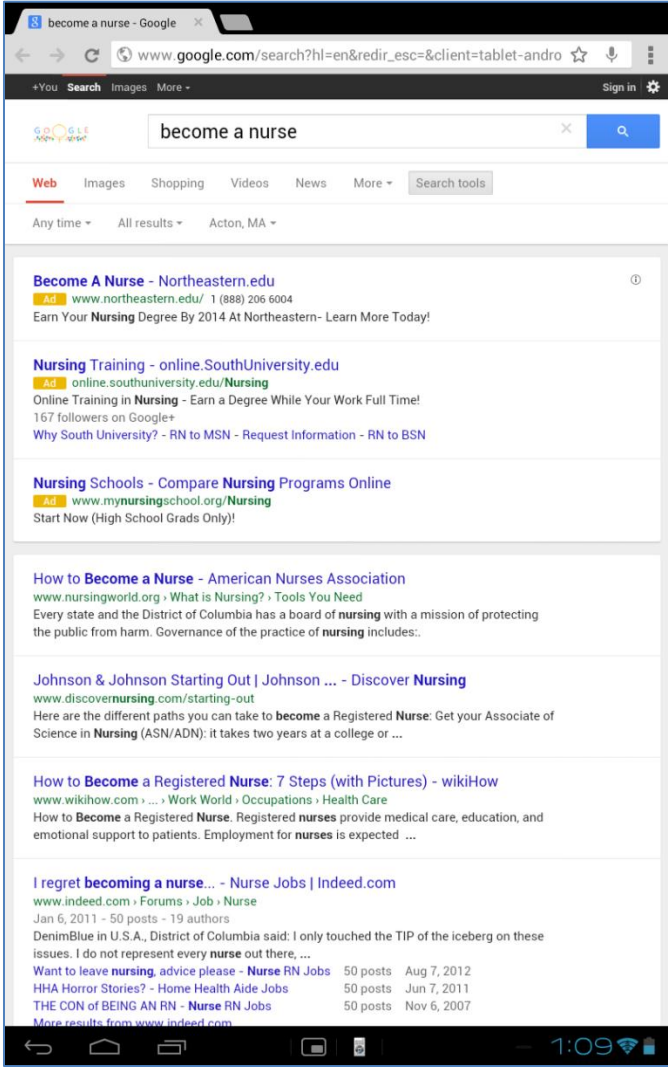
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

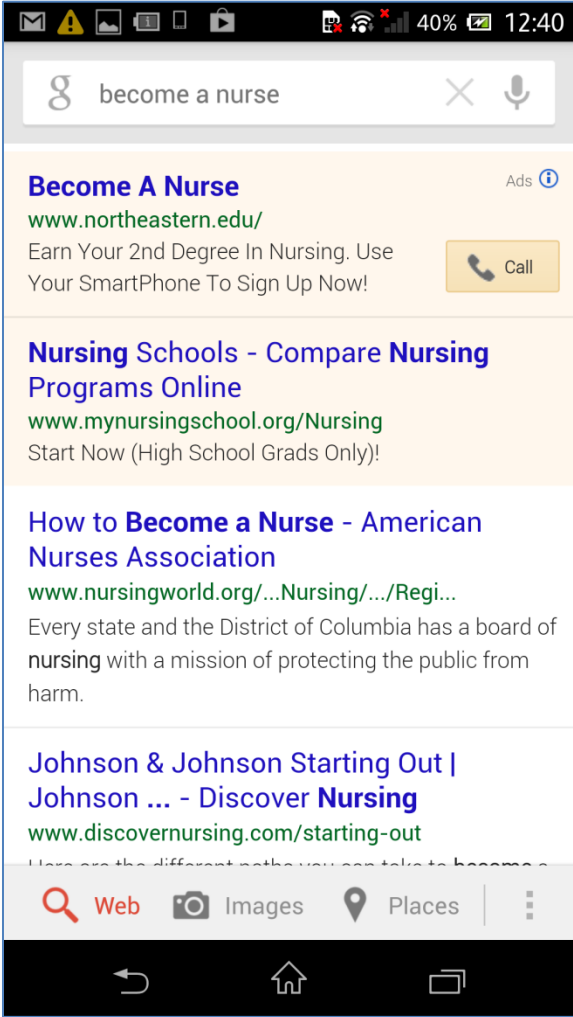
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p>	<p>The Accused Instrumentalities are operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p> <p>See claims 1, 5, 9, and 11 above.</p>

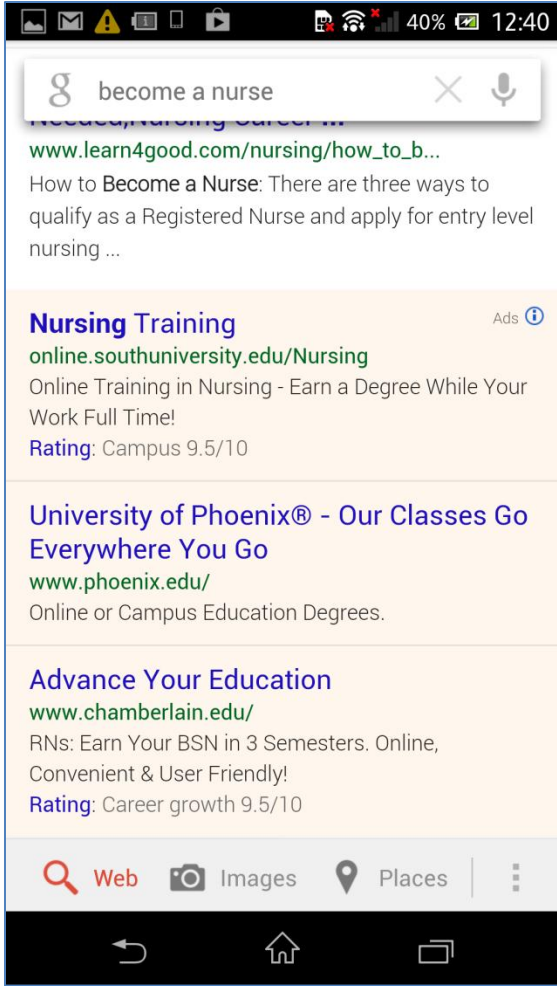
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns. The left column features several organic search results, including:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/. Nursing! /Regist... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com > ... > Occupations > Health Care > wikiHow. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>The right column features several sponsored ads:</p> <ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/.

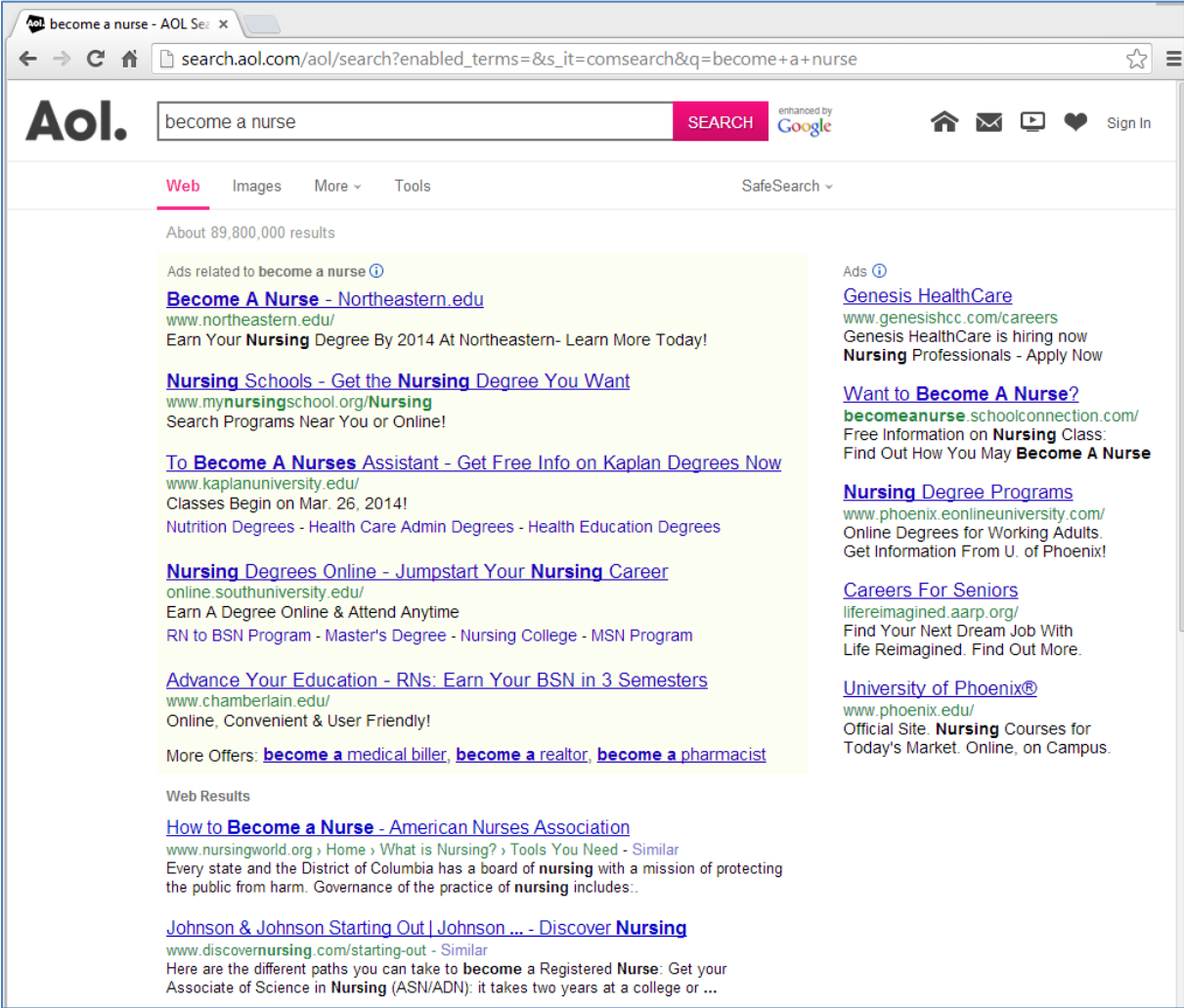
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g) - May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com) - Careers & Jobs > Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc) - Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side, there are additional ads and search results:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A NurseVillanova Univ Nursing (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of PhoenixInterested in Nursing? (www.degreefinder.com/RegisteredNurse)

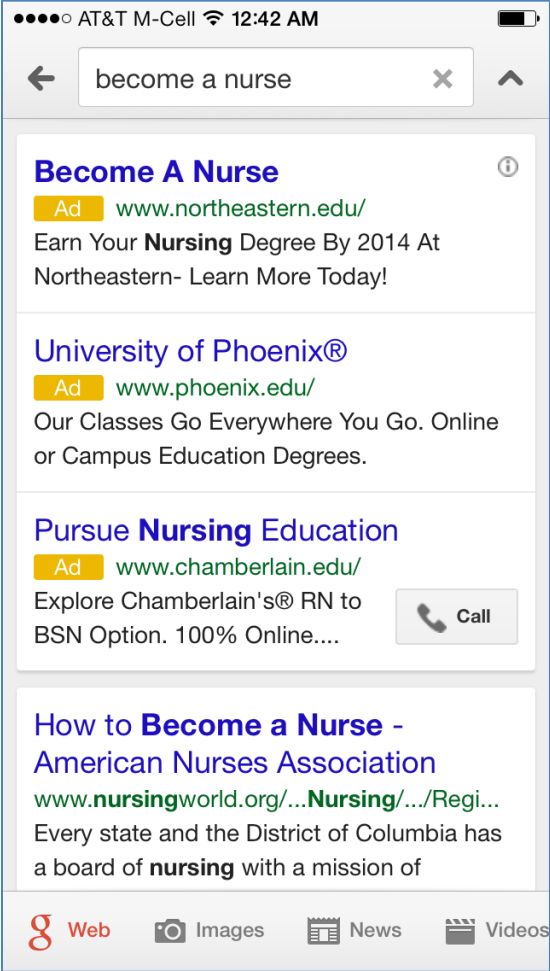
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>On the right side of the search results, there are several sponsored links:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifeimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: "Become A Nurse - Northeastern.edu" with URL www.northeastern.edu/ and phone number (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "Nursing Training - online.SouthUniversity.edu" with URL online.southuniversity.edu/Nursing. 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"Advertisement 3: "Nursing Schools - Compare Nursing Programs Online" with URL www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: "How to Become a Nurse - American Nurses Association" with URL www.nursingworld.org. Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Organic Result 2: "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with URL www.discovernursing.com/starting-out. 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 ..."Organic Result 3: "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL www.wikihow.com. Text: "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: "I regret becoming a nurse... - Nurse Jobs Indeed.com" with URL www.indeed.com. Text: "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, ..." <p>The bottom of the screenshot shows a mobile status bar with the time 1:09 and various icons.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Search Bar: Contains the text "become a nurse" and a microphone icon.Search Results:<ul style="list-style-type: none">Result 1: Title "Become A Nurse" (with "Ads" label), URL "www.northeastern.edu/", description "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!", and a "Call" button.Result 2: Title "Nursing Schools - Compare Nursing Programs Online", URL "www.mynursingschool.org/Nursing", description "Start Now (High School Grads Only)!".Result 3: Title "How to Become a Nurse - American Nurses Association", URL "www.nursingworld.org/...Nursing/.../Regi...", description "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."Result 4: Title "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", URL "www.discovernursing.com/starting-out", description "Here are the different paths you can take to become a..."Navigation Bar: Includes "Web", "Images", and "Places" tabs.Bottom Bar: Contains back, home, and recent apps icons.

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The top result is from www.learn4good.com/nursing/how_to_b... with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads:</p> <ul style="list-style-type: none">Nursing Training (Ads ⓘ) from online.southuniversity.edu/Nursing. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: Campus 9.5/10.University of Phoenix® - Our Classes Go Everywhere You Go from www.phoenix.edu/. Text: "Online or Campus Education Degrees."Advance Your Education from www.chamberlain.edu/. Text: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: Career growth 9.5/10. <p>The bottom of the screenshot shows search filters for "Web", "Images", and "Places", and a navigation bar with back, home, and recent apps icons.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown menu. The results section shows "About 89,800,000 results". There are two columns of ads. The left column includes ads from Northeastern.edu, mynursingschool.org, kaplanuniversity.edu, southuniversity.edu, and chamberlain.edu. The right column includes ads from Genesis HealthCare, becomeanurse.schoolconnection.com, phoenix.eonlineuniversity.com, lifereimagined.aarp.org, and phoenix.edu. Below the ads, there are "Web Results" including links to nursingworld.org and discovernursing.com.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored ads:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button. <p>Below the ads is a search result for "How to Become a Nurse - American Nurses Association" from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of".</p> <p>The bottom of the screenshot shows navigation icons for Web, Images, News, and Videos.</p>

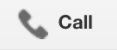
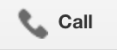
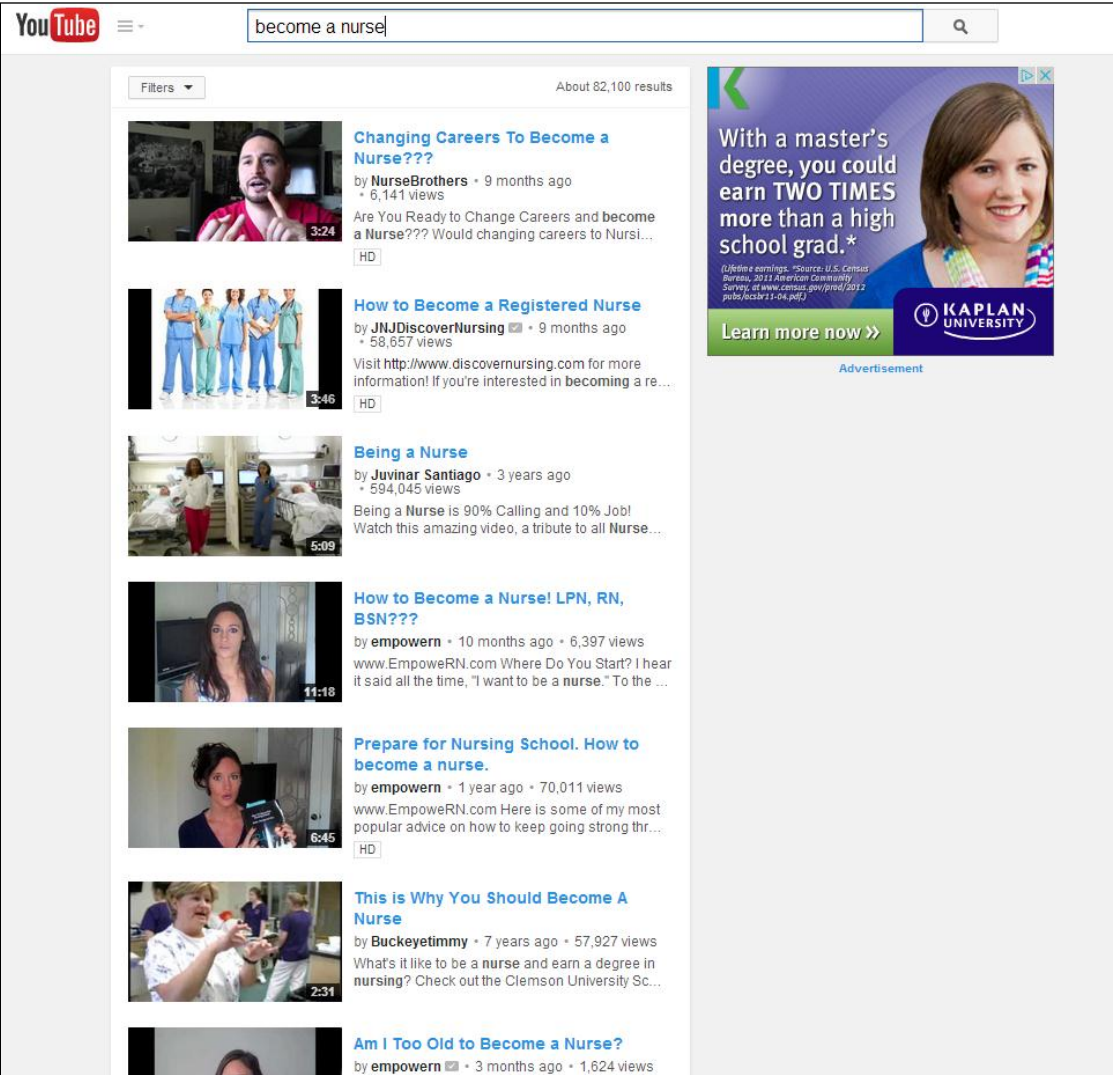
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1003 391 1558 1372" style="border: 1px solid #ccc; padding: 10px;"><p data-bbox="1035 435 1398 542">How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1035 740 1528 878">Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p data-bbox="1035 922 1528 1092">Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p data-bbox="1035 1138 1528 1344">Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix.  Nursing Programs - Nursing Degrees</p></div>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". Below the ad, it says "Advertisement".</p>

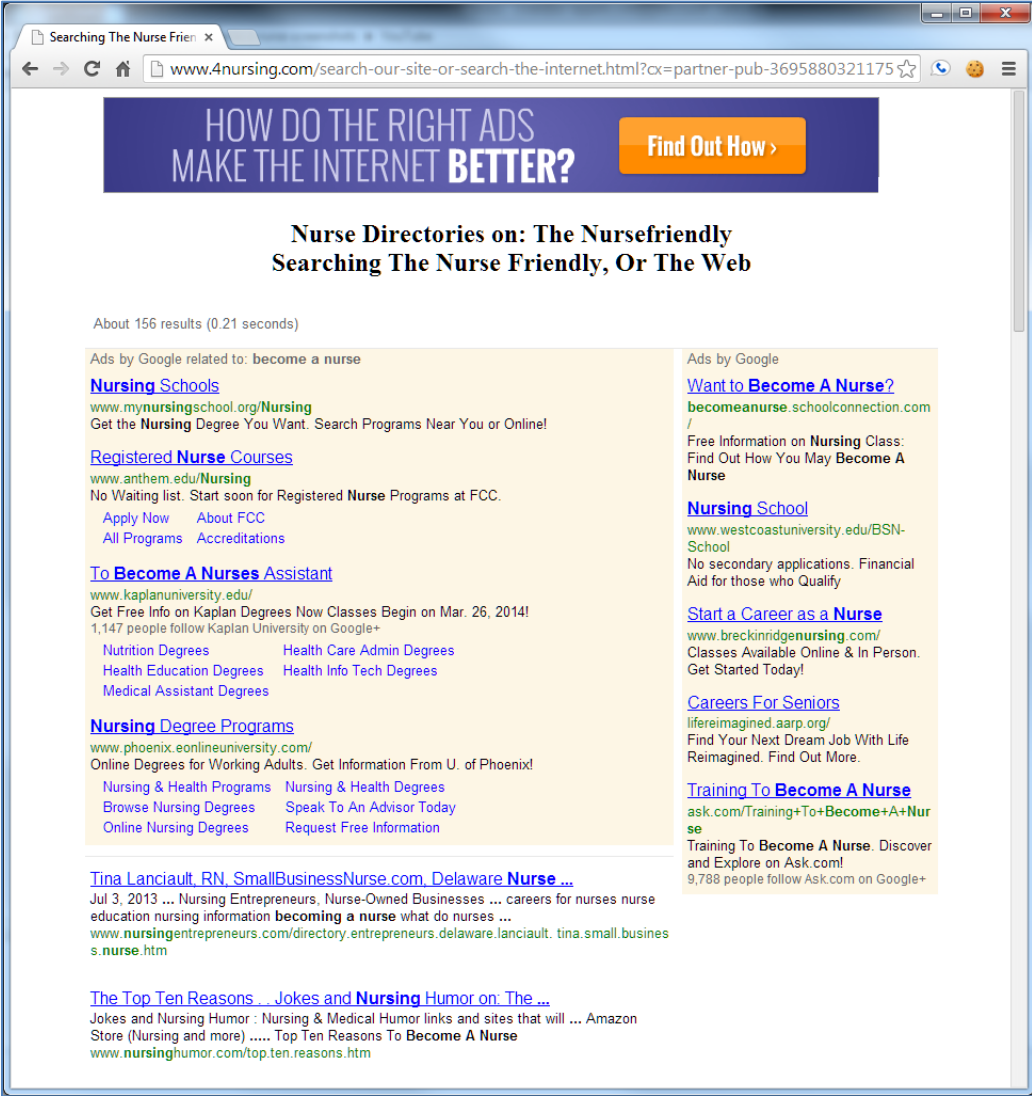
<p>U.S. PATENT NO. 7,895,183</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot shows a search results page from www.4nursing.com. The search query is "Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web". The page displays approximately 156 results in 0.21 seconds. The results are organized into two columns of advertisements. The left column includes links to nursing schools, registered nurse courses, and degree programs. The right column includes links to becoming a nurse, nursing schools, starting a career as a nurse, and training to become a nurse. The page also features a banner at the top asking "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" with a "Find Out How" button.</p>

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Google Custom Search Results Page

Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

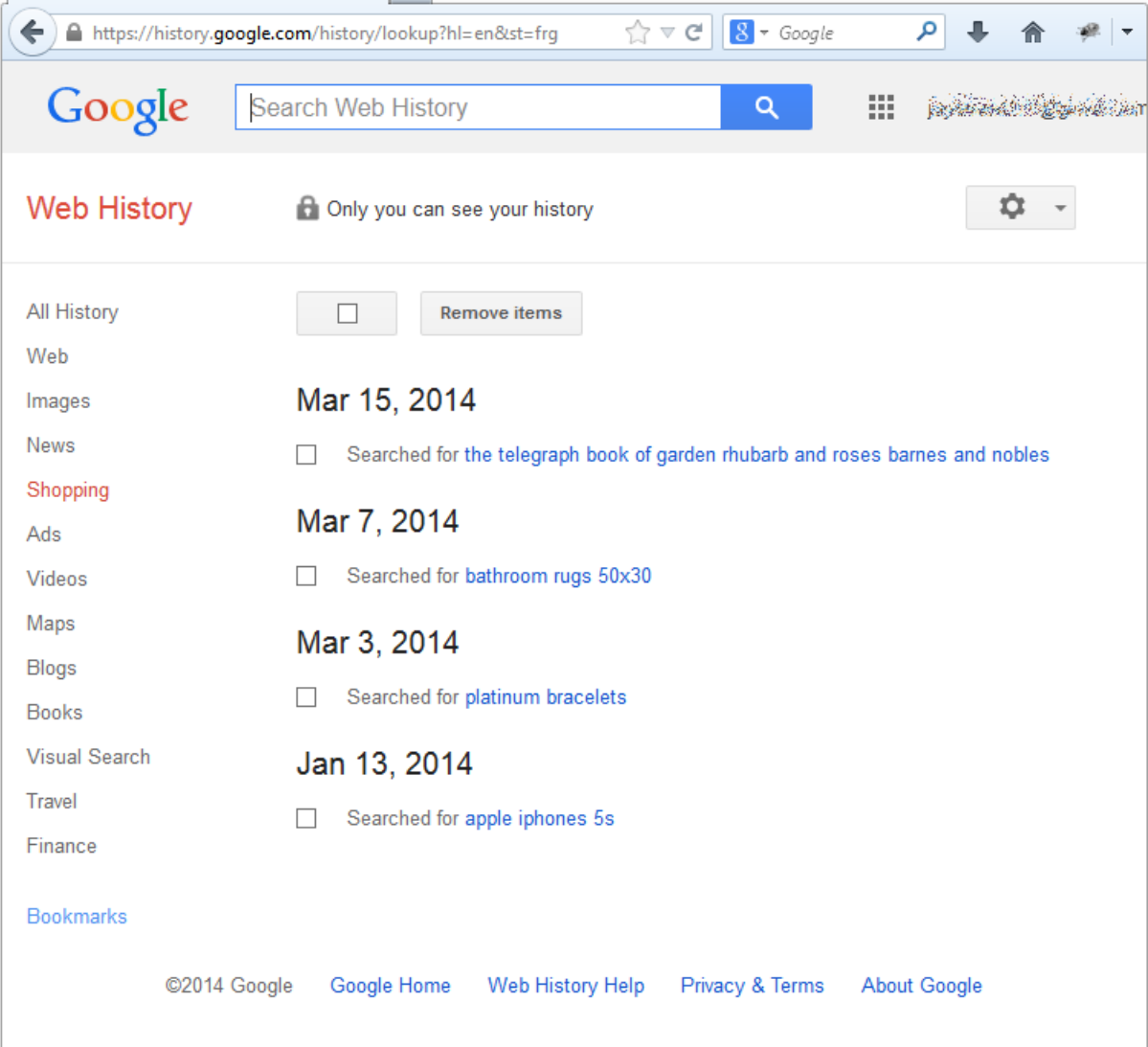
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> HTTP/1.1 200 OK Date: Sun, 09 Mar 2014 00:54:40 GMT Expires: -1 Cache-Control: private, max-age=0 Content-Type: application/json; charset=UTF-8 Get-Dictionary: /sdch/3558x_y4.dct Content-Disposition: attachment Server: gws X-XSS-Protection: 1; mode=block X-Frame-Options: SAMEORIGIN Alternate-Protocol: 443:quic Content-Length: 158654 {"e": "0LsbU8H8B6Tq0AHXuICABA", "c": 1, "u": "https:// /wwww.google.com/search?output=search\u0026sclient=psy-ab \u0026q=become+a+nurse\u0026oq=become+a+nurse \u0026gs_l=hp.3..35i39j0i20j0l2.20613.31350.0.32482.19.13.2.0.0. 1.1068.5851.3-1j0j3j2j2.8.0.chm_pq_q%2Chmss2% 3Dfalse...0...1.1.37.psy-ab..10.9.5437.6pubMvDDpd0\u0026pbx=1 \u0026bav=on.2,or.r_cp.r_qf.\u0026bvm=bv.62578216%2Cd.dmQ% 2Cpv.xjs.s.en_US.Qb9R7Hul644.O\u0026fp=2abeaecf5da1ba90 \u0026biw=1065\u0026bih=880\u0026dpr=1\u0026tch=1\u0026ech=1 \u0026psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.4", "p": true, "d": " \u003Cscript\u003E(function(){var _jesr_base_page_version=21;var _jesr_user_state='376ff8b0';var _jesr_signal_base_page_change=false;var _jesr_eventid='0LsbU8H8B6Tq0AHXuICABA';var je=google.j;var _loc='#'+location.href.substr(location.href.indexOf('?')+1);var _ss=je.ss;window.je = je;window._loc = _loc;window._ss = _ss;je.api({\n\n": "\bvch", \nu": location.href, \ne": _jesr_eventid, \nbvch": _jesr_signal_base_page_change, \nbv": _jesr_base_page_version, \nus": _jesr_user_state});})();\u003C /script\u003E\u003Cscript\u003E(function() {window.fp='2abeaecf5da1ba90';window.dr = 1;})();\u003C/script \u003E\u003Cscript\u003E(function(){var _title='become a nurse - Google Search';var _kei='0LsbU8H8B6Tq0AHXuICABA';je.api({\n\n": \nad", \nis": _loc, \nt": _title, \ne": _kei, \nfp": window.fp, \nss ": _ss, \ncsi": {}, \nbc": ""});})();\u003C/script\u003E \u003Cscript\u003Eje.api({\n\n": "\ph", \nlu": {"gb_119": \nhttps://\plus.google.com/u/0/?tab\lx3dwX", \n\n": \nhttps://\www.google.com/webhp?tab\lx3dww", \n\n": \nhttps://\www.google.com/search?q\lx3dbecome+a+nurse\lx26bav \lx3don.2,or.r_cp.r_qf.\lx26bvm </pre>

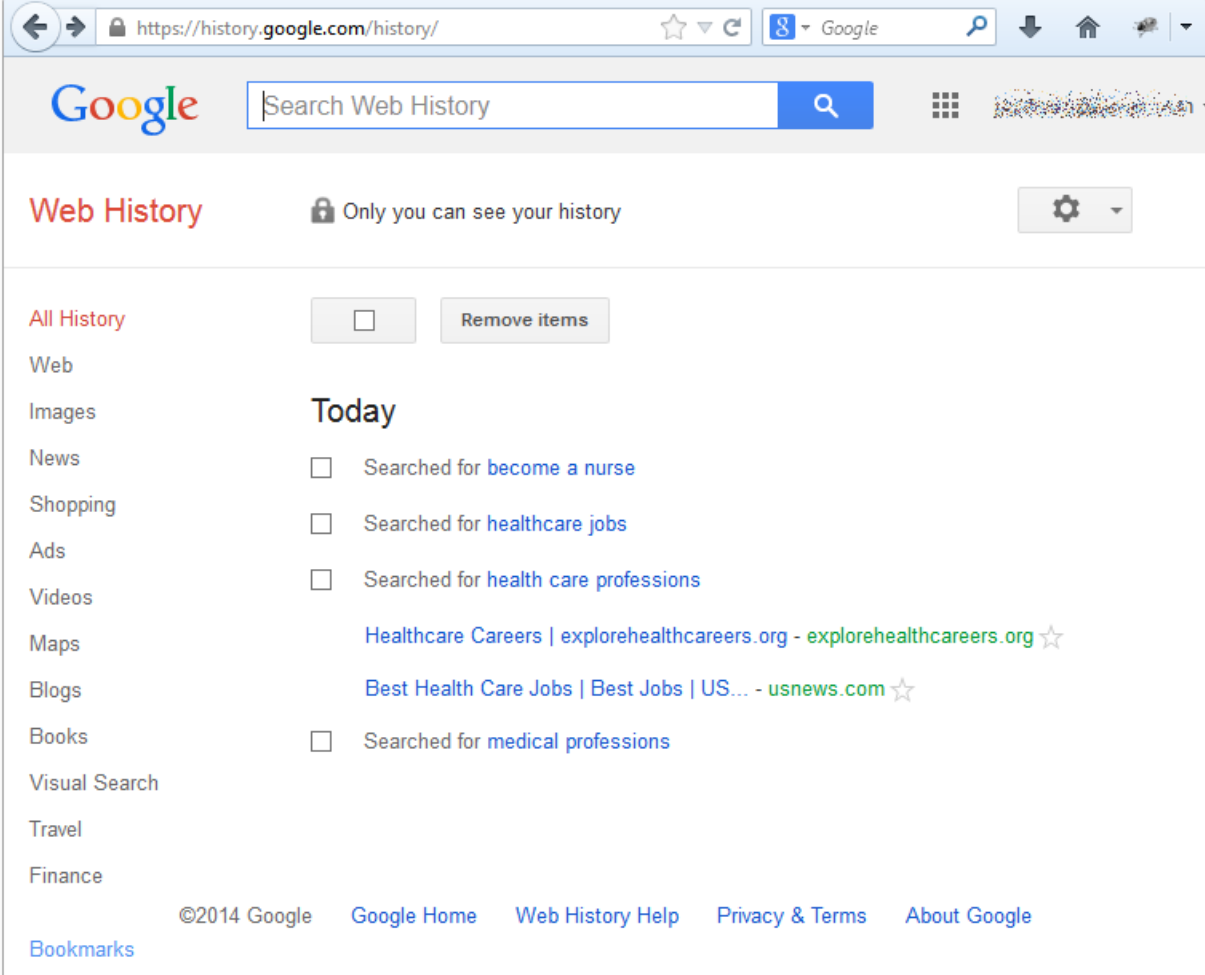
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

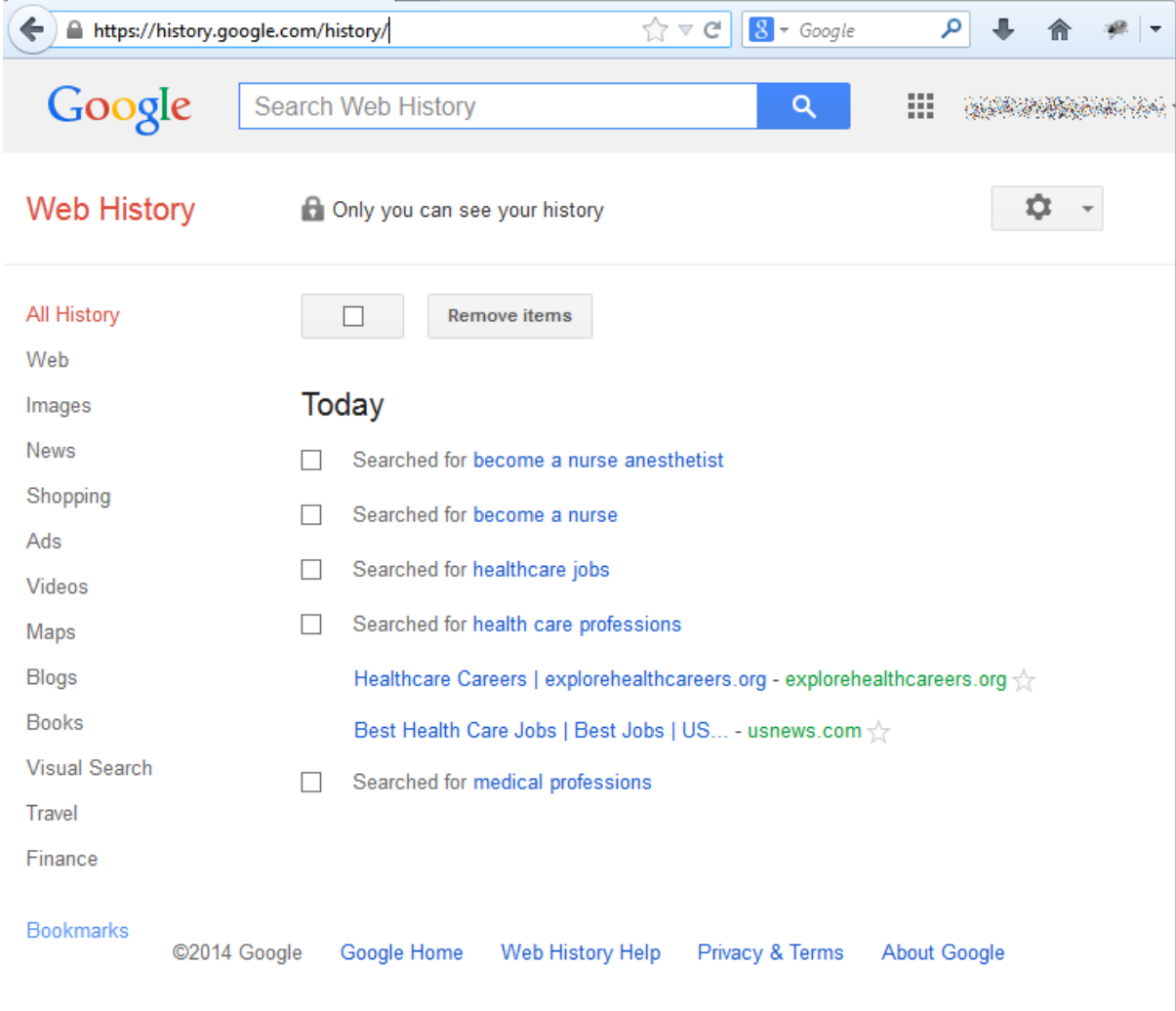
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	GET “search request”
Claim No. 15	
The advertising machine of claim 14, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The Accused Instrumentalities are operable to include a link to a website sponsoring the advertisement in the at least one advertisement. See claims 2 and 14 above.
Claim No. 17	
The advertising machine of claim 14, wherein the advertising machine is further operable to update a home web page to include the at least one advertisement.	The Accused Instrumentalities are operable to update a home web page to include the at least one advertisement. See claims 4 and 14 above.
Claim No. 18	
The advertising machine of claim 14, wherein the search results and the at least one advertisement are included in a web page transmitted to the data	The Accused Instrumentalities are operable to include the search results and the at least one advertisement in a web page transmitted to the data processing device via the communications link See claims 1, 5, 11, and 14 above

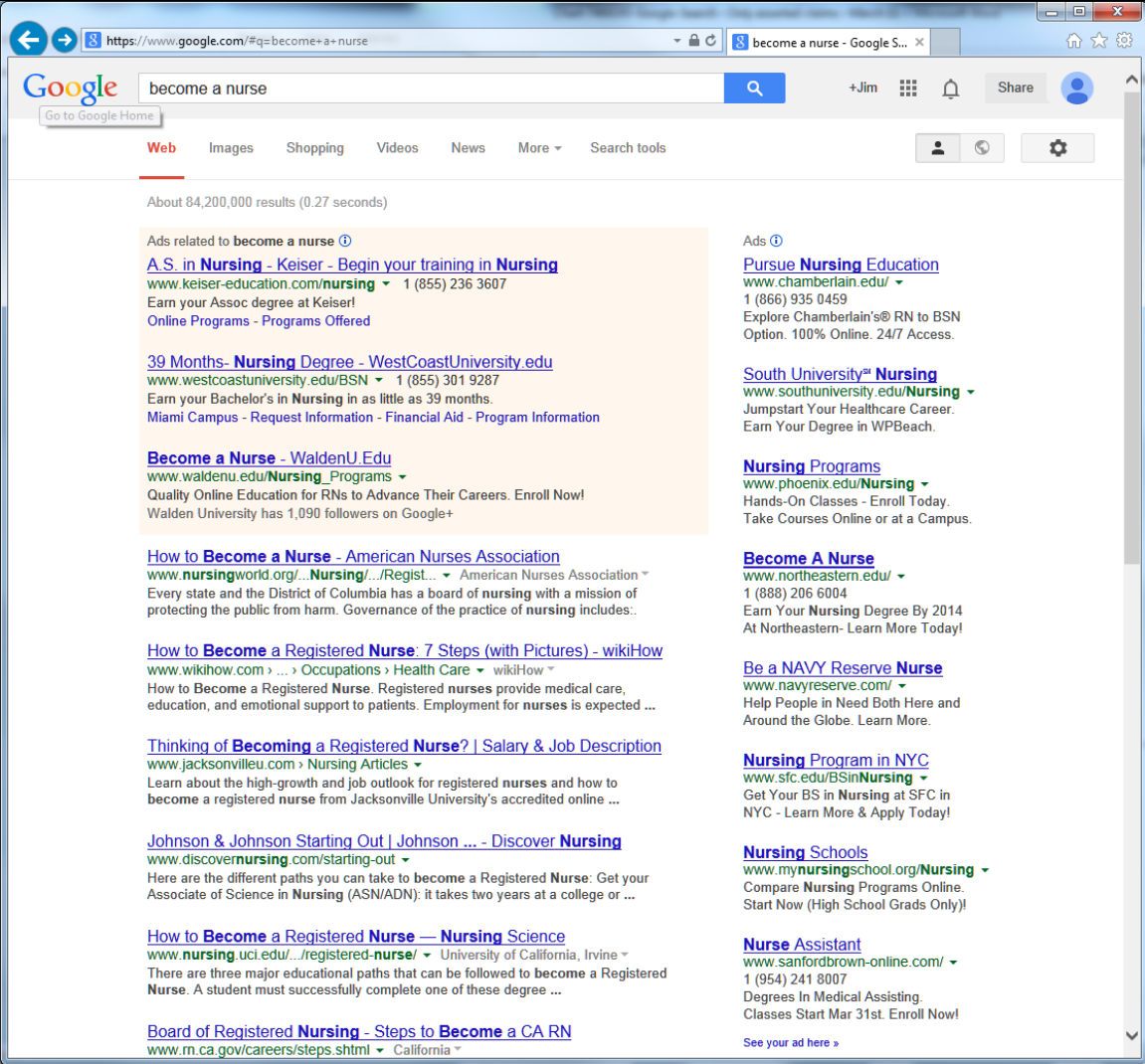
Exhibit F: Infringement of U.S. Patent No. 7,895,183 by Defendant Google

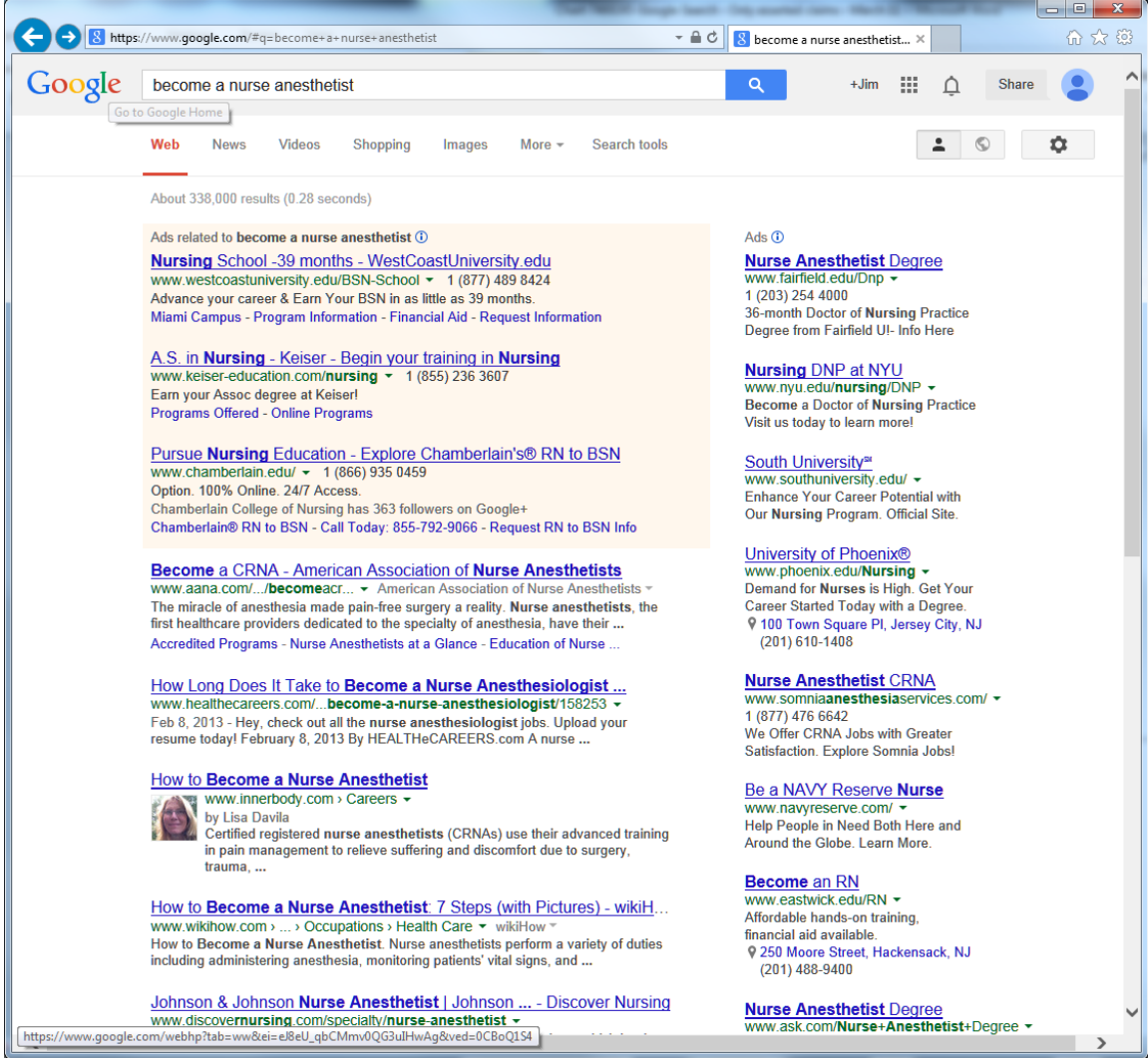
U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
processing device via the communications link.	
Claim No. 19	
The advertising machine of claim 14, wherein the advertising machine forms at least a portion of a search engine.	<p>Upon information and belief, the Accused Instrumentalities are operable to form a portion of a search engine.</p> <p>See claim 14 above.</p>
Claim No. 20	
The advertising machine of claim 14, wherein the advertising machine is further operable to compile user profile data for the user based upon at least the search term.	<p>The Accused Instrumentalities are operable to compile user profile data for the user based upon at least the search term.</p> <p>See claim 14 above.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the browser address bar displays the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main content area is titled "Web History" and includes a lock icon with the text "Only you can see your history" and a settings gear icon. A list of search history items is displayed, each with a date and a search query:</p> <ul style="list-style-type: none">All History <input type="checkbox"/> Remove itemsWebImages Mar 15, 2014News <input type="checkbox"/> Searched for the telegraph book of garden rhubarb and roses barnes and noblesShoppingAds Mar 7, 2014Videos <input type="checkbox"/> Searched for bathroom rugs 50x30MapsBlogs Mar 3, 2014Books <input type="checkbox"/> Searched for platinum braceletsVisual Search Jan 13, 2014Travel <input type="checkbox"/> Searched for apple iphones 5sFinanceBookmarks <p>At the bottom of the page, there is a footer with the text "©2014 Google" and several links: Google Home, Web History Help, Privacy & Terms, and About Google.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the address bar displays 'https://history.google.com/history/'. Below it is the Google logo and a search bar labeled 'Search Web History'. The main heading is 'Web History' with a lock icon and the text 'Only you can see your history'. A settings gear icon is visible. On the left, a vertical list of categories includes: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The 'All History' section has a checkbox and a 'Remove items' button. The 'Today' section lists search history items: 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org', 'Best Health Care Jobs Best Jobs US... - usnews.com', and 'Searched for medical professions'. The footer contains copyright information and links for Google Home, Web History Help, Privacy & Terms, and About Google.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the browser address bar displays 'https://history.google.com/history/'. Below the address bar is the Google logo and a search bar labeled 'Search Web History'. The main heading is 'Web History' with a lock icon and the text 'Only you can see your history'. A settings gear icon is visible in the top right. On the left, a vertical list of categories includes: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The 'All History' section has a checkbox and a 'Remove items' button. The 'Today' section lists several search entries, each with a checkbox and a search query: 'Searched for become a nurse anesthetist', 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Searched for medical professions'. Two search results are also visible: 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org' and 'Best Health Care Jobs Best Jobs US... - usnews.com'. The footer contains copyright information '©2014 Google' and links for 'Google Home', 'Web History Help', 'Privacy & Terms', and 'About Google'.</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 84,200,000 results. The search results are organized into two columns. The left column contains organic search results, including links to "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "Become a Nurse - WaldenU Edu", "How to Become a Nurse - American Nurses Association", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", "Thinking of Becoming a Registered Nurse? Salary & Job Description", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", "How to Become a Registered Nurse — Nursing Science", and "Board of Registered Nursing - Steps to Become a CA RN". The right column contains several advertisements for nursing education, such as "Pursue Nursing Education", "South University™ Nursing", "Nursing Programs", "Become A Nurse", "Be a NAVY Reserve Nurse", "Nursing Program in NYC", "Nursing Schools", and "Nurse Assistant". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

U.S. PATENT NO. 7,895,183	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 for various nursing schools and programs, such as West Coast University, Keiser University, Chamberlain College of Nursing, American Association of Nurse Anesthetists, and South University. The organic search results include articles and guides, such as "How Long Does It Take to Become a Nurse Anesthesiologist ...", "How to Become a Nurse Anesthetist", and "Johnson & Johnson Nurse Anesthetist Johnson ...".</p>

U.S. PATENT NO. 7,895,183	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 618"><p>Search history</p><p>When signed in, you can receive more relevant results and recommendations based on your search activity. You can turn off or edit your search history at any time.</p><hr/><p><input type="button" value="Save"/> <input type="button" value="Cancel"/></p></div> <div data-bbox="648 660 1915 865"><p>Search History settings</p><p>With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History.</p></div> <p data-bbox="940 873 1976 907">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>