

# Exhibit 12

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

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

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

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 1</b>	
<p>A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).<sup>1</sup></p>

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


U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="701 321 1944 1273"><h2>About the Google Search Network</h2><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><h3>Where your ads can appear</h3><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul style="list-style-type: none"><li>• <b>On Google search sites:</b> Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</li></ul><ul style="list-style-type: none"><li>• <b>On other sites that are part of the Search Network (search partners):</b> Ads might appear alongside or above search results on our <a href="#">search partners</a>' sites, such as AOL.</li></ul></div> <p data-bbox="1016 1279 1965 1312"><a href="https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771">https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771</a></p>




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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
receiving user preference input from the data processing device via the communications link;	<p>The Accused Instrumentalities receive user preference data from the data processing device via the communications link.</p> <div data-bbox="653 467 1896 1239"><p>Then narrow your results by...</p><p>language: <input type="text" value="English"/></p><p>region: <input type="text" value="United States"/></p><p>last update: <input type="text" value="anytime"/></p><p>site or domain: <input type="text" value="google.com"/></p><p>terms appearing: <input type="text" value="anywhere in the page"/></p><p>SafeSearch: <input type="text" value="Filter explicit results"/></p><p>reading level: <input type="text" value="no reading level displayed"/></p><p>file type: <input type="text" value="any format"/></p><p>usage rights: <input type="text" value="not filtered by license"/></p><p><input type="button" value="Advanced Search"/></p></div>

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- cGzNoU7vTcL2nq5JFYhQHA7twmthZbqmfj5GXTUdV8km_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu 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 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEspIswpAlcBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 41kK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jirtt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmKcf2x1PW4aYSFuT_3BRUegqm5                 </pre> <p style="text-align: center;">GET request of "Advanced Search"</p>

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1896 1031"><h3>Personalized Search for everyone</h3><p>Posted: Friday, December 04, 2009</p><p> 25  Tweet 36  Like 161</p><p>Today we're helping people get better search results by extending <a href="#">Personalized Search</a> to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from <a href="#">epicurious.com</a>, Google might rank <a href="#">epicurious.com</a> higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on <a href="#">www.cornellbigred.com</a>, Google might show me this result first, instead of the Big Red soda company or others.</p><p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p></div> <p data-bbox="814 1036 1831 1068"><a href="http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html">http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</a></p>

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	<div data-bbox="848 337 1797 1341"><h2>About Google Web History</h2><p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3>View and manage your Web History</h3><p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at <a href="http://www.google.com/history">www.google.com/history</a>. Learn how to <a href="#">delete your Web History</a>, <a href="#">save your Web History</a>, or <a href="#">edit your Web History on your mobile device</a>.</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none"><li>• Pages you visit</li><li>• Searches on Google</li><li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li><li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li><li>• Your IP address</li><li>• Your browser type and language</li></ul><h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a>, <a href="#">Safari</a>, <a href="#">Internet Explorer</a>, <a href="#">Toolbar</a>, and <a href="#">Firefox</a>.</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none"><li>1. Visit <a href="http://google.com/history/optout">google.com/history/optout</a> when not signed in to a Google Account.</li><li>2. Click <b>Disable customizations based on search activity</b>. This will turn the setting off for anyone who uses the same browser and computer as you.</li></ol></div> <p data-bbox="1314 1349 1965 1383"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>



U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="646 354 1155 391" data-label="Section-Header"> <h3>Types of cookies used by Google</h3> </div> <div data-bbox="646 412 1923 472" data-label="Text"> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p> </div> <div data-bbox="646 488 1923 932" data-label="Table"> <table border="1"> <thead> <tr> <th data-bbox="655 495 842 537">Category of use</th> <th data-bbox="842 495 1915 537">Example</th> </tr> </thead> <tbody> <tr> <td data-bbox="655 537 842 925">Preferences</td> <td data-bbox="842 537 1915 925"> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td> </tr> </tbody> </table> </div> <div data-bbox="1297 979 1965 1013" data-label="Text"> <p><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p> </div> <div data-bbox="709 1062 1276 1099" data-label="Section-Header"> <h3>Types of location data used by Google</h3> </div> <div data-bbox="709 1118 1394 1143" data-label="Text"> <p>Different types of location information may be used in various Google products.</p> </div> <div data-bbox="709 1162 1923 1278" data-label="Text"> <p><b>Implicit location information</b> is information that does not actually tell us where your device is located, but allows us to infer that you are either interested in the place or that you might be at the place. An example of implicit location information would be a manually typed search query for a particular place. Implicit location information is used in a variety of ways. For example, if you type in "Eiffel Tower", we infer that you may like to see information for places near Paris, and we can then use that to provide recommendations about those local places to you.</p> </div> <div data-bbox="709 1297 1923 1382" data-label="Text"> <p><b>Internet traffic information</b>, such as IP address, is usually assigned in country-based blocks, so it can be used to at least identify the country of your device, and do things such as to provide you with the correct language and locale for search queries. This information is sent as a normal part of internet traffic.</p> </div>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				


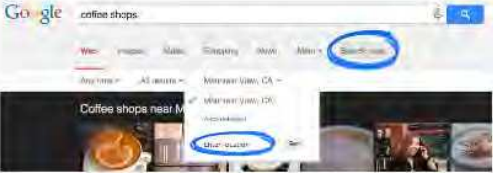




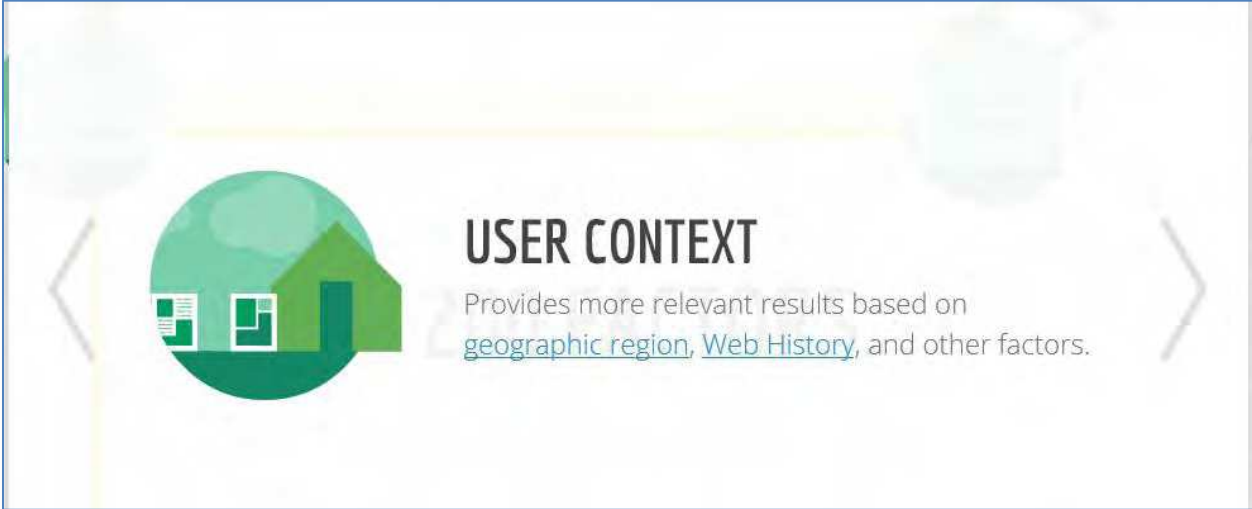
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1171 321 1969 354" style="text-align: right;"><a href="https://www.google.com/intl/en/policies/technologies/location-data/">https://www.google.com/intl/en/policies/technologies/location-data/</a></p> <div data-bbox="793 391 1759 1425" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="856 415 1486 464" style="text-align: center;">Change your location on Google</h2><p data-bbox="877 509 1684 558"> This article covers how to change your search location on your computer or tablet. Learn how to <a href="#">update your search location on your phone</a>.</p><p data-bbox="856 594 1726 643">To find results for a specific area, you can set your location. For example, if you're traveling in Barcelona and you've set your location to that city, search for <a href="#">restaurants</a> to see restaurants near you.</p><h3 data-bbox="856 667 1062 691">Change your location</h3><p data-bbox="856 716 1348 732">To change your location on your computer or tablet, follow these steps:</p><ol data-bbox="856 756 1201 935" style="list-style-type: none"><li>1. Open your local Google search page, like <a href="#">google.com</a> or <a href="#">google.fr</a>, and do any search.</li><li>2. Click <b>Search Tools</b> under the search box.</li><li>3. Click the current location.</li><li>4. Type your new location in the box that says "Enter location."</li><li>5. Click <b>Set</b>.</li></ol><p data-bbox="856 964 1705 1013"><b>Note:</b> You can only set a location within the country of your current Google domain. For example, it's not possible to set a U.S. address on <a href="#">www.google.es</a>, the Google domain for Spain.</p><h3 data-bbox="856 1037 1188 1062">See results from a certain location</h3><ul data-bbox="869 1094 1327 1208" style="list-style-type: none"><li>+ See results near a certain location</li><li>+ See results from your country</li><li>+ Search on <a href="#">Google.com</a> instead of your local Google domain</li></ul><h3 data-bbox="856 1248 1146 1273">How location is auto-detected</h3><p data-bbox="856 1297 1713 1346">If you don't set your location, Google shows an approximate location based on the following things to help provide you with the most relevant results:</p><ul data-bbox="869 1370 1264 1411" style="list-style-type: none"><li>• Your IP address.</li><li>• Google Toolbar's My Location feature if it's turned on.</li></ul></div>
















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

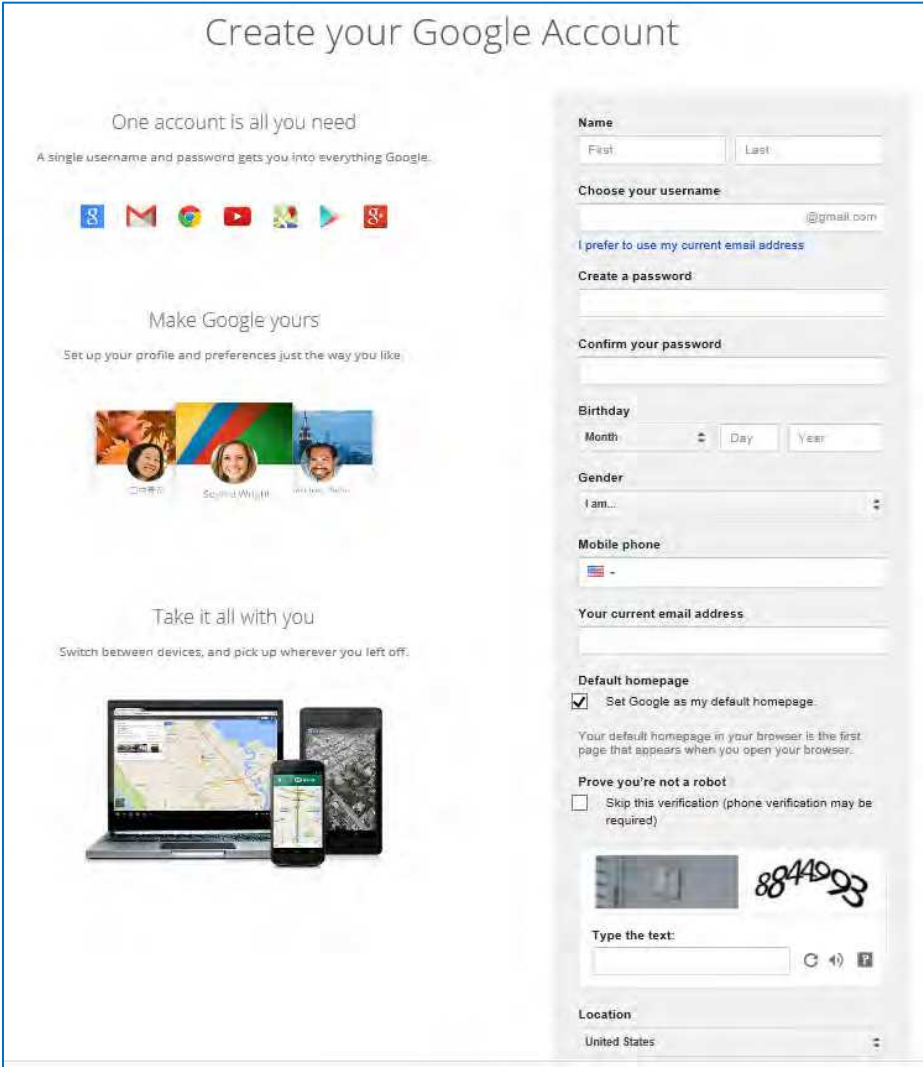
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><a href="https://support.google.com/websearch/answer/179386?hl=en">https://support.google.com/websearch/answer/179386?hl=en</a></p>
creating user preference data based upon the user preference input;	<p>The Accused Instrumentalities create user preference data based upon the user preference input.</p> <p>See above.</p> <div data-bbox="690 591 1908 1198" style="border: 1px solid black; padding: 10px;"><p> Only you can see your history</p><p>Your history makes your Google experience better</p><p>Your history helps you find what you're looking for faster and gives you quick access to pages you've visited before.</p><ul style="list-style-type: none"><li> <b>More relevant results</b> Get better results and recommendations.</li><li> <b>Smarter predictions</b> See improved search predictions as you type.</li><li> <b>History on any device</b> Open recent searches from your computer on your phone or tablet.</li></ul></div> <p><a href="https://history.google.com/history/">https://history.google.com/history/</a></p>

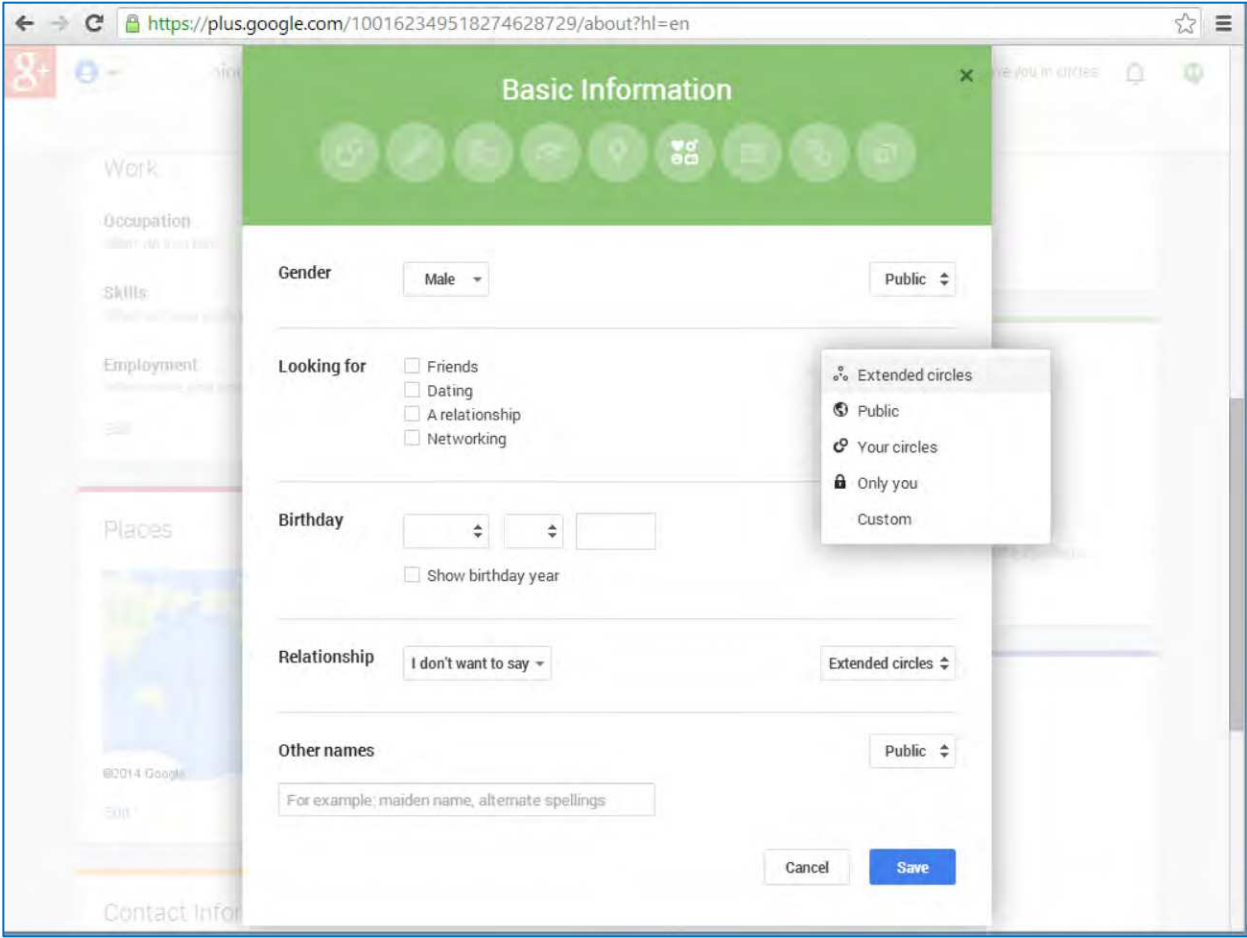
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 323 1896 829">A screenshot of a Google search result. On the left is a green circular icon containing a house and a document. To its right, the text reads "USER CONTEXT" in bold, followed by "Provides more relevant results based on <a href="#">geographic region</a>, <a href="#">Web History</a>, and other factors." The background is light blue with faint icons of a globe and a sun.</div> <p data-bbox="1150 837 1965 870"><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p> <div data-bbox="653 907 1896 1003"><ul style="list-style-type: none"><li>• <b>Make the ads you see more relevant.</b> Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.</li></ul></div> <p data-bbox="1077 1008 1965 1040"><a href="https://support.google.com/ads/answer/2662856?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/2662856?hl=en&amp;ref_topic=2971788</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="655 337 1117 365"><b>“Why these ads” gives you transparency</b></p> <p data-bbox="655 370 1879 621">The perfect search ad answers your query and gets you what you're looking for quickly. When you click the “Why these ads” link, you'll find information about why you're seeing a particular ad and how it's personalized for you. If you're searching for a local restaurant while you're on vacation in Hawaii, you would see ads for restaurants that are nearby, rather than restaurants in your hometown. Or if you're researching flat-panel televisions, and performing a series of similar searches in quick succession, you could see ads based on the query that you just entered, or based on a few recent and related queries within a single browser session. By considering the language you're using, your geographic location and various other indications, we're able to show you the best ads possible. We've been showing ads in this way for years as a way to help you quickly find what you're looking for.</p> <p data-bbox="655 657 1144 685"><b>Ads Preferences Manager gives you choice</b></p> <p data-bbox="655 690 1858 779">You can also go to the <a href="#">Ads Preferences Manager</a> to make changes that improve the ads that you're seeing, including blocking specific advertisers you're not interested in or turning off ads personalization entirely (of course, you can change your mind at any time). Here's a video from our lead software engineer, Diane Tang, with more background:</p> <p data-bbox="940 824 1969 857"><a href="http://googleblog.blogspot.com/2011/10/increasing-transparency-and-choice-with.html">http://googleblog.blogspot.com/2011/10/increasing-transparency-and-choice-with.html</a></p>

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																				
	<div style="border: 1px solid #ccc; padding: 10px;"> <p style="color: red; margin: 0;"><b>Ads Settings</b></p> <hr/> <p style="margin: 0;"><b>Settings for Google Ads</b></p> <p style="font-size: small; margin: 0;">Ads enable free web services and content. These settings help control the types of Google ads you see.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center; vertical-align: top;"> <p style="margin: 0;"><b>Ads on Google</b></p> <div style="display: flex; justify-content: space-around; font-size: small;"> <span> Search</span> <span> Gmail</span> <span> YouTube</span> <span> Maps</span> </div> </td> <td style="width: 50%; text-align: center; vertical-align: top;"> <p style="margin: 0;"><b>Google Ads Across the Web <sup>?</sup></b></p> <div style="display: flex; justify-content: center; font-size: small;"> <span> Google Ads Across the Web</span> </div> </td> </tr> </table> <hr/> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;"><b>Gender</b></td> <td style="width: 33%; text-align: center;"> <b>Male</b> <a href="#">Visit your Google Profile</a> </td> <td style="width: 33%; text-align: center;"> <b>Male</b>  <small>Based on your Google profile <sup>?</sup></small> </td> </tr> <tr> <td><b>Age</b></td> <td style="text-align: center;"> <b>35-44</b> <a href="#">Visit your Google Profile</a> </td> <td style="text-align: center;"> <b>35-44</b>  <small>Based on your Google profile <sup>?</sup></small> </td> </tr> <tr> <td><b>Languages</b></td> <td style="text-align: center;">N/A</td> <td style="text-align: center;"> <b>None</b> <a href="#">Edit</a>  <small>Based on the websites you've visited</small> </td> </tr> <tr> <td><b>Interests</b></td> <td style="text-align: center;"> <b>Memory Card Readers</b> <a href="#">Edit</a>  <small>From your previous searches</small> </td> <td style="text-align: center;"> <b>Unknown</b> <a href="#">Edit</a>  <small>Based on the websites you've visited</small> </td> </tr> <tr> <td><b>Advertisers' campaigns you've blocked <sup>?</sup></b></td> <td style="text-align: center;"> <b>None</b>  <small>From your blocking activity</small> </td> <td style="text-align: center;">N/A</td> </tr> <tr> <td><b>Opt-out settings</b></td> <td style="text-align: center;"> <a href="#">Opt out of interest-based ads on Google</a> </td> <td style="text-align: center;"> <a href="#">Opt out of interest-based Google Ads Across the Web</a> </td> </tr> </table> </div>	<p style="margin: 0;"><b>Ads on Google</b></p> <div style="display: flex; justify-content: space-around; font-size: small;"> <span> Search</span> <span> Gmail</span> <span> YouTube</span> <span> Maps</span> </div>	<p style="margin: 0;"><b>Google Ads Across the Web <sup>?</sup></b></p> <div style="display: flex; justify-content: center; font-size: small;"> <span> Google Ads Across the Web</span> </div>	<b>Gender</b>	<b>Male</b> <a href="#">Visit your Google Profile</a>	<b>Male</b> <small>Based on your Google profile <sup>?</sup></small>	<b>Age</b>	<b>35-44</b> <a href="#">Visit your Google Profile</a>	<b>35-44</b> <small>Based on your Google profile <sup>?</sup></small>	<b>Languages</b>	N/A	<b>None</b> <a href="#">Edit</a> <small>Based on the websites you've visited</small>	<b>Interests</b>	<b>Memory Card Readers</b> <a href="#">Edit</a> <small>From your previous searches</small>	<b>Unknown</b> <a href="#">Edit</a> <small>Based on the websites you've visited</small>	<b>Advertisers' campaigns you've blocked <sup>?</sup></b>	<b>None</b> <small>From your blocking activity</small>	N/A	<b>Opt-out settings</b>	<a href="#">Opt out of interest-based ads on Google</a>	<a href="#">Opt out of interest-based Google Ads Across the Web</a>
<p style="margin: 0;"><b>Ads on Google</b></p> <div style="display: flex; justify-content: space-around; font-size: small;"> <span> Search</span> <span> Gmail</span> <span> YouTube</span> <span> Maps</span> </div>	<p style="margin: 0;"><b>Google Ads Across the Web <sup>?</sup></b></p> <div style="display: flex; justify-content: center; font-size: small;"> <span> Google Ads Across the Web</span> </div>																				
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<b>Advertisers' campaigns you've blocked <sup>?</sup></b>	<b>None</b> <small>From your blocking activity</small>	N/A																			
<b>Opt-out settings</b>	<a href="#">Opt out of interest-based ads on Google</a>	<a href="#">Opt out of interest-based Google Ads Across the Web</a>																			
	<a href="https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TC">https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TC</a>																				

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the "Create your Google Account" page. It features a central registration form with fields for Name (First and Last), Choose your username (with a dropdown for @gmail.com), Create a password, and Confirm your password. Below these are fields for Birthday (Month, Day, Year), Gender (I am...), Mobile phone (with a country dropdown), and Your current email address. There are also checkboxes for "Default homepage" (checked) and "Prove you're not a robot" (unchecked). A CAPTCHA image shows the number "8844993" with a "Type the text:" input field below it. A "Location" dropdown is set to "United States".</p> <p>U.S. PATENT NO. 7,469,245</p> <p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p> <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</p> <p>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>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page. The address bar shows the URL: <a href="https://plus.google.com/100162349518274628729/about?hl=en">https://plus.google.com/100162349518274628729/about?hl=en</a>. The page title is "Basic Information". The profile information includes:</p> <ul style="list-style-type: none"><li>Gender: Male</li><li>Looking for: Friends, Dating, A relationship, Networking (all unchecked)</li><li>Relationship: I don't want to say</li><li>Other names: (empty field)</li></ul> <p>A dropdown menu is open for the "Public" setting, showing the following options:</p> <ul style="list-style-type: none"><li>Extended circles</li><li>Public</li><li>Your circles</li><li>Only you</li><li>Custom</li></ul> <p>At the bottom of the form, there are "Cancel" and "Save" buttons.</p>



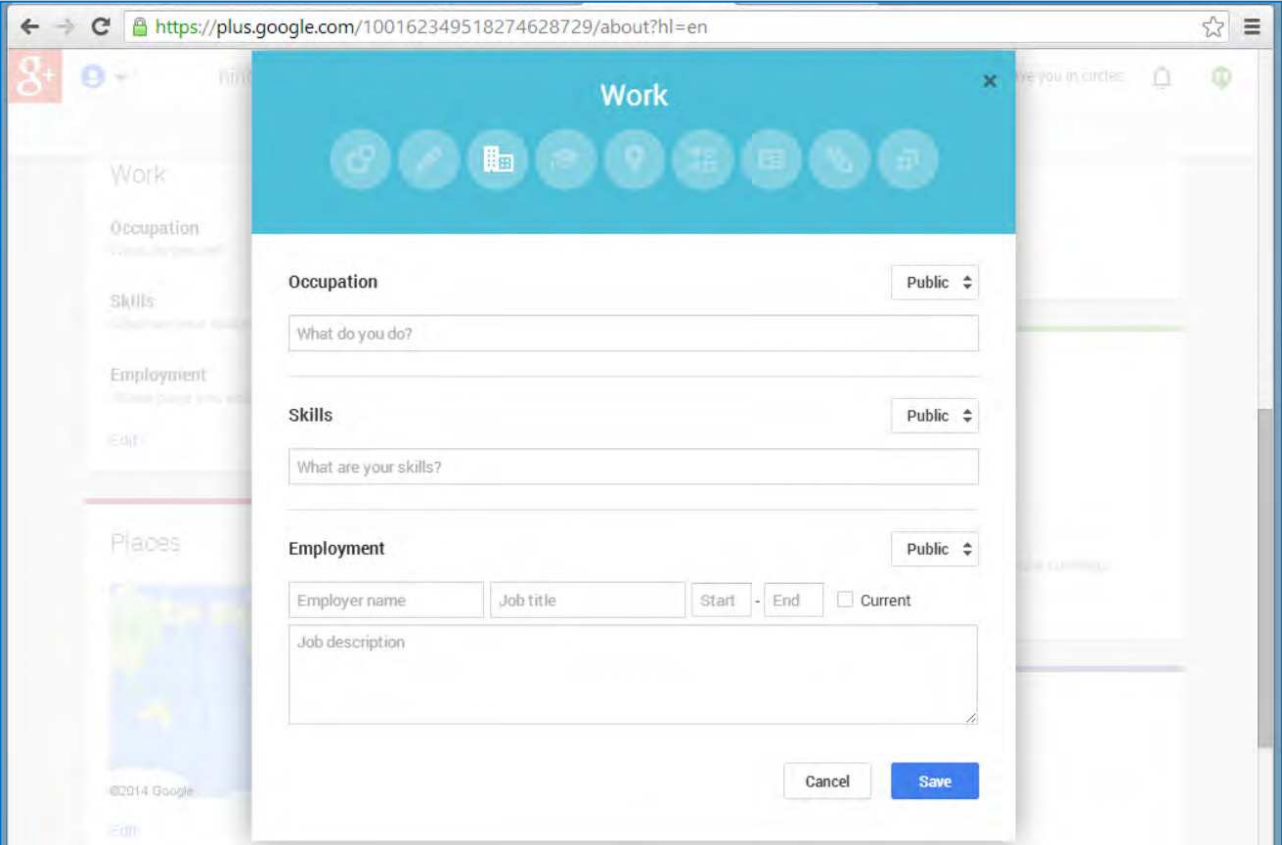
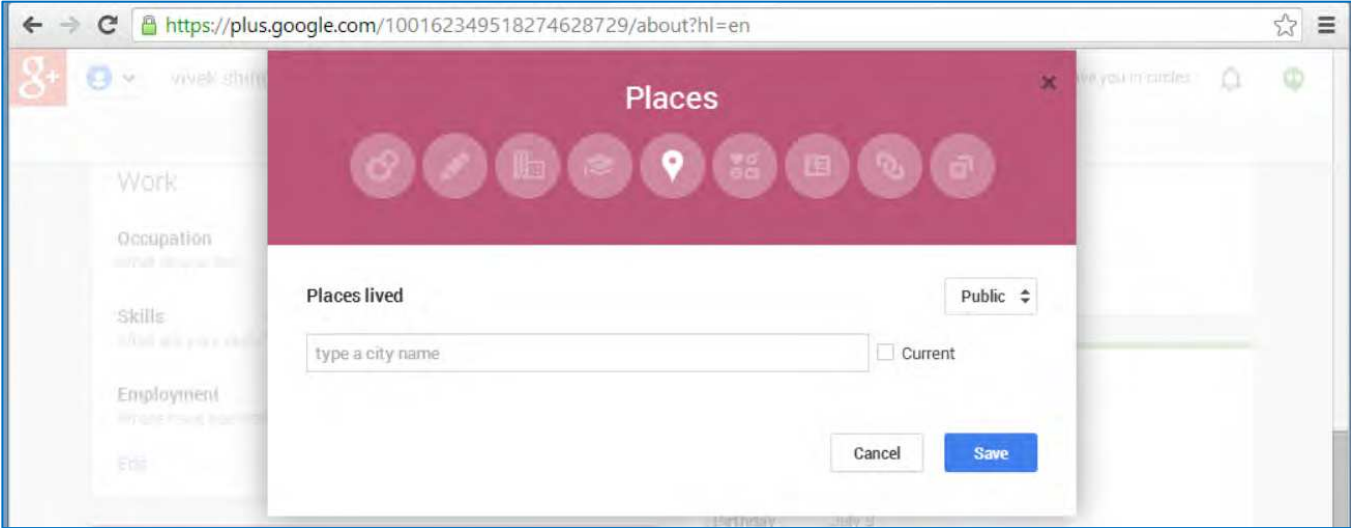
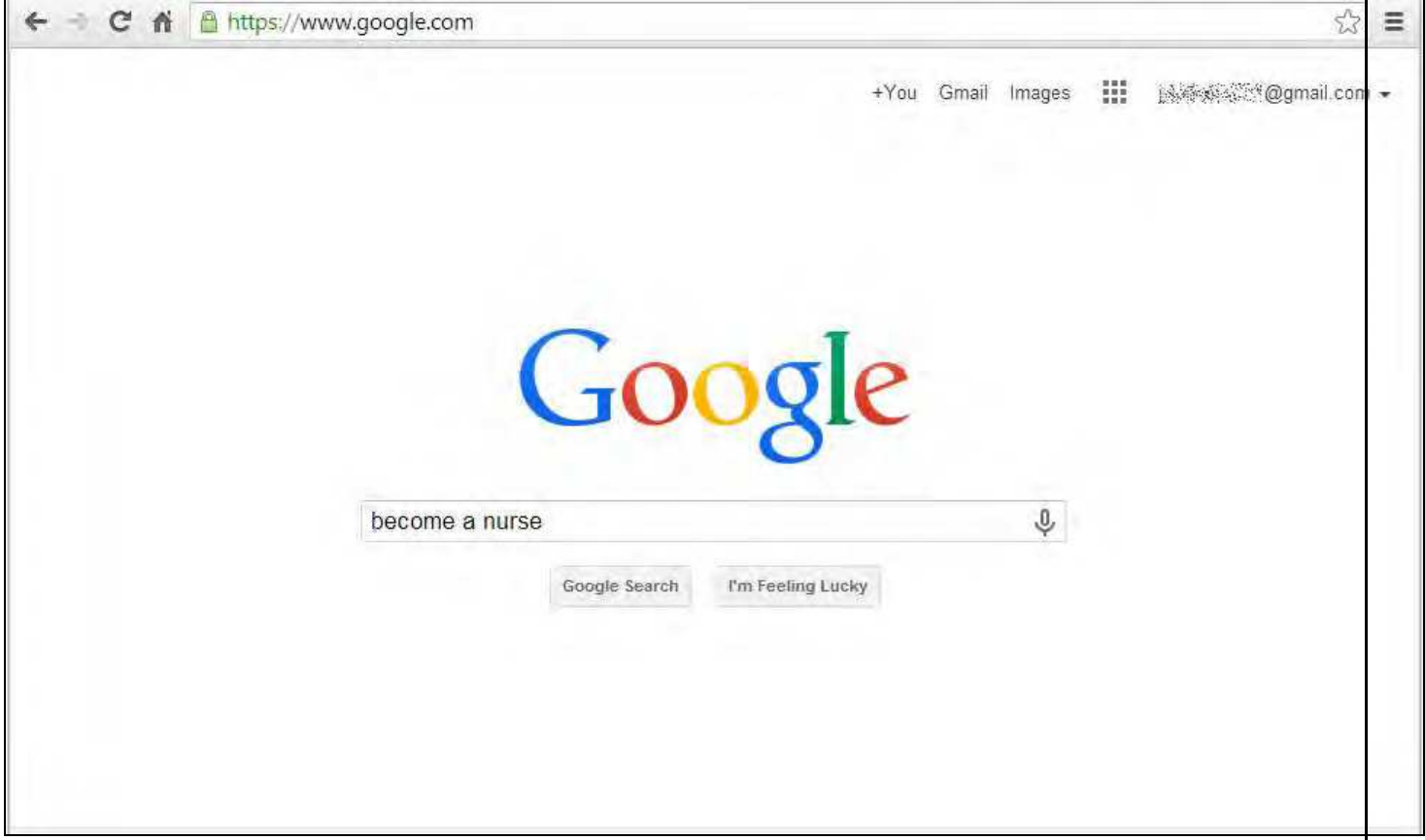
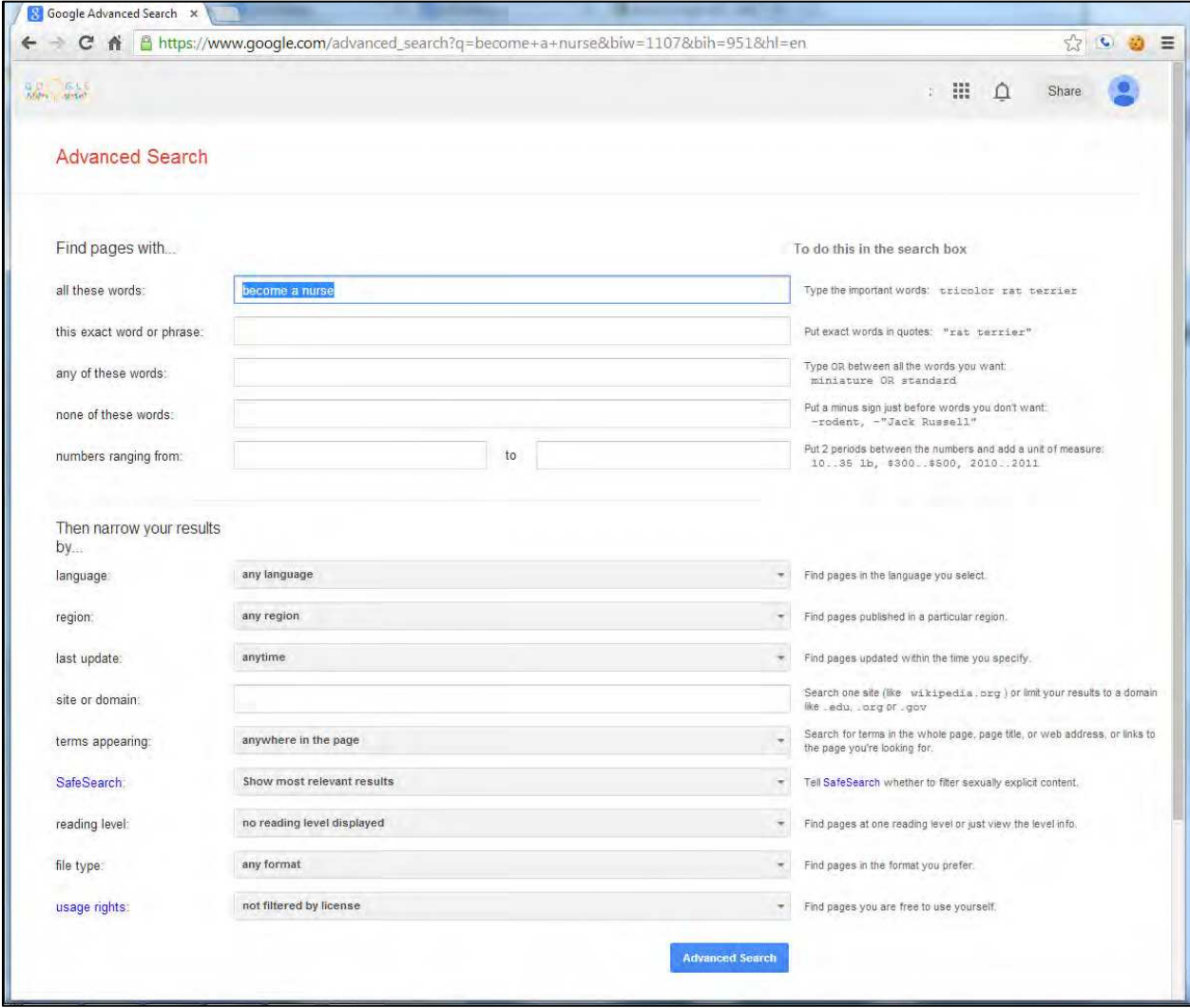
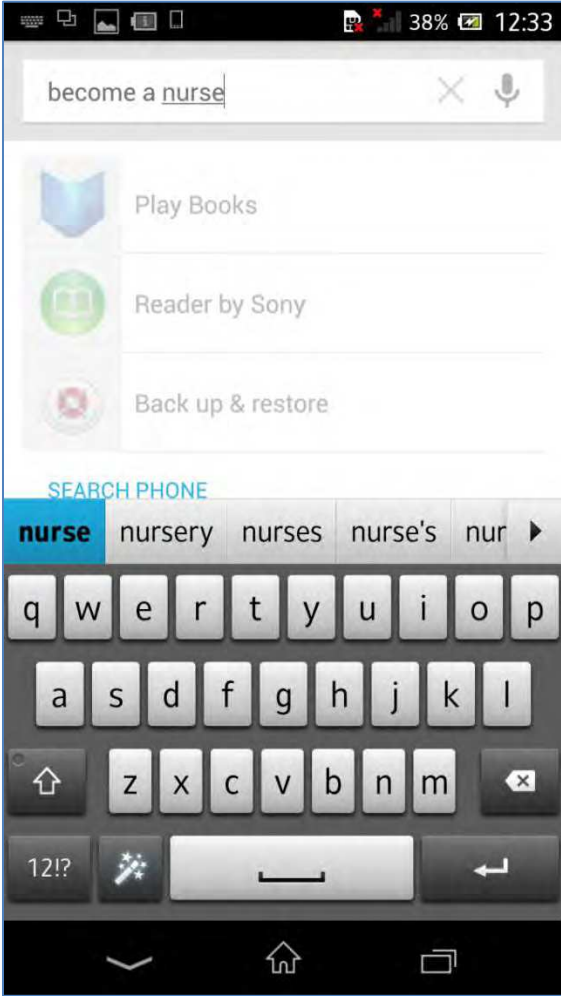
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a web browser window with the URL <a href="https://plus.google.com/100162349518274628729/about?hl=en">https://plus.google.com/100162349518274628729/about?hl=en</a>. The main content is a 'Work' section with a teal header. Below the header are three sections: 'Occupation', 'Skills', and 'Employment'. Each section has a 'Public' privacy dropdown. The 'Occupation' section has a text input field labeled 'What do you do?'. The 'Skills' section has a text input field labeled 'What are your skills?'. The 'Employment' section has input fields for 'Employer name', 'Job title', 'Start', 'End', and a 'Current' checkbox, followed by a 'Job description' text area. At the bottom right are 'Cancel' and 'Save' buttons. The background shows a blurred profile page with a 'Places' section.</p>

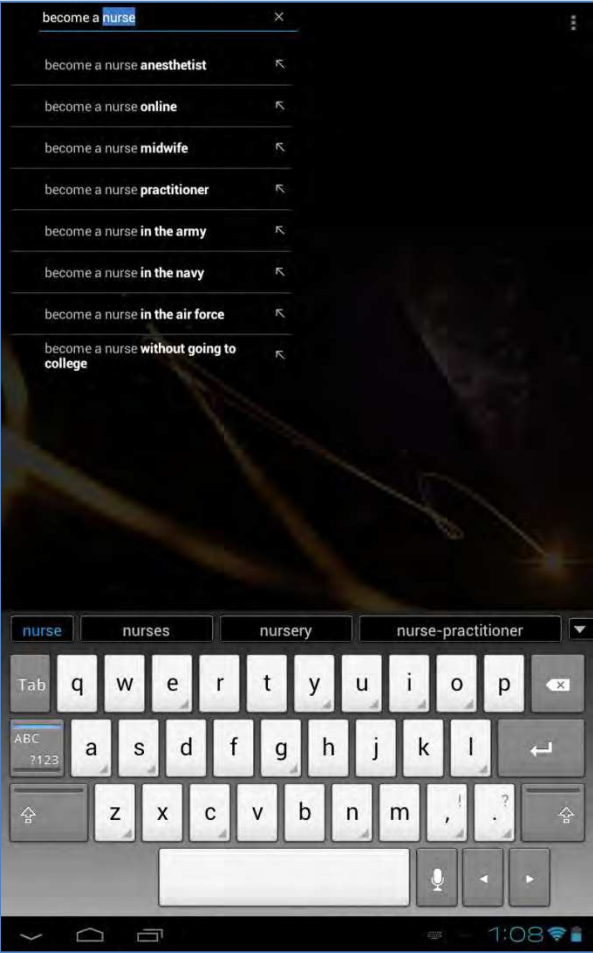
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying "https://www.google.com". The page content includes the Google logo, a search bar containing the text "become a nurse", and two buttons labeled "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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	 <p>The screenshot displays the Google Advanced Search interface in a browser window. The search query entered is "become a nurse". The interface includes various filters for narrowing results, such as language, region, last update, site or domain, terms appearing, SafeSearch, reading level, file type, and usage rights. The search results are currently empty.</p> <p>Google Advanced Search</p> <p>Find pages with...</p> <p>all these words: <input type="text" value="become a nurse"/></p> <p>this exact word or phrase: <input type="text"/></p> <p>any of these words: <input type="text"/></p> <p>none of these words: <input type="text"/></p> <p>numbers ranging from: <input type="text"/> to <input type="text"/></p> <p>To do this in the search box</p> <p>Type the important words: tricolor rat terrier</p> <p>Put exact words in quotes: "rat terrier"</p> <p>Type OR between all the words you want: miniature OR standard</p> <p>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</p> <p>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, #300..#500, 2010..2011</p> <p>Then narrow your results by...</p> <p>language: <input type="text" value="any language"/></p> <p>region: <input type="text" value="any region"/></p> <p>last update: <input type="text" value="anytime"/></p> <p>site or domain: <input type="text"/></p> <p>terms appearing: <input type="text" value="anywhere in the page"/></p> <p>SafeSearch: <input type="text" value="Show most relevant results"/></p> <p>reading level: <input type="text" value="no reading level displayed"/></p> <p>file type: <input type="text" value="any format"/></p> <p>usage rights: <input type="text" value="not filtered by license"/></p> <p>Advanced Search</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1045 1344 1499 1377">Mobile Handset Running Android 4.2</p>

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	 <p>The screenshot shows a search interface on a tablet device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon. The suggestions are: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions, there is a keyboard with a search bar containing "nurse" and suggestions for "nurses", "nursery", and "nurse-practitioner". The keyboard is a standard QWERTY layout. At the bottom of the screen, the Android navigation bar is visible, showing the time as 1:08 and various status icons.</p> <p>Tablet Device Running Android 4.02</p>

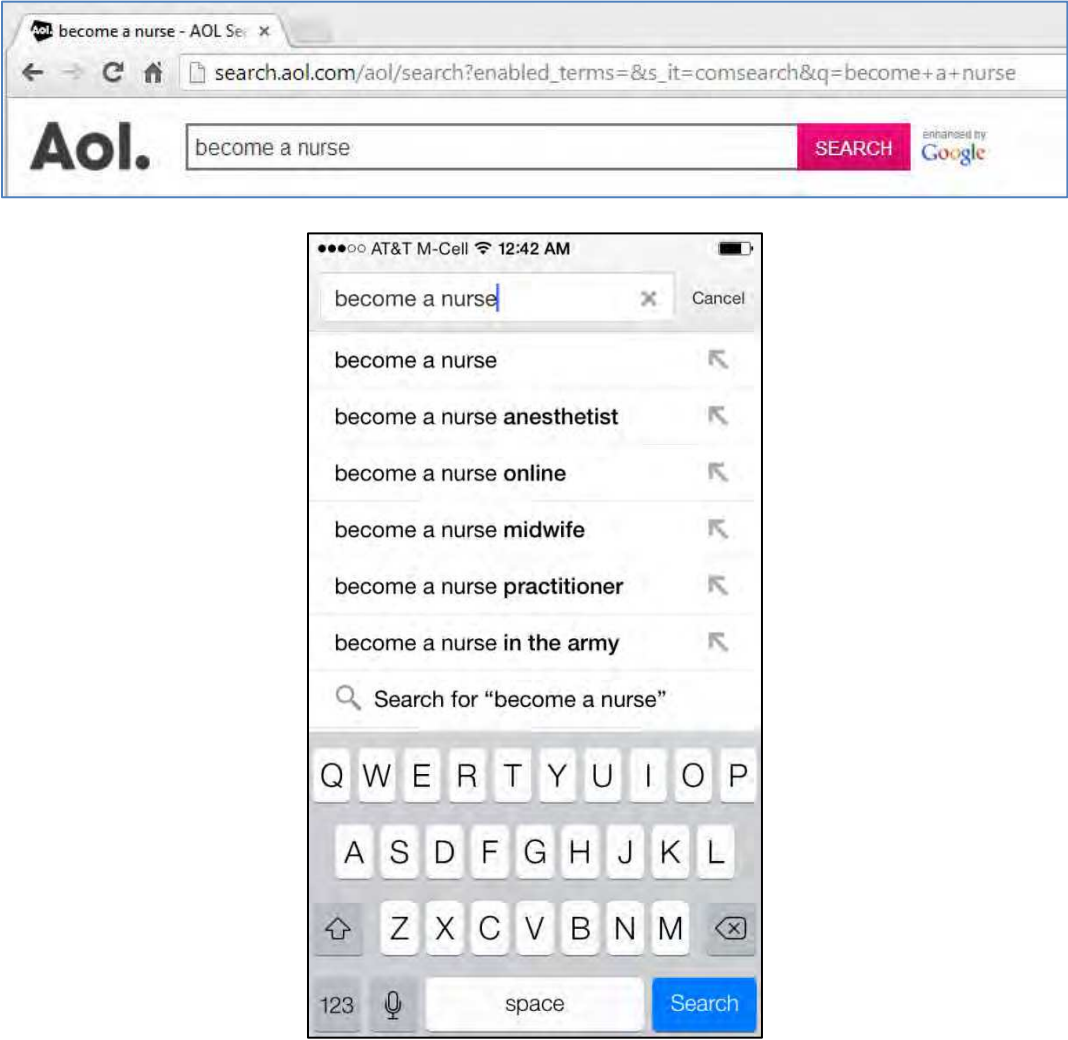
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots related to a search for "become a nurse". The top screenshot is a desktop browser window from AOL, showing the search results page with the URL <code>search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse</code>. The search bar contains the text "become a nurse" and a "SEARCH" button. The bottom screenshot is a mobile search interface, likely from an iPhone, showing the same search term "become a nurse" in the search bar. Below the search bar, a list of suggestions is displayed: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". A "Search for 'become a nurse'" option is also visible. The keyboard is shown at the bottom, with a "Search" button highlighted in blue.</p>

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

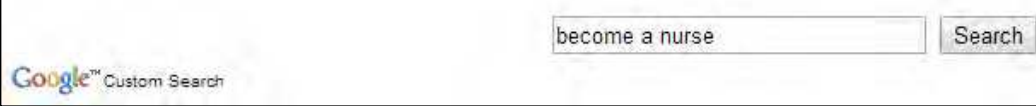
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1045 321 1514 354">Google Search App Running on iOS 7.1</p>   <p data-bbox="1157 824 1969 857"><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p>

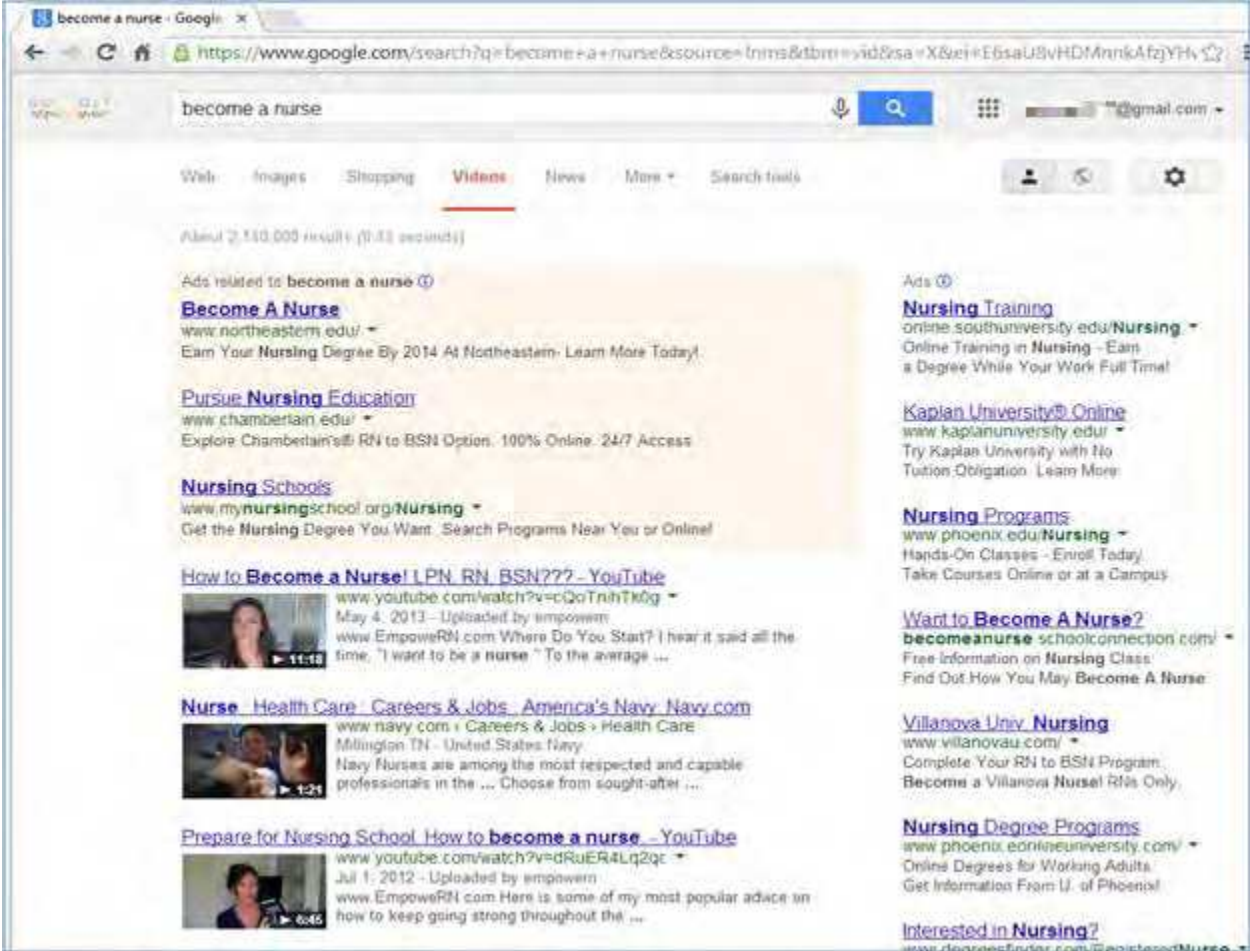


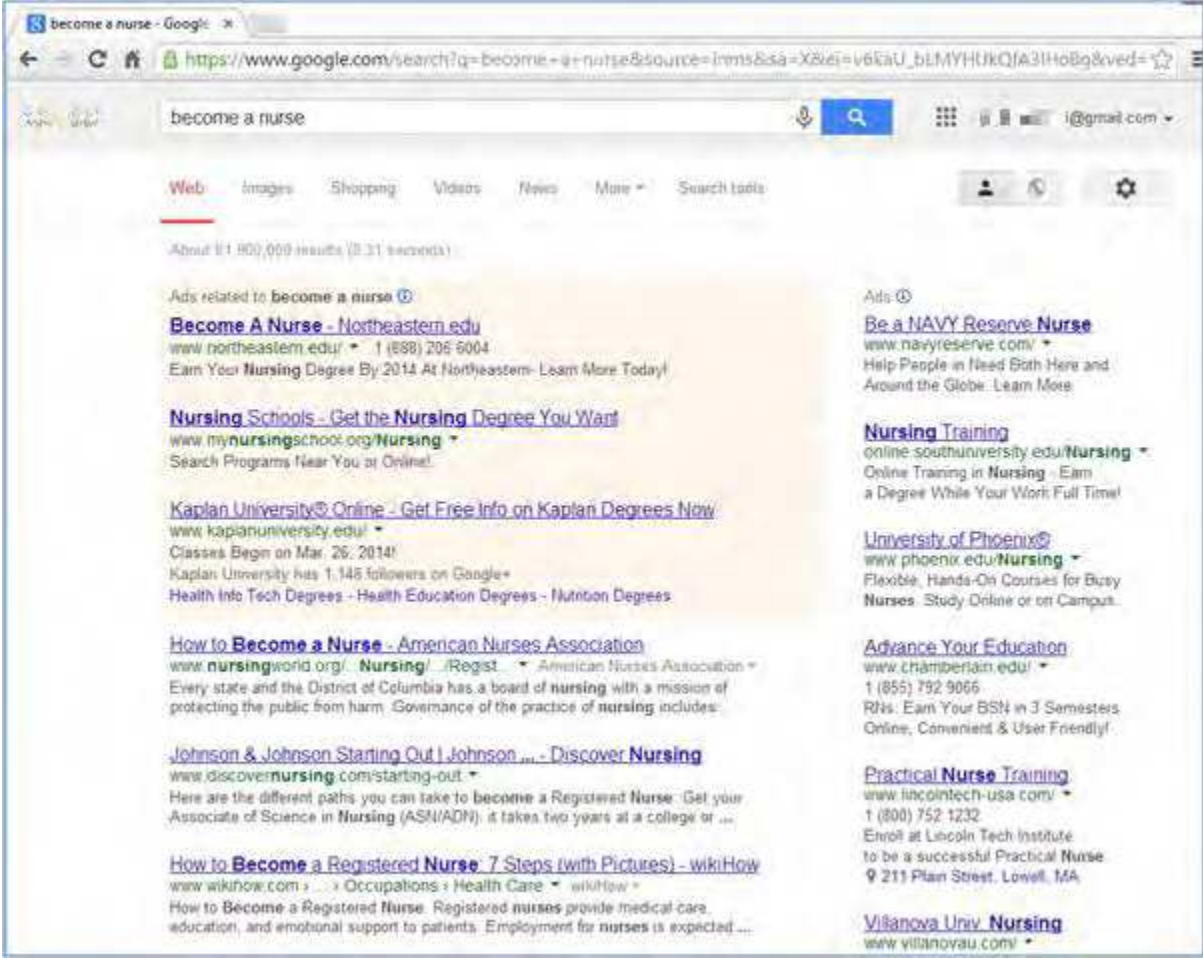
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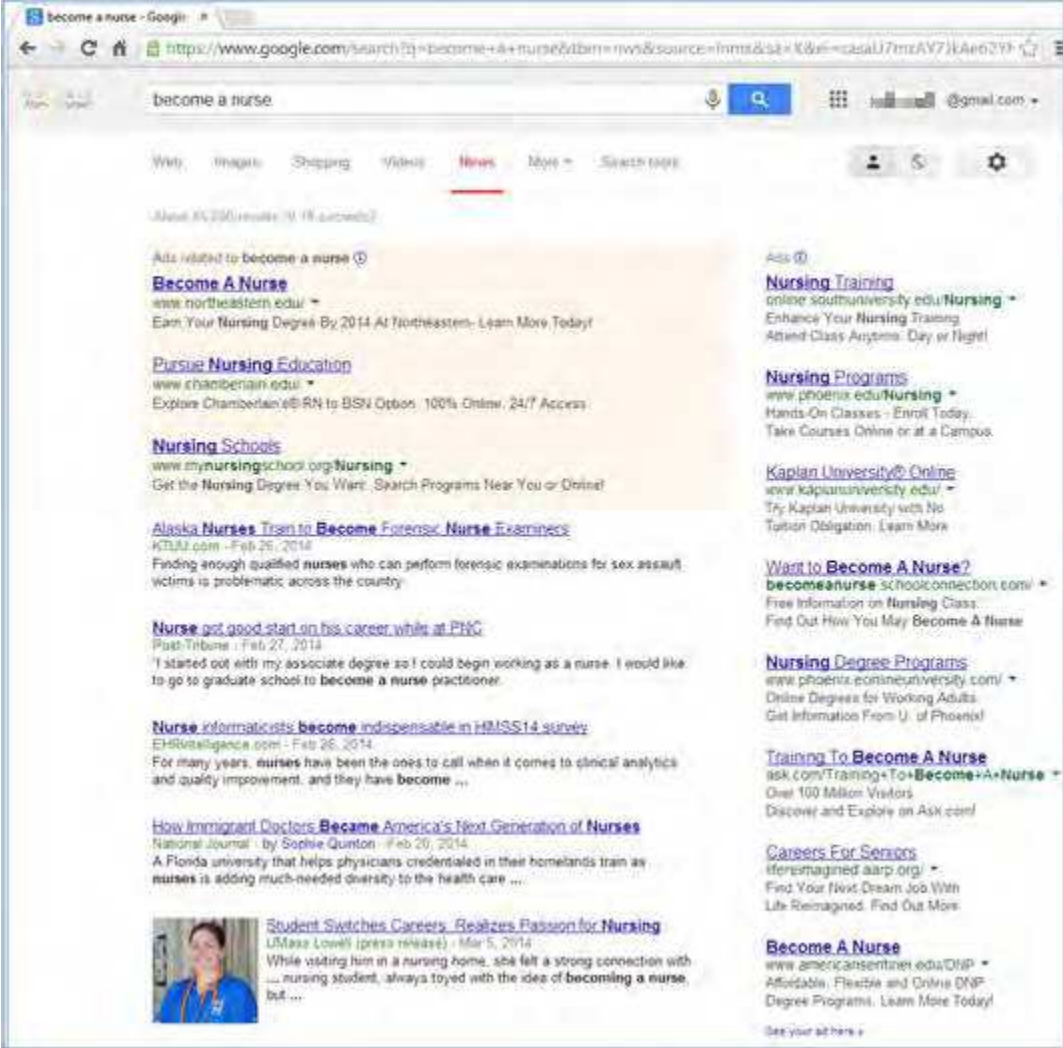
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- cGzNoU7vTcL2nq5JPYhQHA7twmthZbqmfj5GXTUdv8km_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu 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 _GpynaMu8KrxR6FAGEDFo2ohRx1CahvXID2rvyEspIswpAlcBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 41kK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jirtt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmckf2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET request of "Advanced Search"</p>

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searching at least one database using the search argument to produce search results;	The Accused Instrumentalities search at least one database using the search argument to produce search results.  See above.

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the "Videos" tab. The search results include several advertisements and video thumbnails. The ads are for "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Training" (online.southuniversity.edu), "Kaplan University@Online" (www.kaplanuniversity.edu), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse 2" (becomeanurse.schoolconnection.com), "Villanova Univ. Nursing" (www.villanovau.edu), and "Nursing Degree Programs" (www.phoenix.collegeuniversity.com). The video results include "How to Become a Nurse! LPN, RN, BSN???" (www.youtube.com/watch?v=cjQoTnhTk0g) and "Prepare for Nursing School: How to become a nurse" (www.youtube.com/watch?v=dRueR4Lq2qc).</p>

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	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results are displayed in a grid format. On the left side, there are several organic search results, including advertisements for Northeastern University, MyNursingSchool.org, Kaplan University, the American Nurses Association, Johnson &amp; Johnson, and WikiHow. On the right side, there are additional advertisements for Navy Reserve Nurse, Nursing Training, University of Phoenix, Chamberlain.edu, Practical Nurse Training, and Villanova University. The browser's address bar shows the search URL, and the search bar contains the text "become a nurse".</p>

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	 <p>The screenshot shows a Google search for "become a nurse". The search results are displayed in a grid format. On the left side, there are several search results, including:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online, 24/7 Access.</li><li><b>Nursing Schools</b> (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li><li><b>Alaska Nurses Train to Become Forensic Nurse Examiners</b> (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.</li><li><b>Nurse got good start on his career while at PHC</b> (Poughkeepsie Journal) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.</li><li><b>Nurse informaticists become indispensable in HHS's 14 survey</b> (EHRAnalyst.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...</li><li><b>How Immigrant Doctors Became America's Next Generation of Nurses</b> (National Journal) - by Sophie Guntion - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...</li><li><b>Student Switches Careers, Realizes Passion for Nursing</b> (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ...</li></ul> <p>On the right side, there are several sponsored search results:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (online.southwestern.edu) - Enhance Your Nursing Training. Attend Class Anytime, Day or Night!</li><li><b>Nursing Programs</b> (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li><li><b>Kaplan University Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.</li><li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse.</li><li><b>Nursing Degree Programs</b> (www.phoenix.collegeuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Training To Become A Nurse</b> (ask.com) - Training To Become A Nurse - Over 100 Million Visitors. Discover and Explore on Ask.com!</li><li><b>Careers For Seniors</b> (heremagned.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>Become A Nurse</b> (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!</li></ul> <p>At the bottom right, there is a link: "See your ad here &gt;</p>



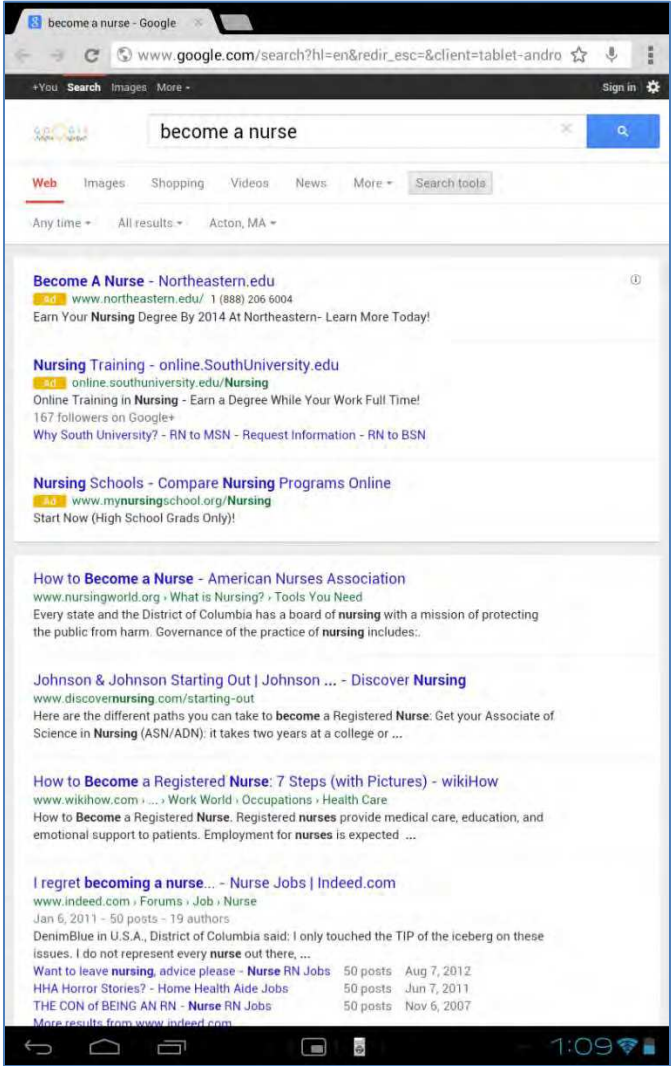
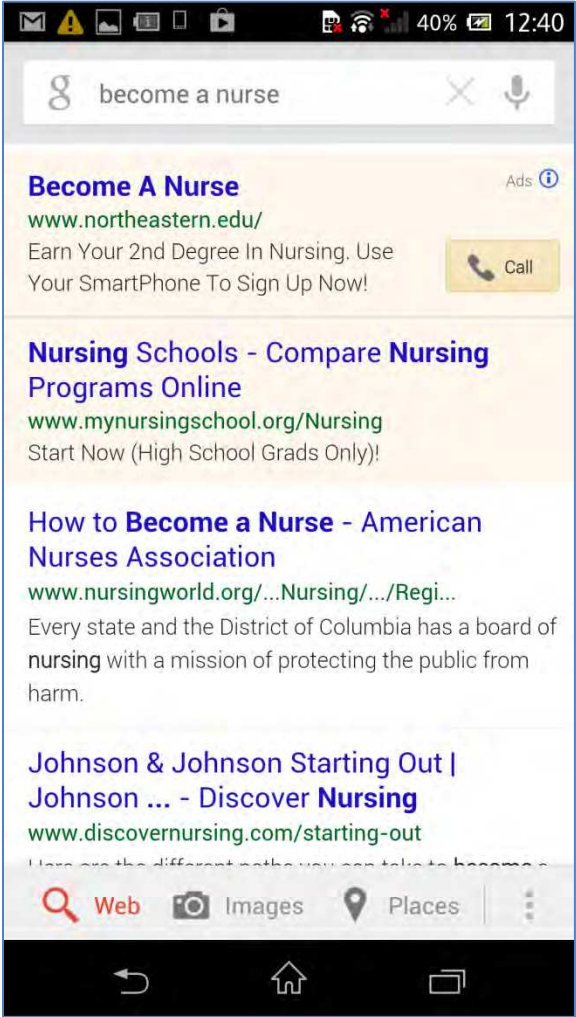
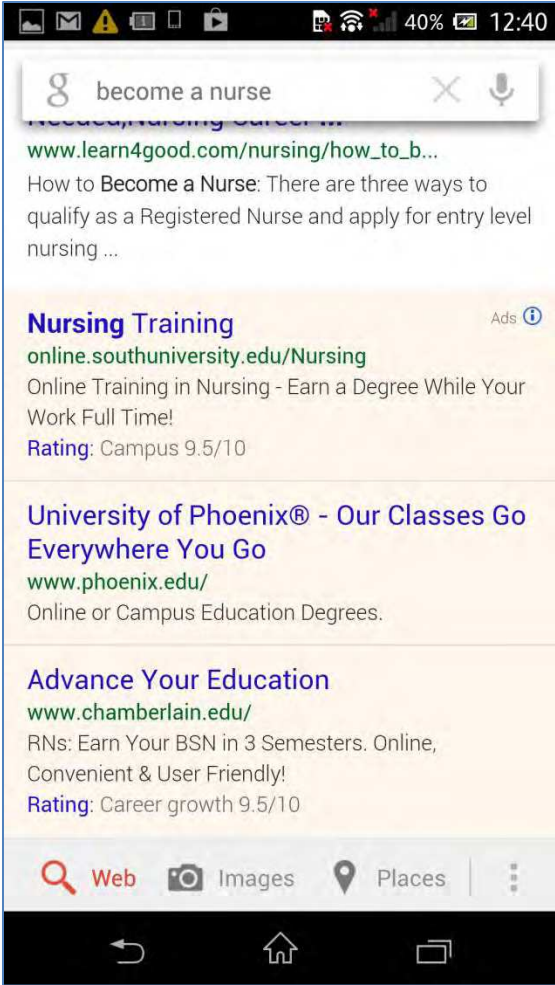
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b> online.southuniversity.edu/<b>Nursing</b> Online Training in <b>Nursing</b> - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> www.mynursingschool.org/<b>Nursing</b> Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org · What is Nursing? · Tools You Need Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discover<b>nursing</b>.com/starting-out Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN). it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com · ... · Work World · Occupations · Health Care How to <b>Become</b> a Registered <b>Nurse</b>. Registered <b>nurses</b> provide medical care, education, and emotional support to patients. Employment for <b>nurses</b> is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b> 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 <b>nurse</b> out there, ... Want to leave <b>nursing</b>, advice please - <b>Nurse RN Jobs</b> 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - <b>Nurse RN Jobs</b> 50 posts Nov 6, 2007 More results from www.indeed.com</li></ul>

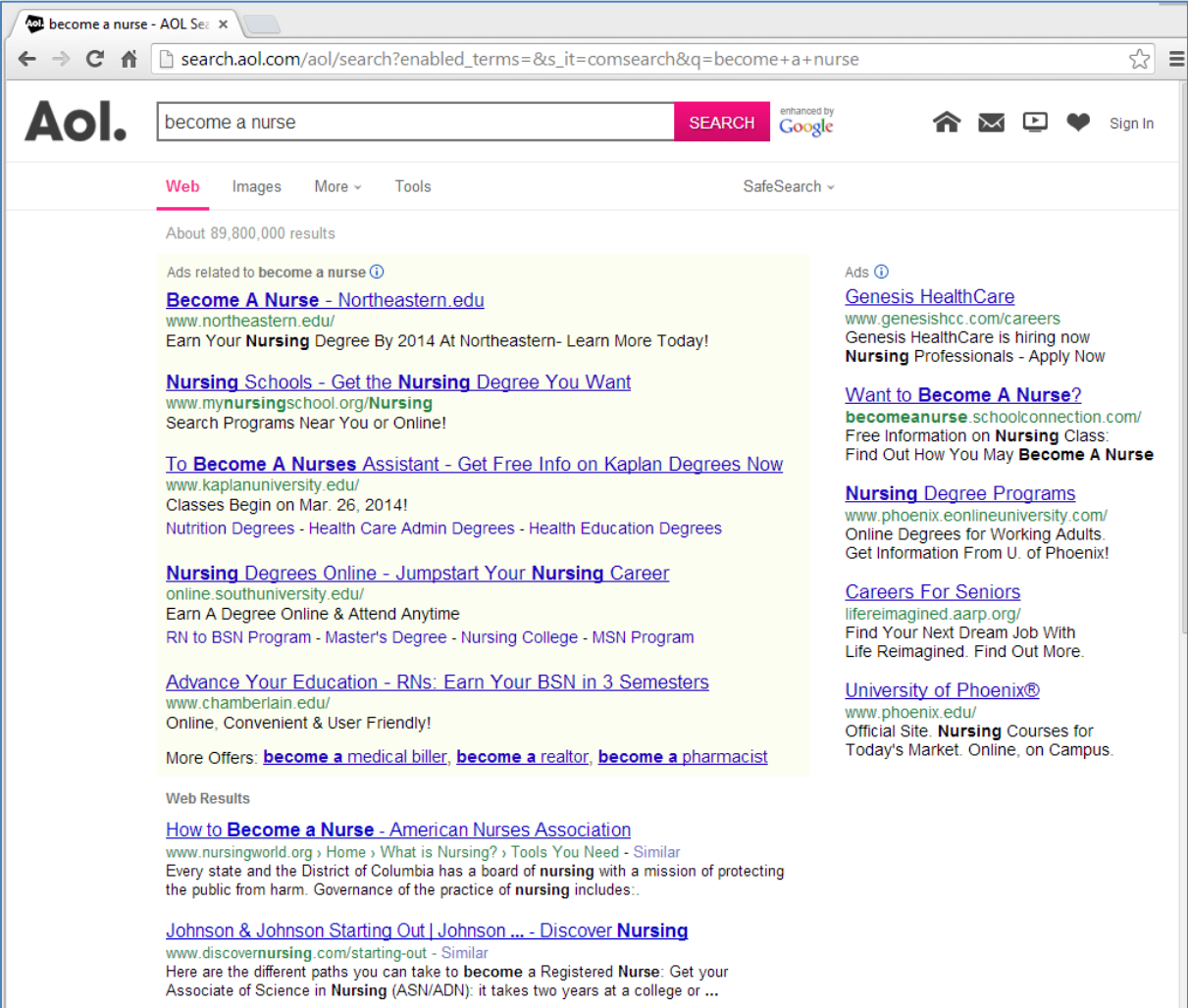
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

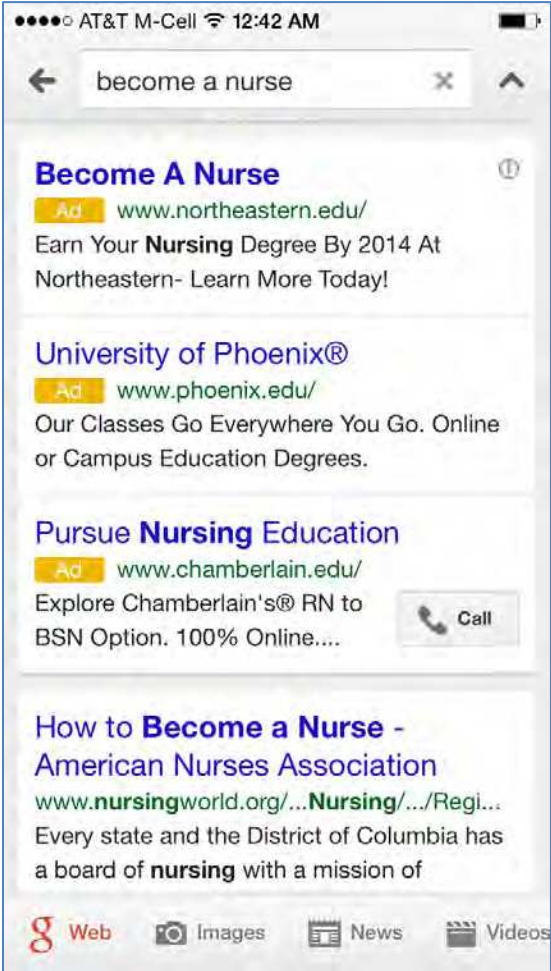
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several 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". The fourth result is from Discover Nursing, titled "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". The interface includes a search bar, navigation icons (Web, Images, Places), and a bottom dock with back, home, and recent apps buttons.</p>



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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The top organic result is from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the snippet "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 advertisements. The first ad is titled "Nursing Training" and is from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>, with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and is from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>, with the text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and is from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>, with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!" and a rating of "Career growth 9.5/10". The bottom of the screen shows navigation icons for Web, Images, and Places, and a home button.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><a href="http://www.northeastern.edu/">Become A Nurse - Northeastern.edu</a> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><a href="http://www.mynursingschool.org/Nursing">Nursing Schools - Get the Nursing Degree You Want</a> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><a href="http://www.kaplanuniversity.edu/">To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</a> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><a href="http://online.southuniversity.edu/">Nursing Degrees Online - Jumpstart Your Nursing Career</a> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><a href="http://www.chamberlain.edu/">Advance Your Education - RNs: Earn Your BSN in 3 Semesters</a> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><a href="http://www.nursingworld.org">How to Become a Nurse - American Nurses Association</a> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:..</li><li><a href="http://www.discovernursing.com/starting-out">Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</a> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><a href="http://www.genesisshcc.com/careers">Genesis HealthCare</a> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><a href="http://becomeanurse.schoolconnection.com/">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><a href="http://www.phoenix.eonlineuniversity.com/">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><a href="http://lifereimagined.aarp.org/">Careers For Seniors</a> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><a href="http://www.phoenix.edu/">University of Phoenix®</a> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored advertisements and one organic search result. The first ad is from Northeastern University, the second from the University of Phoenix, and the third from Chamberlain University. The organic result is from the American Nurses Association. The interface includes a search bar, navigation icons, and a bottom menu with "Web", "Images", "News", and "Videos" options.</p>

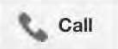

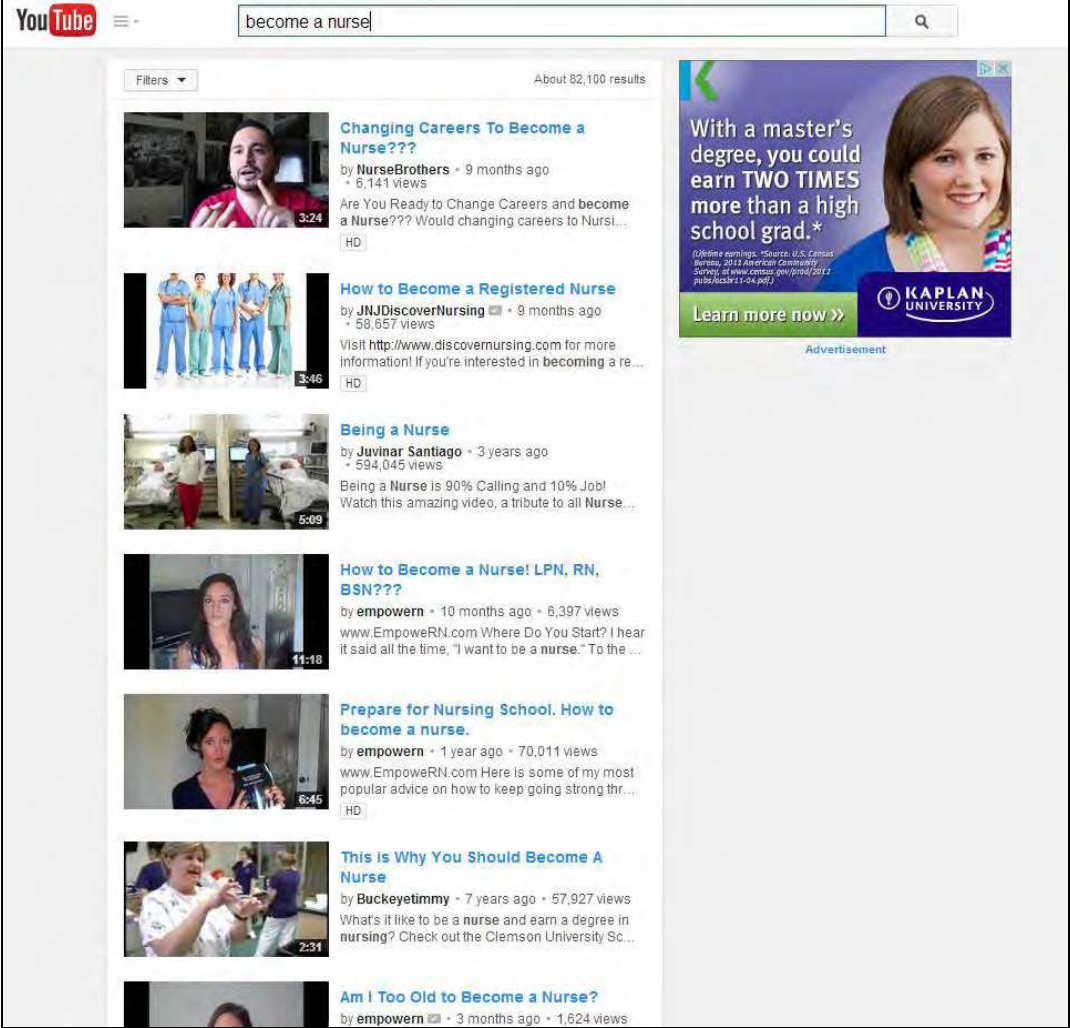
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 391 1551 1369"><p><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ <b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> <b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  Programs and Campuses - Apply Online</p><p><b>Nursing Degree Programs</b> <b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are displayed in a list format, each with a video thumbnail, title, author, and view count. The results include:</p> <ul style="list-style-type: none"><li><b>Changing Careers To Become a Nurse???</b> by NurseBrothers • 9 months ago • 8,141 views</li><li><b>How to Become a Registered Nurse</b> by JNJDiscoverNursing • 9 months ago • 58,657 views</li><li><b>Being a Nurse</b> by Juvinar Santiago • 3 years ago • 594,045 views</li><li><b>How to Become a Nurse! LPN, RN, BSN???</b> by empowern • 10 months ago • 6,397 views</li><li><b>Prepare for Nursing School. How to become a nurse.</b> by empowern • 1 year ago • 70,011 views</li><li><b>This is Why You Should Become A Nurse</b> by Buckeyetimmy • 7 years ago • 57,927 views</li><li><b>Am I Too Old to Become a Nurse?</b> by empowern • 3 months ago • 1,624 views</li></ul> <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". The Kaplan University logo is also visible.</p>




U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Searching The Nurse Friendly x</p> <p>www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175</p> <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How &gt;</p> <p><b>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</b></p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p><a href="#">Nursing Schools</a> www.mynursingschool.org/Nursing Get the <b>Nursing</b> Degree You Want. Search Programs Near You or Online!</p> <p><a href="#">Registered Nurse Courses</a> www.anthem.edu/Nursing No Waiting list. Start soon for Registered <b>Nurse</b> Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p><a href="#">To Become A Nurses Assistant</a> www.kaplanuniversity.edu/ Get <b>Free</b> Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+ Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p><a href="#">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing &amp; Health Programs Nursing &amp; Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p><a href="#">Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse...</a> Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information <b>becoming a nurse</b> what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.business.nurse.htm</p> <p><a href="#">The Top Ten Reasons... Jokes and Nursing Humor on The ...</a> Jokes and Nursing Humor : Nursing &amp; Medical Humor links and sites that will ... Amazon Store (Nursing and more) .... Top Ten Reasons To <b>Become A Nurse</b> www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p><a href="#">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></p> <p><a href="#">Nursing School</a> www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p><a href="#">Start a Career as a Nurse</a> www.breckinridgenursing.com/ Classes Available Online &amp; In Person. Get Started Today!</p> <p><a href="#">Careers For Seniors</a> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p><a href="#">Training To Become A Nurse</a> ask.com/Training+To+Become+A+Nurse Training To <b>Become A Nurse</b>. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>

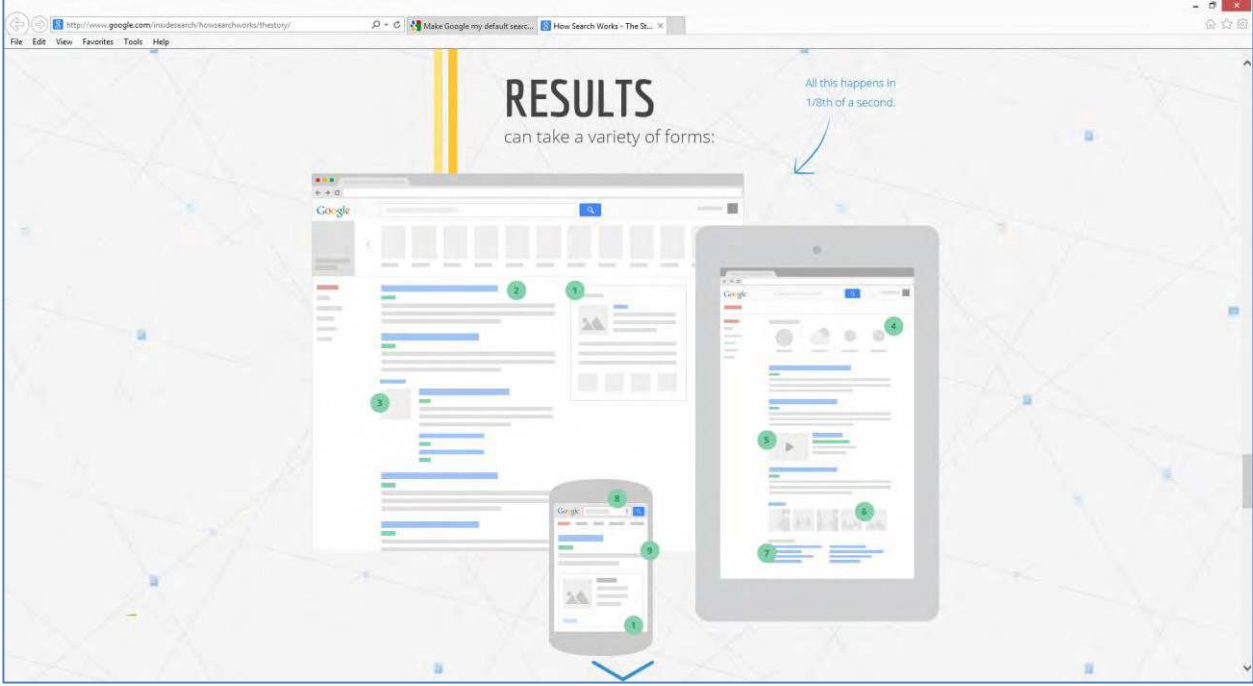
Google Custom Search Results Page

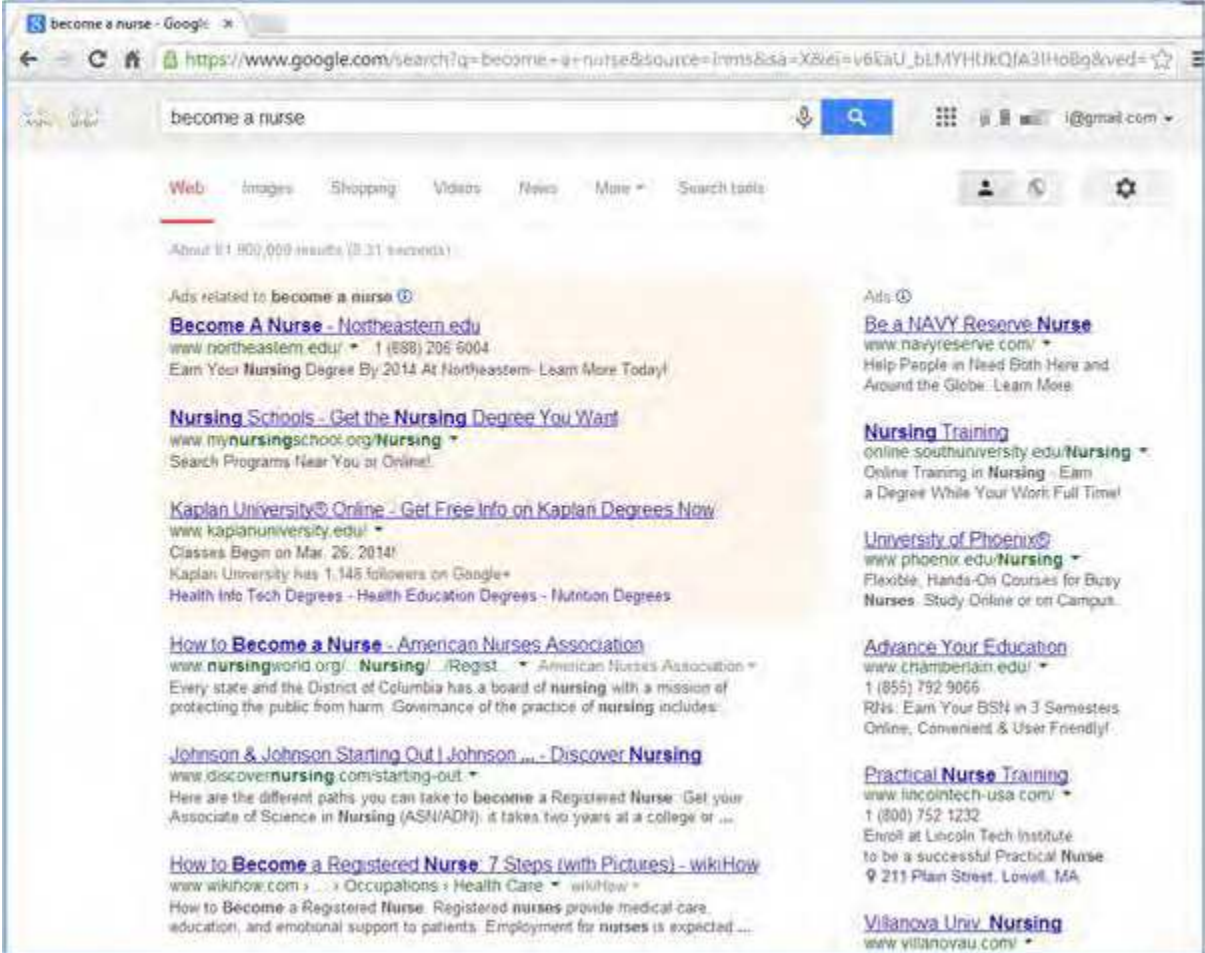
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

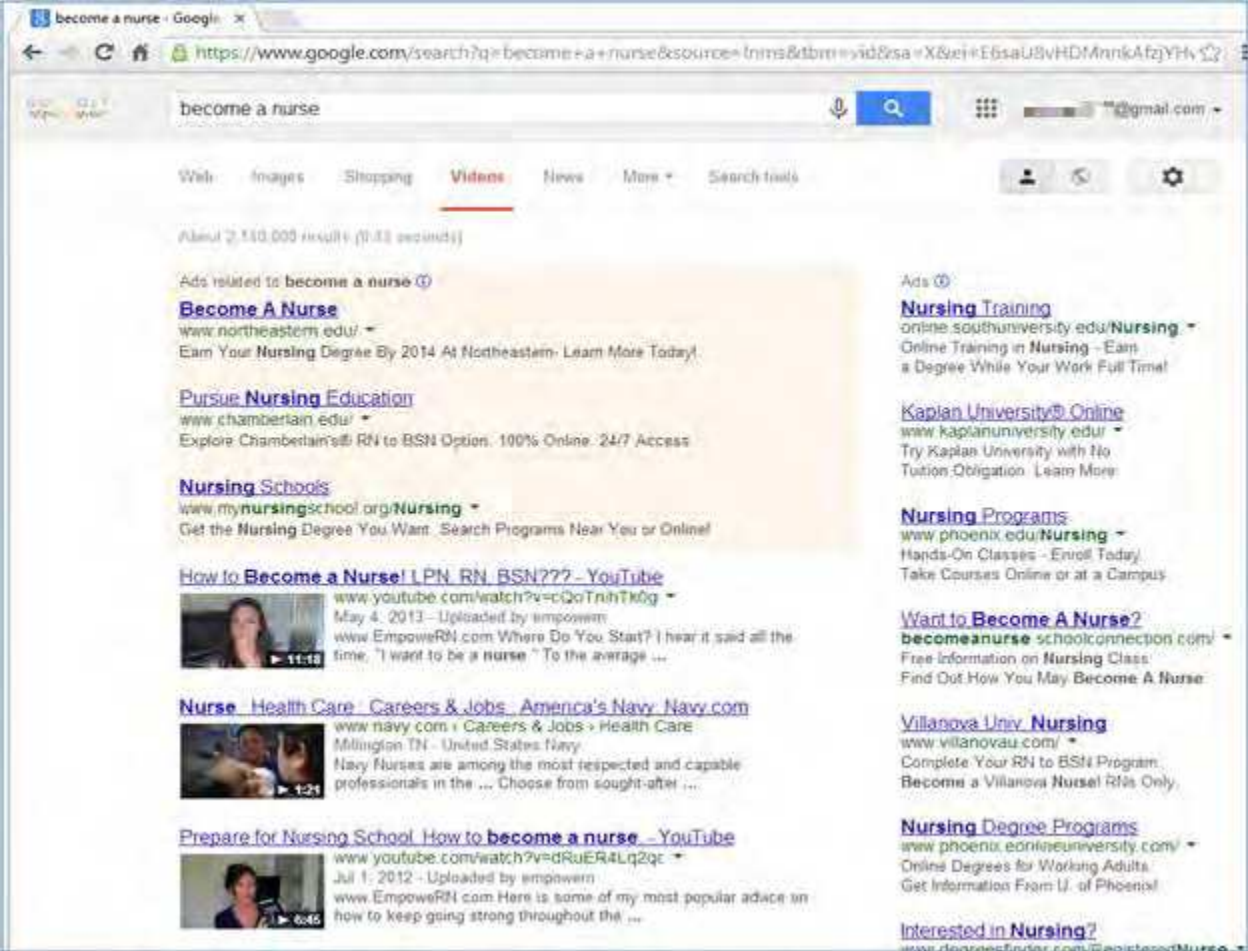
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="0"><tr><td data-bbox="611 370 1220 971"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1318 370 1927 971"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="863 976 1969 1008"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p>	<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		



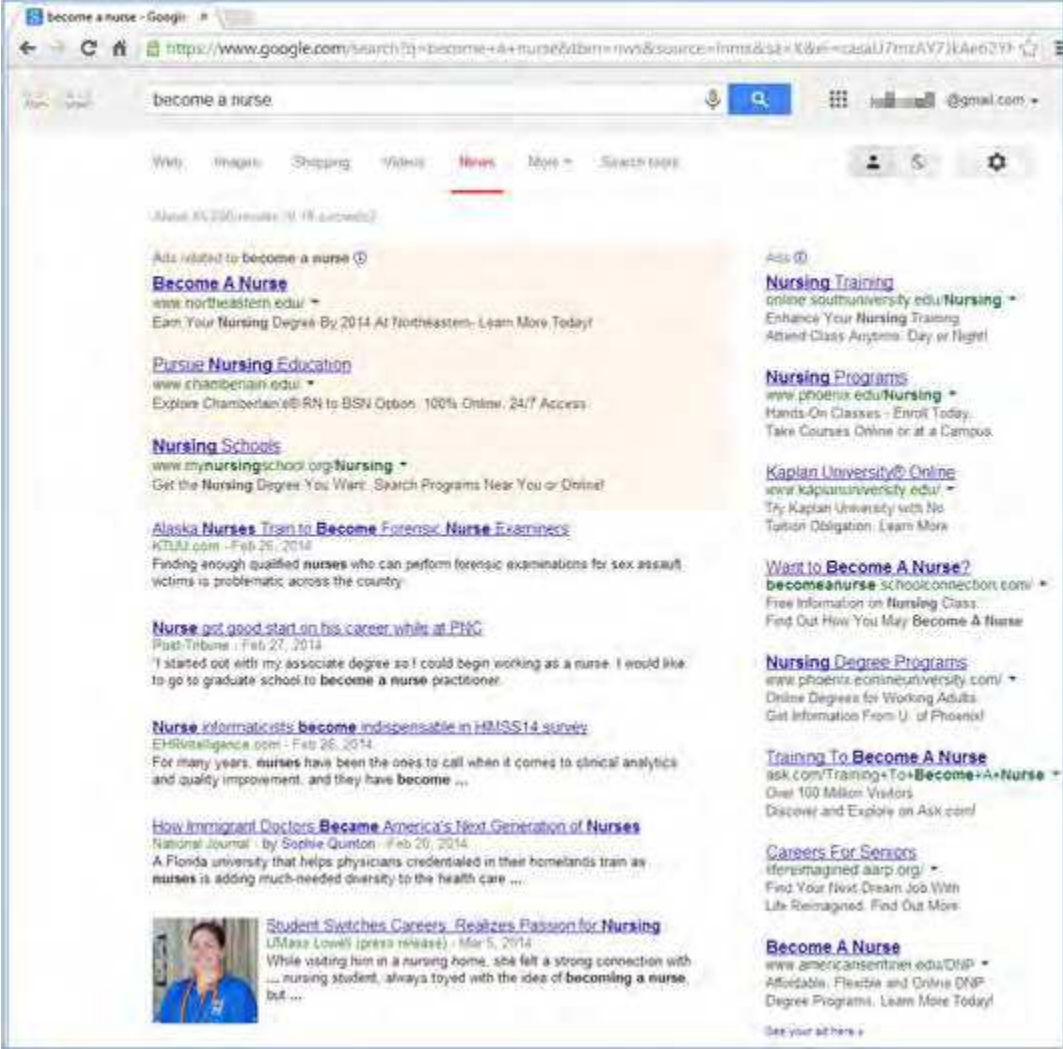
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p><b>1 BEFORE YOU SEARCH</b></p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over <b>100,000,000</b> gigabytes</p> <p>We've spent over <b>1million</b> computing hours building the index so far</p> <p><a href="https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/sets/searchInfographic.pdf">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/sets/searchInfographic.pdf</a></p>

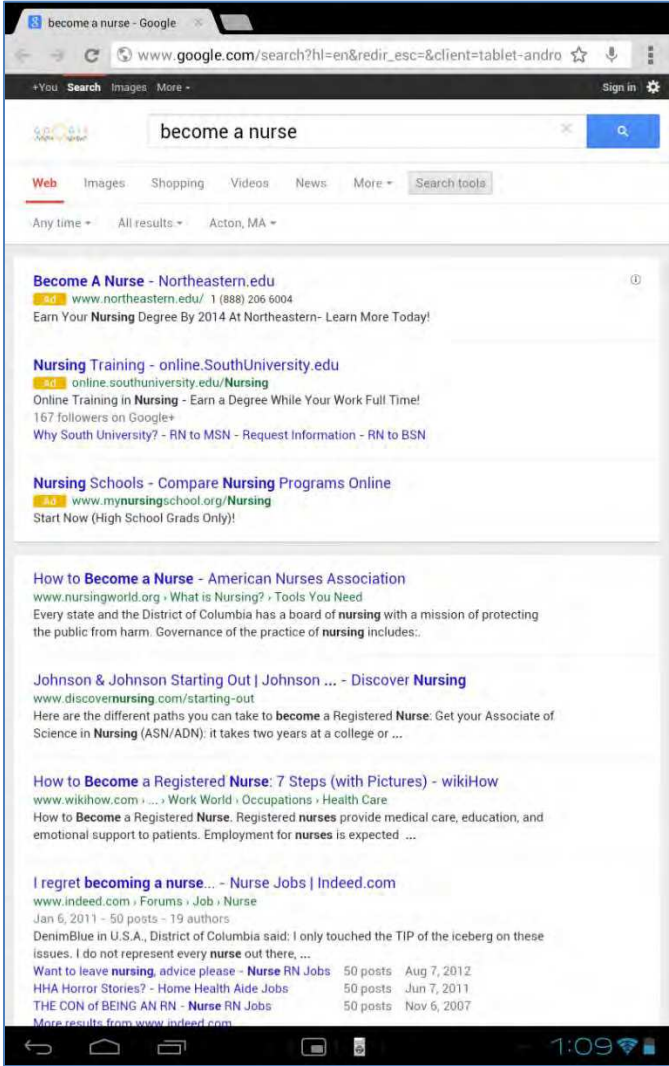
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page displayed on three devices: a desktop monitor, a tablet, and a smartphone. The desktop screen features the word "RESULTS" in large letters, followed by the text "can take a variety of forms:". A blue arrow points to the text "All this happens in 1/8th of a second." The search results are numbered 1 through 5. The desktop screen also shows a search bar with the text "Make Google my default search..." and "How Search Works - The St...". The URL in the address bar is "http://www.google.com/insidesearch/howsearchworks/thestory/".</p> <p><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p>
selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data;	On information and belief, the Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user preference data.  See above.

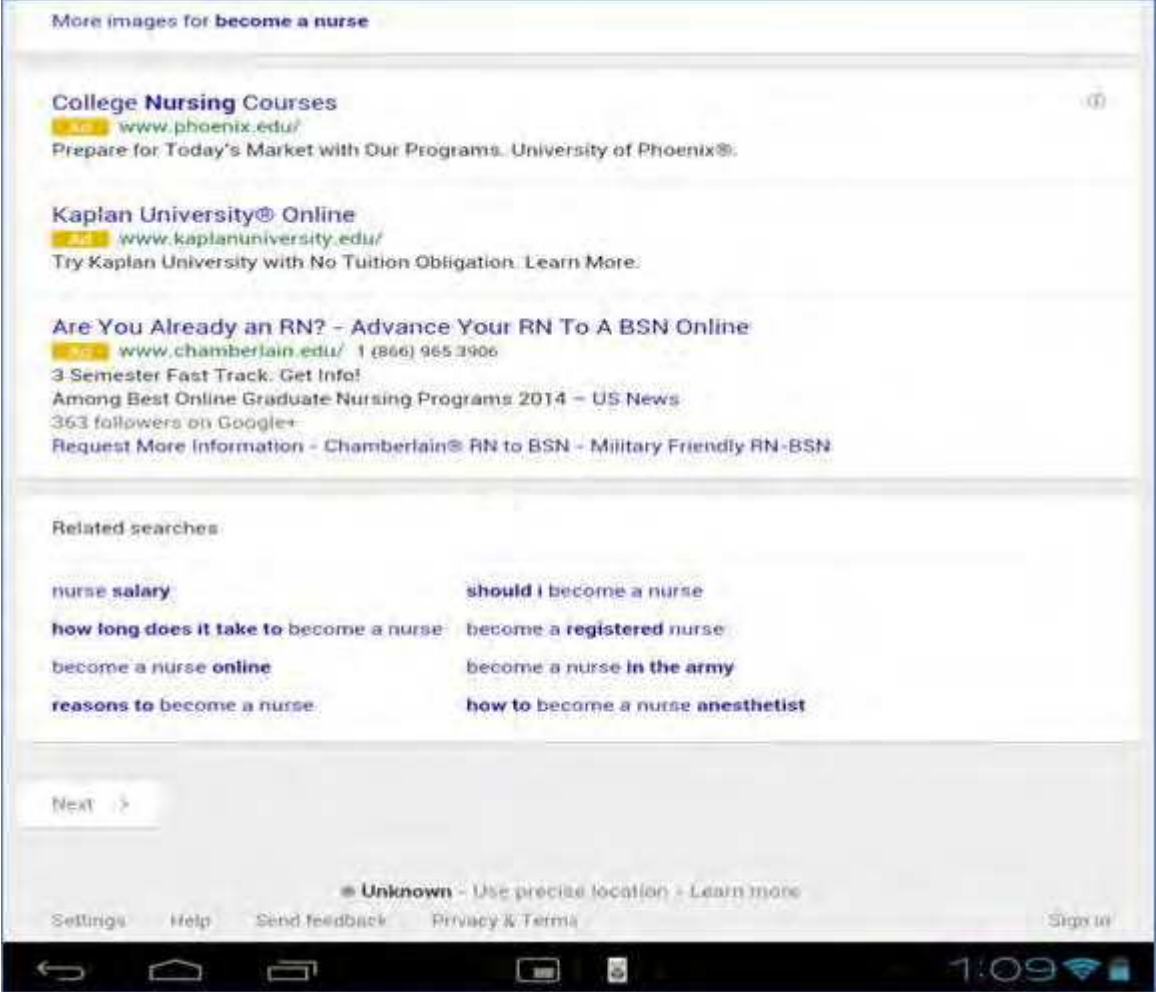
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
and	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several sponsored ads and organic search results. The ads are for Northeastern University, MyNursingSchool.org, Kaplan University, American Nurses Association, Johnson &amp; Johnson, and WikiHow. The organic results include "Be a NAVY Reserve Nurse" from navyreserve.com, "Nursing Training" from online.southuniversity.edu, "University of Phoenix" from phoenix.edu, "Advance Your Education" from chamberlain.edu, "Practical Nurse Training" from lincolntech-usa.com, and "Villanova Univ Nursing" from villanovau.com.</p>

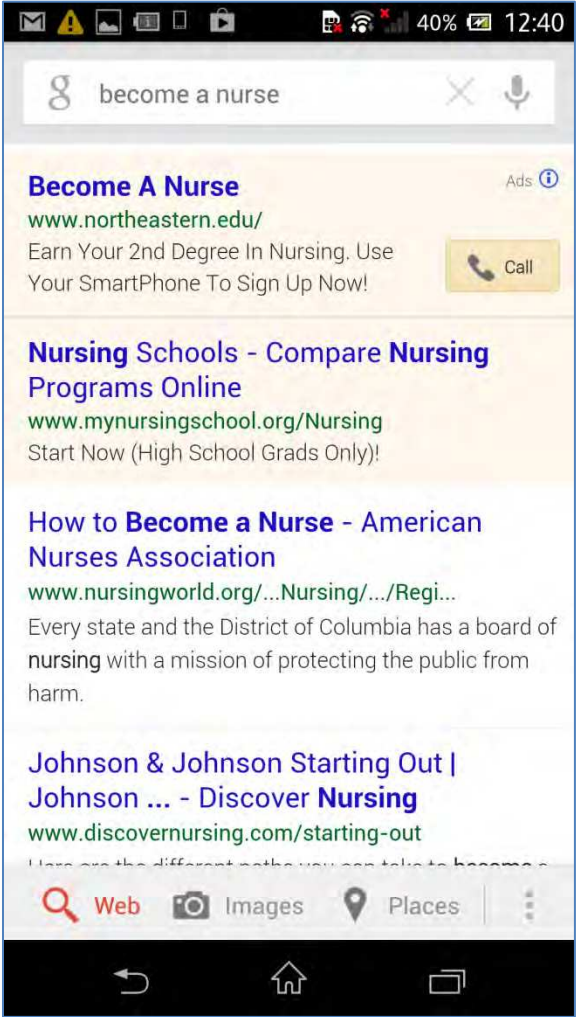
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the "Videos" tab. The search results include several advertisements and video thumbnails. The ads are for "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Training" (online.southuniversity.edu), "Kaplan University@Online" (www.kaplanuniversity.edu), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse 2" (becomeanurse.schoolconnection.com), "Villanova Univ. Nursing" (www.villanovau.edu), and "Nursing Degree Programs" (www.phoenix.collegeuniversity.com). The video results include "How to Become a Nurse! LPN, RN, BSN???" (www.youtube.com/watch?v=cQoTnhTk0g) and "Prepare for Nursing School: How to become a nurse" (www.youtube.com/watch?v=dRueR4Lq2qc).</p>



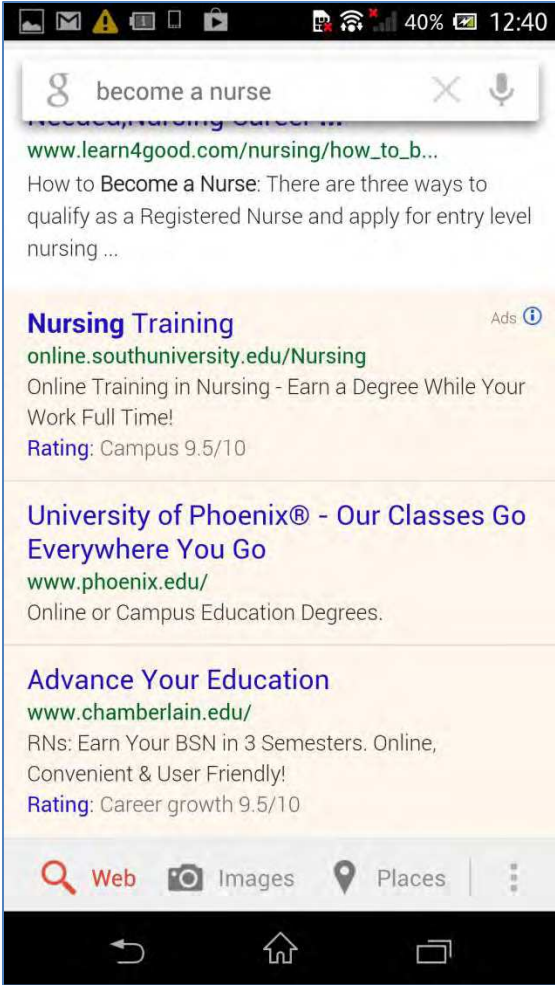
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, MyNursingSchool.org, and Phoenix College. Organic search results include news articles from KTHU.com, Post-Tribune, EHRIntelligence.com, National Journal, UMass Lowell, and American Sentinel University. The search results are displayed in a standard Google search layout with a search bar at the top and navigation tabs for Web, Images, Shopping, Videos, News, and More.</p>

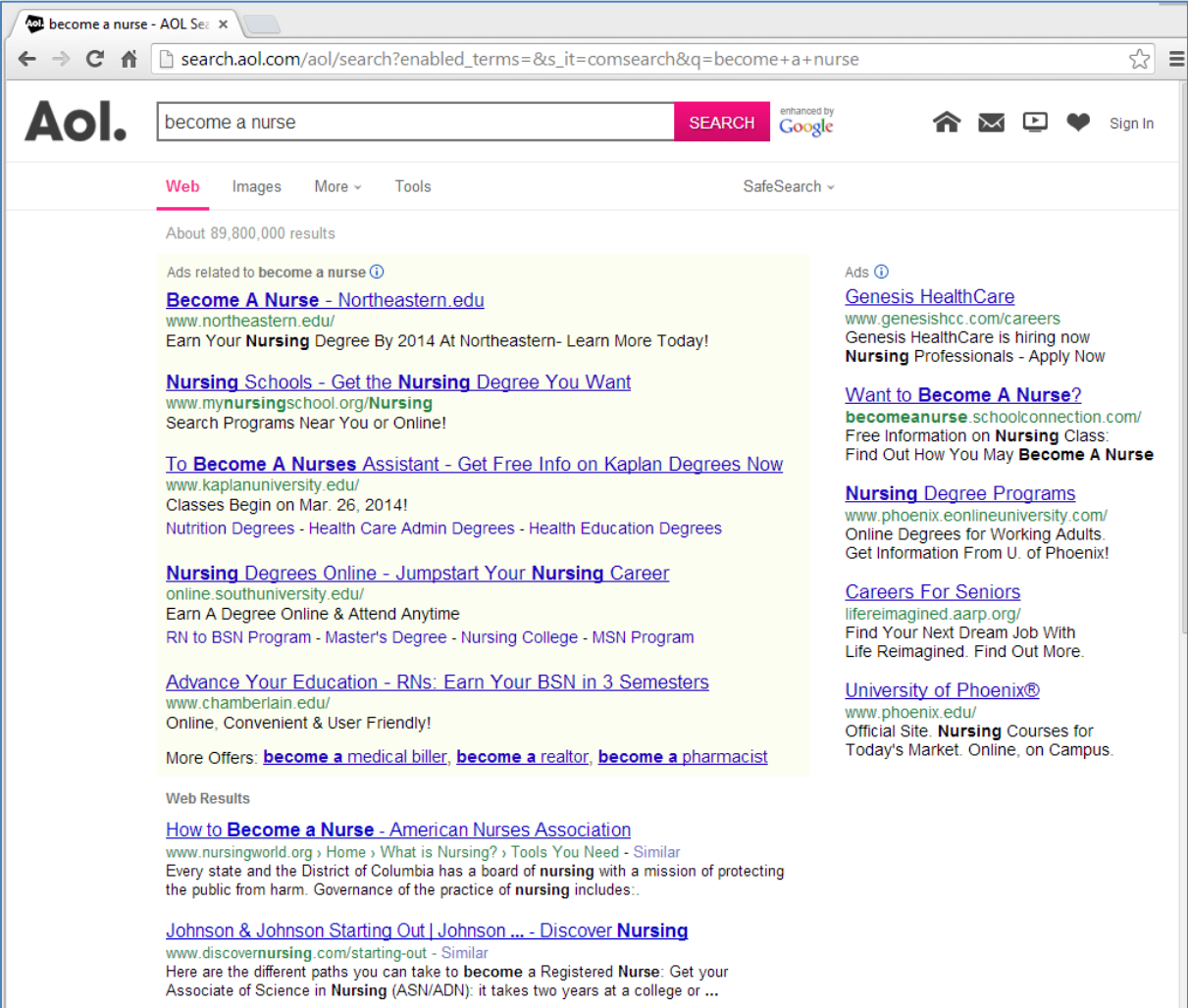
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b> online.southuniversity.edu/<b>Nursing</b> Online Training in <b>Nursing</b> - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> www.mynursingschool.org/<b>Nursing</b> Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org · What is Nursing? · Tools You Need Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discover<b>nursing</b>.com/starting-out Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN). it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com · ... · Work World · Occupations · Health Care How to <b>Become</b> a Registered <b>Nurse</b>. Registered <b>nurses</b> provide medical care, education, and emotional support to patients. Employment for <b>nurses</b> is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b> 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 <b>nurse</b> out there, ... Want to leave <b>nursing</b>, advice please - <b>Nurse RN Jobs</b> 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - <b>Nurse RN Jobs</b> 50 posts Nov 6, 2007 More results from www.indeed.com</li></ul>

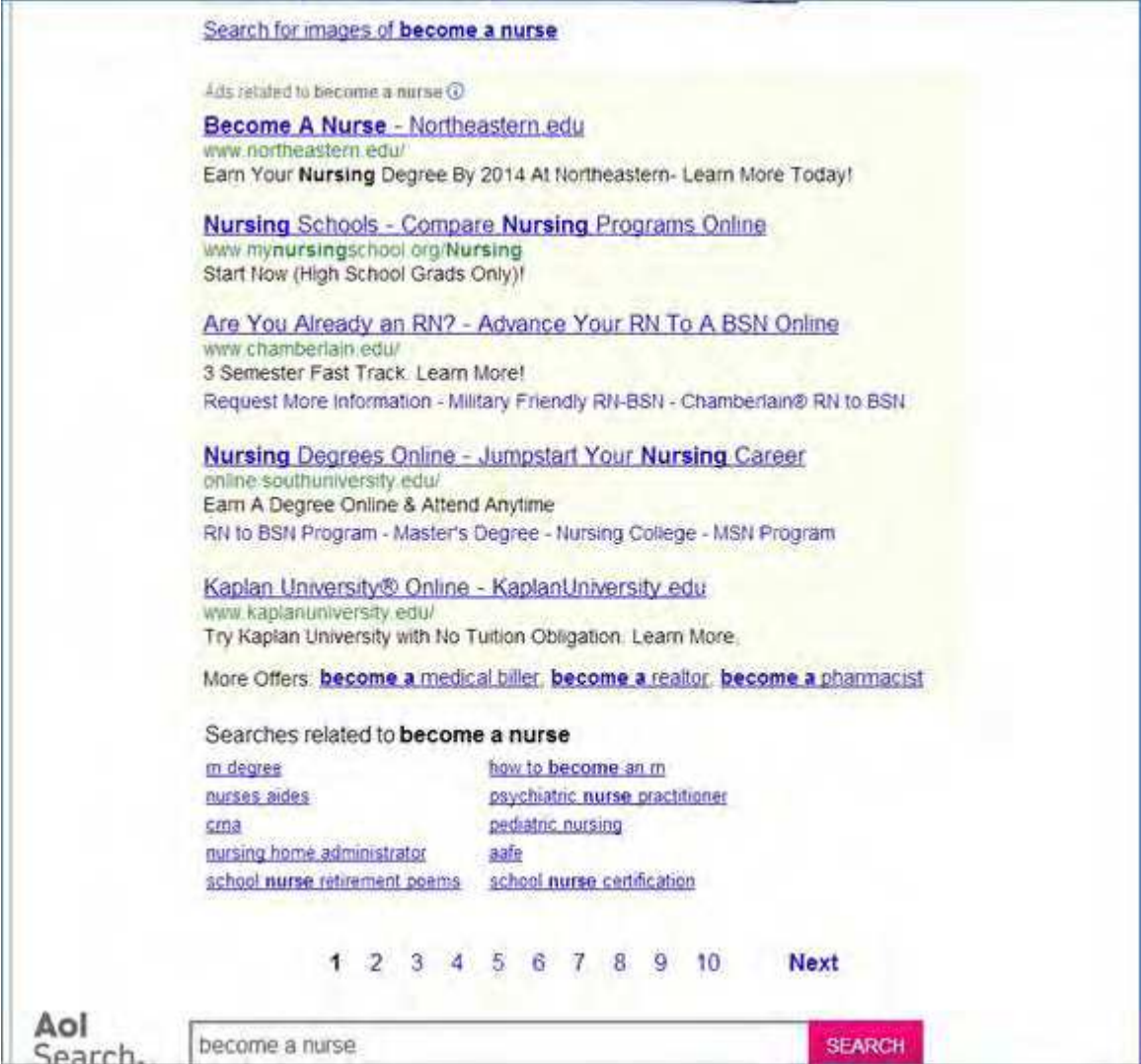
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search results page for the query "become a nurse". At the top, it says "More images for become a nurse". Below this, there are three search results:</p> <ul style="list-style-type: none"><li><b>College Nursing Courses</b> www.phoenix.edu/ Prepare for Today's Market with Our Programs. University of Phoenix®.</li><li><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More:</li><li><b>Are You Already an RN? - Advance Your RN To A BSN Online</b> www.chamberlain.edu/ 1 (866) 965 3906 3 Semester Fast Track. Get Info! Among Best Online Graduate Nursing Programs 2014 - US News 363 followers on Google+ Request More Information - Chamberlain® RN to BSN - Military Friendly RN-BSN</li></ul> <p>Below the search results is a "Related searches" section with the following suggestions:</p> <ul style="list-style-type: none"><li>nurse salary</li><li>should I become a nurse</li><li>how long does it take to become a nurse</li><li>become a registered nurse</li><li>become a nurse online</li><li>become a nurse in the army</li><li>reasons to become a nurse</li><li>how to become a nurse anesthetist</li></ul> <p>At the bottom of the search results, there is a "Next" button with a right arrow. Below that, there is a location indicator: "Unknown - Use precise location - Learn more". At the very bottom of the page, there are links for "Settings", "Help", "Send feedback", "Privacy &amp; Terms", and "Sign in". The Android navigation bar is visible at the bottom of the screen, showing the back, home, and recent apps buttons, along with the time 1:09 and battery status.</p>

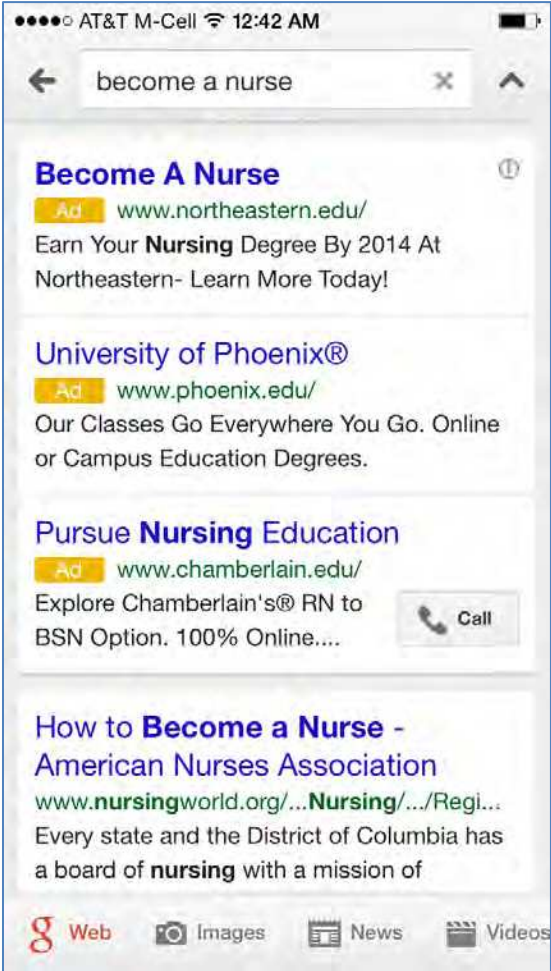
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is from northeastern.edu, the second is from mynursingschool.org, and the third is from nursingworld.org. The bottom of the screen shows the Android navigation bar with icons for back, home, and recent apps.</p>

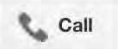



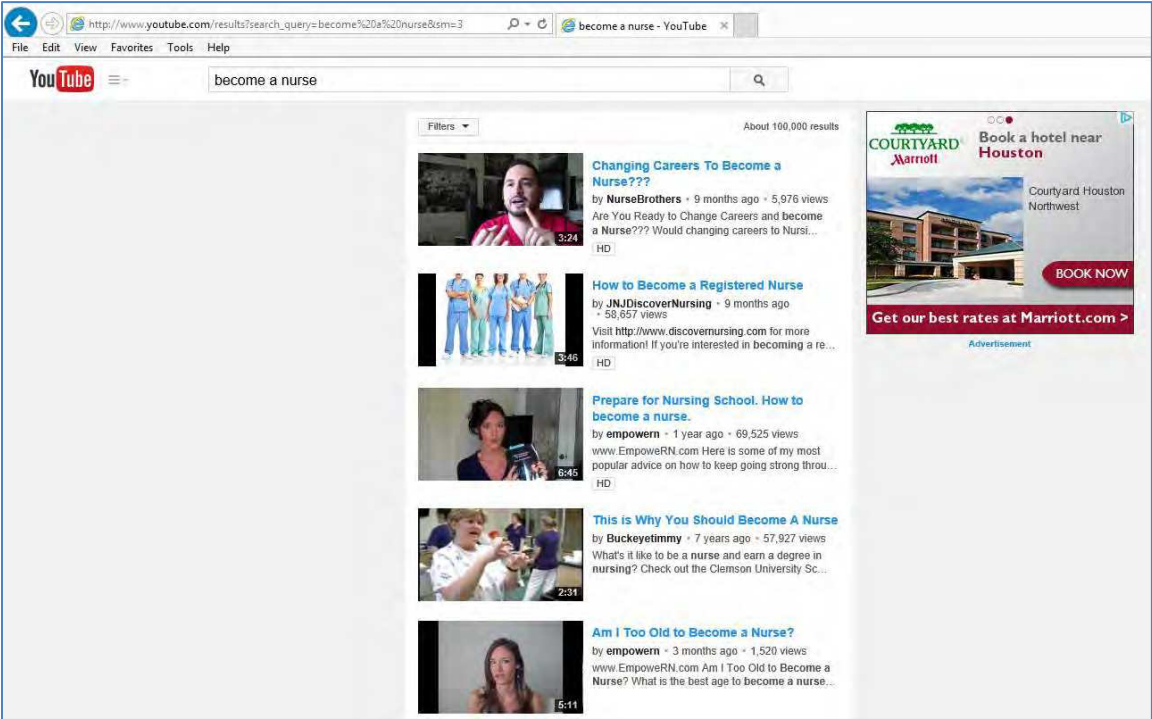
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The top organic result is from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the snippet "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 advertisements. The first ad is titled "Nursing Training" and is from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>, with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and is from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>, with the text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and is from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>, with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!" and a rating of "Career growth 9.5/10". The bottom of the screen shows navigation icons for Web, Images, and Places, and a home indicator bar.</p>

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

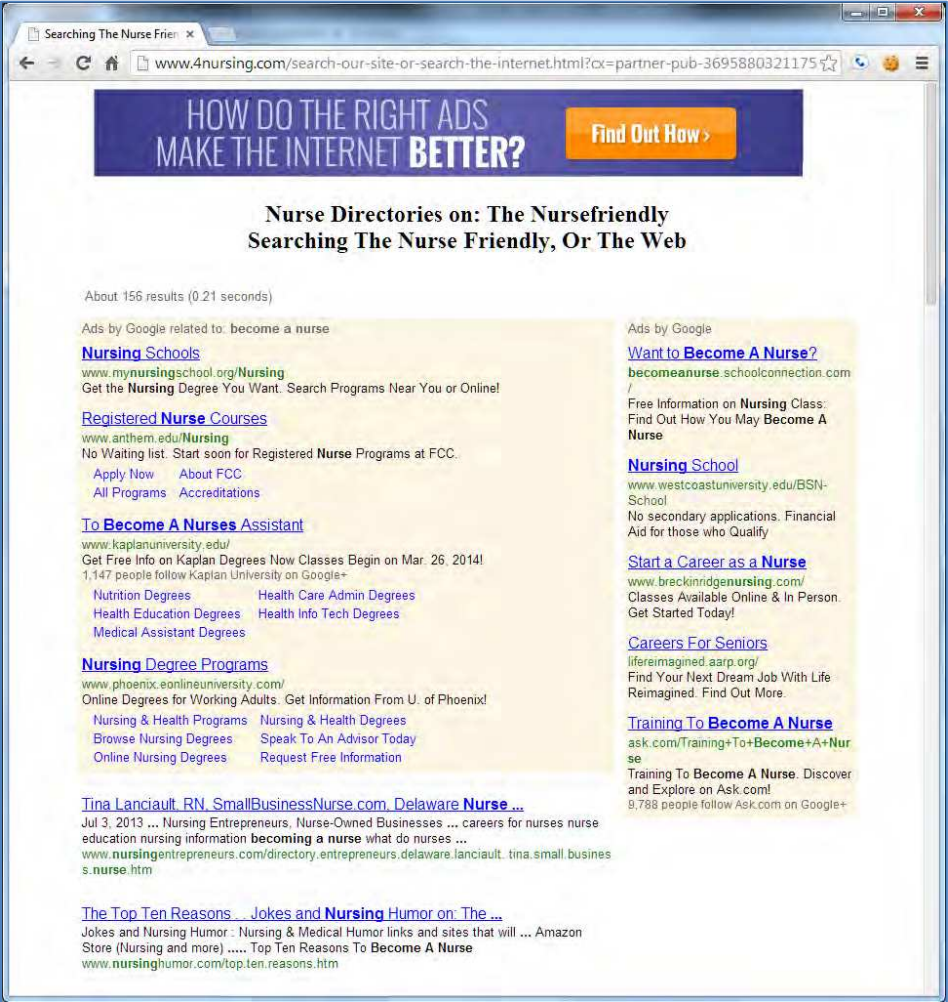
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	 <p><a href="#">Search for images of become a nurse</a></p> <p>Ads related to become a nurse ⓘ</p> <p><b>Become A Nurse - Northeastern.edu</b> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>Nursing Schools - Compare Nursing Programs Online</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Start Now (High School Grads Only)!</p> <p><b>Are You Already an RN? - Advance Your RN To A BSN Online</b> <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> 3 Semester Fast Track. Learn More! Request More Information - Military Friendly RN-BSN - Chamberlain® RN to BSN</p> <p><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> <a href="http://online.southuniversity.edu/">online.southuniversity.edu/</a> Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</p> <p><b>Kaplan University® Online - KaplanUniversity.edu</b> <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a> Try Kaplan University with No Tuition Obligation. Learn More.</p> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p>Searches related to <b>become a nurse</b></p> <table border="0"><tr><td><a href="#">rn degree</a></td><td><a href="#">how to become an rn</a></td></tr><tr><td><a href="#">nurses aides</a></td><td><a href="#">psychiatric nurse practitioner</a></td></tr><tr><td><a href="#">crna</a></td><td><a href="#">pediatric nursing</a></td></tr><tr><td><a href="#">nursing home administrator</a></td><td><a href="#">aafe</a></td></tr><tr><td><a href="#">school nurse retirement poems</a></td><td><a href="#">school nurse certification</a></td></tr></table> <p>1 2 3 4 5 6 7 8 9 10 <b>Next</b></p> <p><b>Aol</b> Search <input type="text" value="become a nurse"/> <input type="button" value="SEARCH"/></p>	<a href="#">rn degree</a>	<a href="#">how to become an rn</a>	<a href="#">nurses aides</a>	<a href="#">psychiatric nurse practitioner</a>	<a href="#">crna</a>	<a href="#">pediatric nursing</a>	<a href="#">nursing home administrator</a>	<a href="#">aafe</a>	<a href="#">school nurse retirement poems</a>	<a href="#">school nurse certification</a>
<a href="#">rn degree</a>	<a href="#">how to become an rn</a>										
<a href="#">nurses aides</a>	<a href="#">psychiatric nurse practitioner</a>										
<a href="#">crna</a>	<a href="#">pediatric nursing</a>										
<a href="#">nursing home administrator</a>	<a href="#">aafe</a>										
<a href="#">school nurse retirement poems</a>	<a href="#">school nurse certification</a>										

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored advertisements and one organic search result. The first ad is from Northeastern University, the second from the University of Phoenix, and the third from Chamberlain. The organic result is from the American Nurses Association. The interface includes a search bar, a back arrow, and a bottom navigation bar with icons for Web, Images, News, and Videos.</p>



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	<div data-bbox="999 388 1551 1367"><p><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ <b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> <b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  Programs and Campuses - Apply Online</p><p><b>Nursing Degree Programs</b> <b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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	 <p>The screenshot shows a web browser window displaying YouTube search results for the query "become a nurse". The browser's address bar shows the URL: <a href="http://www.youtube.com/results?search_query=become%20a%20nurse&amp;dm=3">http://www.youtube.com/results?search_query=become%20a%20nurse&amp;dm=3</a>. The search results page includes a search bar with the text "become a nurse" and a magnifying glass icon. Below the search bar, there are several video thumbnails with titles and view counts. The first video is titled "Changing Careers To Become a Nurse???" by NurseBrothers, with 5,976 views. The second video is "How to Become a Registered Nurse" by JNDiscoverNursing, with 30,857 views. The third video is "Prepare for Nursing School. How to become a nurse." by empower, with 69,525 views. The fourth video is "This is Why You Should Become A Nurse" by Buckeytimmy, with 57,927 views. The fifth video is "Am I Too Old to Become a Nurse?" by empower, with 1,520 views. On the right side of the page, there is an advertisement for Courtyard by Marriott, featuring a photo of a hotel building and the text "Book a hotel near Houston" and "Get our best rates at Marriott.com &gt;".</p>



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	 <p>Searching The Nurse Frien x</p> <p>www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175</p> <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How &gt;</p> <p><b>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</b></p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p><a href="#">Nursing Schools</a> www.mynursingschool.org/Nursing Get the <b>Nursing</b> Degree You Want. Search Programs Near You or Online!</p> <p><a href="#">Registered Nurse Courses</a> www.anthem.edu/Nursing No Waiting list. Start soon for Registered <b>Nurse</b> Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p><a href="#">To Become A Nurses Assistant</a> www.kaplanuniversity.edu/ Get <b>Free</b> Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+ Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p><a href="#">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing &amp; Health Programs Nursing &amp; Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p><a href="#">Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse...</a> Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information <b>becoming a nurse</b> what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.business.nurse.htm</p> <p><a href="#">The Top Ten Reasons ... Jokes and Nursing Humor on: The ...</a> Jokes and Nursing Humor : Nursing &amp; Medical Humor links and sites that will ... Amazon Store (Nursing and more) .... Top Ten Reasons To <b>Become A Nurse</b> www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p><a href="#">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></p> <p><a href="#">Nursing School</a> www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p><a href="#">Start a Career as a Nurse</a> www.breckinridgenursing.com/ Classes Available Online &amp; In Person. Get Started Today!</p> <p><a href="#">Careers For Seniors</a> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p><a href="#">Training To Become A Nurse</a> ask.com/Training+To+Become+A+Nurse Training To <b>Become A Nurse</b>. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>


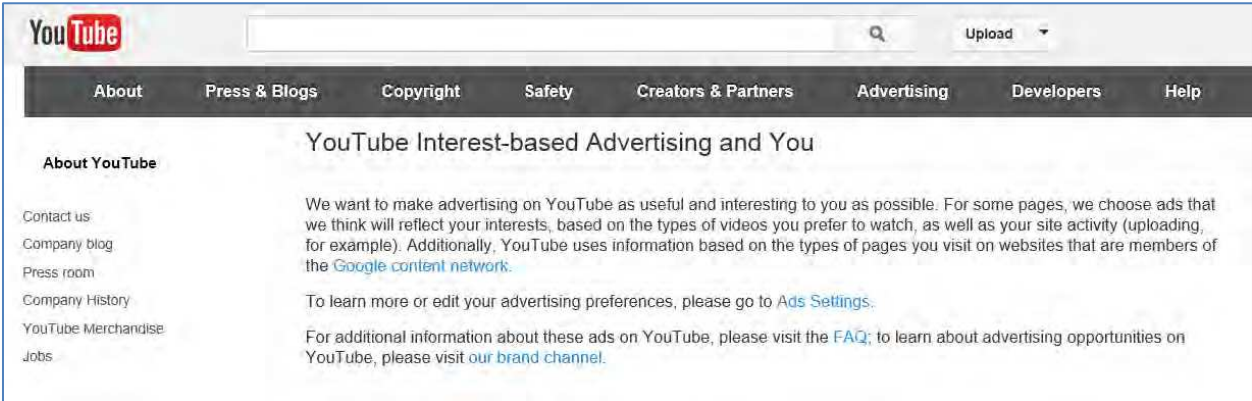
Google Custom Search Results Page

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	<p data-bbox="722 337 1142 367"><b>Why you may see particular ads</b></p> <p data-bbox="722 402 1661 425">You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div data-bbox="722 461 1360 665"><p data-bbox="730 639 831 659">Search ad</p><p data-bbox="932 639 1024 659">Gmail ad</p><p data-bbox="1192 639 1302 659">Display ad</p></div> <p data-bbox="722 704 911 727"><b>On Google Search</b></p> <p data-bbox="722 763 1885 857">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 data-bbox="743 893 1596 1058" style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a> that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul> <p data-bbox="743 1110 903 1140"> <b>Example</b></p> <p data-bbox="810 1162 1843 1221">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> <p data-bbox="995 1289 1969 1318"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>




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	<div data-bbox="638 326 1879 857"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1199 870 1965 899"><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p> <div data-bbox="655 943 1896 1308"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1199 1317 1965 1346"><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 324 1753 1356"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.</li><li>• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).</li><li>• You can use your <a href="#">advanced location options</a> to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</li></ul><div data-bbox="819 673 1722 727"><p>– Where your users are located (physical location)</p></div><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none"><li>• <b>IP address:</b> Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.  If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</li><li>• <b>Device location:</b> 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:<ul style="list-style-type: none"><li>• <b>GPS:</b> Accuracy varies depending on GPS signal and connection.</li><li>• <b>Wi-Fi:</b> Accuracy should be similar to the access range of a typical Wi-Fi router.</li><li>• <b>Google's cell ID (cell tower) location database:</b> Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</li></ul></li></ul></div> <p data-bbox="1197 1356 1974 1388"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 324 1927 711"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1241 721 1965 751"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p> <div data-bbox="653 792 1896 1190"><p>YouTube Interest-based Advertising and You</p><p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the <a href="#">Google content network</a>.</p><p>To learn more or edit your advertising preferences, please go to <a href="#">Ads Settings</a>.</p><p>For additional information about these ads on YouTube, please visit the <a href="#">FAQ</a>; to learn about advertising opportunities on YouTube, please visit <a href="#">our brand channel</a>.</p></div> <p data-bbox="1415 1200 1965 1230"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 337 1031 370"><b>About targeting groups</b></p> <p data-bbox="709 402 1927 467">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="709 500 1360 532">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 565 1906 1187" style="list-style-type: none"><li data-bbox="737 565 1087 586">• <b>Demographics:</b> Age and gender.</li><li data-bbox="737 602 1709 623">• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li data-bbox="737 639 1871 699">• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li><li data-bbox="737 716 1892 906">• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="779 808 1535 906" style="list-style-type: none"><li data-bbox="779 808 1184 829">◦ Channels (YouTube Partner Channels)</li><li data-bbox="779 846 1052 867">◦ Videos (YouTube Videos)</li><li data-bbox="779 883 1535 904">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li data-bbox="737 938 1906 1036">• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li><li data-bbox="737 1052 1850 1112">• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li data-bbox="737 1128 1906 1187">• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul> <p data-bbox="1205 1208 1969 1240" style="text-align: right;"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>


U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 334 1381 362"><b>2. Target people who are searching (TrueView in-search):</b></p> <ul data-bbox="772 399 1759 427" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul>  <p data-bbox="743 1029 806 1052"><b>Note</b></p> <p data-bbox="743 1084 1360 1112">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="743 1141 1885 1209">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1234 1243 1969 1271"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<p data-bbox="627 358 1142 391"><b>Types of cookies used by Google</b></p> <p data-bbox="627 415 1923 472">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p> <table border="1" data-bbox="632 493 1927 938"><thead><tr><th data-bbox="640 500 829 537">Category of use</th><th data-bbox="829 500 1919 537">Example</th></tr></thead><tbody><tr><td data-bbox="640 537 829 932">Preferences</td><td data-bbox="829 537 1919 932"><p data-bbox="848 565 1892 686">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p data-bbox="848 711 1892 768">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p data-bbox="848 792 1892 914">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></tbody></table>	Category of use	Example	Preferences	<p data-bbox="848 565 1892 686">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="848 711 1892 768">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="848 792 1892 914">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p data-bbox="848 565 1892 686">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="848 711 1892 768">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="848 792 1892 914">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				


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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="590 326 781 1190">Advertising</td><td data-bbox="781 326 1831 1190"><p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p><p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p><p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p><p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p><p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p><p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p></td></tr></table> <p data-bbox="1297 1198 1969 1230"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads and YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		




U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="709 321 1843 1198"><h2>Set up your ad's target language</h2><p>If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p>With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p>See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3>How language targeting works in AdWords</h3><p>Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <u>Google Display Network</u> (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr/><p> <b>Example</b></p><p>Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p data-bbox="1192 1206 1969 1239"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></p>

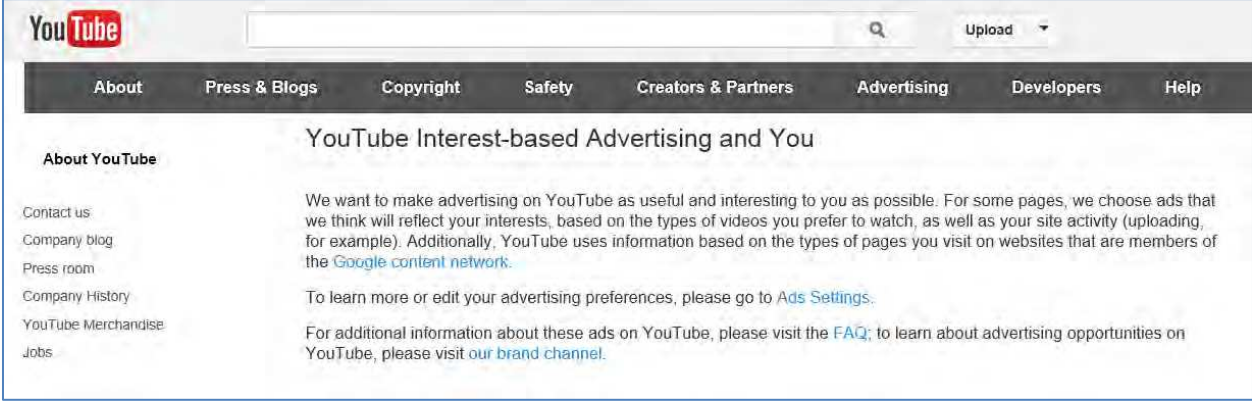





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	<p><b>Smarter ads optimized for varying user contexts:</b> Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The image displays two side-by-side search results for the query "Pizza".</p> <p><b>Left Screenshot (Mobile Context):</b></p> <ul style="list-style-type: none"><li>Search bar: "Pizza" with a magnifying glass icon.</li><li>Context indicators: "On phone" (with a phone icon), "Downtown" (with a location pin icon), and "7:30 pm" (with a clock icon).</li><li>User silhouette: A person standing and talking on a mobile phone.</li><li>Ad content: "Saratoga Pizza \$3 Slices", "m.saratogapizza.com", "Enjoy our \$3 counter slices. Or try a \$10 carryout dinner.", "Directions - \$10 Dinner Specials".</li></ul> <p><b>Right Screenshot (Laptop Context):</b></p> <ul style="list-style-type: none"><li>Search bar: "Pizza" with a magnifying glass icon.</li><li>Context indicators: "On laptop" (with a laptop icon), "At home" (with a house icon), and "11:14 am" (with a clock icon).</li><li>User silhouette: A person standing.</li><li>Ad content: "Saratoga Pizza for Lunch - Order online, ready in 15 mins.", "www.saratogapizza.com/", "Fast, free delivery or dine in.", "110 people in WA follow Saratoga Pizza", "Order Online Now", "Delivery Map", "2 Large Pizzas for \$15", "Party Menu &amp; Delivery".</li></ul>

<http://www.google.com/think/products/enhanced-campaigns.html>

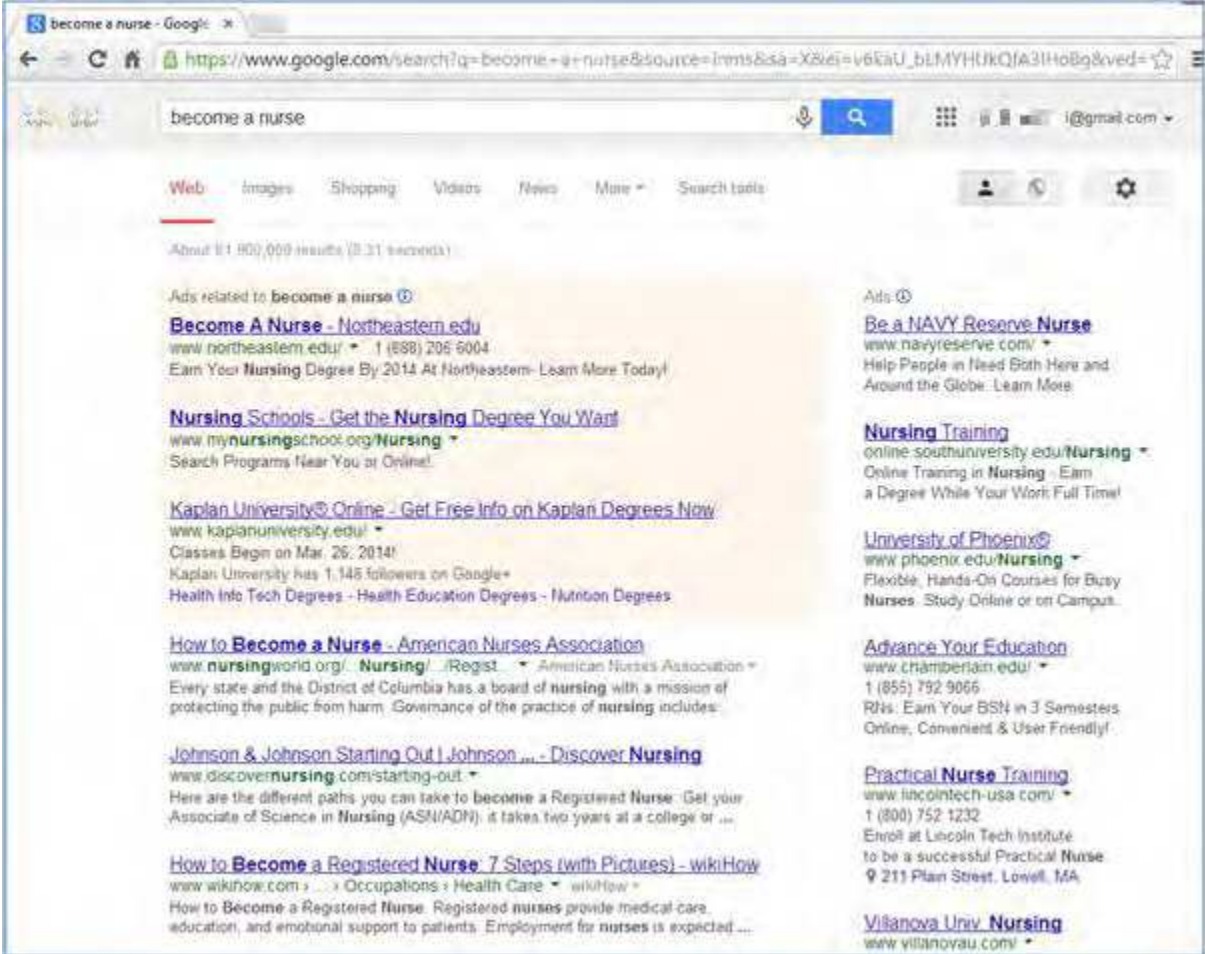
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1896 844"> <p><b>How AdWords Express works</b></p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p><b>Get Started</b> For free setup help call: <b>1-855-500-2762*</b></p>  <div style="display: flex; justify-content: space-between;"> <div data-bbox="661 722 1039 836"> <p><b>People search on Google</b></p> <p>People search on Google for products and services that you have to offer.</p> </div> <div data-bbox="1071 722 1449 836"> <p><b>They see your ad</b></p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. <a href="#">Learn more</a></p> </div> <div data-bbox="1480 722 1879 836"> <p><b>You get more customers</b></p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p style="text-align: right;"><a href="http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et">http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&amp;utm_campaign=ww-ww-et-nelson_searchads&amp;utm_medium=et</a></p> <div data-bbox="653 917 1896 1047" style="border: 1px solid black; padding: 5px;"> <p><b>Where geographically will people see my ad?</b></p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p style="text-align: right;"><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p> <div data-bbox="653 1096 1896 1339" style="border: 1px solid black; padding: 5px;"> <p><b>4. Better location matching for customers</b></p> <p>Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p> </div> </div>

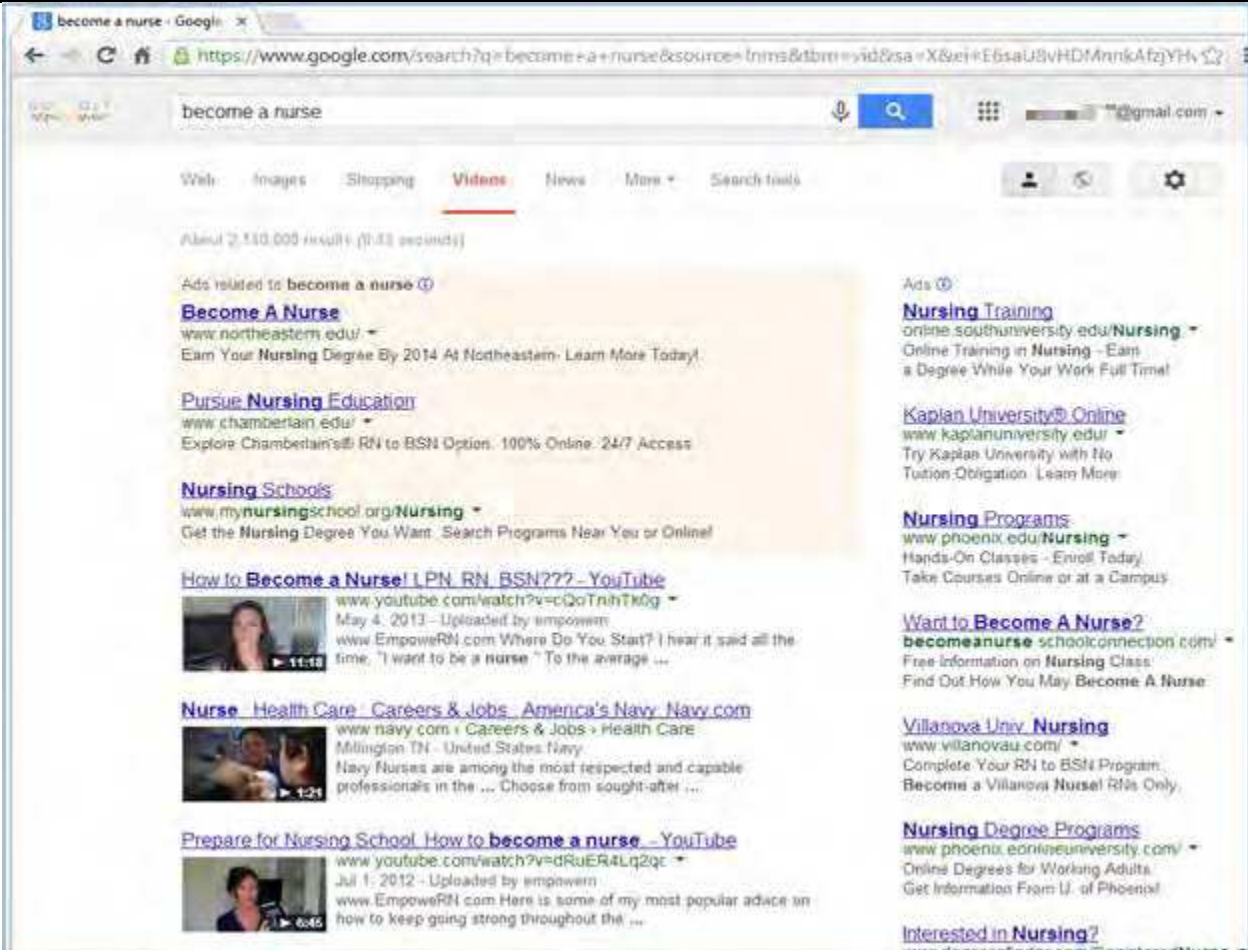
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1058 321 1965 354"><a href="http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</a></p> <div data-bbox="735 389 1822 1408" style="border: 1px solid black; padding: 10px;"><p data-bbox="747 402 1810 526">One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p><p data-bbox="747 571 1020 594"><i>English? Español? Estonian?</i></p><p data-bbox="747 607 1785 795">In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p><p data-bbox="747 841 1797 964">Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p><p data-bbox="747 1010 1810 1198">Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google <a href="#">detects</a> that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p><p data-bbox="747 1243 1138 1266"><i>Local, Regional, National or International?</i></p><p data-bbox="747 1279 1801 1399">If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about <a href="#">location targeting</a>.</p></div>

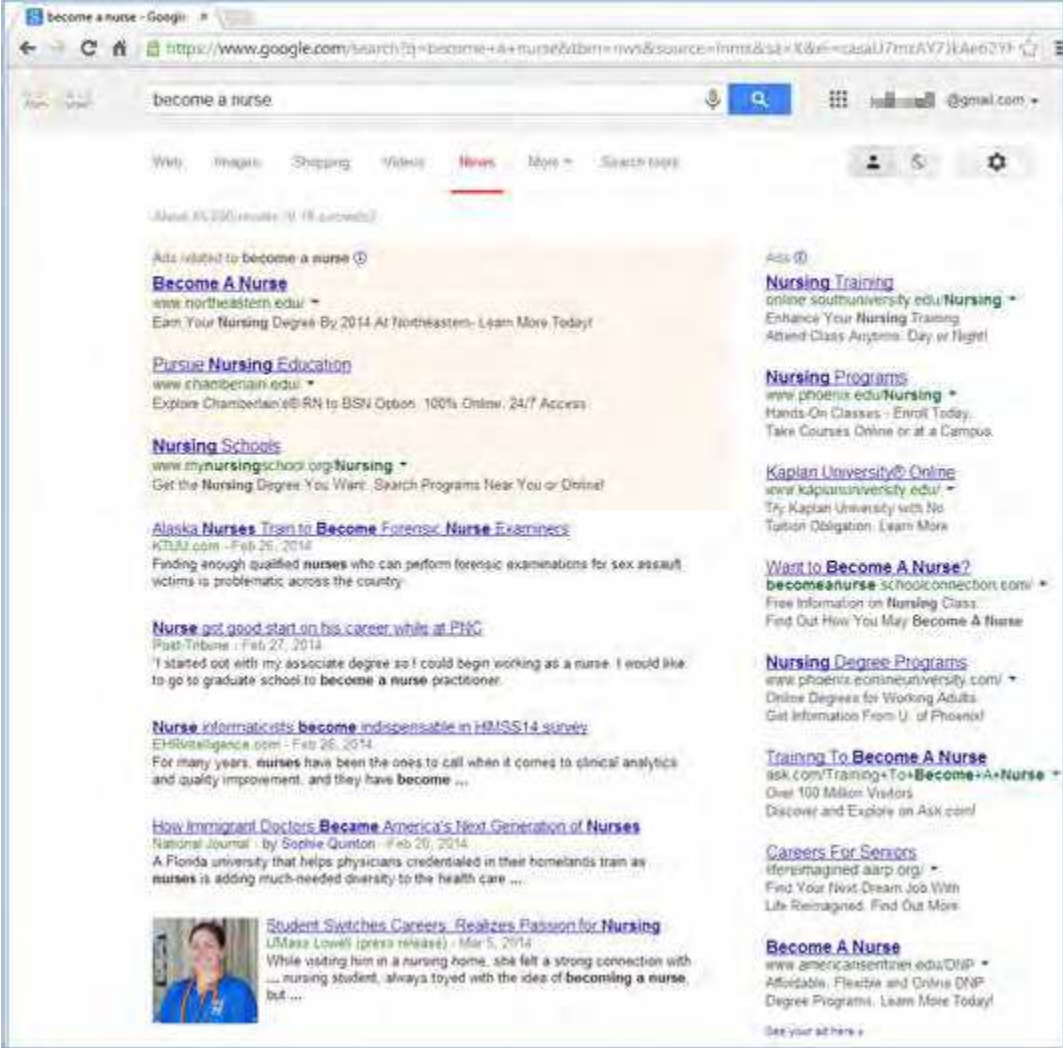
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="995 321 1965 354"><a href="http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</a></p> <div data-bbox="653 391 1896 789">A screenshot of the YouTube website's 'About' page. The page title is 'YouTube Interest-based Advertising and You'. The main content explains that YouTube uses information based on video preferences and site activity to show targeted ads. It includes links to 'Ads Settings', 'FAQ', and 'brand channel'. The left sidebar contains links for 'About YouTube', 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The top navigation bar includes 'About', 'Press &amp; Blogs', 'Copyright', 'Safety', 'Creators &amp; Partners', 'Advertising', 'Developers', and 'Help'.</div> <p data-bbox="1415 797 1965 829"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>
<p data-bbox="155 873 541 1052">transmitting the search results together with the at least one advertisement via the communications link to the data processing device.</p>	<p data-bbox="583 873 1965 943">The Accused Instrumentalities transmit the search results together with at least one advertisement via the communications link to the data processing device.</p> <p data-bbox="583 1019 722 1052">See above.</p>

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	<p data-bbox="667 326 1289 354"><b>Make sure your business shows up on Google</b></p> <p data-bbox="667 388 1654 436">Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p> <div data-bbox="653 500 1896 831"><p data-bbox="835 508 926 526"><b>Computer</b></p><p data-bbox="1310 508 1373 526"><b>Tablet</b></p><p data-bbox="1738 508 1864 526"><b>Mobile phone</b></p></div> <p data-bbox="1507 841 1965 868"><a href="http://www.google.com/ads/searchads/">http://www.google.com/ads/searchads/</a></p> <div data-bbox="653 906 1896 1040"><p data-bbox="680 922 1041 946">- <b>Where on Google will my ads appear?</b></p><p data-bbox="716 976 1839 1019">Ads appear alongside or above Google search results, in sections marked "Sponsored links", as well as on other partner websites. Your ads can appear on a desktop computer, tablet or mobile phone.</p></div> <p data-bbox="1570 1052 1965 1079"><a href="http://www.google.com/ads/new/">http://www.google.com/ads/new/</a></p> <div data-bbox="653 1117 1896 1263"><p data-bbox="680 1141 982 1166">- <b>Where will my ad show?</b></p><p data-bbox="716 1206 1822 1230">Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites.</p></div> <p data-bbox="1377 1271 1965 1299"><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p>



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	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic links. The advertisements are:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu • 1 (888) 295-6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b>: www.mynursingschool.org/Nursing • Search Programs Near You or Online!</li><li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now!</b>: www.kaplanuniversity.edu! • Classes Begin on Mar. 26, 2014! Kaplan University has 1,145 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li><li><b>University of Phoenix®</b>: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li><li><b>Advance Your Education</b>: www.chamberlain.edu! • 1 (855) 792-9066 RNs: Earn Your BSN in 3 Semesters Online, Convenient &amp; User Friendly!</li><li><b>Practical Nurse Training</b>: www.lincolntech-usa.com! • 1 (800) 752-1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse 9 211 Plan Street, Lowell, MA</li><li><b>Villanova Univ. Nursing</b>: www.villanovau.com! •</li></ul> <p>The organic search results include:</p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b>: www.nursingworld.org/.../Nursing/.../Regist.../American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN), it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: www.wikihow.com • ... Occupations &gt; 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 ...</li></ul>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the "Videos" tab. The search results include several advertisements and organic search results. The ads are for "Become A Nurse" (www.northeastern.edu), "Nursing Training" (online.southuniversity.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse 2" (becomeanurse.schoolconnection.com), "Villanova Univ. Nursing" (www.villanovau.edu), and "Nursing Degree Programs" (www.phoenixonlineuniversity.com). The organic results include "How to Become a Nurse! LPN, RN, BSN???" (YouTube), "Nurse - Health Care - Careers &amp; Jobs - America's Navy" (Navy.com), and "Prepare for Nursing School - How to become a nurse" (YouTube).</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, MyNursingSchool.org, and Phoenix College. Organic search results include news articles from KTHU.com, Post-Tribune, EHRIntelligence.com, National Journal, UMass Lowell, and American Sentinel University. The search results are displayed in a standard Google search layout with a search bar at the top and navigation tabs for Web, Images, Shopping, Videos, News, and More.</p>



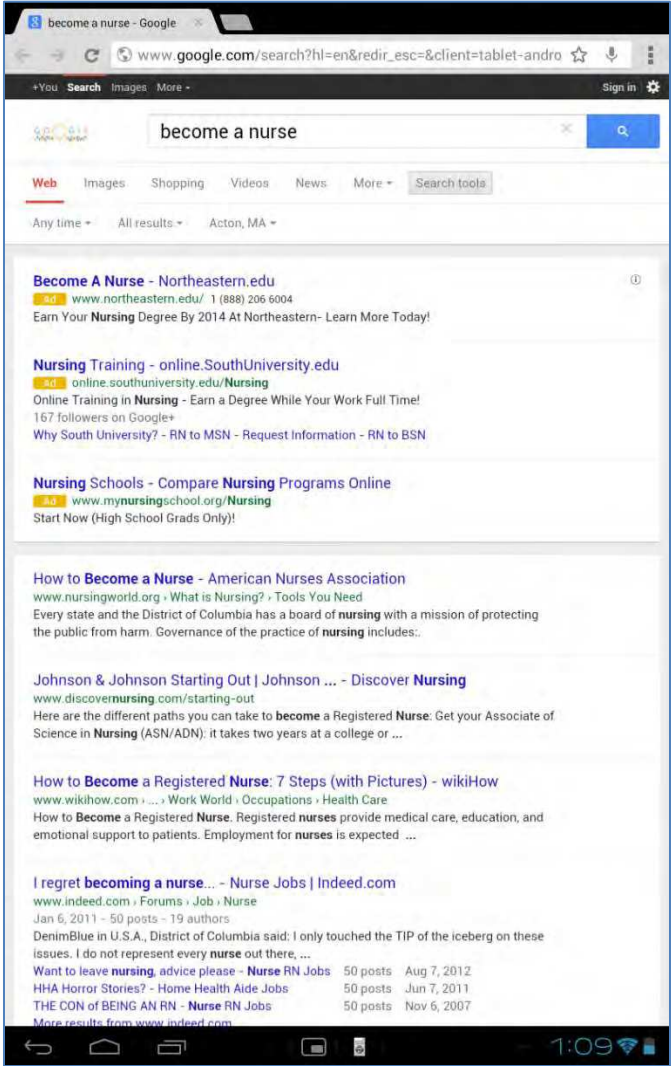
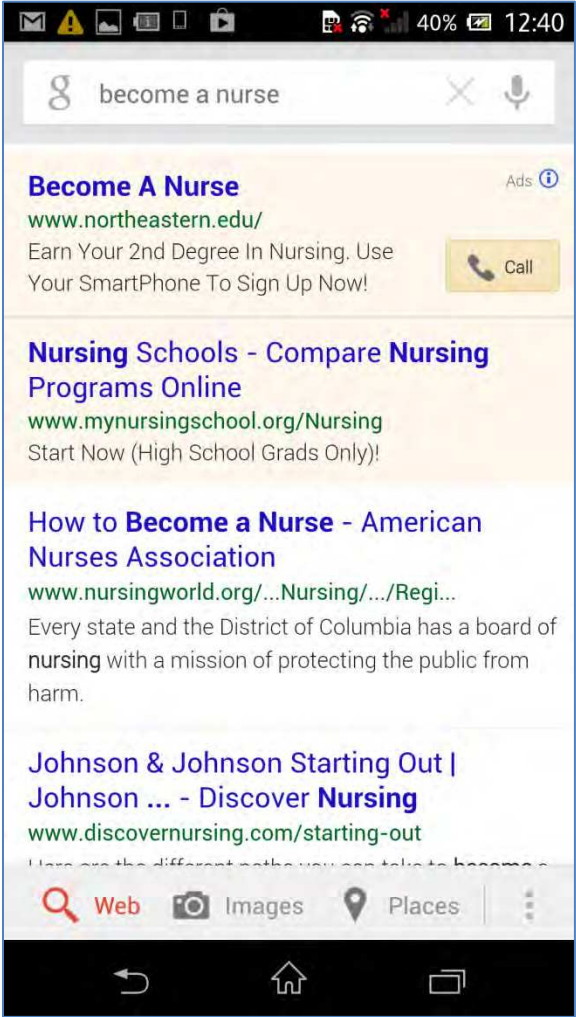
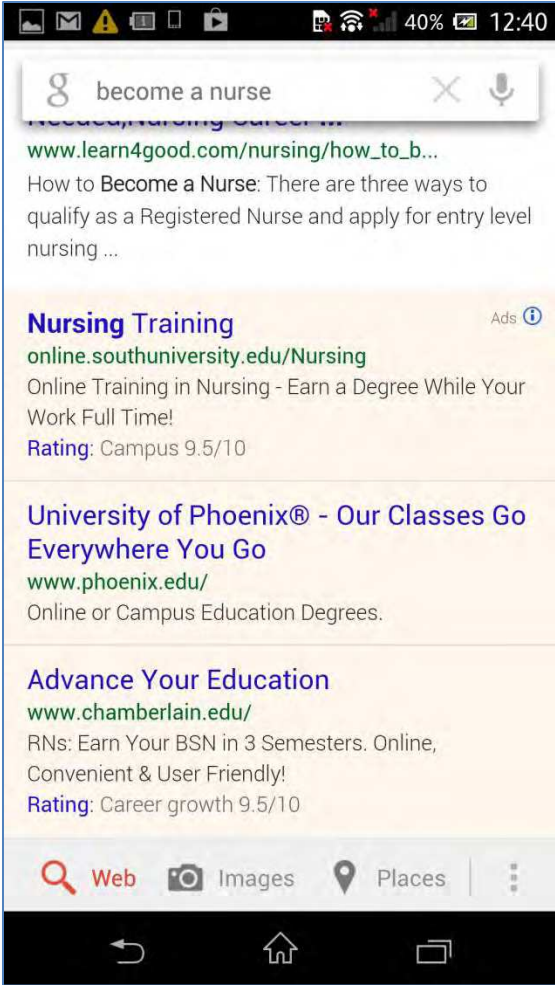
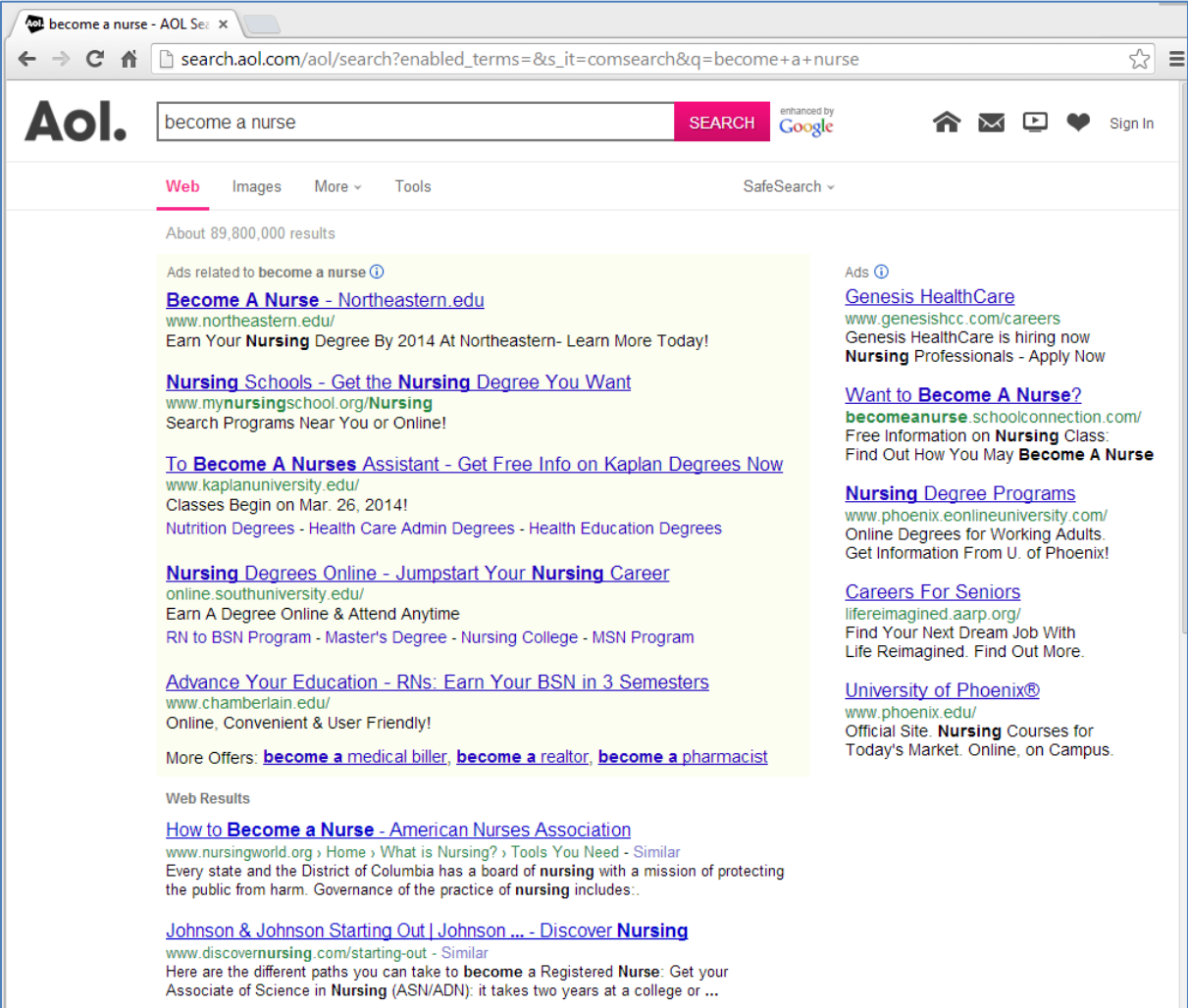
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with the search query "become a nurse". The search results include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: 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 BSN</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: www.mynursingschool.org/Nursing. Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b>: 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:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: www.wikihow.com. Work World. Occupations. Health Care. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: 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</li></ul>

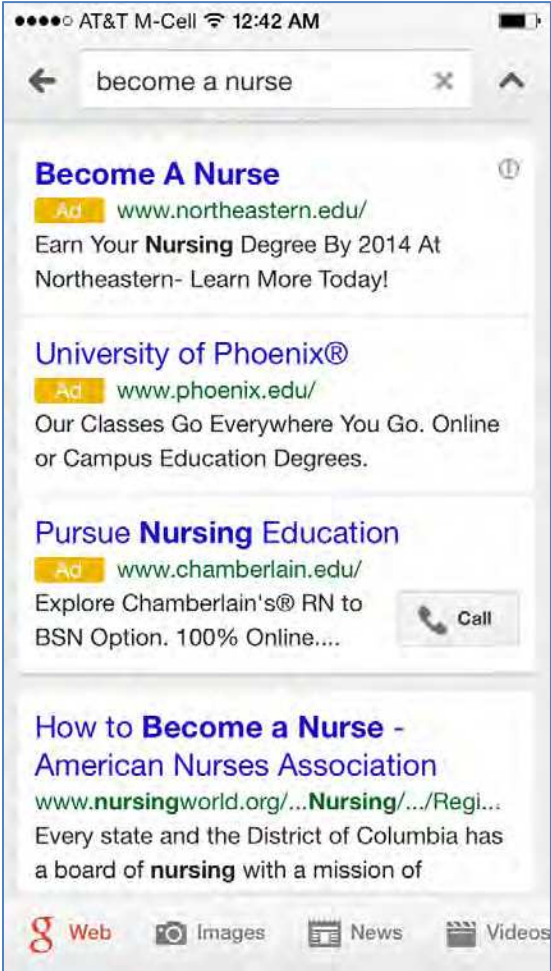
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from mynursingschool.org. The third result is from the American Nurses Association, titled "How to Become a Nurse". The fourth result is from discovernursing.com, titled "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". The interface includes a search bar, navigation tabs for "Web", "Images", and "Places", and a bottom navigation bar with back, home, and recent apps icons.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The top organic result is from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> with the snippet "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 advertisements. The first ad is titled "Nursing Training" and is from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>, with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and is from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>, with the text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and is from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>, with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!" and a rating of "Career growth 9.5/10". The bottom of the screen shows navigation icons for Web, Images, and Places, and a home indicator bar.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search page for the query "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><a href="http://www.northeastern.edu/">Become A Nurse - Northeastern.edu</a> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><a href="http://www.mynursingschool.org/Nursing">Nursing Schools - Get the Nursing Degree You Want</a> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><a href="http://www.kaplanuniversity.edu/">To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</a> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><a href="http://online.southuniversity.edu/">Nursing Degrees Online - Jumpstart Your Nursing Career</a> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><a href="http://www.chamberlain.edu/">Advance Your Education - RNs: Earn Your BSN in 3 Semesters</a> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><a href="http://www.nursingworld.org">How to Become a Nurse - American Nurses Association</a> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:..</li><li><a href="http://www.discovernursing.com/starting-out">Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</a> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><a href="http://www.genesisshcc.com/careers">Genesis HealthCare</a> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><a href="http://becomeanurse.schoolconnection.com/">Want to Become A Nurse?</a> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><a href="http://www.phoenix.eonlineuniversity.com/">Nursing Degree Programs</a> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><a href="http://lifereimagined.aarp.org/">Careers For Seniors</a> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><a href="http://www.phoenix.edu/">University of Phoenix®</a> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three sponsored advertisements and one organic search result. The first ad is for Northeastern University, the second for the University of Phoenix, and the third for Chamberlain's. The organic result is from the American Nurses Association. The interface includes a search bar, a back arrow, a close button, and a bottom navigation bar with icons for Web, Images, News, and Videos.</p>

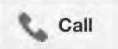

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 391 1551 1369"><p><b>How to Become a Nurse, Qualifications Needed, Nursing Career ...</b> <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p><b>Nursing Schools</b> ⓘ <b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p><b>Practical Nurse Training</b> <b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.  Programs and Campuses - Apply Online</p><p><b>Nursing Degree Programs</b> <b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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

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



U.S. PATENT NO.  
7,469,245

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 empower - 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 empower - 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 Bucketimmy - 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 empower - 3 months ago - 1,624 views.

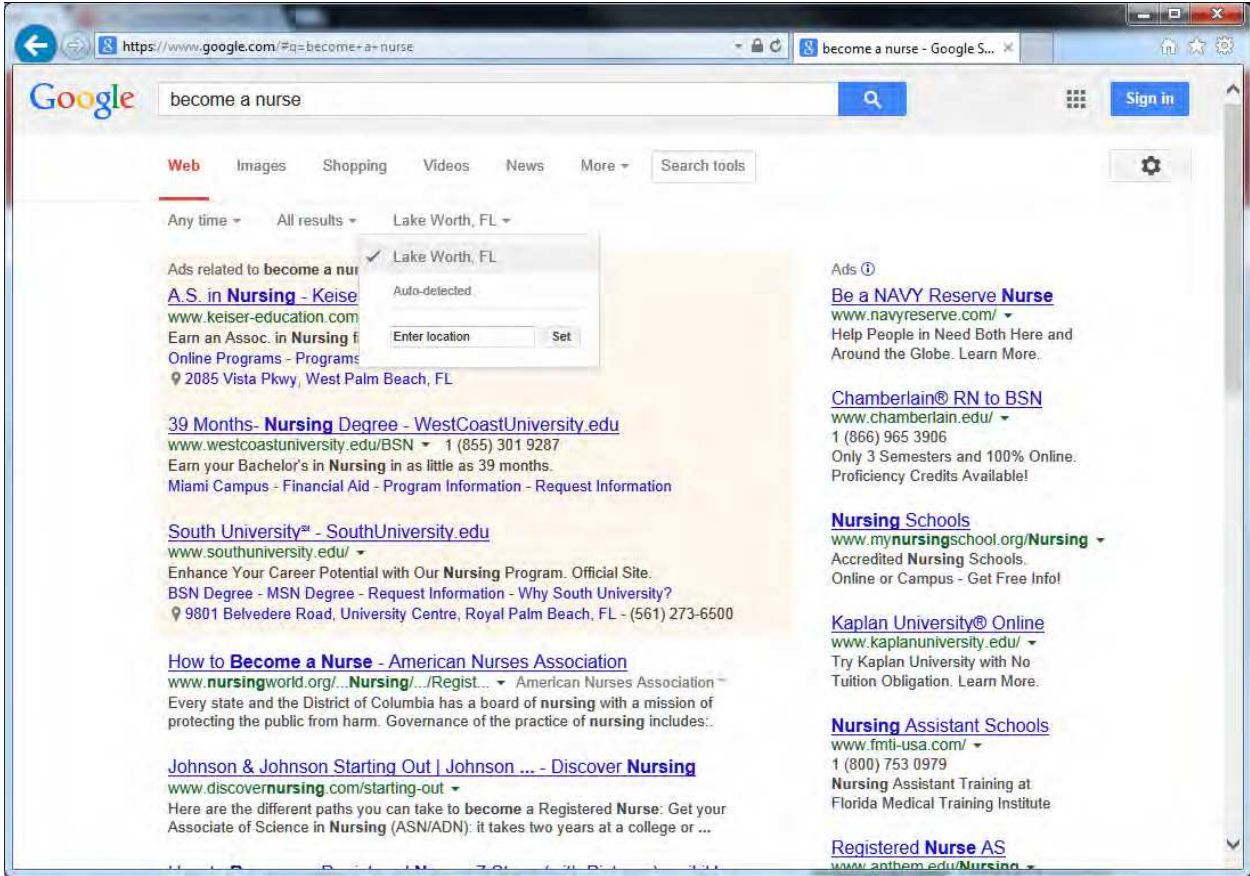
On the right side of the page, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.\*" Below this, it says "Learn more now >>" and "Advertisement". A small note at the bottom of the ad reads: "(Lifetime earnings. \*Source: U.S. Census Bureau, 2011 American Community Survey. <http://www.census.gov/prod/2012/pub/a12br11-04.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 THEM INTERESTED BETTER" and a button that says "Find Out How >".

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Claim No. 3		
<p>The method of claim 1, further comprising ordering the search results based upon the user preference data.</p>	<p>The Accused Instrumentalities order the search results based upon the user preference data.</p> <div data-bbox="814 440 1734 1409" style="border: 1px solid black; padding: 10px;"> <p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it.</p> <ul style="list-style-type: none"> <li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li> <li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li> <li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li> </ul> <p><b>Personalization, a special kind of context</b>                      "Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul style="list-style-type: none"> <li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li> <li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li> </ul> </div>	

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="926 326 1965 354"><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p> <div data-bbox="848 358 1799 1377" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="854 378 1415 423">About Google Web History</h2><p data-bbox="854 469 1766 516">You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p data-bbox="854 544 1682 563">Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3 data-bbox="854 592 1226 615">View and manage your Web History</h3><p data-bbox="854 644 1787 719">When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at <a href="http://www.google.com/history">www.google.com/history</a>. Learn how to <a href="#">delete your Web History</a>, <a href="#">save your Web History</a>, or <a href="#">edit your Web History on your mobile device</a>.</p><h3 data-bbox="854 748 1218 771">What is stored in your Web History</h3><p data-bbox="854 800 1743 820">Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul data-bbox="871 846 1759 1008" style="list-style-type: none"><li>• Pages you visit</li><li>• Searches on Google</li><li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li><li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li><li>• Your IP address</li><li>• Your browser type and language</li></ul><h3 data-bbox="854 1037 1022 1060">Browser history</h3><p data-bbox="854 1089 1787 1136">Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a>, <a href="#">Safari</a>, <a href="#">Internet Explorer</a>, <a href="#">Toolbar</a>, and <a href="#">Firefox</a>.</p><h3 data-bbox="854 1166 1299 1188">How history works when you're signed out</h3><p data-bbox="854 1218 1770 1265">Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol data-bbox="863 1291 1770 1365" style="list-style-type: none"><li>1. Visit <a href="http://google.com/history/optout">google.com/history/optout</a> when not signed in to a Google Account.</li><li>2. Click <b>Disable customizations based on search activity</b>. This will turn the setting off for anyone who uses the same browser and computer as you.</li></ol></div> <p data-bbox="1314 1386 1965 1414"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="606 358 1944 972"><h3>Types of cookies used by Google</h3><p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p><table border="1"><thead><tr><th>Category of use</th><th>Example</th></tr></thead><tbody><tr><td>Preferences</td><td><p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></tbody></table></div> <p data-bbox="1297 1016 1965 1049"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several organic results and a sidebar of ads. An ad overlay is visible, showing "Lake Worth, FL" selected in a location dropdown menu. The organic results include:</p> <ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser</b> (www.keiser-education.com)</li><li><b>39 Months- Nursing Degree - WestCoastUniversity.edu</b> (www.westcoastuniversity.edu/BSN)</li><li><b>South University</b> (www.southuniversity.edu)</li><li><b>How to Become a Nurse - American Nurses Association</b> (www.nursingworld.org)</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> (www.discovernursing.com)</li></ul> <p>The ads on the right include:</p> <ul style="list-style-type: none"><li><b>Be a NAVY Reserve Nurse</b> (www.navyreserve.com)</li><li><b>Chamberlain RN to BSN</b> (www.chamberlain.edu)</li><li><b>Nursing Schools</b> (www.mynursingschool.org)</li><li><b>Kaplan University Online</b> (www.kaplanuniversity.edu)</li><li><b>Nursing Assistant Schools</b> (www.fmti-usa.com)</li><li><b>Registered Nurse AS</b> (www.anthem.edu)</li></ul>



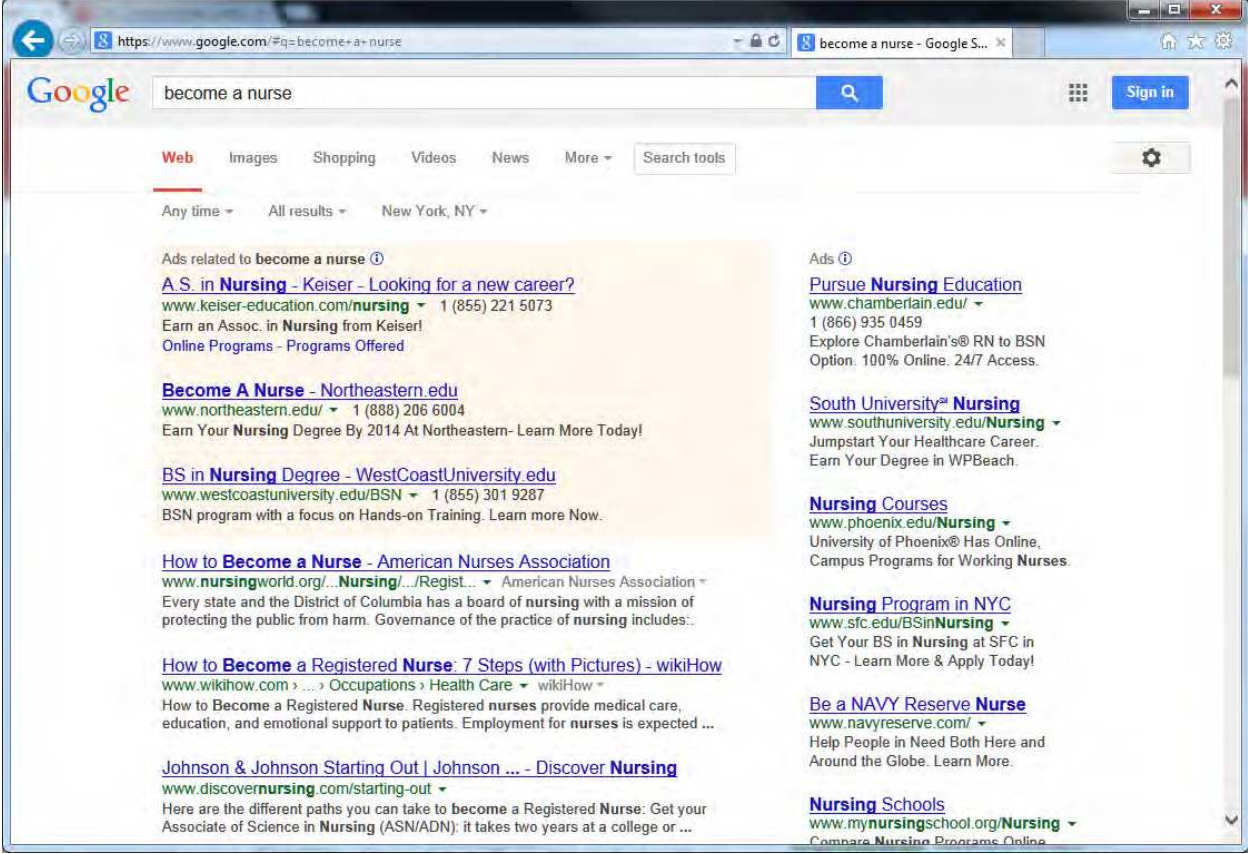
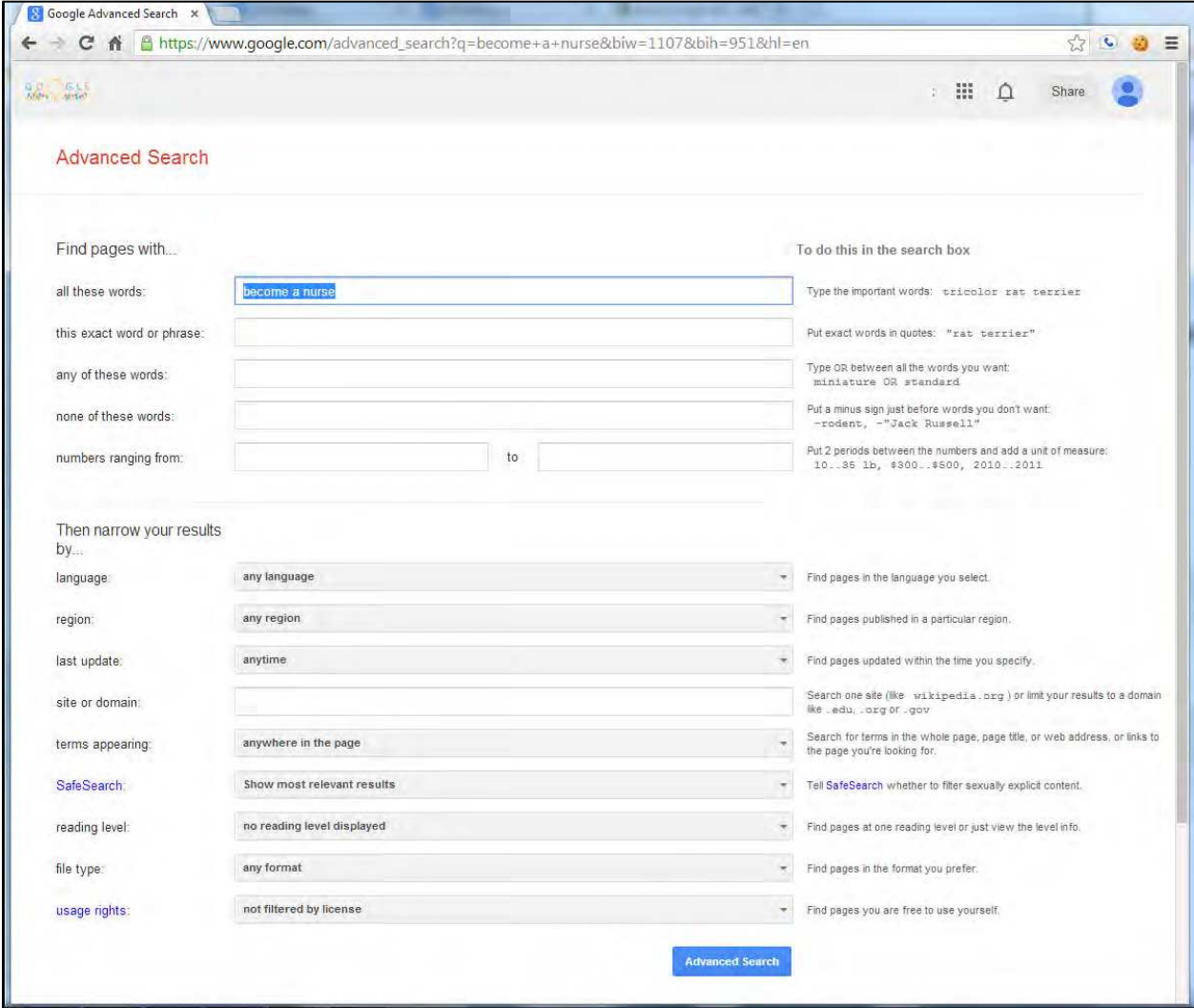
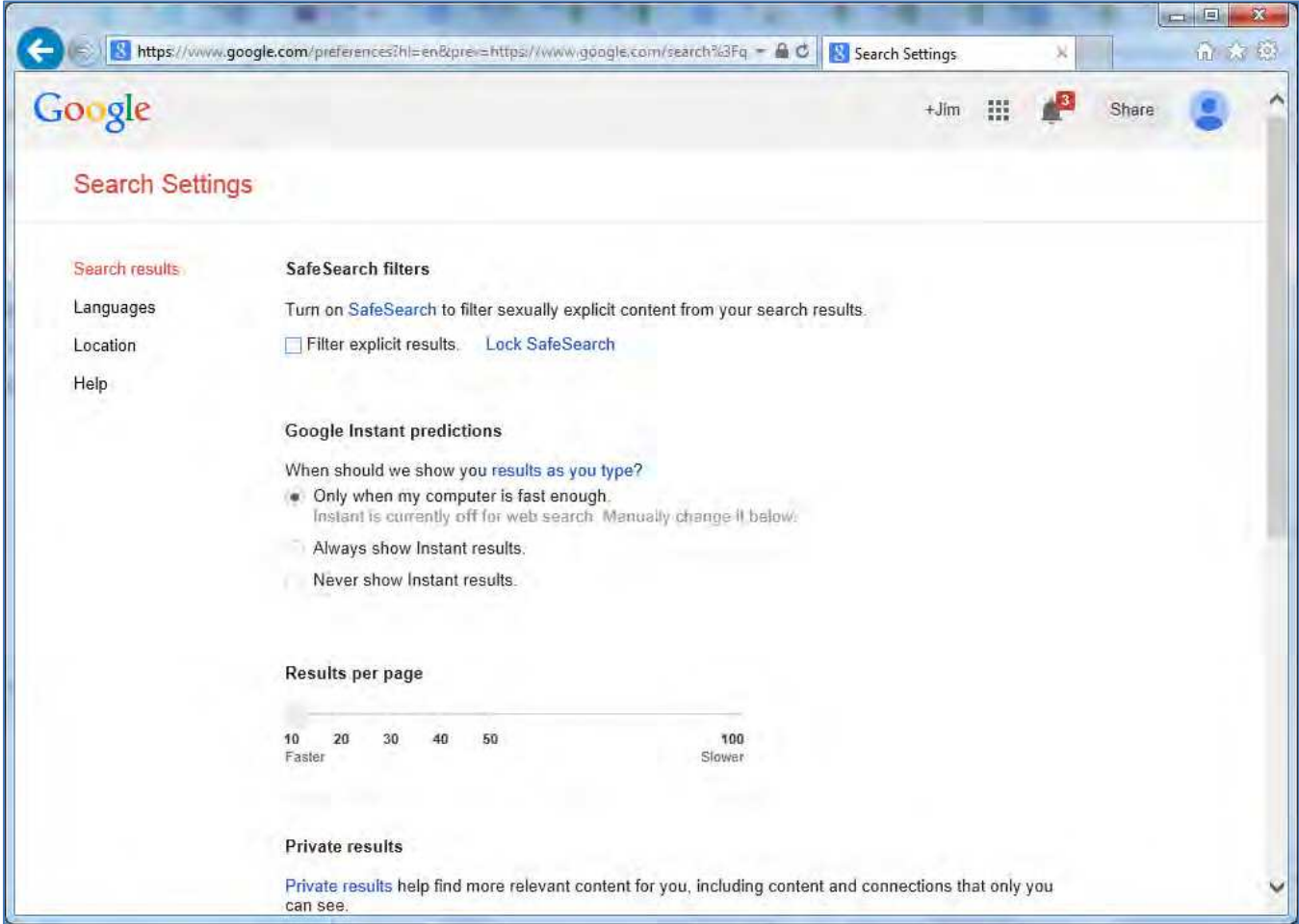
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p><b>Ads related to become a nurse:</b></p> <ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser - Looking for a new career?</b> www.keiser-education.com/nursing   1 (855) 221 5073 Earn an Assoc. in Nursing from Keiser! Online Programs - Programs Offered</li><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/   1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>BS in Nursing Degree - WestCoastUniversity.edu</b> www.westcoastuniversity.edu/BSN   1 (855) 301 9287 BSN program with a focus on Hands-on Training. Learn more Now.</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/.../Nursing/.../Regist...   American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> 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 ...</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...</li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Pursue Nursing Education</b> www.chamberlain.edu/   1 (866) 935 0459 Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>South University™ Nursing</b> www.southuniversity.edu/Nursing   1 (866) 935 0459 Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.</li><li><b>Nursing Courses</b> www.phoenix.edu/Nursing   University of Phoenix® Has Online, Campus Programs for Working Nurses.</li><li><b>Nursing Program in NYC</b> www.sfc.edu/BSinNursing   Get Your BS in Nursing at SFC in NYC - Learn More &amp; Apply Today!</li><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/   Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Schools</b> www.mynursingschool.org/Nursing   Compare Nursing Programs Online</li></ul>
<b>Claim No. 4</b>	


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

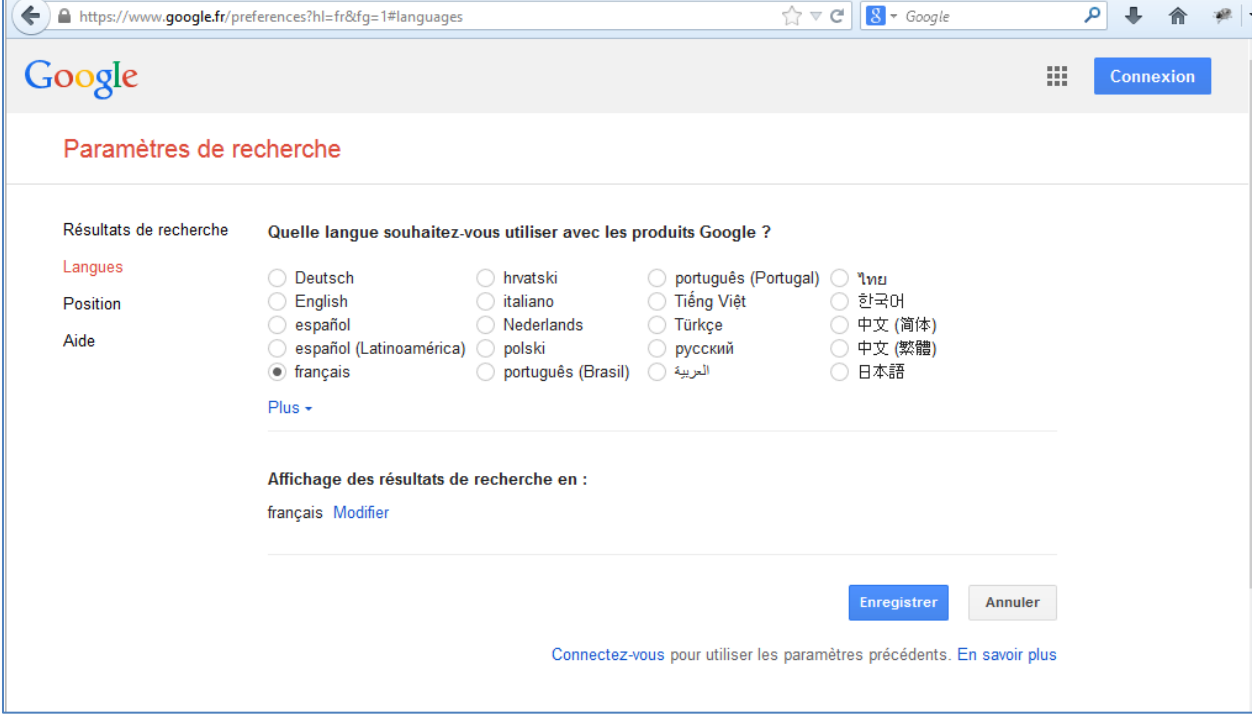
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
The method of claim 1, wherein creating user preference data based upon the user preference input comprises setting the user preference data to default values.	The Accused Instrumentalities create user preference data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



U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Advanced Search page in a browser window. The search query entered is "become a nurse". The interface includes various filters for narrowing results, such as language, region, last update, site or domain, terms appearing, SafeSearch, reading level, file type, and usage rights. A blue "Advanced Search" button is visible at the bottom right of the search area.</p> <p>Google Advanced Search</p> <p>Find pages with...</p> <p>all these words: <input type="text" value="become a nurse"/></p> <p>this exact word or phrase: <input type="text"/></p> <p>any of these words: <input type="text"/></p> <p>none of these words: <input type="text"/></p> <p>numbers ranging from: <input type="text"/> to <input type="text"/></p> <p>To do this in the search box</p> <p>Type the important words: tricolor rat terrier</p> <p>Put exact words in quotes: "rat terrier"</p> <p>Type OR between all the words you want: miniature OR standard</p> <p>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</p> <p>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011</p> <p>Then narrow your results by...</p> <p>language: <input type="text" value="any language"/> Find pages in the language you select.</p> <p>region: <input type="text" value="any region"/> Find pages published in a particular region.</p> <p>last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.</p> <p>site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov</p> <p>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.</p> <p>SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.</p> <p>reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.</p> <p>file type: <input type="text" value="any format"/> Find pages in the format you prefer.</p> <p>usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself.</p> <p>Advanced Search</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search Settings page in a browser window. The address bar displays the URL: <a href="https://www.google.com/preferences?hl=en&amp;prev=https://www.google.com/search%3Fq">https://www.google.com/preferences?hl=en&amp;prev=https://www.google.com/search%3Fq</a>. The page title is "Search Settings".</p> <p><b>Search results</b></p> <ul style="list-style-type: none"><li>Languages</li><li>Location</li><li>Help</li></ul> <p><b>SafeSearch filters</b></p> <p>Turn on <b>SafeSearch</b> to filter sexually explicit content from your search results.</p> <p><input type="checkbox"/> Filter explicit results. <a href="#">Lock SafeSearch</a></p> <p><b>Google Instant predictions</b></p> <p>When should we show you <b>results as you type</b>?</p> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Only when my computer is fast enough. <small>Instant is currently off for web search. <a href="#">Manually change it below.</a></small></li><li><input type="radio"/> Always show Instant results.</li><li><input type="radio"/> Never show Instant results.</li></ul> <p><b>Results per page</b></p> <p>A slider control is shown with markers at 10, 20, 30, 40, 50, and 100. The slider is currently positioned at 10. Below the slider, "Faster" is written under 10 and "Slower" is written under 100.</p> <p><b>Private results</b></p> <p><a href="#">Private results</a> help find more relevant content for you, including content and connections that only you can see.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search Settings page. The browser address bar displays the URL: <a href="https://www.google.com/preferences?hl=en&amp;fg=1#languages">https://www.google.com/preferences?hl=en&amp;fg=1#languages</a>. The page title is "Search Settings".</p> <p>On the left side, there are sections for "Search results", "Languages", "Location", and "Help".</p> <p>The main section is titled "Which language should Google products use?". It contains a grid of radio button options for various languages:</p> <ul style="list-style-type: none"><li><input type="radio"/> Deutsch</li><li><input checked="" type="radio"/> English</li><li><input type="radio"/> español</li><li><input type="radio"/> español (Latinoamérica)</li><li><input type="radio"/> français</li><li><input type="radio"/> hrvatski</li><li><input type="radio"/> italiano</li><li><input type="radio"/> Nederlands</li><li><input type="radio"/> polski</li><li><input type="radio"/> português (Brasil)</li><li><input type="radio"/> português (Portugal)</li><li><input type="radio"/> Tiếng Việt</li><li><input type="radio"/> Türkçe</li><li><input type="radio"/> русский</li><li><input type="radio"/> العربية</li><li><input type="radio"/> ไทย</li><li><input type="radio"/> 한국어</li><li><input type="radio"/> 中文 (简体)</li><li><input type="radio"/> 中文 (繁體)</li><li><input type="radio"/> 日本語</li></ul> <p>Below the language options, there is a "Show more" link. At the bottom, it says "Currently showing search results in: English" with an "Edit" link. There are "Save" and "Cancel" buttons at the bottom right.</p>

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

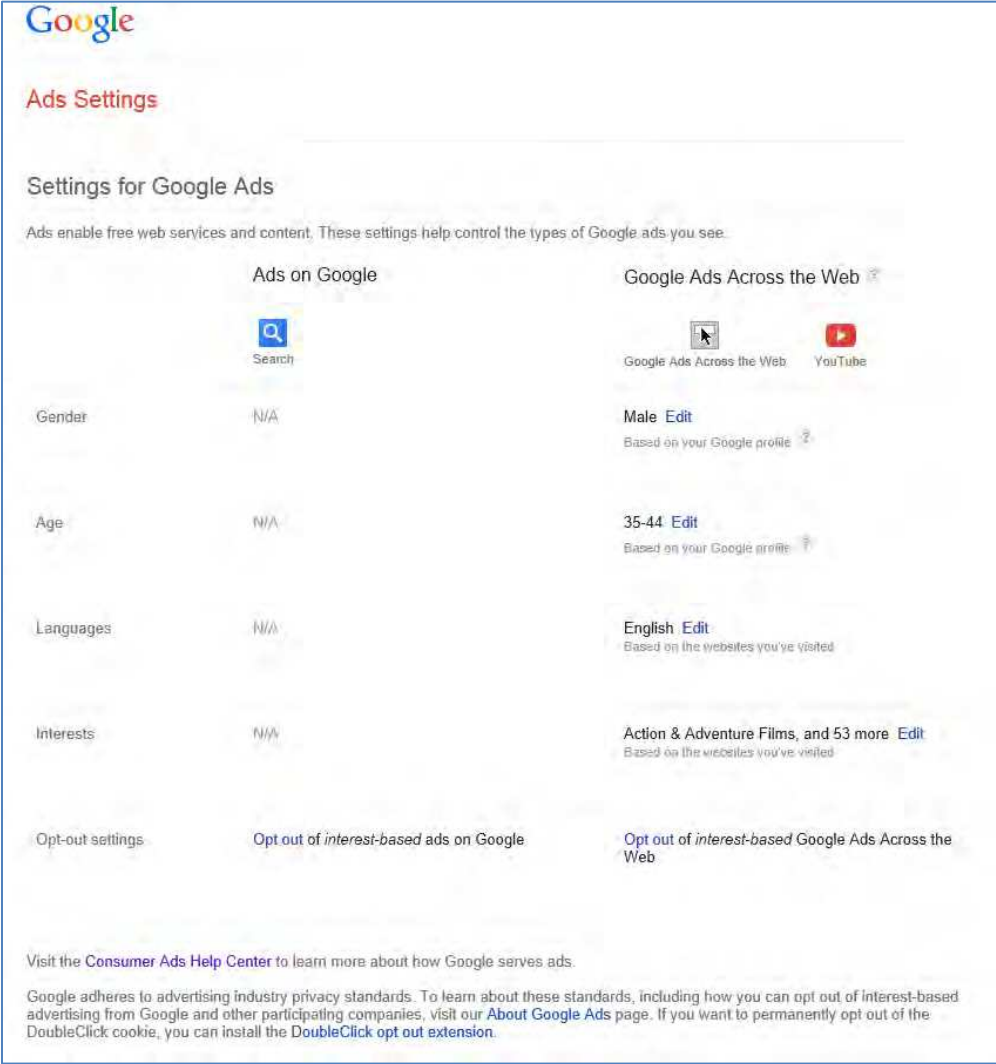
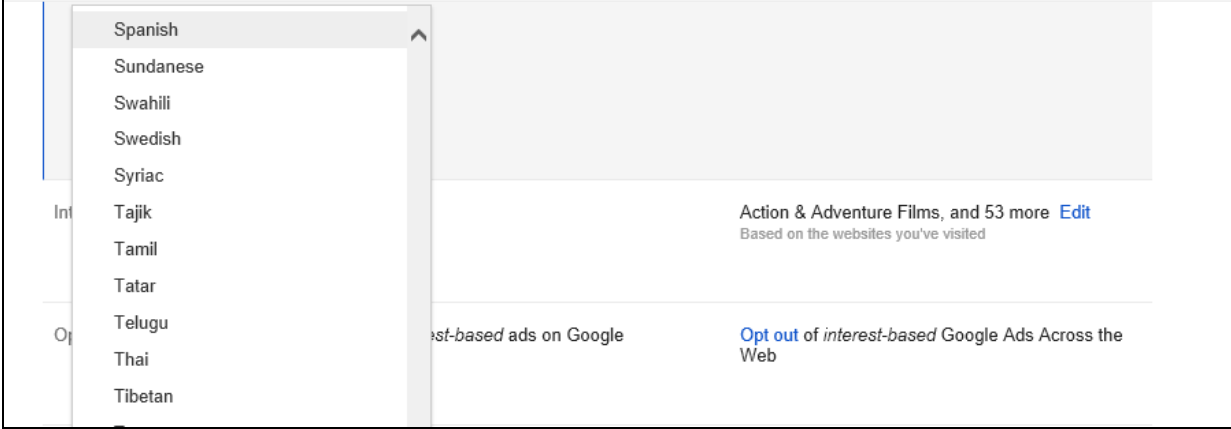
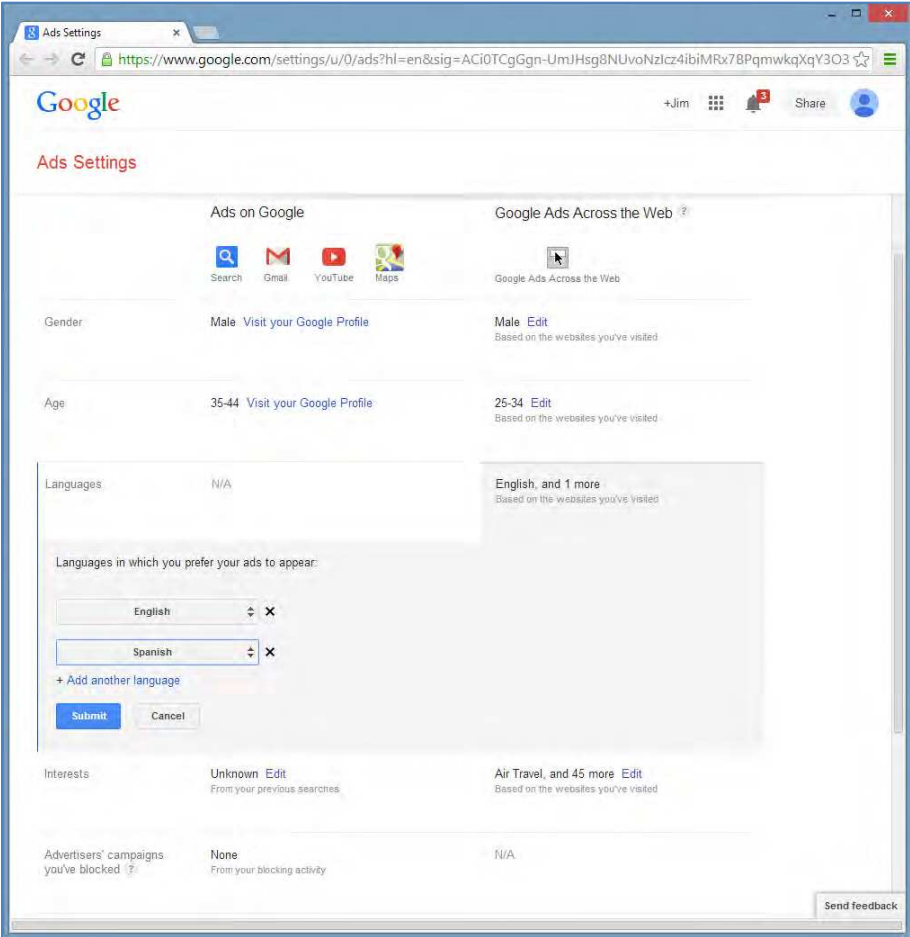
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top, it says "Google" and "Ads Settings". Below that, it says "Settings for Google Ads" and "Ads enable free web services and content. These settings help control the types of Google ads you see." There are two main sections: "Ads on Google" and "Google Ads Across the Web". Under "Ads on Google", there are settings for Gender (N/A), Age (N/A), Languages (N/A), and Interests (N/A). Under "Google Ads Across the Web", there are settings for "Male" (based on Google profile), "35-44" (based on Google profile), "English" (based on websites visited), and "Action &amp; Adventure Films, and 53 more" (based on websites visited). At the bottom, there are "Opt-out settings" for "interest-based ads on Google" and "interest-based Google Ads Across the Web".</p>

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

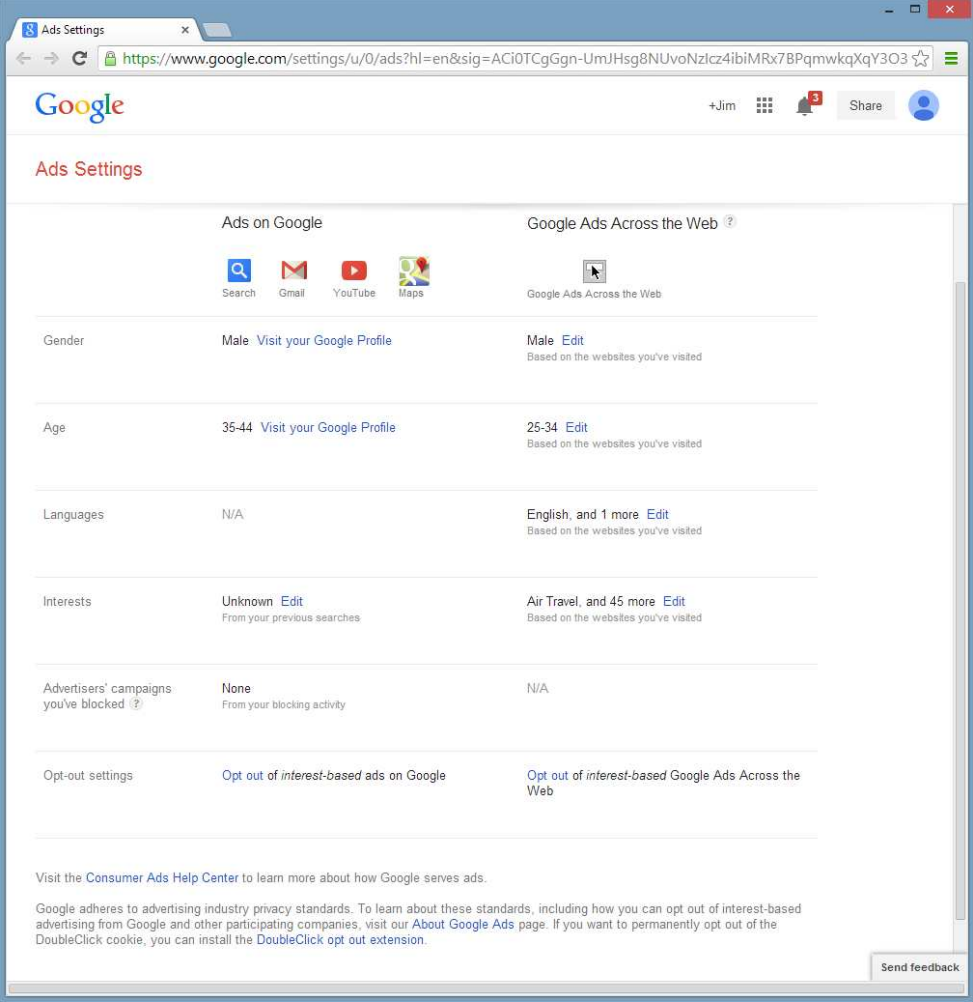
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY	
		
<p>modifying the user preference data based upon the user preference edit input.</p>	<p>The Accused Instrumentalities modify the user preference data based upon the user preference edit input.</p>	


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

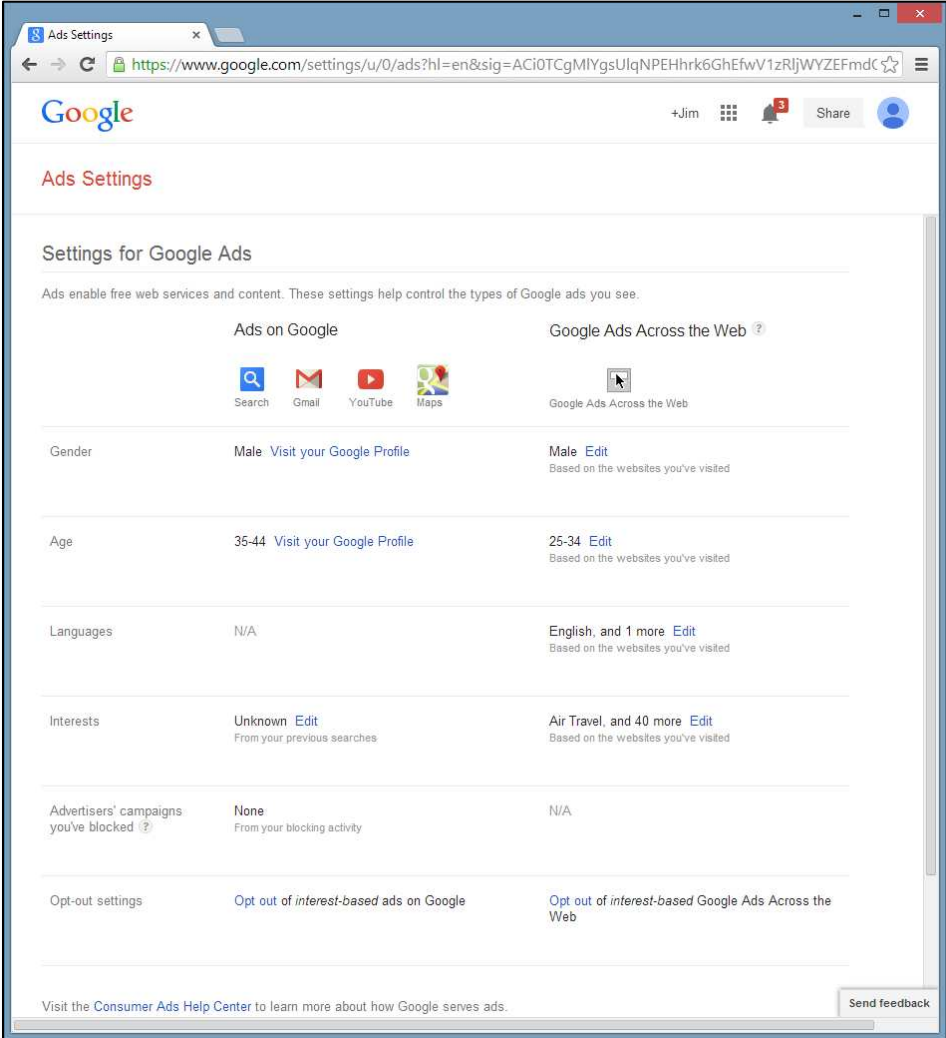
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page in a browser window. The page title is "Ads Settings" and the URL is "https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TCgGgn-UmJHsg8NUvoNzIcz4IbiMRx7BPqmwkqXqY3O3". The page is divided into several sections: "Ads on Google" with icons for Search, Gmail, YouTube, and Maps; "Google Ads Across the Web" with a mouse cursor icon; "Gender" set to "Male" with a link to "Visit your Google Profile"; "Age" set to "35-44" with a link to "Visit your Google Profile"; "Languages" set to "N/A"; "Languages in which you prefer your ads to appear" with a list containing "English" and "Spanish"; "Interests" set to "Unknown" with a link to "Edit"; "Advertisers' campaigns you've blocked" set to "None" with a link to "From your blocking activity"; and "Air Travel, and 45 more" with a link to "Edit". A "Send feedback" button is located at the bottom right of the page.</p>

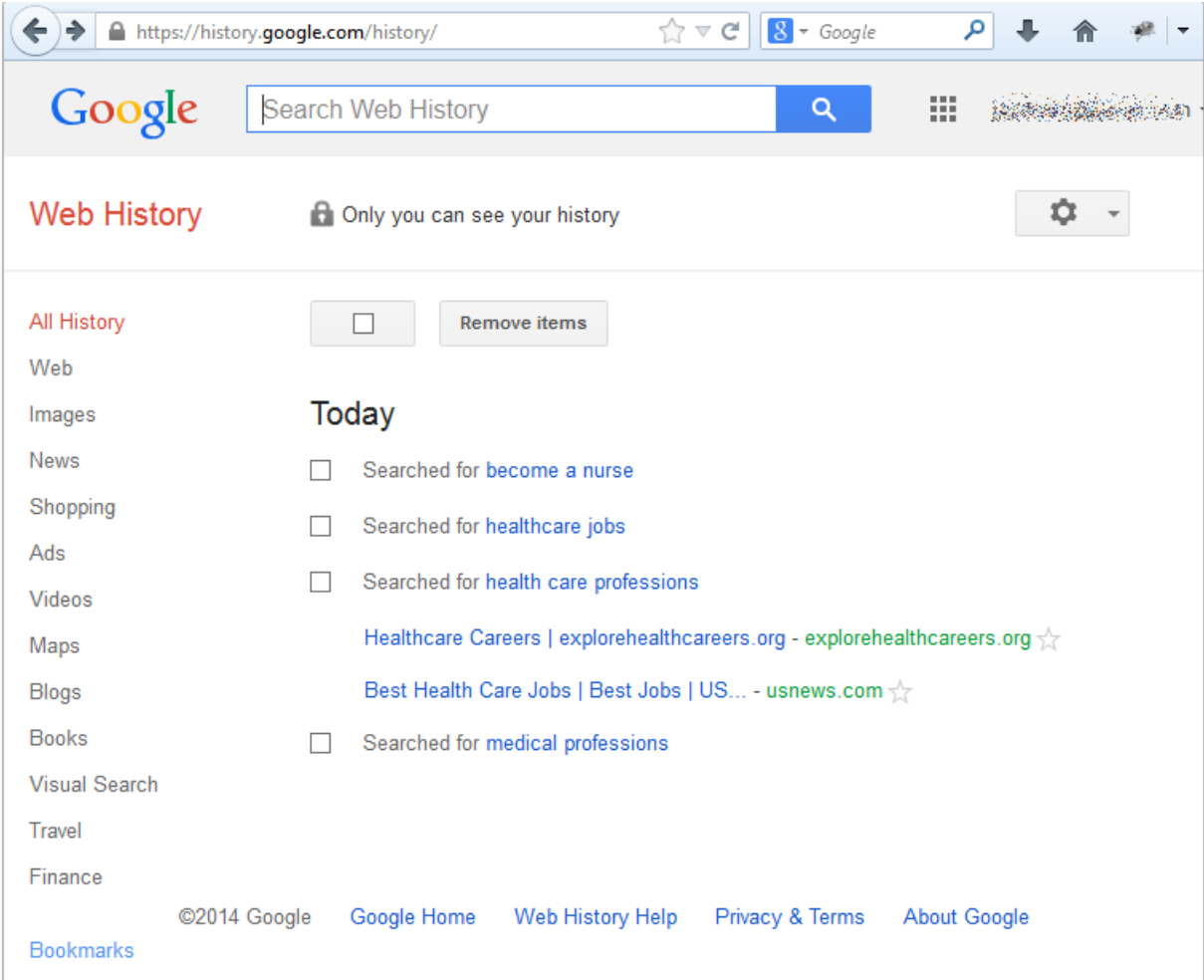


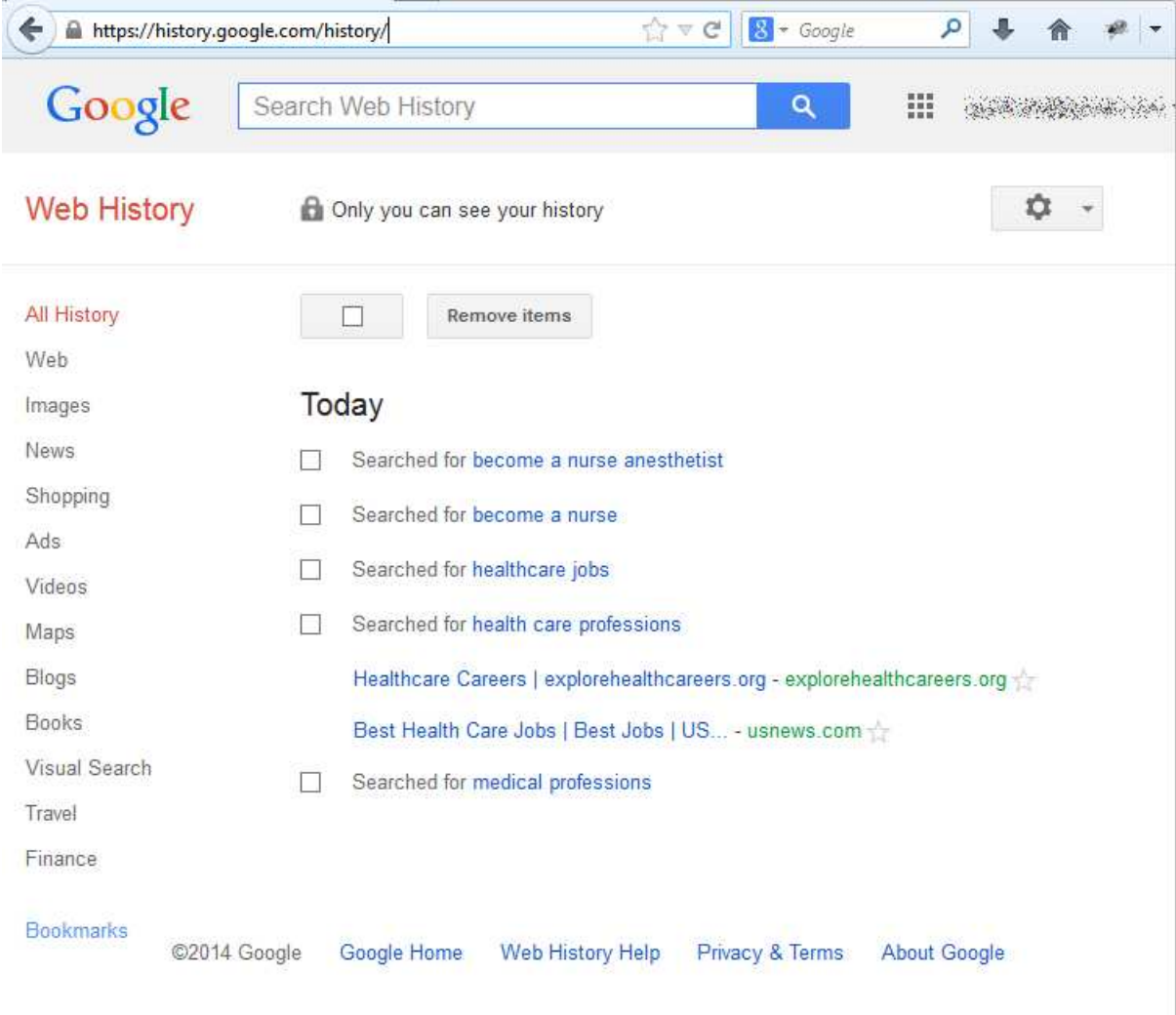
Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																					
	 <p>The screenshot shows the Google Ads Settings page in a browser window. The page title is "Ads Settings". It is divided into two main columns: "Ads on Google" and "Google Ads Across the Web".</p> <table border="1"><thead><tr><th>Category</th><th>Value</th><th>Value</th></tr></thead><tbody><tr><td>Gender</td><td>Male <a href="#">Visit your Google Profile</a></td><td>Male <a href="#">Edit</a> <small>Based on the websites you've visited</small></td></tr><tr><td>Age</td><td>35-44 <a href="#">Visit your Google Profile</a></td><td>25-34 <a href="#">Edit</a> <small>Based on the websites you've visited</small></td></tr><tr><td>Languages</td><td>N/A</td><td>English, and 1 more <a href="#">Edit</a> <small>Based on the websites you've visited</small></td></tr><tr><td>Interests</td><td>Unknown <a href="#">Edit</a> <small>From your previous searches</small></td><td>Air Travel, and 45 more <a href="#">Edit</a> <small>Based on the websites you've visited</small></td></tr><tr><td>Advertisers' campaigns you've blocked <a href="#">?</a></td><td>None <small>From your blocking activity</small></td><td>N/A</td></tr><tr><td>Opt-out settings</td><td><a href="#">Opt out of interest-based ads on Google</a></td><td><a href="#">Opt out of interest-based Google Ads Across the Web</a></td></tr></tbody></table> <p>Visit the <a href="#">Consumer Ads Help Center</a> to learn more about how Google serves ads.</p> <p>Google adheres to advertising industry privacy standards. To learn about these standards, including how you can opt out of interest-based advertising from Google and other participating companies, visit our <a href="#">About Google Ads</a> page. If you want to permanently opt out of the DoubleClick cookie, you can install the <a href="#">DoubleClick opt out extension</a>.</p> <p><a href="#">Send feedback</a></p>	Category	Value	Value	Gender	Male <a href="#">Visit your Google Profile</a>	Male <a href="#">Edit</a> <small>Based on the websites you've visited</small>	Age	35-44 <a href="#">Visit your Google Profile</a>	25-34 <a href="#">Edit</a> <small>Based on the websites you've visited</small>	Languages	N/A	English, and 1 more <a href="#">Edit</a> <small>Based on the websites you've visited</small>	Interests	Unknown <a href="#">Edit</a> <small>From your previous searches</small>	Air Travel, and 45 more <a href="#">Edit</a> <small>Based on the websites you've visited</small>	Advertisers' campaigns you've blocked <a href="#">?</a>	None <small>From your blocking activity</small>	N/A	Opt-out settings	<a href="#">Opt out of interest-based ads on Google</a>	<a href="#">Opt out of interest-based Google Ads Across the Web</a>
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Gender	Male <a href="#">Visit your Google Profile</a>	Male <a href="#">Edit</a> <small>Based on the websites you've visited</small>																				
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Interests	Unknown <a href="#">Edit</a> <small>From your previous searches</small>	Air Travel, and 45 more <a href="#">Edit</a> <small>Based on the websites you've visited</small>																				
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Opt-out settings	<a href="#">Opt out of interest-based ads on Google</a>	<a href="#">Opt out of interest-based Google Ads Across the Web</a>																				

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 6</b>	
The method of claim 1, further comprising:	See claim 1 above.
receiving user preference re-prioritization input; and	<p>The Accused Instrumentalities receive user preference re-prioritization input.</p>  <p>The screenshot shows a web browser window with the URL <a href="https://www.google.es/preferences?hl=es">https://www.google.es/preferences?hl=es</a>. The page title is "Ajustes de búsqueda" (Search Settings). The main heading is "¿Qué idioma deben utilizar los productos de Google?" (Which language should Google products use?). Under the heading "Idiomas" (Languages), there is a list of languages with radio buttons: Deutsch, English, español (selected), español (Latinoamérica), français, hrvatski, italiano, Nederlands, polski, portugués (Brasil), portugués (Portugal), Tiếng Việt, Türkçe, русский, العربية, ไทย, 한국어, 中文 (简体), 中文 (繁體), and 日本語. Below the list is a link "Mostrar más -". At the bottom, it says "Idioma actual de los resultados de búsqueda: español" with an "Editar" link. There are "Guardar" (Save) and "Cancelar" (Cancel) buttons at the bottom right.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page in a browser window. The browser's address bar displays the URL: https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACiOTCgMIYgsUllqNPEHrk6GhEfwV1zRjWYZEFmdC. The page title is "Ads Settings". Below the Google logo, the heading "Settings for Google Ads" is followed by a sub-heading "Settings for Google Ads" and a brief description: "Ads enable free web services and content. These settings help control the types of Google ads you see." The settings are organized into two columns. The left column includes: "Ads on Google" with icons for Search, Gmail, YouTube, and Maps; "Gender" set to "Male" with a link to "Visit your Google Profile"; "Age" set to "35-44" with a link to "Visit your Google Profile"; "Languages" set to "N/A"; "Interests" set to "Unknown" with a link to "Edit" and a note "From your previous searches"; "Advertisers' campaigns you've blocked" set to "None" with a link to "Edit" and a note "From your blocking activity"; and "Opt-out settings" with a link to "Opt out of interest-based ads on Google". The right column includes: "Google Ads Across the Web" with a link to "Edit" and a note "Based on the websites you've visited"; "Gender" set to "Male" with a link to "Edit" and a note "Based on the websites you've visited"; "Age" set to "25-34" with a link to "Edit" and a note "Based on the websites you've visited"; "Languages" set to "English, and 1 more" with a link to "Edit" and a note "Based on the websites you've visited"; "Interests" set to "Air Travel, and 40 more" with a link to "Edit" and a note "Based on the websites you've visited"; and "Advertisers' campaigns you've blocked" set to "N/A". At the bottom of the page, there is a link to the "Consumer Ads Help Center" and a "Send feedback" button.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. The address bar displays the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The search bar contains the text "Search Web History". Below the search bar, the page title is "Web History" with a lock icon and the text "Only you can see your history". A settings gear icon is visible in the top right. On the left side, there is a vertical navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The "All History" section is expanded, showing a list of search history items under the heading "Today":</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">become a nurse</a></li><li><input type="checkbox"/> Searched for <a href="#">healthcare jobs</a></li><li><input type="checkbox"/> Searched for <a href="#">health care professions</a></li><li><a href="#">Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org</a> ☆</li><li><a href="#">Best Health Care Jobs   Best Jobs   US... - usnews.com</a> ☆</li><li><input type="checkbox"/> Searched for <a href="#">medical professions</a></li></ul> <p>At the bottom of the page, there is a footer with the text "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google". A "Bookmarks" link is also present at the bottom left.</p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window at the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page title is "Web History" and it indicates that only the user can see their history. On the left, there is a navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. A "Remove items" button is visible next to the "All History" section. The "Today" section lists several search entries, each with a checkbox and a description: "Searched for become a nurse anesthetist", "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Searched for medical professions". Two search results are highlighted: "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org" and "Best Health Care Jobs   Best Jobs   US... - usnews.com". The footer includes "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

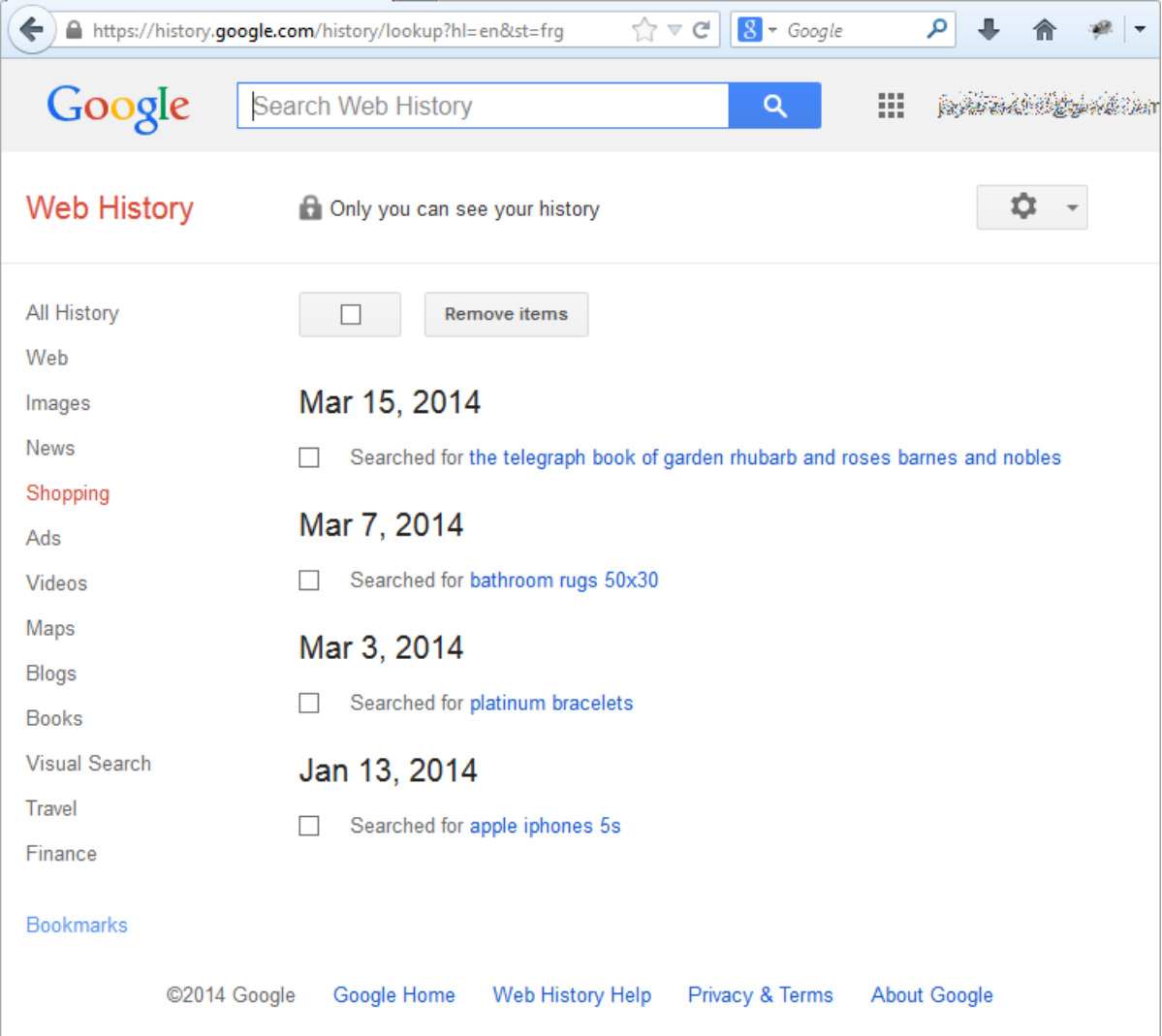
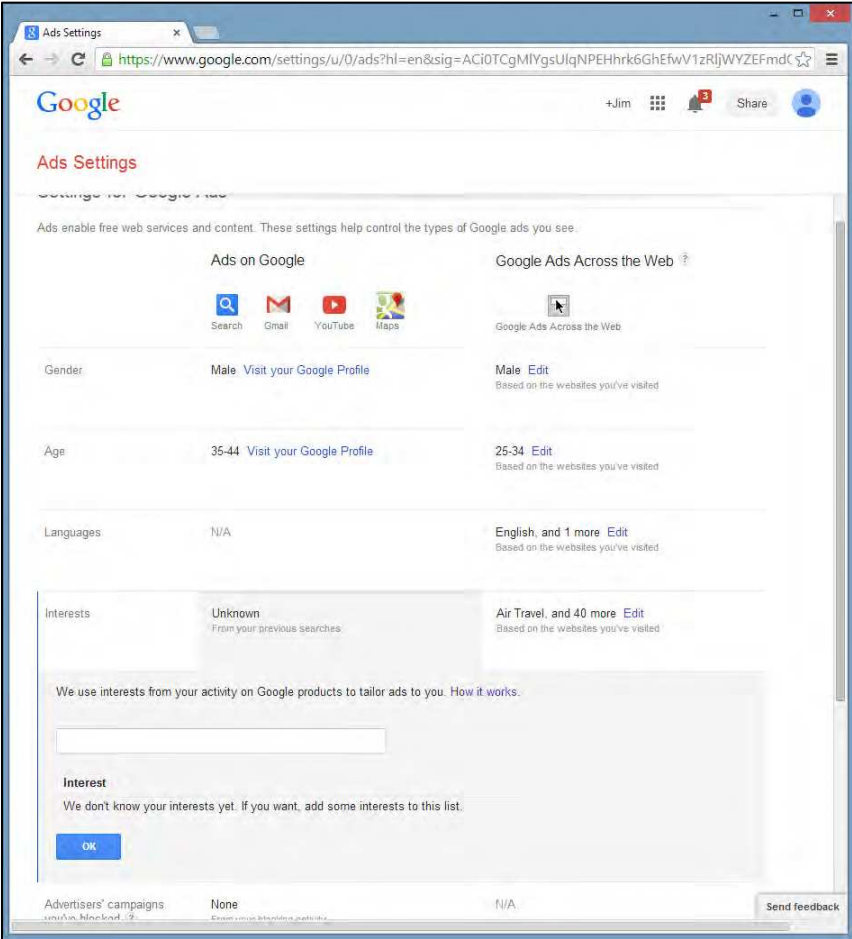
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. At the top, the browser address bar displays the URL <a href="https://history.google.com/history/lookup?hl=en&amp;st=frg">https://history.google.com/history/lookup?hl=en&amp;st=frg</a>. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main content area is titled "Web History" and includes a lock icon with the text "Only you can see your history" and a settings gear icon. A list of search history items is displayed, each with a date and a search query:</p> <ul style="list-style-type: none"><li><b>All History</b> <input type="checkbox"/> <a href="#">Remove items</a></li><li><b>Web</b></li><li><b>Images</b></li><li><b>News</b></li><li><b>Shopping</b></li><li><b>Ads</b></li><li><b>Videos</b></li><li><b>Maps</b></li><li><b>Blogs</b></li><li><b>Books</b></li><li><b>Visual Search</b></li><li><b>Travel</b></li><li><b>Finance</b></li><li><b>Bookmarks</b></li></ul> <p>Search history items:</p> <ul style="list-style-type: none"><li><b>Mar 15, 2014</b> <input type="checkbox"/> Searched for <a href="#">the telegraph book of garden rhubarb and roses barnes and nobles</a></li><li><b>Mar 7, 2014</b> <input type="checkbox"/> Searched for <a href="#">bathroom rugs 50x30</a></li><li><b>Mar 3, 2014</b> <input type="checkbox"/> Searched for <a href="#">platinum bracelets</a></li><li><b>Jan 13, 2014</b> <input type="checkbox"/> Searched for <a href="#">apple iphones 5s</a></li></ul> <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 &amp; Terms", and "About Google".</p>

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

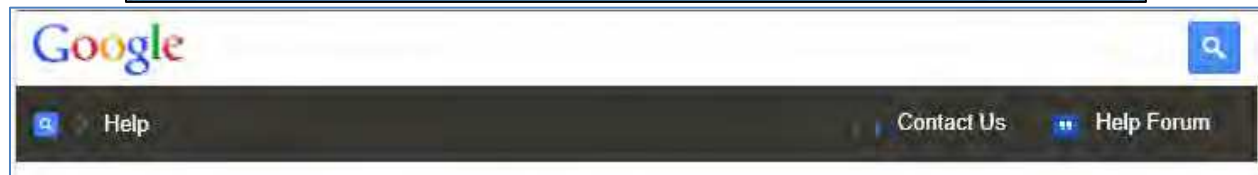
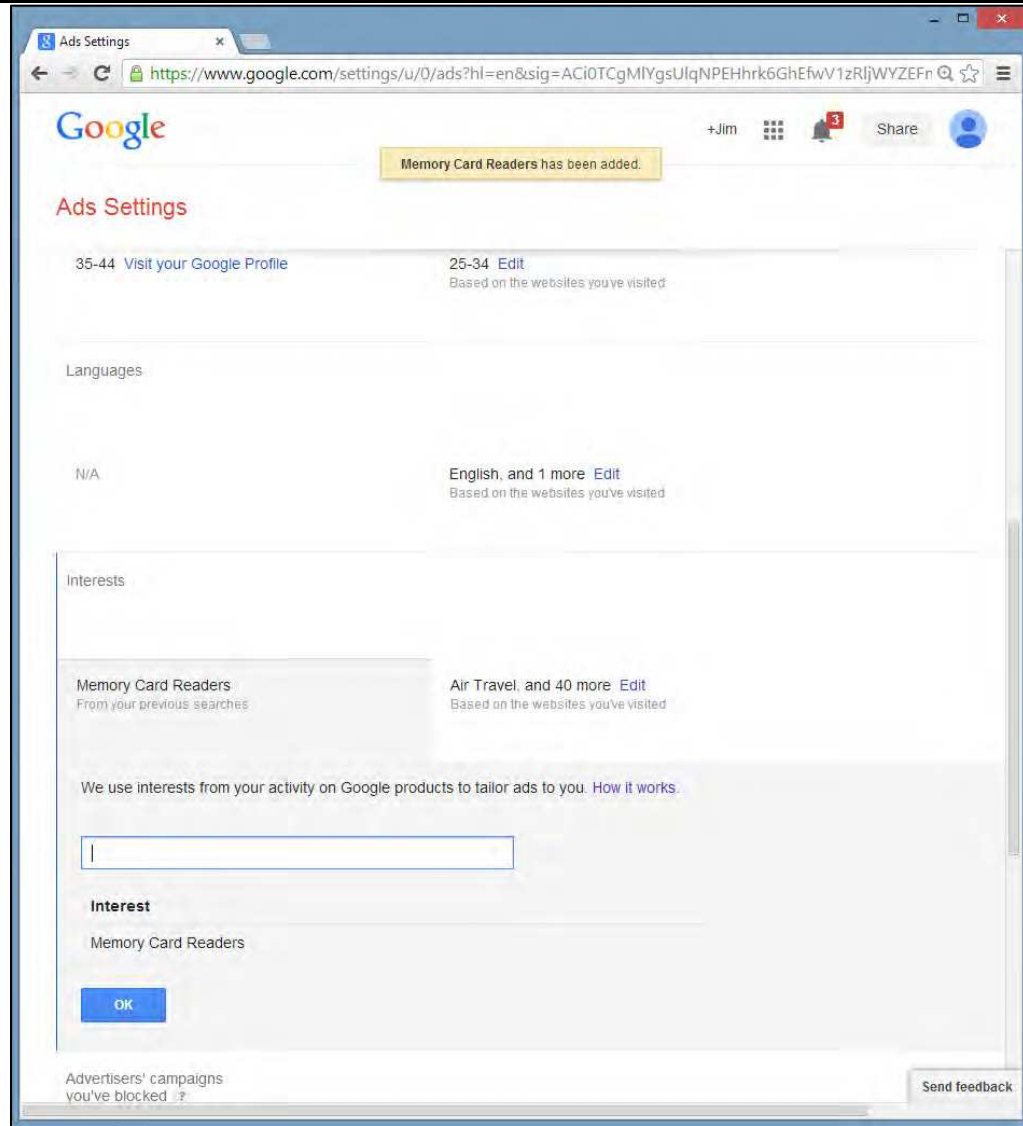
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
re-prioritizing the user preference data based upon the user preference re-prioritization input.	The Accused Instrumentalities reprioritize the user preference data based upon the user preference reprioritization input.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

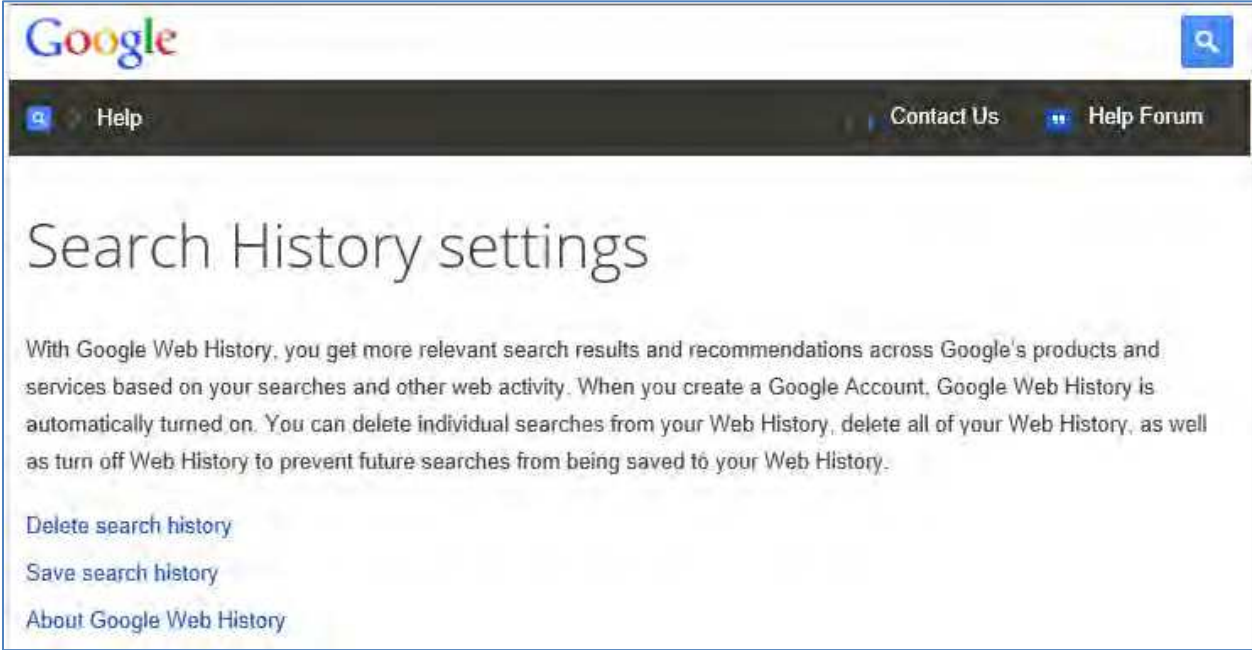


Case No. 2:13-cv-893  
Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

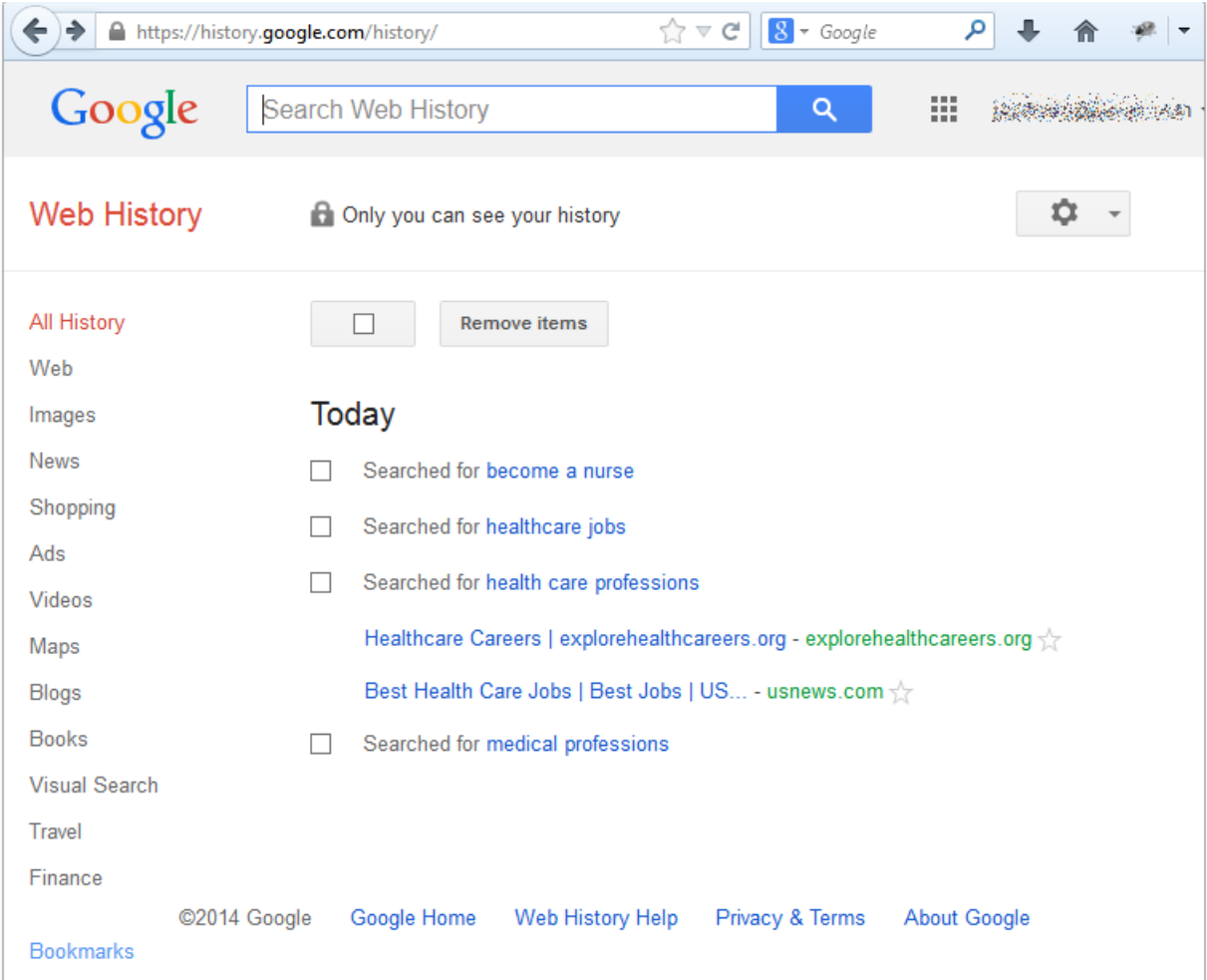
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page in a web browser. The browser's address bar displays the URL: <a href="https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TCgMIYgsUliqNPEHrk6GhEfwV1zRjWjWYZEFmdC">https://www.google.com/settings/u/0/ads?hl=en&amp;sig=ACi0TCgMIYgsUliqNPEHrk6GhEfwV1zRjWjWYZEFmdC</a>. The page title is "Ads Settings". Below the title, there is a section for "Settings for Google Ads" with a sub-header: "Ads enable free web services and content. These settings help control the types of Google ads you see." The settings are organized into several sections: "Ads on Google" (with icons for Search, Gmail, YouTube, and Maps), "Google Ads Across the Web" (with a "Google Ads Across the Web" icon), "Gender" (set to "Male", with a link to "Visit your Google Profile" and an "Edit" link), "Age" (set to "35-44", with a link to "Visit your Google Profile" and an "Edit" link), "Languages" (set to "N/A", with an "Edit" link), "Interests" (set to "Unknown", with a link to "Visit your Google Profile" and an "Edit" link), and "Advertisers' campaigns" (set to "None", with an "Edit" link). At the bottom right, there is a "Send feedback" link. The page also includes a "We use interests from your activity on Google products to tailor ads to you. How it works." section with a text input field and an "Interest" section with a message: "We don't know your interests yet. If you want, add some interests to this list." and an "OK" button.</p>

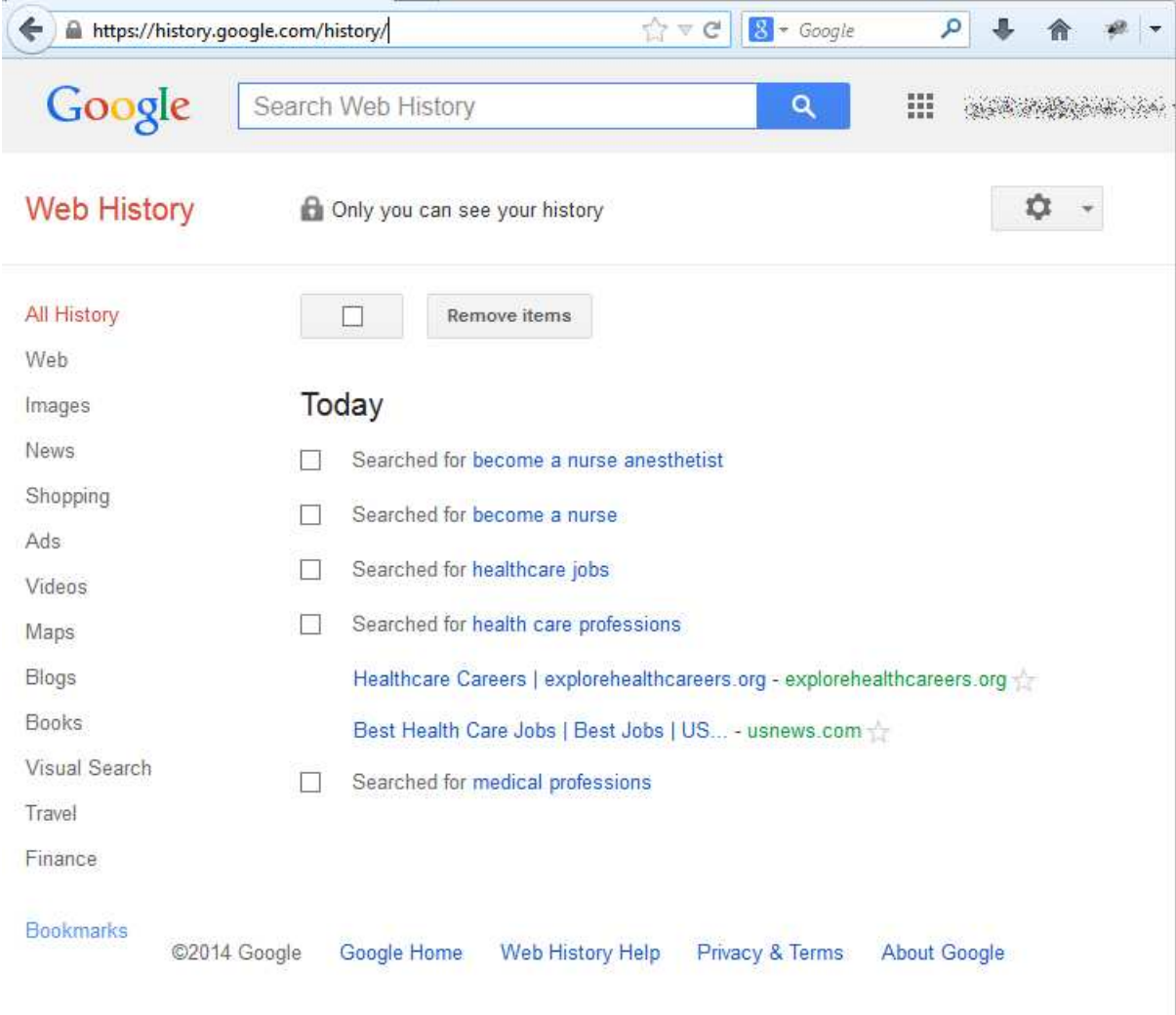
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 7</b>	
<p>The method of claim 1, wherein the user preference data is derived from prior searching history.</p>	<p>The Accused Instrumentalities derive user preference data from prior searching history.</p> <p>See claim 1 above.</p> <div data-bbox="653 508 1896 1154" style="border: 1px solid black; padding: 10px;">A screenshot of 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 "Help" on the left and "Contact Us" and "Help Forum" on the right. 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".</div> <p><a href="https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131">https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131</a></p>

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	<div data-bbox="800 326 1751 1341" 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 <a href="http://www.google.com/history">www.google.com/history</a> . Learn how to <a href="#">delete your Web History</a> , <a href="#">save your Web History</a> , or <a href="#">edit your Web History on your mobile device</a> .</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none"><li>• Pages you visit</li><li>• Searches on Google</li><li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li><li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li><li>• Your IP address</li><li>• Your browser type and language</li></ul><h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a> , <a href="#">Safari</a> , <a href="#">Internet Explorer</a> , <a href="#">Toolbar</a> , and <a href="#">Firefox</a> .</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none"><li>1. Visit <a href="http://google.com/history/optout">google.com/history/optout</a> when not signed in to a Google Account.</li><li>2. Click <b>Disable customizations based on search activity</b>. This will turn the setting off for anyone who uses the same browser and computer as you.</li></ol></div> <p data-bbox="1314 1349 1965 1382" style="text-align: right;"><a href="https://support.google.com/accounts/answer/54068">https://support.google.com/accounts/answer/54068</a></p>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window at the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page title is "Web History" and it includes a lock icon with the text "Only you can see your history". On the left, there is a vertical menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The "All History" section has a checkbox and a "Remove items" button. The "Today" section lists search history items:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Searched for <a href="#">become a nurse</a></li><li><input type="checkbox"/> Searched for <a href="#">healthcare jobs</a></li><li><input type="checkbox"/> Searched for <a href="#">health care professions</a></li><li><a href="#">Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org</a> ☆</li><li><a href="#">Best Health Care Jobs   Best Jobs   US... - usnews.com</a> ☆</li><li><input type="checkbox"/> Searched for <a href="#">medical professions</a></li></ul> <p>At the bottom, there is a footer with "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

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

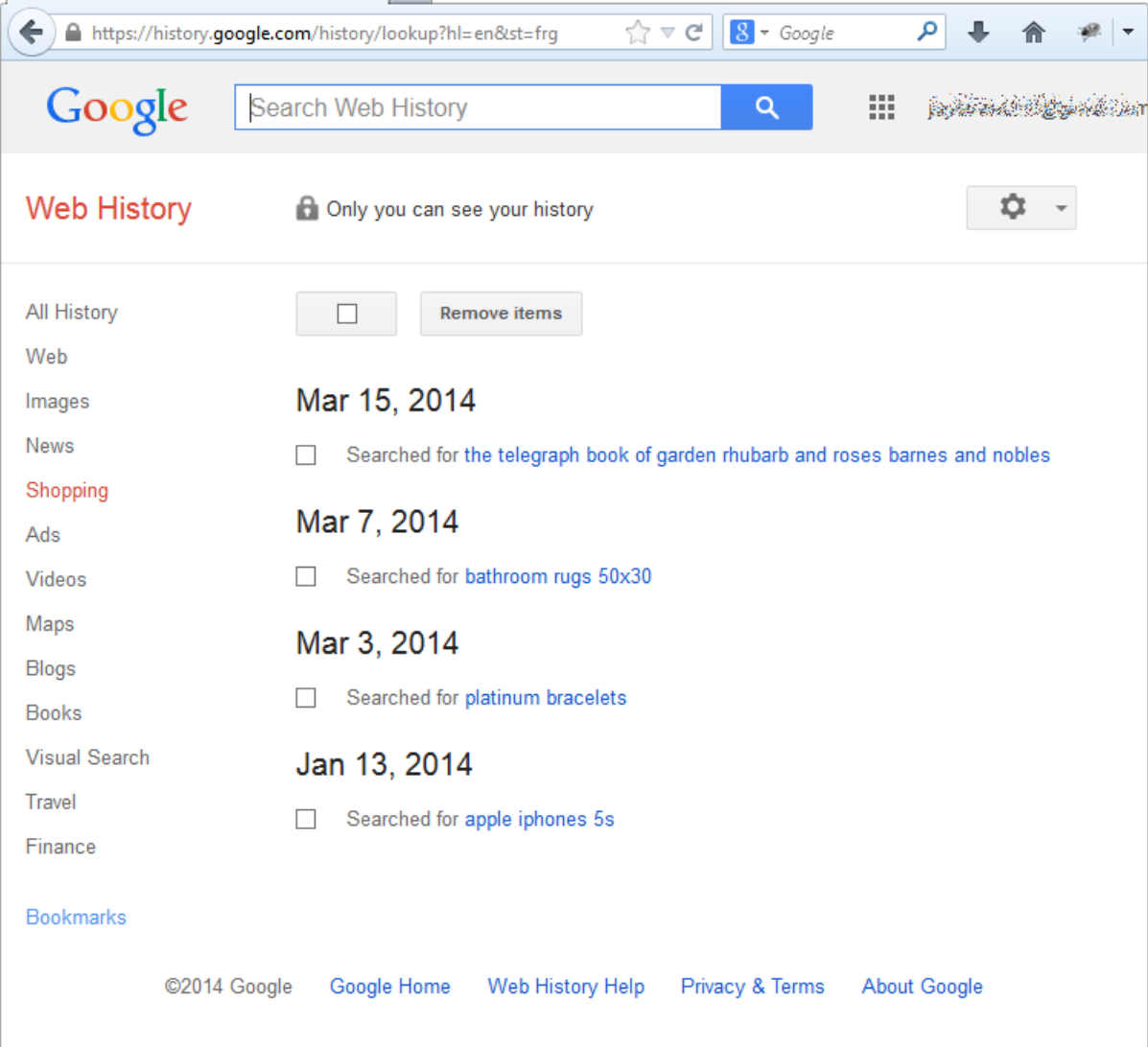
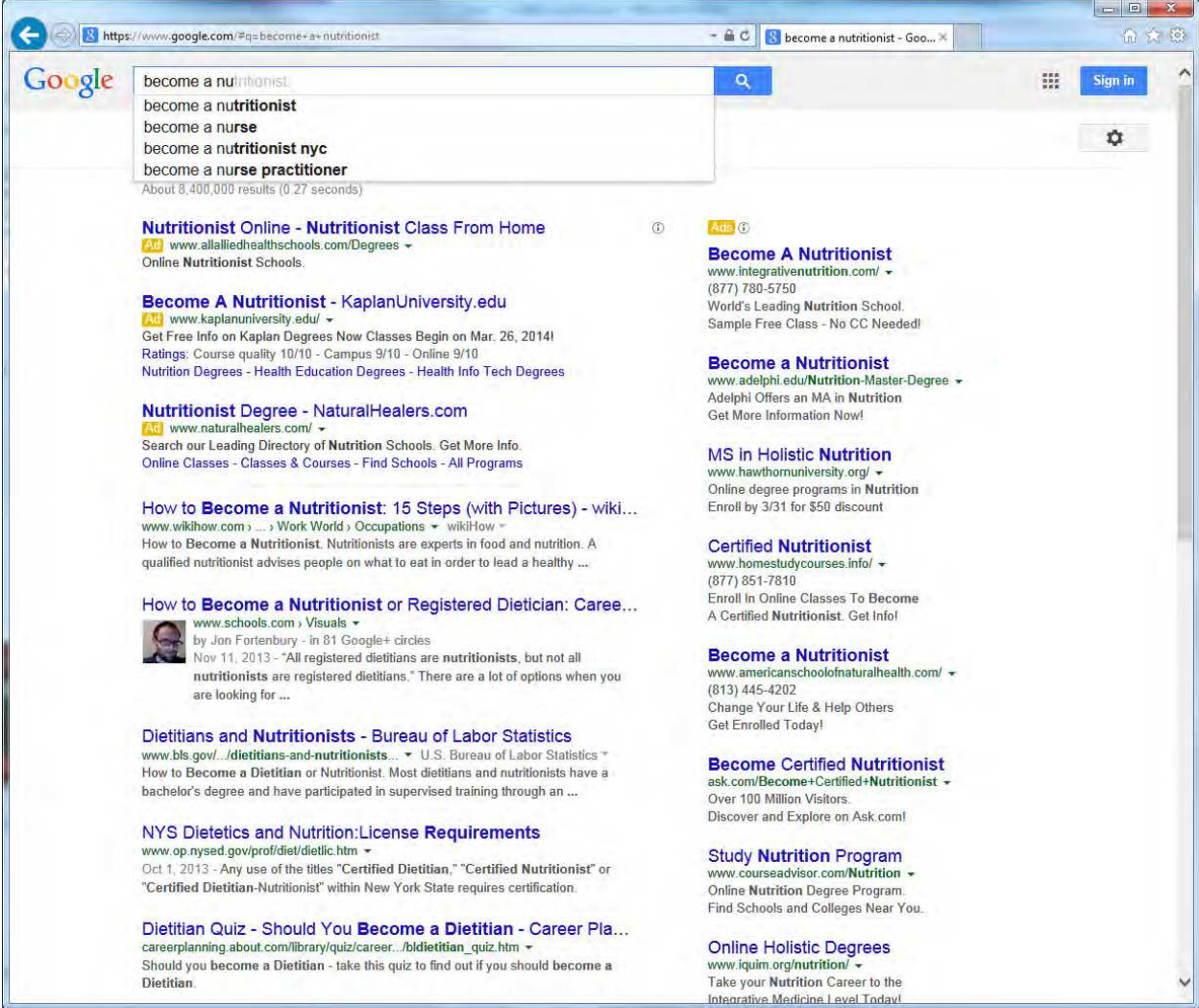
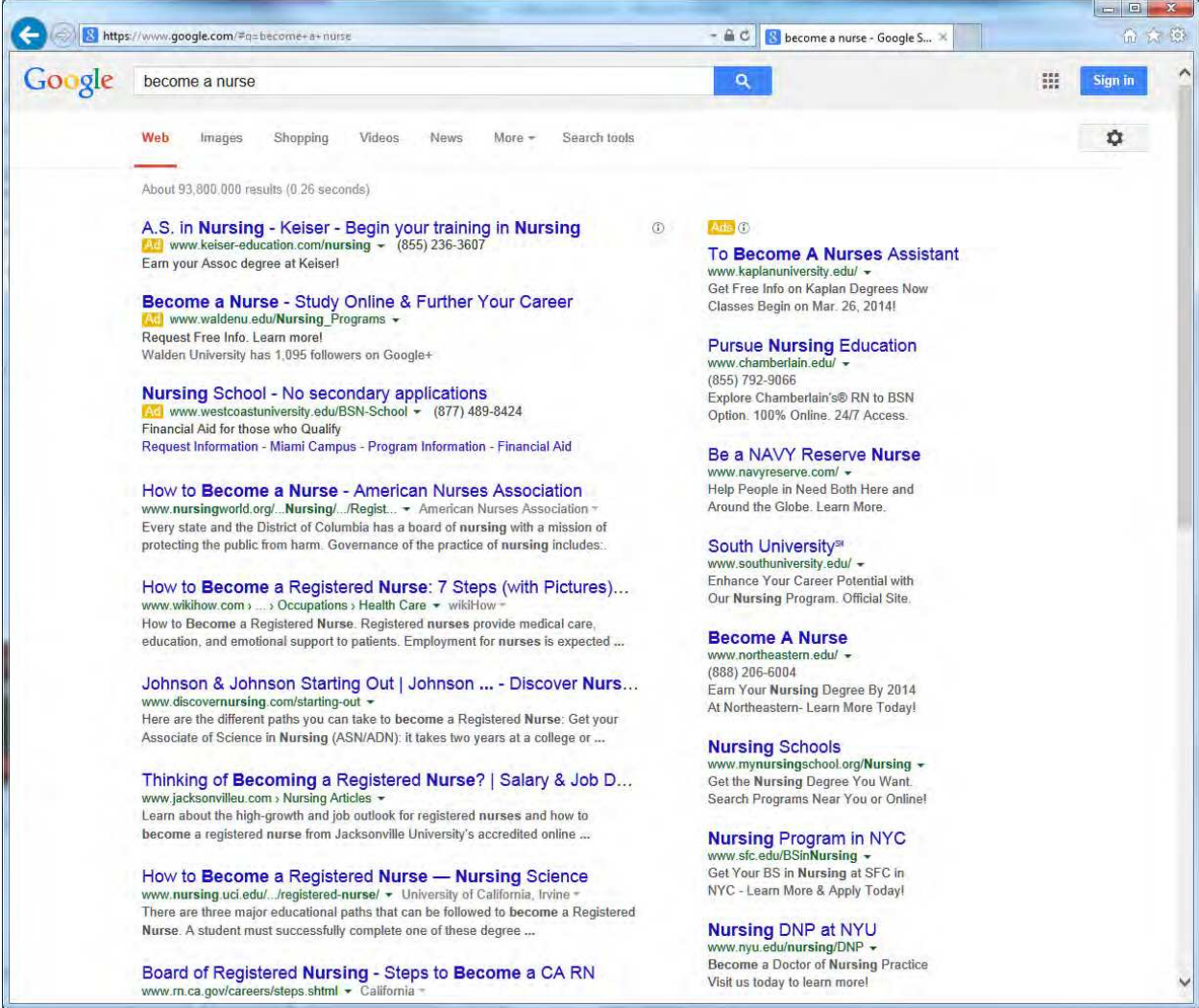
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL <a href="https://history.google.com/history/lookup?hl=en&amp;st=frg">https://history.google.com/history/lookup?hl=en&amp;st=frg</a>. Below the address bar is the Google logo and a search bar containing the text "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. A list of search categories is shown on the left: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. Below these categories, a "Remove items" button is visible.</p> <p>The search history is organized by date:</p> <ul style="list-style-type: none"><li><b>Mar 15, 2014</b>: Searched for <a href="#">the telegraph book of garden rhubarb and roses barnes and nobles</a></li><li><b>Mar 7, 2014</b>: Searched for <a href="#">bathroom rugs 50x30</a></li><li><b>Mar 3, 2014</b>: Searched for <a href="#">platinum bracelets</a></li><li><b>Jan 13, 2014</b>: Searched for <a href="#">apple iphones 5s</a></li></ul> <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 &amp; Terms", and "About Google".</p>

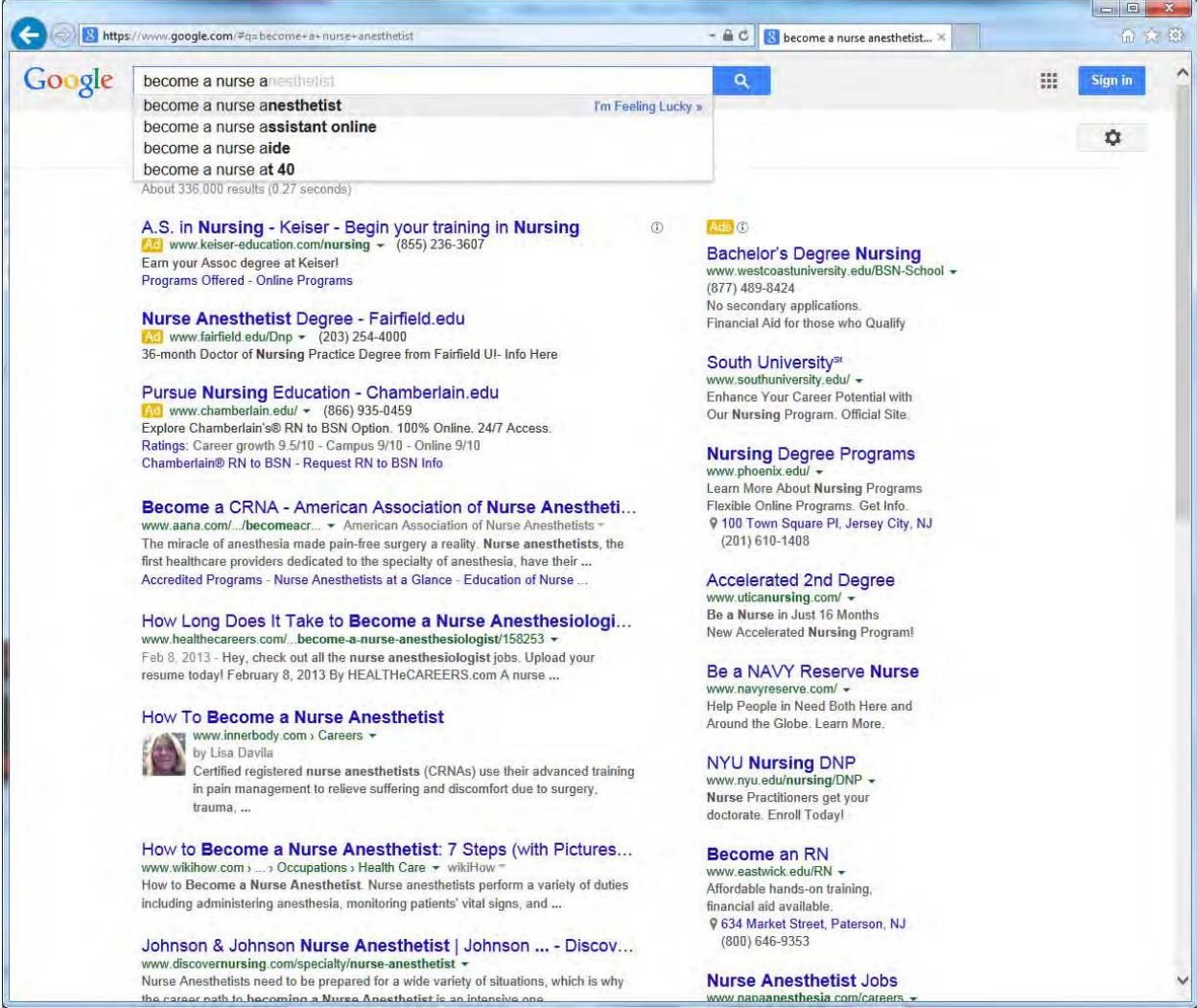


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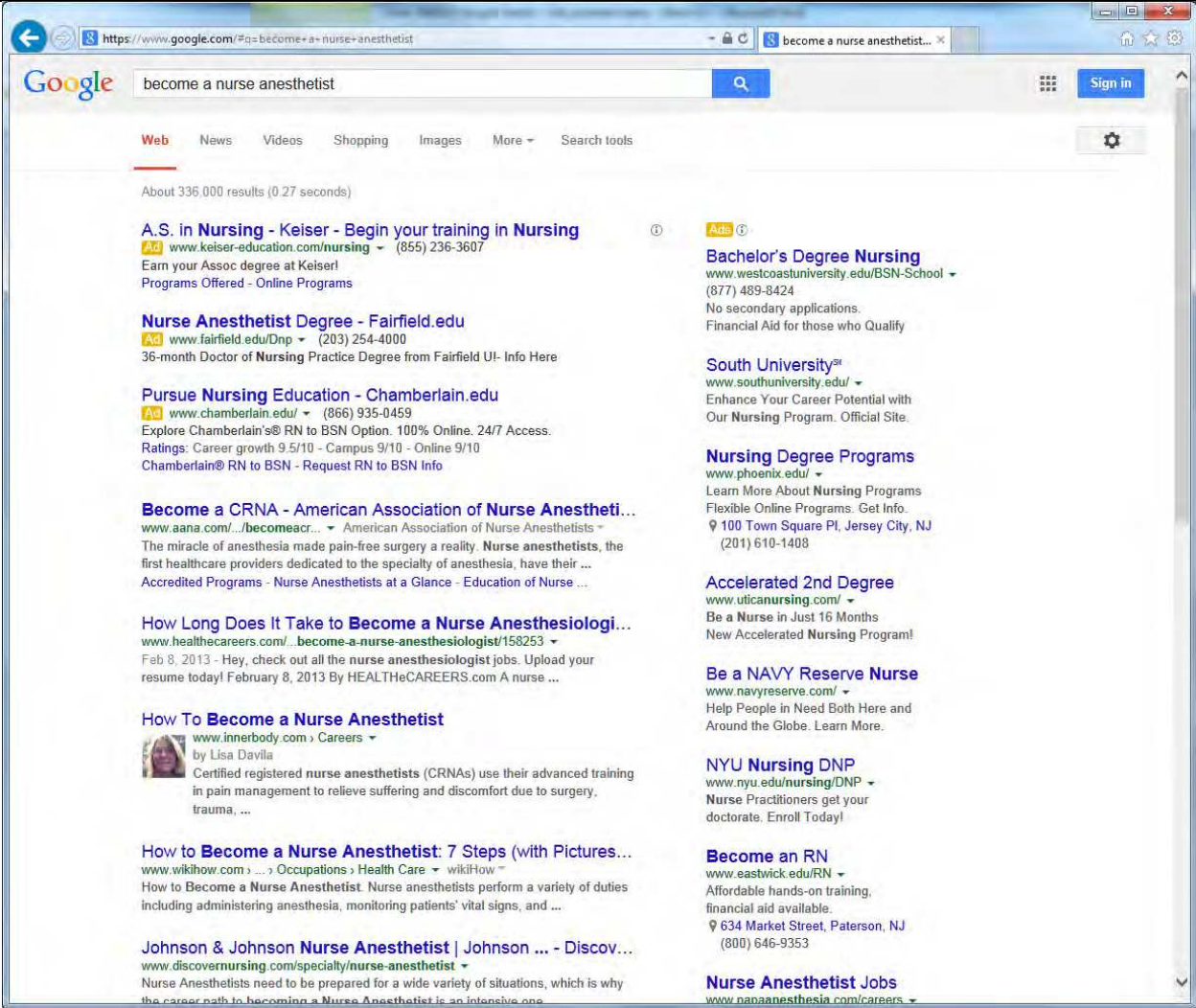
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 8</b>	
The method of claim 1, further comprising:	See claim 1 above.
receiving search refinement input via the communications link from the data processing device of the user;	The Accused Instrumentalities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

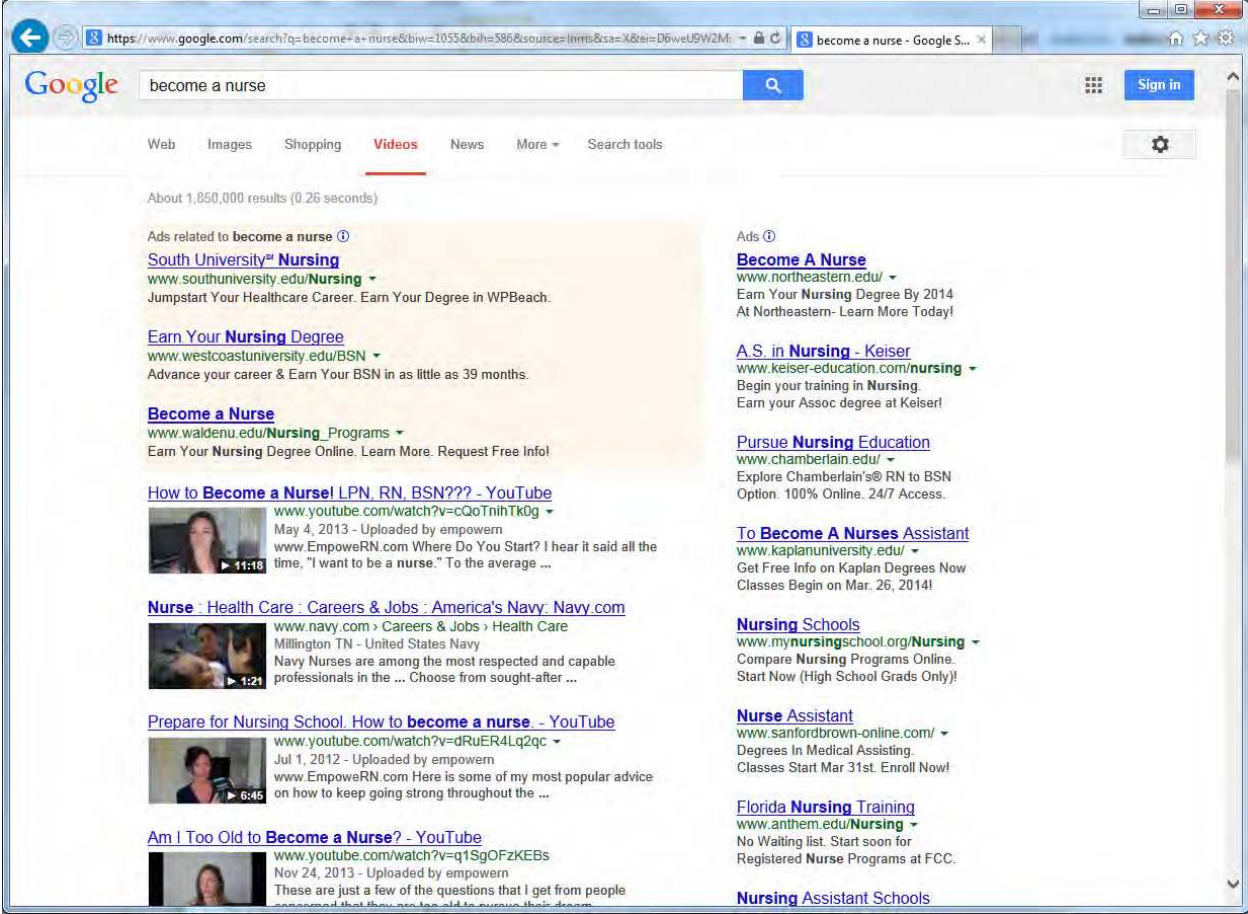
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nutritionist". The search results include several educational programs and career guides. On the left side, there are results for "Nutritionist Online - Nutritionist Class From Home" from allaliedhealthschools.com, "Become A Nutritionist - KaplanUniversity.edu", "Nutritionist Degree - NaturalHealers.com", "How to Become a Nutritionist: 15 Steps (with Pictures) - wikiHow", "How to Become a Nutritionist or Registered Dietician: Career..." from schools.com, "Dietitians and Nutritionists - Bureau of Labor Statistics", "NYS Dietetics and Nutrition: License Requirements" from op.nysed.gov, and "Dietitian Quiz - Should You Become a Dietitian - Career Planning". On the right side, there are several advertisements for nutritionist programs, including "Become A Nutritionist" from integrativenutrition.com, "Become a Nutritionist" from adelphi.edu, "MS in Holistic Nutrition" from hawthornuniversity.org, "Certified Nutritionist" from homestudycourses.info, "Become a Nutritionist" from americanschoolsofnaturalhealth.com, "Become Certified Nutritionist" from ask.com, and "Study Nutrition Program" from courseadvisor.com. The browser address bar shows the URL "https://www.google.com/#q=become+a+nutritionist".</p>

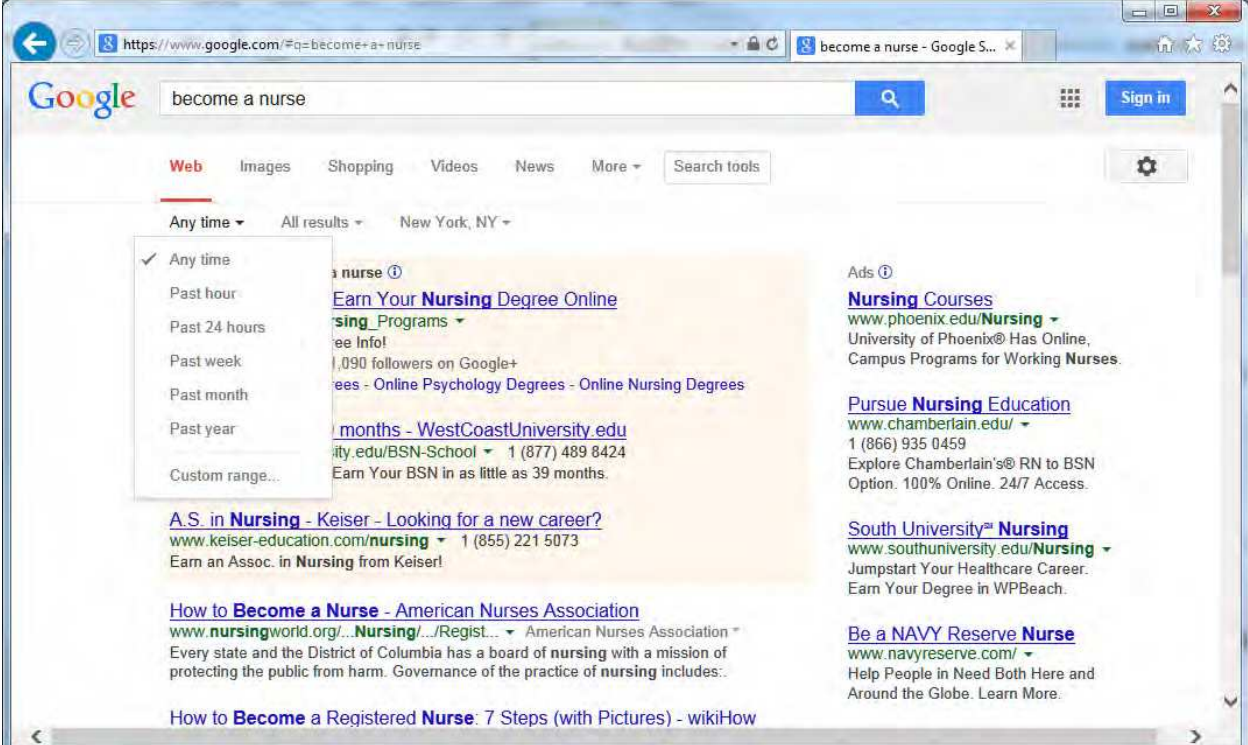
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The search results are organized into two columns. The left column contains several organic search results, including:</p> <ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser - Begin your training in Nursing</b> from keiser-education.com, featuring a phone number (855) 236-3607 and a link to earn an Associate degree.</li><li><b>Become a Nurse - Study Online &amp; Further Your Career</b> from waldenu.edu/Nursing_Programs, with a link to request free information.</li><li><b>Nursing School - No secondary applications</b> from westcoastuniversity.edu/BSN-School, with a phone number (877) 489-8424 and a link to request information.</li><li><b>How to Become a Nurse - American Nurses Association</b> from nursingworld.org, discussing the role of nursing boards.</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures)...</b> from wikihow.com, providing a step-by-step guide.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nurs...</b> from discovernursing.com, detailing paths to becoming a Registered Nurse.</li><li><b>Thinking of Becoming a Registered Nurse?   Salary &amp; Job D...</b> from jacksonvilleu.com, discussing the job outlook.</li><li><b>How to Become a Registered Nurse — Nursing Science</b> from nursing.uci.edu, listing educational paths at the University of California, Irvine.</li><li><b>Board of Registered Nursing - Steps to Become a CA RN</b> from rn.ca.gov, providing steps for California.</li></ul> <p>The right column contains several sponsored ads:</p> <ul style="list-style-type: none"><li><b>To Become A Nurses Assistant</b> from kaplanuniversity.edu, offering free information on Kaplan degrees.</li><li><b>Pursue Nursing Education</b> from chamberlain.edu, advertising Chamberlain's RN to BSN program.</li><li><b>Be a NAVY Reserve Nurse</b> from navyreserve.com, helping people in need.</li><li><b>South University</b> from southuniversity.edu, enhancing career potential.</li><li><b>Become A Nurse</b> from northeastern.edu, offering a nursing degree by 2014.</li><li><b>Nursing Schools</b> from mynursingschool.org, helping users find programs.</li><li><b>Nursing Program in NYC</b> from sfc.edu/BSinNursing, offering a BS in Nursing at SUNY.</li><li><b>Nursing DNP at NYU</b> from nyu.edu/nursing/DNP, offering a Doctor of Nursing Practice.</li></ul>

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are for Keiser University, Fairfield University, Chamberlain University, American Association of Nurse Anesthetists (AANA), HealthCareers.com, Innerbody.com, Wikihow.com, Johnson &amp; Johnson, West Coast University, South University, Phoenix, Utica Nursing, Navy Reserve, NYU, Eastwick, and NANA Anesthesia. The organic results include a link to "Become a CRNA - American Association of Nurse Anesthetists" and "How Long Does It Take to Become a Nurse Anesthesiologist...".</p>

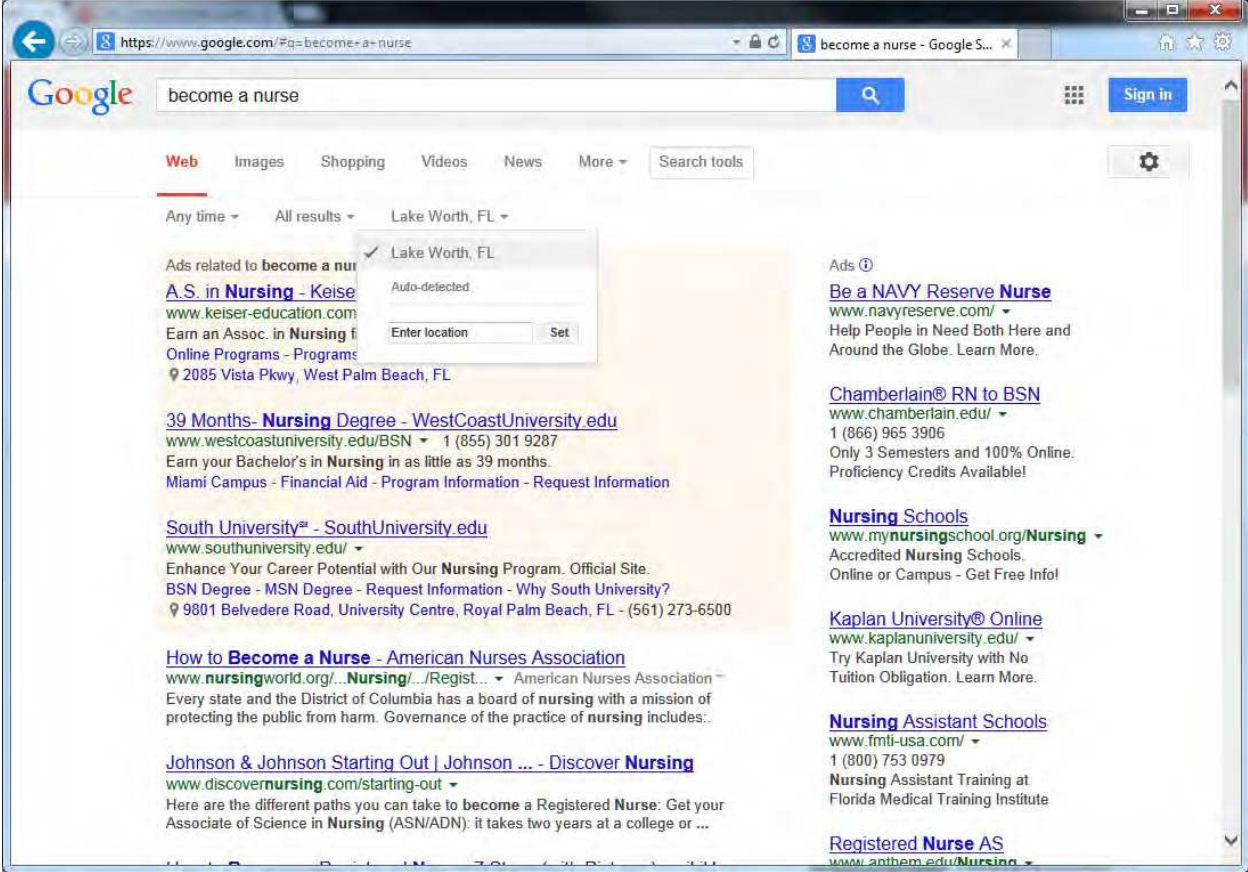


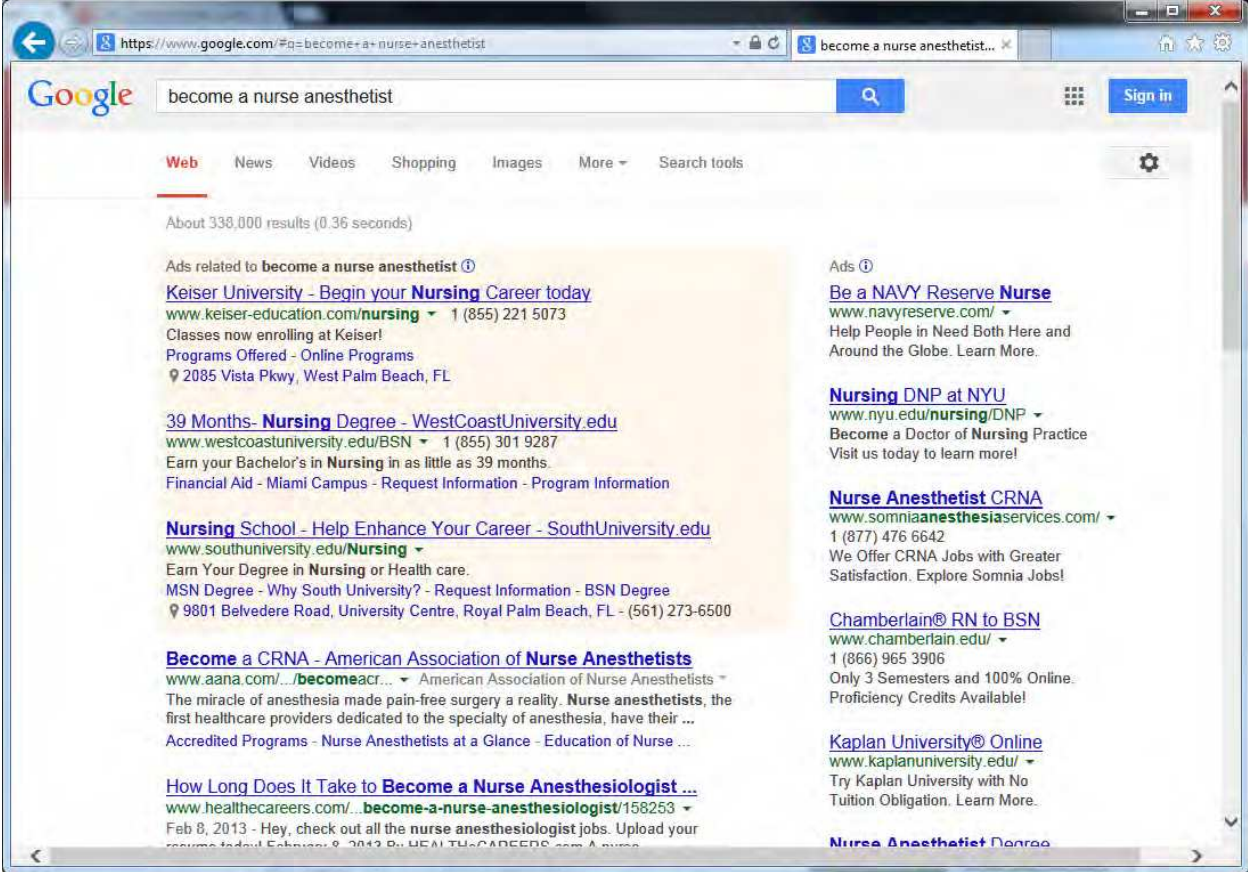
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist" with approximately 336,000 results. The results include several advertisements and organic search results. Advertisements include: "A.S. in Nursing - Keiser - Begin your training in Nursing" from www.keiser-education.com; "Nurse Anesthetist Degree - Fairfield.edu" from www.fairfield.edu; "Pursue Nursing Education - Chamberlain.edu" from www.chamberlain.edu; "Become a CRNA - American Association of Nurse Anesthetists" from www.aana.com; "How Long Does It Take to Become a Nurse Anesthesiologist..." from www.healthcareers.com; "How To Become a Nurse Anesthetist" from www.innerbody.com; "How to Become a Nurse Anesthetist: 7 Steps (with Pictures...)" from www.wikihow.com; and "Johnson &amp; Johnson Nurse Anesthetist   Johnson ... - Discover..." from www.discovernursing.com. Organic results include: "Bachelor's Degree Nursing" from www.westcoastuniversity.edu; "South University" from www.southuniversity.edu; "Nursing Degree Programs" from www.phoenix.edu; "Accelerated 2nd Degree" from www.utcanursing.com; "Be a NAVY Reserve Nurse" from www.navyreserve.com; "NYU Nursing DNP" from www.nyu.edu; and "Become an RN" from www.eastwick.edu. The search interface includes the Google logo, search bar, navigation tabs (Web, News, Videos, Shopping, Images, More), and search tools.</p>

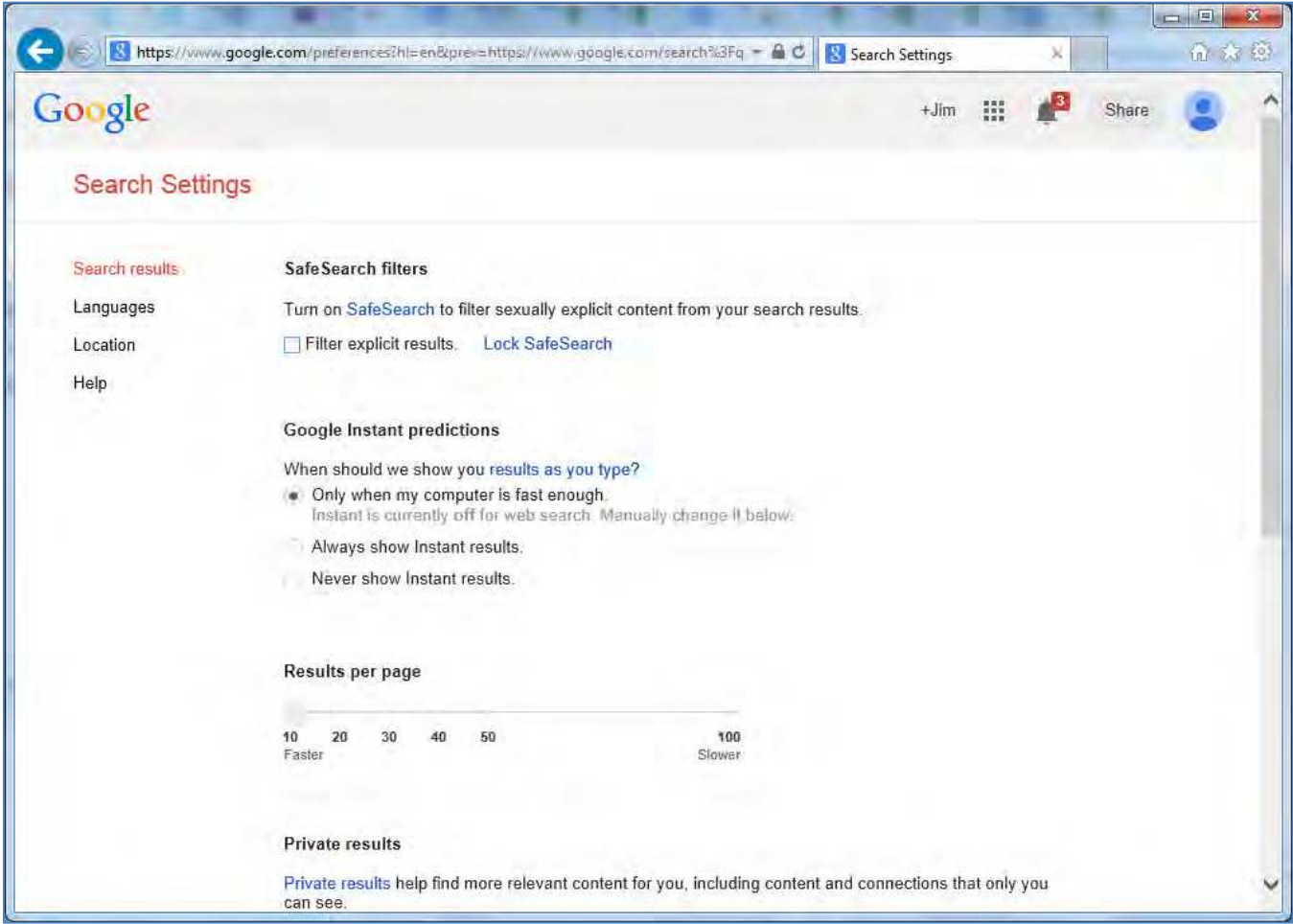
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none"><li><b>Ads related to become a nurse:</b><ul style="list-style-type: none"><li><b>South University™ Nursing</b> (www.southuniversity.edu/Nursing) - Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.</li><li><b>Earn Your Nursing Degree</b> (www.westcoastuniversity.edu/BSN) - Advance your career &amp; Earn Your BSN in as little as 39 months.</li><li><b>Become a Nurse</b> (www.waldenu.edu/Nursing_Programs) - Earn Your Nursing Degree Online. Learn More. Request Free Info!</li></ul></li><li><b>How to Become a Nurse! LPN, RN, BSN??? - YouTube</b> (www.youtube.com/watch?v=cQoTnihTk0g) - May 4, 2013 - Uploaded by empowern. www.EmpoweRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...</li><li><b>Nurse : Health Care : Careers &amp; Jobs : America's Navy - Navy.com</b> (www.navy.com) - Careers &amp; Jobs &gt; Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</li><li><b>Prepare for Nursing School. How to become a nurse. - YouTube</b> (www.youtube.com/watch?v=dRuER4Lq2qc) - Jul 1, 2012 - Uploaded by empowern. www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throughout the ...</li><li><b>Am I Too Old to Become a Nurse? - YouTube</b> (www.youtube.com/watch?v=q1SgOFzKEBs) - Nov 24, 2013 - Uploaded by empowern. These are just a few of the questions that I get from people concerned that they are too old to pursue their dream.</li></ul> <p><b>Ads:</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (www.northeastern.edu/) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>A.S. in Nursing - Keiser</b> (www.keiser-education.com/nursing) - Begin your training in Nursing. Earn your Assoc degree at Keiser!</li><li><b>Pursue Nursing Education</b> (www.chamberlain.edu/) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>To Become A Nurses Assistant</b> (www.kaplanuniversity.edu/) - Get Free Info on Kaplan Degrees Now. Classes Begin on Mar. 26, 2014!</li><li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing) - Compare Nursing Programs Online. Start Now (High School Grads Only)!</li><li><b>Nurse Assistant</b> (www.sanfordbrown-online.com/) - Degrees In Medical Assisting. Classes Start Mar 31st. Enroll Now!</li><li><b>Florida Nursing Training</b> (www.anthem.edu/Nursing) - No Waiting list. Start soon for Registered Nurse Programs at FCC.</li><li><b>Nursing Assistant Schools</b></li></ul>

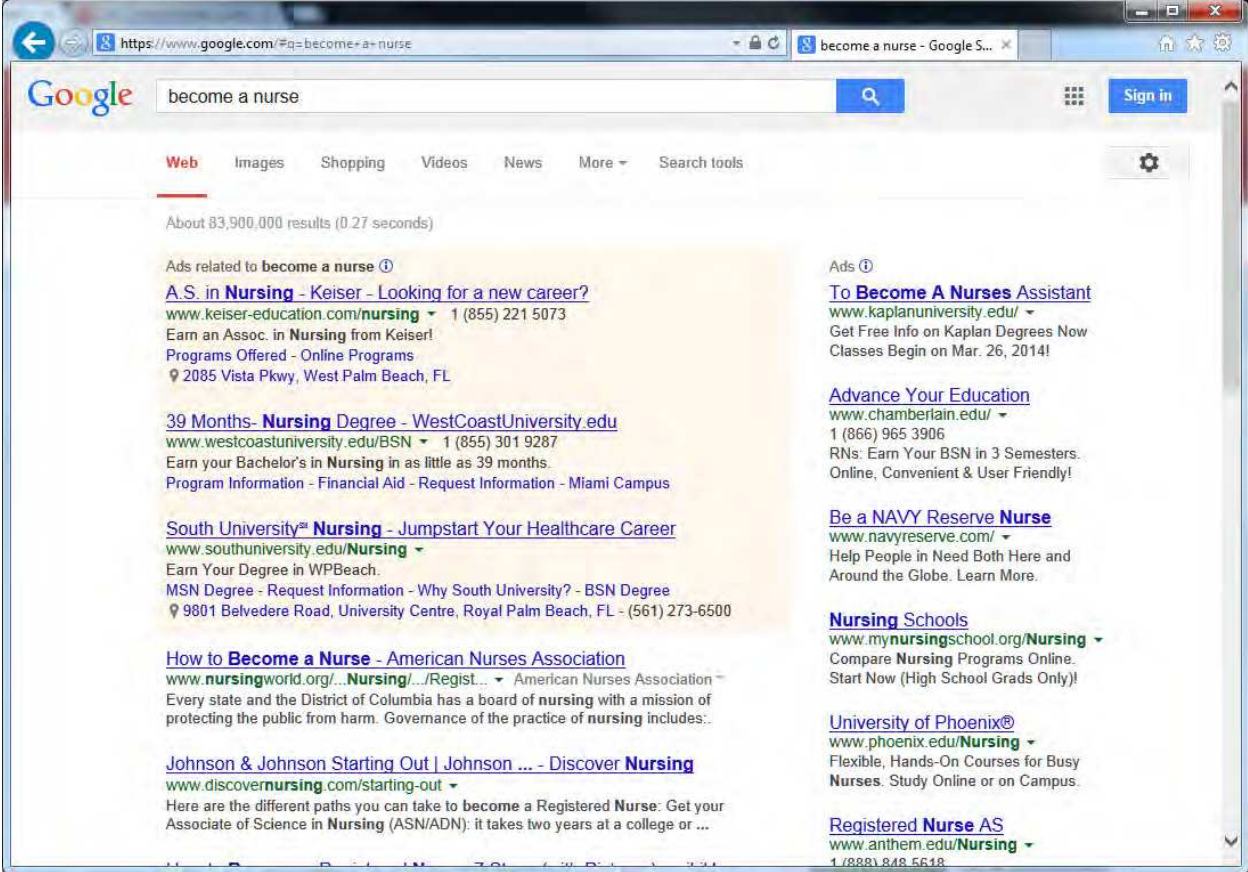
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results page includes a date filter dropdown menu on the left, which is open and shows options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>



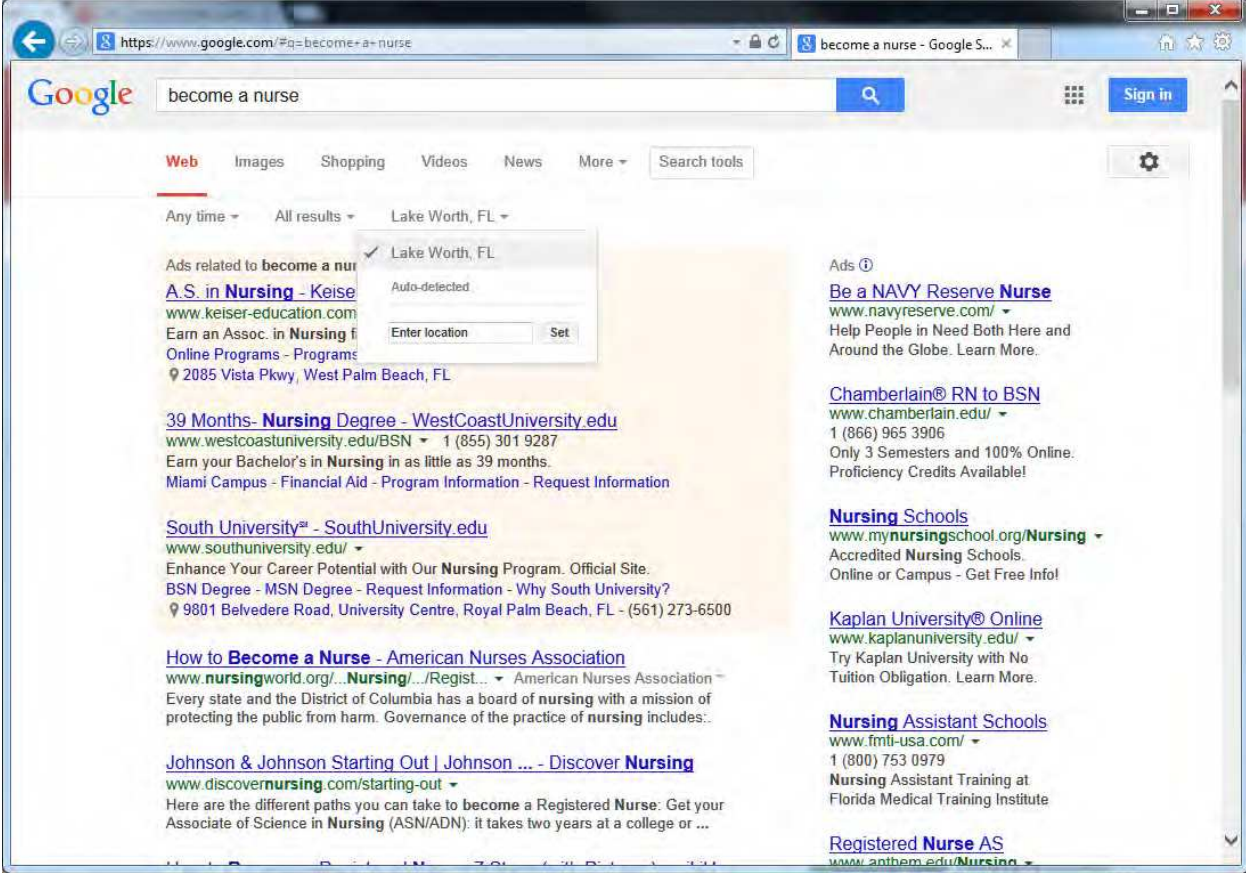
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results include several organic links and a paid advertisement. The advertisement is for "A.S. in Nursing - Keiser" from www.keiser-education.com, located at 2085 Vista Pkwy, West Palm Beach, FL. The ad text includes "Earn an Assoc. in Nursing f Online Programs - Programs". Other organic results include "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University - SouthUniversity.edu", "How to Become a Nurse - American Nurses Association", and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". On the right side, there are several sponsored ads for "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS". A location filter for "Lake Worth, FL" is visible in the top left of the results area.</p>

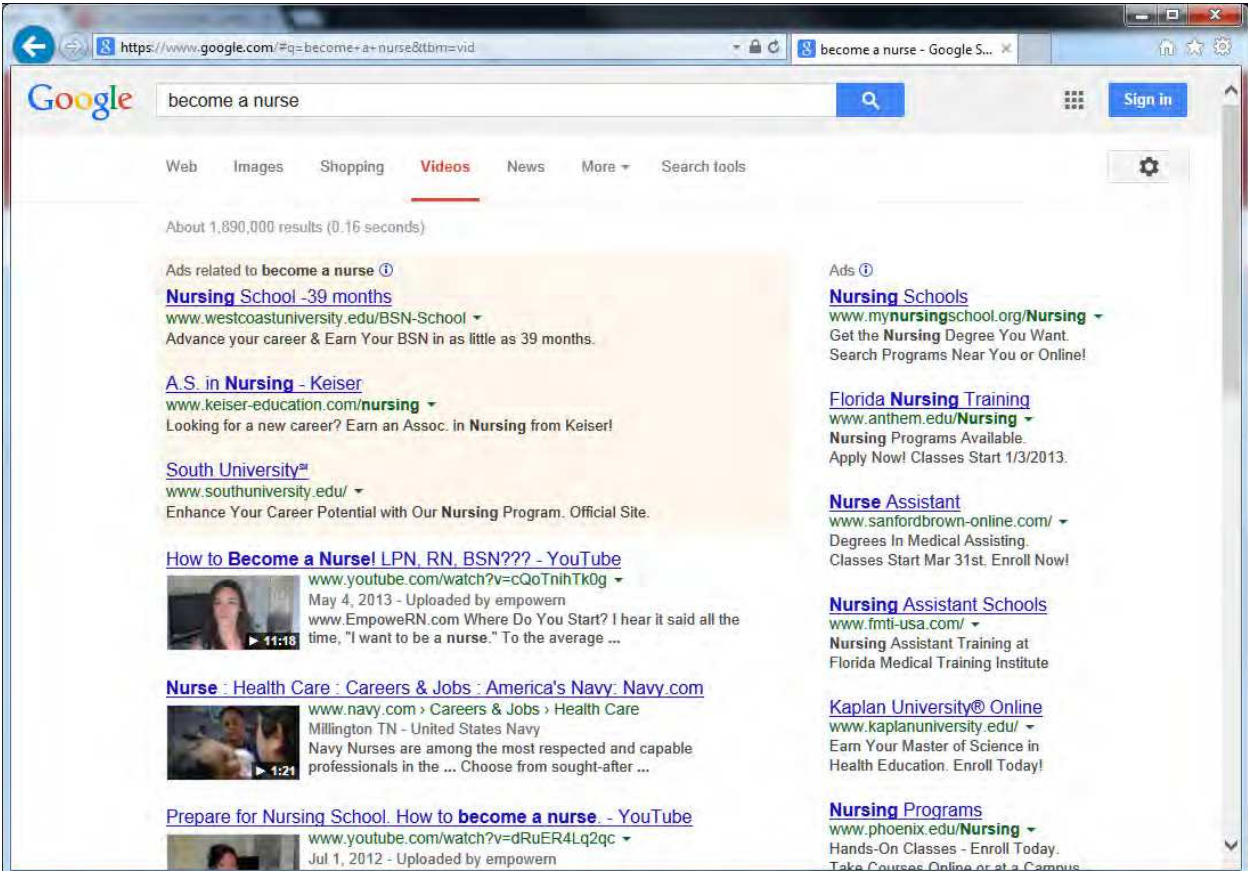
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are for Keiser University, West Coast University, South University, American Association of Nurse Anesthetists, and Healthcareers.com. The organic search results are for Navy Reserve Nurse, NYU Nursing DNP, Somnia Anesthesia Services, Chamberlain RN to BSN, and Kaplan University Online. The page also shows the search bar, navigation tabs (Web, News, Videos, Shopping, Images, More), and search tools.</p>

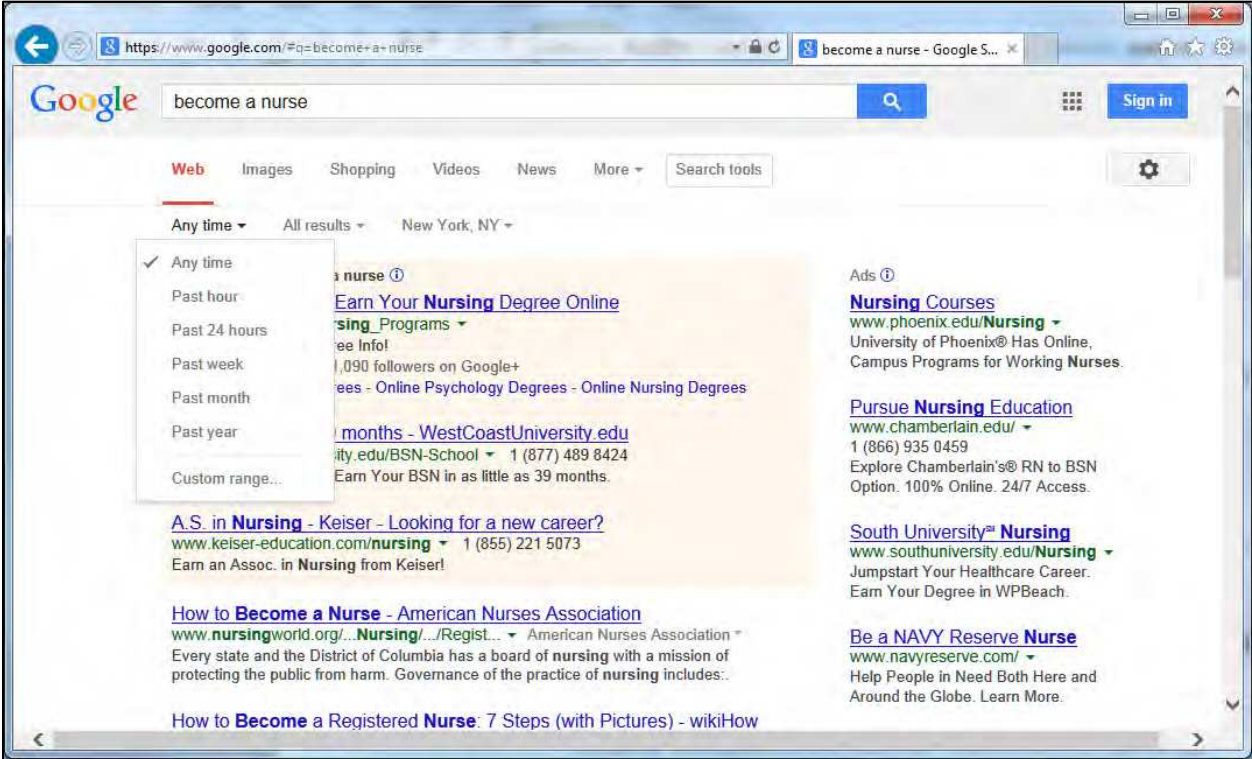
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a web browser window displaying the Google Search Settings page. The browser's address bar shows the URL: https://www.google.com/preferences?hl=en&prev=https://www.google.com/search%3Fq. The page title is "Search Settings". The Google logo is at the top left, and the user's name "+Jim" is at the top right. The page content is organized into sections: "Search results" with links for Languages, Location, and Help; "SafeSearch filters" with a checkbox for "Filter explicit results" and a "Lock SafeSearch" link; "Google Instant predictions" with a question "When should we show you results as you type?" and three radio button options: "Only when my computer is fast enough." (selected), "Always show Instant results.", and "Never show Instant results."; "Results per page" with a slider ranging from 10 (Faster) to 100 (Slower); and "Private results" with a brief description. The browser window includes standard navigation buttons and a search bar.
refining the search results based upon the search refinement input; and	The Accused Instrumentalities refine the search results based upon the search refinement input

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are for Keiser University, West Coast University, South University, American Nurses Association, Johnson &amp; Johnson, Kaplan University, Chamberlain.edu, Navy Reserve Nurse, MyNursingSchool.org, University of Phoenix, and Anthem.edu. The organic results include links to nursing programs and information from various institutions and organizations.</p>

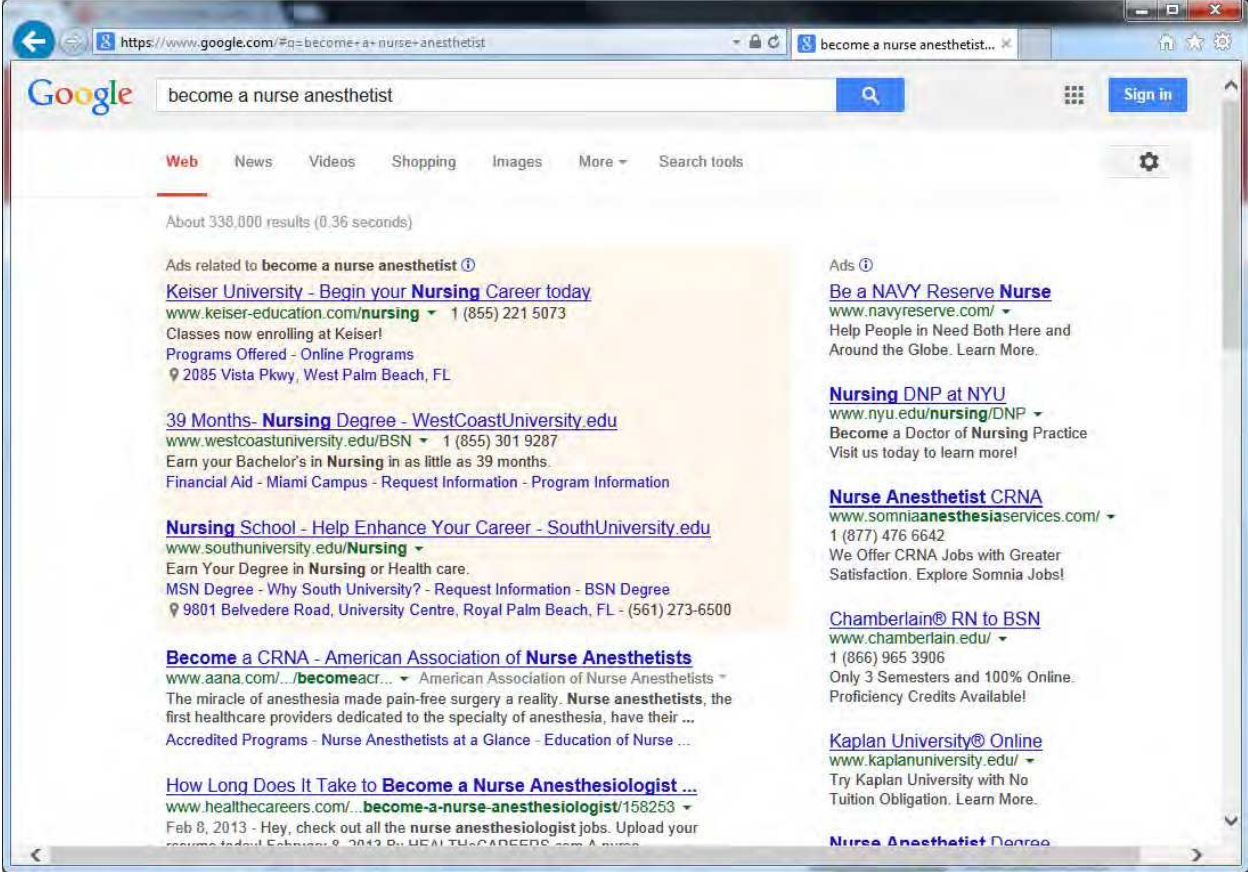


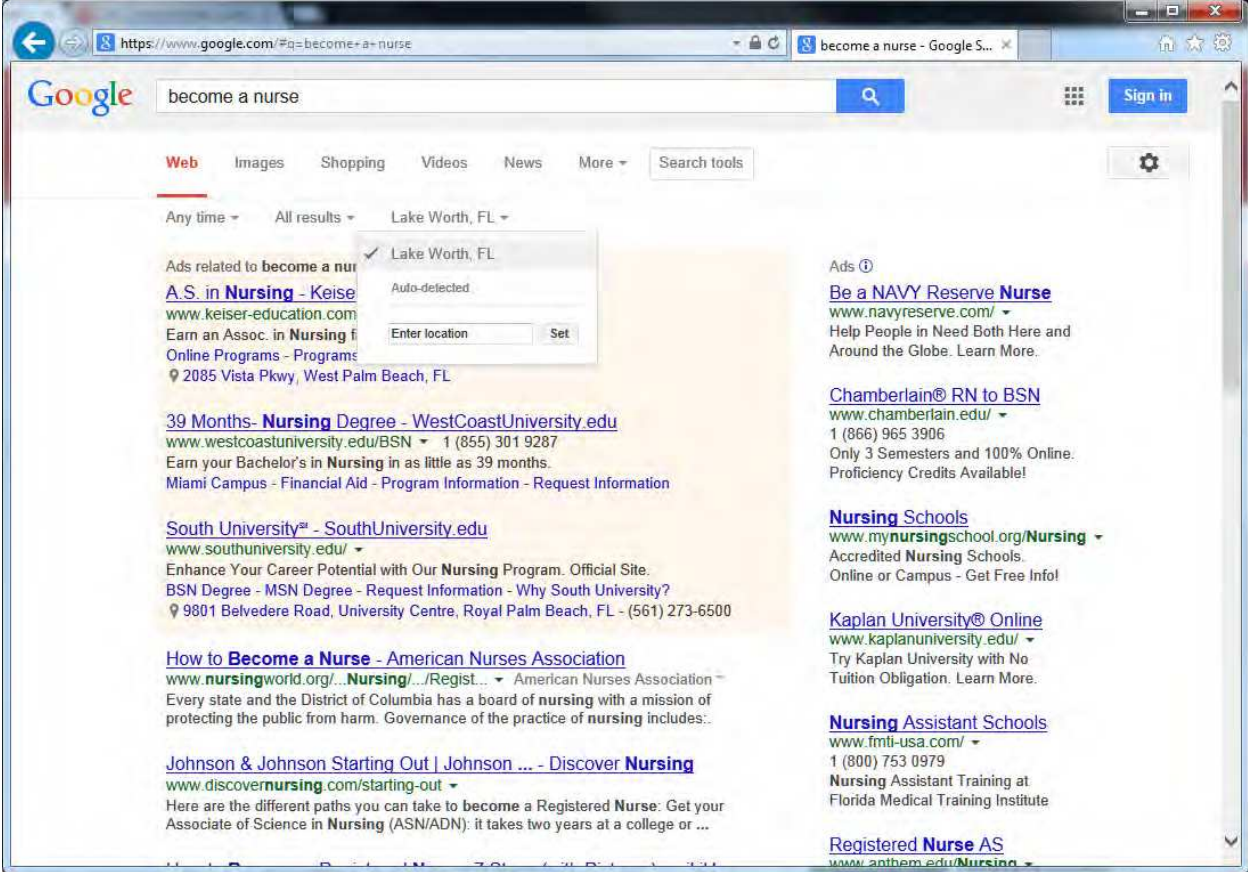
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows "https://www.google.com/#q=become+a+nurse". The search bar contains "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A location filter dropdown menu is open, showing "Lake Worth, FL" selected. The search results include several ads and organic results. Ads include "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University", "How to Become a Nurse - American Nurses Association", and "Johnson & Johnson Starting Out". Organic results include "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS".
transmitting the refined search results via the communications link to the data processing	The Accused Instrumentalities transmit the refined search results via the communications link to the data processing device.

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results page includes a dropdown menu for time filters (Any time, Past hour, Past 24 hours, Past week, Past month, Past year, Custom range...) and several search results. The results include:</p> <ul style="list-style-type: none"><li><b>Earn Your Nursing Degree Online</b> - WestCoastUniversity.edu</li><li><b>A.S. in Nursing - Keiser</b> - Looking for a new career? Earn an Assoc. in Nursing from Keiser!</li><li><b>How to Become a Nurse - American Nurses Association</b> - Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm.</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures)</b> - wikiHow</li><li><b>Ads</b>: Nursing Courses (www.phoenix.edu), Pursue Nursing Education (www.chamberlain.edu), South University Nursing (www.southuniversity.edu), Be a NAVY Reserve Nurse (www.navyreserve.com).</li></ul>



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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results include several organic links and a paid advertisement. The advertisement is for "A.S. in Nursing - Keiser" from Keiser Education, located at 2085 Vista Pkwy, West Palm Beach, FL. The ad text includes "Earn an Assoc. in Nursing f Online Programs - Programs". Other organic results include "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University - SouthUniversity.edu", "How to Become a Nurse - American Nurses Association", and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". On the right side, there are several sponsored links for "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS". A location filter for "Lake Worth, FL" is visible, with an "Auto-detected" label and an "Enter location" field.</p>

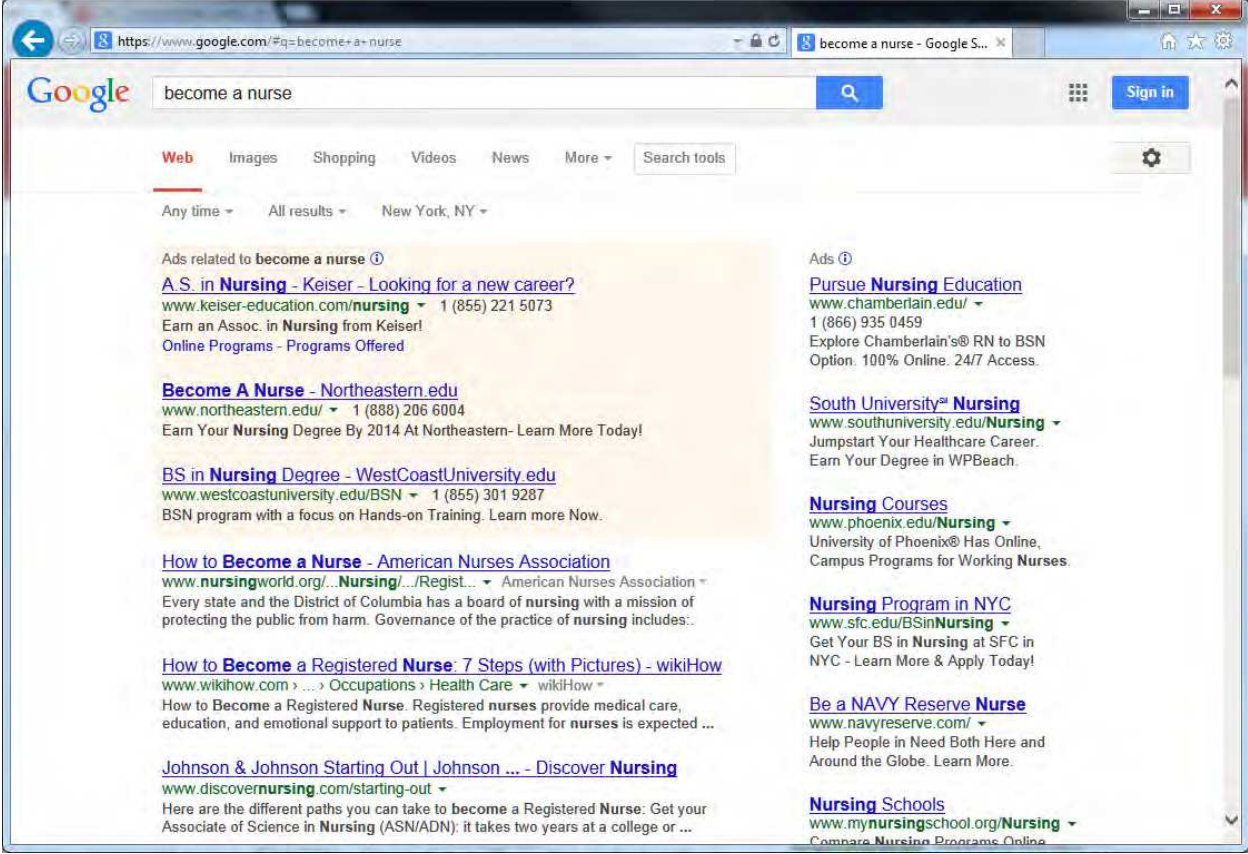
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic links. The advertisements are:</p> <ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser - Looking for a new career?</b> (www.keiser-education.com/nursing) - 1 (855) 221 5073. Earn an Assoc. in Nursing from Keiser! Online Programs - Programs Offered.</li><li><b>Become A Nurse - Northeastern.edu</b> (www.northeastern.edu) - 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>BS in Nursing Degree - WestCoastUniversity.edu</b> (www.westcoastuniversity.edu/BSN) - 1 (855) 301 9287. BSN program with a focus on Hands-on Training. Learn more Now.</li><li><b>How to Become a Nurse - American Nurses Association</b> (www.nursingworld.org/.../Nursing/.../Regist...) - American Nurses Association - Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> (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 ...</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> (www.discovernursing.com/starting-out) - Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...</li></ul> <p>The organic search results on the right side include:</p> <ul style="list-style-type: none"><li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - 1 (866) 935 0459. Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</li><li><b>South University™ Nursing</b> (www.southuniversity.edu/Nursing) - Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.</li><li><b>Nursing Courses</b> (www.phoenix.edu/Nursing) - University of Phoenix® Has Online, Campus Programs for Working Nurses.</li><li><b>Nursing Program in NYC</b> (www.sfc.edu/BSinNursing) - Get Your BS in Nursing at SFC in NYC - Learn More &amp; Apply Today!</li><li><b>Be a NAVY Reserve Nurse</b> (www.navyreserve.com/) - Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing) - Compare Nursing Programs Online.</li></ul>
<b>Claim No. 9</b>	

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<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 claim 1 above.</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 provide a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claim 1 above.</p>

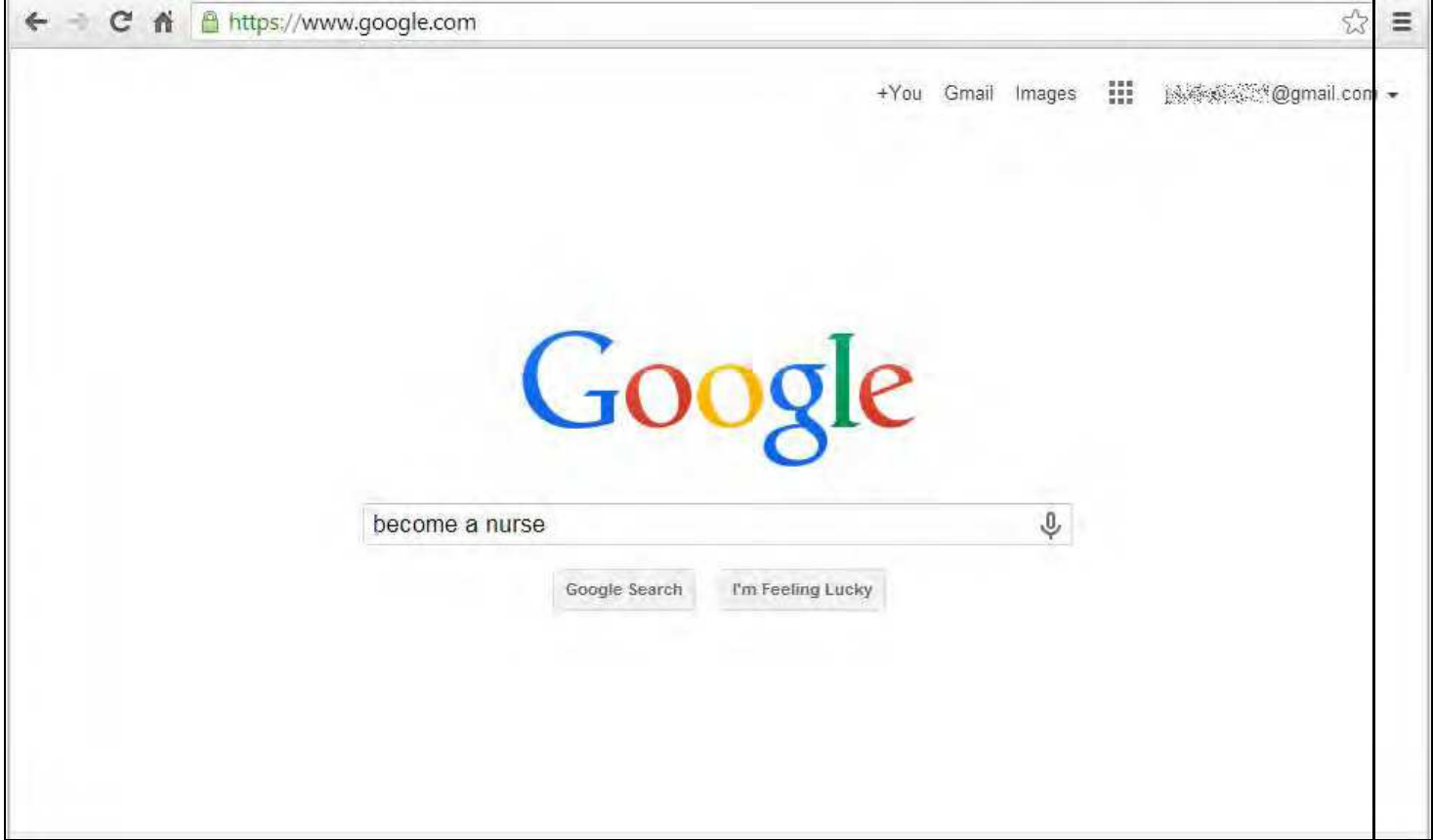
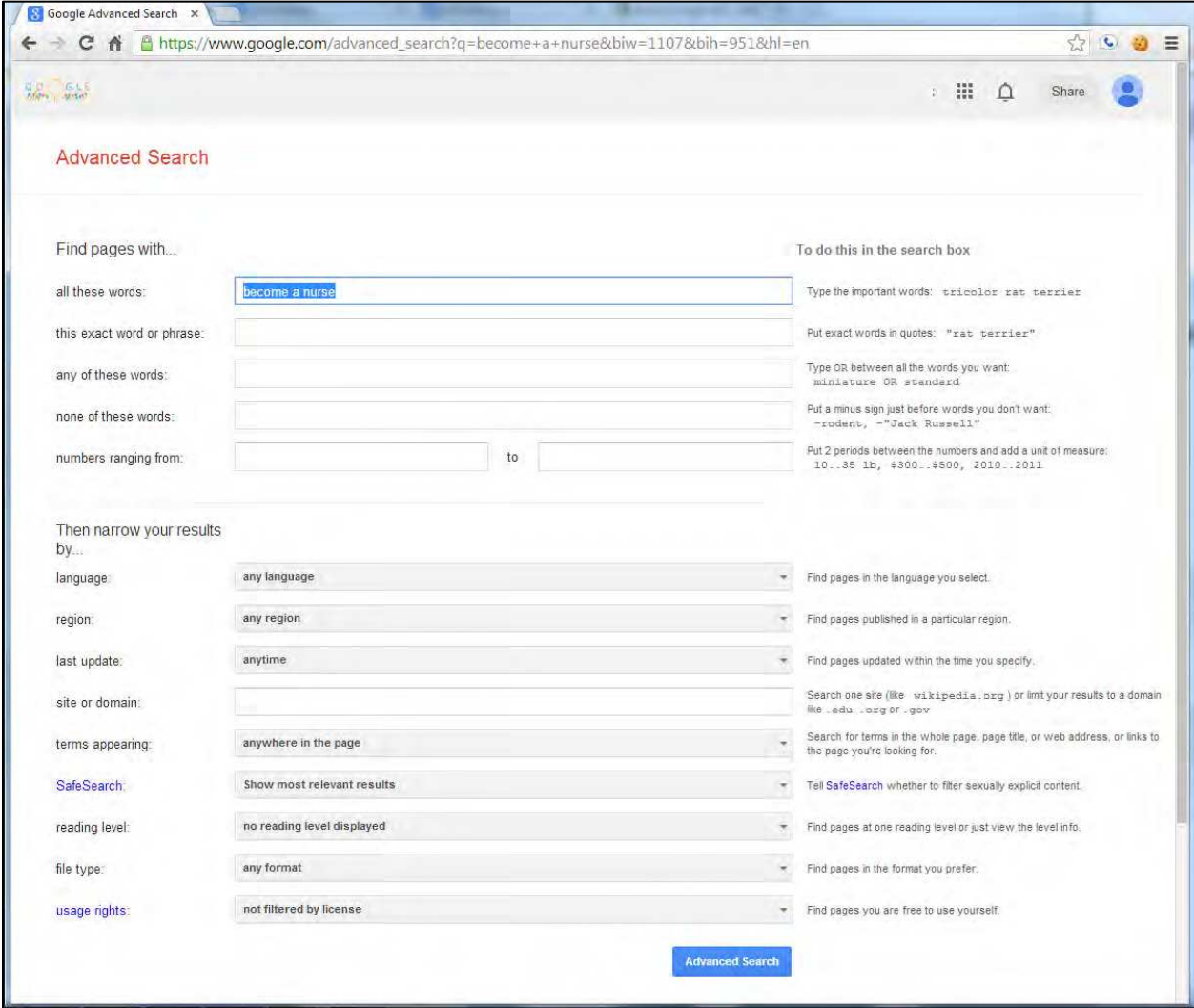
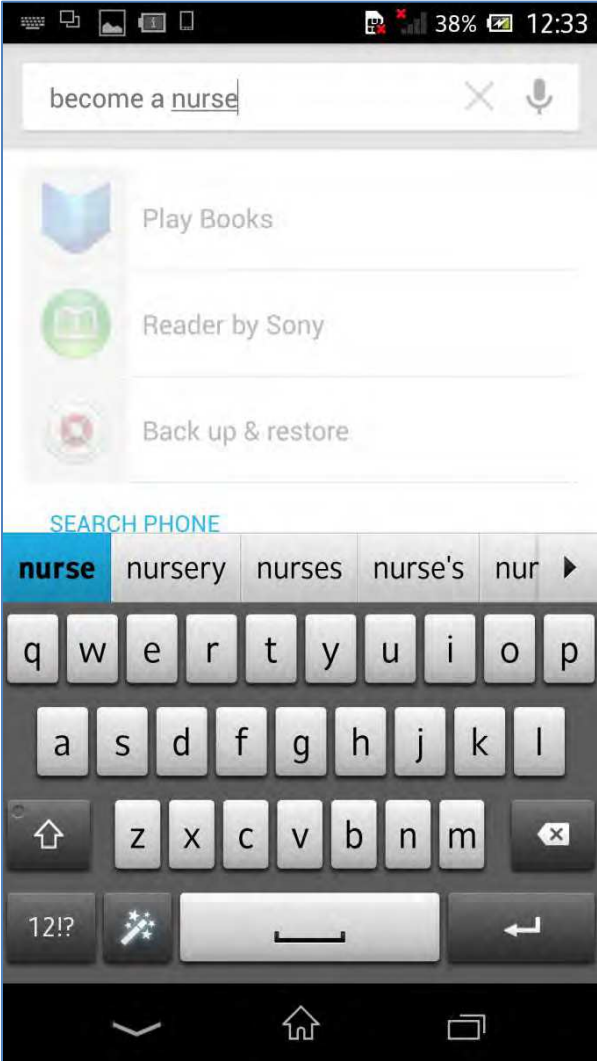
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar containing 'https://www.google.com'. The page displays the Google logo and a search bar with the text 'become a nurse'. Below the search bar are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser interface includes navigation icons (back, forward, refresh, home) and a user profile dropdown menu showing '+You Gmail Images' and an email address ending in '@gmail.com'.</p>



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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search interface in a browser window. The search query entered is "become a nurse". The interface includes various filters for narrowing results, such as language, region, last update, site or domain, terms appearing, SafeSearch, reading level, file type, and usage rights. The search results are currently empty.</p> <p>Google Advanced Search</p> <p>Find pages with...</p> <p>all these words: <input type="text" value="become a nurse"/></p> <p>this exact word or phrase: <input type="text"/></p> <p>any of these words: <input type="text"/></p> <p>none of these words: <input type="text"/></p> <p>numbers ranging from: <input type="text"/> to <input type="text"/></p> <p>To do this in the search box</p> <p>Type the important words: tricolor rat terrier</p> <p>Put exact words in quotes: "rat terrier"</p> <p>Type OR between all the words you want: miniature OR standard</p> <p>Put a minus sign just before words you don't want: -rodent, -"Jack Russell"</p> <p>Put 2 periods between the numbers and add a unit of measure: 10..35 lb, #300..#500, 2010..2011</p> <p>Then narrow your results by...</p> <p>language: <input type="text" value="any language"/></p> <p>region: <input type="text" value="any region"/></p> <p>last update: <input type="text" value="anytime"/></p> <p>site or domain: <input type="text"/></p> <p>terms appearing: <input type="text" value="anywhere in the page"/></p> <p>SafeSearch: <input type="text" value="Show most relevant results"/></p> <p>reading level: <input type="text" value="no reading level displayed"/></p> <p>file type: <input type="text" value="any format"/></p> <p>usage rights: <input type="text" value="not filtered by license"/></p> <p>Advanced Search</p>



U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the status bar displays 38% battery and 12:33. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is shown: "Play Books", "Reader by Sony", and "Back up &amp; restore". A "SEARCH PHONE" section is visible below the suggestions, with a keyboard overlay. The keyboard has a suggestion bar at the top with the word "nurse" highlighted in blue, followed by "nursery", "nurses", "nurse's", and "nur". The keyboard is a standard QWERTY layout with a home button at the bottom.</p>

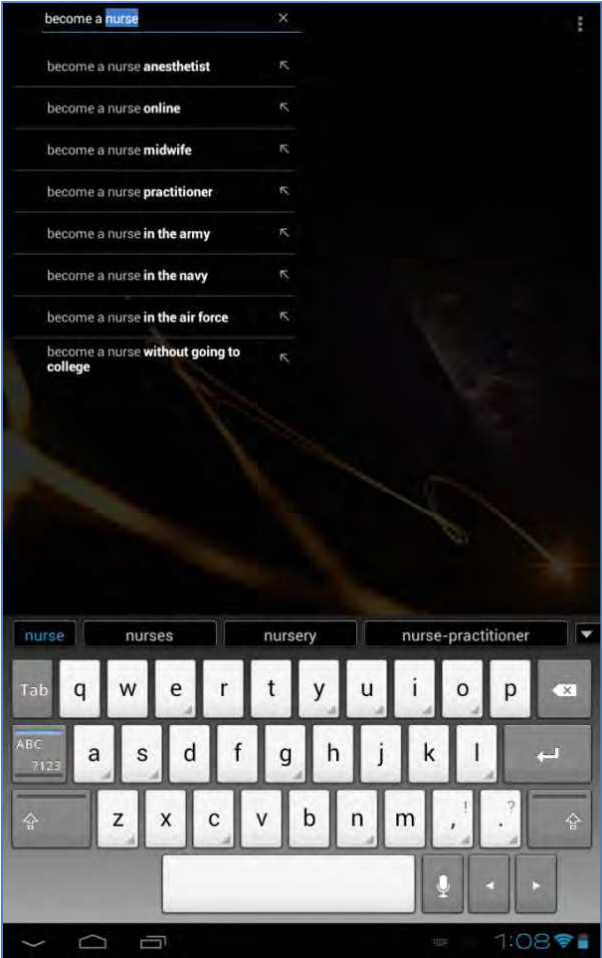
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1050 321 1501 354">Mobile Handset Running Android 4.2</p>  <p data-bbox="978 386 1575 1339">A screenshot of an Android 4.2 mobile handset showing a search interface. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a back arrow icon on the right. The suggestions are: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions, there is a keyboard with a search bar above it containing the word "nurse". The keyboard has a "Tab" key on the left and a "Search" key on the right. The bottom of the screen shows the Android 4.2 navigation bar with the time "1:08" and signal strength indicators.</p>

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Running Android 4.0.2</p> 


U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&amp;T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. The search bar contains the text 'become a nurse' with a cursor at the end. To the right of the search bar are a close button (X) and a 'Cancel' button. Below the search bar, a list of search suggestions is displayed, each with a right-pointing arrow: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. Below the suggestions is a search 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>

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying 'www.youtube.com'. The search bar contains the text 'become a nurse'. To the right of the search bar are buttons for 'Upload' and 'Sign in'.</p>  <p>The screenshot shows a Google Custom Search interface. The search bar contains the text 'become a nurse' and a 'Search' button is located to its right.</p> <p><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p>

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

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc61B2- cGzNoU7vTcL2nq5JPYhQHA7twmthZbqMfj5GXTUdv8km_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu 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 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEspIswpAlcBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 41kK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jirtt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmKcf2x1PW4aYSFuT_3BRUegqm5                 </pre> <p style="text-align: center;">GET request of “Advanced Search”</p>



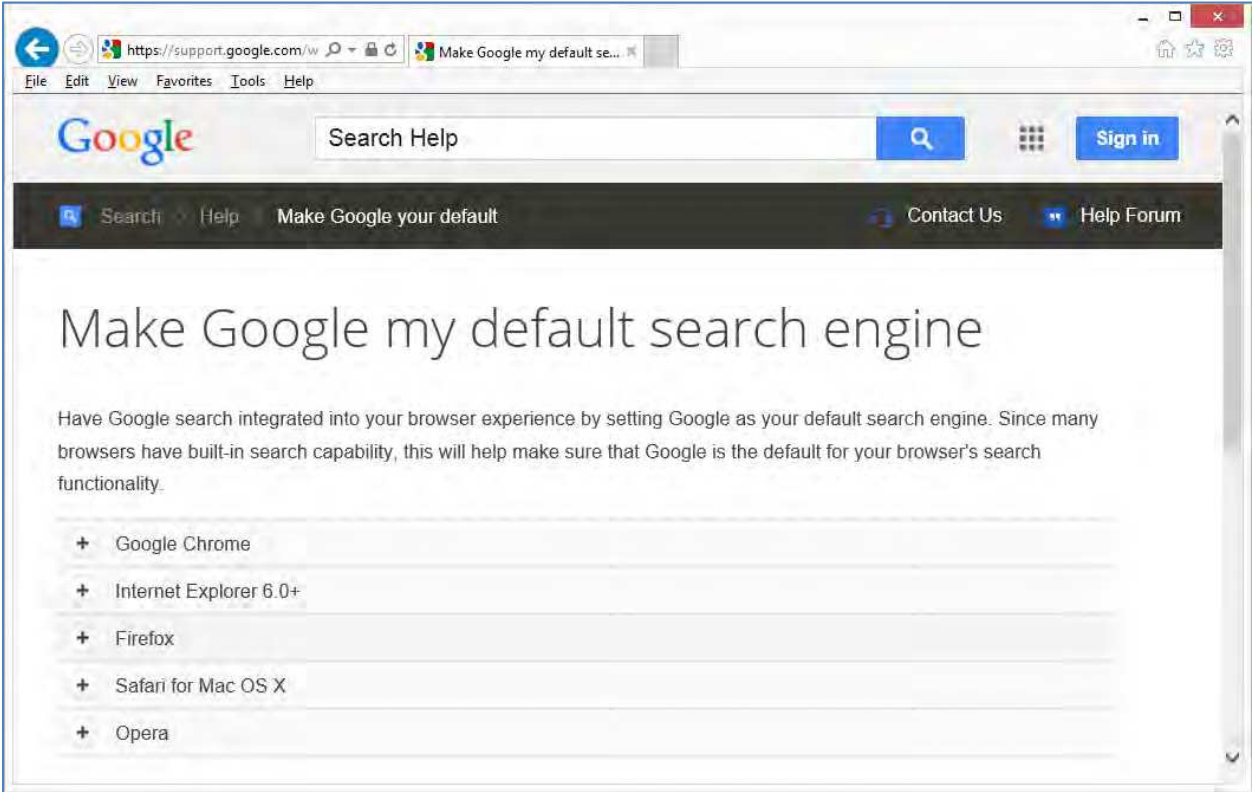
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
a database search engine operable to:	<p>The Accused Instrumentalities provide a database search engine.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a web browser window with the URL <a href="https://support.google.com/w">https://support.google.com/w</a>. The page title is "Make Google my default search engine". The content includes the Google logo, a search bar with "Search Help", and a "Sign in" button. Below the navigation bar, there are links for "Search", "Help", "Make Google your default", "Contact Us", and "Help Forum". The main heading is "Make Google my default search engine". The text below reads: "Have Google search integrated into your browser experience by setting Google as your default search engine. Since many browsers have built-in search capability, this will help make sure that Google is the default for your browser's search functionality." Below this text is a list of browser options, each with a plus sign and a label: "Google Chrome", "Internet Explorer 6.0+", "Firefox", "Safari for Mac OS X", and "Opera".</p>

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="617 324 1297 928"><p><b>Finding information by crawling</b></p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1297 324 1934 928"><p><b>Organizing information by indexing</b></p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="858 971 1965 1003"><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p>	<p><b>Finding information by crawling</b></p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p><b>Organizing information by indexing</b></p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p><b>Finding information by crawling</b></p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p><b>Organizing information by indexing</b></p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 337 903 391" data-label="Section-Header"> <h2>Algorithms</h2> </div> <div data-bbox="659 435 1942 521" data-label="Text"> <p>You want the answer, not trillions of webpages. Algorithms are computer programs that look for clues to give you back exactly what you want.</p> </div> <div data-bbox="659 654 1764 781" data-label="Text"> <p>For a typical query, there are thousands, if not millions, of webpages with helpful information. Algorithms are the computer processes and formulas that take your questions and turn them into answers. Today Google's algorithms rely on more than 200 unique signals or "clues" that make it possible to guess what you might really be looking for. These signals include things like the terms on websites, the freshness of content, your region and PageRank.</p> </div> <div data-bbox="957 841 1965 873" data-label="Text"> <p><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/algorithms.html">https://www.google.com/intl/en/insidesearch/howsearchworks/algorithms.html</a></p> </div>
<p>receive from the data processing device via the communications link a search request that includes a search argument; and</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>See claim 1 above.</p>
<p>search at least one database using the search argument to produce search results;</p>	<p>The Accused Instrumentalities search at least one database using the search argument to produce search results.</p> <p>See claim 1 above.</p>

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
an associative search engine operable to:	The Accused Instrumentalities include an associative search engine.
receive user preference input from the data processing device via the communications link;	The Accused Instrumentalities receive user preference inputs from the data processing device via the communications link.  See claim 1 above.
create user preference data based upon the user preference input; and	The Accused Instrumentalities create user preference data based upon the user preference input.  See claim 1 above.
select at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	The Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user preference data.  See claim 1 above.
the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The Accused Instrumentalities transmit the search results together with at least one advertisement via the communications link to the data processing device.  See claim 1 above.
<b>Claim No. 12</b>	
The advertising machine of claim 9, wherein the user preference data comprises a list of keywords.	The Accused Instrumentalities' user preference data comprises a list of keywords.  See claim 9 above.

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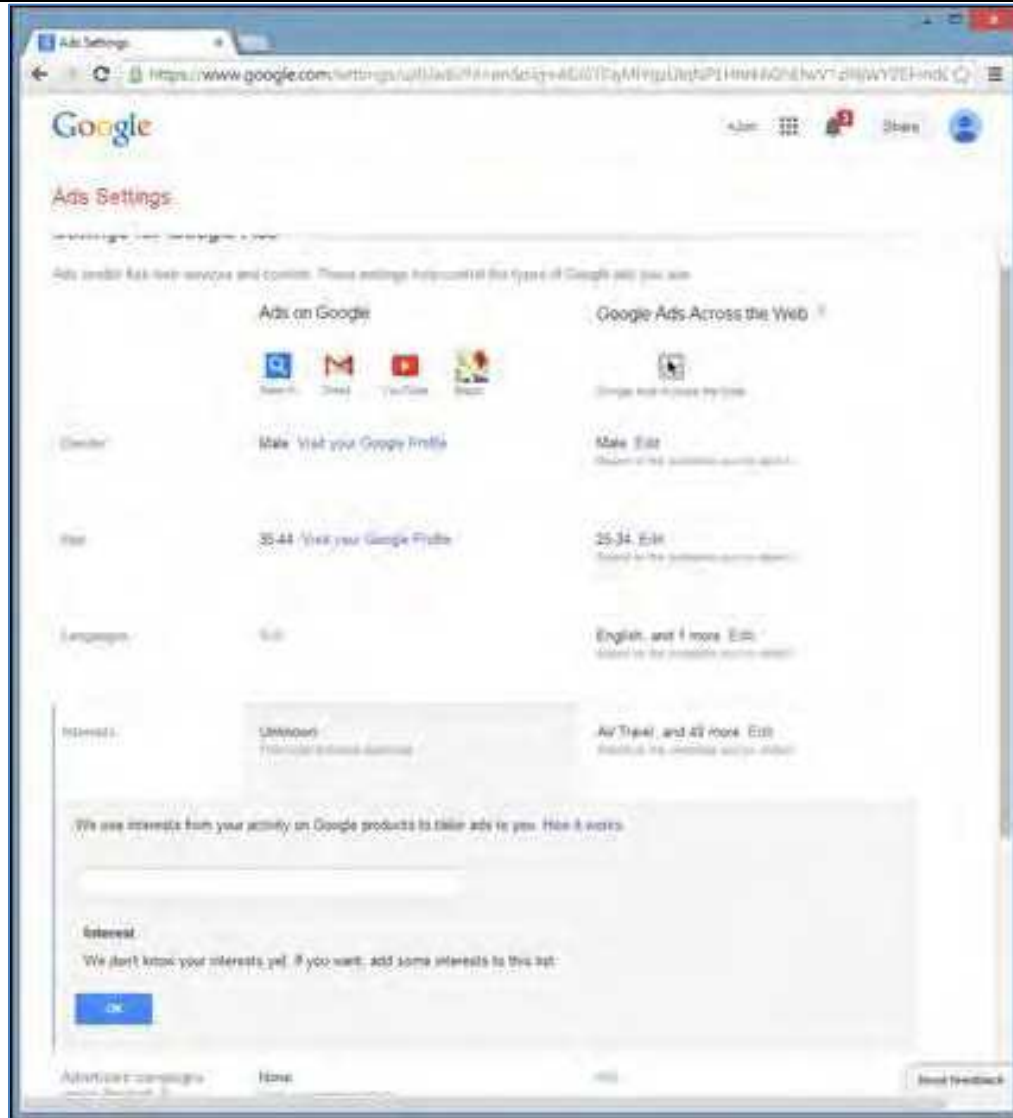


Exhibit C: Infringement of U.S. Patent No. 7,469,245 by Defendant Google

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 13</b>	
The advertising machine of claim 9, wherein creating the user preference data based upon the user preference input comprises setting the user preference data to default values.	The Accused Instrumentalities create the user preference data based upon the user preference input comprises setting the user preference data to default values.  See claims 4 and 9 above.
<b>Claim No. 14</b>	
The advertising machine of claim 9, wherein the associate search engine is further operable to:	See claim 9 above.
receive user preference edit input via the communications link from the data processing device; and	Upon information and belief, the Accused Instrumentalities receive the user preference edit input via communication link from the data processing unit.  See claim 5 above.
modify the user preference data based upon the user preference edit input.	Upon information and belief, the Accused Instrumentalities modify the user preference data based upon the user preference edit input.  See claim 5 above.
<b>Claim No. 15</b>	
The advertising machine of claim 9, wherein the associate search engine is further operable to:	See claim 9 above.
receive user preference re-	Upon information and belief, the Accused Instrumentalities receive user preference re-prioritization input.

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

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



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

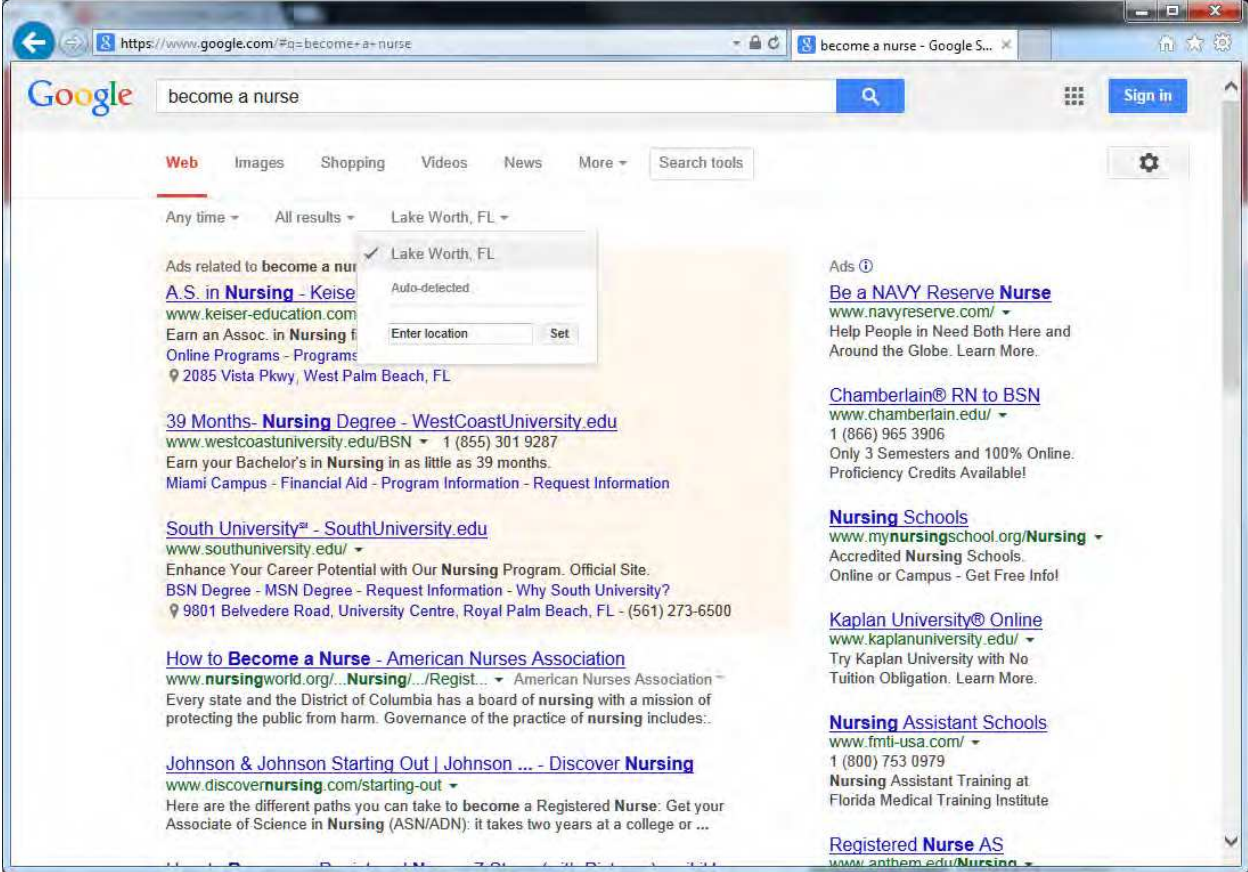
U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
device.	See claim 8 above.
<b>Claim No. 18</b>	
A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	<p>Google's advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities").</p> <p>See claim 1 above.</p>
interacting with the advertising machine via the communications link to provide user preference input used to create user preference data by the advertising machine;	<p>The Accused Instrumentalities interact with the advertising machine via the communications link to provide user preference input used to create user preference data by the advertising machine.</p> <p>See claim 1 above.</p>
transmitting to the advertising machine via the communications link a search request that includes a search argument; and	<p>The Accused Instrumentalities transmit a search request that includes a search argument to the advertising machine via the communications link.</p> <p>See claim 1 above.</p>

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

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

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
transmitting to the advertising machine via the communications link user preference edit input; and	The Accused Instrumentalities transmit user preference edit input to the advertising machine via the communications link.  See claim 5 above.
receiving at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference edit input.	The Accused Instrumentalities receive at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference edit input.  See claim 5 above.

U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results are displayed under the "Web" tab. A location dropdown menu is open, showing "Lake Worth, FL" as the selected location. The search results include several links to nursing-related websites, such as "A.S. in Nursing - Keiser", "39 Months- Nursing Degree - WestCoastUniversity.edu", "South University", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out", "Be a NAVY Reserve Nurse", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nursing Assistant Schools", and "Registered Nurse AS".</p>

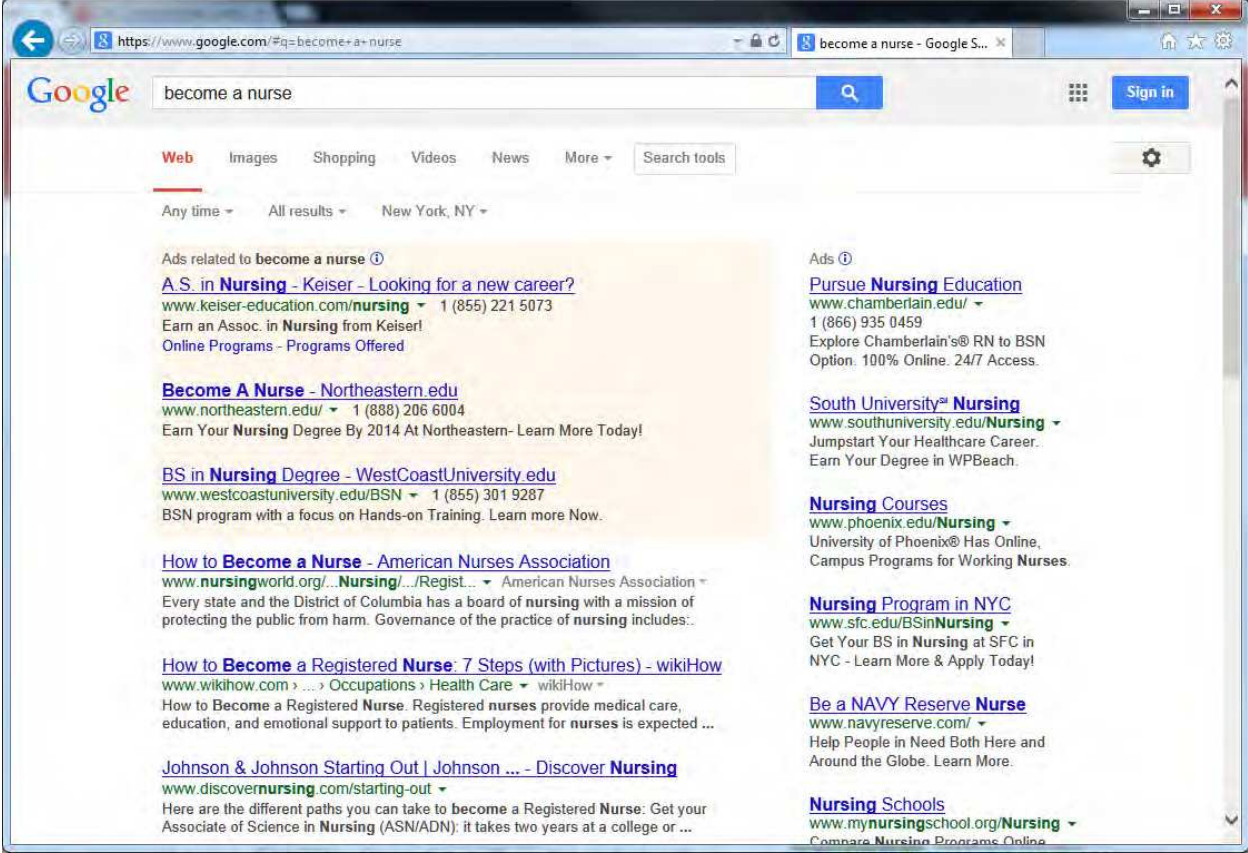
U.S. PATENT NO. 7,469,245	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results are displayed in a standard Google layout. On the left side, there are several organic search results, including links to "A.S. in Nursing - Keiser - Looking for a new career?", "Become A Nurse - Northeastern.edu", "BS in Nursing Degree - WestCoastUniversity.edu", "How to Become a Nurse - American Nurses Association", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". On the right side, there are two columns of sponsored ads. The top ad is for "Pursue Nursing Education" from Chamberlain.edu, and the bottom ad is for "Nursing Schools" from mynursingschool.org. The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

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

U.S. PATENT NO. <b>7,469,245</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p><b>Other technologies used in advertising</b></p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the <a href="#">IP address</a>, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p> <p><b>Anonymous identifiers on mobile devices</b></p> <p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use <a href="#">anonymous identifiers</a>. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p> <p><b>Android</b></p> <ol style="list-style-type: none"> <li>1. Open the <b>Google Settings</b> app on your device</li> <li>2. Select <b>Ads</b></li> </ol> <p><b>iOS</b></p> <p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the <b>Settings</b> menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p> <ol style="list-style-type: none"> <li>1. Open the <b>Google Search</b> app on your device</li> <li>2. Press the <b>Settings</b> icon</li> <li>3. Go to <b>Ads Preferences</b></li> </ol> <p style="text-align: right;"><a href="http://www.google.com/policies/technologies/ads/">http://www.google.com/policies/technologies/ads/</a></p>
<b>Claim No. 23</b>	
The method of claim 18, further comprising:	See claim 18 above.
transmitting to the advertising machine via the communications link user preference re-prioritization input; and	<p>The Accused Instrumentalities transmit user preference re-prioritization input to the advertising machine via the communications link.</p> <p>See claim 6 above.</p>

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<p>receiving at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference re-prioritization input.</p>	<p>The Accused Instrumentalities receive at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference re-prioritization input.</p> <p>See claim 6 above.</p> <div data-bbox="590 630 1822 1328" style="border: 1px solid black; padding: 10px;"> <p><b>Other technologies used in advertising</b></p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the <a href="#">IP address</a>, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p> <p><b>Anonymous identifiers on mobile devices</b></p> <p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use <a href="#">anonymous identifiers</a>. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p> <p><b>Android</b></p> <ol style="list-style-type: none"> <li>1. Open the <b>Google Settings</b> app on your device</li> <li>2. Select <b>Ads</b></li> </ol> <p><b>iOS</b></p> <p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the <b>Settings</b> menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p> <ol style="list-style-type: none"> <li>1. Open the <b>Google Search</b> app on your device</li> <li>2. Press the <b>Settings</b> icon</li> <li>3. Go to <b>Ads Preferences</b></li> </ol> </div> <p style="text-align: right;"><a href="http://www.google.com/policies/technologies/ads/">http://www.google.com/policies/technologies/ads/</a></p>



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