

EXHIBIT 17

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

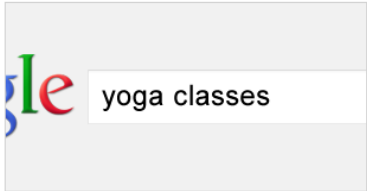
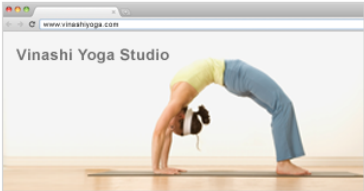
The following analysis shows how each claim element is literally present. In the event that a claim element is deemed to be missing under a literal infringement analysis (e.g., due to claim construction), Rockstar reserves the right to demonstrate the presence of a substantial equivalent of such an element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

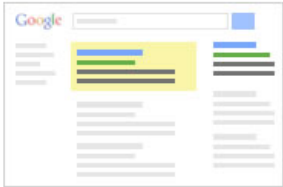
To the extent that the descriptions below give rise to either direct or indirect infringement, Rockstar alleges both.

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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
<p>A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).¹</p>

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

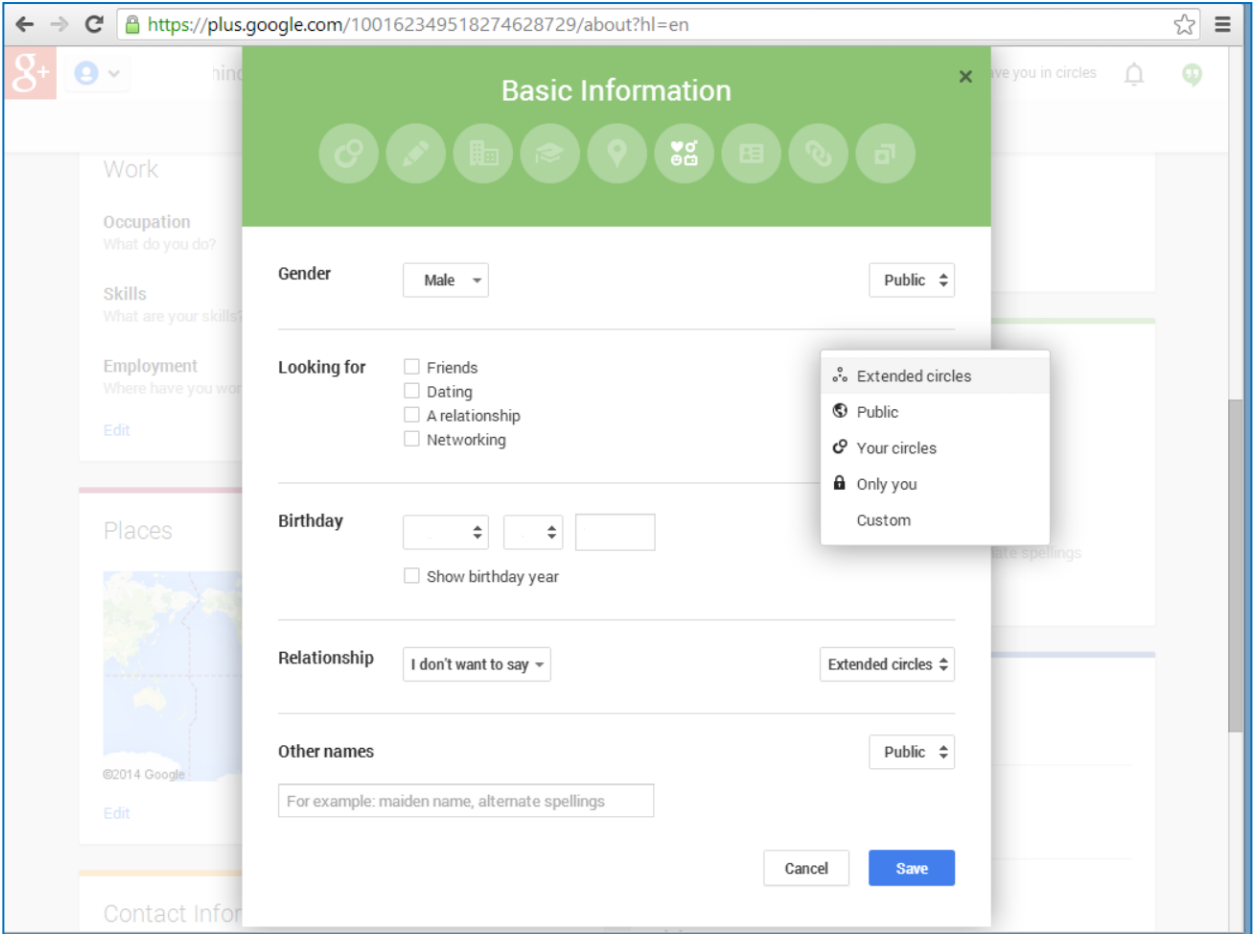
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="651 293 1887 834"><p>Ads on Google Target your ads Ad types Costs FAQ</p><hr/><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><div data-bbox="1457 420 1766 464"><p>Get started now For free support call: 1-800-877-2981*</p></div><div data-bbox="663 488 1026 677"></div><div data-bbox="1062 488 1423 677"><p>Yoga for beginners www.vinashiyoga.com Start your journey today Special – 10 classes for \$100 (354) 555-0111 - Directions</p></div><div data-bbox="1457 488 1818 677"></div><ol style="list-style-type: none"><li data-bbox="663 708 1026 789">1. People search on Google People use keywords (or search terms) to search for specific products and services.<li data-bbox="1062 708 1423 810">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 more<li data-bbox="1457 708 1818 789">3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</div> <p data-bbox="1094 841 1955 878">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

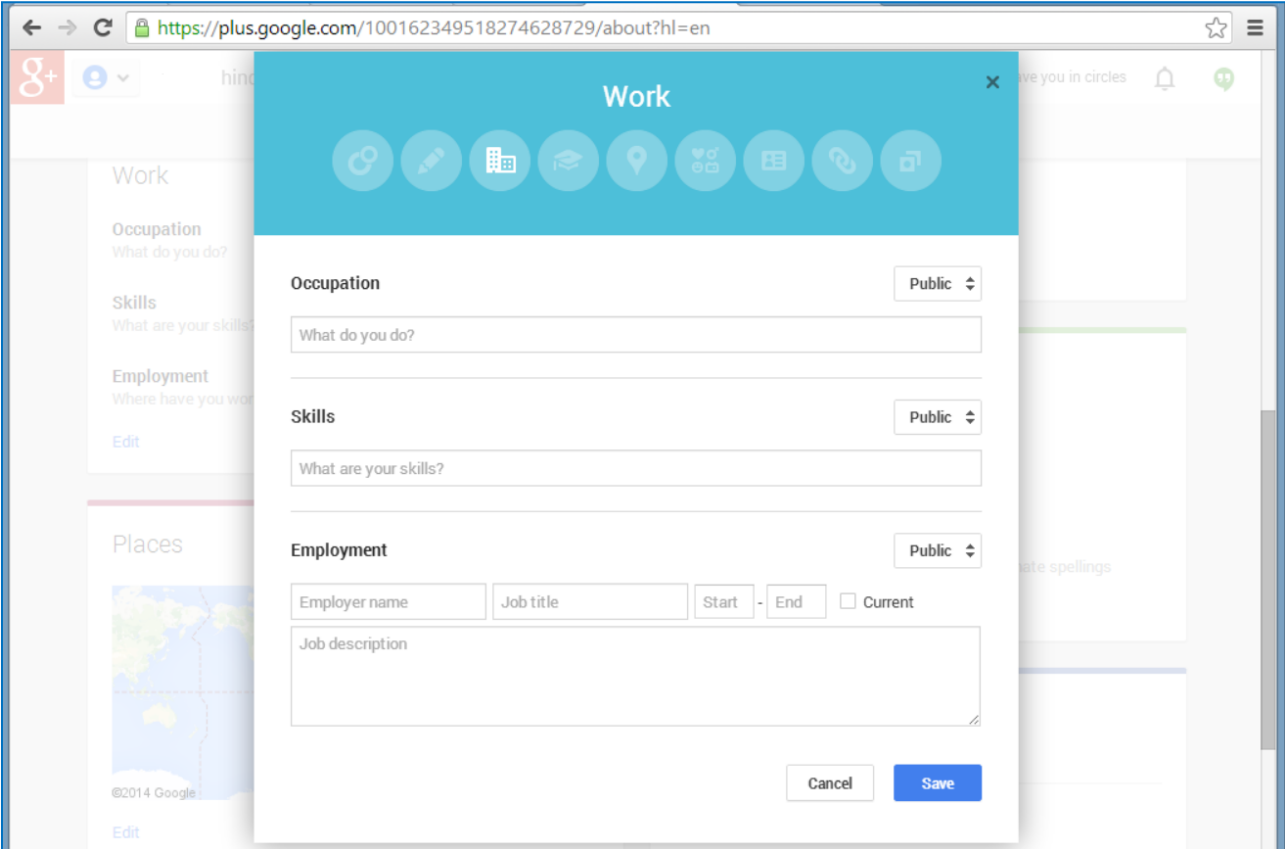
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1906 1341"><h2 data-bbox="793 315 1188 363">Search Network</h2><p data-bbox="793 425 1871 483">A group of search-related websites where your ads can appear. These include Google search sites and non-Google search sites (like AOL) that partner with Google to show search ads, called <u>search partners</u>.</p><p data-bbox="793 716 1839 774">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 <u>keywords</u>.</p><ul data-bbox="810 805 1885 993" 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="793 1026 1194 1052">When to use the Search Network</h3><p data-bbox="793 1088 1866 1146">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="793 1175 1482 1198">Here are some general recommendations for when to use the Search Network:</p><ul data-bbox="810 1227 1535 1318" 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="1192 1349 1955 1382">https://support.google.com/adwords/answer/90956?ctx=tltp</p>

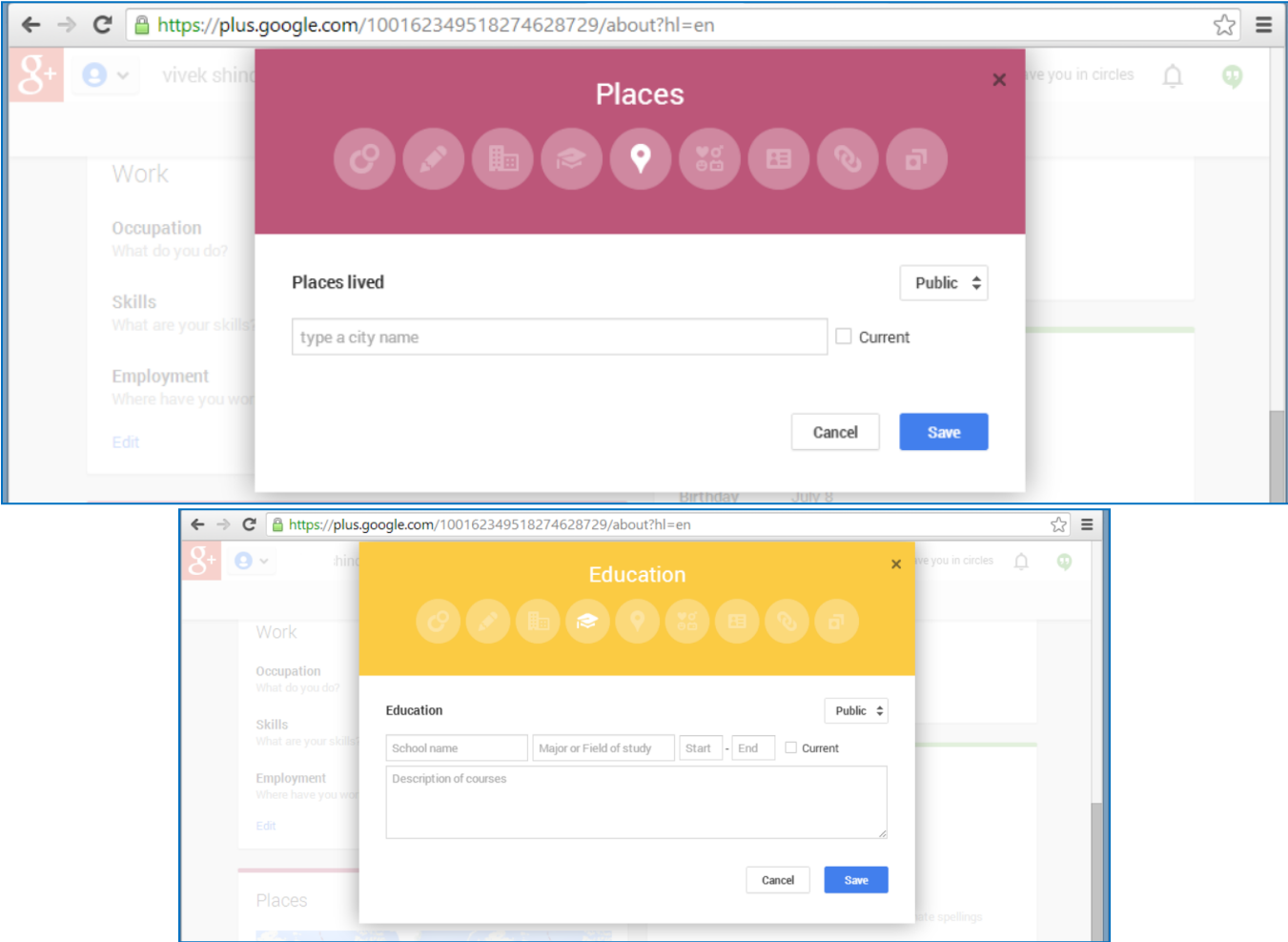
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
creating user profile data for the user;	<p>The Accused Instrumentalities create user profile data for the user.</p> <div data-bbox="837 365 1698 1360"><p>The screenshot shows the Google Account creation interface. On the right side, there is a registration form with the following fields and options:</p><ul style="list-style-type: none">Name: Two input boxes for 'First' and 'Last'.Choose your username: An input box with a dropdown menu showing '@gmail.com'.Create a password: An input box.Confirm your password: An input box.Birthday: A dropdown for 'Month', and input boxes for 'Day' and 'Year'.Gender: A dropdown menu with the text 'I am...'.Mobile phone: A dropdown for country code and an input box for the number.Your current email address: An input box.Default homepage: A checked checkbox labeled 'Set Google as my default homepage.' Below it, text reads: 'Your default homepage in your browser is the first page that appears when you open your browser.'Prove you're not a robot: An unchecked checkbox with text: 'Skip this verification (phone verification may be required)'.CAPTCHA: A small image of a door with the number '8841093' overlaid. Below it, the text 'Type the text:' is followed by an input box and icons for copy, volume, and help.Location: A dropdown menu showing 'United States'.<p>On the left side of the form, there is promotional text: 'One account is all you need. A single username and password gets you into everything Google.' Below this are icons for Google, Gmail, Chrome, YouTube, Maps, and Drive. Further down, it says 'Make Google yours. Set up your profile and preferences just the way you like.' and shows three profile pictures with names: 'Sophia Wright' and 'Andres Peña'. At the bottom, it says 'Take it all with you. Switch between devices, and pick up wherever you left off.' and shows images of a laptop, a smartphone, and a tablet displaying Google Maps.</p></div>


<https://accounts.google.com/SignUp>

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with the following details:</p> <ul style="list-style-type: none">URL: https://plus.google.com/100162349518274628729/about?hl=enSection: Basic InformationGender: Male (dropdown)Privacy: Public (dropdown)Looking for:<ul style="list-style-type: none"><input type="checkbox"/> Friends<input type="checkbox"/> Dating<input type="checkbox"/> A relationship<input type="checkbox"/> NetworkingBirthday: [Month] [Day] [Year] (dropdowns)<input type="checkbox"/> Show birthday yearRelationship: I don't want to say (dropdown)Privacy: Extended circles (dropdown)Other names: [Text input field]Privacy: Public (dropdown)Buttons: Cancel, Save <p>The background of the page shows sections for Work, Occupation, Skills, Employment, and Places.</p>



U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page. The URL in the address bar is https://plus.google.com/100162349518274628729/about?hl=en. The page features a blue header with the word "Work" and a row of circular icons representing various work-related categories. Below the header, there are three main sections for profile information: "Occupation", "Skills", and "Employment". Each section has a "Public" dropdown menu to the right. The "Occupation" section includes a text input field labeled "What do you do?". The "Skills" section includes a text input field labeled "What are your skills?". The "Employment" section includes input fields for "Employer name", "Job title", "Start", "End", and a checkbox for "Current", followed by a larger text area for "Job description". At the bottom right of the form are "Cancel" and "Save" buttons. The background of the page is partially visible, showing a sidebar with "Work", "Skills", and "Employment" sections, and a "Places" section with a map.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots of the Google+ profile editing interface, illustrating the 'Places' and 'Education' sections. The top screenshot shows the 'Places' modal form, which includes a 'Places lived' section with a text input field for 'type a city name' and a 'Current' checkbox. The bottom screenshot shows the 'Education' modal form, which includes fields for 'School name', 'Major or Field of study', 'Start', 'End', and 'Current', along with a 'Description of courses' text area. Both screenshots show the profile editing sidebar on the left with sections for Work, Occupation, Skills, and Employment.</p>

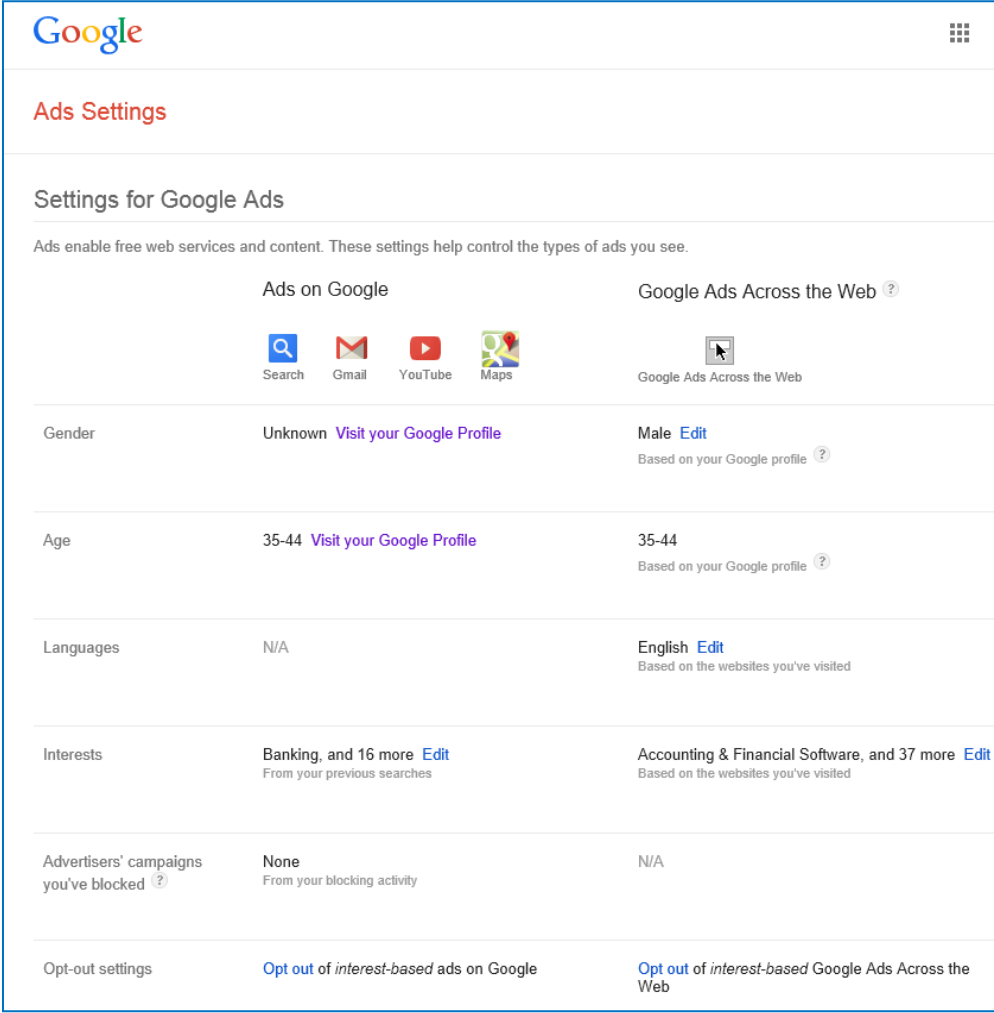
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="590 367 1953 1372"><h3>How Google uses cookies</h3><p>A cookie is a small piece of text sent to your browser by a website you visit. It helps the website to remember information about your visit, like your preferred language and other settings. That can make your next visit easier and the site more useful to you. Cookies play an important role. Without them, using the web would be a much more frustrating experience.</p><p>We use cookies for many purposes. We use them, for example, to remember your safe search preferences, to make the ads you see more relevant to you, to count how many visitors we receive to a page, to help you sign up for our services and to protect your data.</p><p>You can see a list of the types of cookie used by Google and also find out how Google uses cookies in advertising. Our privacy policy explains how we protect your privacy in our use of cookies and other information.</p></div> <p data-bbox="1255 1377 1953 1409">http://www.google.com/policies/technologies/cookies/</p>

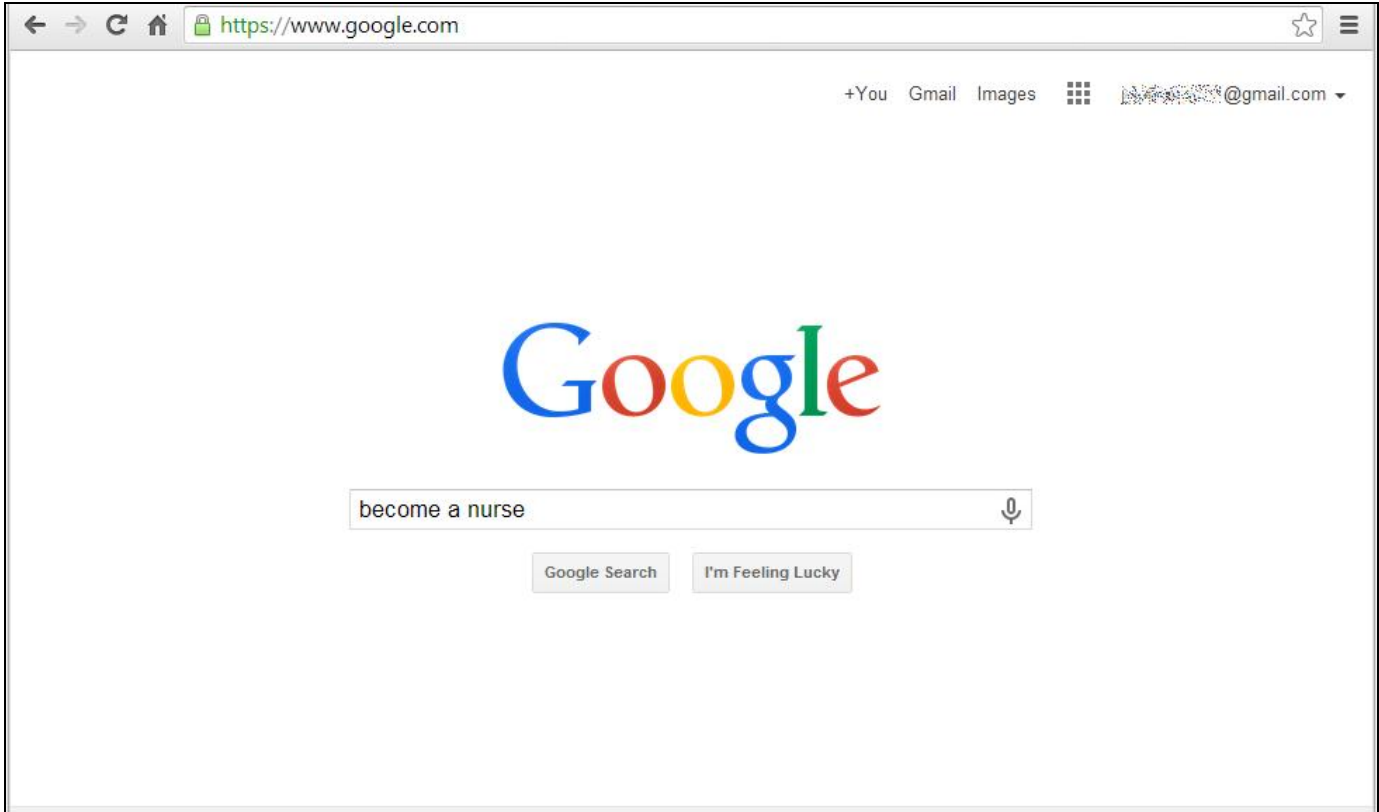
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>How Google uses cookies in advertising</p> <p>Cookies help to make advertising more effective – and that is what keeps thousands of websites free of charge. Without cookies, it’s harder for an advertiser to reach its audience, or to know how many ads were shown and how many clicks they received.</p> <p>Many websites, such as news sites and blogs, partner with Google to show ads to their visitors. Working with our partners, we may use cookies for a number of purposes, such as to stop you seeing the same ad over and over again, to detect and stop click fraud, and to show ads that are likely to be more relevant (such as ads based on websites you have visited).</p> <p>We store a record of the ads we serve in our logs. These server logs typically include your web request, IP address, browser type, browser language, the date and time of your request, and one or more cookies that may uniquely identify your browser. We store this data for a number of reasons, the most important of which are to improve our services and to maintain the security of our systems. We anonymize this log data by removing part of the IP address (after 9 months) and cookie information (after 18 months).</p> <p>Our advertising cookies</p> <p>To help our partners manage their advertising and websites, we offer many products, including AdSense, AdWords, Google Analytics, and a range of DoubleClick-branded services. When you visit a page that uses one of these products, either on one of Google’s sites or one of our partners’, various cookies may be sent to your browser.</p> <p>These may be set from a few different domains, including google.com, doubleclick.net, invitemedia.com, admeld.com, googlesyndication.com, or googleadservices.com. Some of our advertising products enable our partners to use other services in conjunction with ours (like an ad measurement and reporting service) and these services may send their own cookies to your browser. These cookies will be set from their domains.</p> <p>See more detail about the types of cookie used by Google and our partners, and how we use them.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Other technologies used in advertising</p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p> <p>Anonymous identifiers on mobile devices</p> <p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use anonymous identifiers. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p> <p>Android</p> <ol style="list-style-type: none"> 1. Open the Google Settings app on your device 2. Select Ads <p>iOS</p> <p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the Settings menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p> <ol style="list-style-type: none"> 1. Open the Google Search app on your device 2. Press the Settings icon 3. Go to Ads Preferences <p style="text-align: right;">http://www.google.com/policies/technologies/ads/</p>
storing the user profile data;	The Accused Instrumentalities store the user profile data.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 1214"><p style="text-align: center;">About</p><hr/><div data-bbox="653 342 1047 597"><p>Story</p><p>Tagline A brief description of you</p><p>Introduction Put a little about yourself here so people know they've found the correct jay.</p><p>Bragging rights Examples: survived high school, have 3 kids, etc.</p><p>Edit</p></div><hr/><div data-bbox="653 639 1047 906"><p>Places</p><p>©2014 Google</p><p>Edit</p></div><hr/><div data-bbox="653 948 1047 1214"><p>Links</p><p>Other profiles</p><hr/><p> Picasa Web Albums</p><p>Contributor to</p><hr/><p>What pages feature your work?</p><p>Links</p><hr/><p>What pages interest you?</p><p>Edit</p></div><div data-bbox="1066 342 1461 597"><p>Work</p><p>Occupation What do you do?</p><p>Skills What are your skills?</p><p>Employment Where have you worked?</p><p>Edit</p></div><hr/><div data-bbox="1066 618 1461 808"><p>Basic Information</p><p>Gender <input type="text" value="Prefer not to say"/></p><p>Looking for <input type="text" value="Who are you looking for?"/></p><p>Relationship <input type="text" value="Seeing anyone?"/></p><p>Other names <input type="text" value="For example: maiden name, alternate spellings"/></p><p>Edit</p></div><div data-bbox="1486 342 1881 456"><p>Education</p><p>Where have you gone to school?</p><p>Edit</p></div><hr/><div data-bbox="1486 500 1881 711"><p>Contact Information</p><p>Home</p><hr/><p>How can people reach you at home?</p><p>Work</p><hr/><p>How can people reach you at work?</p><p>Edit</p></div></div>

Case No. 2:13-cv-893
 Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top is the Google logo and a grid icon. Below it is the heading "Ads Settings" in red. The main section is titled "Settings for Google Ads" and includes a sub-heading: "Ads enable free web services and content. These settings help control the types of ads you see." There are two columns of settings:</p> <ul style="list-style-type: none"> Ads on Google: Includes icons for Search, Gmail, YouTube, and Maps. Google Ads Across the Web: Includes an icon for Google Ads Across the Web. Gender: Unknown (with a link to "Visit your Google Profile") and Male (with an "Edit" link and a note "Based on your Google profile"). Age: 35-44 (with a link to "Visit your Google Profile") and 35-44 (with an "Edit" link and a note "Based on your Google profile"). Languages: N/A and English (with an "Edit" link and a note "Based on the websites you've visited"). Interests: Banking, and 16 more (with an "Edit" link and a note "From your previous searches") and Accounting & Financial Software, and 37 more (with an "Edit" link and a note "Based on the websites you've visited"). Advertisers' campaigns you've blocked: None (with a note "From your blocking activity") and N/A. Opt-out settings: Opt out of interest-based ads on Google and Opt out of interest-based Google Ads Across the Web.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument.</p>  <p>The screenshot shows a web browser window with the address bar displaying 'https://www.google.com'. The page content includes the Google logo, a search bar containing the text 'become a nurse', and two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser interface also shows navigation icons (back, forward, refresh, home) and a user profile icon with the text '+You Gmail Images' and an email address ending in '@gmail.com'.</p>

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7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows the Google Advanced Search interface. The search query entered is "become a nurse". The page is divided into two main sections: "Find pages with..." and "Then narrow your results by...".

Find pages with...

- all these words:
- this exact word or phrase:
- any of these words:
- none of these words:
- numbers ranging from: to

To do this in the search box

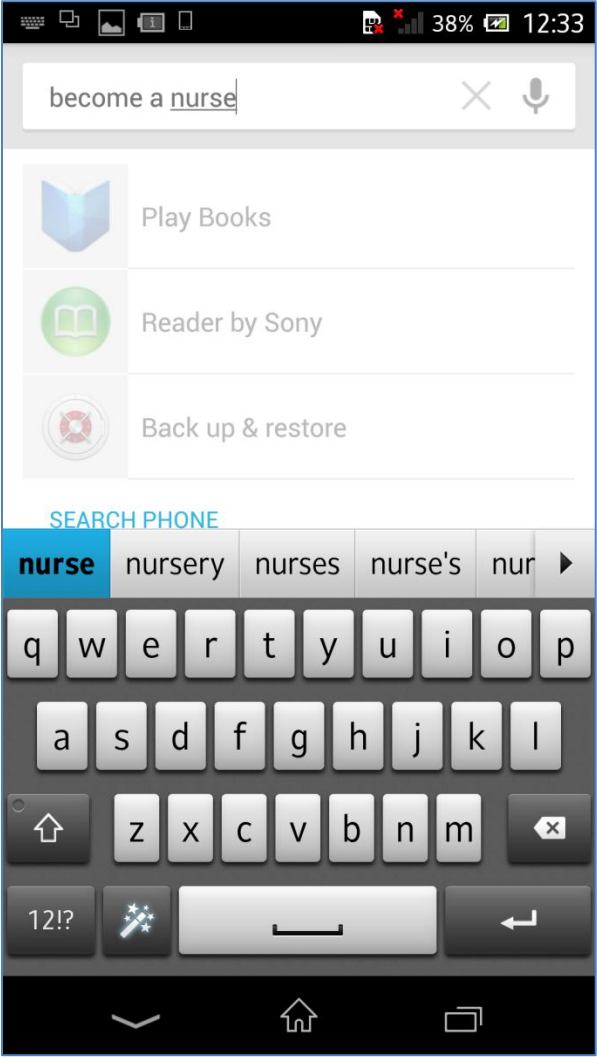
- Type the important words: tricolor rat terrier
- Put exact words in quotes: "rat terrier"
- Type OR between all the words you want: miniature OR standard
- Put a minus sign just before words you don't want: -rodent, -"Jack Russell"
- Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

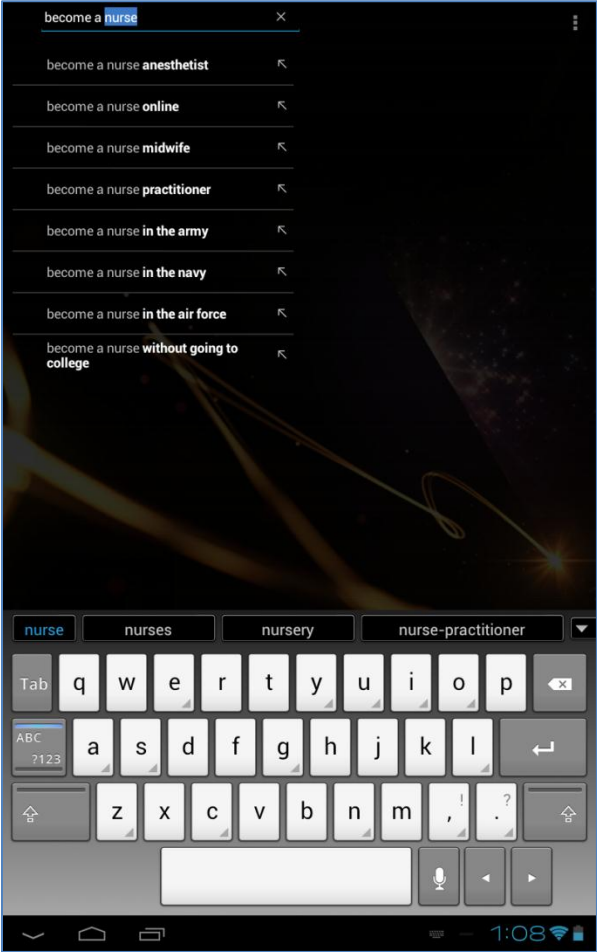
Then narrow your results by...

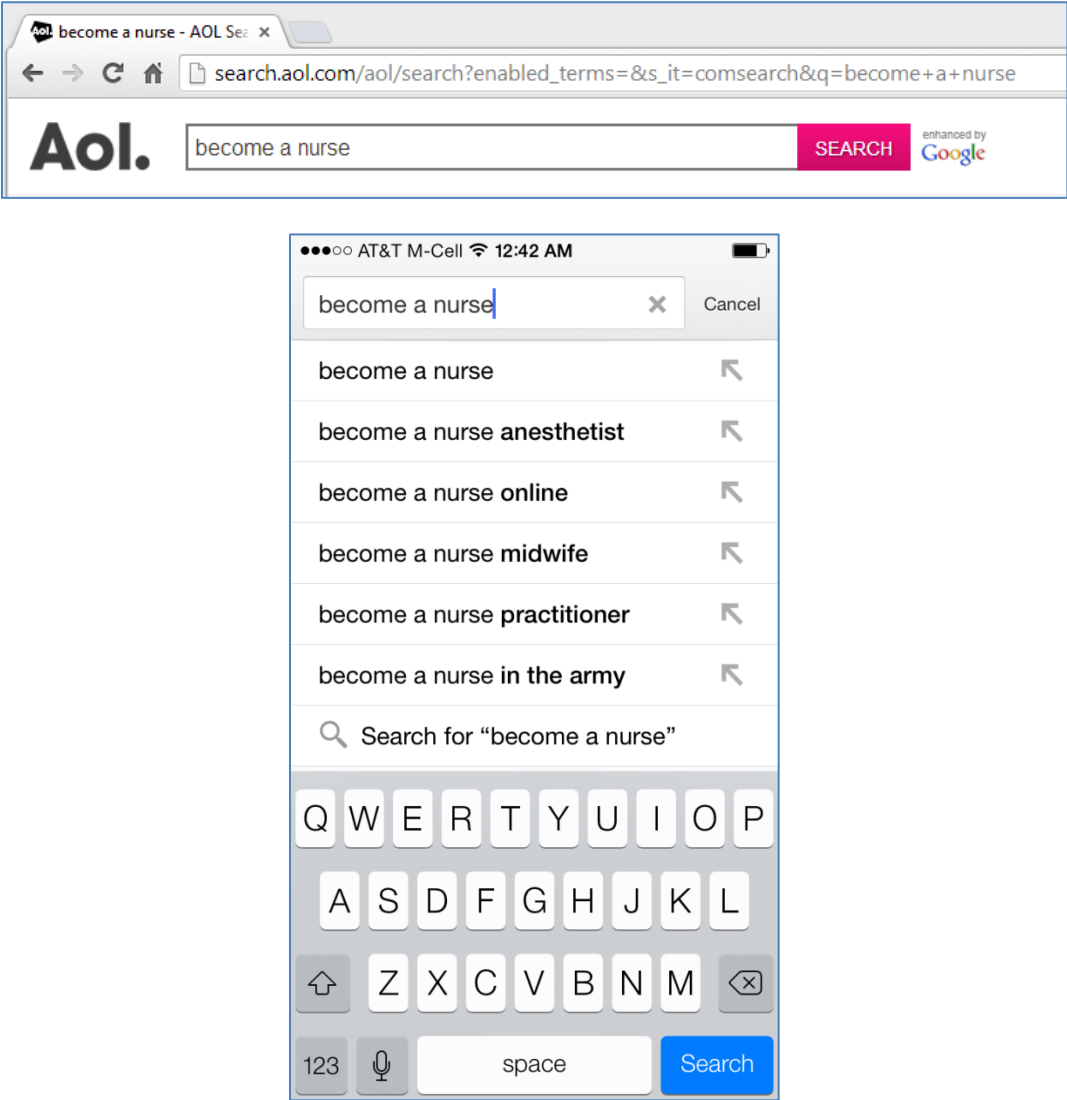
- language: Find pages in the language you select.
- region: Find pages published in a particular region.
- last update: Find pages updated within the time you specify.
- site or domain: Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
- terms appearing: Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
- SafeSearch: Tell SafeSearch whether to filter sexually explicit content.
- reading level: Find pages at one reading level or just view the level info.
- file type: Find pages in the format you prefer.
- usage rights: Find pages you are free to use yourself.

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android 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 suggestions: "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 suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a back arrow, a home button, and a recent apps button.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1024 293 1514 326">Mobile Handset Running Android 4.2</p>  <p data-bbox="1024 1344 1514 1377">Tablet Device Running Android 4.02</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots related to a search for "become a nurse". The top screenshot is a desktop browser window from AOL, showing the search results page with the query "become a nurse" entered in the search bar. The bottom screenshot is a mobile device keyboard interface showing a list of search suggestions for the query "become a nurse". The suggestions include "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 "Search for 'become a nurse'" option is also visible at the bottom of the suggestion list.</p>

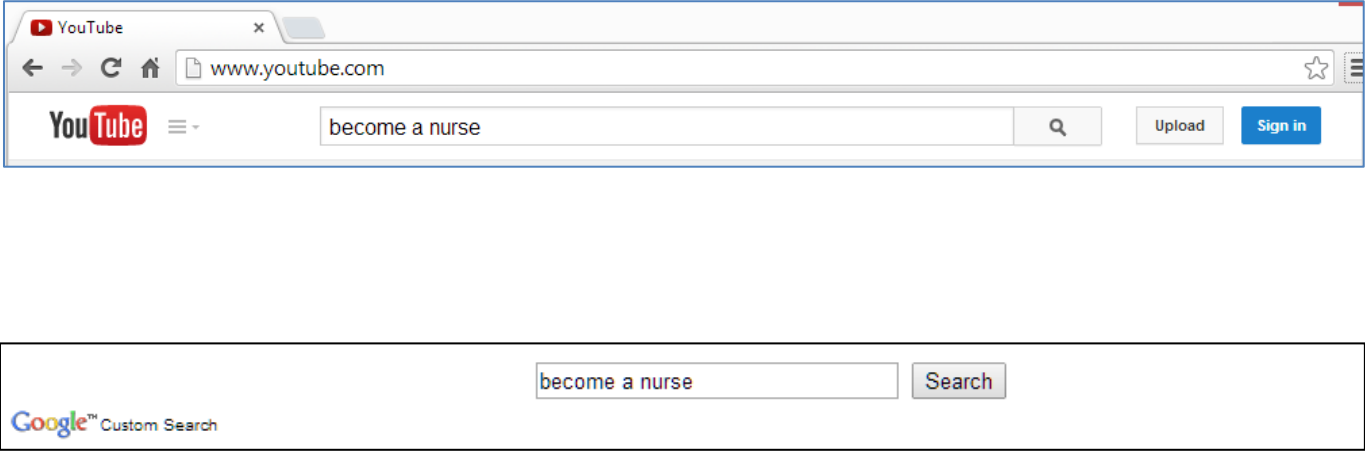
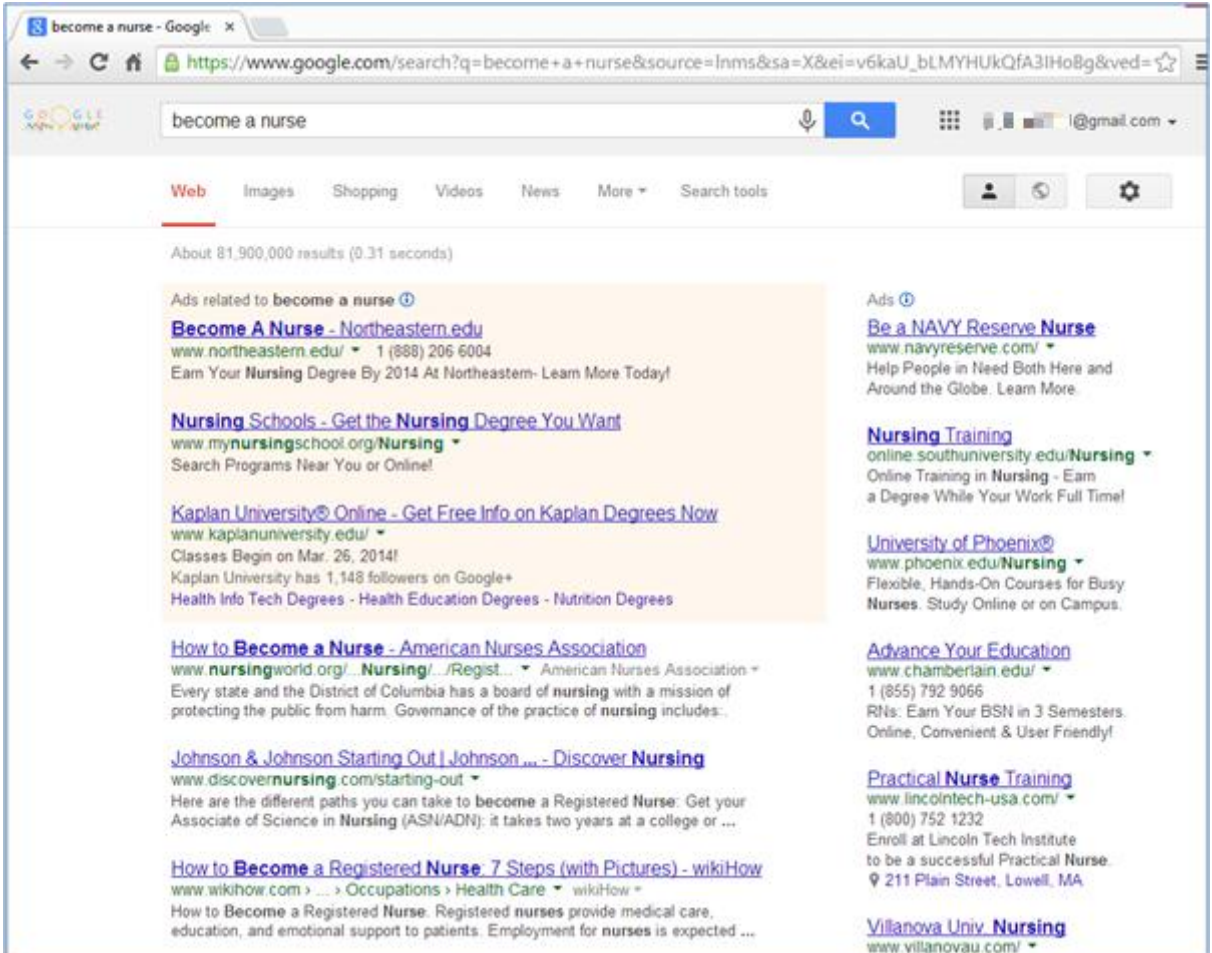
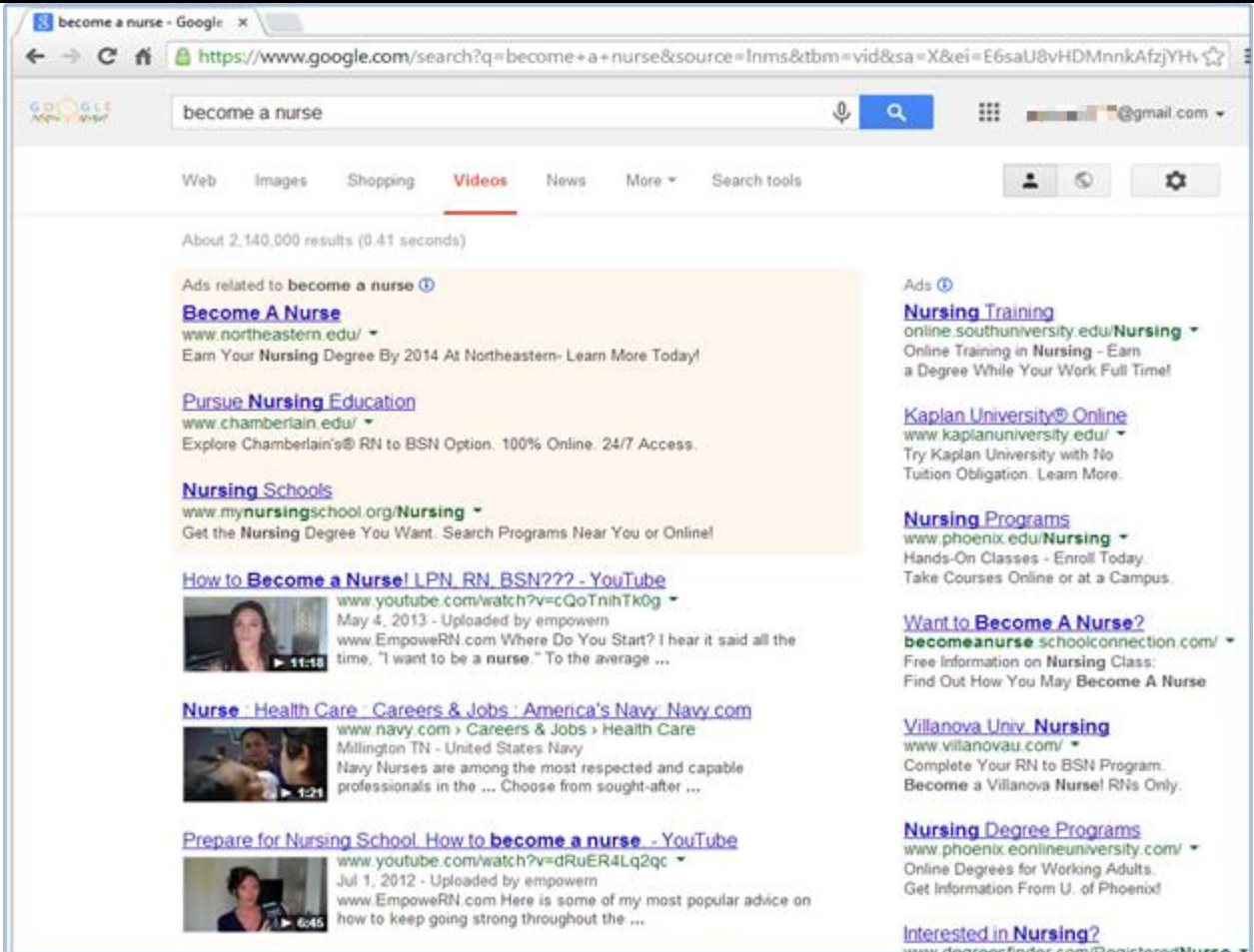
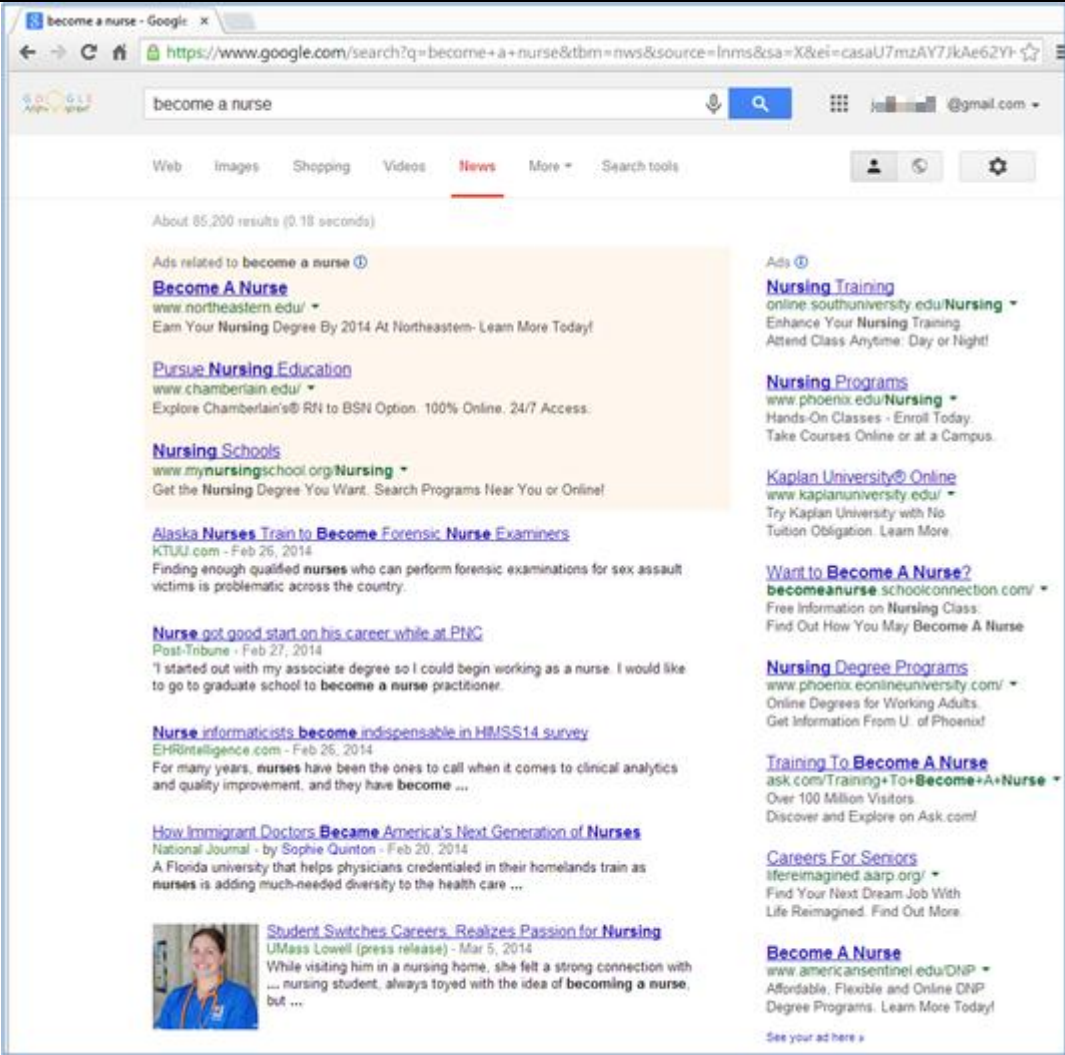
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Google Search App Running on iOS 7.1</p>  <p>The screenshot shows a mobile browser interface. The top part is a YouTube search page with the address bar showing 'www.youtube.com' and a search bar containing 'become a nurse'. Below this is a Google Custom Search widget, also with the search bar containing 'become a nurse' and a 'Search' button. The URL 'http://www.4nursing.com/search-our-site-or-search-the-internet.html' is displayed at the bottom of the screenshot area.</p> <p style="text-align: center;">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

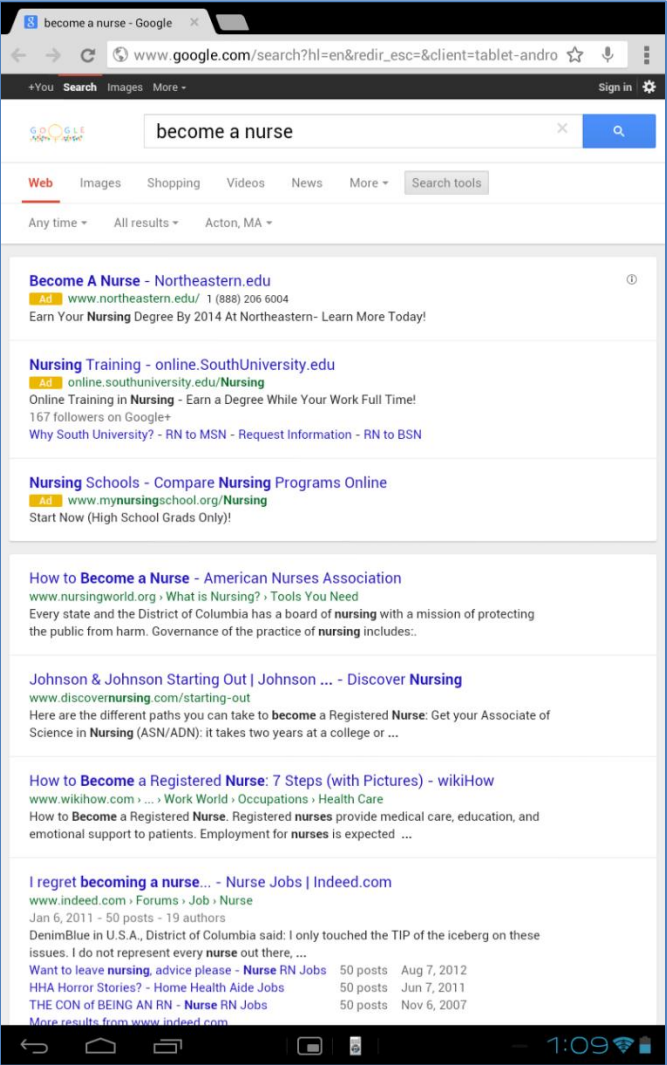
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

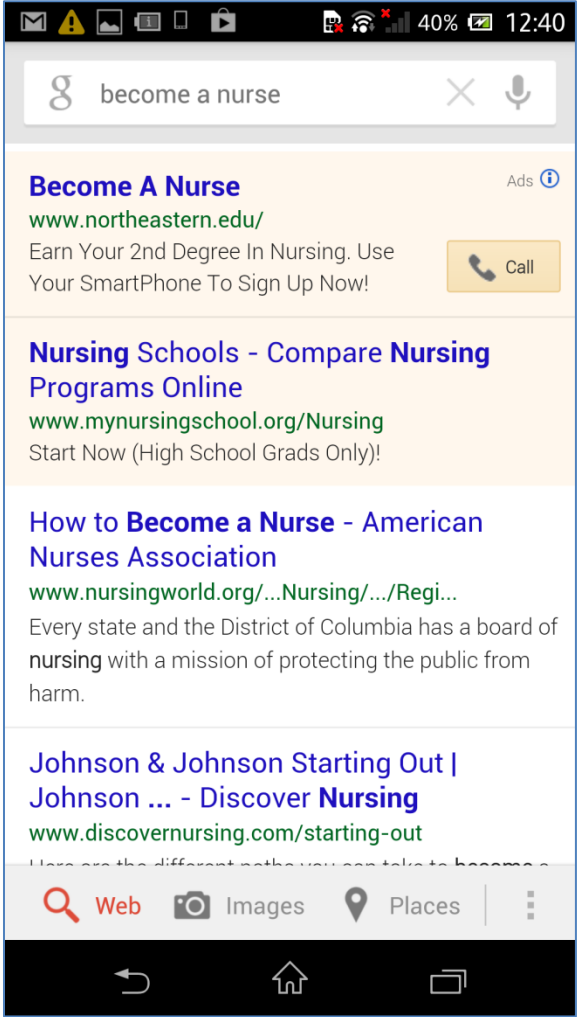
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY	
	<pre>GET https://www.google.com/s?sugexp=chm_pg_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &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+ 1yQEIIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIYgEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- cGzNoU7vTcLZnq5JPyhQHA7twmtH2bqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdc55 _VzLPu_fa_Xj8Oo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXi2Dv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrxR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5</pre>	
<p>searching at least one database having data network related information using the search argument to generate</p>	<p>GET “search request” of Advanced Search</p> <p>The Accused Instrumentalities search at least one database having data network related information using the search argument to generate search results.</p> <p>See above.</p>	

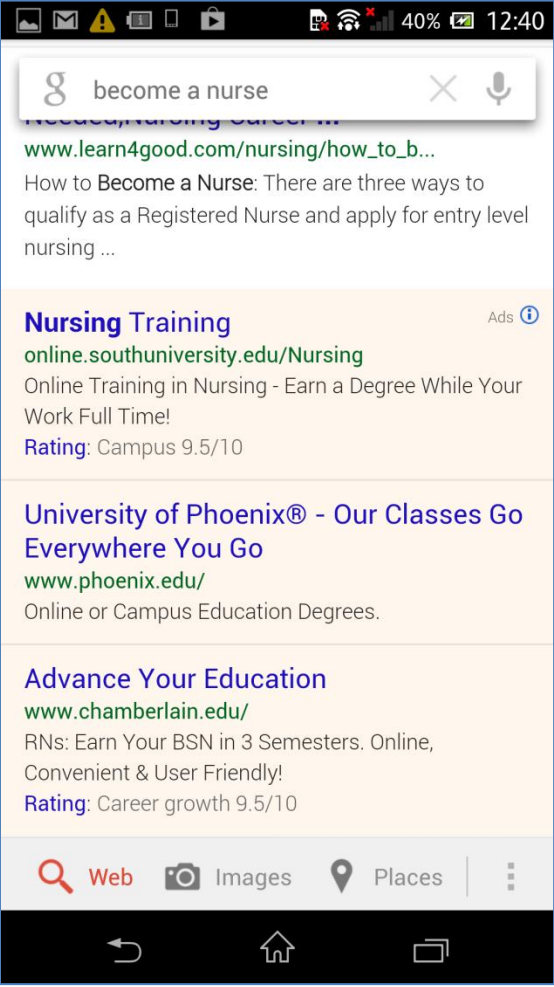
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search results;	 A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows the URL "https://www.google.com/search?q=become+a+nurse&source=lnms&sa=X&ei=v6kaU_bLMYHUKQfA3IH0Bg&ved=" and the search bar contains "become a nurse". The page displays "About 81,900,000 results (0.31 seconds)". On the left side, there are several 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". On the right side, there are several advertisements, including "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".

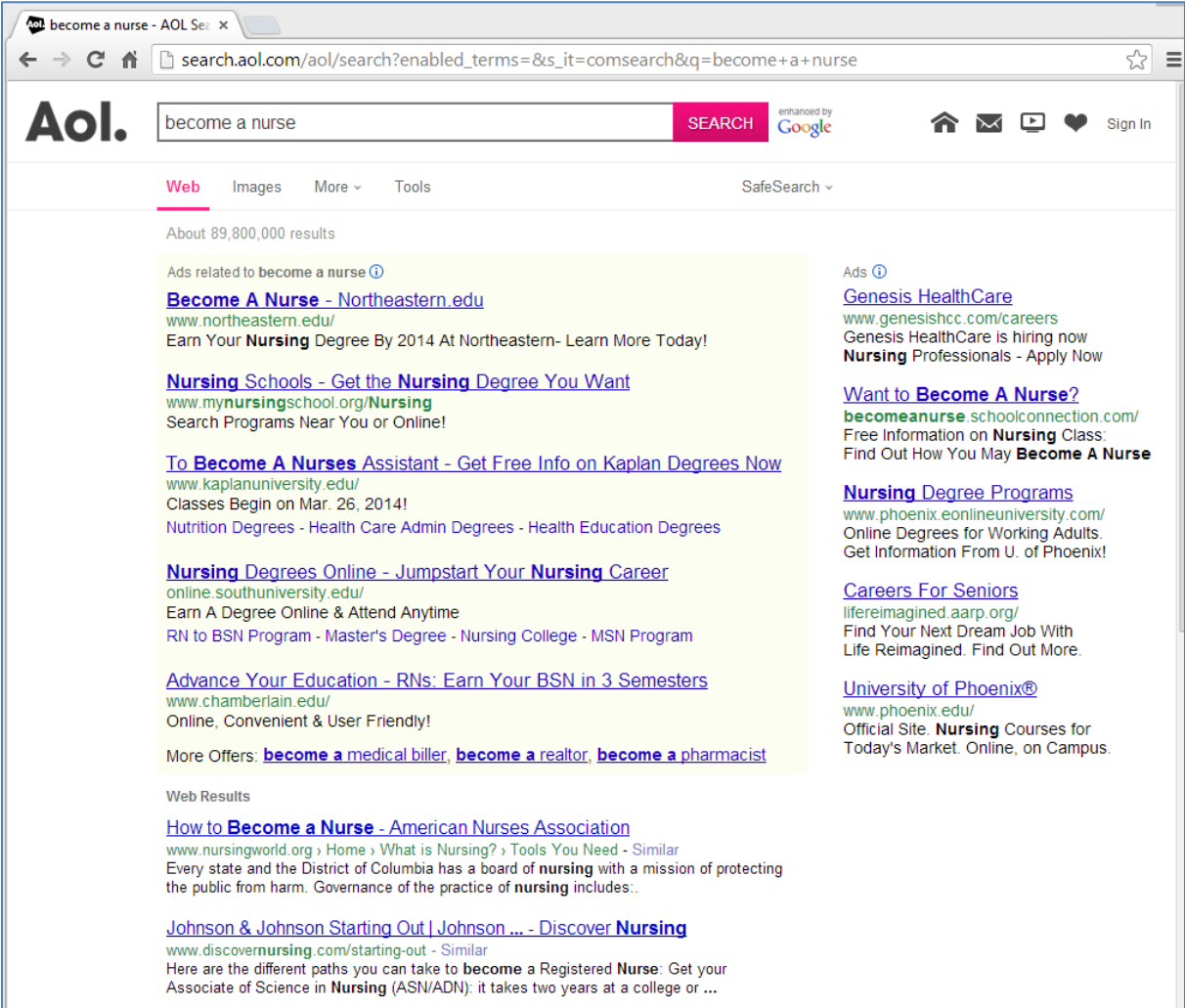
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a navigation bar with "Web", "Images", "Shopping", "Videos", "News", and "More". Below the navigation bar, it indicates "About 2,140,000 results (0.41 seconds)".</p> <p>The main content area is divided into two columns. The left column features a highlighted section titled "Ads related to become a nurse" with three entries:</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! <p>Below the ads are three video results:</p> <ul style="list-style-type: none">How to Become a Nurse! LPN, RN, BSN??? - YouTube: www.youtube.com/watch?v=cQoTnihTk0g - May 4, 2013 - Uploaded by empower. 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>The right column contains several other 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.edu/ - 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...

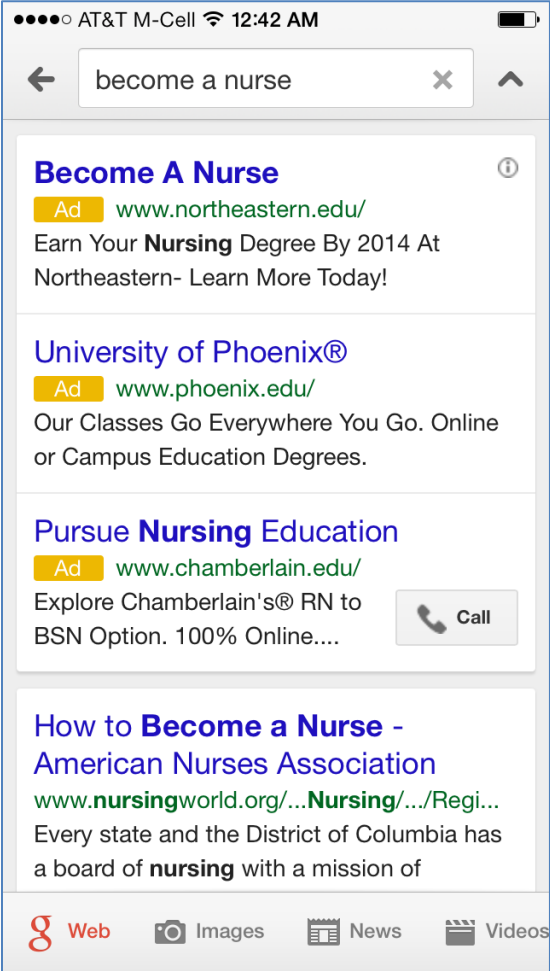
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 85,200 results. The search results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse:</p> <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>News:</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.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 (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More. Become A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>See your ad here ></p>

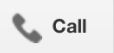
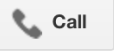
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!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...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 › ... › 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 ...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

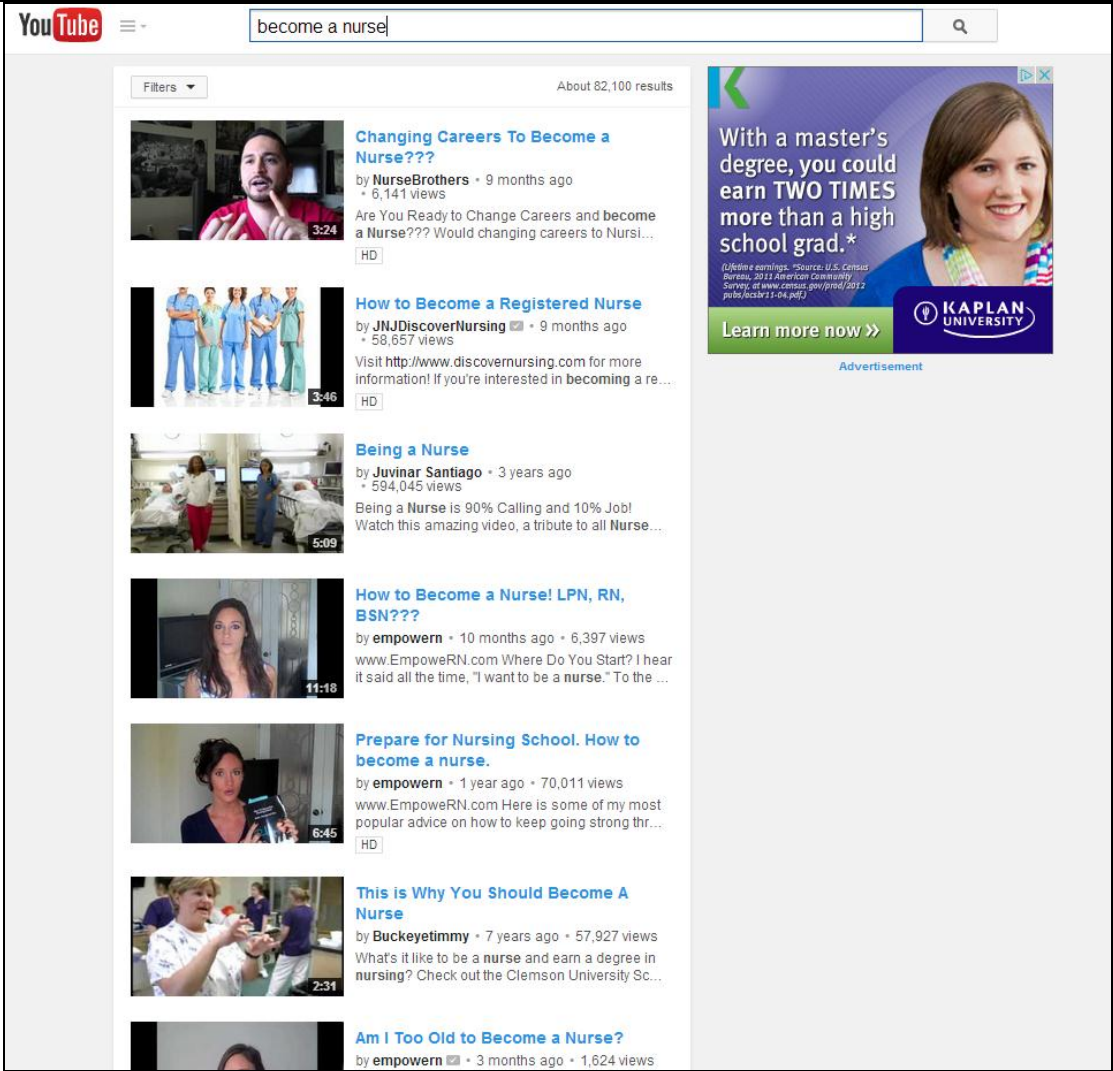
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Discover Nursing.</p>

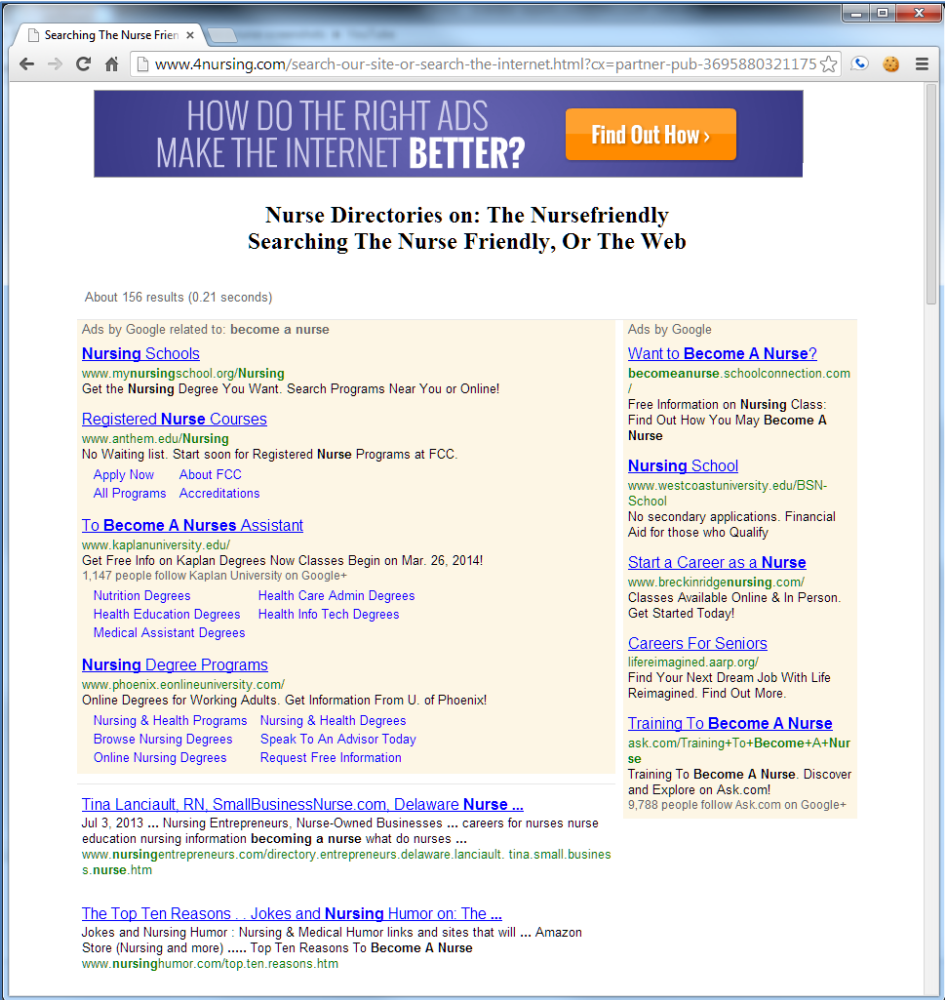
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing with a rating of 9.5/10. 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/ with a rating of 9.5/10. The interface includes a search bar, navigation icons, and a status bar at the top showing 40% battery and 12:40.</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 results are categorized under "Web".</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 Degrees Nursing 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 Program Advance 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.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now 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.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 following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online... CallHow 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>Navigation bar at the bottom: Web, Images, News, Videos</p>

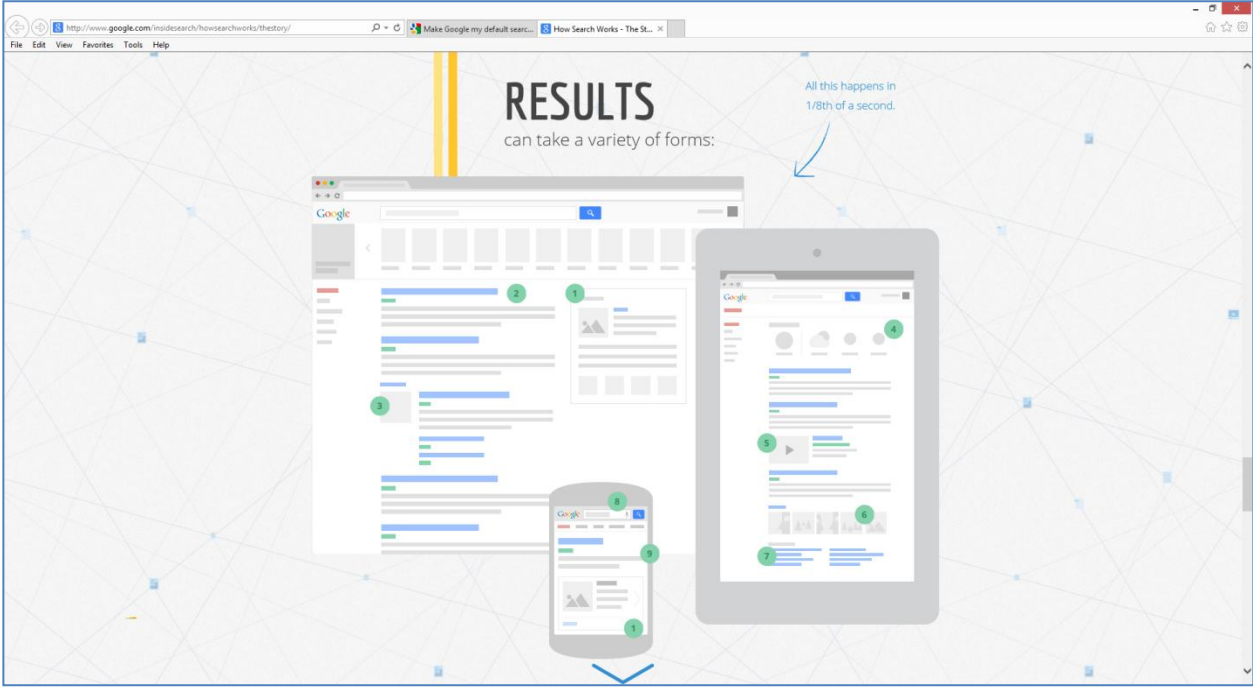
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="995 293 1545 1273"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply 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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	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."How to Become a Nurse! LPN, RN, BSN??? by empower • 10 months ago • 6,397 views. Video length: 14:16. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the..."Prepare for Nursing School. How to become a nurse. by empower • 1 year ago • 70,011 views. Video length: 6:45. 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. Video length: 2:34. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."Am I Too Old to Become a Nurse? by empower • 3 months ago • 1,624 views. Video length: 1:16. Description: "Are you too old to become a nurse? Watch this video to find out..." <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and "Advertisement". A small logo for Kaplan University is also visible.</p>

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	 <p>The screenshot shows a search results page from 4nursing.com. At the top, there is a banner that reads "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" with a "Find Out How >" button. Below the banner, the search results are titled "Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web". The results include several advertisements and search results:</p> <ul style="list-style-type: none"> Ads by Google related to: become a nurse <ul style="list-style-type: none"> www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online! www.anthem.edu/Nursing Registered Nurse Courses No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations 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 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 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 Nursing School 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+ 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 ... 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



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	<table border="0"><tr><td data-bbox="625 342 1031 375">Finding information by crawling</td><td data-bbox="1310 342 1766 375">Organizing information by indexing</td></tr><tr><td data-bbox="625 399 1209 553"><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></td><td data-bbox="1310 399 1898 618"><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></td></tr><tr><td data-bbox="625 594 1203 716"><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></td><td data-bbox="1310 659 1898 911"><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><tr><td data-bbox="625 756 1209 911"><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="1310 951 1955 984"><p>https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p></td></tr></table>	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 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 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>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>	<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>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 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 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>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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U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <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 1million 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>

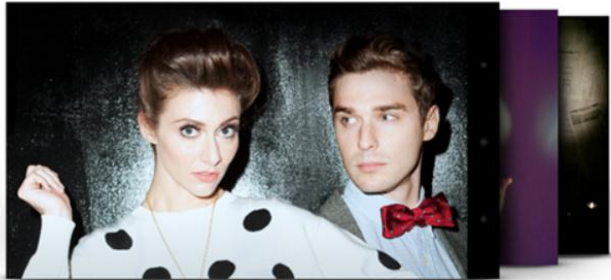
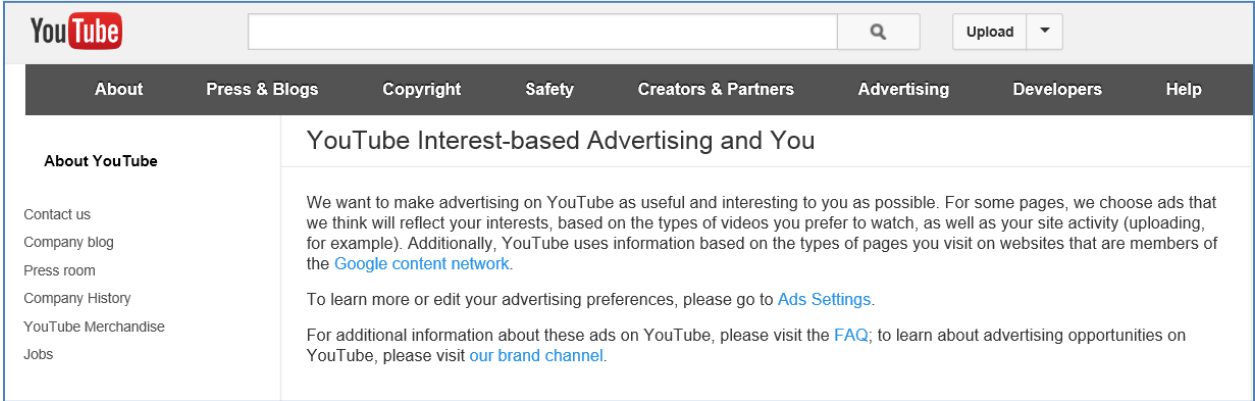
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	 <p>The screenshot shows a Google search results page on a desktop monitor, a tablet, and a smartphone. The desktop screen displays the word "RESULTS" in large letters, followed by the text "can take a variety of forms:". Below this, there are several search results cards. A blue arrow points to the text "All this happens in 1/8th of a second." The desktop screen also shows a search bar and navigation buttons. The tablet and smartphone screens show the same search results page adapted to their respective screen sizes. The background of the desktop screen is a light gray grid pattern.</p> <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>
selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	The Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user profile data. See claim 1 above.

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	<div data-bbox="722 305 1058 358" data-label="Section-Header"> <h2>Ad relevance</h2> </div> <div data-bbox="722 418 1482 444" data-label="Text"> <p>A keyword status that measures how closely related your keyword is to your ads.</p> </div> <div data-bbox="737 477 1871 1110" data-label="List-Group"> <ul style="list-style-type: none"> • This status describes how well your keyword matches the message in your ads. For example, if someone searches for your keyword and your ad shows up, would your ad seem directly relevant to their search? • There are three possible statuses you can get: above average, average, or below average. <ul style="list-style-type: none"> ◦ Having an "average" or "above average" status means that there are no major problems with this keyword's ad relevance when compared to all other keywords across AdWords. ◦ A "below average" status means that your ad or keyword may not be specific enough or that your ad group may cover too many topics. Try creating tightly-themed ad groups by making sure that your ads are closely related to a smaller group of keywords. • Use this status to help identify keywords that might not be relevant enough to your ads to perform well. • It's possible for a keyword to have a high Quality Score and low ad relevance (or vice versa) because AdWords looks at a number of different quality factors when determining Quality Score. Even if your overall Quality Score is high, looking at the individual factors can help you identify potential areas for improvement. • To see the ad relevance status for your keywords, go to the Keywords tab on your Campaigns page and hover over the speech bubble icon next that's next to a keyword. • Paused keywords will retain whatever scores they had when they were last active. Therefore, it may not be useful to look at these scores over time. We encourage advertisers to focus on active keywords when looking at their Quality Score sub-metrics, since these scores will be constantly updated. </div> <div data-bbox="953 1138 1955 1170" data-label="Text"> <p>https://support.google.com/adwords/answer/1659752?hl=en&ref_topic=24937</p> </div>

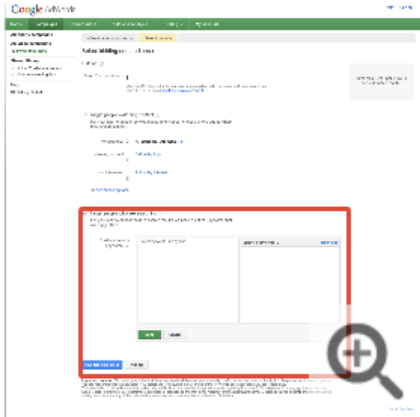
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="814 293 1772 1321" style="border: 1px solid black; padding: 10px;"> <h3 data-bbox="835 321 1575 418">How ads are matched to geographic locations</h3> <ul data-bbox="856 467 1722 630" style="list-style-type: none"> • AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business. • Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest). • You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting). <div data-bbox="842 651 1738 695" style="border: 1px dashed gray; padding: 5px; margin: 10px 0;"> <p>– Where your users are located (physical location)</p> </div> <p data-bbox="886 732 1705 808">The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p> <ul data-bbox="905 833 1010 849" style="list-style-type: none"> • IP address: <p data-bbox="919 878 1726 922">Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p> <p data-bbox="919 951 1726 1027">If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p> <ul data-bbox="905 1052 1045 1068" style="list-style-type: none"> • Device location: <p data-bbox="919 1097 1734 1141">If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p> <ul data-bbox="940 1166 1726 1295" style="list-style-type: none"> • GPS: Accuracy varies depending on GPS signal and connection. • Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router. • Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location. <p data-bbox="1188 1328 1957 1360" style="text-align: right;">https://support.google.com/adwords/answer/2453995?hl=en</p> </div>

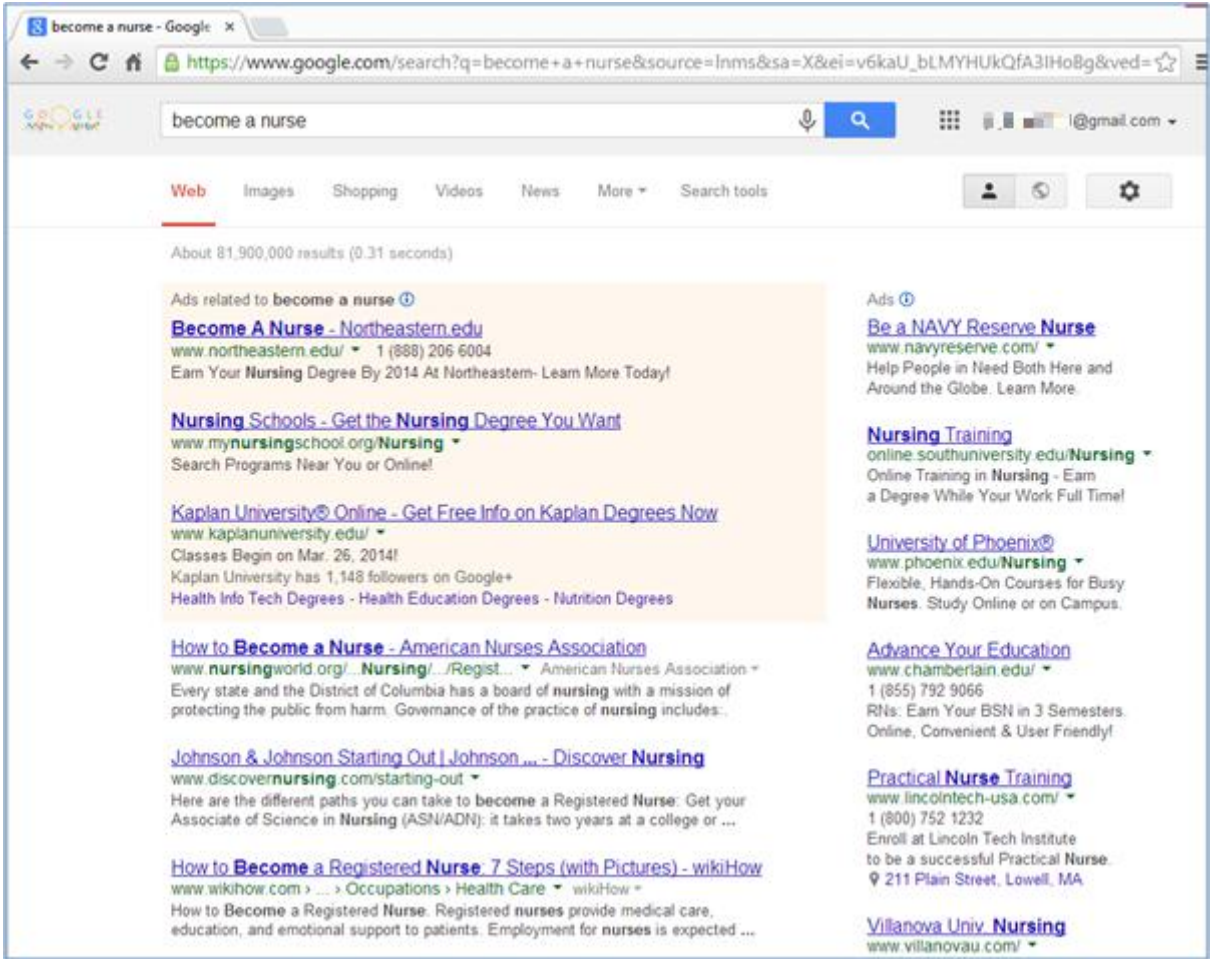
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1927 1218"> <p>Why you may see particular ads</p> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p>  <p>Search ad Gmail ad Display ad</p> <p>On Google Search</p> <p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p> <ul style="list-style-type: none"> • 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="982 1224 1955 1256">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

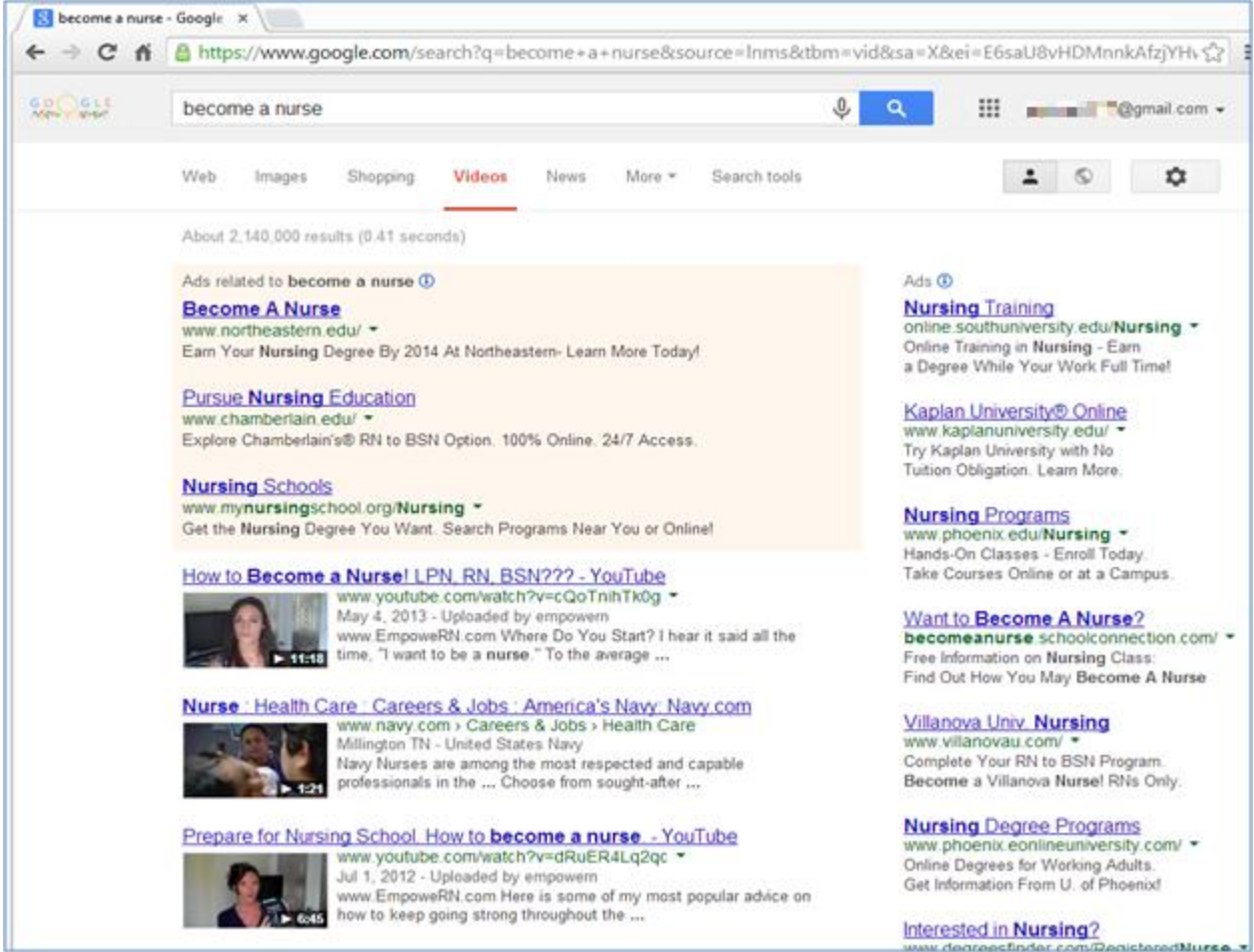
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1203 393"><h2>About Ads Settings</h2></div> <div data-bbox="653 443 1902 514"><p>Ads Settings is a Google tool that helps you control the ads you see on Google services and on websites that partner with Google such as through Google's <u>Display Network</u>.</p></div> <div data-bbox="653 547 932 584"><h3>What it lets you do</h3></div> <div data-bbox="680 613 1919 881"><ul style="list-style-type: none">• Find out why you may see particular ads. Ads Settings can give you insight into what's being used to show you ads, such as your demographic details and some of your interests.• Make the ads you see more relevant. Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.• Remove unwanted ads. Block specific advertisers. Or, use Ads Settings to opt out of interest-based ads altogether. You'll still see ads, but they won't be interest-based.</div> <div data-bbox="1239 941 1976 980"><p>https://support.google.com/ads/answer/2662856?hl=en</p></div>

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	<div data-bbox="646 293 1892 686"><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="1228 691 1955 724">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="646 764 1892 1162"><p>YouTube <input type="text"/> <input type="button" value="Q"/> <input type="button" value="Upload"/></p><p>About Press & Blogs Copyright Safety Creators & Partners Advertising Developers Help</p><p>About YouTube</p><p>Contact us Company blog Press room Company History YouTube Merchandise Jobs</p><h3>YouTube Interest-based Advertising and You</h3><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="1402 1170 1955 1203">http://www.youtube.com/t/ads_preferences</p>

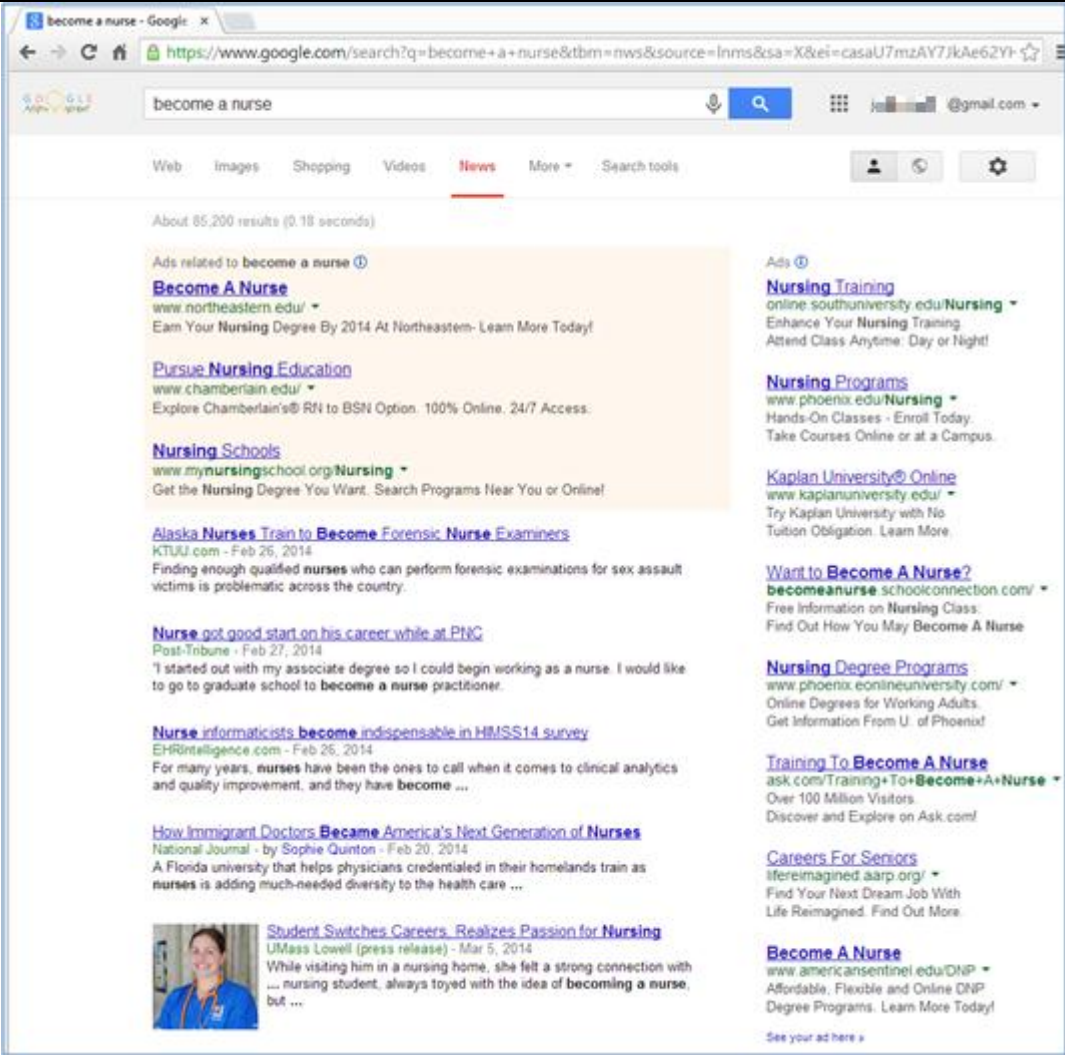
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1927 1170" style="border: 1px solid black; padding: 10px;"> <p>About targeting groups</p> <p>A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p>A single targeting group can contain the following types of targets:</p> <ul style="list-style-type: none"> • Demographics: Age and gender. • Topics: YouTube video or Google Display Network content targeted by category or sub-category. • Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories. • Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include: <ul style="list-style-type: none"> ◦ Channels (YouTube Partner Channels) ◦ Videos (YouTube Videos) ◦ Sites (Google Display Network - includes YouTube.com as a publisher site) • Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube. • Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos). • Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. </div> <p data-bbox="1192 1182 1955 1214" style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>

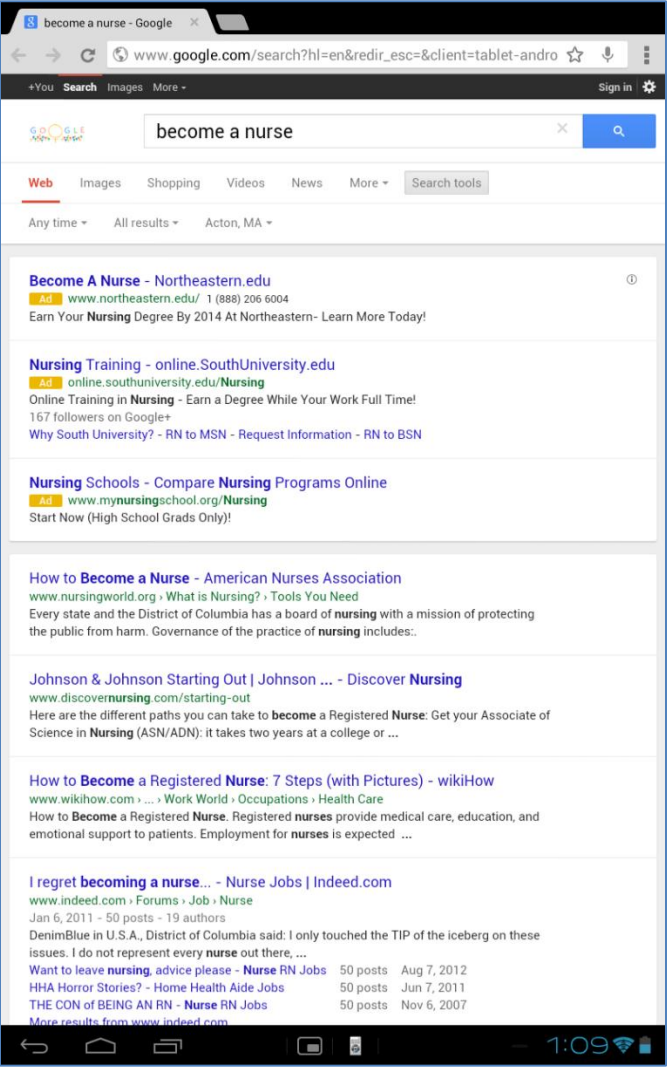
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	<p>2. Target people who are searching (TrueView in-search):</p> <ul style="list-style-type: none"> ◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p>Note</p> <p>Only In-Search ads will be targeted with these keywords.</p> <p>To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>
<p>transmitting the search results together with the at least one advertisement via the</p>	<p>The Accused Instrumentalities transmit the search results together with the at least advertisement via the communications link to the data processing device.</p>

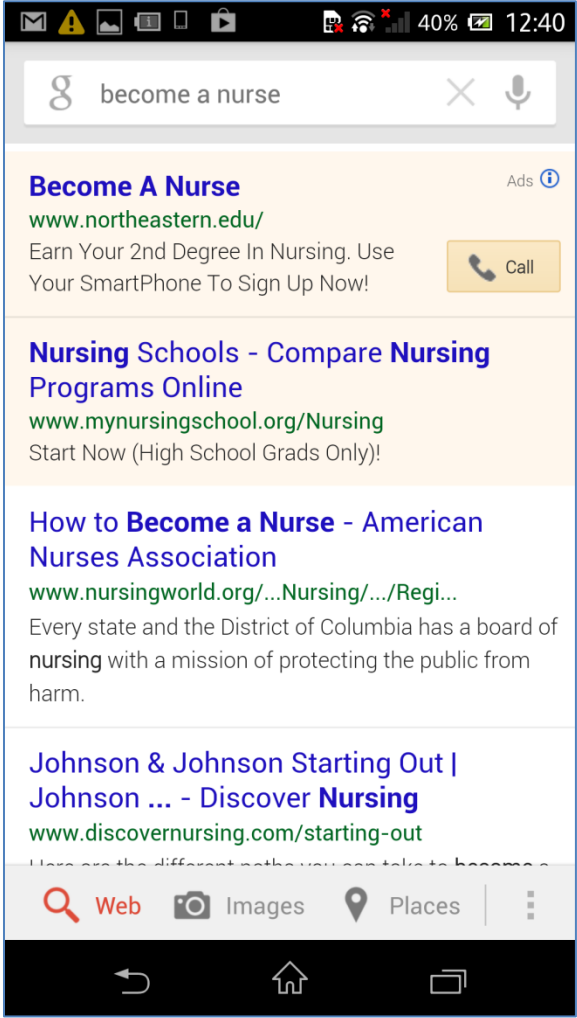
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
communications link to the data processing device.	See above.  A screenshot of a Google search results page for the query "become a nurse". The page shows approximately 81,900,000 results in 0.31 seconds. The search bar contains the text "become a nurse". Below the search bar, there are several search filters: Web, Images, Shopping, Videos, News, and More. The results are organized into two columns. The left column contains several 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 search results, including "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".

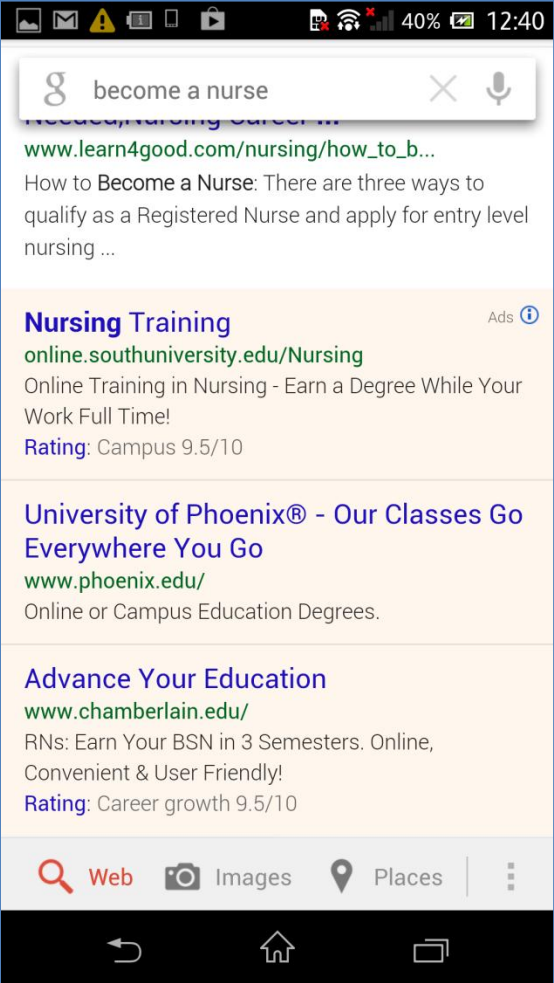
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - 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/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 empower. 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) - 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>Additional results on the right side of the page include:</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.edu) - 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)

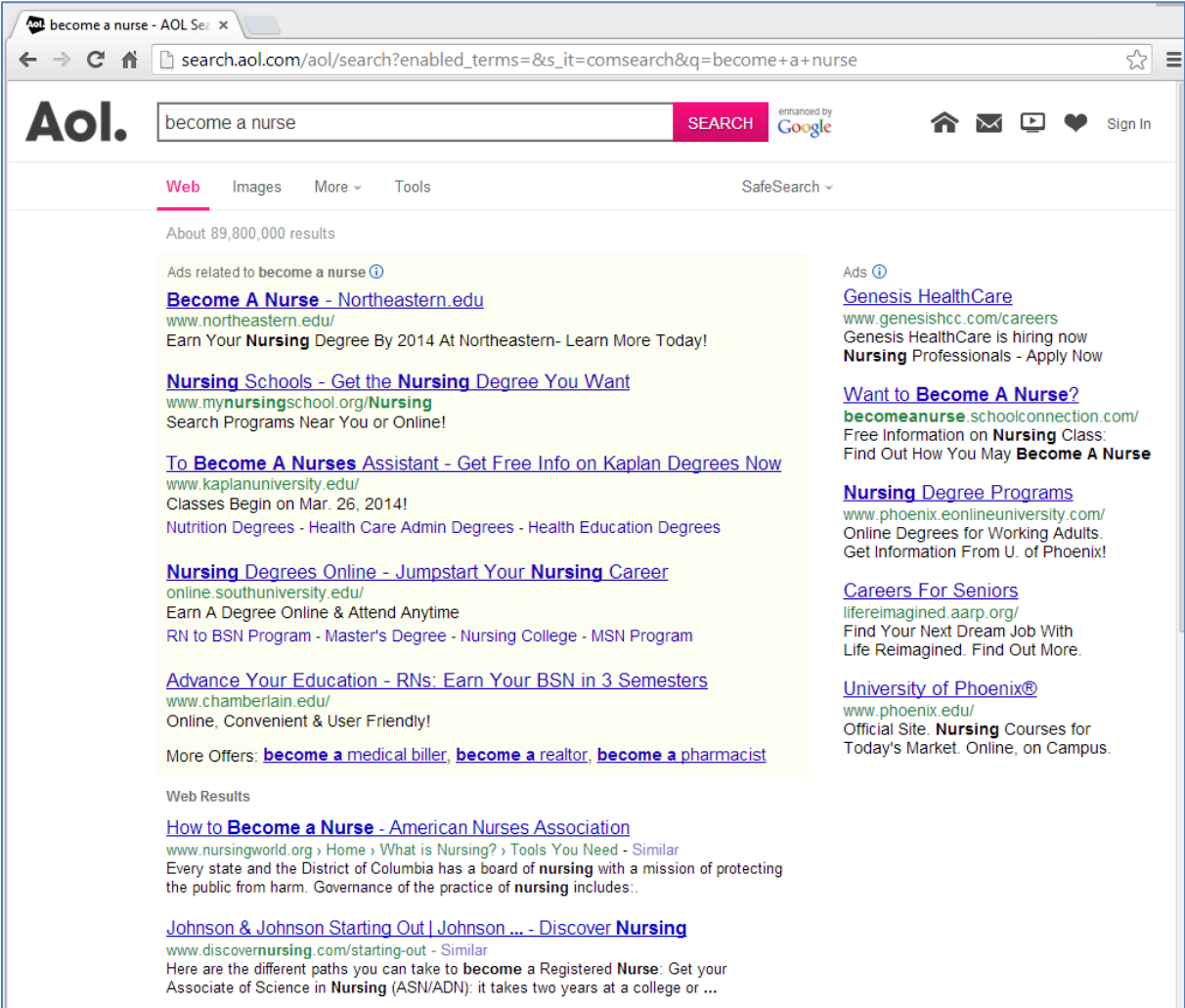
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

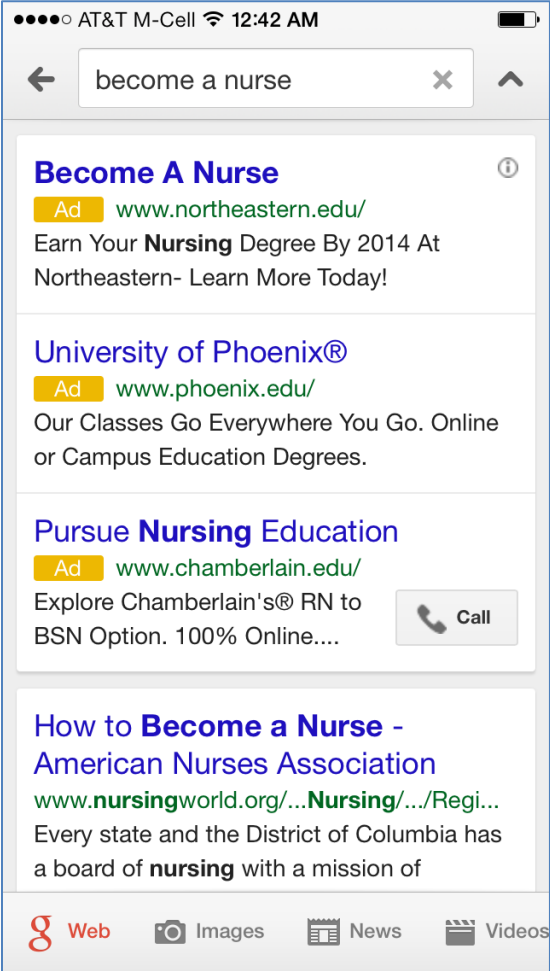
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - 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 ...Ads<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.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 (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

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	 <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">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!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...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 › ... › 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 ...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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Discover Nursing.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing with a rating of 9.5/10. 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/ with a rating of 9.5/10. The interface includes a search bar, navigation icons, and a status bar at the top showing 40% battery and 12:40.</p>

U.S. PATENT NO. 7,933,883	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 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 Degrees Nursing 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 Program Advance 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.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now 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.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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements for nursing programs:</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.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>The bottom of the screenshot shows navigation options: Web, Images, News, and Videos.</p>

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	<div data-bbox="995 293 1545 1273" 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> <hr/> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> <hr/> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse. Call Programs and Campuses - Apply Online</p> <hr/> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Call Nursing Programs - Nursing Degrees</p> </div>

U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

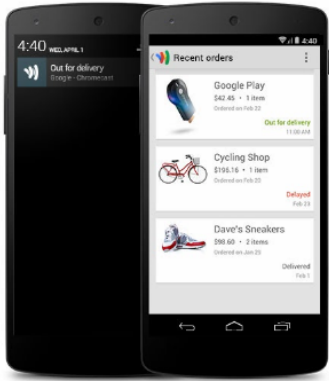
The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results list includes:

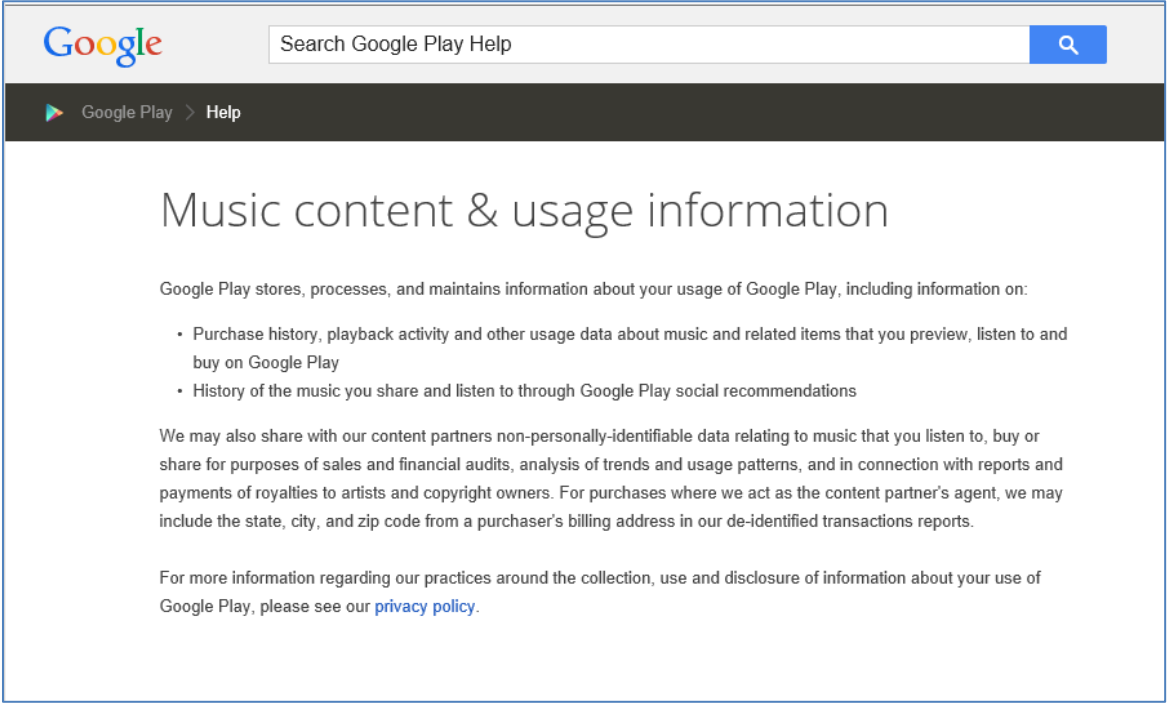
- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???. Would changing careers to Nursi..."
- How to Become a Registered Nurse** by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit 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: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and "Advertisement". A small logo for Kaplan University is also visible.

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

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Claim No. 2	
<p>The method of claim 1, wherein the user profile data includes prior purchasing information regarding the user.</p>	<p>Upon information and belief, user profile data includes prior purchasing information regarding the user.</p> <p>See claim 1 above.</p> <div data-bbox="646 529 1892 792" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; font-size: 1.2em;">Using Google Wallet for purchases</p> <p>To make purchases on Google Play, you'll need a Google Wallet account. Google Wallet stores your payment information, transaction history, and is free to use.</p> </div> <p style="text-align: right; margin: 10px 0;">https://support.google.com/googleplay/answer/2411788?hl=en</p> <div data-bbox="646 967 1892 1330" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <ul style="list-style-type: none"> • Transaction information - When you use Google Wallet to conduct a transaction, we may collect information about the transaction, including: Date, time and amount of the transaction, a description provided by the seller of the goods or services purchased, any photo you choose to associate with the transaction, the names and email addresses of the seller and buyer (or sender and recipient), the type of payment method used, your description of the reason for the transaction, and the offer associated with the transaction, if any. <p>How we use the information we collect</p> <p>In addition to the uses listed in the Google Privacy Policy, we use the information you provide us, as well as information about you from third parties, in order to provide you with Google Wallet services, and to protect you from fraud, phishing or other misconduct. Such information may also be used to assist third parties in the provision of products or services that you request from them.</p> <p>Your registration information is stored in association with your Google Account and your registration of a payment method will be stored on Google's servers. In addition, certain data elements may also be stored on your mobile device in encrypted form.</p> </div>





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	<p data-bbox="1121 293 1955 326">https://wallet.google.com/legaldocument?family=0.privacynotice</p> <div data-bbox="663 362 1875 1300"><p data-bbox="688 370 957 402">Google Commerce search</p><p data-bbox="680 431 1037 451">Classic ▾ Home About our new look About</p><div data-bbox="884 521 1797 646"><p data-bbox="884 521 1751 548">MAR 12 Automatically keep track of your online purchases right in the Google Wallet app</p><p data-bbox="936 558 1797 646">Want to spend less time worrying about your online purchases? With Orders, a new feature in the latest version of the Google Wallet app for both Android (v. 4.0+, US only) and iOS (v. 6.0+, US only), you can automatically track your online orders. Google Wallet also notifies you about the status of your orders, plus shows your past orders all in one place.</p></div><div data-bbox="1188 695 1514 1073"></div><p data-bbox="940 1133 1037 1149">How it works</p><p data-bbox="940 1179 1797 1263">Once you activate Orders in Google Wallet, you'll be able to see any receipts sent to your Gmail right in the Google Wallet app. We've also worked with primary package carriers in the US so that when your order status is updated, you'll get notified of the update through Wallet. So whether your order is shipped, out for delivery, or delayed, you'll never wonder about the status of your order.</p></div> <p data-bbox="772 1338 1955 1370">http://googlecommerce.blogspot.com/2014/03/automatically-keep-track-of-your-online.html</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Play Help page. At the top, there is a search bar with the text "Search Google Play Help" and a magnifying glass icon. Below the search bar is a navigation bar with "Google Play > Help". The main heading is "Music content & usage information". The text below reads: "Google Play stores, processes, and maintains information about your usage of Google Play, including information on:" followed by a bulleted list: "• Purchase history, playback activity and other usage data about music and related items that you preview, listen to and buy on Google Play" and "• History of the music you share and listen to through Google Play social recommendations". Below the list, it says: "We may also share with our content partners non-personally-identifiable data relating to music that you listen to, buy or share for purposes of sales and financial audits, analysis of trends and usage patterns, and in connection with reports and payments of royalties to artists and copyright owners. For purchases where we act as the content partner's agent, we may include the state, city, and zip code from a purchaser's billing address in our de-identified transactions reports." At the bottom, it says: "For more information regarding our practices around the collection, use and disclosure of information about your use of Google Play, please see our privacy policy."</p> <p data-bbox="1150 1031 1955 1063">https://support.google.com/googleplay/answer/2566449?hl=en</p>

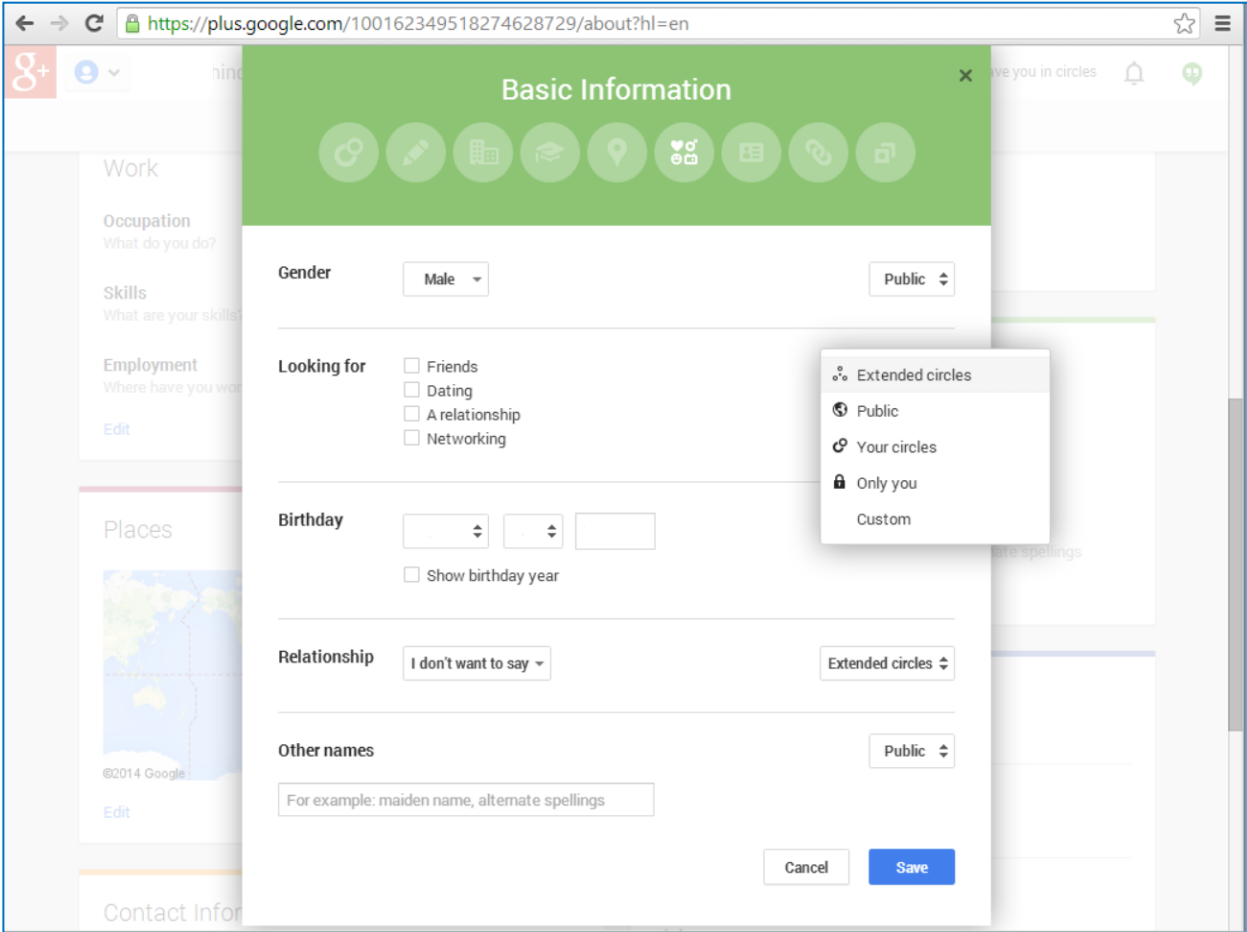
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 293 1745 1312" style="border: 1px solid black; padding: 10px;"> <h2>About Google Web History</h2> <p>You can get better search results and recommendations with Web History turned on. Web History includes 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, or 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 style="text-align: right;">https://support.google.com/accounts/answer/54068</p>




Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY	
Claim No. 3		
<p>The method of claim 1, wherein storing the user profile data comprises storing the user profile data in a user profile database of the advertising machine.</p>	<p>The Accused Instrumentalities store the user profile data in a user profile database of the advertising machine.</p> <p>See claim 1 above.</p>	c

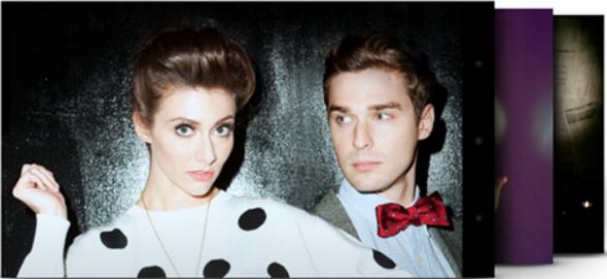
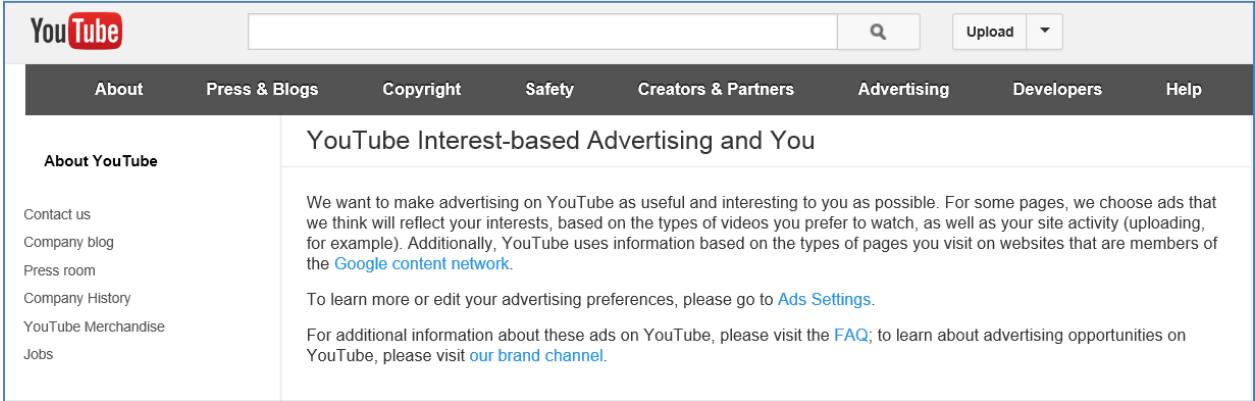
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 293 1776 1354"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div data-bbox="1407 386 1764 1347"><p>Name First <input type="text"/> Last <input type="text"/></p><p>Choose your username <input type="text"/> @gmail.com I prefer to use my current email address</p><p>Create a password <input type="password"/></p><p>Confirm your password <input type="password"/></p><p>Birthday Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></p><p>Gender I am... <input type="text"/></p><p>Mobile phone <input type="text"/></p><p>Your current email address <input type="text"/></p><p>Default homepage <input checked="" type="checkbox"/> Set Google as my default homepage. <small>Your default homepage in your browser is the first page that appears when you open your browser.</small></p><p>Prove you're not a robot <input type="checkbox"/> Skip this verification (phone verification may be required)</p><p> Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="P"/></p><p>Location United States <input type="text"/></p></div></div>

<https://accounts.google.com/SignUp>

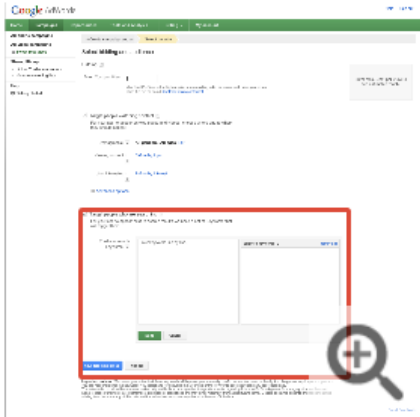
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile edit page. The URL in the address bar is https://plus.google.com/100162349518274628729/about?hl=en. The page features a green header for 'Basic Information' with several icons. Below the header, there are several sections for profile information, each with a privacy dropdown menu:</p> <ul style="list-style-type: none">Gender: Set to 'Male', with a privacy dropdown set to 'Public'.Looking for: Includes checkboxes for 'Friends', 'Dating', 'A relationship', and 'Networking'.Relationship: Set to 'I don't want to say', with a privacy dropdown set to 'Extended circles'.Other names: A text input field with a privacy dropdown set to 'Public'. <p>A dropdown menu is open for the 'Public' privacy setting, showing the following options: 'Extended circles', 'Public', 'Your circles', 'Only you', and 'Custom'. At the bottom of the modal, there are 'Cancel' and 'Save' buttons.</p>

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	<div data-bbox="682 331 1927 1253"><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="730 472 1360 673"><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="982 1263 1955 1295">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>




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	<div data-bbox="653 321 1203 393"><h2>About Ads Settings</h2></div> <p data-bbox="653 444 1892 513">Ads Settings is a Google tool that helps you control the ads you see on Google services and on websites that partner with Google such as through Google's <u>Display Network</u>.</p> <p data-bbox="653 548 932 583">What it lets you do</p> <ul data-bbox="688 618 1902 878" style="list-style-type: none">• Find out why you may see particular ads. Ads Settings can give you insight into what's being used to show you ads, such as your demographic details and some of your interests.• Make the ads you see more relevant. Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.• Remove unwanted ads. Block specific advertisers. Or, use Ads Settings to opt out of interest-based ads altogether. You'll still see ads, but they won't be interest-based. <p data-bbox="1251 946 1955 980">https://support.google.com/ads/answer/2662856?hl=en</p>

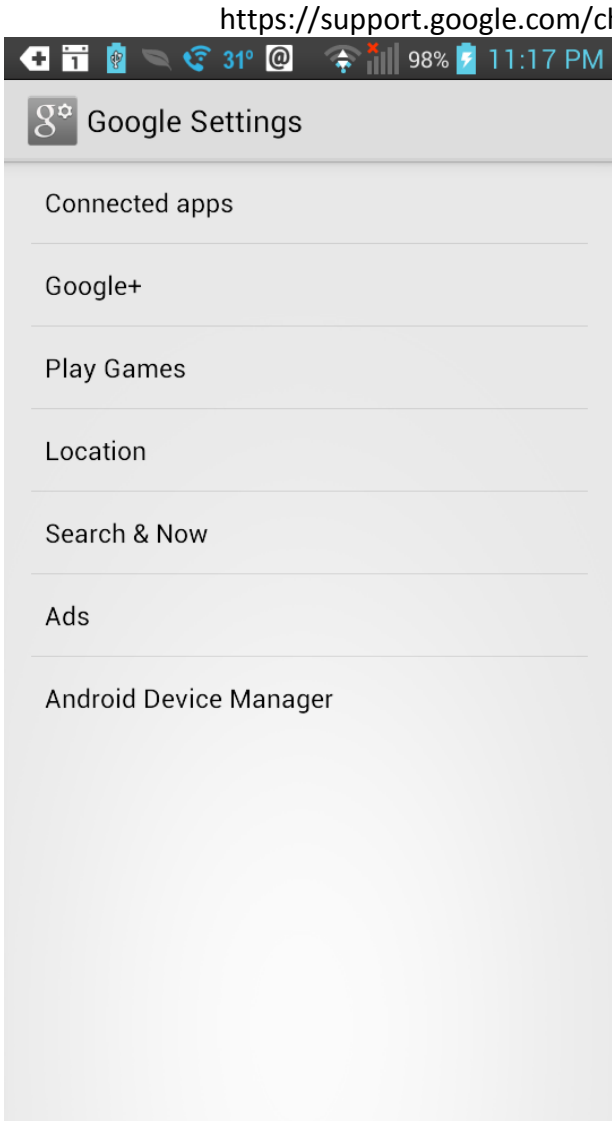
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 293 1940 683"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1228 691 1955 724">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="646 764 1892 1162"><p>The screenshot shows the YouTube homepage with a navigation bar including 'About', 'Press & Blogs', 'Copyright', 'Safety', 'Creators & Partners', 'Advertising', 'Developers', and 'Help'. The 'About YouTube' section is expanded, showing links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.' It also includes links to 'Ads Settings' and 'our brand channel'.</p></div> <p data-bbox="1402 1170 1955 1203">http://www.youtube.com/t/ads_preferences</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="711 310 1031 342">About targeting groups</p> <p data-bbox="711 375 1923 440">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="711 472 1356 496">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 529 1902 1159" style="list-style-type: none"> • Demographics: Age and gender. • Topics: YouTube video or Google Display Network content targeted by category or sub-category. • Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories. • Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include: <ul style="list-style-type: none"> ◦ Channels (YouTube Partner Channels) ◦ Videos (YouTube Videos) ◦ Sites (Google Display Network - includes YouTube.com as a publisher site) • Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube. • Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos). • Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1192 1182 1955 1214" style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>

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	<p>2. Target people who are searching (TrueView in-search):</p> <ul style="list-style-type: none"> ◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p>Note</p> <p>Only In-Search ads will be targeted with these keywords.</p> <p>To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>
Claim No. 4	
The method of claim 1, wherein storing the user	The Accused Instrumentalities store the user profile data on the data processing device.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
profile data comprises storing the user profile data on the data processing device.	<p>See claim 1 above.</p> <div data-bbox="646 365 1892 578" style="border: 1px solid black; padding: 5px;"><p>Unique device identifier</p><p>A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p style="text-align: right;">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="732 293 1806 1417" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Why sign in to Chrome</h2> <p>With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.</p> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <div> <p>Chrome OS</p> <p>Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin</p> </div> </div> <h3>Learn how to sign in to Chrome and enable sync</h3> <ul style="list-style-type: none"> • Windows, Mac, and Linux instructions • Chrome device instructions • Mobile device instructions <p>Getting a sync error? Troubleshoot sync issues</p> <hr/> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <p style="color: red; font-size: small;">Don't sign in to Chrome if you're using a public or untrusted computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.</p> </div> <hr/> <h3>How your information is synced</h3> <ul style="list-style-type: none"> • Your settings and data are saved to your Google Account. <p>When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account . When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p> <p>Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.</p> <ul style="list-style-type: none"> • Changes are synced instantaneously </div>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

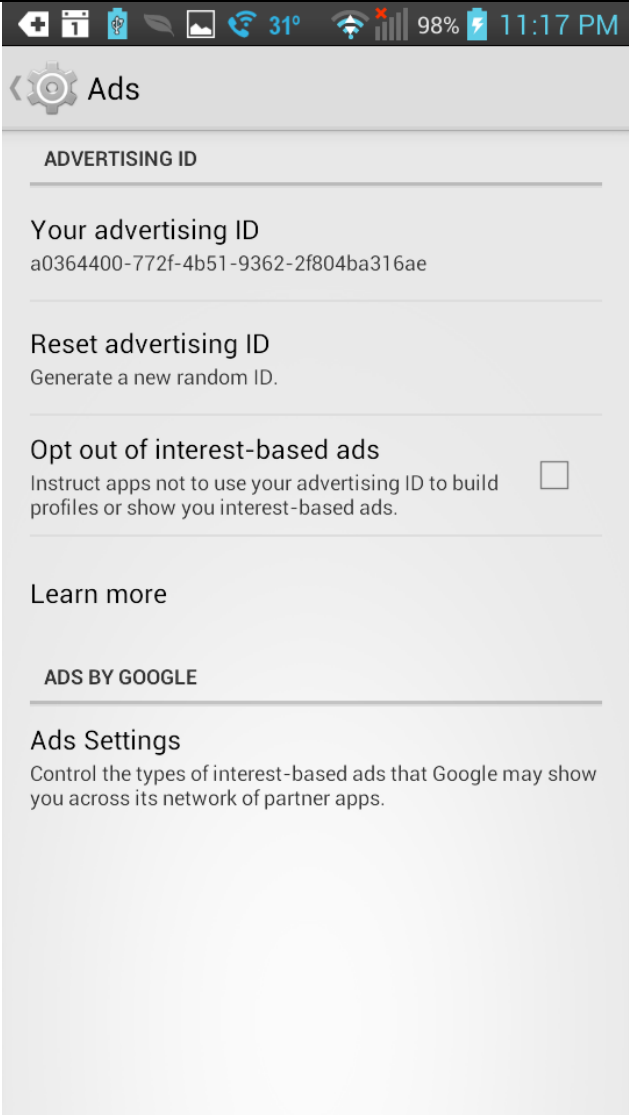
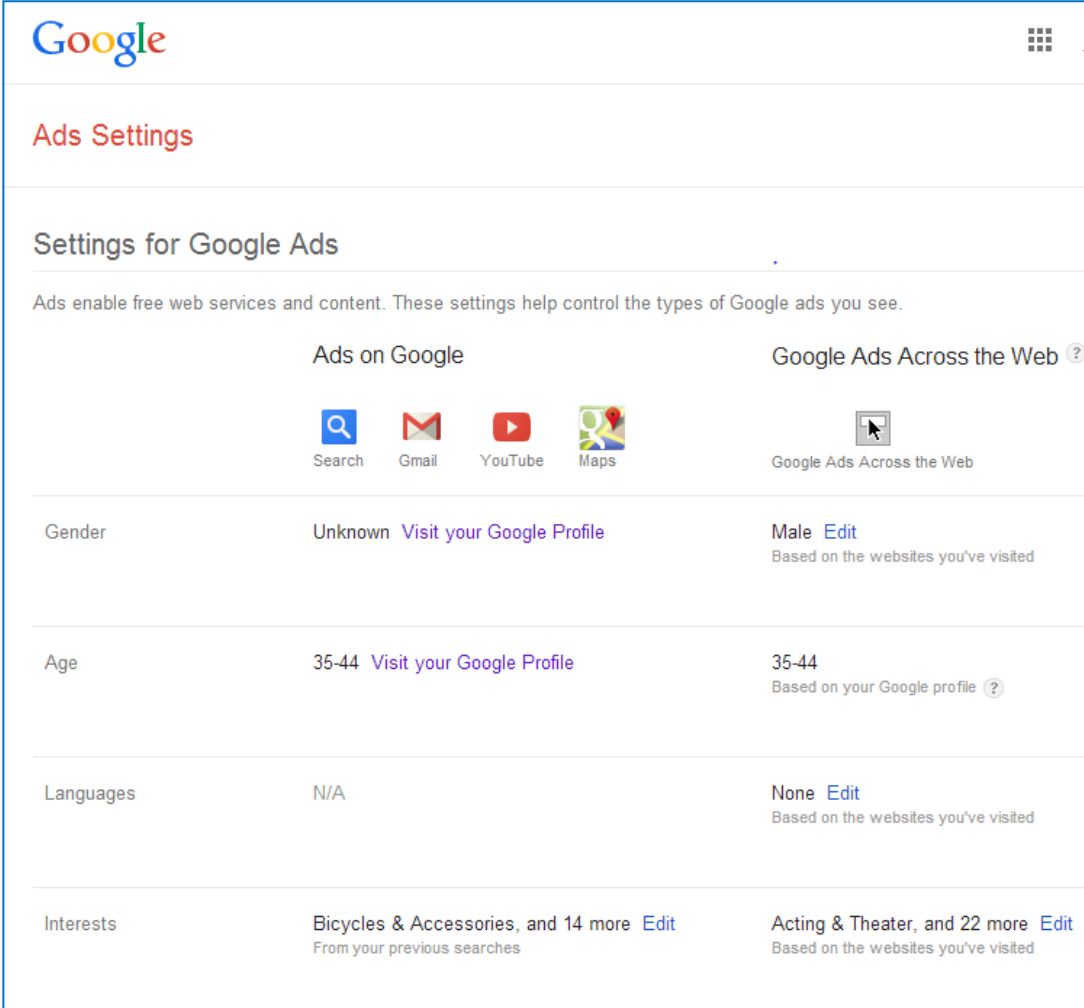
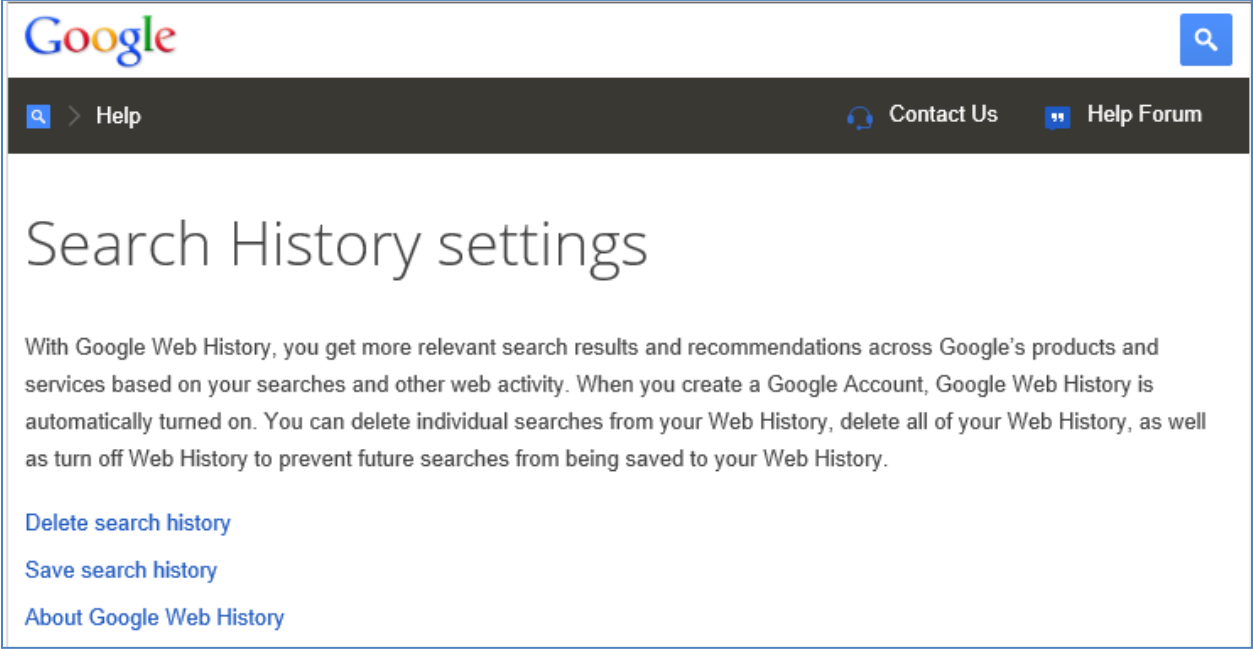
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

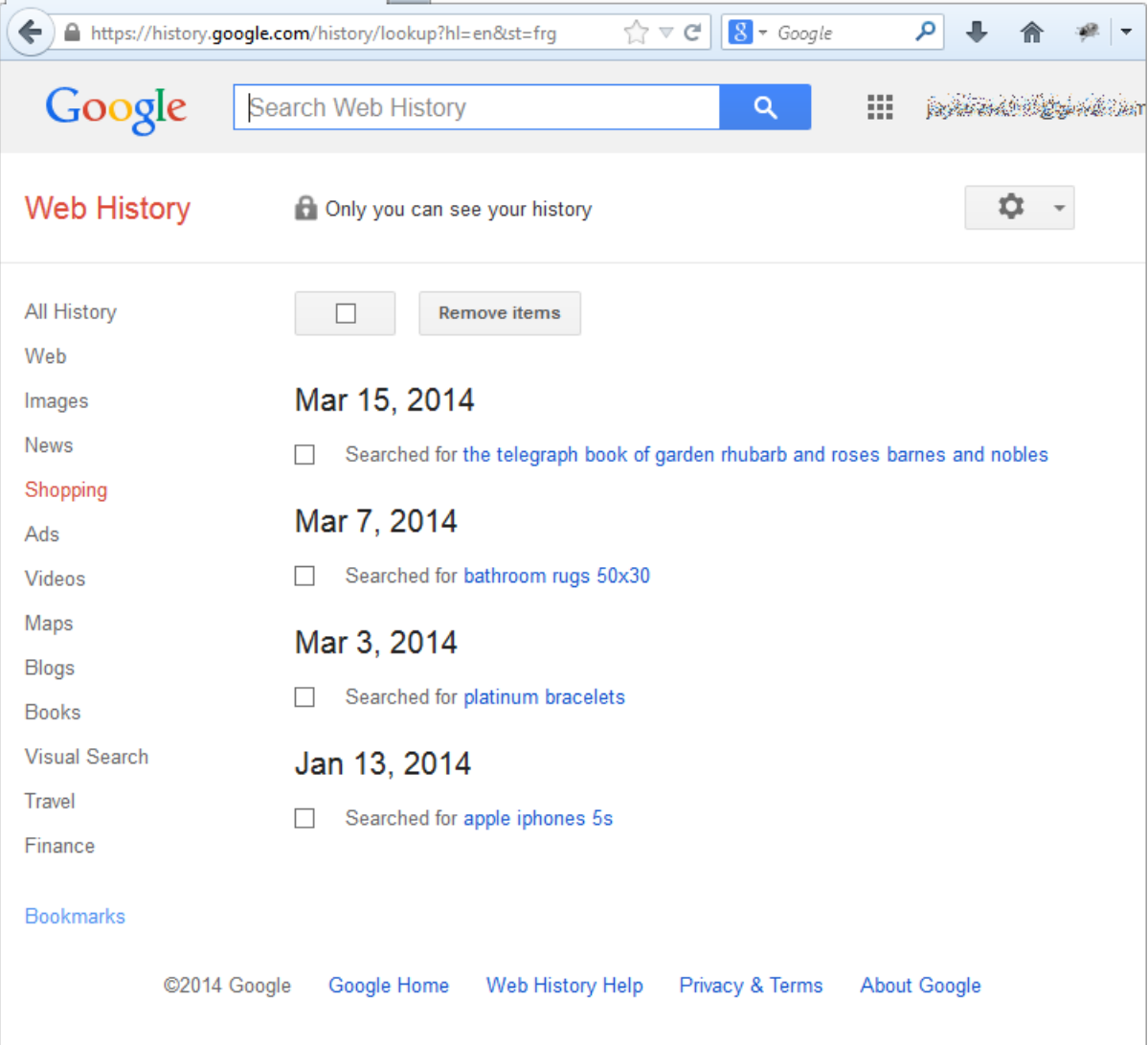
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 5	
The method of claim 1, wherein the user profile data is based upon prior search history of the user.	The user profile data is based upon prior search history of the user. See Claim 1 above.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top, it says "Settings for Google Ads" and "Ads enable free web services and content. These settings help control the types of Google ads you see." Below this, there are two main sections: "Ads on Google" and "Google Ads Across the Web".</p> <p>Ads on Google: Includes icons for Search, Gmail, YouTube, and Maps.</p> <p>Google Ads Across the Web: Includes an icon for Google Ads Across the Web.</p> <p>Personalization Settings:</p> <ul style="list-style-type: none"> Gender: Unknown (Visit your Google Profile) / Male (Edit) - Based on the websites you've visited Age: 35-44 (Visit your Google Profile) / 35-44 (Edit) - Based on your Google profile Languages: N/A / None (Edit) - Based on the websites you've visited Interests: Bicycles & Accessories, and 14 more (Edit) - From your previous searches / Acting & Theater, and 22 more (Edit) - Based on the websites you've visited
	<p>https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

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	<div data-bbox="684 293 1944 513"><p>Interests</p><p>Bicycles & Accessories, and 14 more Edit</p><p>From your previous searches</p></div> <p data-bbox="1199 521 1955 553">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p> <div data-bbox="648 594 1892 1239"><p>The screenshot shows the Google Search History settings page. At the top is the Google logo and a search bar. Below that is a navigation bar with a search icon, a right arrow, and the word 'Help'. On the right side of the navigation bar are links for 'Contact Us' and 'Help Forum'. The main heading is 'Search History settings'. Below the heading is a paragraph of text explaining Google Web History. At the bottom of the page are three links: 'Delete search history', 'Save search history', and 'About Google Web History'.</p></div> <p data-bbox="919 1247 1955 1279">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 293 1745 1312" 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 style="text-align: right; margin-top: 10px;">https://support.google.com/accounts/answer/54068</p>

U.S. PATENT NO. 7,933,883	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".</p> <p>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. On the left side, there is a vertical navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks.</p> <p>The search history is organized by date:</p> <ul style="list-style-type: none">Mar 15, 2014: Searched for the telegraph book of garden rhubarb and roses barnes and noblesMar 7, 2014: Searched for bathroom rugs 50x30Mar 3, 2014: Searched for platinum braceletsJan 13, 2014: Searched for apple iphones 5s <p>At the bottom of the page, there is a footer with the text "©2014 Google" and links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

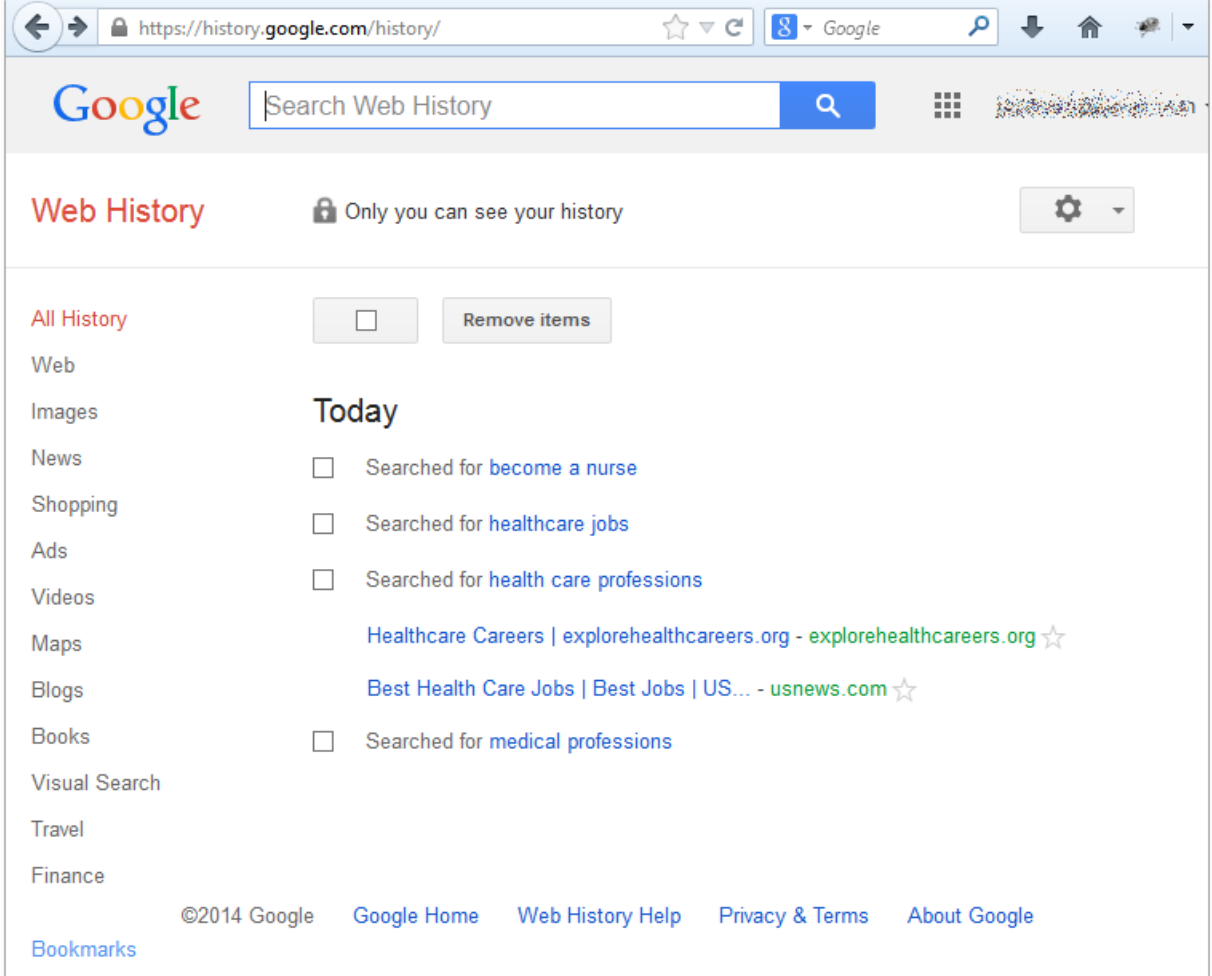
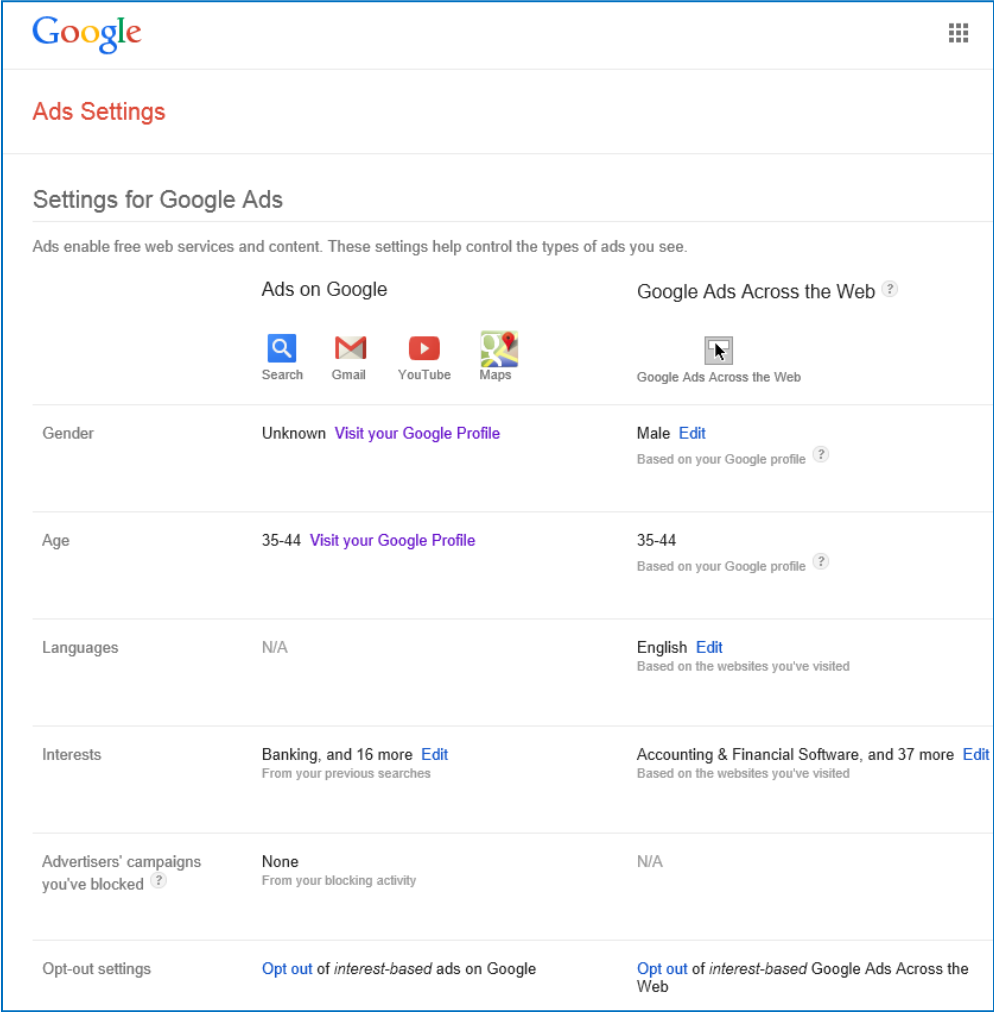
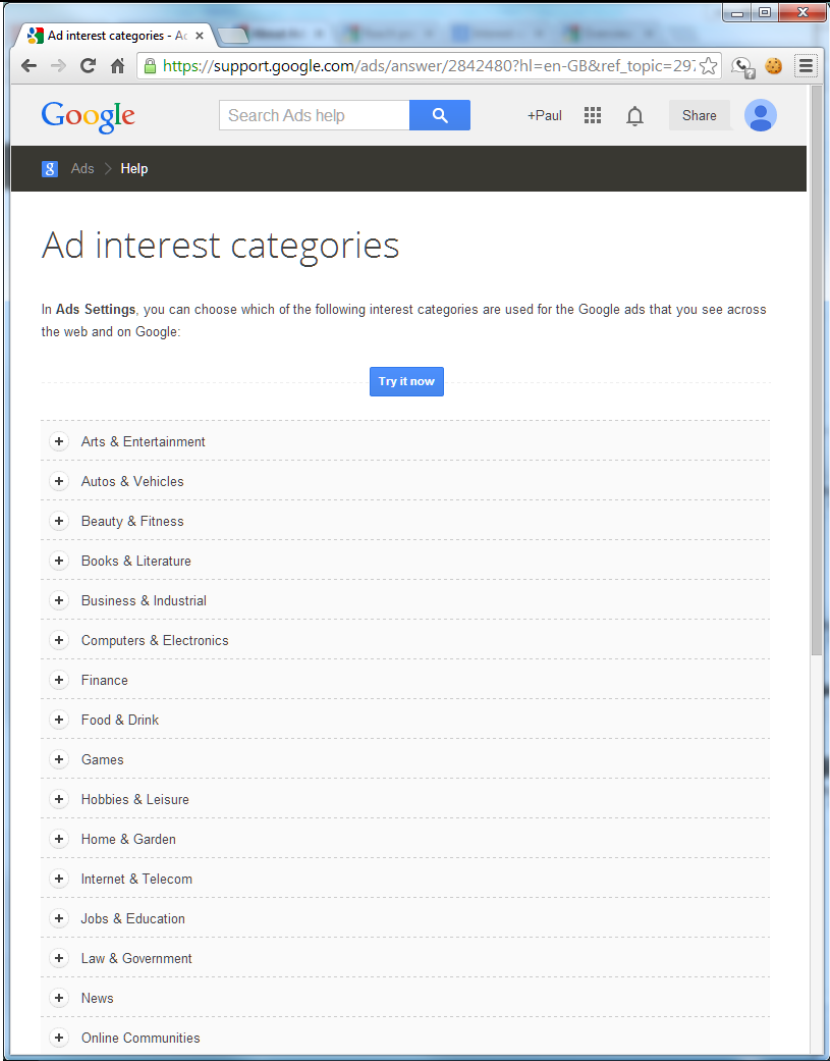
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. The address bar displays 'https://history.google.com/history/'. The search bar contains 'Search Web History'. The page title is 'Web History' with a lock icon and the text 'Only you can see your history'. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area is titled 'Today' and lists several search entries, each with a checkbox and a description: 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org', 'Best Health Care Jobs Best Jobs US... - usnews.com', and 'Searched for medical professions'. At the bottom, there is a footer with copyright information and links for Google Home, Web History Help, Privacy & Terms, and About Google.</p>
Claim No. 6	

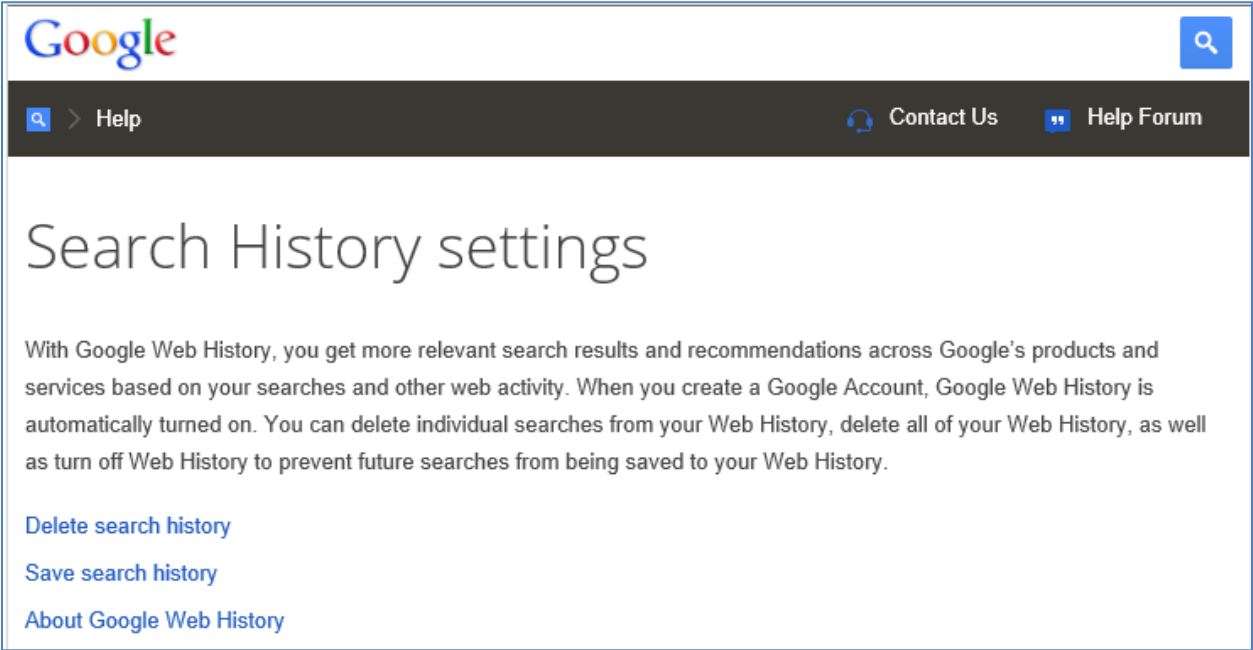
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

<p>U.S. PATENT NO. 7,933,883</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<p>The method of claim 1, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p>	<p>The user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Ads Settings interface. At the top, the Google logo is visible. Below it, the heading "Ads Settings" is shown. The main section is titled "Settings for Google Ads" and includes a brief explanation: "Ads enable free web services and content. These settings help control the types of ads you see." The settings are organized into several rows:</p> <ul style="list-style-type: none"> Ads on Google: Includes icons for Search, Gmail, YouTube, and Maps. Google Ads Across the Web: Includes a toggle switch and a help icon. Gender: Set to "Unknown" with a link to "Visit your Google Profile" and "Male" with an "Edit" link. A note states "Based on your Google profile". Age: Set to "35-44" with a link to "Visit your Google Profile" and "35-44" with an "Edit" link. A note states "Based on your Google profile". Languages: Set to "N/A" and "English" with an "Edit" link. A note states "Based on the websites you've visited". Interests: Set to "Banking, and 16 more" with an "Edit" link and "Accounting & Financial Software, and 37 more" with an "Edit" link. A note states "Based on the websites you've visited". Advertisers' campaigns you've blocked: Set to "None" with a note "From your blocking activity". Opt-out settings: Includes "Opt out of interest-based ads on Google" and "Opt out of interest-based Google Ads Across the Web". <p>At the bottom right of the screenshot area, the URL https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx is provided.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google Ads help page for "Ad interest categories". The browser's address bar shows the URL: https://support.google.com/ads/answer/2842480?hl=en-GB&ref_topic=29. The page title is "Ad interest categories". Below the title, there is a paragraph: "In Ads Settings, you can choose which of the following interest categories are used for the Google ads that you see across the web and on Google:". A blue button labeled "Try it now" is positioned below this text. A list of 17 interest categories follows, each with a plus sign in a circle to its left: Arts & Entertainment, Autos & Vehicles, Beauty & Fitness, Books & Literature, Business & Industrial, Computers & Electronics, Finance, Food & Drink, Games, Hobbies & Leisure, Home & Garden, Internet & Telecom, Jobs & Education, Law & Government, News, and Online Communities.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
The method of claim 1, further comprising updating the user profile data based upon the search argument.	The Accused Instrumentalities update the user profile data based upon the search argument. See claim 1 above. <div data-bbox="751 565 1881 760" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: fit-content;"><p>Interests Bicycles & Accessories, and 14 more Edit From your previous searches</p></div> <p data-bbox="1199 769 1955 800" style="text-align: right;">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search History settings page. At the top, the Google logo is on the left and a search icon is on the right. Below the logo is a navigation bar with a search icon, a right arrow, and the word "Help". On the right side of the navigation bar are links for "Contact Us" and "Help Forum". The main heading is "Search History settings". Below the heading is a paragraph of text: "With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History." Below the text are three links: "Delete search history", "Save search history", and "About Google Web History".</p> <p>https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a Google search for "become a nurse anesthetist" with approximately 338,000 results. The results are organized into two columns. The left column contains several organic search results, including:

- Nursing School -39 months - WestCoastUniversity.edu**: A link to a website offering a BSN program in 39 months.
- A.S. in Nursing - Keiser - Begin your training in Nursing**: A link to a website offering an Associate of Science in Nursing.
- Pursue Nursing Education - Explore Chamberlain's® RN to BSN**: A link to a website offering a program for registered nurses to earn a Bachelor of Science in Nursing.
- Become a CRNA - American Association of Nurse Anesthetists**: A link to the website of the American Association of Nurse Anesthetists.
- How Long Does It Take to Become a Nurse Anesthesiologist ...**: A link to an article discussing the time and requirements for becoming a nurse anesthesiologist.
- How to Become a Nurse Anesthetist**: A link to an article by Lisa Davila explaining the role of nurse anesthetists.
- How to Become a Nurse Anesthetist: 7 Steps (with Pictures) - wikiH...**: A link to a wikiHow article providing a step-by-step guide.
- Johnson & Johnson Nurse Anesthetist | Johnson ... - Discover Nursing**: A link to a website for Johnson & Johnson's nurse anesthetist program.

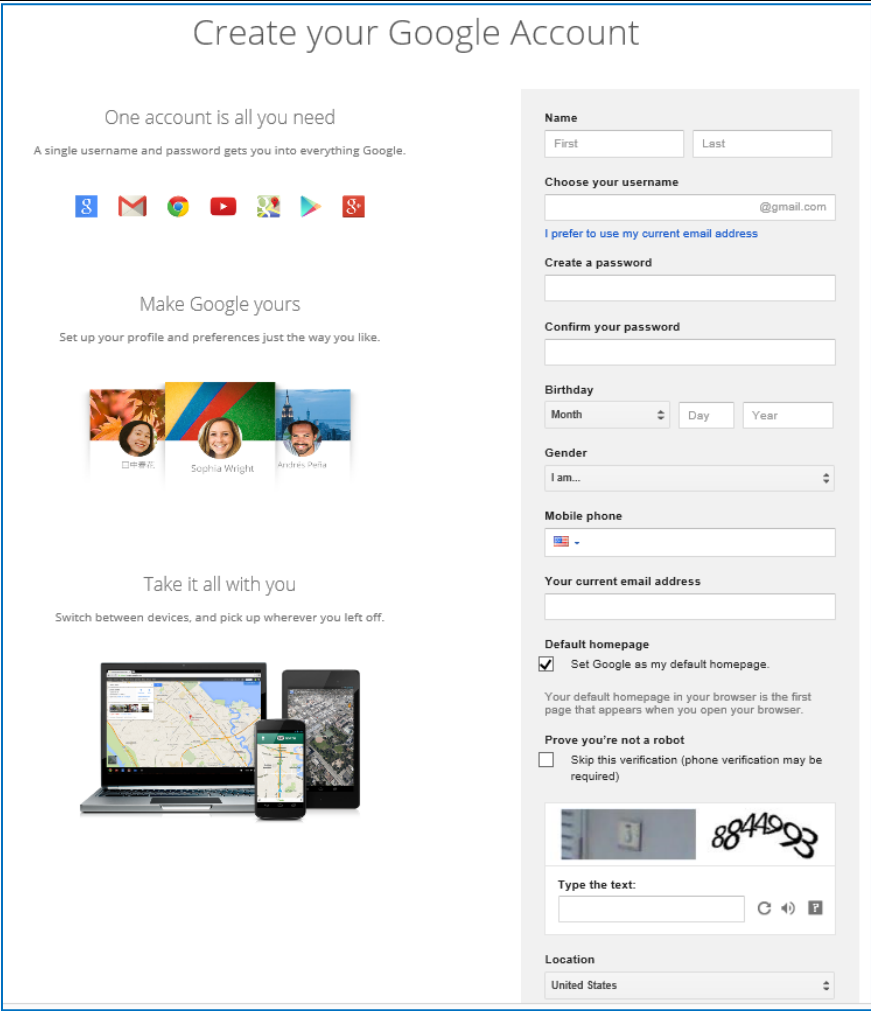
The right column contains several paid advertisements, including:

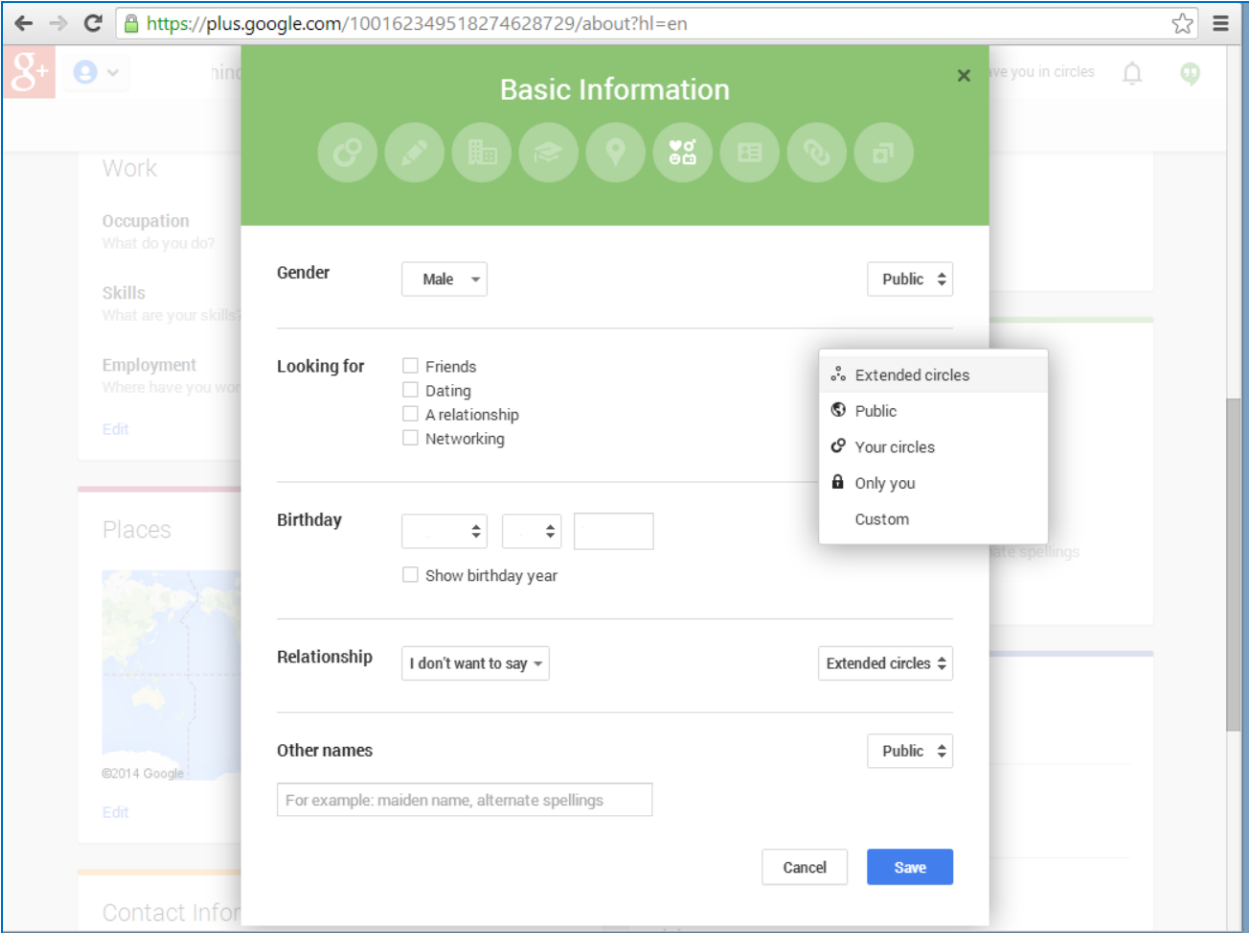
- Nurse Anesthetist Degree**: An advertisement for a program at Fairfield University.
- Nursing DNP at NYU**: An advertisement for a Doctor of Nursing Practice program at New York University.
- South University®**: An advertisement for a nursing program at South University.
- University of Phoenix®**: An advertisement for a nursing program at the University of Phoenix.
- Nurse Anesthetist CRNA**: An advertisement for a CRNA program at Somnia Anesthesia Services.
- Be a NAVY Reserve Nurse**: An advertisement for a nursing program in the Navy Reserve.
- Become an RN**: An advertisement for a nursing program at Eastwick University.
- Nurse Anesthetist Degree**: An advertisement for a program at Ask.com.

This is a partial screenshot of a Google search for "become a nurse". The search bar shows the query, and the top of the search results is visible, including the Google logo and navigation tabs.


Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 8	
The method of claim 1, further comprising updating the user profile data using data obtained via interaction with the data processing device.	The Accused Instrumentalities update the user profile data using data obtained via interaction with the data processing device. See Claim 1 above.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="884 290 1749 1295"><p>Create your Google Account</p><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><p>Name First Last</p><p>Choose your username @gmail.com I prefer to use my current email address</p><p>Create a password</p><p>Confirm your password</p><p>Birthday Month Day Year</p><p>Gender I am...</p><p>Mobile phone -</p><p>Your current email address</p><p>Default homepage <input checked="" type="checkbox"/> Set Google as my default homepage. Your default homepage in your browser is the first page that appears when you open your browser.</p><p>Prove you're not a robot <input type="checkbox"/> Skip this verification (phone verification may be required)</p><p>Type the text: 8844993</p><p>Location United States</p></div> <p data-bbox="1486 1300 1955 1333">https://accounts.google.com/SignUp</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the 'Basic Information' edit page for a Google+ profile. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page features a green header with the title 'Basic Information' and several circular icons representing different profile sections. The main content area includes fields for 'Gender' (set to 'Male'), 'Looking for' (with checkboxes for Friends, Dating, A relationship, and Networking), 'Birthday' (with dropdowns for month and day, and a checkbox for 'Show birthday year'), 'Relationship' (set to 'I don't want to say'), and 'Other names' (with a text input field and a 'Public' privacy dropdown). A dropdown menu is open over the 'Relationship' field, showing options: 'Extended circles', 'Public', 'Your circles', 'Only you', and 'Custom'. At the bottom right of the form are 'Cancel' and 'Save' buttons. The background of the browser window shows other parts of the profile page, such as 'Work', 'Skills', 'Employment', and 'Places'.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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Ads Settings

Settings for Google Ads

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

<p>Ads on Google</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> Search</div> <div style="text-align: center;"> Gmail</div> <div style="text-align: center;"> YouTube</div> <div style="text-align: center;"> Maps</div> </div>	<p>Google Ads Across the Web <small>?</small></p> <div style="text-align: center;"> Google Ads Across the Web</div>
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Gender	Unknown Visit your Google Profile	Male Edit <small>Based on the websites you've visited</small>
Age	35-44 Visit your Google Profile	35-44 <small>Based on your Google profile</small> <small>?</small>
Languages	N/A	None Edit <small>Based on the websites you've visited</small>
Interests	Bicycles & Accessories, and 14 more Edit <small>From your previous searches</small>	Acting & Theater, and 22 more Edit <small>Based on the websites you've visited</small>

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

Interests	Bicycles & Accessories, and 14 more Edit <small>From your previous searches</small>	Acting & Theater, and 22 more Edit <small>Based on the websites you've visited</small>
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Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 9	
The method of claim 1, further comprising sorting the search results based upon the user profile data.	The Accused Instrumentalities sort the search results based upon the user profile data. See claim 1 above.

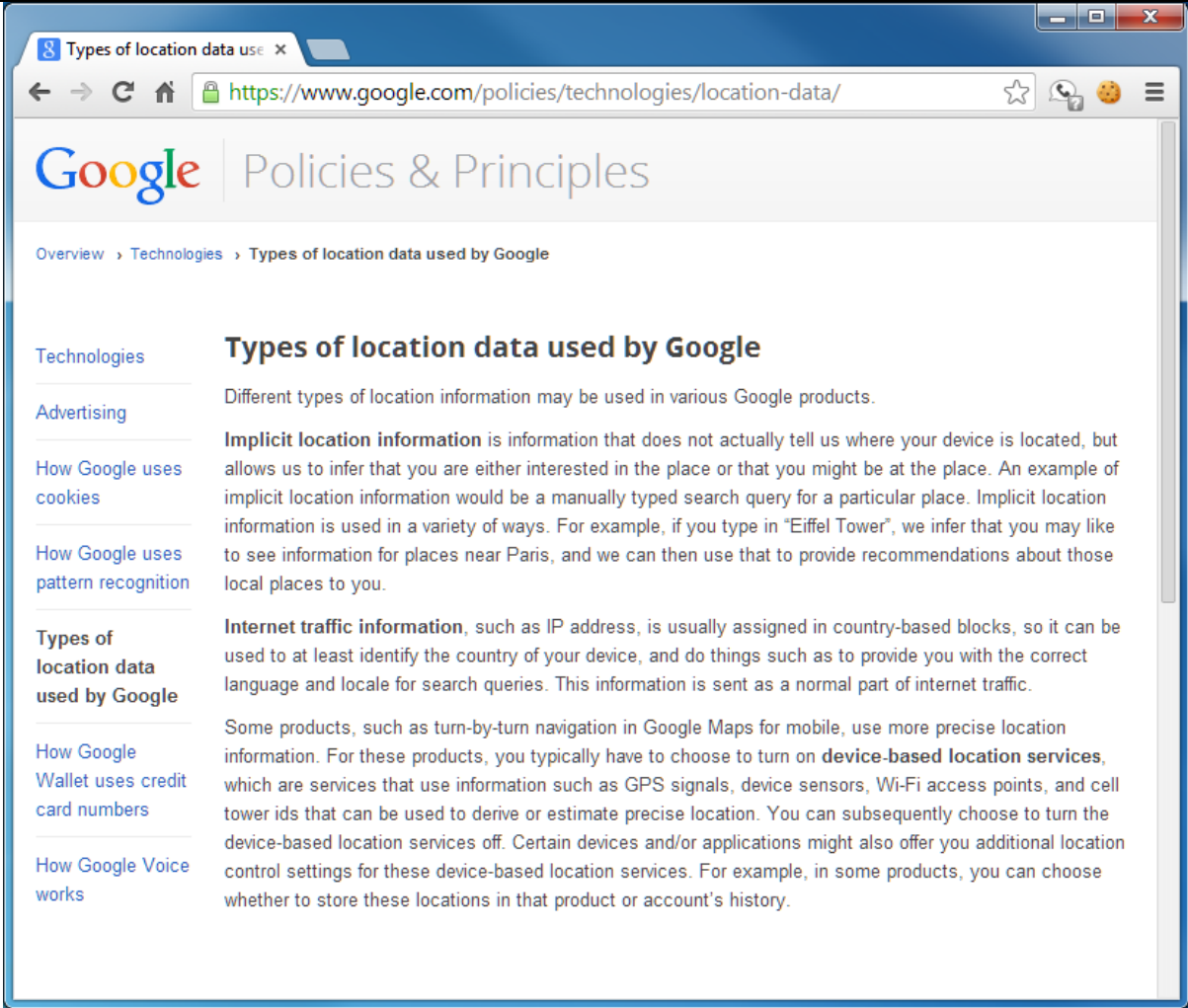
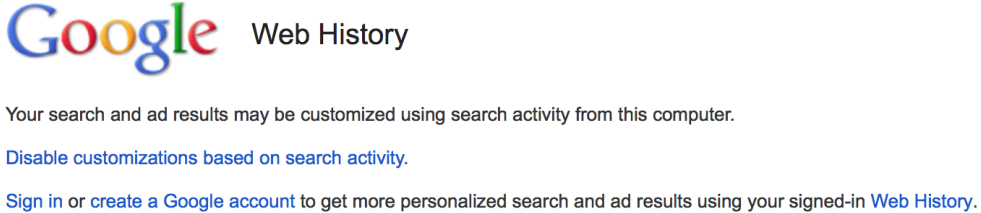
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google page titled "Types of location data used by Google". The browser's address bar shows the URL "https://www.google.com/policies/technologies/location-data/". The page content includes a sidebar with navigation links such as "Technologies", "Advertising", "How Google uses cookies", "How Google uses pattern recognition", "Types of location data used by Google", "How Google Wallet uses credit card numbers", and "How Google Voice works". The main content area is titled "Types of location data used by Google" and contains the following text:</p> <p>Different types of location information may be used in various Google products.</p> <p>Implicit location information is information that does not actually tell us where your device is located, but allows us to infer that you are either interested in the place or that you might be at the place. An example of implicit location information would be a manually typed search query for a particular place. Implicit location information is used in a variety of ways. For example, if you type in "Eiffel Tower", we infer that you may like to see information for places near Paris, and we can then use that to provide recommendations about those local places to you.</p> <p>Internet traffic information, such as IP address, is usually assigned in country-based blocks, so it can be used to at least identify the country of your device, and do things such as to provide you with the correct language and locale for search queries. This information is sent as a normal part of internet traffic.</p> <p>Some products, such as turn-by-turn navigation in Google Maps for mobile, use more precise location information. For these products, you typically have to choose to turn on device-based location services, which are services that use information such as GPS signals, device sensors, Wi-Fi access points, and cell tower ids that can be used to derive or estimate precise location. You can subsequently choose to turn the device-based location services off. Certain devices and/or applications might also offer you additional location control settings for these device-based location services. For example, in some products, you can choose whether to store these locations in that product or account's history.</p>

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google logo followed by the text "Web History". Below this, it states: "Your search and ad results may be customized using search activity from this computer." There are two blue links: "Disable customizations based on search activity." and "Sign in or create a Google account to get more personalized search and ad results using your signed-in Web History."</p>

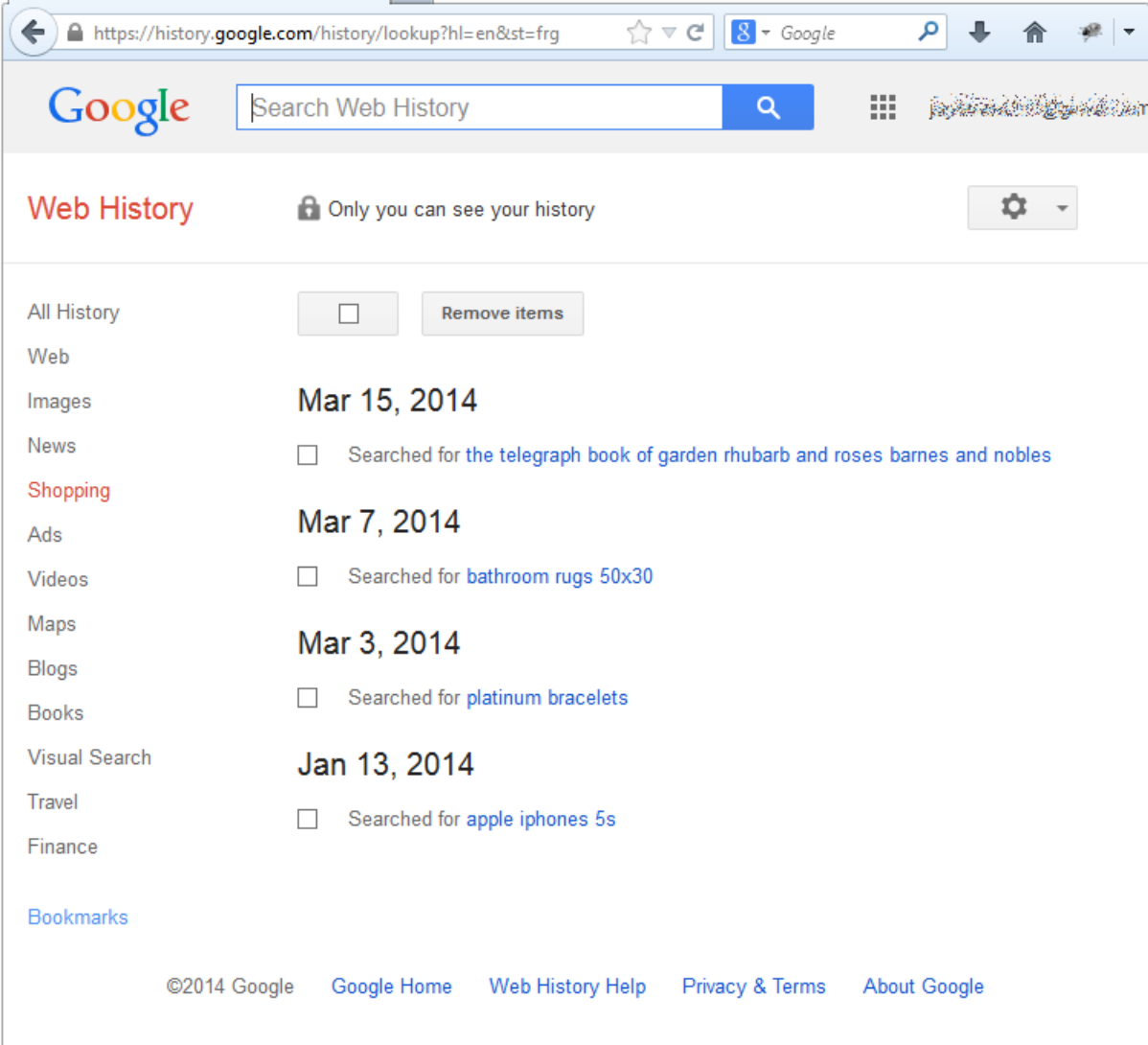
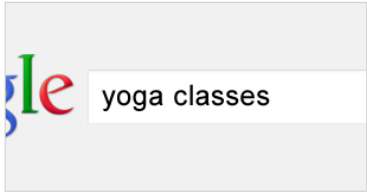
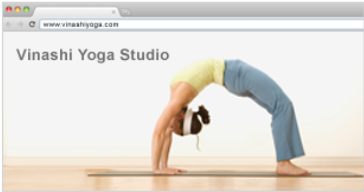
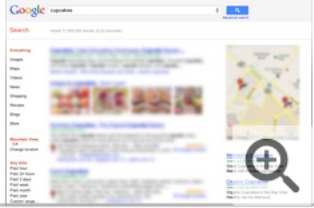
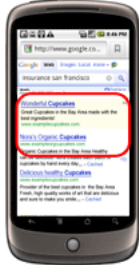
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the browser address bar displays the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar 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. On the left side, there is a vertical navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area displays a list of search history items grouped by date:</p> <ul style="list-style-type: none">Mar 15, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for the telegraph book of garden rhubarb and roses barnes and noblesMar 7, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for bathroom rugs 50x30Mar 3, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for platinum braceletsJan 13, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for apple iphones 5s <p>At the bottom of the page, there is a footer with the text "©2014 Google" and links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

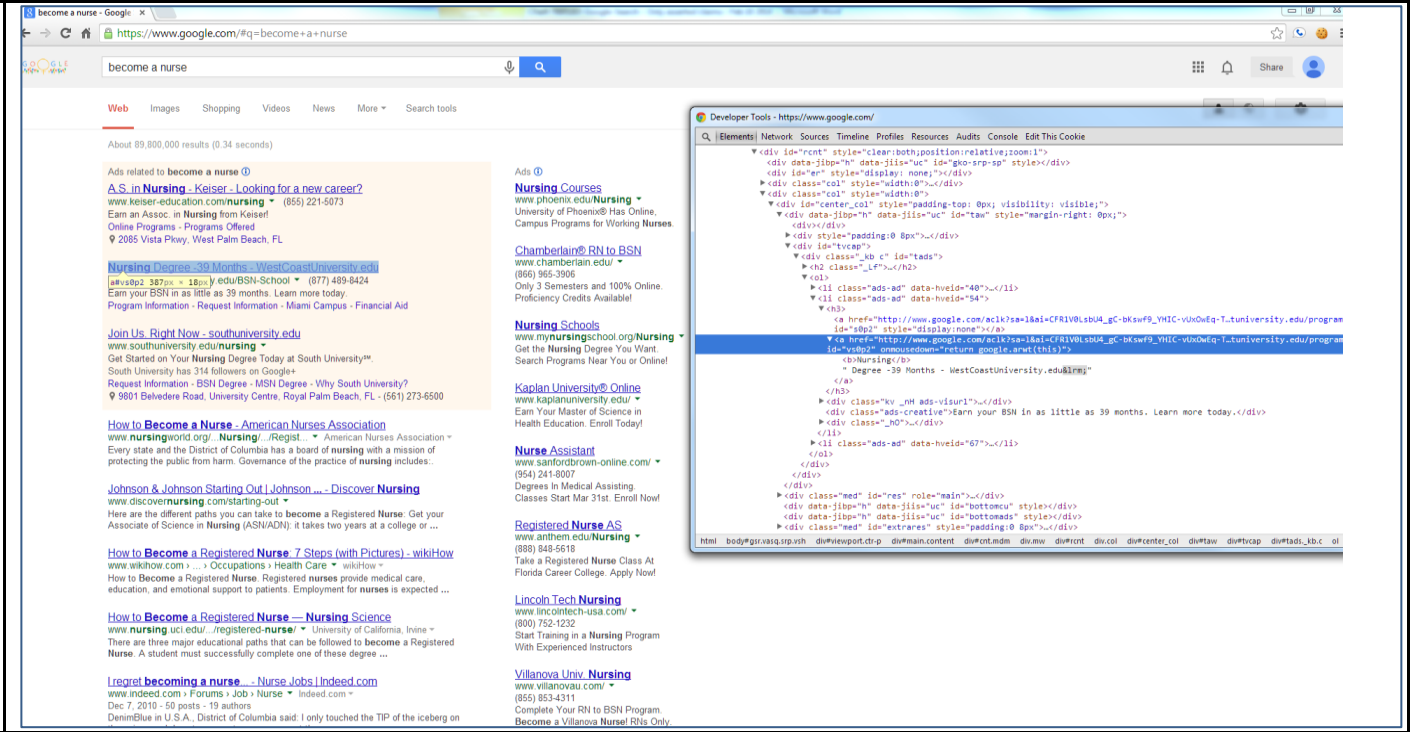
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 10	
<p>The method of claim 1, wherein searching at least one database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.</p>	<p>Upon information and belief, the Accused Instrumentalities search at least one search related database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.</p> <p>See claims 1 and 9 above.</p>
Claim No. 11	
<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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 834"><p>Ads on Google Target your ads Ad types Costs FAQ</p><hr/><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><div data-bbox="1457 418 1766 464"><p>Get started now For free support call: 1-800-877-2981*</p></div><div data-bbox="663 488 1026 678"></div><div data-bbox="1062 488 1423 678"><p>Yoga for beginners www.vinashiyoga.com Start your journey today Special – 10 classes for \$100 (354) 555-0111 - Directions</p></div><div data-bbox="1457 488 1818 678"></div><ol style="list-style-type: none"><li data-bbox="663 708 1026 789">1. People search on Google People use keywords (or search terms) to search for specific products and services.<li data-bbox="1062 708 1423 808">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 more<li data-bbox="1457 708 1818 789">3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</div> <p data-bbox="1094 841 1955 878">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="667 318 1640 444"><h2>Advertising on Google AdWords: An overview</h2></div> <hr/> <div data-bbox="701 526 737 570"></div> <div data-bbox="753 534 798 565"><p>Tip</p></div> <div data-bbox="751 584 1730 615"><p>New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p></div> <hr/> <div data-bbox="688 662 1850 802"><ul 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="835 818 1948 849">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>





U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="814 315 1318 342"> <p>Showing your ads on Google Search and other search sites</p> </div> <p data-bbox="856 394 1749 475">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="873 500 1755 552" style="list-style-type: none"> • 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="894 602 1205 808">  </div> <ul data-bbox="873 868 1745 1008" style="list-style-type: none"> • 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. • 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="894 1013 1031 1276">  </div> <p data-bbox="894 1281 1310 1304">AdWords ad on mobile version of Google Search</p> <p data-bbox="831 1333 1955 1364">https://support.google.com/adwords/answer/3464133?hl=en&ref_topic=3121763&rd=1</p>

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

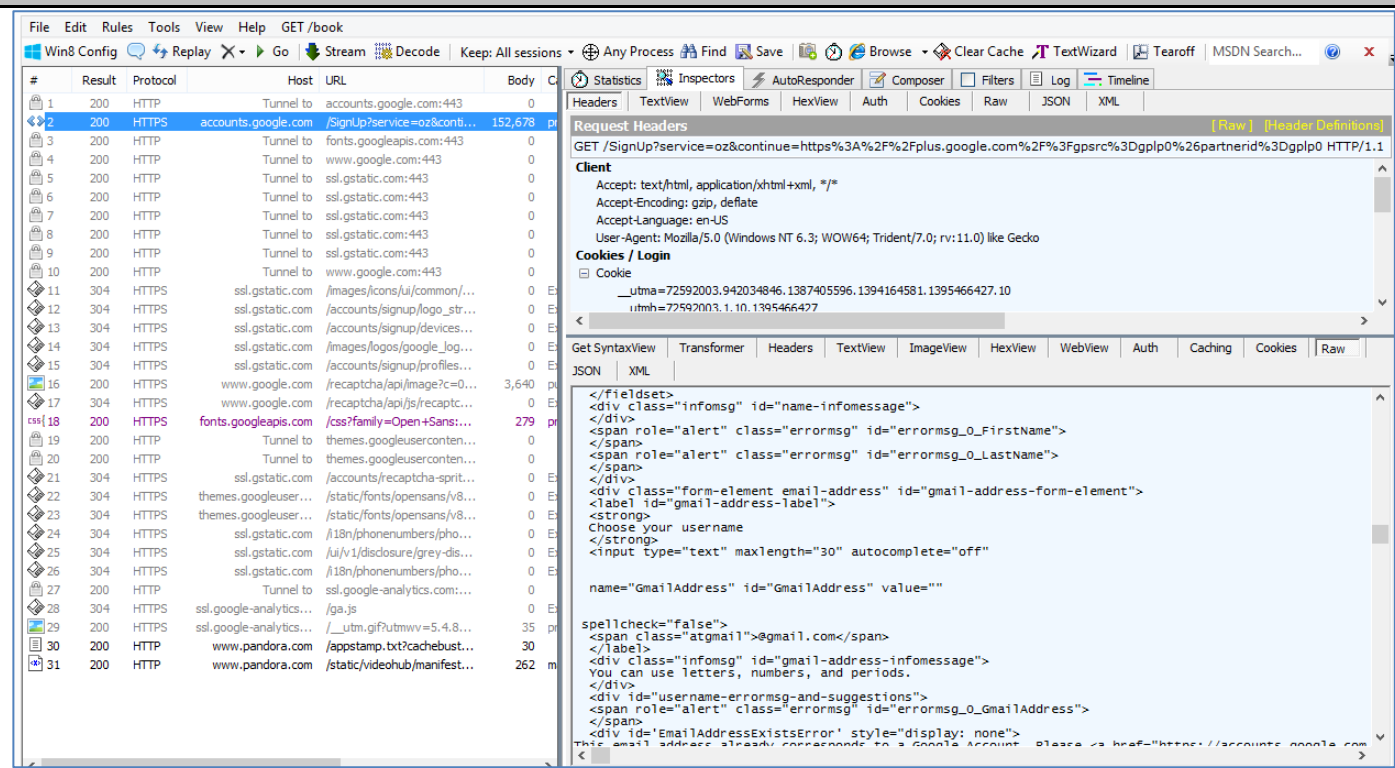
<p>U.S. PATENT NO. 7,933,883</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot shows a Google search for "become a nurse" on the URL https://www.google.com/#q=become+a+nurse. The search results page displays several links related to nursing education. The Developer Tools window is open, showing the HTML structure of the search results. The code highlights the following snippet:</p> <pre> </h3> <div class="kv_0H_ads-visual"></div> <div class="ads-creative">Earn your BSN in as little as 39 months. Learn more today.</div> </div> <li class="ads-ad" data-hveid="67"> </div> </div> <div class="med" id="res" role="main"></div> <div data-jlbp="h" data-jlis="uc" id="bottomcu" style"></div> <div data-jlbp="h" data-jlis="uc" id="bottomads" style"></div> <div class="med" id="ext+res" style="padding:0 8px"></div></pre>

<p>U.S. PATENT NO. 7,933,883</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>

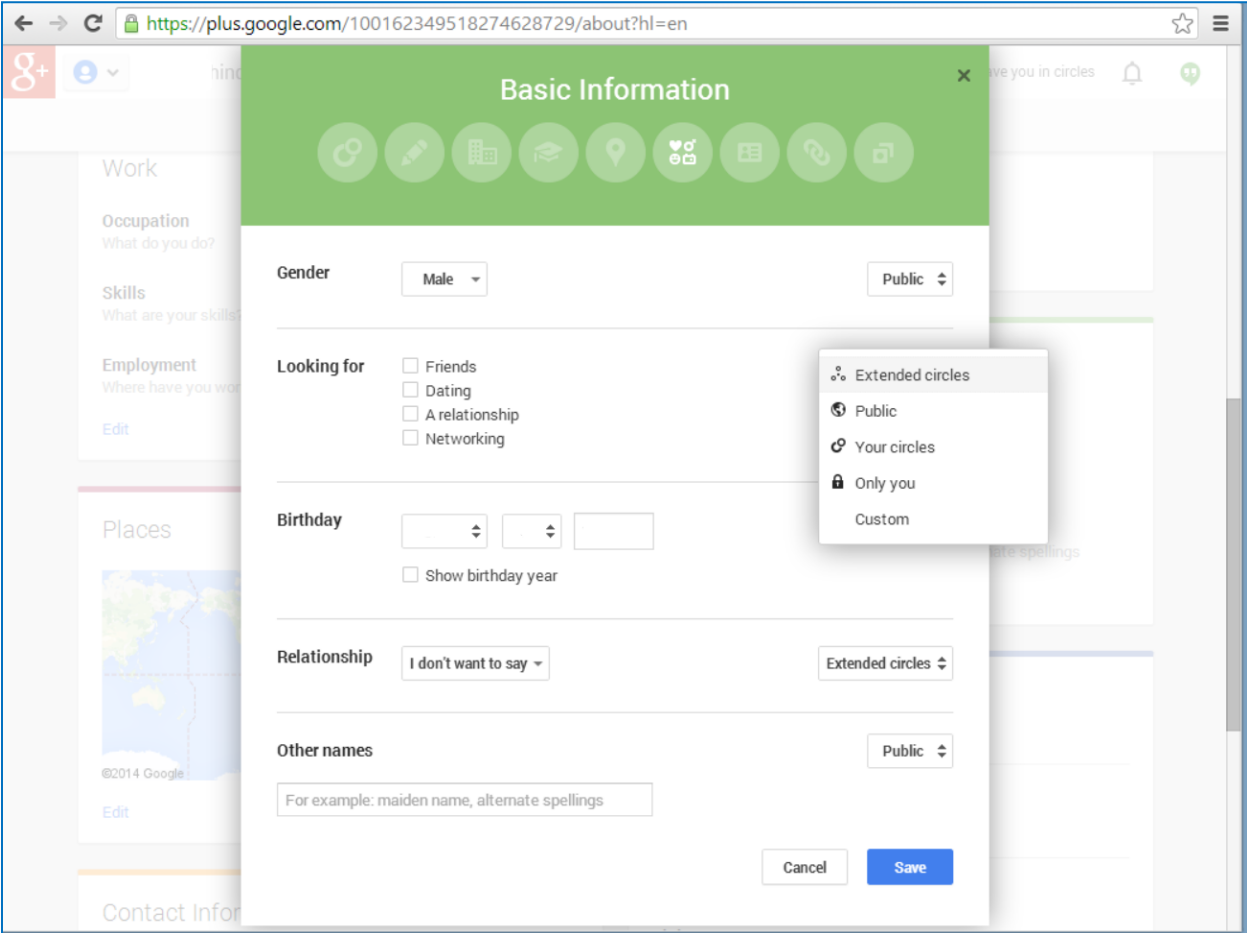
JSON response to device from Google

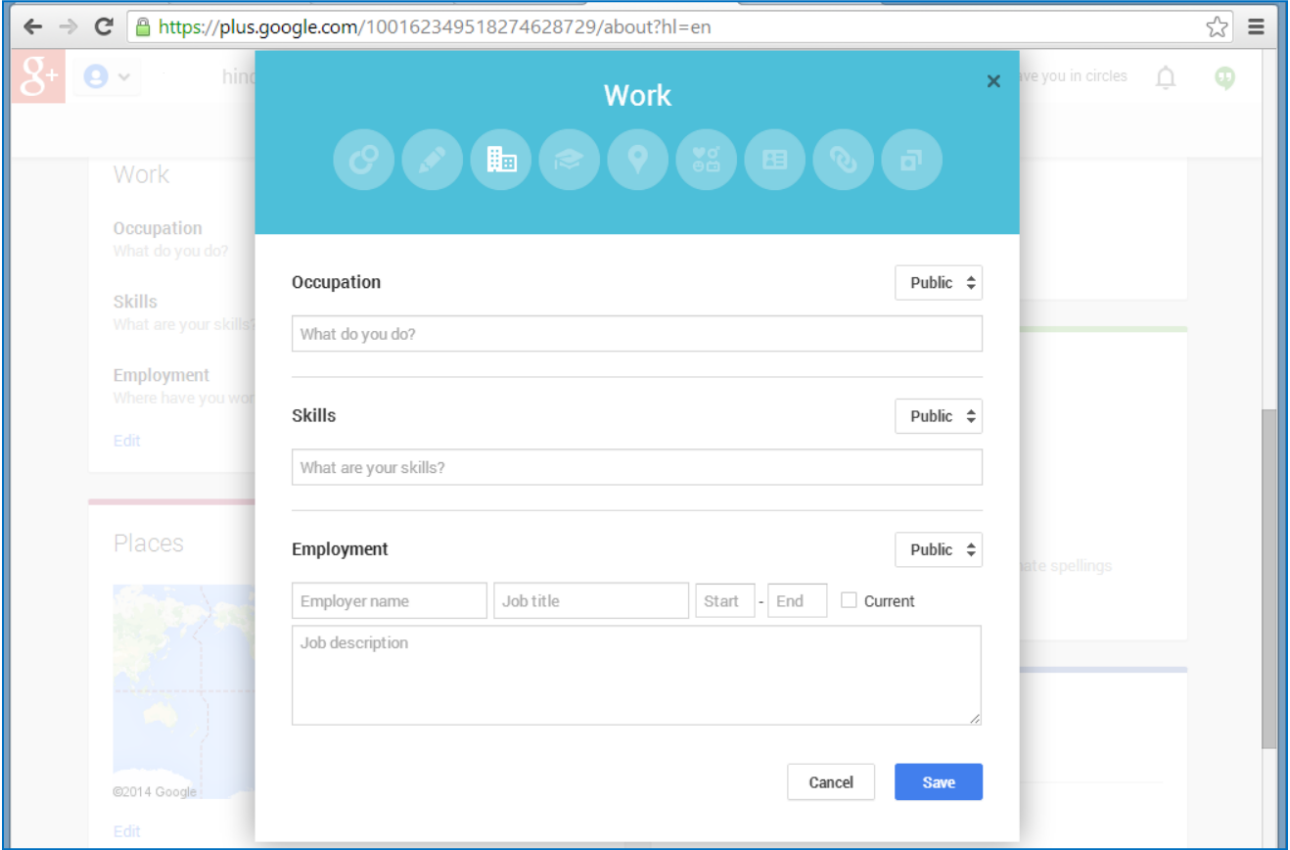
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="884 290 1749 1295"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div data-bbox="1402 378 1738 1291"><p>Name First <input type="text"/> Last <input type="text"/></p><p>Choose your username <input type="text"/> @gmail.com I prefer to use my current email address</p><p>Create a password <input type="password"/></p><p>Confirm your password <input type="password"/></p><p>Birthday Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></p><p>Gender I am... <input type="text"/></p><p>Mobile phone <input type="text"/></p><p>Your current email address <input type="text"/></p><p>Default homepage <input checked="" type="checkbox"/> Set Google as my default homepage. Your default homepage in your browser is the first page that appears when you open your browser.</p><p>Prove you're not a robot <input type="checkbox"/> Skip this verification (phone verification may be required)</p><p>Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="T"/></p><p>Location United States <input type="text"/></p></div></div> <p>https://accounts.google.com/SignUp</p>

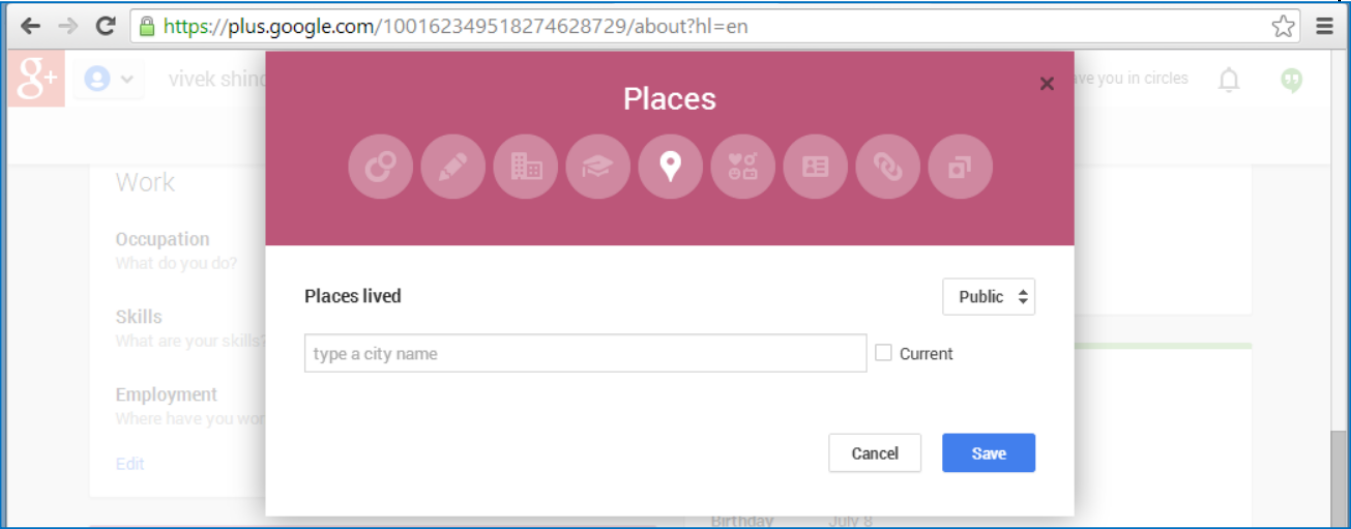
Case No. 2:13-cv-893
 Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Fiddler interface with a list of 31 requests on the left and the details of request #2 on the right. Request #2 is a GET request to <code>accounts.google.com/SignUp?service=oz&cont...</code>. The right pane shows the request headers, client information (Mozilla/5.0), cookies, and the HTML body of the response, which includes a form for email address input.</p>
Fiddler Capture of Google Accounts Signup Page	

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

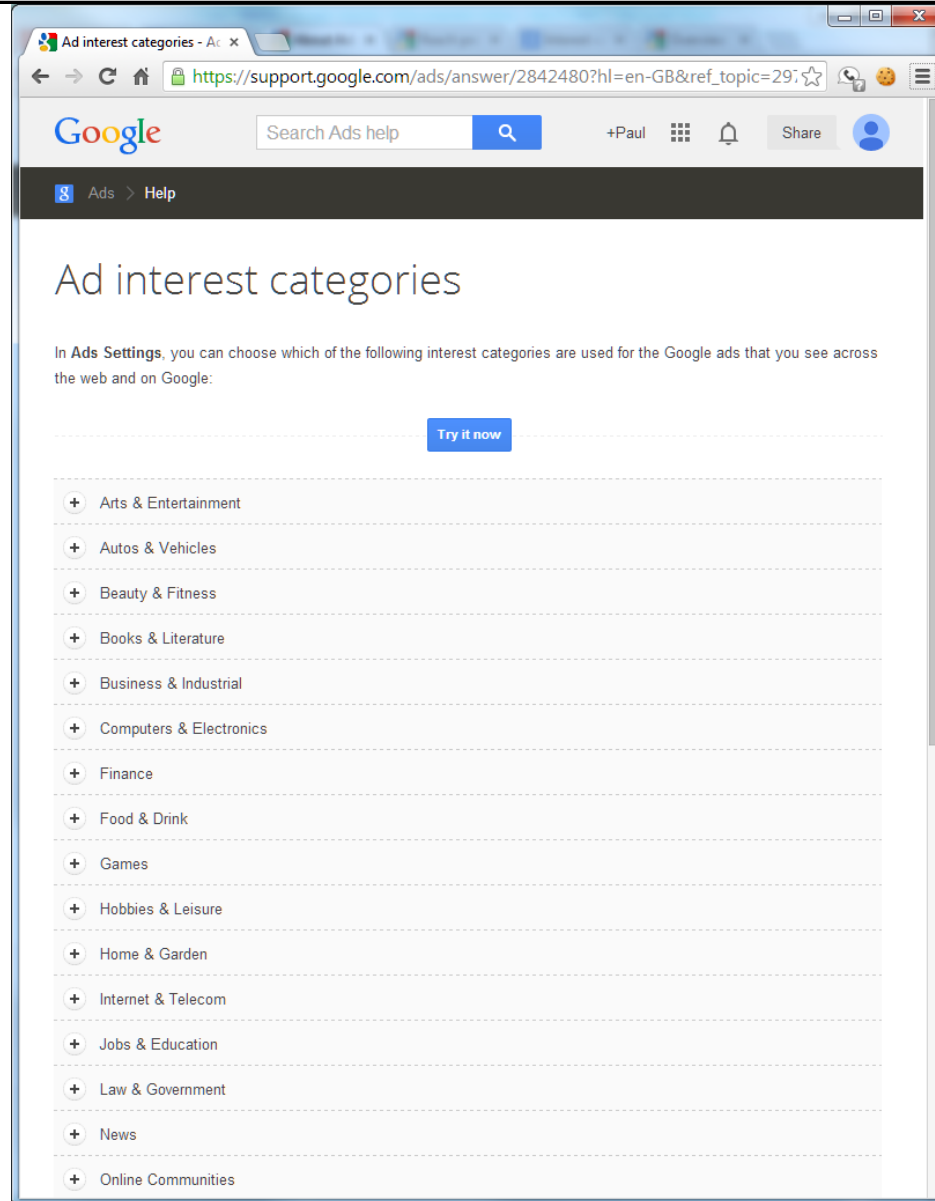
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with the following details:</p> <ul style="list-style-type: none">Basic Information (Green header)Gender: Male (dropdown)Privacy: Public (dropdown)Looking for: Friends, Dating, A relationship, Networking (checkboxes)Relationship: I don't want to say (dropdown)Other names: Public (dropdown)Privacy dropdown menu: Extended circles, Public, Your circles, Only you, Custom <p>The background sidebar includes sections for Work, Occupation, Skills, Employment, and Places.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page for a 'Work' circle. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page features a blue header with the word 'Work' and a row of icons representing various work-related categories. Below the header, there is a form for adding work information. The form includes three sections: 'Occupation', 'Skills', and 'Employment'. Each section has a 'Public' dropdown menu and a text input field. The 'Employment' section also includes fields for 'Employer name', 'Job title', 'Start', 'End', and a 'Current' checkbox. A 'Job description' text area is located below the 'Employment' section. At the bottom right of the form, there are 'Cancel' and 'Save' buttons. The background of the page shows a sidebar with 'Occupation', 'Skills', and 'Employment' sections, and a 'Places' section with a map.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page. A modal window titled "Places" is open, allowing the user to add a location. The modal has a red header with the word "Places" and a close button. Below the header is a row of icons representing different categories: a location pin, a pencil, a building, a graduation cap, a location pin, a group of people, a calendar, a link, and a document. The main content area of the modal is titled "Places lived" and includes a dropdown menu set to "Public", a text input field with the placeholder "type a city name", and a checkbox labeled "Current". At the bottom of the modal are "Cancel" and "Save" buttons. The background shows a Google+ profile page with sections for "Work", "Occupation", "Skills", and "Employment". The browser's address bar shows the URL "https://plus.google.com/100162349518274628729/about?hl=en".</p>

U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



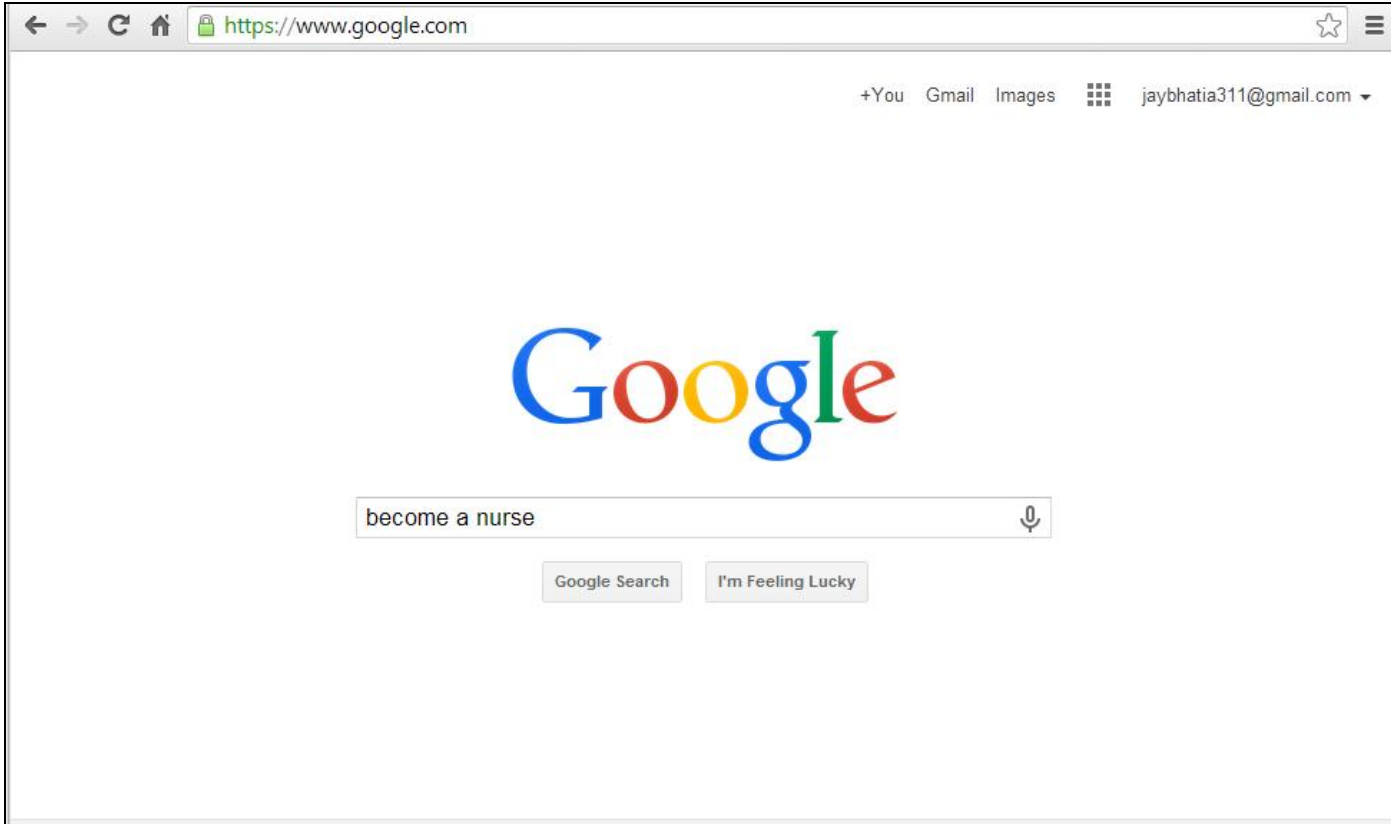
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>transmitting to the advertising machine via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to transmit to the advertising machine via the communications link a search request that includes a search argument.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a web browser window with the address bar displaying 'https://www.google.com'. The page content includes the Google logo, a search bar containing the text 'become a nurse', and two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser's top navigation bar shows '+You', 'Gmail', 'Images', and the user's email address 'jaybhatia311@gmail.com'.</p>

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Google Advanced Search page in a browser window. The address bar shows the URL: https://www.google.com/advanced_search?q=become+a+nurse&biw=1107&bih=951&hl=en. The page title is "Advanced Search".

Find pages with...

- all these words:
- this exact word or phrase:
- any of these words:
- none of these words:
- numbers ranging from: to

To do this in the search box

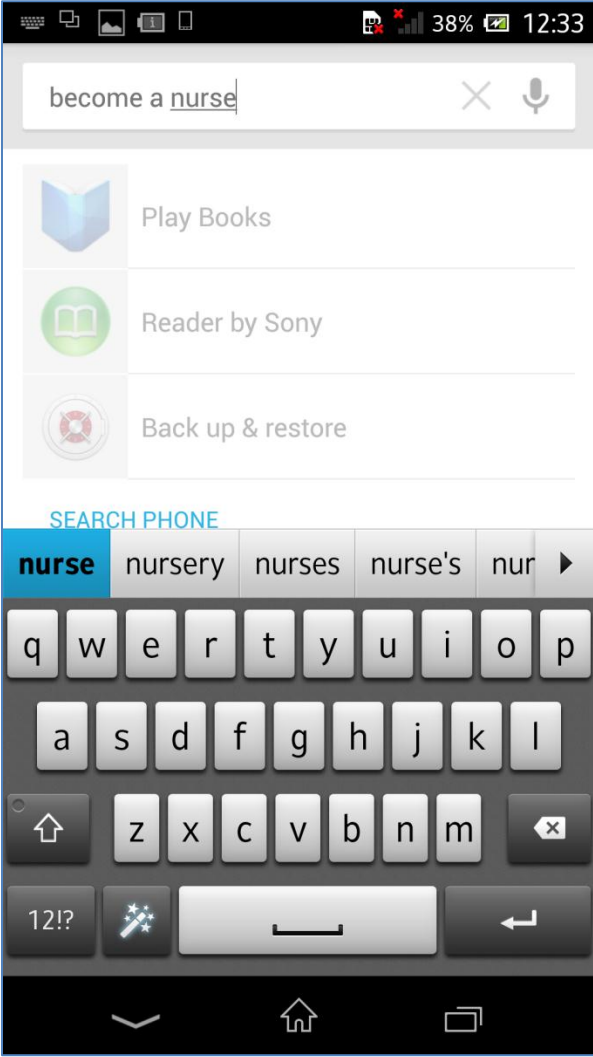
- Type the important words: tricolor rat terrier
- Put exact words in quotes: "rat terrier"
- Type OR between all the words you want: miniature OR standard
- Put a minus sign just before words you don't want: -rodent, -"Jack Russell"
- Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

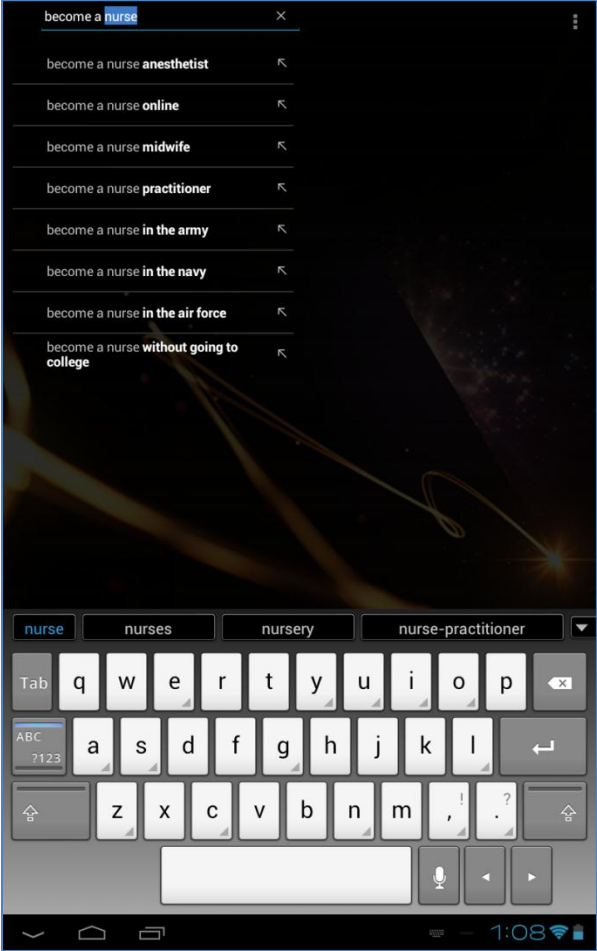
Then narrow your results by...

- language: Find pages in the language you select.
- region: Find pages published in a particular region.
- last update: Find pages updated within the time you specify.
- site or domain: Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
- terms appearing: Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
- SafeSearch: Tell SafeSearch whether to filter sexually explicit content.
- reading level: Find pages at one reading level or just view the level info.
- file type: Find pages in the format you prefer.
- usage rights: Find pages you are free to use yourself.

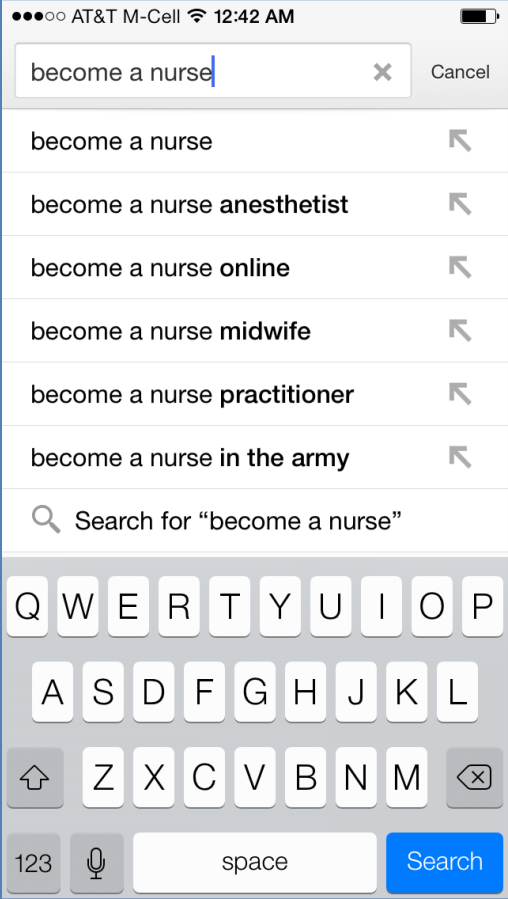
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

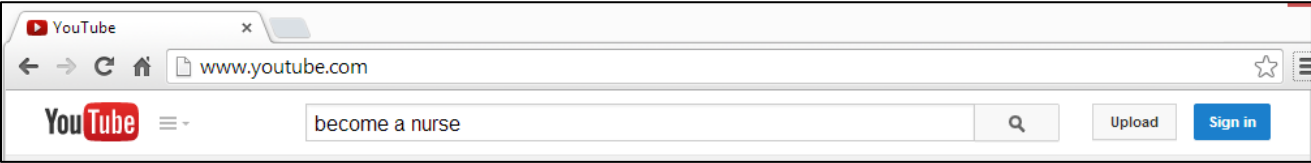
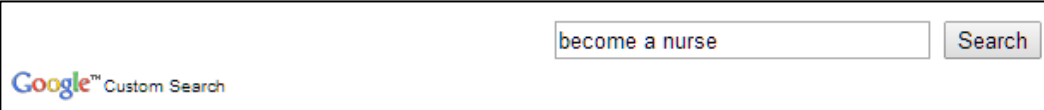
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the status bar displays icons for Wi-Fi, signal strength, battery (38%), and time (12:33). Below the status bar is a search bar containing the text "become a nurse". To the right of the search bar are a close button (X) and a microphone icon. Below the search bar are three search suggestions: "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 suggestions is a "SEARCH PHONE" section with a blue header. Underneath, the word "nurse" is highlighted in blue, followed by other suggestions: "nursery", "nurses", "nurse's", and "nur" with a right-pointing arrow. A standard QWERTY keyboard is visible below the search suggestions. At the bottom of the screen are three navigation icons: a back arrow, a home button, and a recent apps button.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1024 293 1514 326">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". At the bottom of the screen, a QWERTY keyboard is visible, and the status bar shows the time as 1:08.</p>

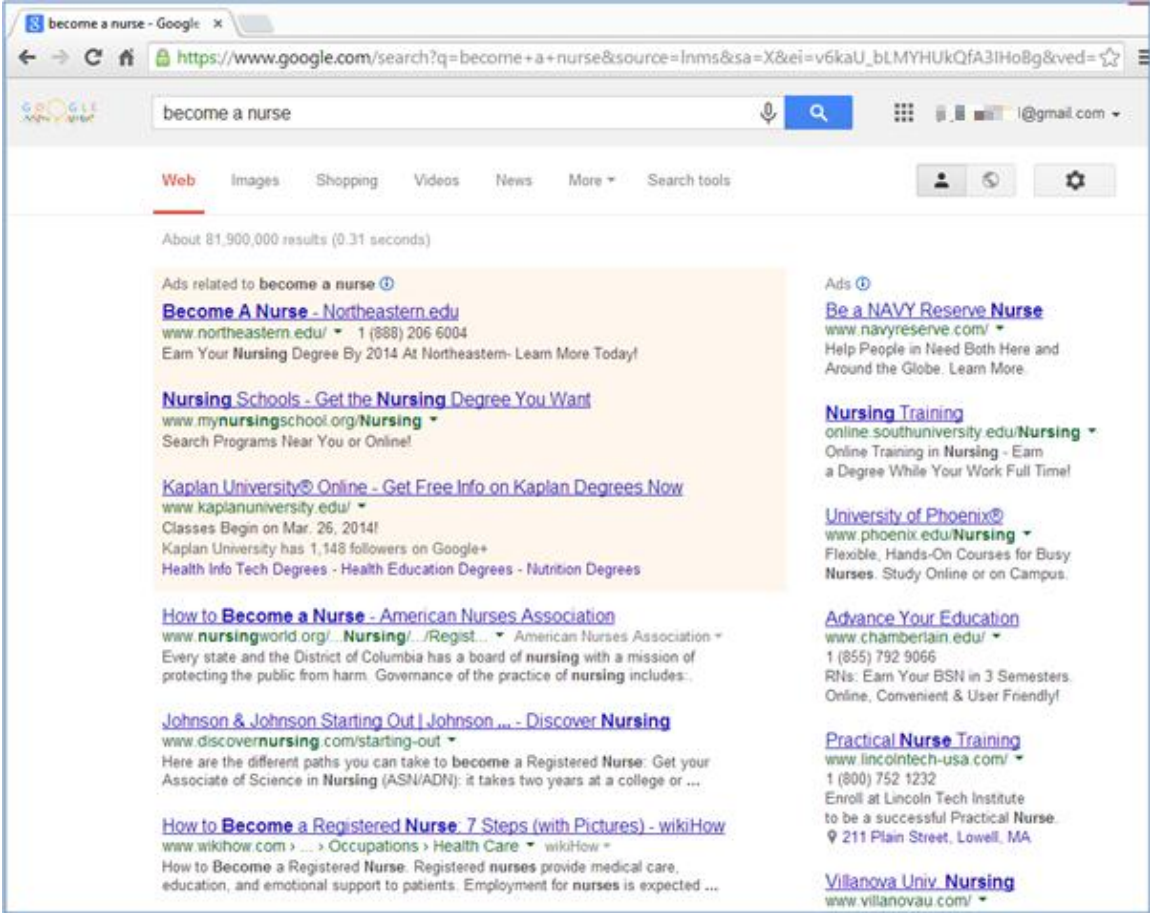
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

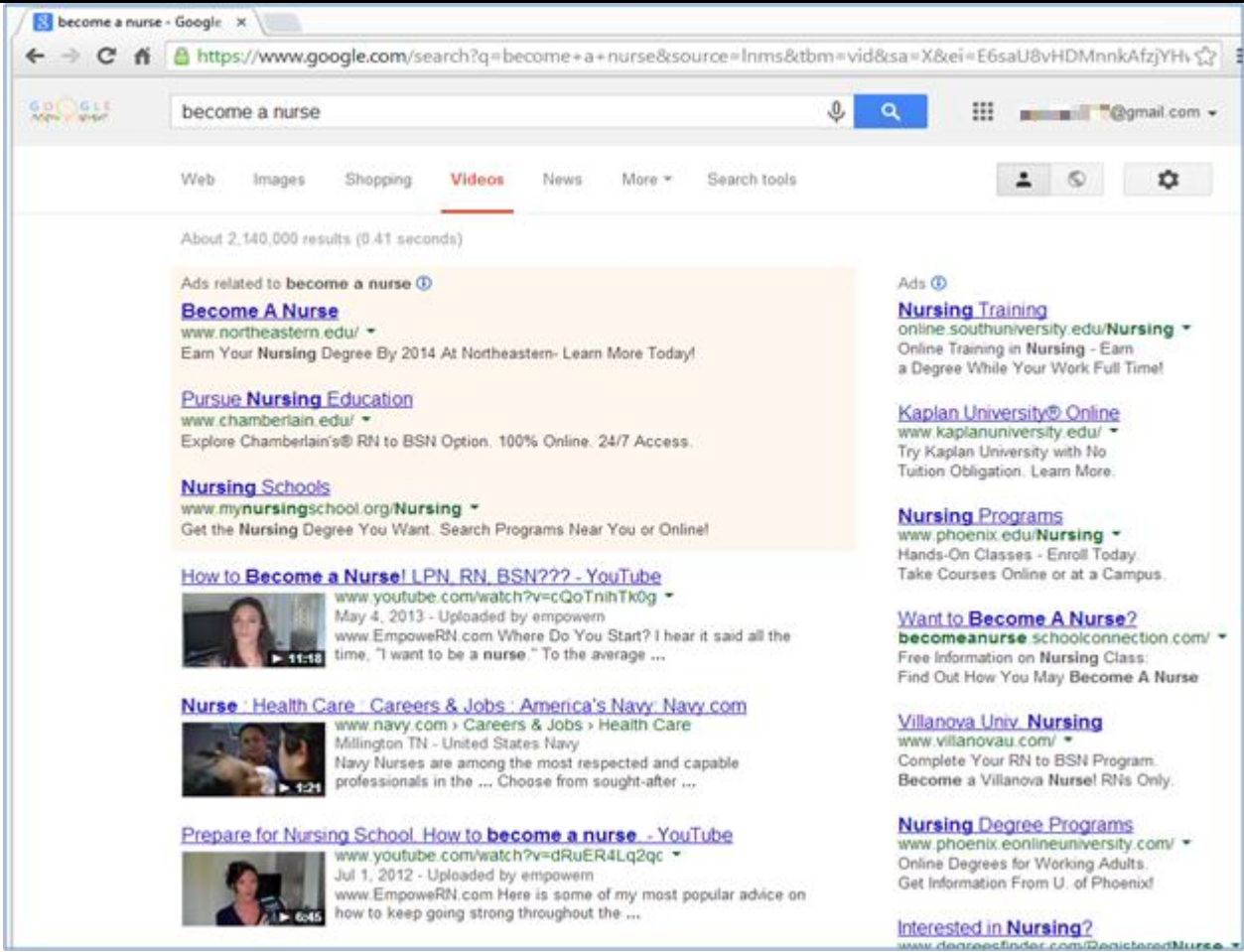
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. Below the status bar is a search input field containing 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 blue.</p>

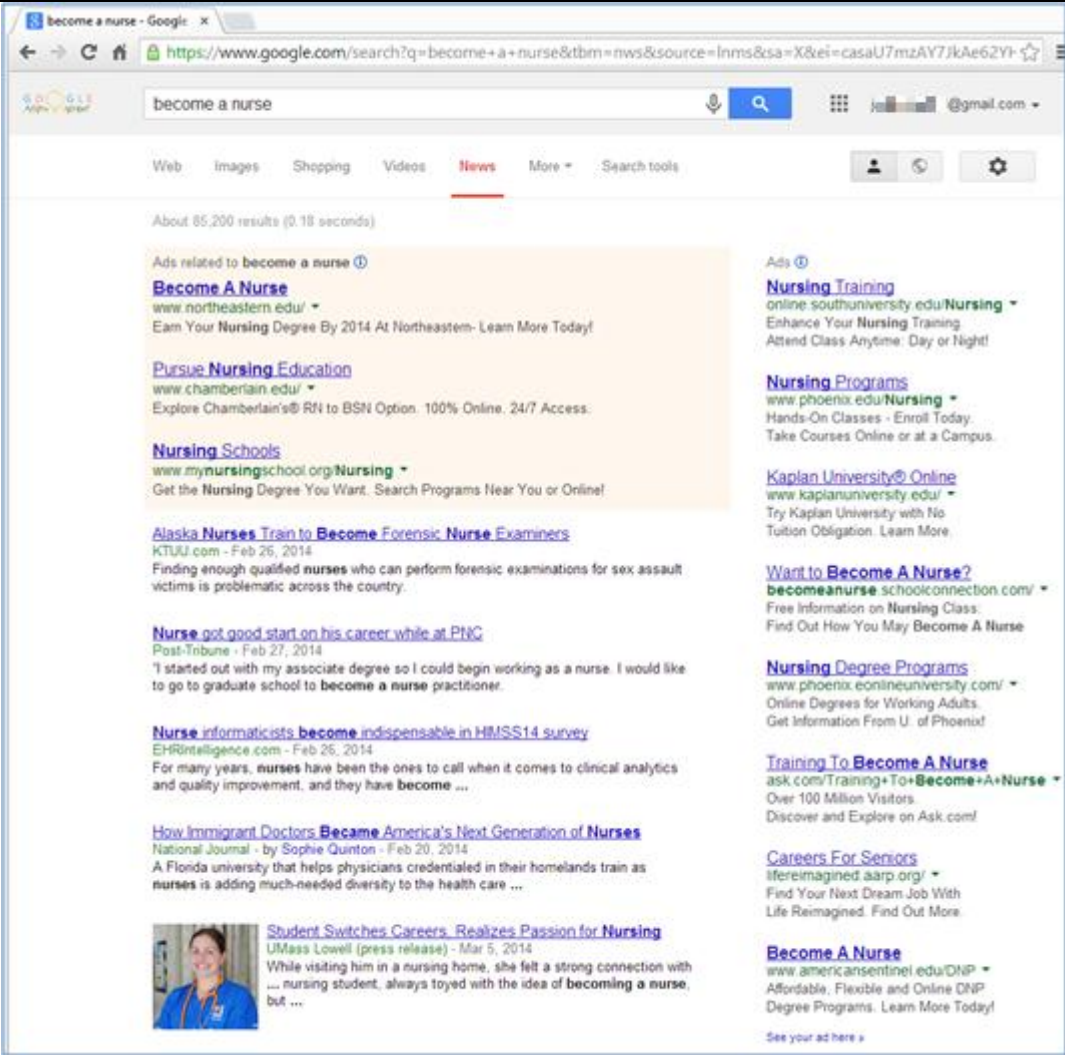
Google Search App Running on iOS 7.1

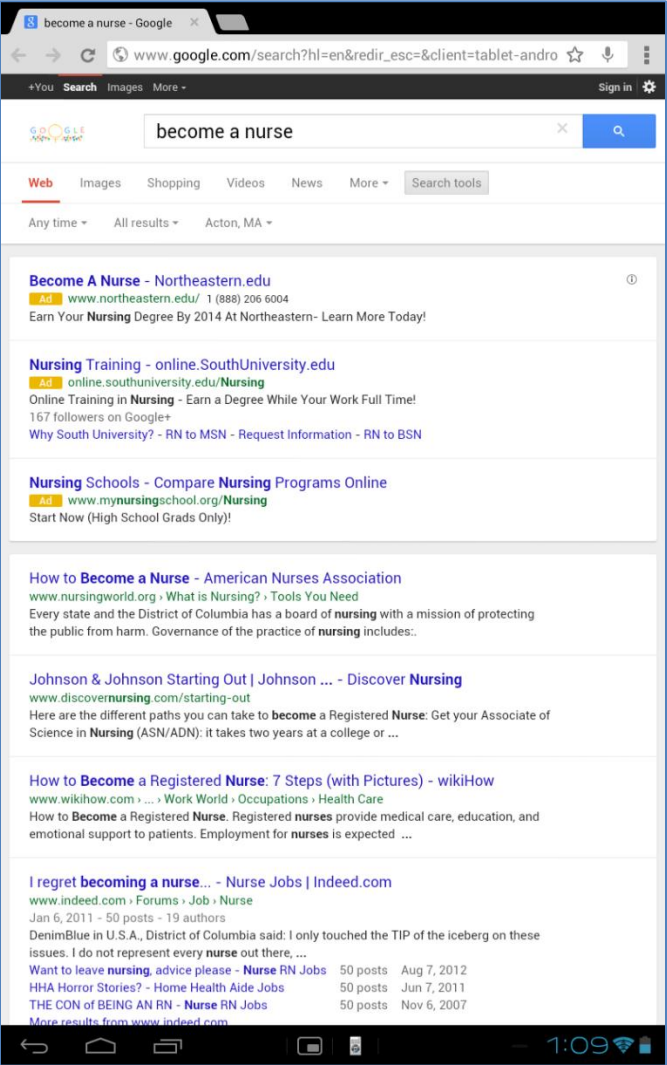
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the YouTube logo and search bar. The search bar contains the text "become a nurse". To the right of the search bar are buttons for "Upload" and "Sign in".</p>  <p>The screenshot shows a Google Custom Search interface. The search bar contains the text "become a nurse" and a "Search" button. The text "Google™ Custom Search" is visible to the left of the search bar.</p> <p data-bbox="1073 602 1955 638">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

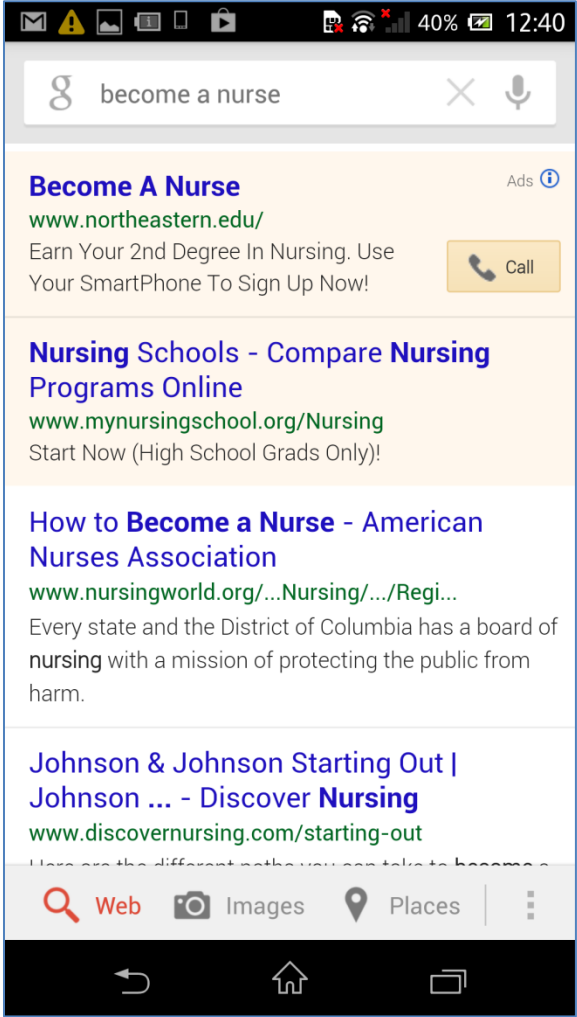
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pz75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &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+ 1yQEiIbbJAQiitskBCKm2yQEiXlbJAQiehsOBCKKIygEIuYjKAQ== 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=TOKEifxorbzGmaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPc2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEspIswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9ffVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request" of Advanced Search</p>

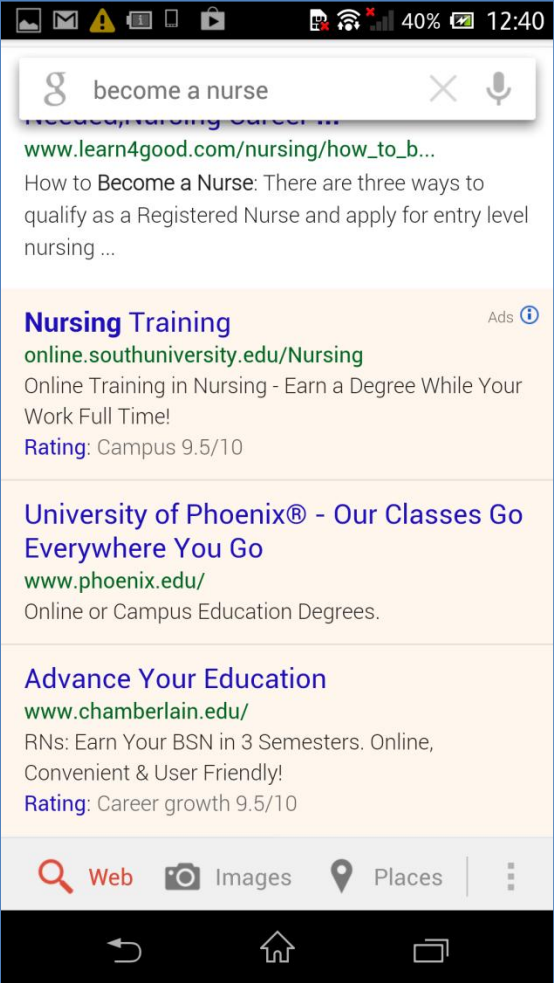
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>receiving search results and at least one advertisement via the communications link from the advertising machine;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a Google search interface for the query 'become a nurse'. The search results page displays approximately 81,900,000 results. On the left side, there are several 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'. On the right side, there are several advertisements, including 'Be a NAVY Reserve Nurse', 'Nursing Training', 'University of Phoenix®', 'Advance Your Education', 'Practical Nurse Training', and 'Villanova Univ. Nursing'.</p>

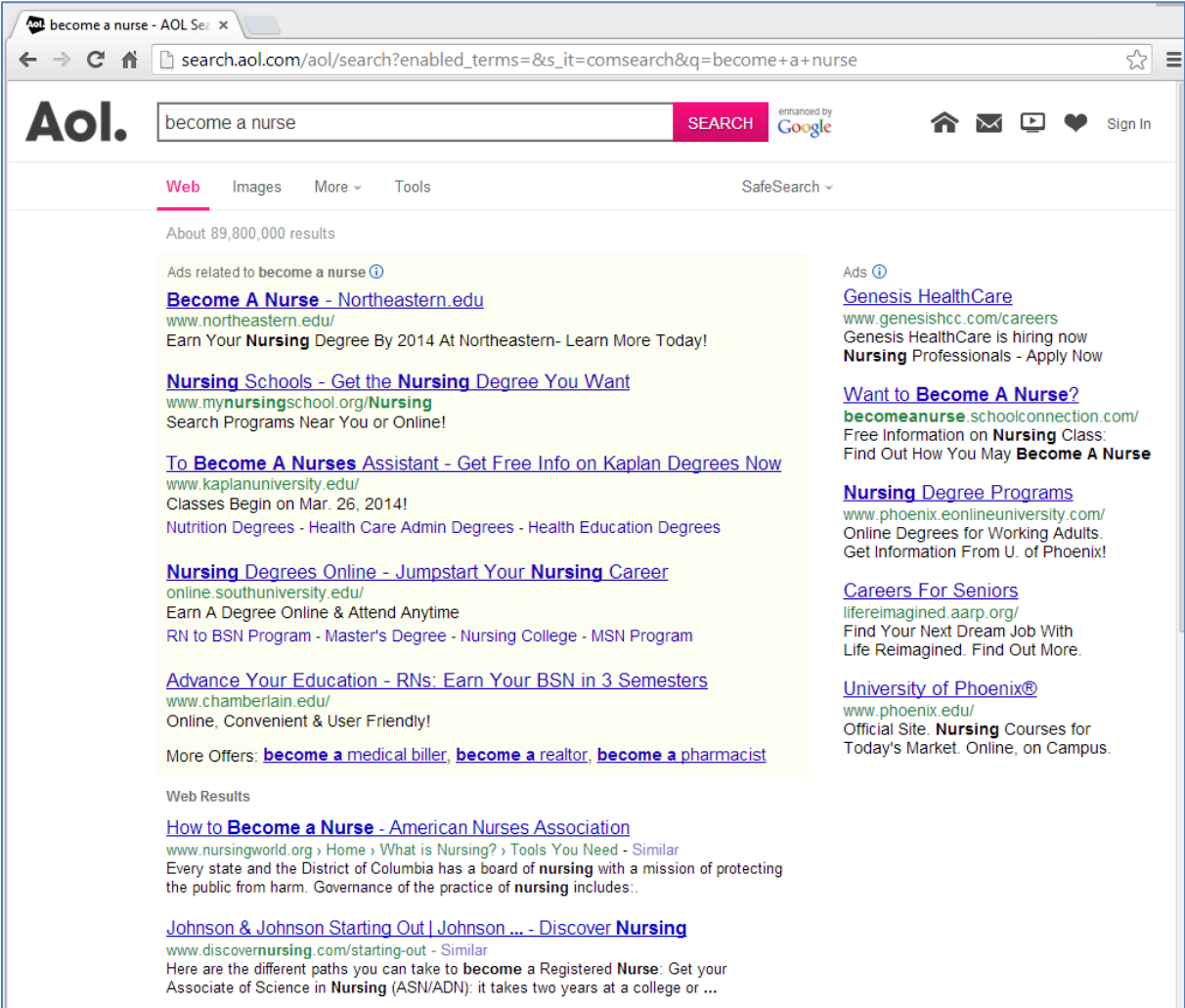
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: 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 empower. 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): 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>Ads:</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.villanova.edu/): 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...)

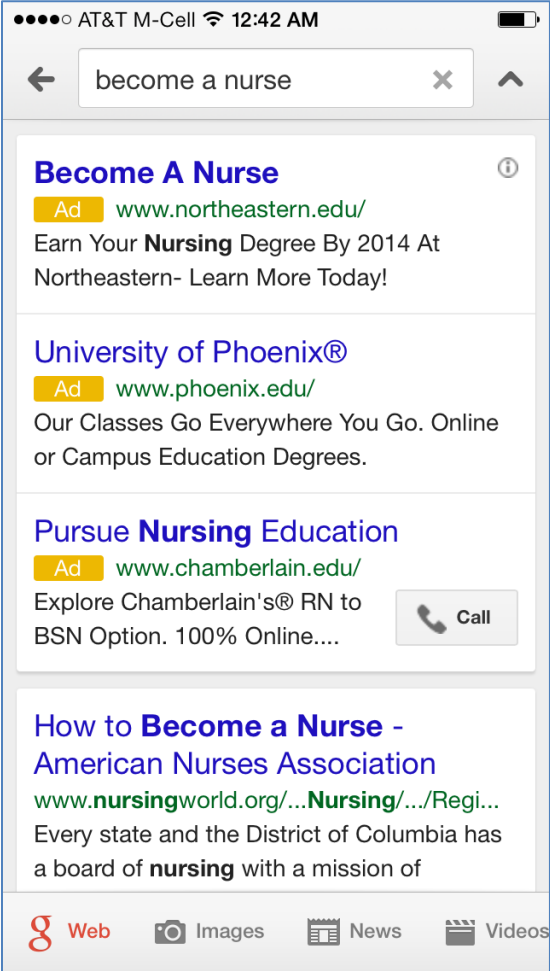
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 85,200 results. The results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: 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! <p>News:</p> <ul style="list-style-type: none"> 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 Nurse. Nursing 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 (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More. Become A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

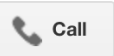
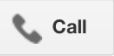
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!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...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 › ... › 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 ...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

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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 ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, 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 search navigation bar with options 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 with a rating of 9.5/10. 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/ with a rating of 9.5/10. The interface includes a search bar, navigation icons, and a status bar at the top showing 40% battery and 12:40.</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 results are categorized under "Web".</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 Degrees Nursing 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 Program Advance 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.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now 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.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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements for nursing programs:</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.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>The bottom of the screenshot shows a navigation bar with icons for "Web", "Images", "News", and "Videos".</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="995 293 1545 602"> <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> </div> <div data-bbox="995 618 1545 802"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="995 818 1545 1016"> <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> </div> <div data-bbox="995 1032 1545 1273"> <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>

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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




- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???"
- How to Become a Registered Nurse** by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit <http://www.discovernursing.com> for more information! If you're interested in becoming a re..."
- Being a Nurse** by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."
- How to Become a Nurse! LPN, RN, BSN???** by 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 Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and "Advertisement". A small note at the bottom of the ad reads: "(Lifetime earnings. *Source: U.S. Census Bureau, 2011 American Community Survey, <http://www.census.gov/ipeds/data/pubs/acsbr11-04.pdf>)".

The screenshot shows a browser window with the address bar containing the URL: "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The main content of the page is a large blue banner with the text: "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button that says "Find Out How >".

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
<p>the search results obtained from at least one database having data network related information based upon the search argument; and</p>	<p>The Accused Instrumentalities obtain search results from at least one database having data network related information based upon the search argument</p> <p>See above.</p> <p>See claim 1 above.</p> <div data-bbox="611 548 1927 1187" style="border: 1px solid black; padding: 10px;"> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">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> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">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> </td> </tr> </table> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>	<p style="text-align: center;">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>	<p style="text-align: center;">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>
<p style="text-align: center;">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>	<p style="text-align: center;">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>		
<p>the at least one advertisement obtained from at least one database having advertisement information based upon the search</p>	<p>The Accused Instrumentalities obtain at least one advertisement from at least one database having advertisement information based upon the search argument and the user profile data.</p> <p>See claim 1 above.</p>		

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
argument and the user profile data.	<div data-bbox="646 293 1892 1227"><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="701 435 1339 602"></div><p>Search ad Gmail ad Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• 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="982 1230 1955 1268">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Google AdWords 'All online campaigns' interface. On the left, there is a sidebar with a search bar and a list of campaigns, including 'Campaign #1'. The main area features a navigation menu with tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Ad extensions, and Dimensions. Below this, there are filters for 'All but deleted ads', 'Segment', 'Filter', and 'Columns'. A chart area shows a line graph for 'Clicks' over a period from Tuesday, March 4, 2014, to Monday, March 10, 2014. The 'New text ad' section includes fields for 'Headline', 'Description line 1', 'Description line 2', 'Display URL', 'Destination URL', and 'Device preference'. An 'Ad preview' section shows how the ad would appear as a side ad and a top ad. The URL 'https://adwords.google.com/cm/CampaignMgmt?' is visible at the bottom right of the interface.

<https://adwords.google.com/cm/CampaignMgmt?>

Claim No. 12

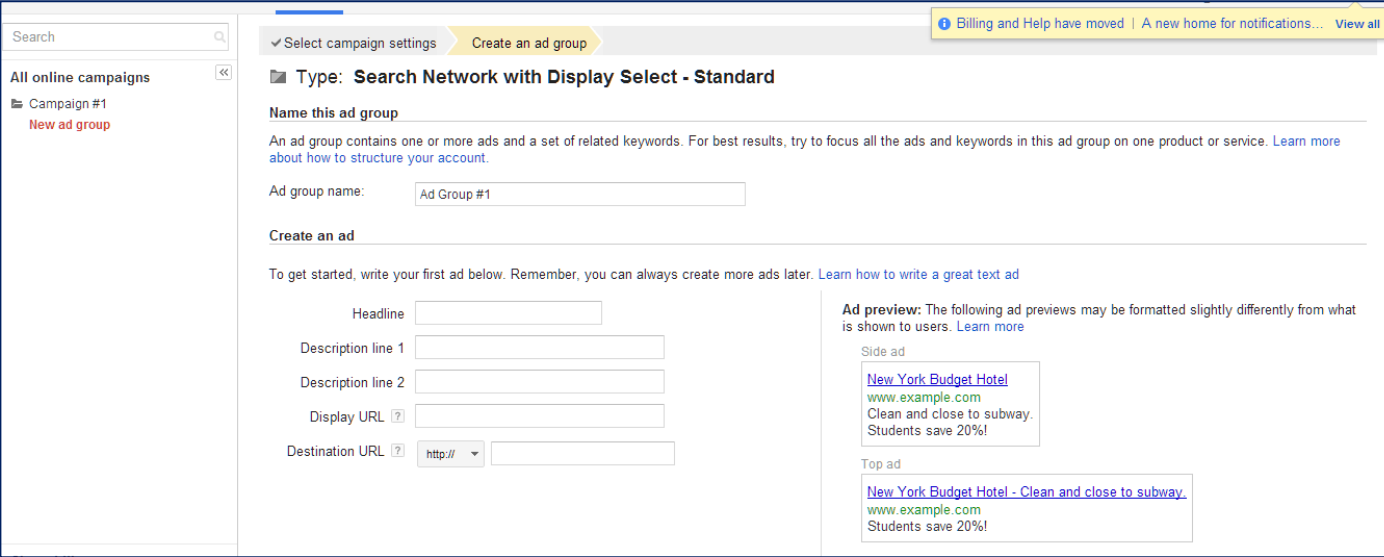
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
The method of claim 11, wherein the user profile data is based upon prior purchasing information regarding the user.	The user profile data is based upon purchasing information regarding the user. See claims 2 and 11 above.
Claim No. 13	
The method of claim 11, further comprising storing the user profile data on the data processing device.	The Accused Instrumentalities operate a data processing device of a user to store the user profile data on the data processing device. See claims 4 and 11 above.
Claim No. 14	
The method of claim 11, wherein the user profile data is based upon prior search history of the user.	The user profile data is based upon prior search history of the user. See claims 5 and 11 above.
Claim No. 15	
The method of claim 11, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational	The user profile data based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests. See claims 6 and 11 above.

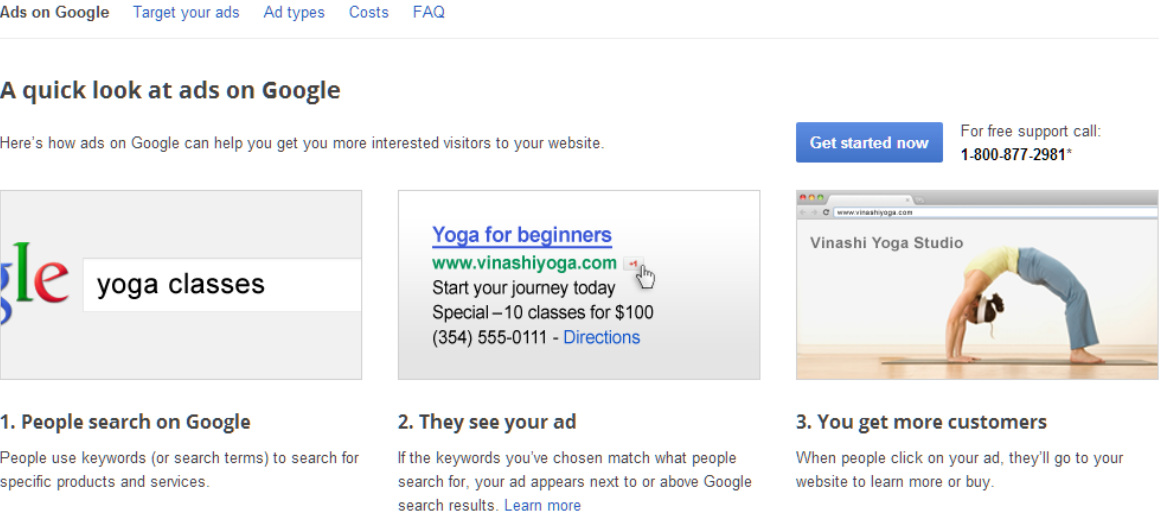
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
interests.	
Claim No. 16	
The method of claim 11, further comprising updating the user profile data based upon the search argument.	The Accused Instrumentalities update the user profile data based upon the search argument. See claims 7 and 11 above.
Claim No. 17	
The method of claim 11, further comprising updating the user profile data using data created via interaction with the advertising machine.	The Accused Instrumentalities update the user profile data using data created via interaction with the advertising machine. See claims 8 and 11 above.
Claim No. 18	
The method of claim 11, wherein the search results have been sorted based upon the user profile data.	The Accused Instrumentalities sort search results based upon the user profile data. See claims 9 and 11 above.


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
Claim No. 19			
<p>The method of claim 11, wherein the search results and the at least one advertisement comprise: search results obtained from at least one database that stores network related information; and</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement; where in the search results are obtained from at least one database that stores network related information.</p> <p>See claim 11 above.</p> <div data-bbox="611 573 1927 1211" style="border: 1px solid black; padding: 10px;"> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">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> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">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> </td> </tr> </table> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>	<p style="text-align: center;">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>	<p style="text-align: center;">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>
<p style="text-align: center;">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>	<p style="text-align: center;">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>		
<p>the at least one advertisement was obtained from at least one differing database that stores advertisement information.</p>	<p>The Accused Instrumentalities obtain at least one advertisement from at least one differing database that stores advertisement information.</p> <p>See claims 10 and 11 above.</p>		


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1318 889 1955 922">https://adwords.google.com/cm/CampaignMgmt?</p>

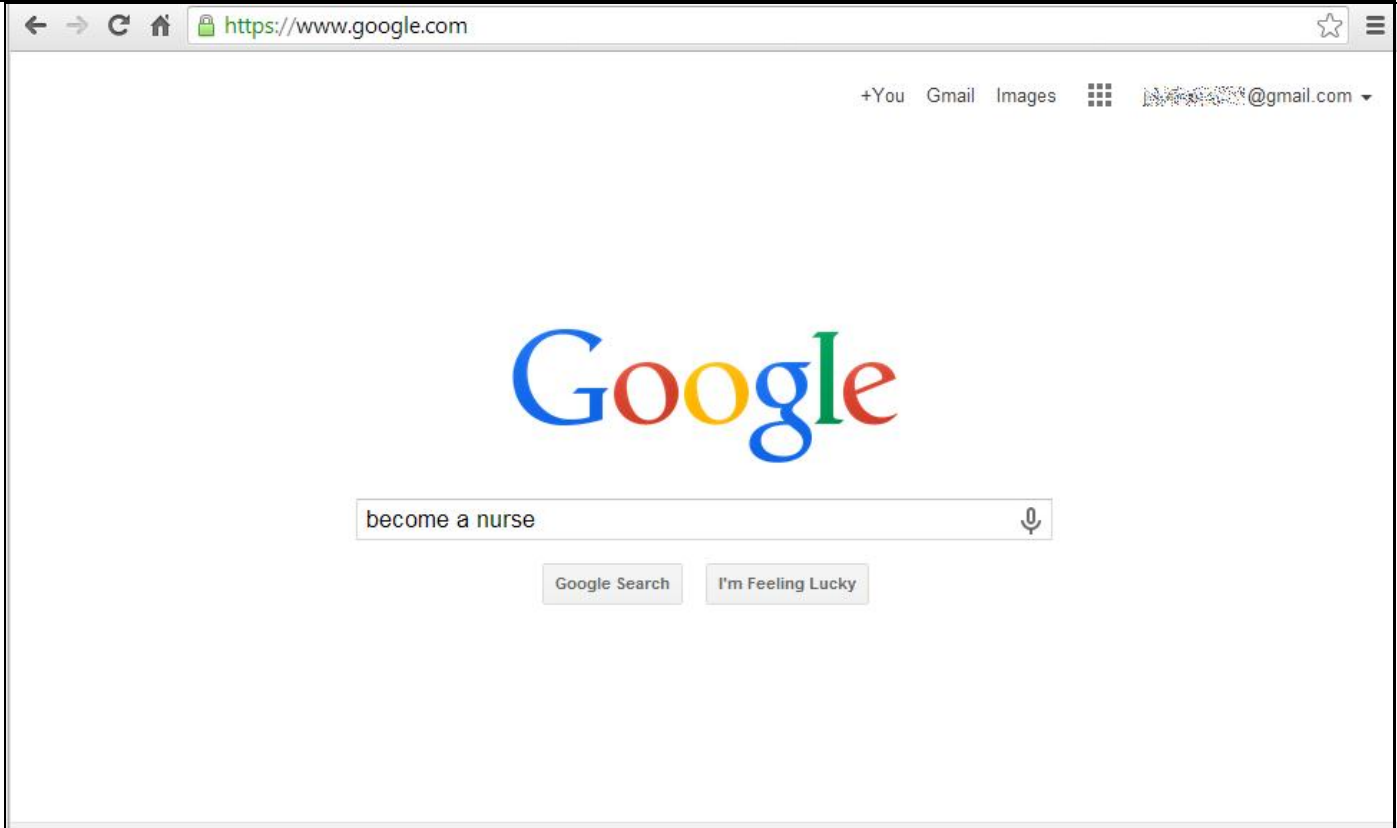
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="680 313 1276 342">Benefits of advertising with Google AdWords</p> <p data-bbox="680 380 1644 406">A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:</p> <p data-bbox="680 440 1459 466">Reach people at the precise moment they're searching for what you offer</p> <ul data-bbox="699 498 1860 669" style="list-style-type: none">• Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.• You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).• The <u>Google Display Network</u> (GDN) alone reaches 80% of Internet users in the US. <p data-bbox="680 703 894 729">Control your budget</p> <ul data-bbox="699 761 1875 898" style="list-style-type: none">• With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad, not when your ad appears. There are a variety of bidding options you can choose from.• You decide how much or little you want to spend monthly, and you'll never be charged more than that amount.• There's no minimum spending commitment. <p data-bbox="680 932 1255 958">See exactly what's working in your ad, and build on it</p> <ul data-bbox="699 990 1850 1127" style="list-style-type: none">• View a report of how your ad is doing -- see how many new customers connect to your business from your ad, where they're coming from, and more.• Use AdWords tools to edit and improve your ad, and increase the number of potential customers who contact your business. <hr data-bbox="699 1149 1875 1153"/> <p data-bbox="709 1175 867 1201"> Example</p> <p data-bbox="770 1230 1822 1328">Let's say you run a bicycle repair shop near Boston. Set your ad to appear to customers in just that location, and when someone living or visiting there searches Google for "bike repair near Boston," they could see your ad and click it to connect to your business.</p> <p data-bbox="1102 1357 1953 1386">https://support.google.com/adwords/answer/3464111?hl=en&rd=1</p>

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Claim No. 20	
<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 11 above.</p> <div data-bbox="646 717 1892 1261" style="border: 1px solid black; padding: 10px;">  <p>The screenshot shows a Google Ads landing page. At the top, there are navigation links: 'Ads on Google', 'Target your ads', 'Ad types', 'Costs', and 'FAQ'. Below this is the heading 'A quick look at ads on Google' and a sub-heading 'Here's how ads on Google can help you get you more interested visitors to your website.' There are three main sections: 1. 'People search on Google' with a search bar containing 'yoga classes'; 2. 'They see your ad' showing an ad for 'Yoga for beginners' from 'www.vinashiyoga.com' with a 'Get started now' button and contact info; 3. 'You get more customers' with an image of a person doing a yoga pose. A URL is provided at the bottom right of the screenshot: 'http://www.google.com/adwords/how-it-works/ads-on-google.html'.</p> </div>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 1027"><h3>Make sure your business shows up on Google</h3><p>Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p><div data-bbox="737 475 1751 727"><p>Computer Tablet Mobile phone</p></div><p>With both AdWords and AdWords Express advertising products, you control your costs. You only pay for clicks, and you can start and stop running your ads any time.</p><div data-bbox="680 867 1864 1003"><p>AdWords You'll be able to manage your own campaigns, run additional ad formats, and use the full suite of tracking and performance tools. Learn more.</p><p>AdWords Express Don't have a website? No problem. And best of all, it takes under 10 minutes to set up your new account. Learn more.</p><p>Get started with AdWords Get started with AdWords Express</p></div></div> <p data-bbox="1465 1036 1955 1068">http://www.google.com/ads/searchads</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 1013" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">How AdWords works</h2> <p>To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p> <h3>How keywords trigger your ad to appear</h3> <p>Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the Google Network that are related to fresh flower delivery.</p> <hr/> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  <p>Tip</p> </div> <div> <p>Create a list of keywords that are most relevant to your business -- rather than more general keywords -- to reach people who are most interested in your product or service. For example, use "fresh flower delivery" rather than simply "flower." This improves your ad's performance.</p> </div> </div> <hr/> <p>Placements: Advertising on non-search websites Read more</p> </div> <p style="text-align: right; margin-top: 10px;">https://support.google.com/adwords/answer/2497976?hl=en</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 include a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claims 1 and 11 above.</p>

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	<div data-bbox="648 293 1892 784" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Advertising on Google AdWords: An overview</h2> <hr/> <div style="display: flex; align-items: center;">  <p>Tip</p> </div> <p style="margin-left: 20px;">New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p> <hr/> <ul 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 style="text-align: center; margin-top: 10px;">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>
<p>a database search engine operable to: receive from the data processing device via the communications interface a search request that includes a search argument; and</p>	<p>The Accused Instrumentalities include a database search engine operable to receive from the data processing device via the communications interface a search request that includes a search argument.</p> <p>See claims 1 and 11 above.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying "https://www.google.com". The page content includes the Google logo, a search bar containing the text "become a nurse", and two buttons: "Google Search" and "I'm Feeling Lucky". The browser interface also shows navigation icons (back, forward, refresh, home), a star icon for bookmarks, and a user profile icon with the text "+You Gmail Images" and an email address "@gmail.com".</p>

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7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

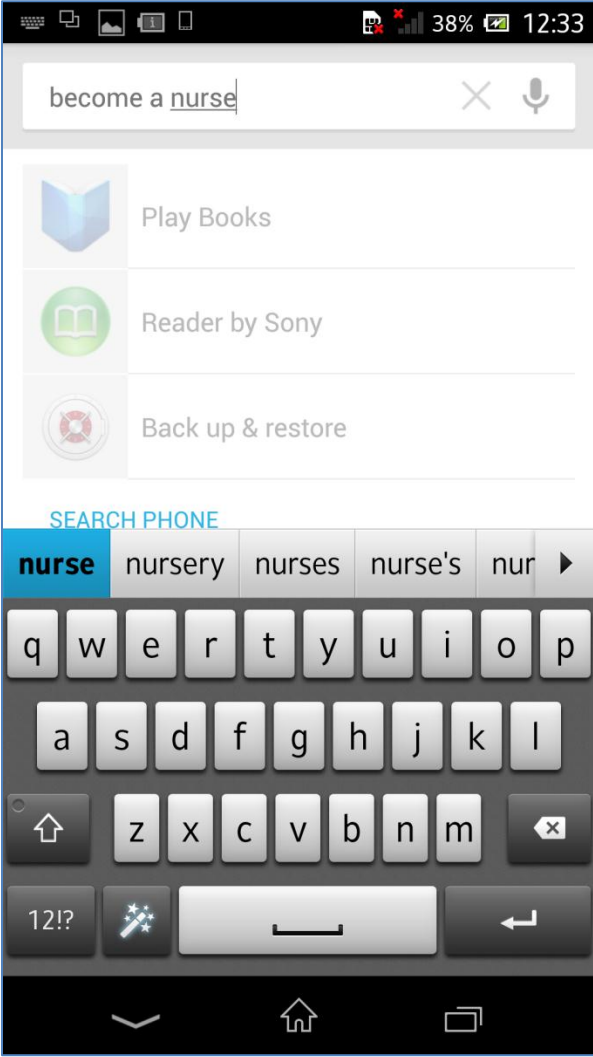
The screenshot shows the Google Advanced Search page in a browser window. The address bar contains the URL: https://www.google.com/advanced_search?q=become+a+nurse&biw=1107&bih=951&hl=en. The page title is "Advanced Search".

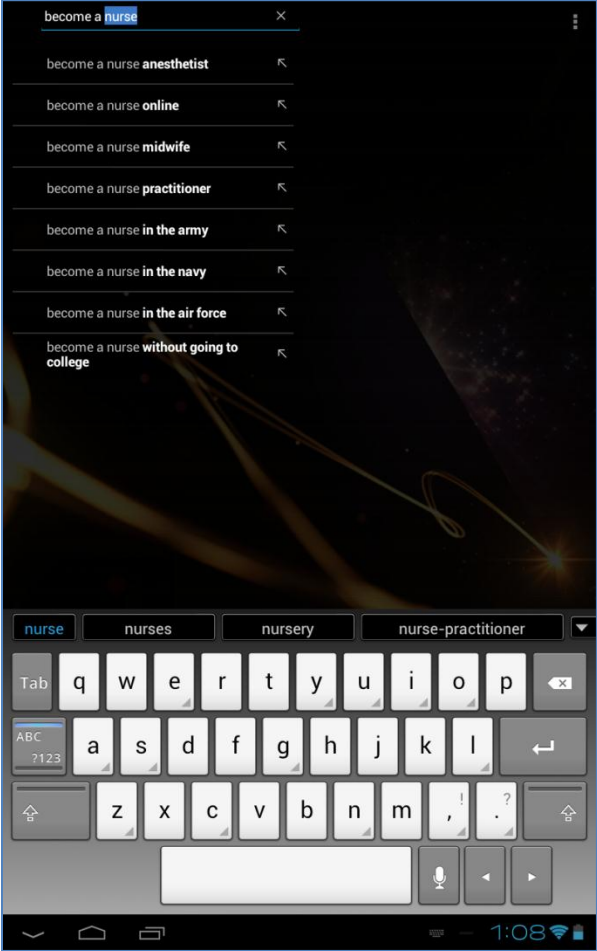
Find pages with...

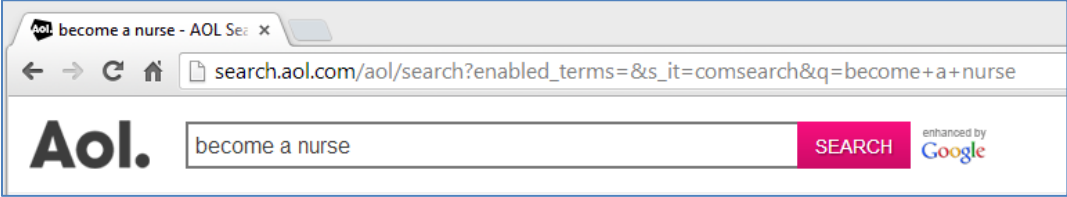
all these words:	<input type="text" value="become a nurse"/>	To do this in the search box	Type the important words: tricolor rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"	
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard	
none of these words:	<input type="text"/>	Put a minus sign just before words you don't want: -rodent, -"Jack Russell"	
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011	

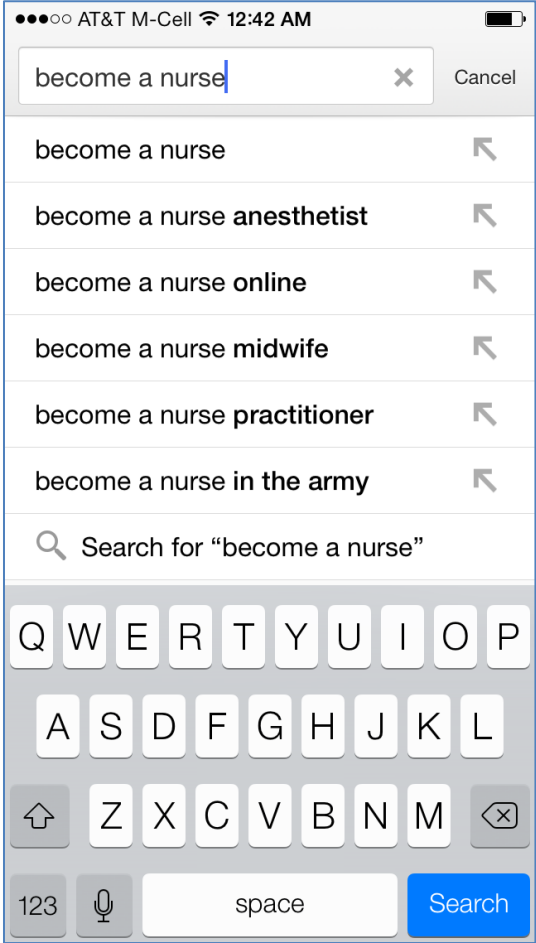
Then narrow your results by...

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 .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
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.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android 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 is a list of suggestions: "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 the suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" with a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a back arrow, a home button, and a recent apps button.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1024 293 1514 326">Mobile Handset Running Android 4.2</p>  <p data-bbox="974 431 1566 1377">A screenshot of an Android 4.2 mobile handset. The screen displays a search bar with the text "become a nurse" and a list of suggestions: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions is a keyboard with a search bar containing "nurse" and suggestions for "nurses", "nursery", and "nurse-practitioner". The time 1:08 is visible in the bottom right corner.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

U.S. PATENT NO. 7,933,883	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: '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'. Each suggestion has a right arrow icon. Below the suggestions is a search 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>

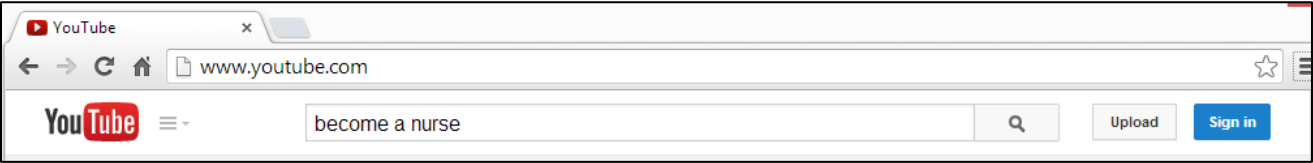
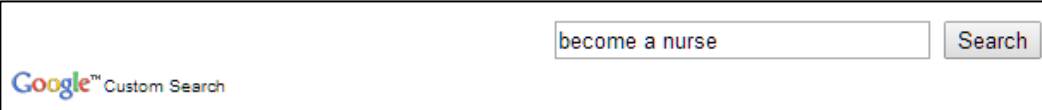
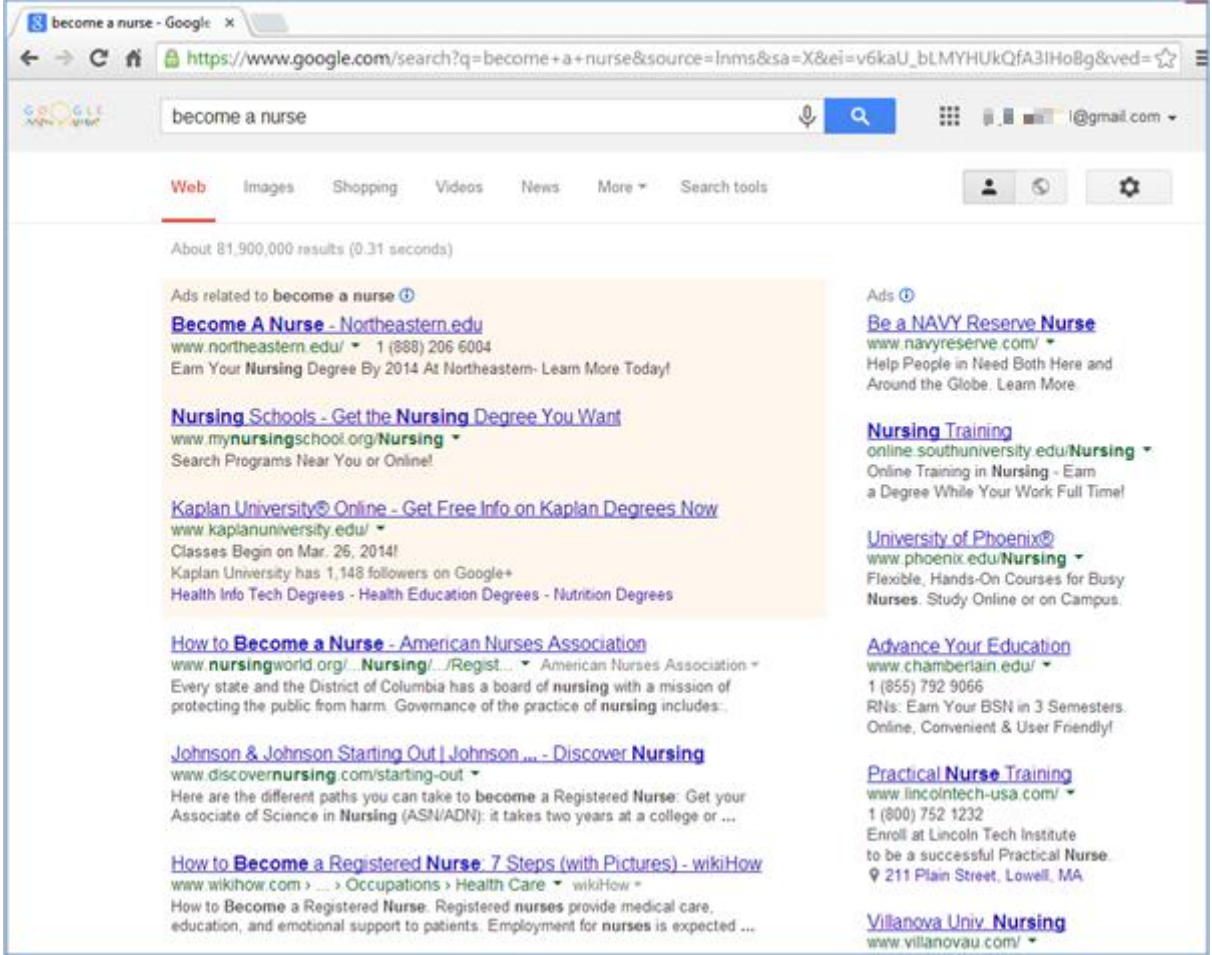
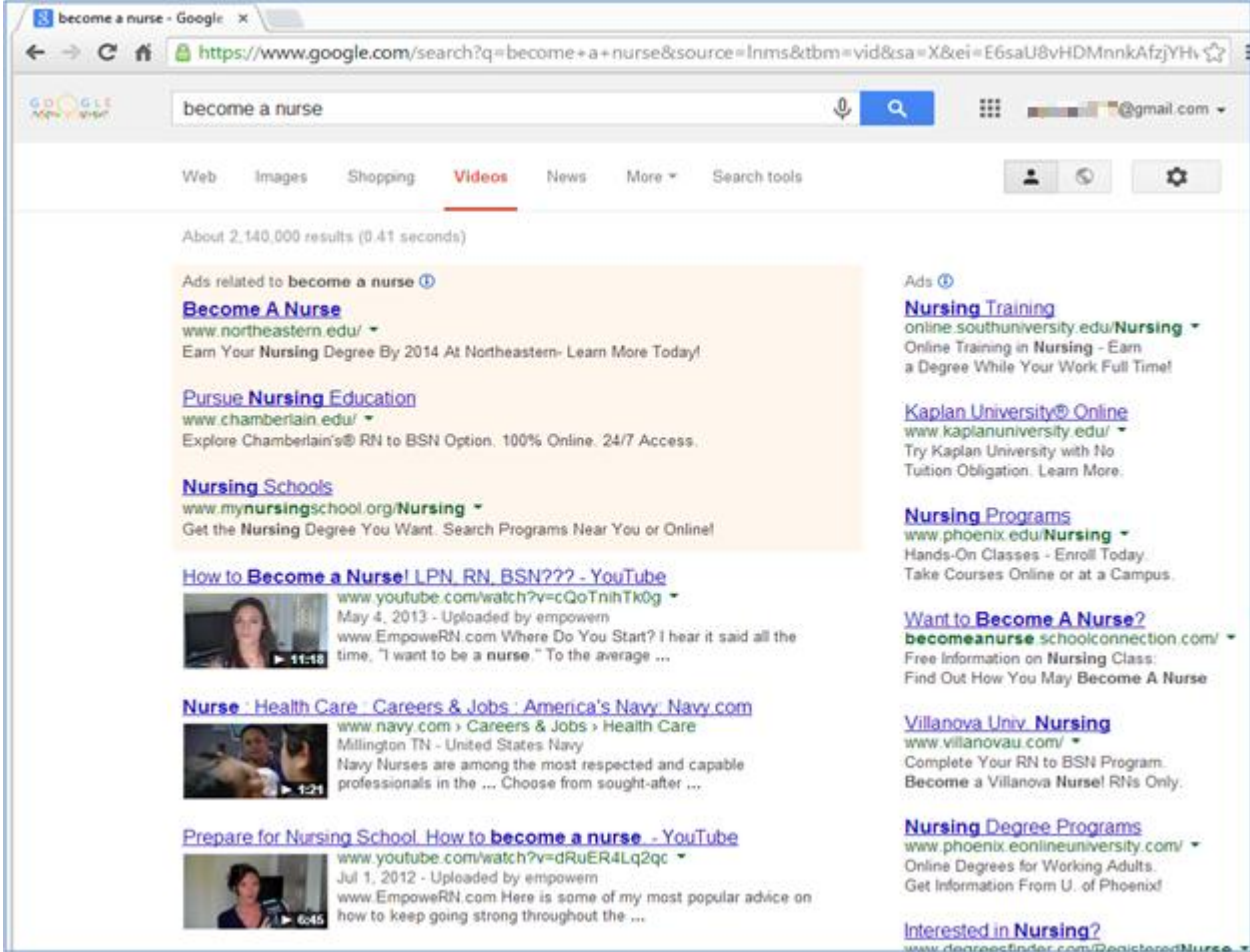
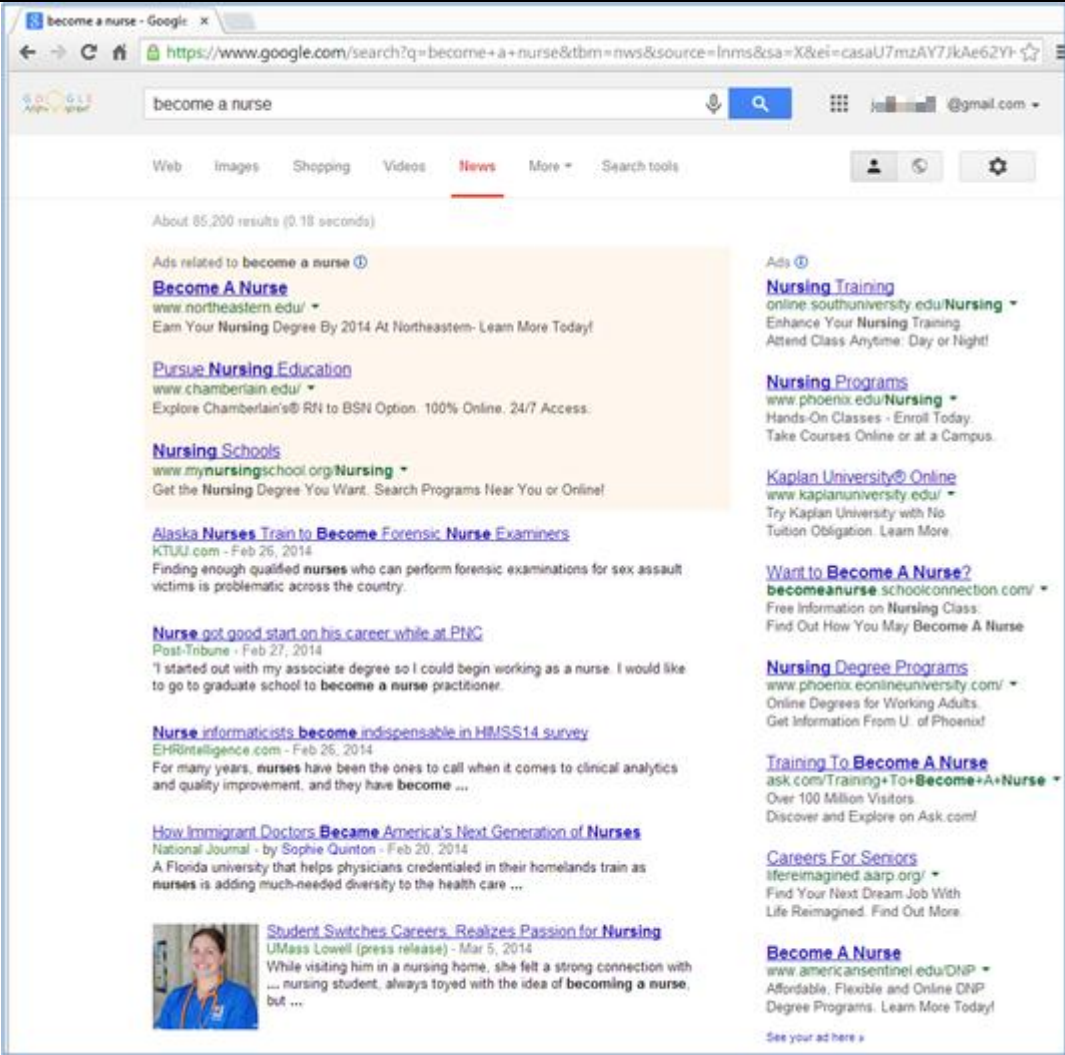
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the YouTube logo and search bar. The search bar contains the text "become a nurse". To the right of the search bar are buttons for "Upload" and "Sign in".</p>  <p>The screenshot shows a Google Custom Search interface. The search bar contains the text "become a nurse" and a "Search" button. The text "Google™ Custom Search" is visible to the left of the search bar.</p> <p data-bbox="1073 602 1955 638">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

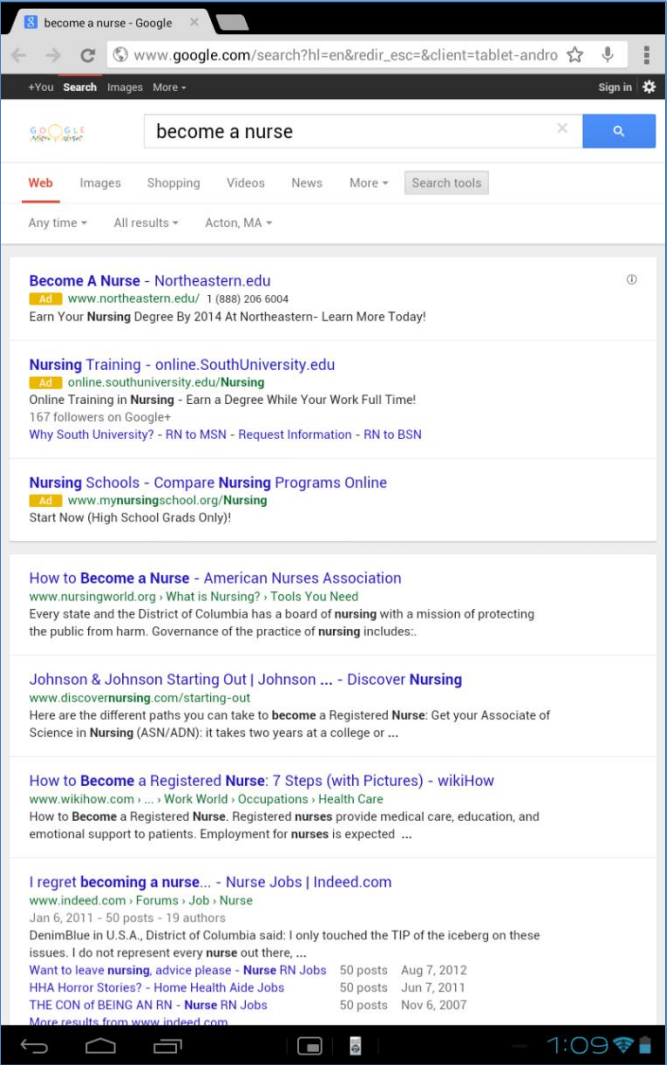
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

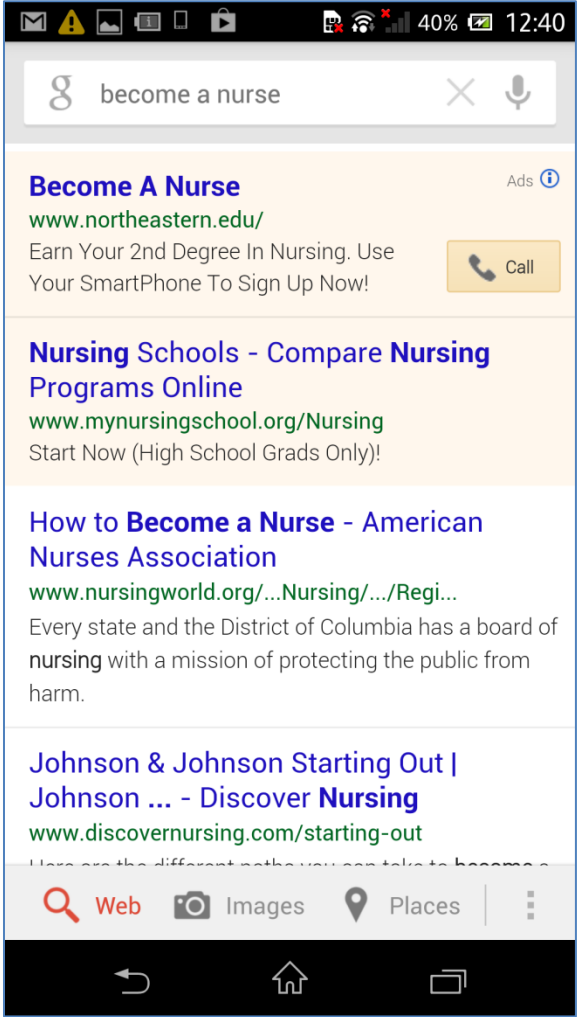
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pz75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &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+ 1yQEiIbbJAQiitskBCKm2yQEiXlbJAQiehsOBCKKIygEIuYjKAQ== 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=TOKEifxorbzGmaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9ffVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request" of Advanced Search</p>

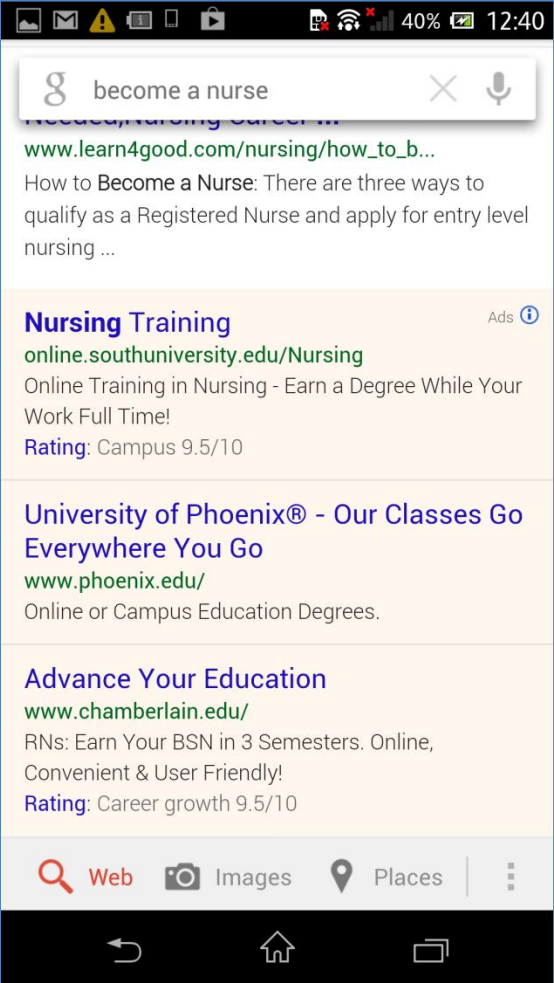
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>search at least one database having data network related information using the search argument to generate search results;</p>	<p>The Accused Instrumentalities include a database search engine operable to search at least one database having data network related information using the search argument to generate search results</p> 

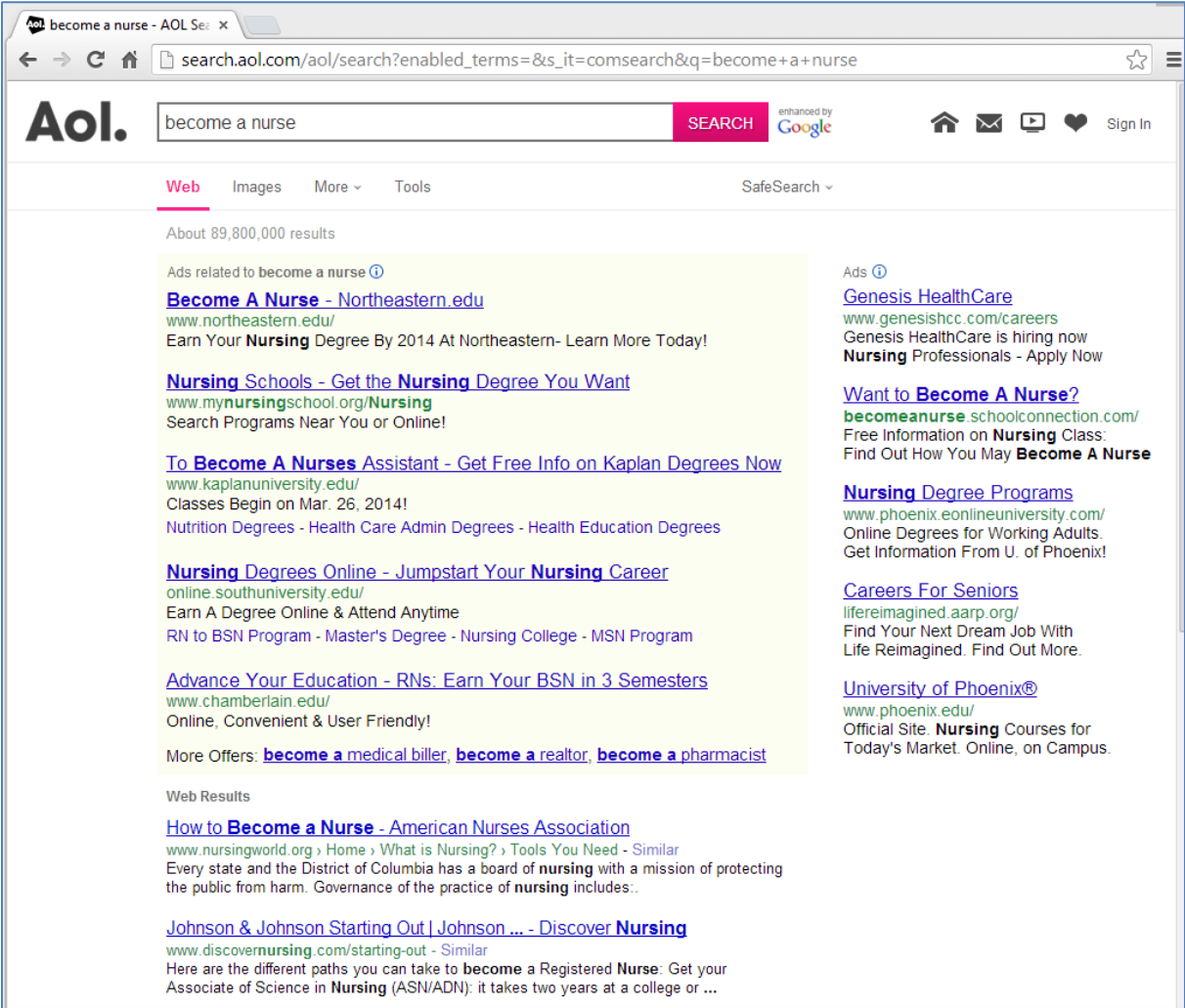
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The page features several advertisements and search results. On the left, there are ads for "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, and "Nursing Schools" from mynursingschool.org. Below these are video thumbnails for "How to Become a Nurse! LPN, RN, BSN???" and "Prepare for Nursing School. How to become a nurse". On the right, there are ads for "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.eonlineuniversity.com, and "Interested in Nursing?".</p>

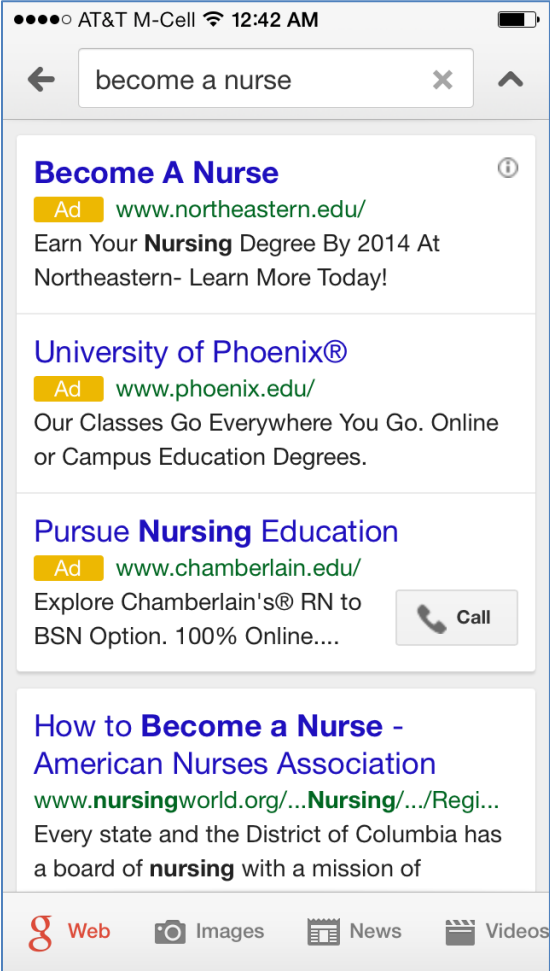
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 85,200 results. The search results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse:</p> <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! <p>News:</p> <ul style="list-style-type: none">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 Nurse.Nursing 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 (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>See your ad here ></p>

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	 <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">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!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...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 › ... › 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 ...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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first 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 from the American Nurses Association, 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 standard Android navigation bar with icons for back, home, and recent apps.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from 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, and a status bar at the top showing 40% battery and 12:40.</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 results are categorized under "Web".</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 Degrees Nursing 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 Program Advance 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.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now 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.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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online... CallHow 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>The bottom of the screenshot shows a navigation bar with icons for Web, Images, News, and Videos.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="995 293 1545 1273" style="border: 1px solid #ccc; 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> <hr/> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> <hr/> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse. Call Programs and Campuses - Apply Online</p> <hr/> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Call Nursing Programs - Nursing Degrees</p> </div>

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Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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





- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???"
- How to Become a Registered Nurse** by JNUDiscoverNursing • 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.EmpowerRN.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.EmpowerRN.com Here is some of my most popular advice on how to keep going strong thr..."
- This is Why You Should Become A Nurse** by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and "Advertisement". Small text at the bottom of the ad reads: "(*) Net earnings. *Source: U.S. Census Bureau, 2011 American Community Survey, at www.census.gov/prod/2012/pub/acsbr/11-04.pdf".

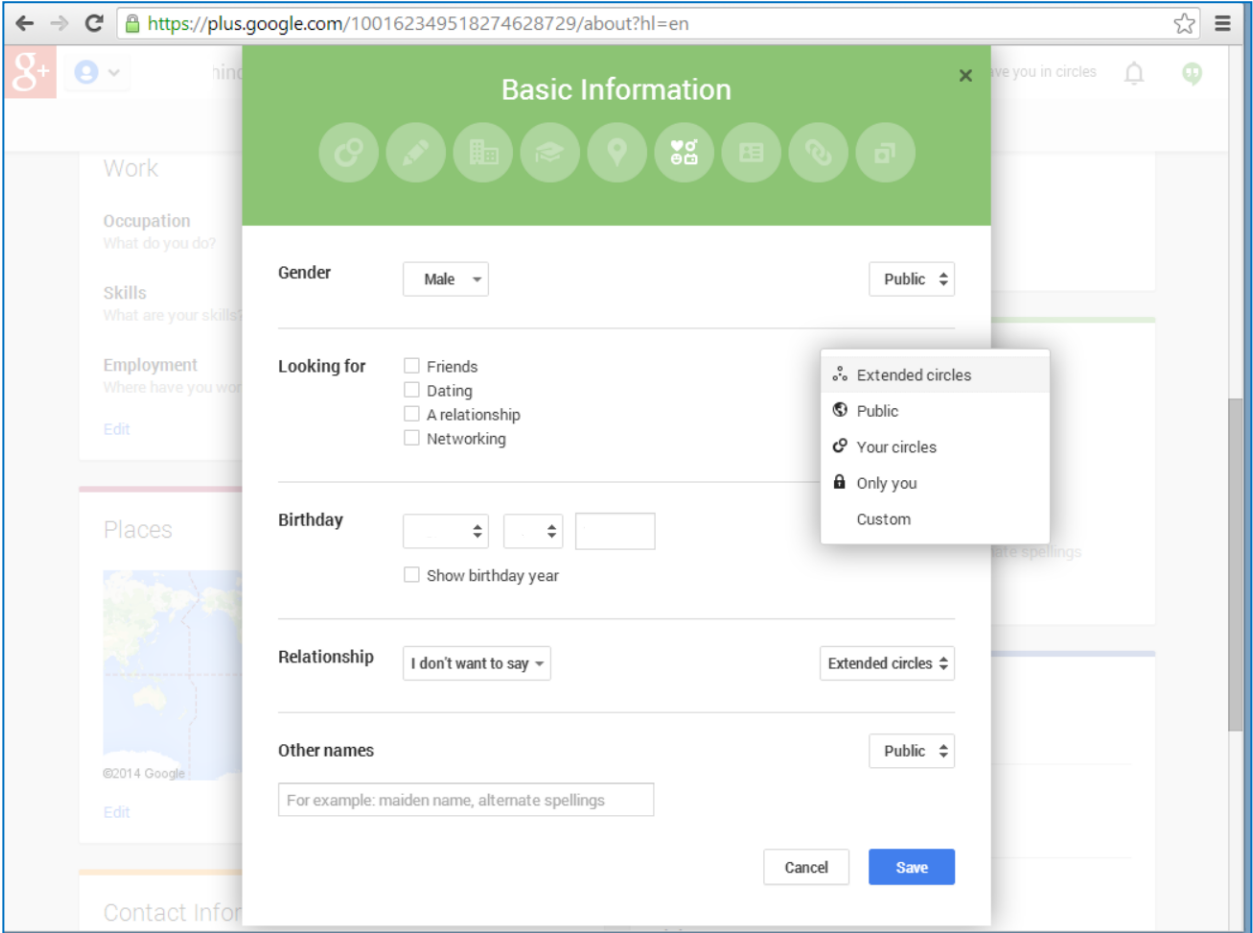
The screenshot shows a web browser window with the address bar containing "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The page content includes a large blue banner with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button that says "Find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

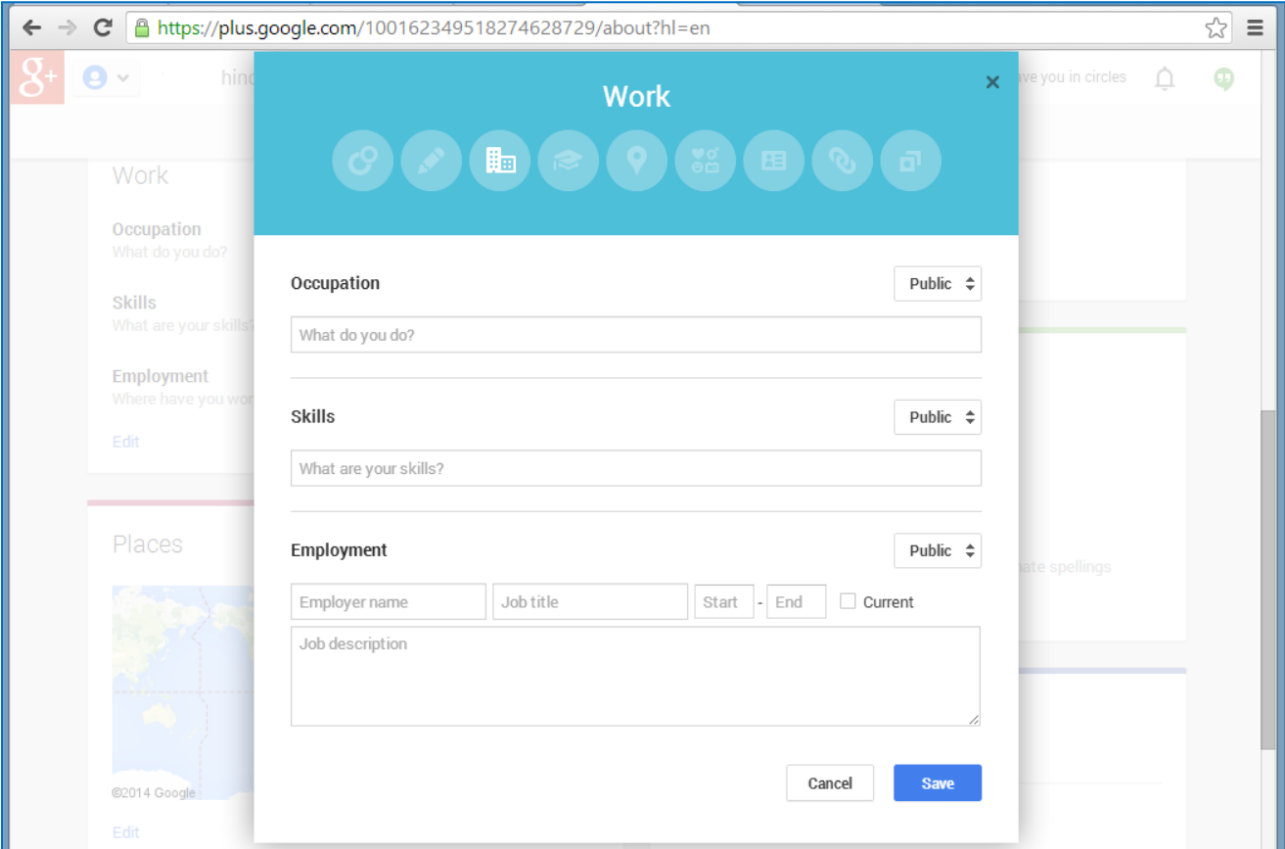
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

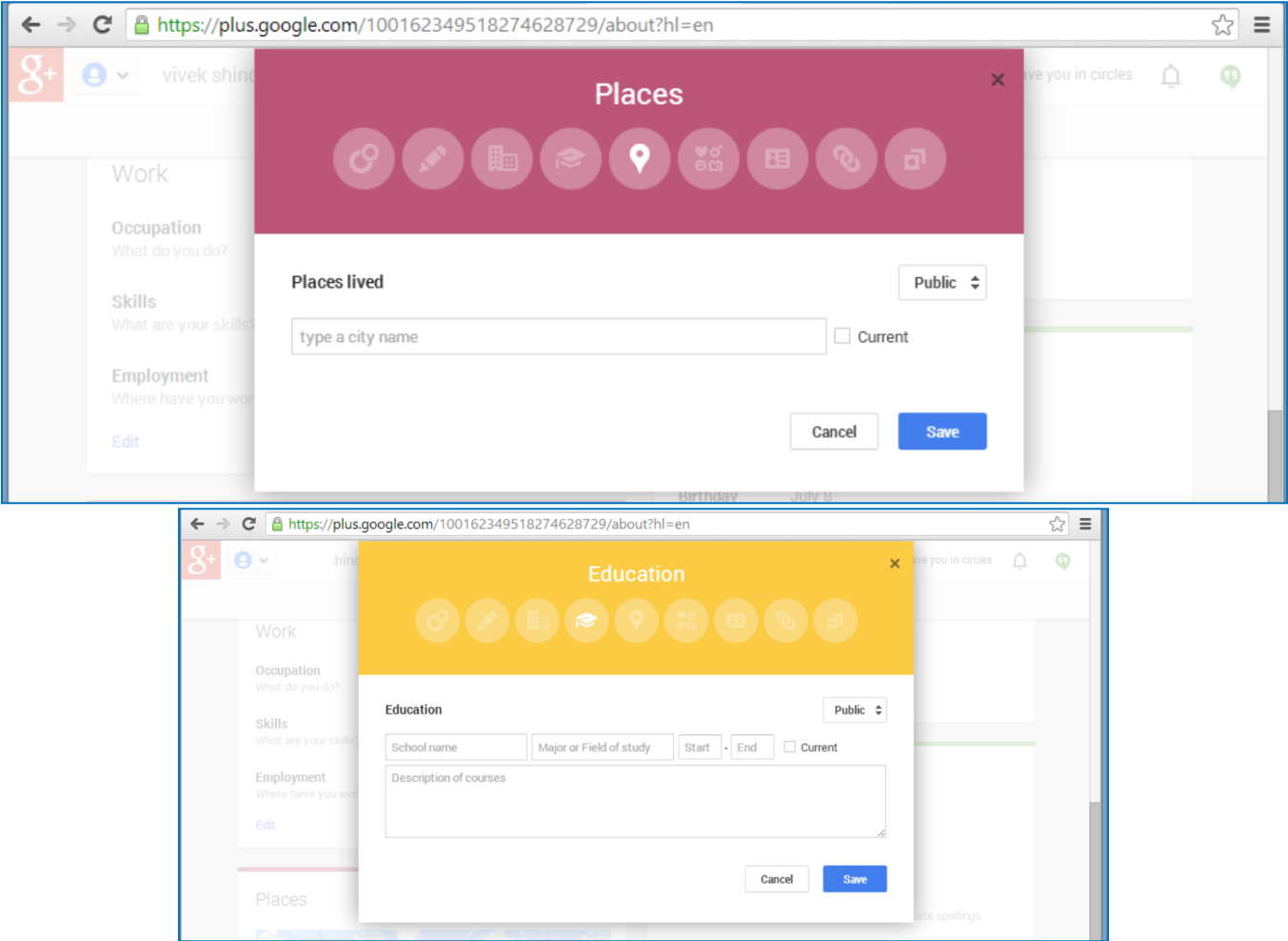
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
an associative search engine operable to: create user profile data for the user;	The Accused Instrumentalities include an associative search engine operable to create user profile data for the user. See claims 1 and 11 above.

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	<div data-bbox="844 293 1696 1276"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div><p>Name</p><input type="text" value="First"/> <input type="text" value="Last"/><p>Choose your username</p><input type="text" value="@gmail.com"/><p>I prefer to use my current email address</p><p>Create a password</p><input type="password"/><p>Confirm your password</p><input type="password"/><p>Birthday</p><p>Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></p><p>Gender</p><p>I am... <input type="text"/></p><p>Mobile phone</p><input type="text" value="US -"/><p>Your current email address</p><input type="text"/><p>Default homepage</p><input checked="" type="checkbox"/> Set Google as my default homepage. <small>Your default homepage in your browser is the first page that appears when you open your browser.</small><p>Prove you're not a robot</p><input type="checkbox"/> Skip this verification (phone verification may be required)<div><p>Type the text:</p><input type="text" value="884993"/> <input type="button" value="C"/> <input type="button" value="i)"/> <input type="button" value="P"/></div><p>Location</p><input type="text" value="United States"/></div></div>

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Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with the 'Basic Information' edit form open. The form contains the following fields and options:</p> <ul style="list-style-type: none">Gender: Male (dropdown)Privacy: Public (dropdown)Looking for: <input type="checkbox"/> Friends, <input type="checkbox"/> Dating, <input type="checkbox"/> A relationship, <input type="checkbox"/> NetworkingBirthday: [Month/Day/Year] (input fields), <input type="checkbox"/> Show birthday yearRelationship: I don't want to say (dropdown)Privacy: Extended circles (dropdown)Other names: Public (dropdown), [Text input: For example: maiden name, alternate spellings] <p>A dropdown menu is open over the 'Public' privacy setting, showing the following options: Extended circles, Public, Your circles, Only you, and Custom. The 'Save' button is highlighted in blue.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The profile page is titled "Work" and features a blue header with several circular icons representing different work-related categories. Below the header, there are three main sections for editing profile information:</p> <ul style="list-style-type: none">Occupation: Includes a text input field labeled "What do you do?" and a "Public" dropdown menu.Skills: Includes a text input field labeled "What are your skills?" and a "Public" dropdown menu.Employment: Includes input fields for "Employer name", "Job title", "Start", and "End", a "Current" checkbox, and a larger text area for "Job description". It also has a "Public" dropdown menu. <p>At the bottom right of the form, there are "Cancel" and "Save" buttons. The background of the page shows a sidebar with "Work", "Skills", and "Employment" sections, and a "Places" section with a map. The footer of the page includes the copyright notice "©2014 Google".</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots of a Google+ profile page, illustrating the 'Places' and 'Education' sections. The top screenshot shows the 'Places' section with a form for adding a location, including a text input field for 'type a city name', a 'Current' checkbox, and a 'Public' dropdown menu. The bottom screenshot shows the 'Education' section with a form for adding educational information, including fields for 'School name', 'Major or Field of study', 'Start', 'End', and 'Current', along with a 'Description of courses' text area. Both screenshots show the profile owner's name 'vivek shinde' and the URL 'https://plus.google.com/100162349518274628729/about?hl=en'.</p>

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	<p>Other technologies used in advertising</p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p> <p>Anonymous identifiers on mobile devices</p> <p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use anonymous identifiers. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p> <p>Android</p> <ol style="list-style-type: none"> 1. Open the Google Settings app on your device 2. Select Ads <p>iOS</p> <p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the Settings menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p> <ol style="list-style-type: none"> 1. Open the Google Search app on your device 2. Press the Settings icon 3. Go to Ads Preferences <p style="text-align: right;">http://www.google.com/policies/technologies/ads/</p>

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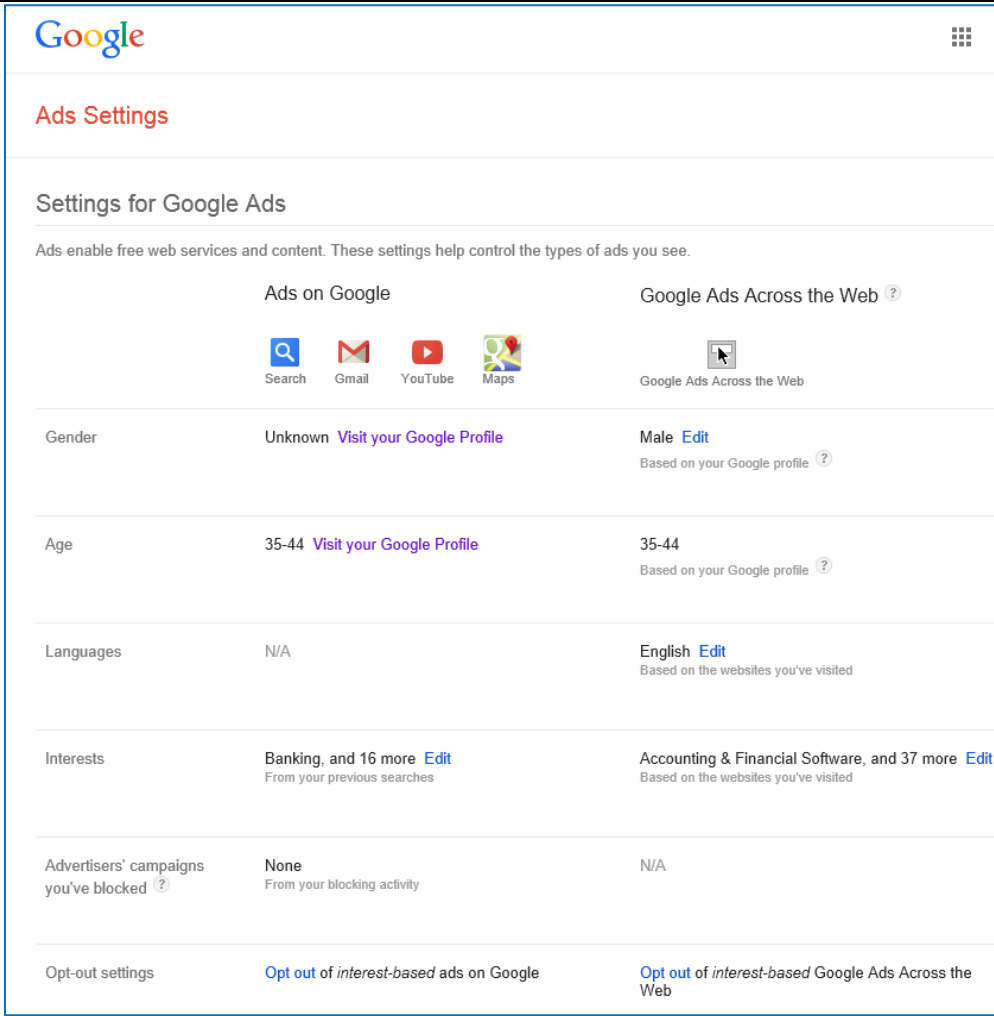
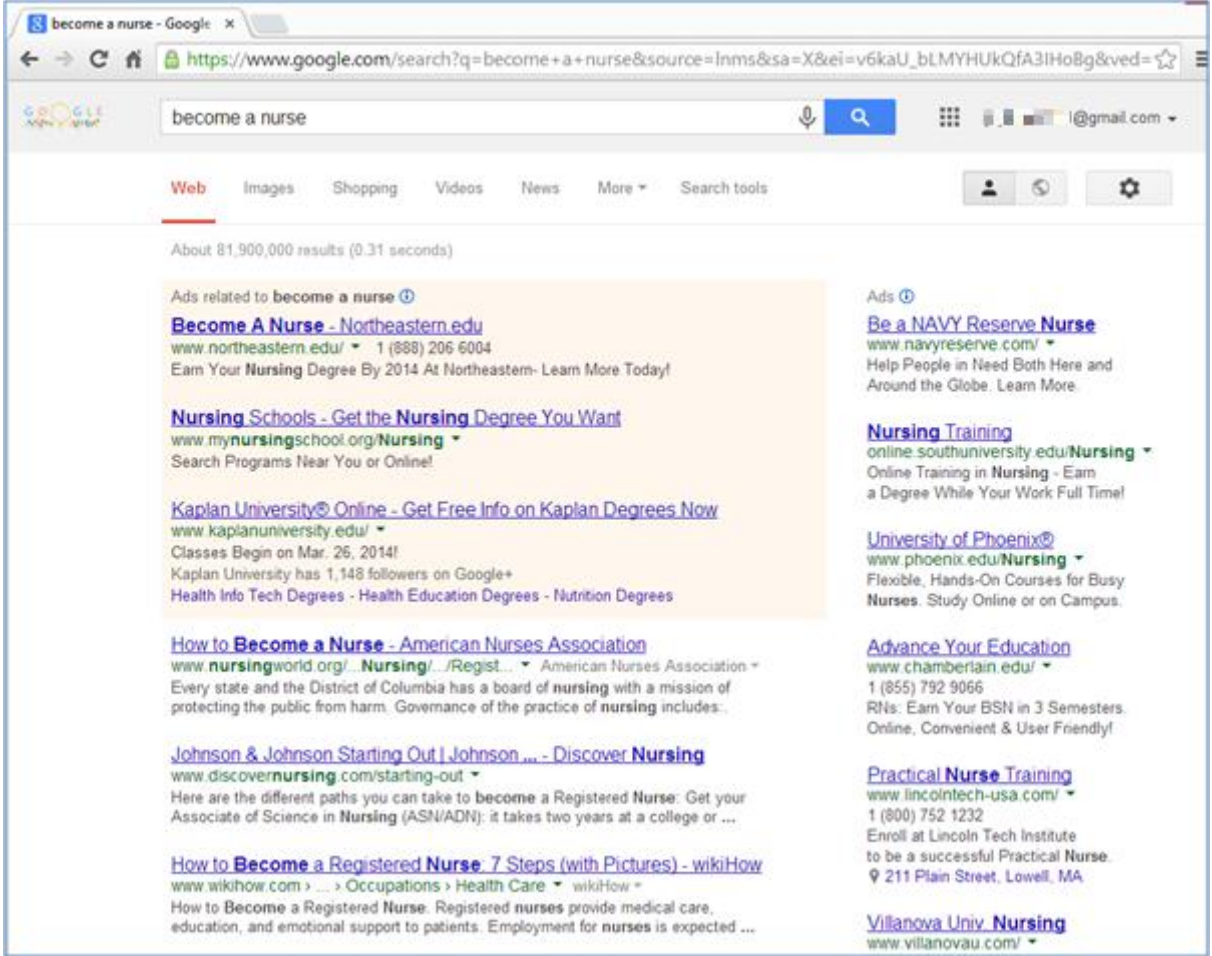
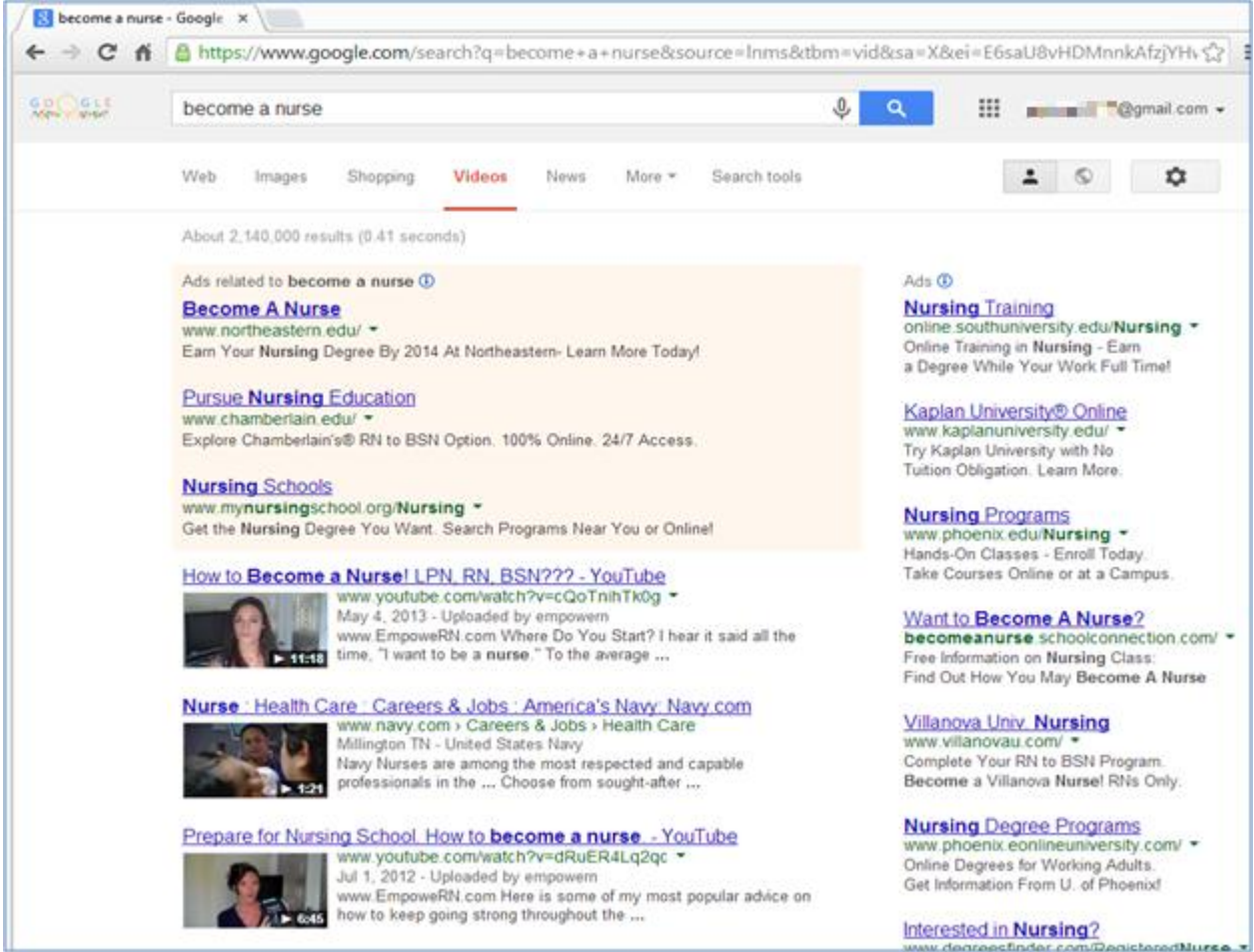
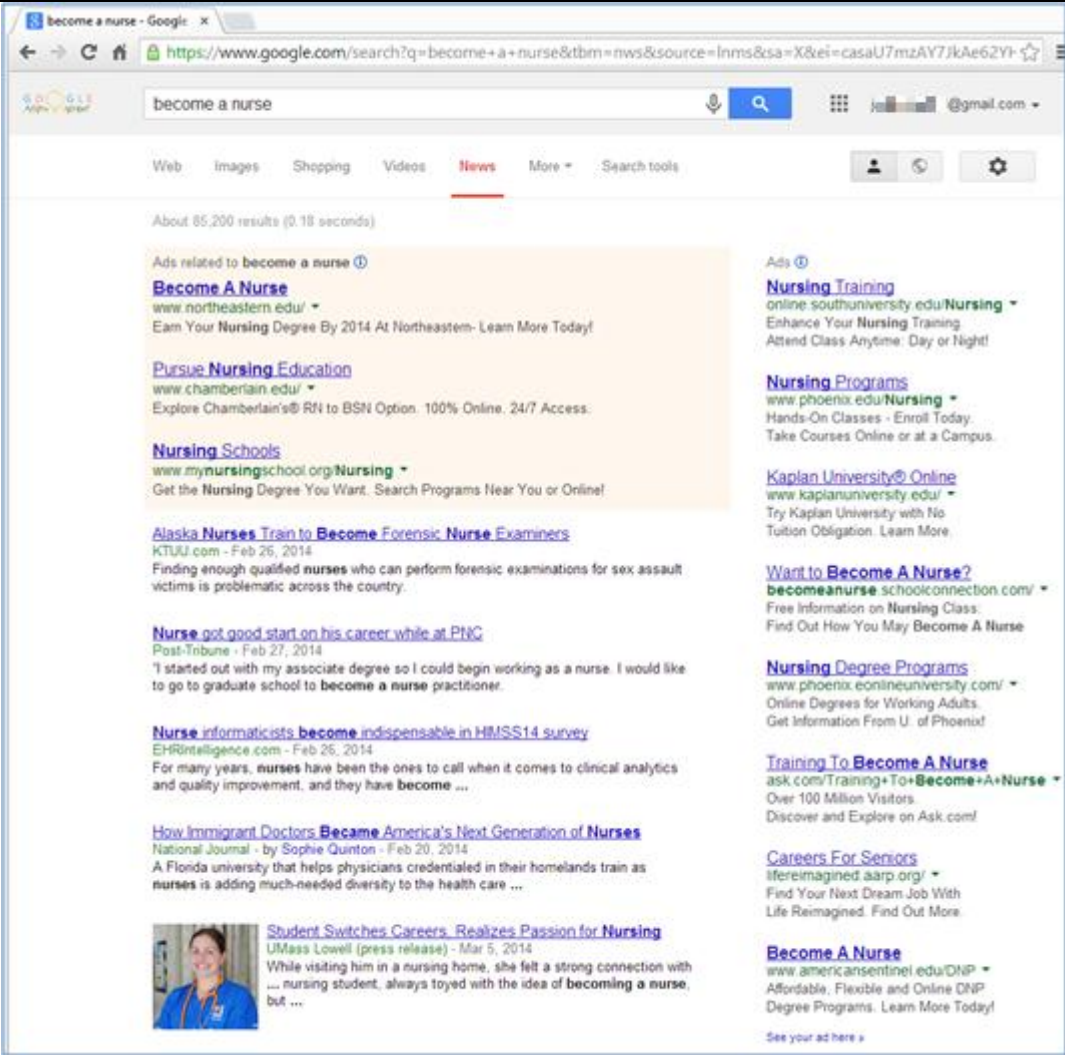
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top, it says "Settings for Google Ads" and "Ads enable free web services and content. These settings help control the types of ads you see." Below this, there are two main sections: "Ads on Google" and "Google Ads Across the Web".</p> <p>Ads on Google: Includes icons for Search, Gmail, YouTube, and Maps. Below these are profile details: Gender: Unknown (Visit your Google Profile); Age: 35-44 (Visit your Google Profile); Languages: N/A; Interests: Banking, and 16 more (Edit); Advertisers' campaigns you've blocked: None (From your blocking activity); Opt-out settings: Opt out of interest-based ads on Google.</p> <p>Google Ads Across the Web: Includes an icon for Google Ads Across the Web. Below this are profile details: Gender: Male (Edit, Based on your Google profile); Age: 35-44 (Based on your Google profile); Languages: English (Edit, Based on the websites you've visited); Interests: Accounting & Financial Software, and 37 more (Edit, Based on the websites you've visited); Advertisers' campaigns you've blocked: N/A; Opt-out settings: Opt out of interest-based Google Ads Across the Web.</p>
store the user profile data; and	The Accused Instrumentalities include an associative search engine operable to store the user profile data. See above and claim 3 above.

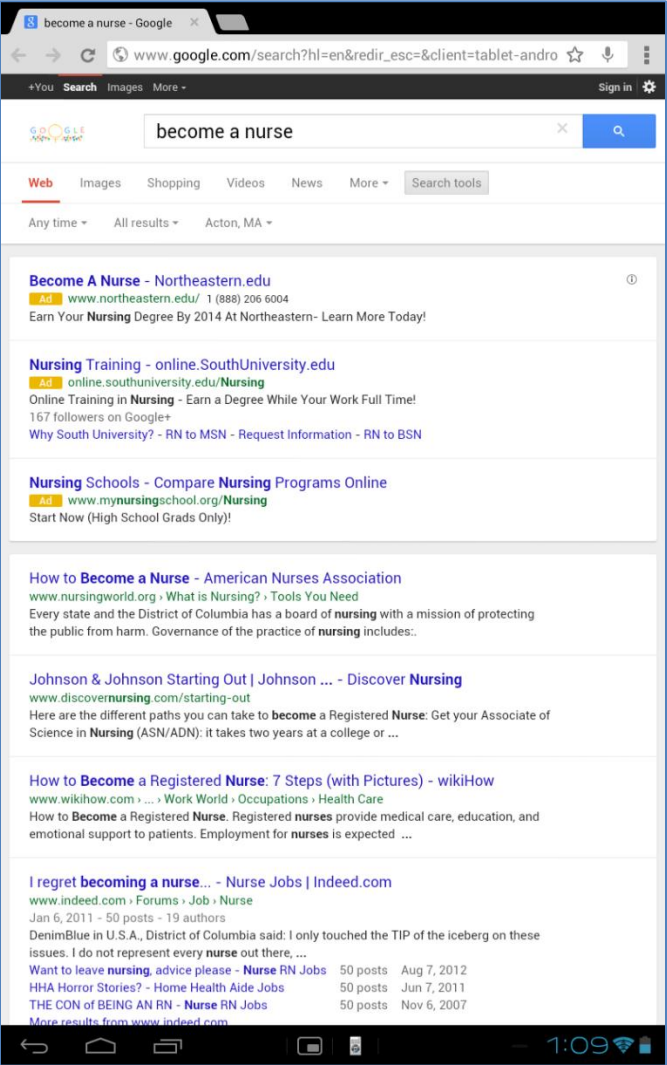
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

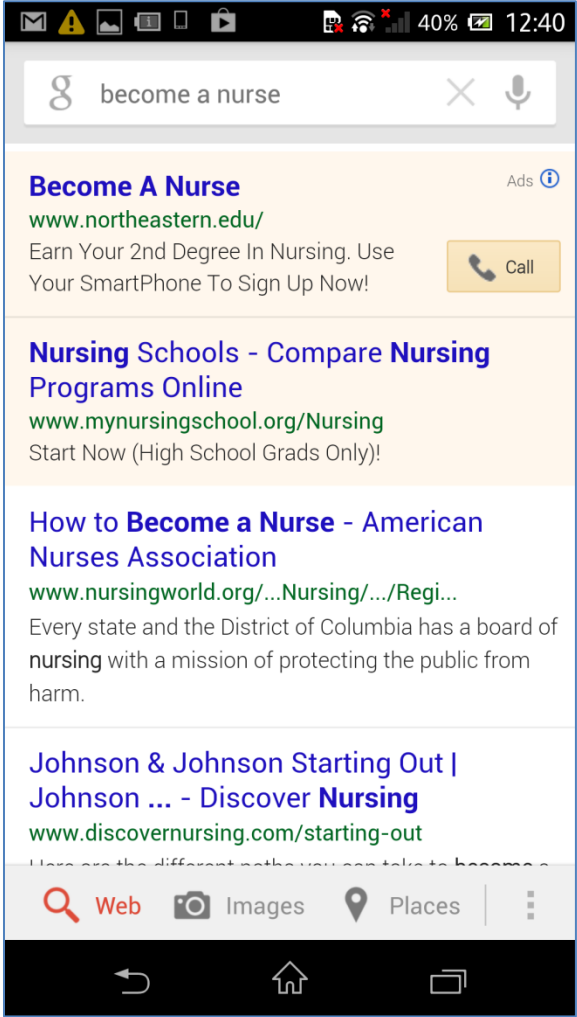
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
select at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	The Accused Instrumentalities include an associative search engine operable to select at least one advertisement from an advertisement database relating to the search argument using the user profile data.

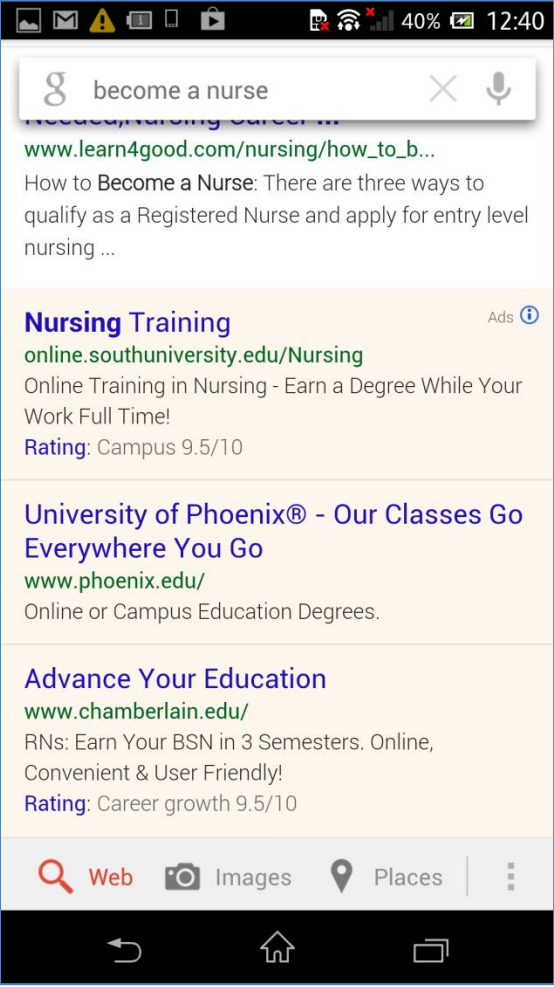
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse:</p> <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.chambertain.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. 211 Plain Street, Lowell, MAVillanova Univ. Nursing www.villanovau.com/

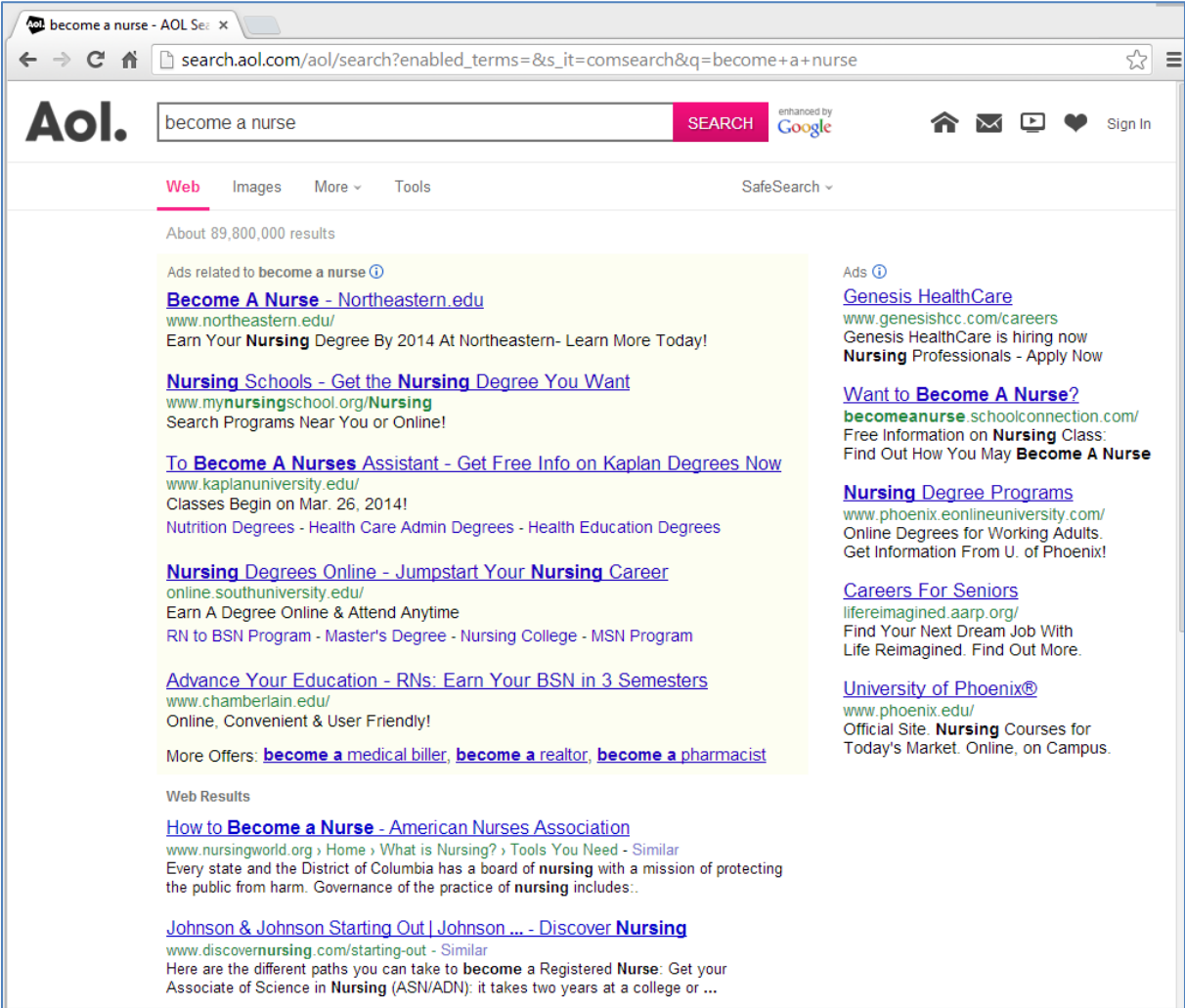
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none"> Ads related to become a nurse <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu) - 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/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 empower. 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>Ads</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.villanova.edu) - 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)

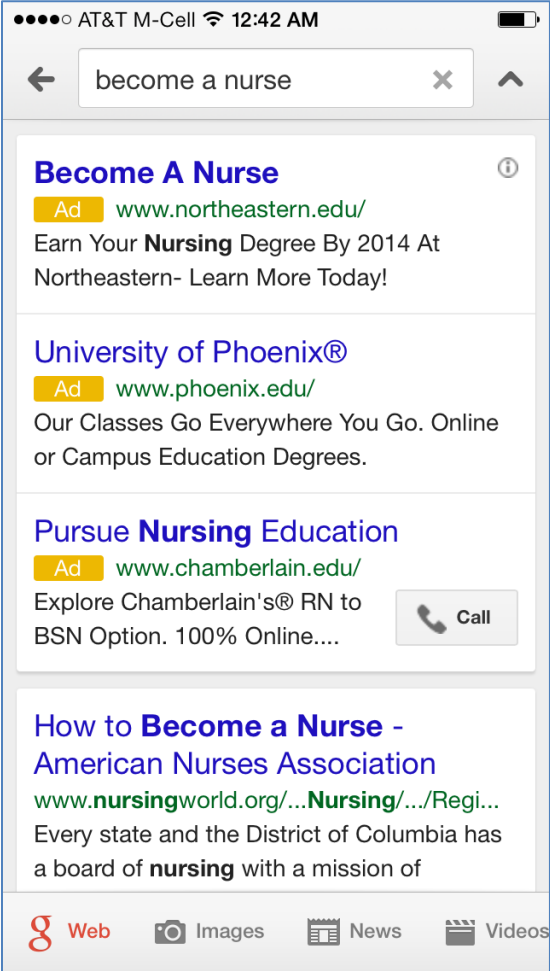
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 85,200 results. The search results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse:</p> <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>News:</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.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 (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More. Become A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>See your ad here ></p>

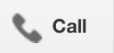
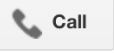
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!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...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 › ... › 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 ...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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Johnson & Johnson. The bottom of the screen shows navigation icons for Web, Images, and Places.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from 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. Description: "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/. Description: "Online or Campus Education Degrees."Advance Your Education from www.chamberlain.edu/. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: Career growth 9.5/10. <p>The bottom of the screen shows navigation icons for Web, Images, and Places, along with a home indicator bar.</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 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 Degrees Nursing 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 Program Advance 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.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now 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.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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Carrier: AT&T M-Cell, Time: 12:42 AM, Battery icon.Search bar: "become a nurse" with a back arrow on the left and a close (X) and up arrow on the right.Search results (all marked as "Ad"):<ul style="list-style-type: none">Become A Nurse (www.northeastern.edu/): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (www.phoenix.edu/): Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (www.chamberlain.edu/): Explore Chamberlain's® RN to BSN Option. 100% Online.... Includes a "Call" button.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 ofBottom navigation bar: Web (Google logo), Images, News, Videos.

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	<div data-bbox="995 293 1545 1273"><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>

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

- 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 Bucketetimmy • 7 years ago • 57,927 views. Video length: 2:34.
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*". Below this, it says "Learn more now >>" and includes the Kaplan University logo. A small "Advertisement" label is visible below the ad.

The screenshot shows a web browser window with the address bar displaying "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The main content area of the browser shows a large advertisement with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button that says "Find Out How >".

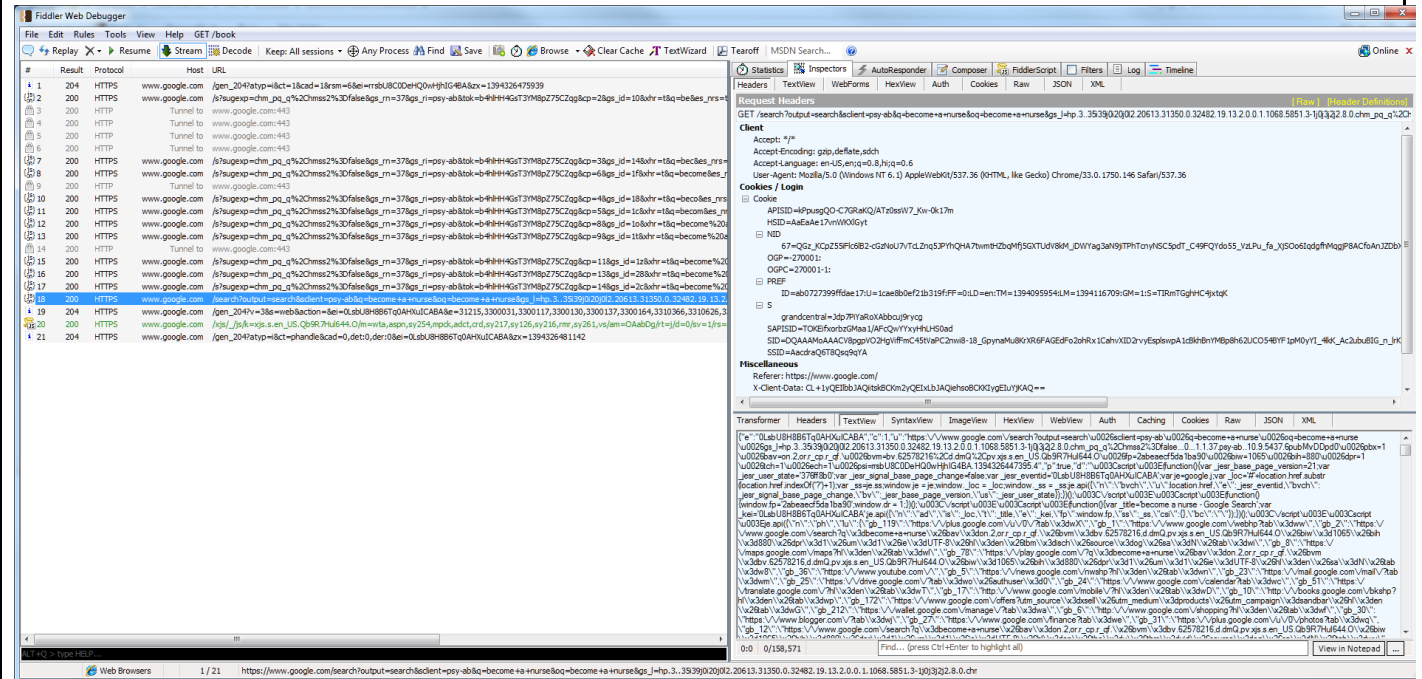
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the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.

The Accused Instrumentalities transmit the search results together with the at least one advertisement via the communications link to the data processing device.

See above.



Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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The screenshot shows a Google search for "become a nurse" on the URL <https://www.google.com/#q=become+a+nurse>. The search results page displays several links related to nursing education and careers. On the right side, the Developer Tools window is open, showing the HTML source code of the page. The code includes various classes and IDs, such as `class="ads-ad"`, `data-hveid="67"`, `class="med"`, `id="res"`, `role="main"`, `data-async-econtext="query:become&2&2nurse"`, `data-async-context="query:become a nurse"`, `id="ires"`, `class="rc"`, `data-hveid="87"`, and `class="s"`. The code also includes a script tag for `RegisterNurseLicense.html`.

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	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: PEF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaVlOvzbhSFqimQO6WdlnPtpPc6aRrywbipW- n74tUdvTzJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcf2x1PW4aYSFuT_3BRUegqm5 </pre>


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	<p style="text-align: center;">GET “search request” of Advanced Search</p> <div data-bbox="764 367 1871 1214" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">About the Google Search Network</h2><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><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.<p>The image shows a screenshot of a Google search results page. A red dashed box highlights a search result that is an advertisement. The ad is a text-based result with a blue link and a green URL. The search results page also shows other search results with blue links and green URLs.</p><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 style="text-align: center;">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>
Claim No. 21	

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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<p>The advertising machine of claim 20, wherein the user profile data includes prior purchasing information regarding the user.</p>	<p>The user profile data includes prior purchasing information regarding the user. See claims 2 and 20 above.</p>
Claim No. 22	
<p>The advertising machine of claim 20, wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.</p>	<p>The associative search engine of the Accused Instrumentalities is operable to store the user profile data in a user profile database of the advertising machine. See claims 3 and 20 above.</p>
Claim No. 23	
<p>The advertising machine of claim 20, wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage.</p>	<p>Upon information and belief, the associative search engine of the Accused Instrumentalities is operable to transmit the user profile data via the communications interface to the data processing device for storage. See claims 4 and 20 above.</p>

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY	
Claim No. 24		
The advertising machine of claim 20, wherein the user profile data is based upon prior search history of the user.	The user profile data based upon prior search history of the user. See claims 5 and 20 above.	
Claim No. 25		
The advertising machine of claim 20, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.	The user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests. See claims 6 and 20 above.	
Claim No. 26		
The advertising machine of claim 20, wherein the associate search engine is operable to update the user profile data based upon the search argument.	The associative search engine of the Accused Instrumentalities is operable to update the user profile data based upon the search argument. See claims 7 and 20 above.	
Claim No. 28		

Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
The advertising machine of claim 20, wherein the at least one database having data network related information and the advertisement database comprise distinct differing databases.	Upon information and belief, the at least one database having data network related information and the advertisement database comprise distinct differing databases. See claims 10 and 20 above.