

Exhibit 13

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google


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




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

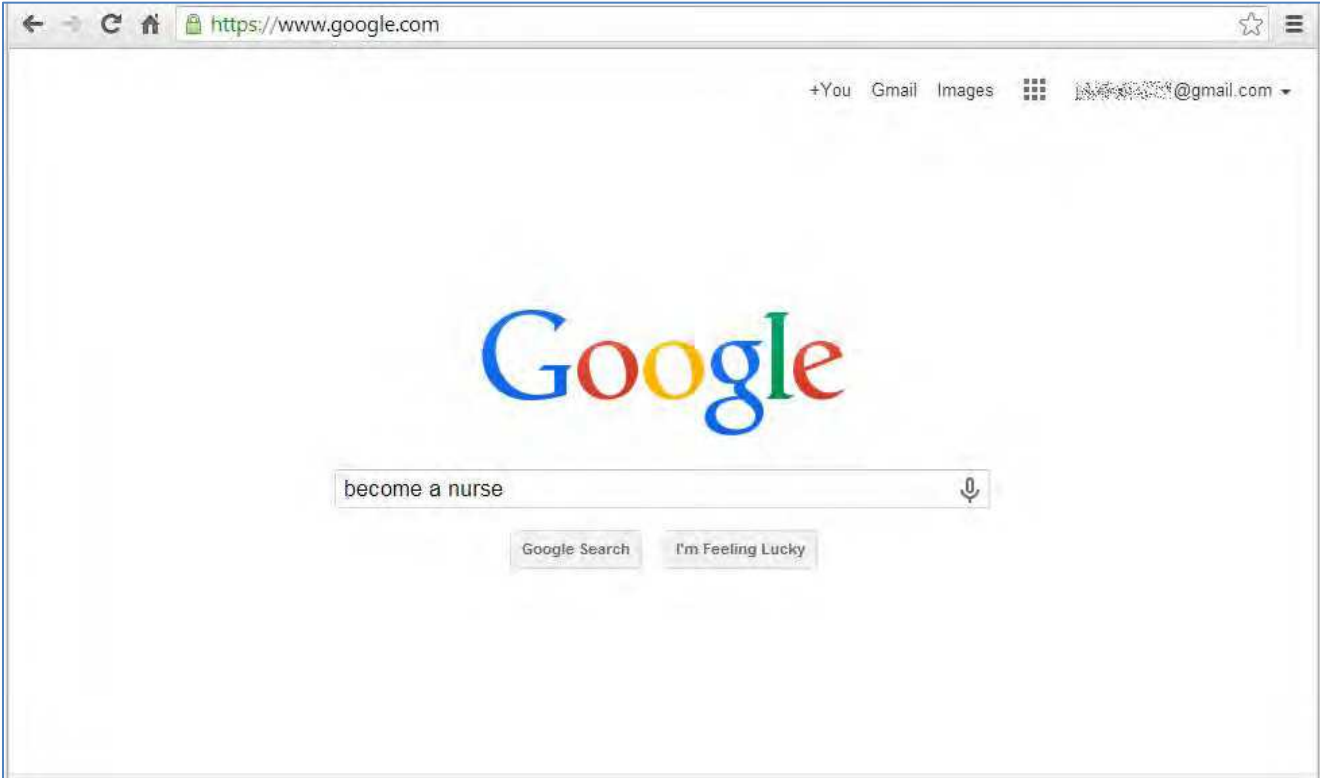
The screenshots below constitute exemplary results of the Accused Instrumentalities’ algorithms and source code and do not serve to limit the scope of alleged infringement. Rockstar alleges infringement by the Accused Instrumentalities at each applicable level of abstraction, i.e., source code, algorithms,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

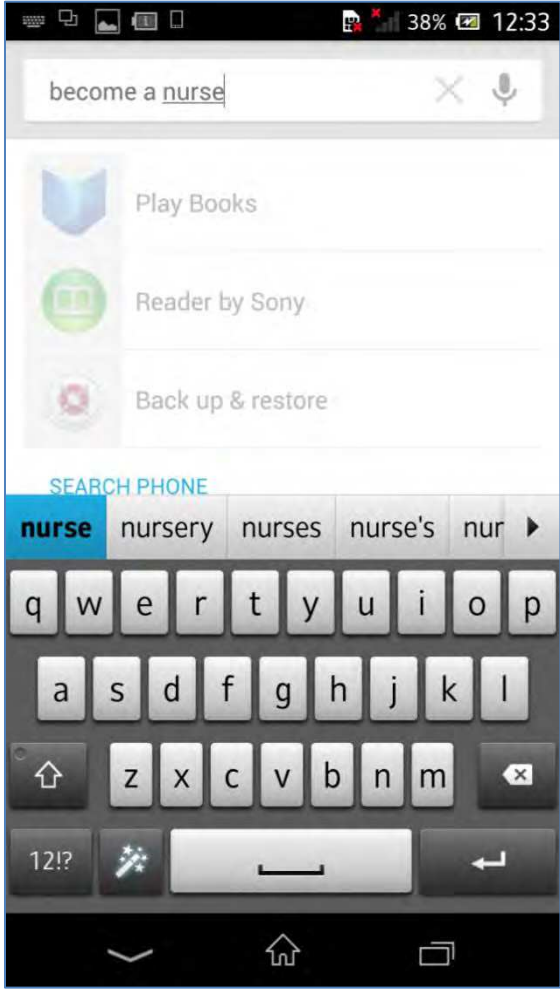
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	Google’s advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”). ¹

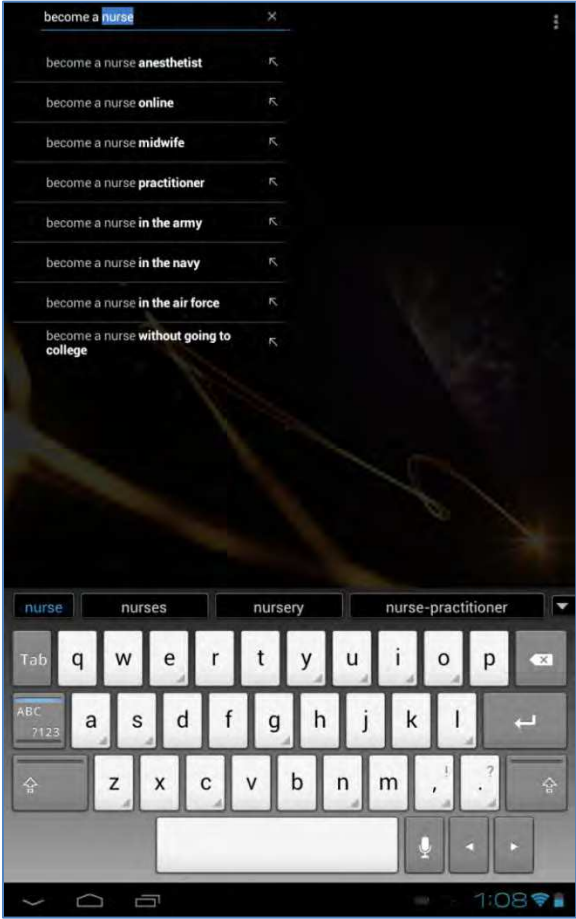
¹ Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="646 354 1438 409">About the Google Search Network</p> <p data-bbox="646 457 1648 576">The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p> <p data-bbox="646 604 955 630">Where your ads can appear</p> <p data-bbox="646 662 1627 714">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 data-bbox="661 738 1606 795" style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.  <p data-bbox="661 1096 1669 1149">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our <u>search partners'</u> sites, such as AOL.</p> <p data-bbox="940 1177 1984 1209">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>

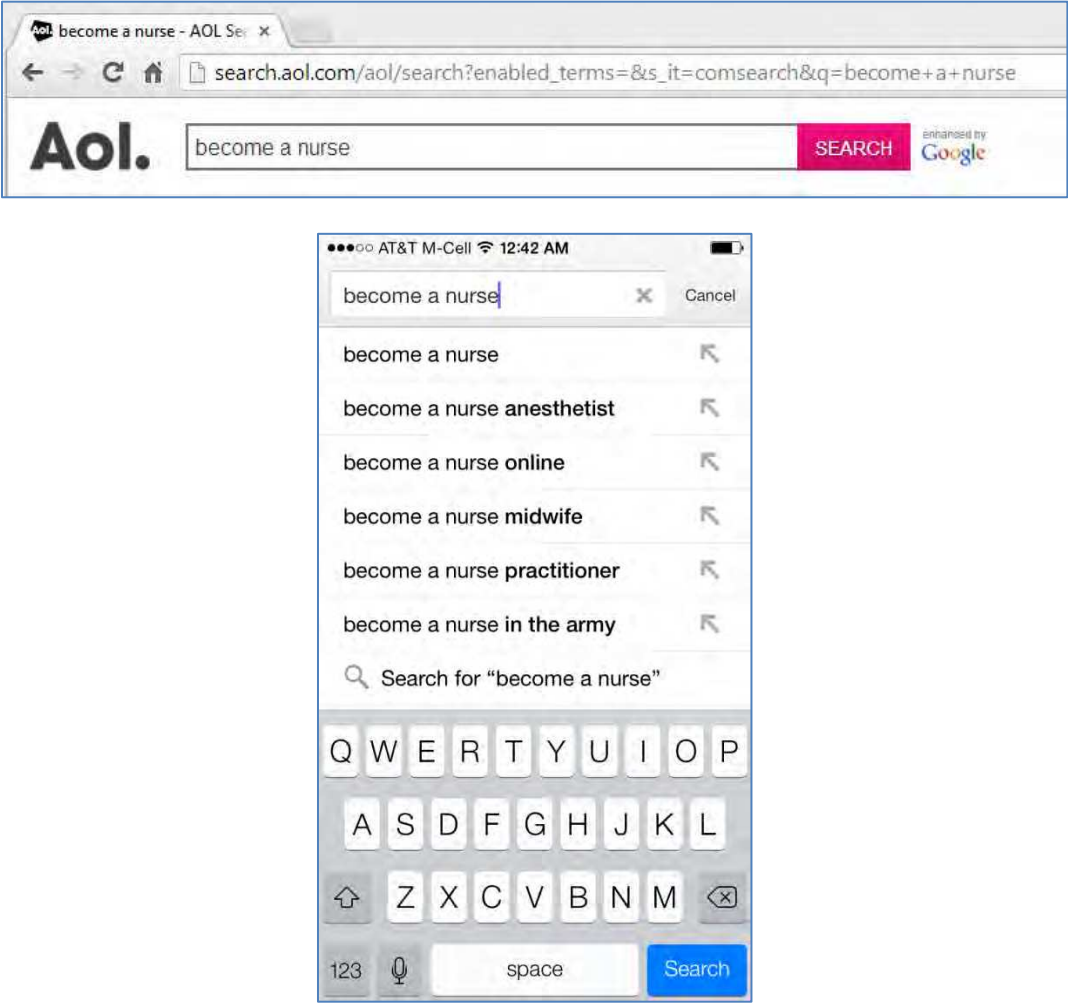
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 846"> <p>How AdWords Express works</p> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p>Get Started For free setup help call: 1-855-500-2762*</p>    <p>People search on Google People search on Google for products and services that you have to offer.</p> <p>They see your ad We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> <p>You get more customers When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> <p>http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et</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>

U.S. PATENT NO. 7,672,970	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 in its multi-colored font. Below the logo is a search input field with the text 'become a nurse' and a microphone icon on the right. Underneath the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser's top navigation bar includes links for '+You', 'Gmail', 'Images', and a user profile icon with the email address 'XXXXXX@gmail.com'.</p>

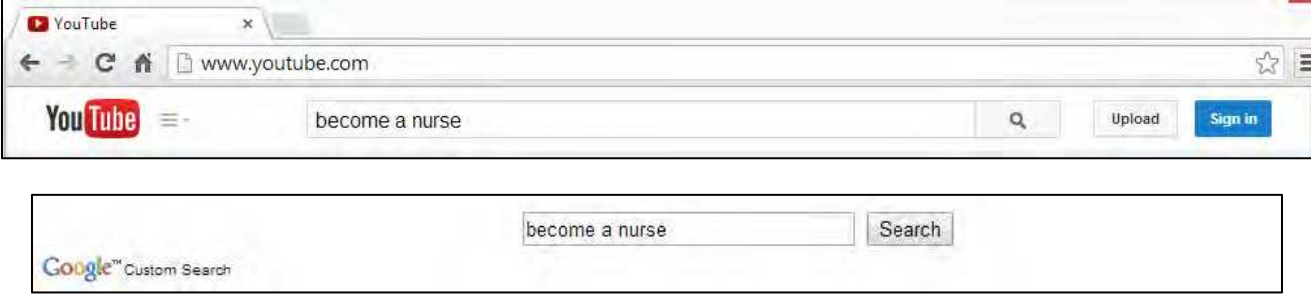
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1033 1339 1528 1377">Mobile Handset Running Android 4.2</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a search interface on a tablet. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon:</p> <ul style="list-style-type: none">become a nurse nursebecome a nurse anesthetistbecome a nurse onlinebecome a nurse midwifebecome a nurse practitionerbecome a nurse in the armybecome a nurse in the navybecome a nurse in the air forcebecome a nurse without going to college <p>Below the suggestions, there is a keyboard with a search bar above it. The search bar contains the word "nurse". The keyboard is a standard QWERTY layout. At the bottom of the screen, the time is 1:08 and there are icons for Wi-Fi and battery.</p>

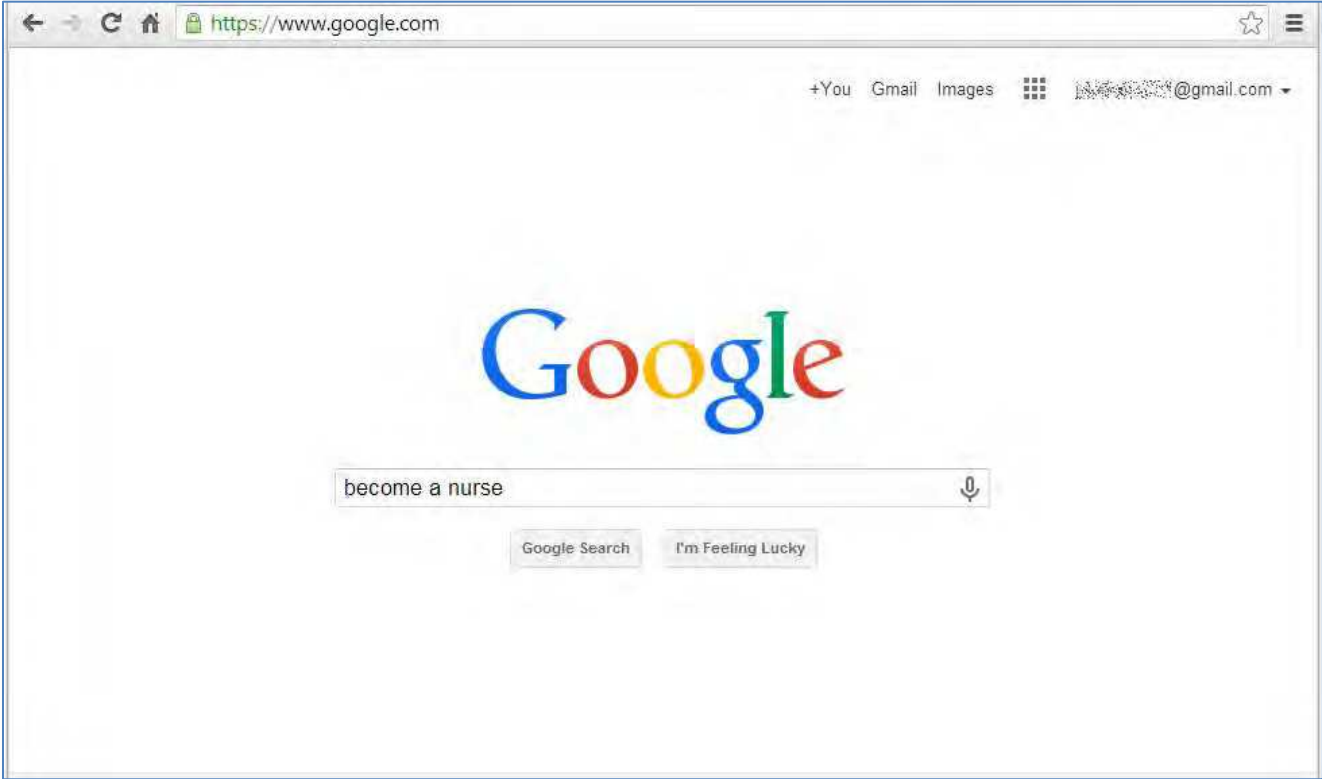
Tablet Device Running Android 4.0.2

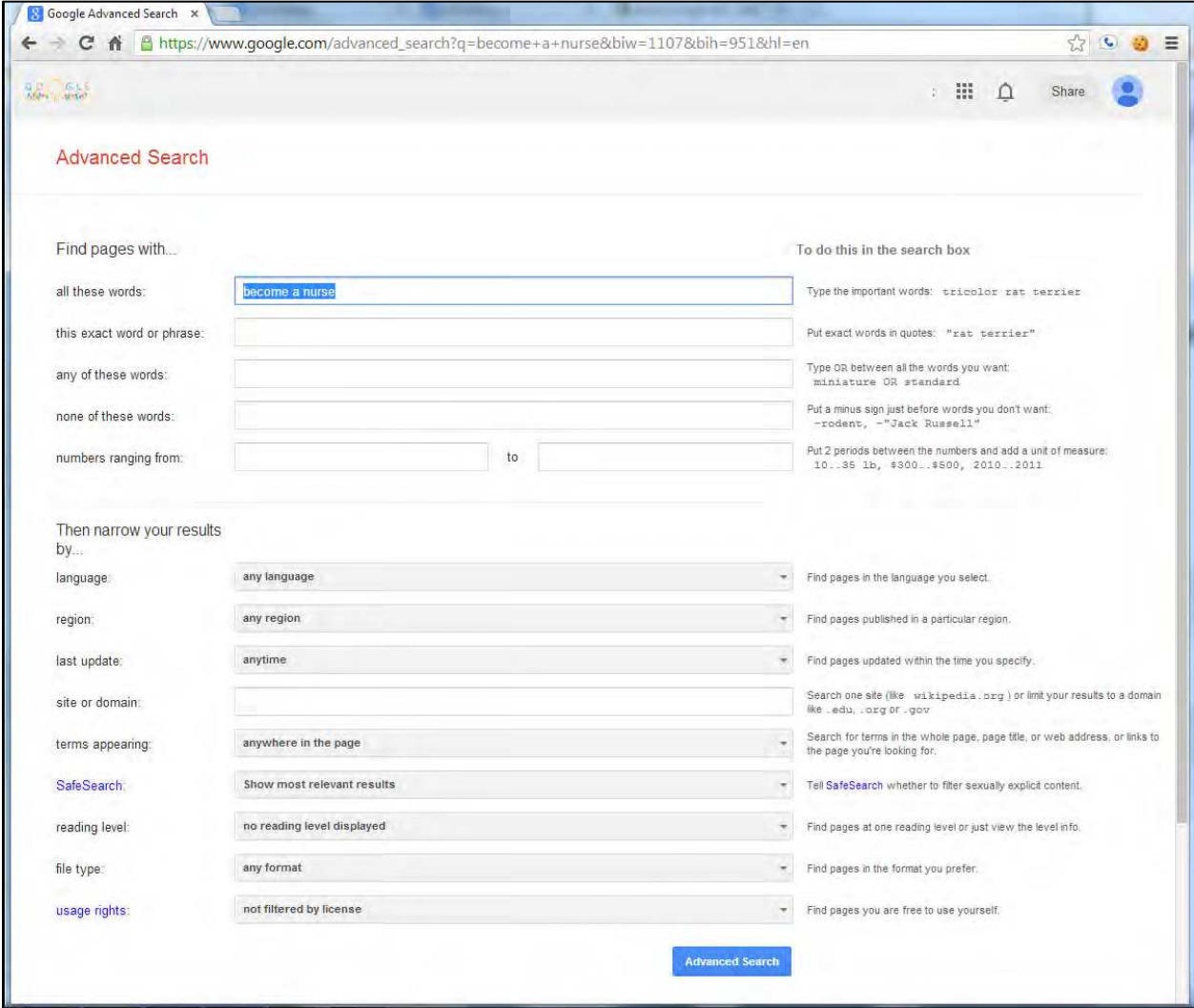
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots. The top screenshot is a desktop browser window showing an AOL search for "become a nurse". The search results page includes the AOL logo, the search query "become a nurse", and a "SEARCH" button. The bottom screenshot is a mobile device screen showing the Google Search app interface on iOS 7.1. The search bar contains "become a nurse" and a list of suggestions is displayed below it, including "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". A keyboard is visible at the bottom of the screen.</p>

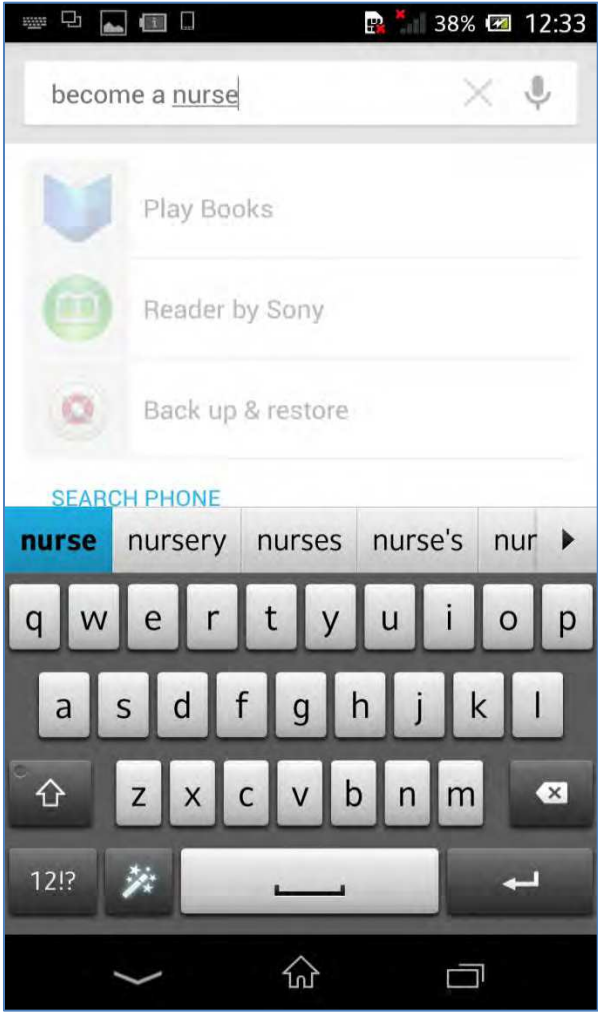
Google Search App Running on iOS 7.1

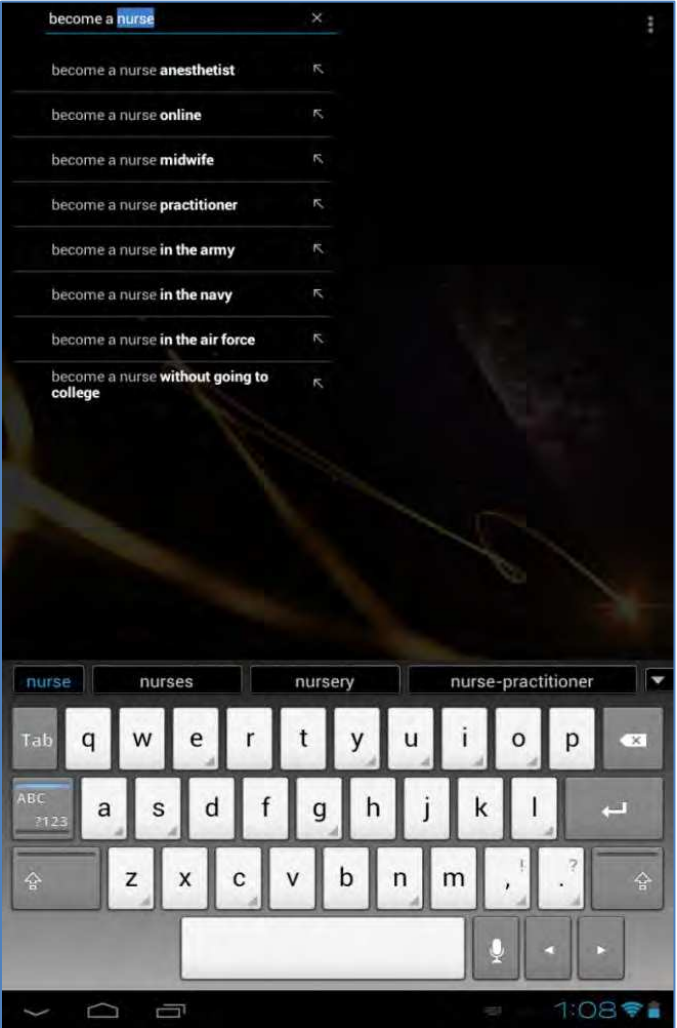
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>
a database search engine operable to:	The Accused Instrumentalities include a database search engine operable to: See above.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p> </div> <div style="width: 48%;"> <p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>
<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’ database search engine receives from the data processing device via the communications link a search request that includes a search argument.</p> <p>See above.</p>


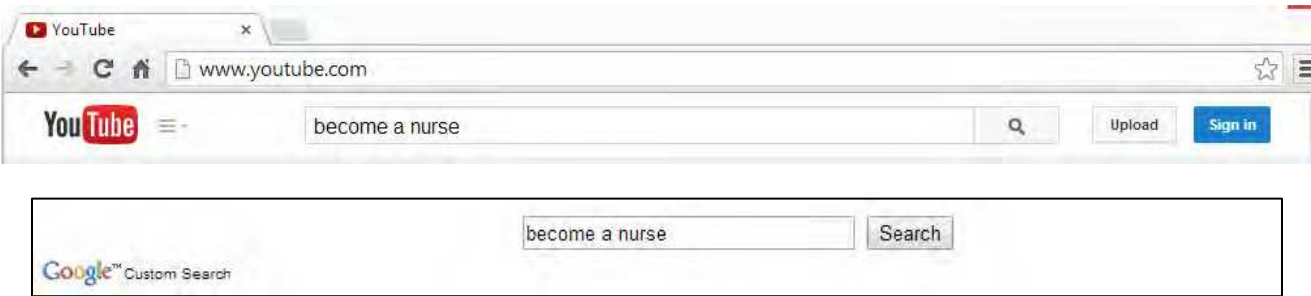
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying "https://www.google.com". The page features the Google logo and a search bar containing the text "become a nurse". Below the search bar are two buttons: "Google Search" and "I'm Feeling Lucky". The browser interface includes navigation icons (back, forward, refresh, home) and a user profile icon in the top right corner.</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 is divided into two main sections: "Find pages with..." and "Then narrow your results by...".</p> <p>Find pages with...</p> <ul style="list-style-type: none">all these words: <input type="text" value="become a nurse"/> (highlighted)this exact word or phrase: <input type="text"/>any of these words: <input type="text"/>none of these words: <input type="text"/>numbers ranging from: <input type="text"/> to <input type="text"/> <p>To do this in the search box</p> <ul style="list-style-type: none">Type the important words: tricolor rat terrierPut exact words in quotes: "rat terrier"Type OR between all the words you want: miniature OR standardPut a minus sign just before words you don't want: -rodent, -"Jack Russell"Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011 <p>Then narrow your results by...</p> <ul style="list-style-type: none">language: any language (dropdown) - Find pages in the language you select.region: any region (dropdown) - Find pages published in a particular region.last update: anytime (dropdown) - Find pages updated within the time you specify.site or domain: <input type="text"/> - Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .govterms appearing: anywhere in the page (dropdown) - Search for terms in the whole page, page title, or web address, or links to the page you're looking for.SafeSearch: Show most relevant results (dropdown) - Tell SafeSearch whether to filter sexually explicit content.reading level: no reading level displayed (dropdown) - Find pages at one reading level or just view the level info.file type: any format (dropdown) - Find pages in the format you prefer.usage rights: not filtered by license (dropdown) - Find pages you are free to use yourself. <p>At the bottom right, there is a blue button labeled "Advanced Search".</p>

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	 <p>The screenshot shows an Android 4.2 mobile handset interface. At the top, the status bar displays signal strength, Wi-Fi, 38% battery, and the time 12:33. Below the status bar is a search bar containing the text "become a nurse". Below the search bar are three suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red circular icon. Below these suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse", "nursery", "nurses", "nurse's", and "nur". Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three capacitive touch buttons: a back button, a home button, and a recent apps button.</p> <p>Mobile Handset Running Android 4.2</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with a dark background. At the top, the text "become a nurse" is entered into a search bar, with "nurse" highlighted in blue. Below the search bar, a list of suggestions is displayed, each preceded by "become a nurse" and followed by a right-pointing arrow. The suggestions are: "nurse", "anesthetist", "online", "midwife", "practitioner", "in the army", "in the navy", "in the air force", and "without going to college". Below the suggestions, there is a row of four tabs: "nurse", "nurses", "nursery", and "nurse-practitioner". Below the tabs is a virtual QWERTY keyboard. At the bottom of the screen, there is a status bar showing the time "1:08" and various icons.</p>

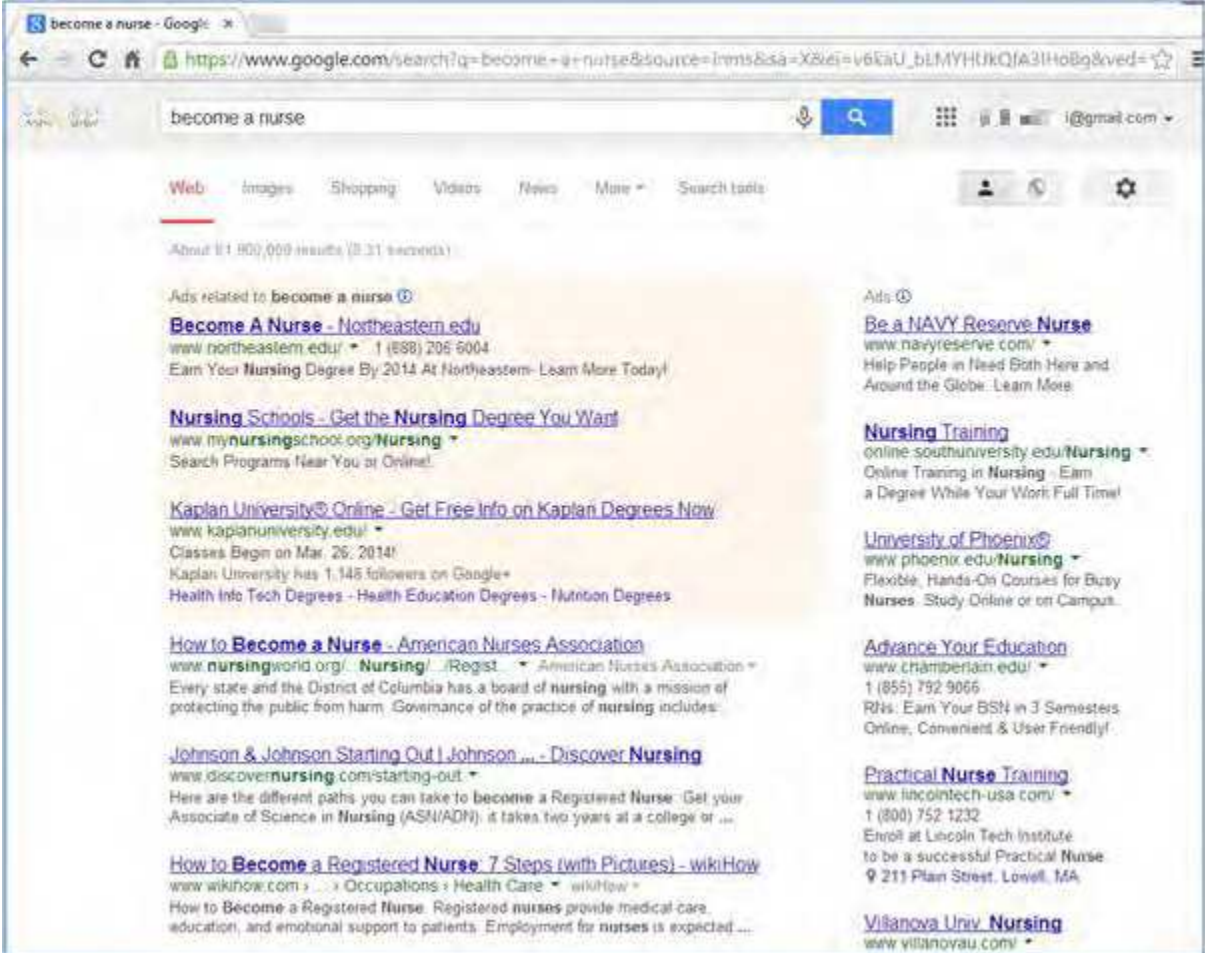
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1039 321 1522 357">Tablet Device Running Android 4.0.2</p> 

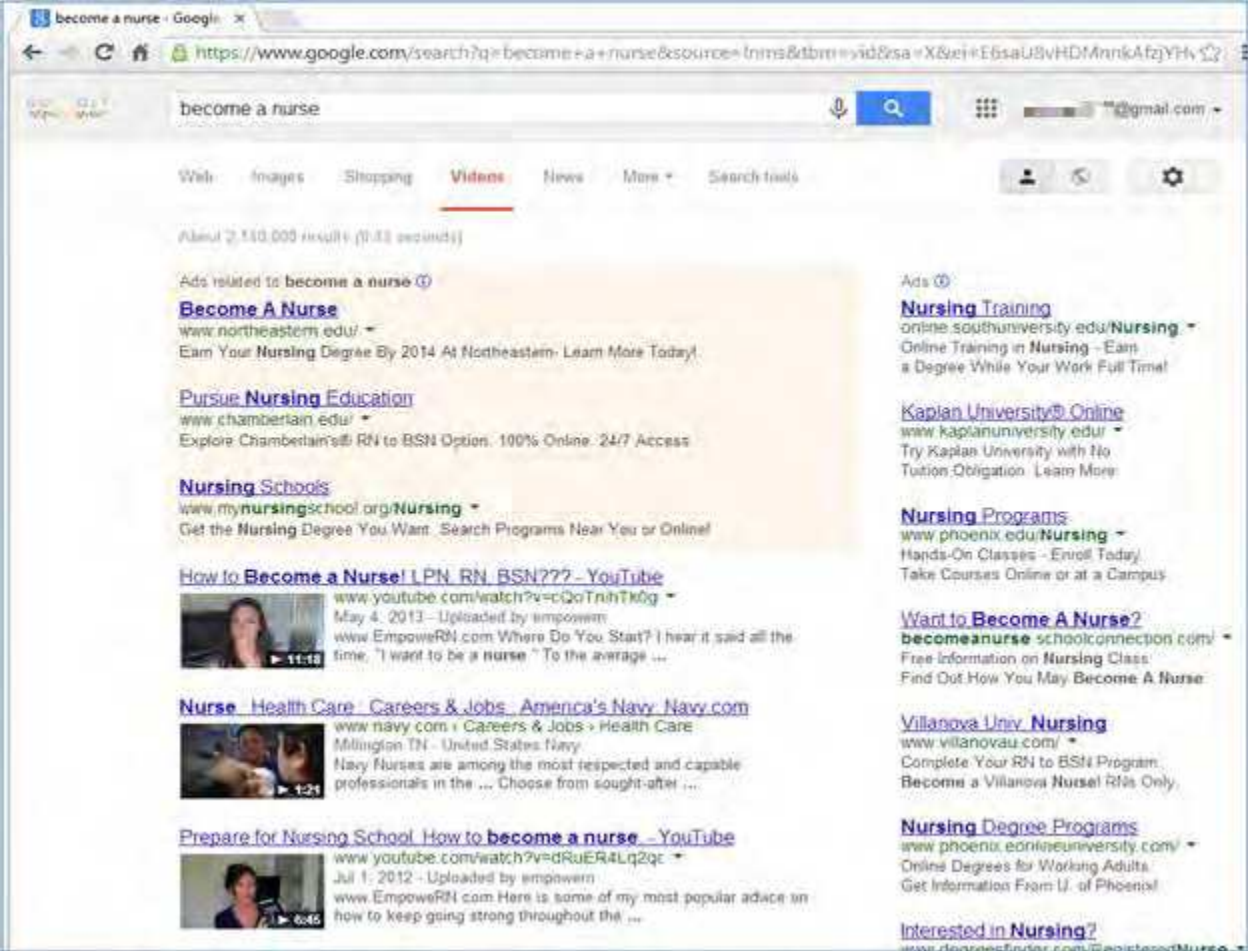
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". At the bottom of the suggestions list is a search button labeled "Search for 'become a nurse'". Below the suggestions is a QWERTY keyboard with a "Search" button on the right.</p> <p>Google Search App Running on iOS 7.1</p>  <p>The screenshot shows a web browser window with the YouTube website. The address bar shows "www.youtube.com". The search bar contains the text "become a nurse". Below the search bar, there are buttons for "Upload" and "Sign in". Below the browser window is a Google Custom Search widget with the text "become a nurse" in the search bar and a "Search" button.</p>

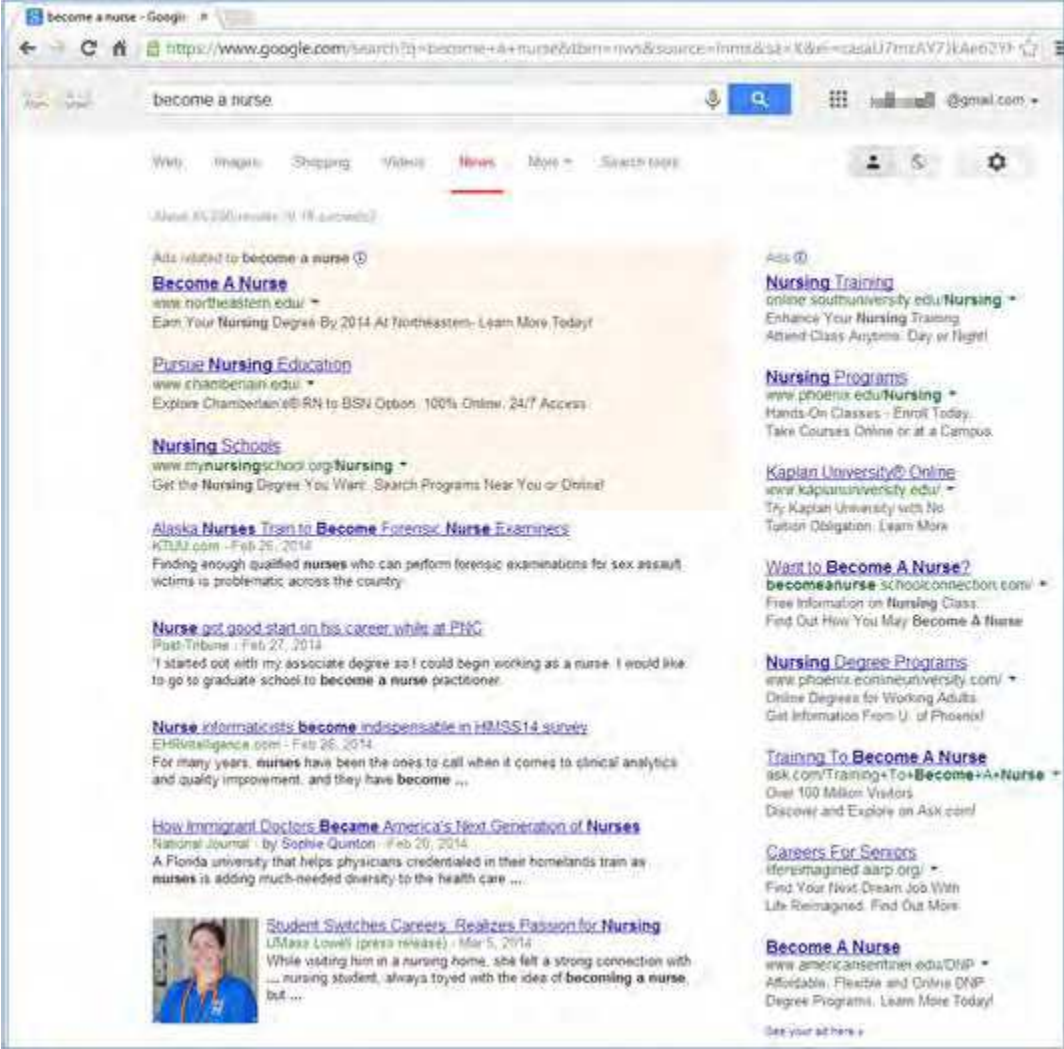
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p> <pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75C2qg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCkm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPHYQHA7twmtHZbqMfj5GXTUdv8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_Xj8Oo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfm9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvTzJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorzbzGMaa1/AfcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRtT_- NaI_ds5DHLbFDRkVD4vnjX0-6 _HJdRLKcOMqWOBEPUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmckf2x1PW4aYSFuT_3BRUegqm5 </pre>

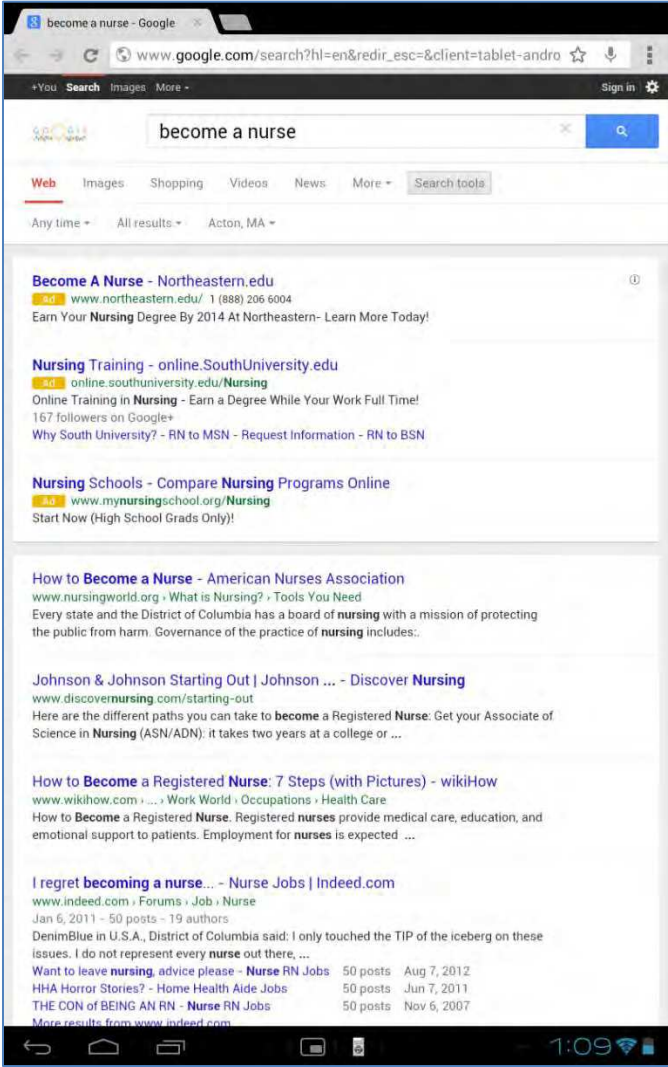
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

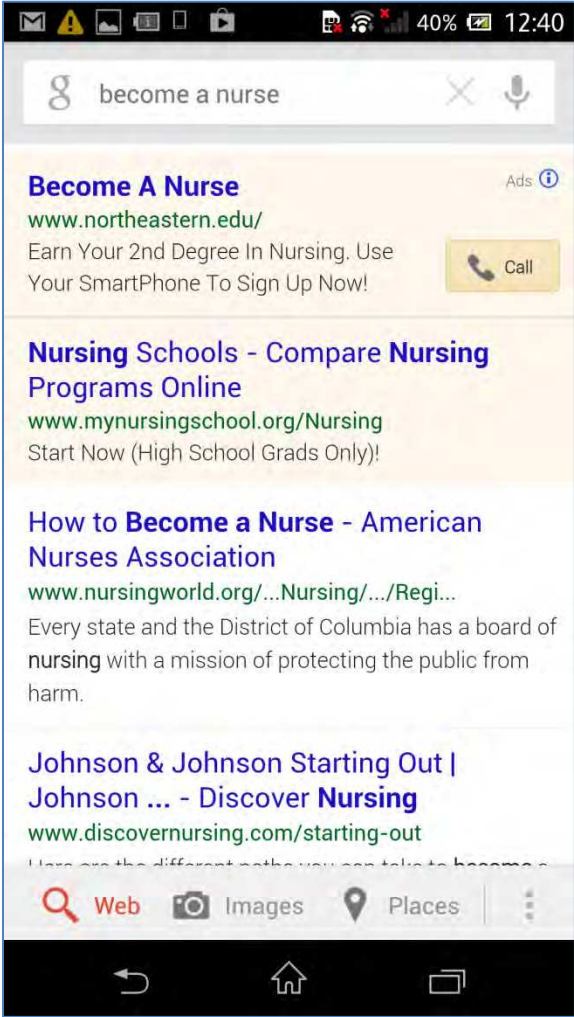
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	GET "search request"
search at least one database using the search argument to produce search results;	The Accused Instrumentalities' database search engine searches at least one database using the search argument to produce search results.

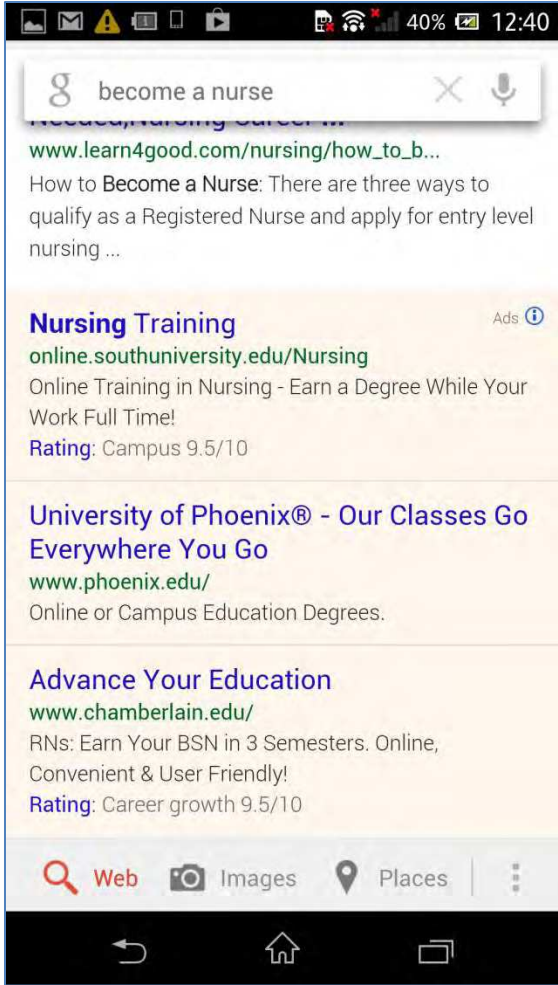
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a search tools button. Below the search bar, it indicates "About 11,800,000 results (0.31 seconds)". The main content area displays several search results, including:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/ Nursing! • Regist. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... Occupations • Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Ads<ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe. Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066. RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ •

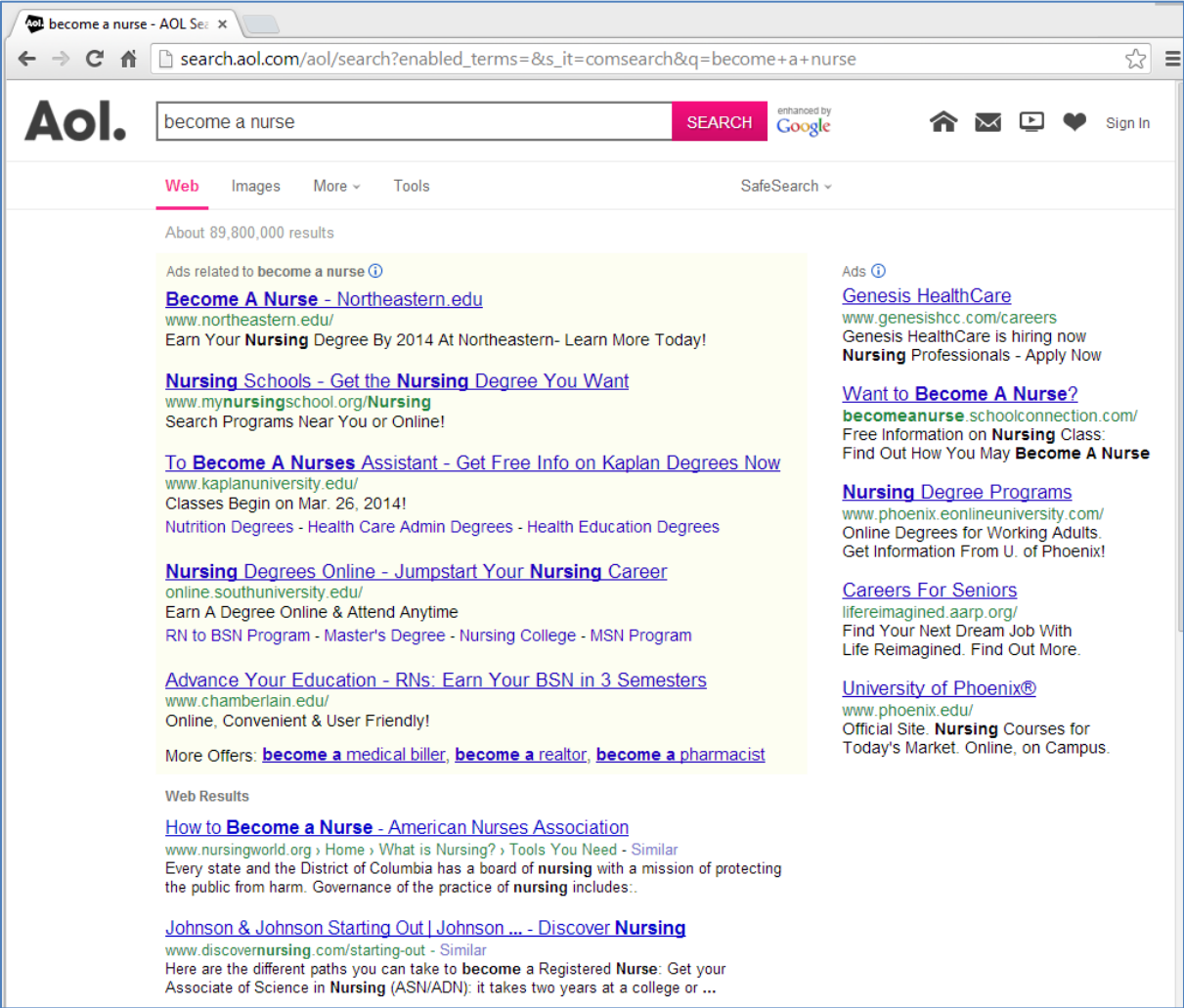
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several advertisements and organic search results. The advertisements are for "Become A Nurse" (www.northeastern.edu), "Nursing Training" (online.southuniversity.edu), "Kaplan University Online" (www.kaplanuniversity.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse?" (becomeanurse.schoolconnection.com), "Villanova Univ. Nursing" (www.villanovau.com), "Nursing Degree Programs" (www.phoenixonlineuniversity.com), and "Interested in Nursing?" (www.docmedcenter.com). The organic search results include "Pursue Nursing Education" (www.chamberlain.edu), "How to Become a Nurse! LPN, RN, BSN???" (www.youtube.com/watch?v=cQoTnhTko0g), "Nurse - Health Care - Careers & Jobs - America's Navy" (www.navy.com), and "Prepare for Nursing School - How to become a nurse" (www.youtube.com/watch?v=dRuER4Lq2qc).</p>

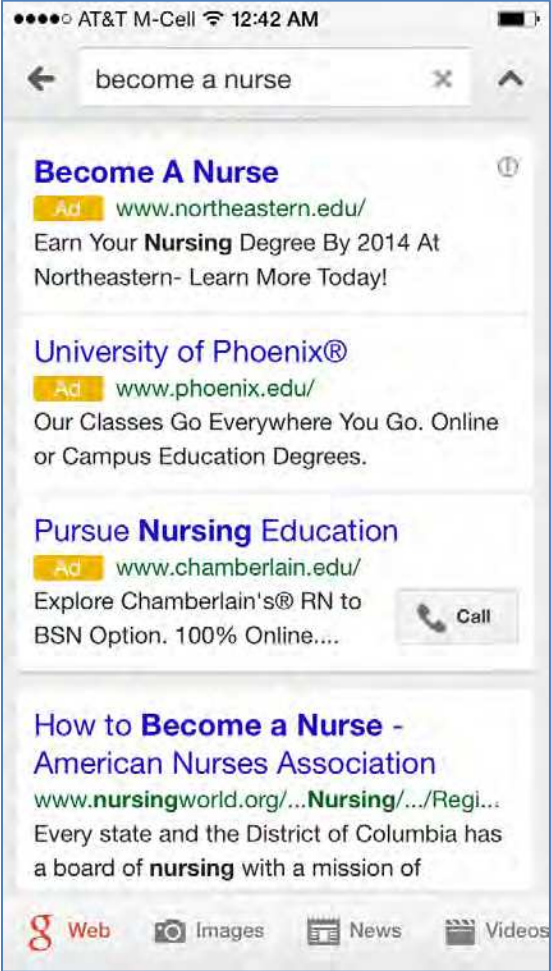
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, and Phoenix College. Organic search results include news articles from KTLA.com, Patch Tribune, EHRIntelligence.com, National Journal, and UMass Lowell, as well as an Ask.com article about nursing careers. The search interface includes navigation tabs for Web, Images, Shopping, Videos, News, and More, and a search bar with the query "become a nurse".</p>

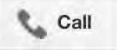
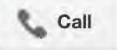
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search for "become a nurse". The search results are displayed on a white background with a blue header. The top of the page shows the search bar with the text "become a nurse" and a magnifying glass icon. Below the search bar are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are organized into several sections:</p> <ul style="list-style-type: none">Advertisements:<ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu/ (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+. Why South University? - RN to MSN - Request Information - RN to BSNNursing Schools - Compare Nursing Programs Online: www.mynursingschool.org/Nursing. Start Now (High School Grads Only)!Organic Search Results:<ul style="list-style-type: none">How to Become a Nurse - American Nurses Association: www.nursingworld.org › What is Nursing? › Tools You Need. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:...Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com › ... › Work World › Occupations › Health Care. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...I regret becoming a nurse... - Nurse Jobs Indeed.com: www.indeed.com › Forums › Job › Nurse. Jan 6, 2011 - 50 posts - 19 authors. DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... <p>The bottom of the screenshot shows a mobile navigation bar with icons for back, home, and search, along with the time 1:09 and battery status.</p>

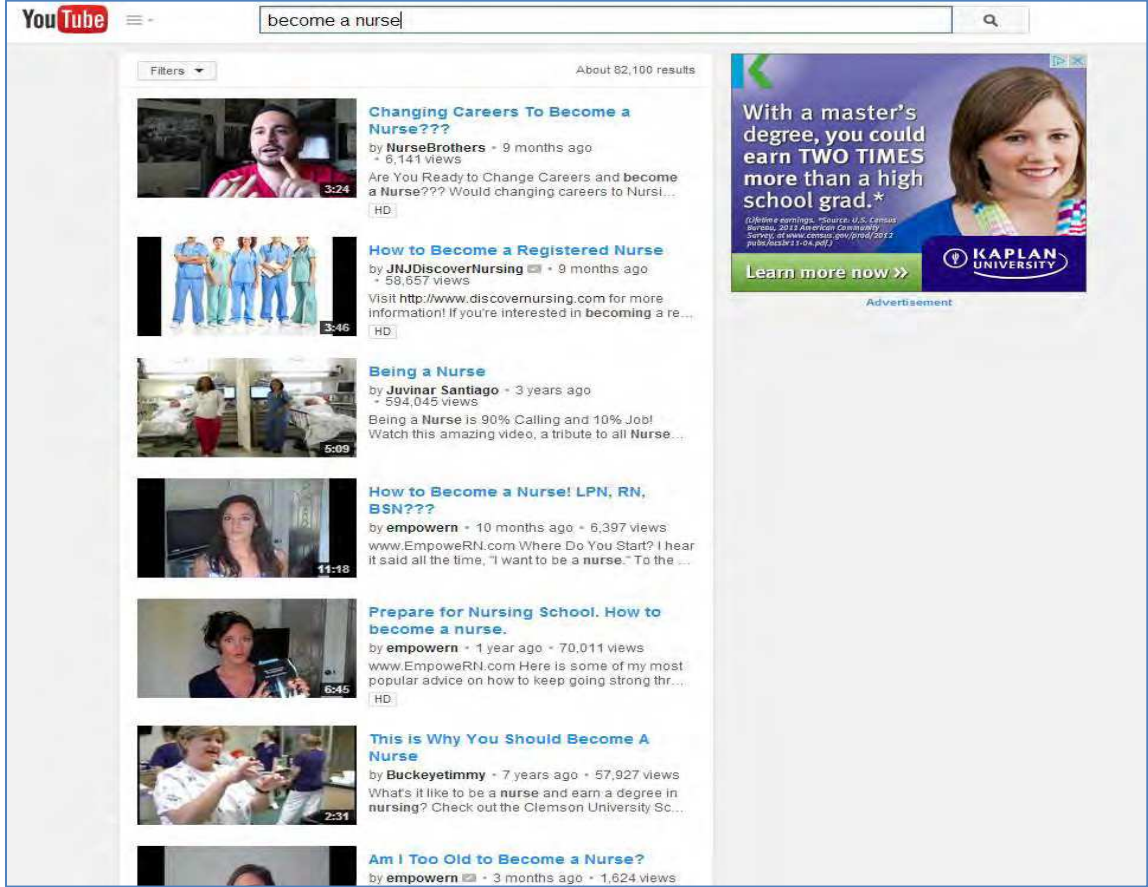
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, titled "How to Become a Nurse - American Nurses Association". The fourth result is from Discover Nursing, titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The interface includes a search bar, a status bar at the top showing 40% battery and 12:40, and a navigation bar at the bottom with "Web", "Images", and "Places" options.</p>

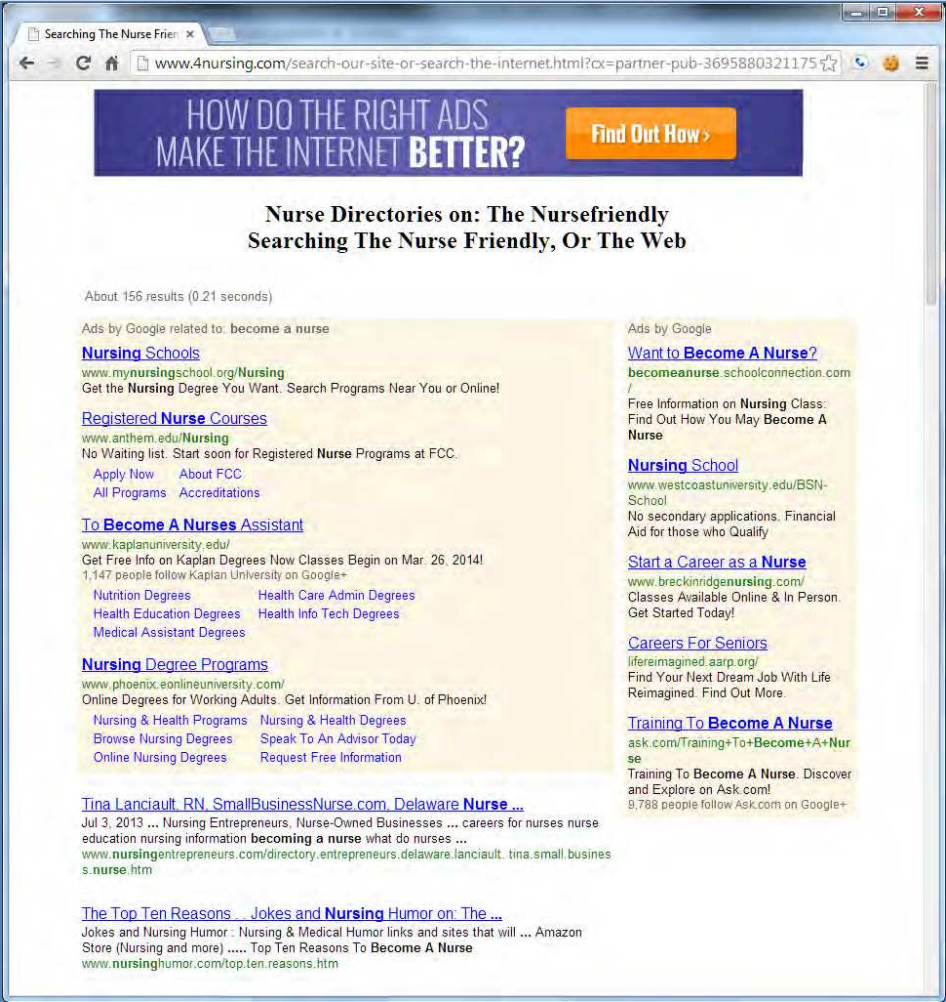
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a search bar, navigation icons for Web, Images, and Places, and a bottom dock with back, home, and recent apps buttons.</p>

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	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown menu. The results section shows "About 89,800,000 results". There are two columns of ads. The left column includes ads for "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", "Advance Your Education - RNs: Earn Your BSN in 3 Semesters", and "More Offers: become a medical biller, become a realtor, become a pharmacist". The right column includes ads for "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

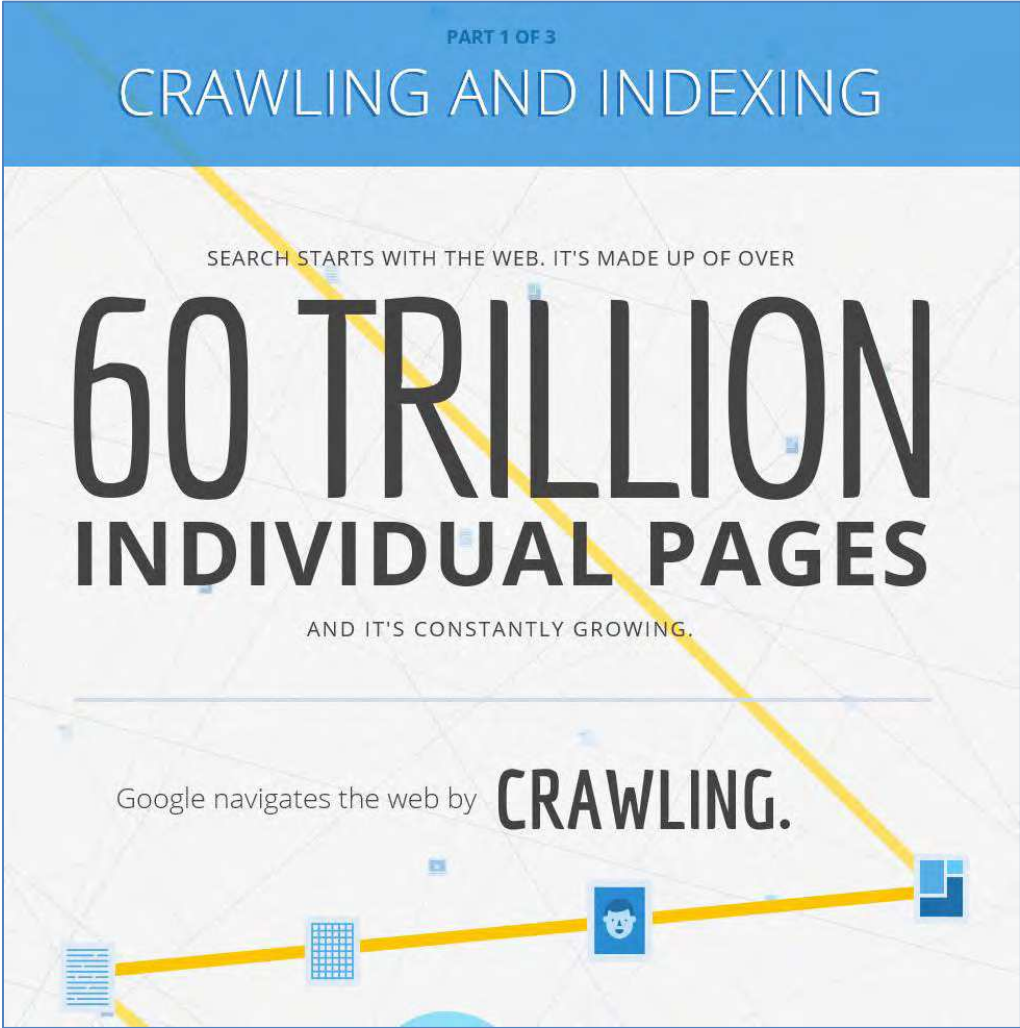
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several sponsored advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button.How to Become a Nurse - American Nurses Association from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of" <p>The bottom of the screenshot shows navigation options: Web, Images, News, and Videos.</p>


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	<div data-bbox="1003 391 1558 1372" style="border: 1px solid gray; padding: 10px;"><p>How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>


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	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Bucketjetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. Video length: 2:31. <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The Kaplan University logo is also present.</p>

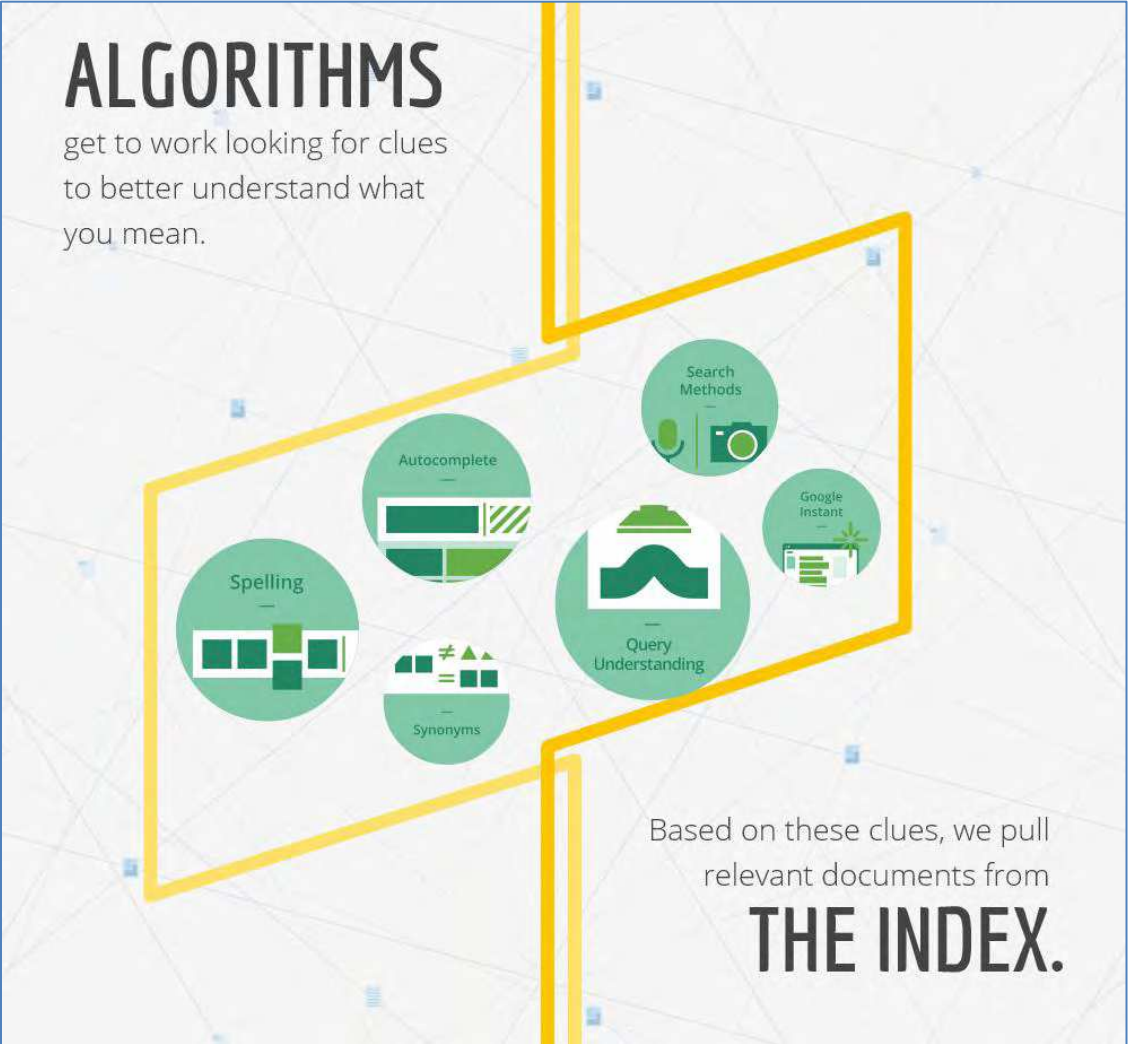
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Search Results of Google Custom Search</p>

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	<table border="1"><tr><td data-bbox="684 358 1360 959"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1360 358 1990 959"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="963 967 1990 1000">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</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 sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		


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	 <p>PART 1 OF 3</p> <h1>CRAWLING AND INDEXING</h1> <p>SEARCH STARTS WITH THE WEB. IT'S MADE UP OF OVER</p> <h1>60 TRILLION INDIVIDUAL PAGES</h1> <p>AND IT'S CONSTANTLY GROWING.</p> <p>Google navigates the web by CRAWLING.</p>


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	 <p>The diagram illustrates a search engine's sorting process. At the top, a yellow arrow points from a search icon to a grid of search results. The grid contains several cards, each representing a search result. The cards are labeled with terms like '<STRING THEORY>', 'STRING THEORY', '<P-BRANE>', '<PHYSICS>', and 'PHYSICS'. A larger card in the center is highlighted with a yellow arrow, showing a blue circle with '<P-BRANE>' inside. To the right of the grid, a text box says 'We sort the pages by their content and other factors.' The background features a stylized cityscape and a network diagram.</p>

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	 <p>And we keep track of it all in</p> <h1>THE INDEX.</h1> <p>It's over 100 million gigabytes.</p> <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>ALGORITHMS get to work looking for clues to better understand what you mean.</p> <p>Spelling</p> <p>Autocomplete</p> <p>Synonyms</p> <p>Query Understanding</p> <p>Search Methods</p> <p>Google Instant</p> <p>Based on these clues, we pull relevant documents from THE INDEX.</p>



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	 <p>The screenshot shows a search result for "USER CONTEXT". On the left is a green circular icon containing a house and a document. To the right, the text reads "USER CONTEXT" in bold, followed by "Provides more relevant results based on geographic region, Web History, and other factors." The entire content is enclosed in a blue-bordered box.</p> <p data-bbox="1230 782 1980 815">http://www.google.com/insidesearch/howsearchworks/thestory/</p>


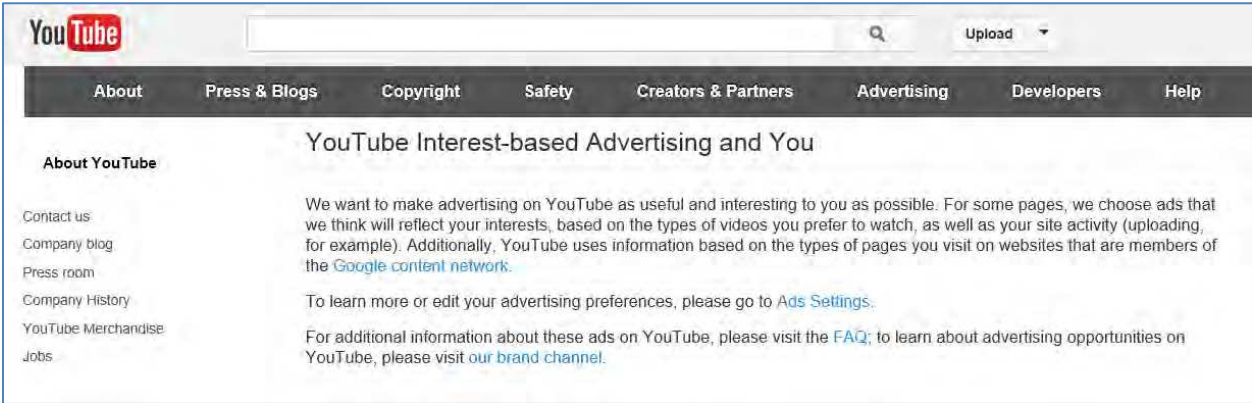
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>1 BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over 100,000,000 gigabytes</p> <p>We've spent over 1million computing hours building the index so far</p> <p>https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>
<p>an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search</p>	<p>The Accused Instrumentalities include an associative search engine operable to select at least one advertisement from an advertisement database based on upon at least one of the search argument and the search results.</p>

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argument and the search results; and	<div data-bbox="659 321 1902 863"><p>Ads on Google Target your ads Ad types Costs FAQ</p><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><p>Get started now For free support call: 1-800-877-2981*</p><p>1. People search on Google People use keywords (or search terms) to search for specific products and services.</p><p>2. They see your ad If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. Learn more</p><p>3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</p></div> <p data-bbox="1121 873 1978 906">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>


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	<div data-bbox="684 324 1927 860"><h3>Using keyword matching options</h3><ul style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1213 868 1978 901">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 941 1902 1307"><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="1213 1315 1978 1347">https://support.google.com/adwords/answer/2756257?hl=en</p>

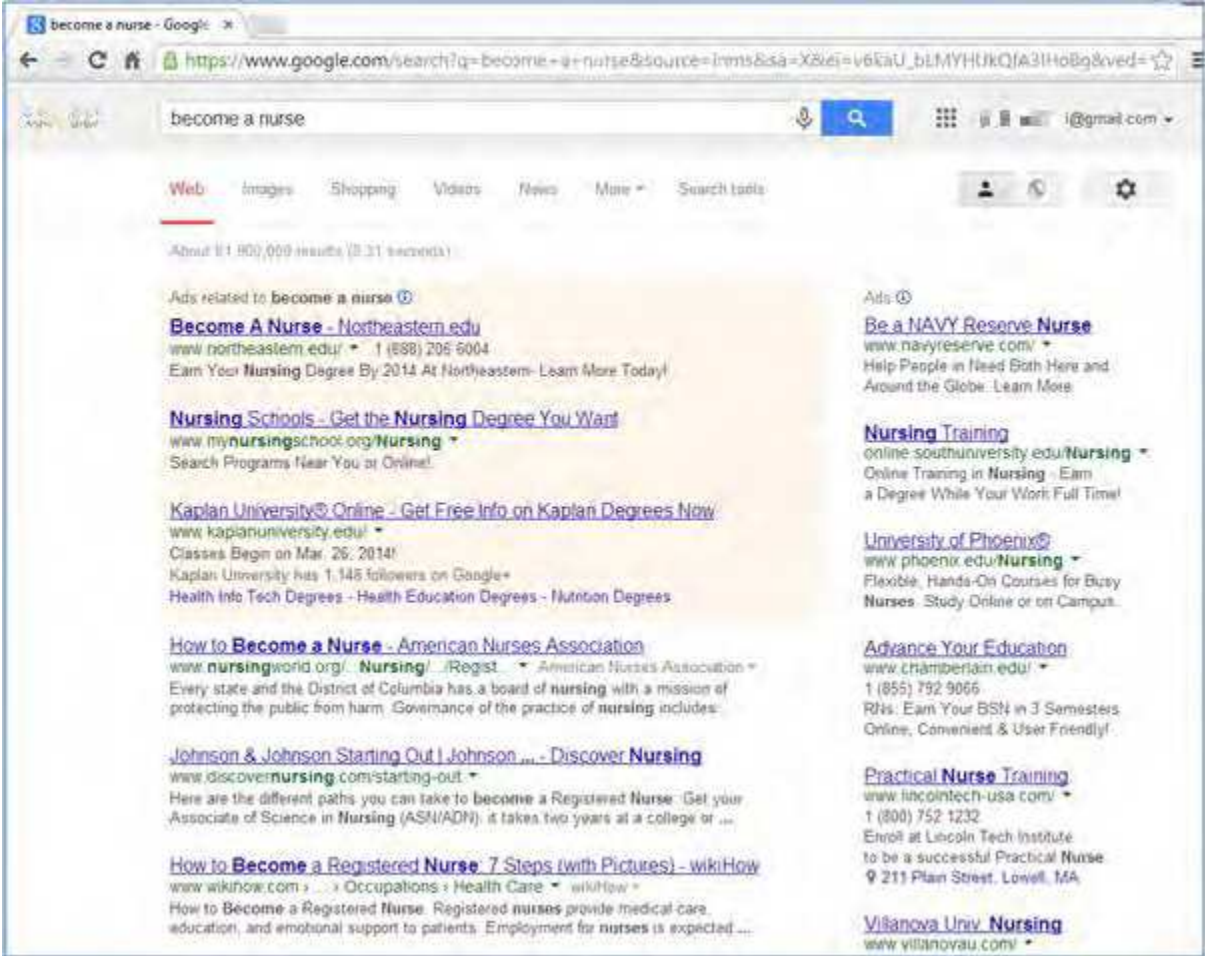
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="829 324 1785 1356" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="850 349 1585 446">How ads are matched to geographic locations</h2><ul data-bbox="871 495 1732 657" style="list-style-type: none">• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).• You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).<div data-bbox="850 673 1753 722" style="border: 1px dashed gray; padding: 5px;"><p data-bbox="861 690 1249 706">- Where your users are located (physical location)</p></div><p data-bbox="892 763 1722 836">The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul data-bbox="913 860 1018 876" style="list-style-type: none">• IP address:<p data-bbox="934 901 1743 950">Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p data-bbox="934 974 1743 1047">If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul data-bbox="913 1071 1060 1088" style="list-style-type: none">• Device location:<p data-bbox="934 1112 1753 1161">If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul data-bbox="955 1185 1743 1323" style="list-style-type: none">• GPS: Accuracy varies depending on GPS signal and connection.• Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router.• Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</div> <p data-bbox="1207 1356 1984 1388" style="text-align: right;">https://support.google.com/adwords/answer/2453995?hl=en</p>

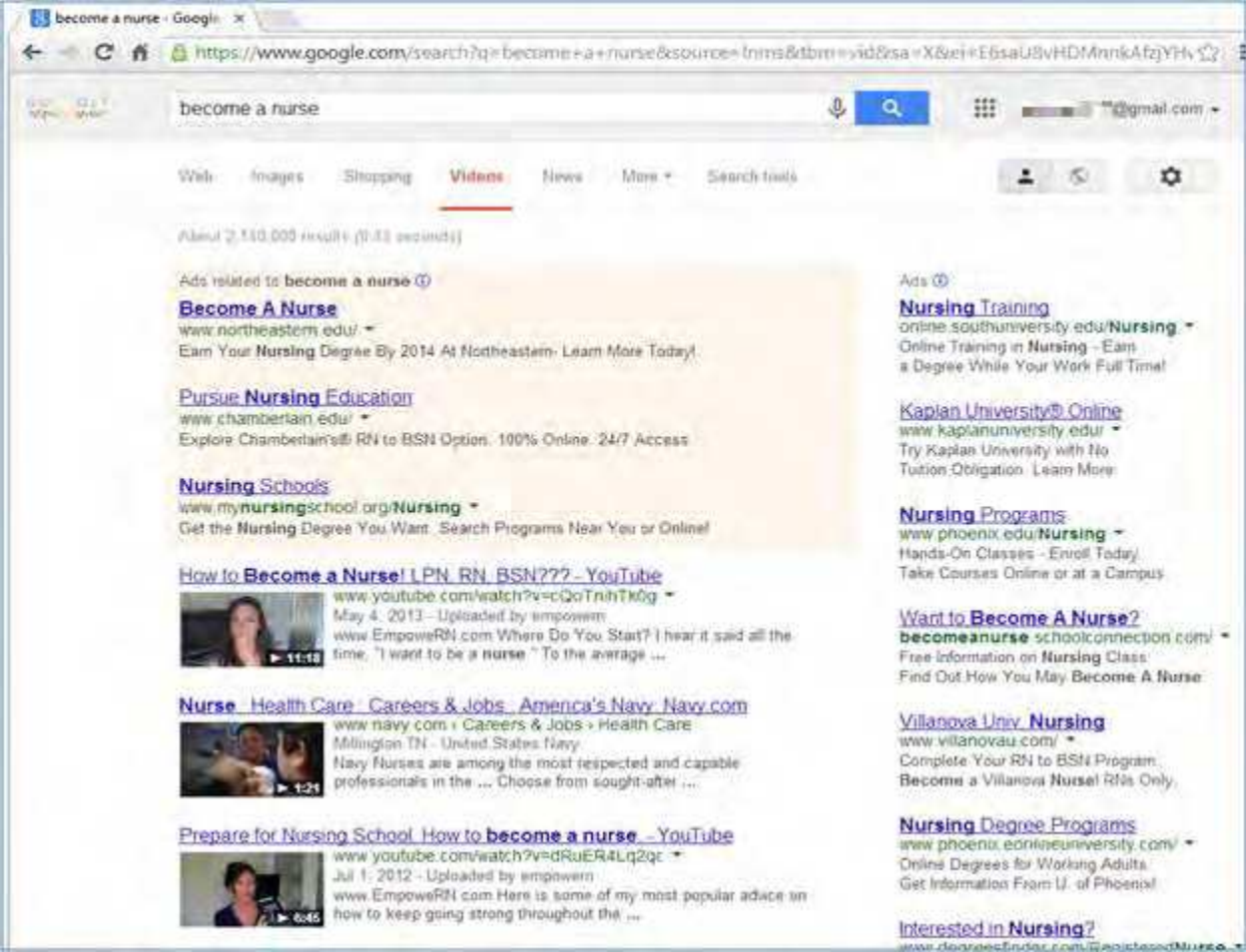
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="720 337 1140 370">Why you may see particular ads</p> <p data-bbox="720 402 1661 427">You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div data-bbox="720 459 1360 667"><p data-bbox="730 643 831 662">Search ad</p><p data-bbox="932 643 1024 662">Gmail ad</p><p data-bbox="1192 643 1297 662">Display ad</p></div> <p data-bbox="720 704 909 729">On Google Search</p> <p data-bbox="720 761 1885 859">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="741 891 1598 1062" style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services <p data-bbox="741 1110 898 1143"> Example</p> <p data-bbox="810 1159 1843 1224">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="1010 1256 1980 1289">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

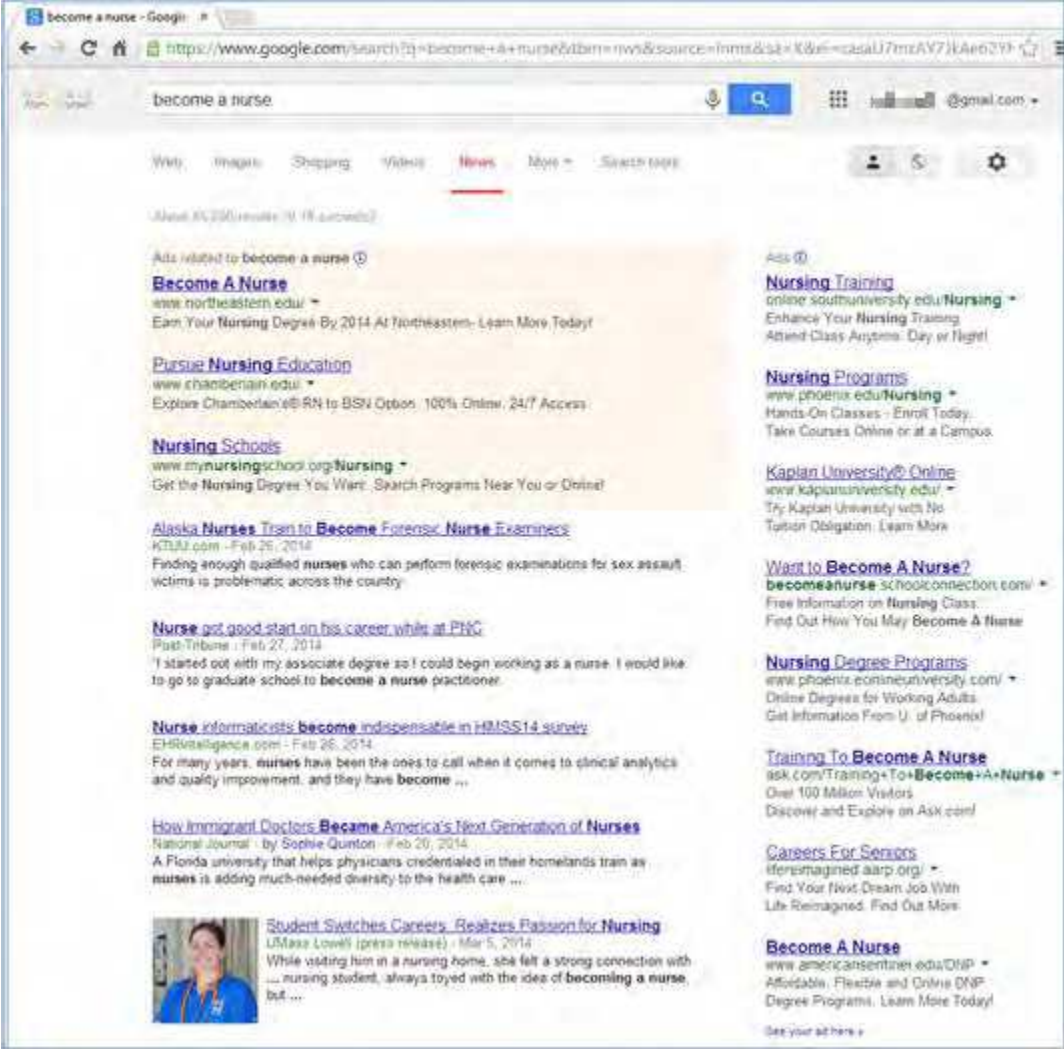
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 326 1927 711"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 721 1978 753">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="659 792 1902 1192"><p>YouTube Interest-based Advertising and You</p><p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p><p>To learn more or edit your advertising preferences, please go to Ads Settings.</p><p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p></div> <p data-bbox="1423 1198 1978 1230">http://www.youtube.com/t/ads_preferences</p>

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	<p data-bbox="709 342 1031 370">About targeting groups</p> <p data-bbox="709 407 1923 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="709 505 1356 526">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 565 1902 1187" style="list-style-type: none"><li data-bbox="737 565 1087 586">• Demographics: Age and gender.<li data-bbox="737 602 1709 623">• Topics: YouTube video or Google Display Network content targeted by category or sub-category.<li data-bbox="737 639 1871 699">• Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.<li data-bbox="737 716 1892 906">• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="779 813 1535 906" style="list-style-type: none"><li data-bbox="779 813 1184 834">◦ Channels (YouTube Partner Channels)<li data-bbox="779 850 1052 872">◦ Videos (YouTube Videos)<li data-bbox="779 888 1535 909">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)<li data-bbox="737 943 1902 1036">• Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.<li data-bbox="737 1057 1843 1117">• Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).<li data-bbox="737 1138 1902 1187">• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1220 1208 1976 1240">https://support.google.com/youtube/answer/2454017?hl=en</p>

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	<p data-bbox="709 334 1381 362">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="772 399 1759 427" style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p data-bbox="743 1029 806 1052">Note</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="1220 1243 1980 1271">https://support.google.com/youtube/answer/2454017?hl=en</p>
the advertising machine	The Accused Instrumentalities transmit the search results together with the at least one advertisement via the

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<p>operable to: transmit the search results together with the at least one advertisement via the communications link to the data processing device;</p>	<p>communications link to the data processing device.</p>  <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic links. Advertisements include "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson... - Discover Nursing", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". Organic results include "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ Nursing".</p>

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	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content:</p> <ul style="list-style-type: none">Become A Nurse: www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education: www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 AccessNursing Schools: www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube: www.youtube.com/watch?v=cQoTnhTkk0g - May 4, 2013 - Uploaded by empowerRN. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com: www.navy.com - Careers & Jobs - Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube: www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowerRN. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side of the search results, there are additional advertisements for nursing training, including "Nursing Training" from online.southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.collegeuniversity.com, and "Interested in Nursing?" from www.docmedcenter.com.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <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 with titles and snippets. On the right side, there are several advertisements for nursing programs and schools. The search results include:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's BSN to BSN Option. 100% Online, 24/7 AccessNursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTOU.com) - Feb 25, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PHC (Pitt-Tribune) - Feb 27, 2014. "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Rejoices Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>The advertisements on the right include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime, Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University® Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse!Nursing Degree Programs (www.phoenix.cominesuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (ifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americascentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

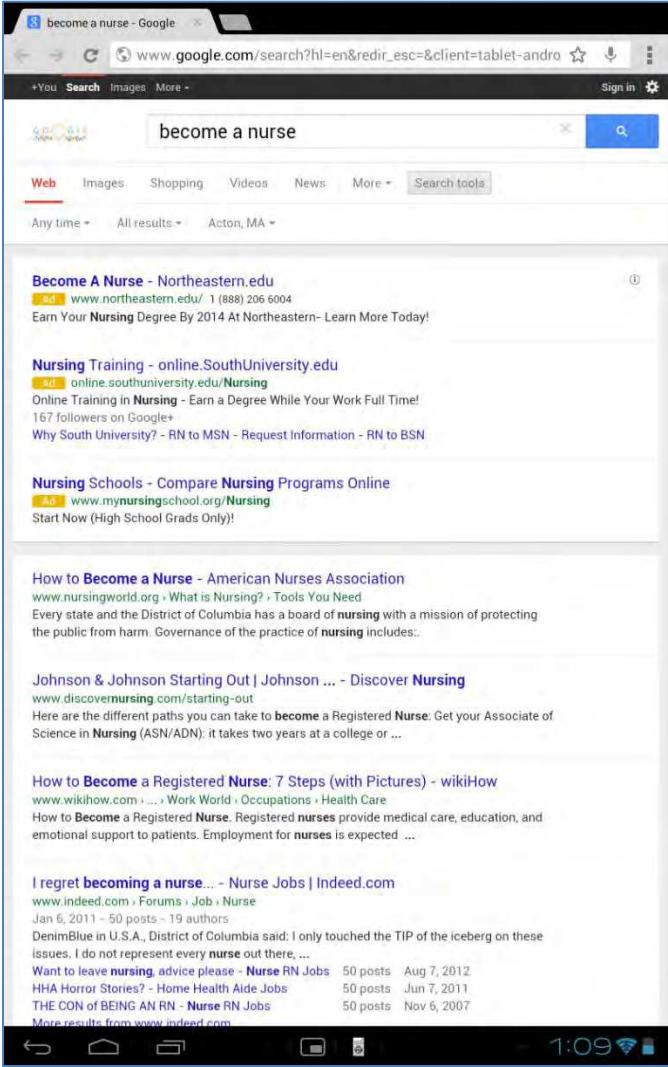
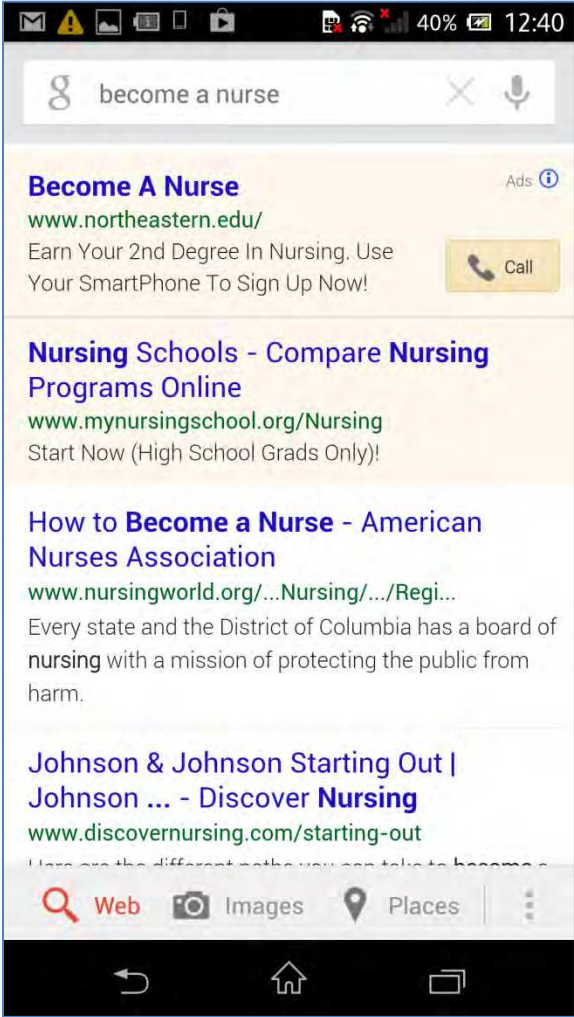
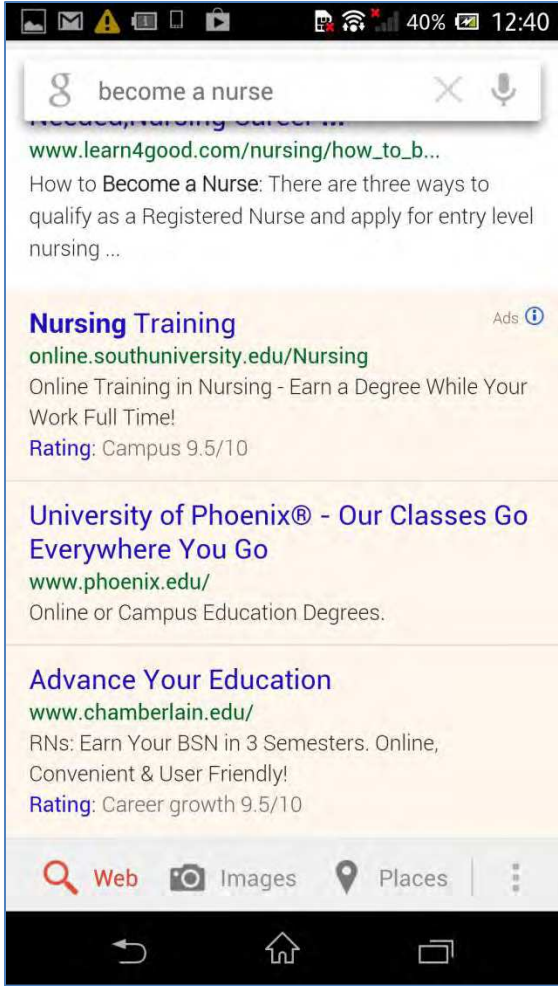
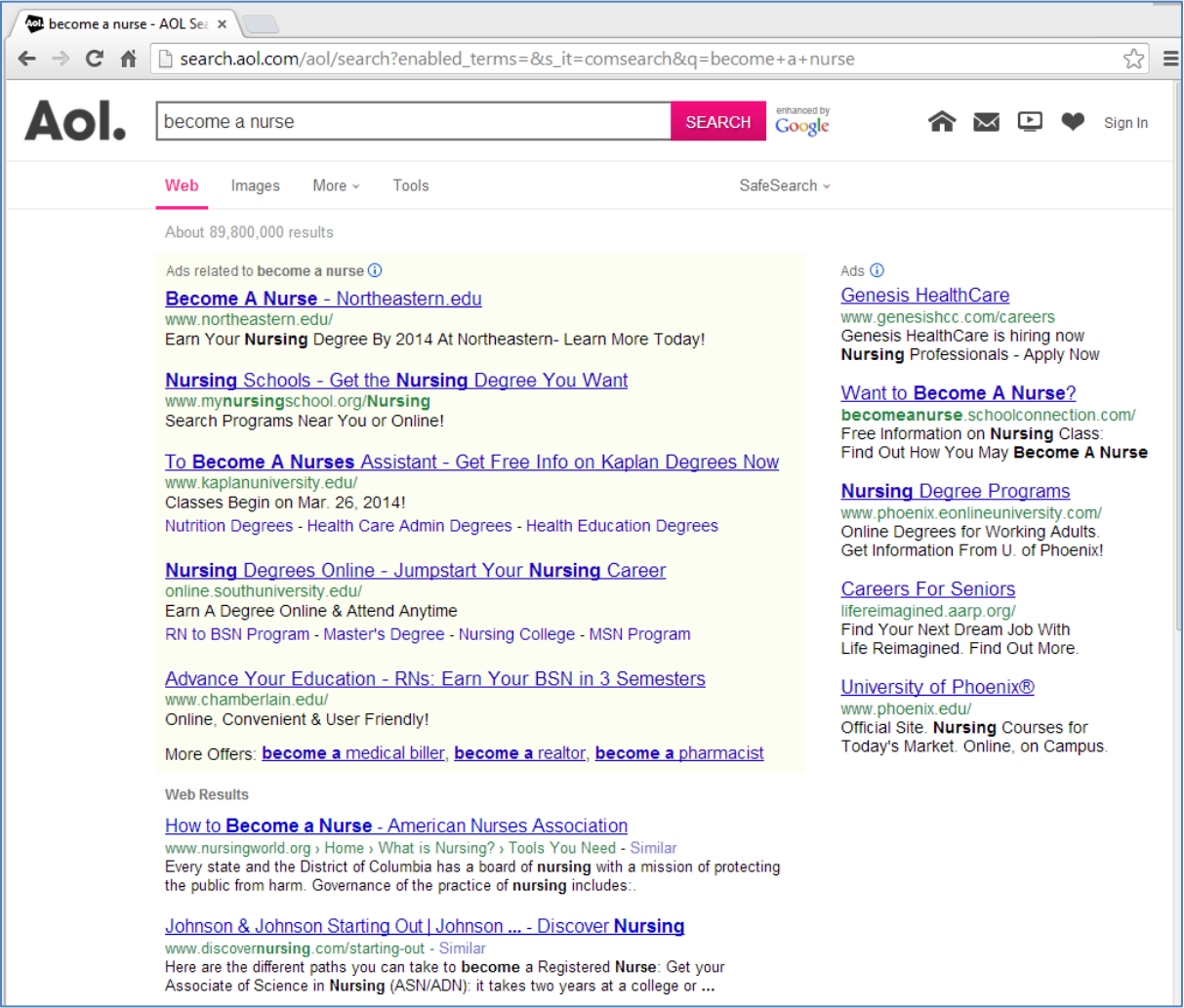
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a black header and a white background. The search bar at the top contains the text "become a nurse" and a blue search button. Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are filtered by "Any time" and "All results" in "Acton, MA".</p> <p>The search results include several advertisements and informational links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu: Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSNNursing Schools - Compare Nursing Programs Online: Start Now (High School Grads Only!)How to Become a Nurse - American Nurses Association: www.nursingworld.org › What is Nursing? › Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com › ... › Work World › Occupations › Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...I regret becoming a nurse... - Nurse Jobs Indeed.com: www.indeed.com › Forums › Job › Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

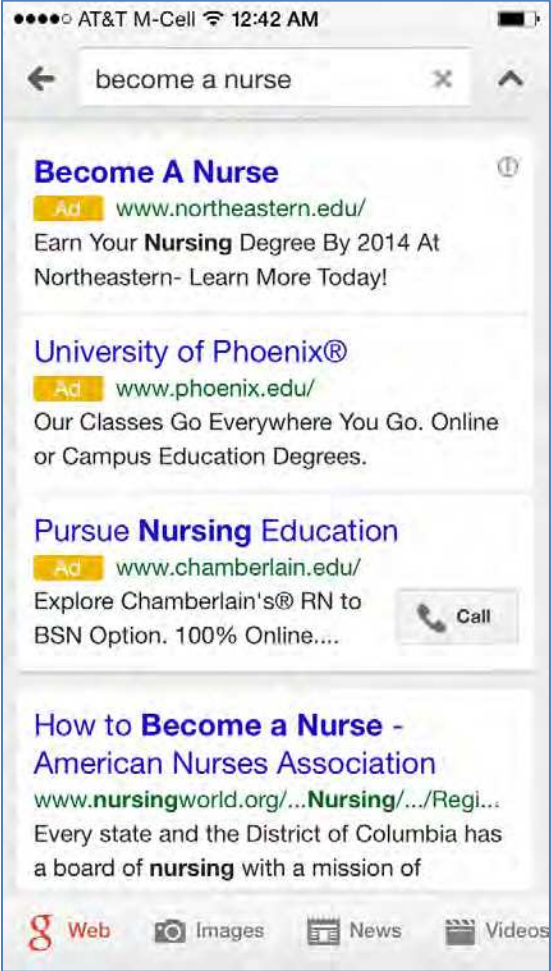
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, titled "How to Become a Nurse - American Nurses Association". The fourth result is from Discover Nursing, titled "Johnson & 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 results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a search bar, navigation icons for Web, Images, and Places, and a bottom dock with back, home, and recent apps buttons.</p>

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	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown menu. The results section shows "About 89,800,000 results". There are two columns of ads. The left column includes ads from Northeastern.edu, mynursingschool.org, kaplanuniversity.edu, southuniversity.edu, and chamberlain.edu. The right column includes ads from Genesis HealthCare, becomeanurse.schoolconnection.com, phoenix.eonlineuniversity.com, lifereimagined.aarp.org, and phoenix.edu. Below the ads, there are "Web Results" including links to nursingworld.org and discovernursing.com.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three paid advertisements and one organic search result. The first ad is from northeastern.edu, the second from phoenix.edu, and the third from chamberlain.edu. The organic result is from nursingworld.org.</p> <p>AT&T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p>Become A Nurse ⓘ Ad www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>University of Phoenix® Ad www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p>Pursue Nursing Education Ad www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online... Call</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of</p> <p>g Web Images News Videos</p>

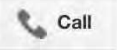
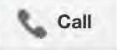
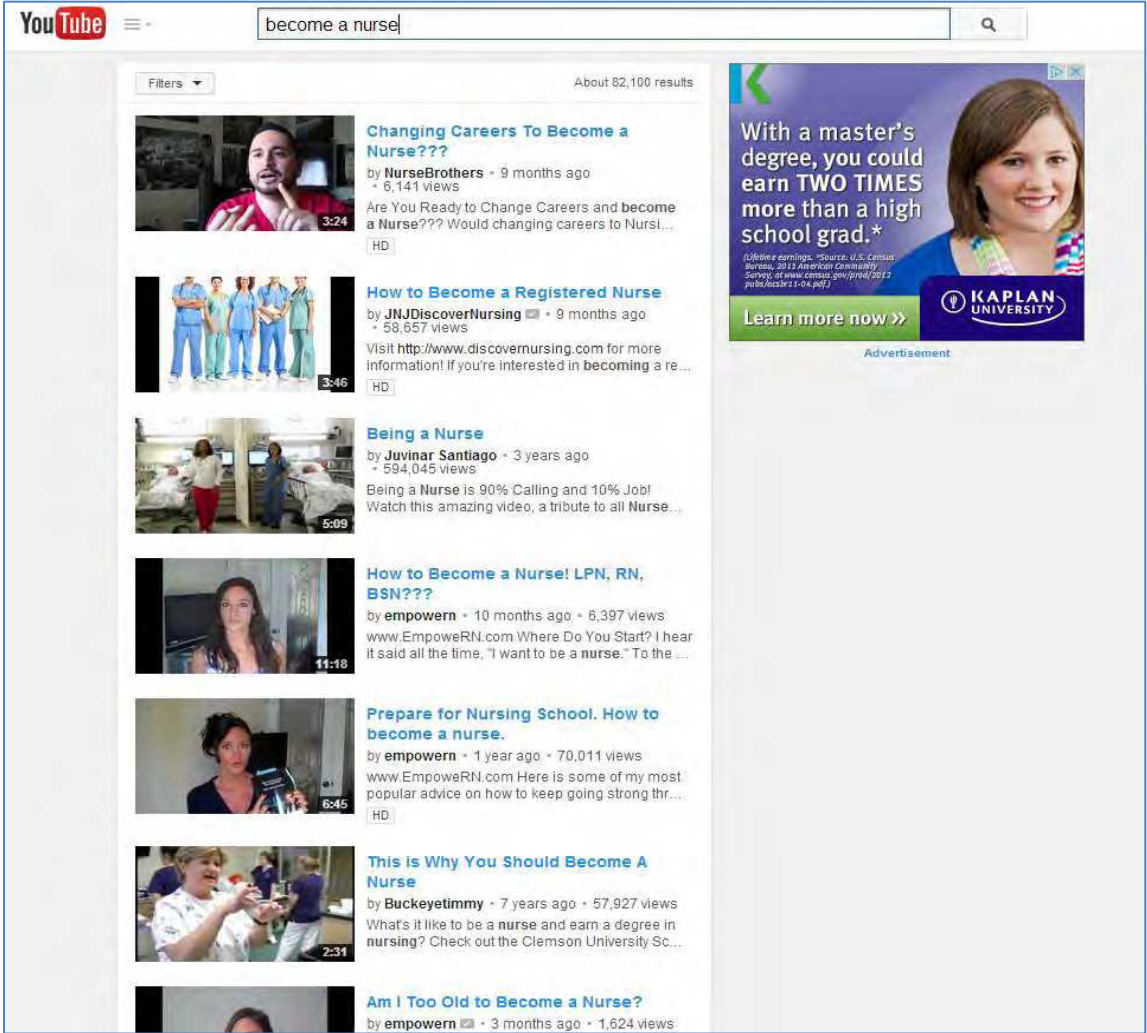
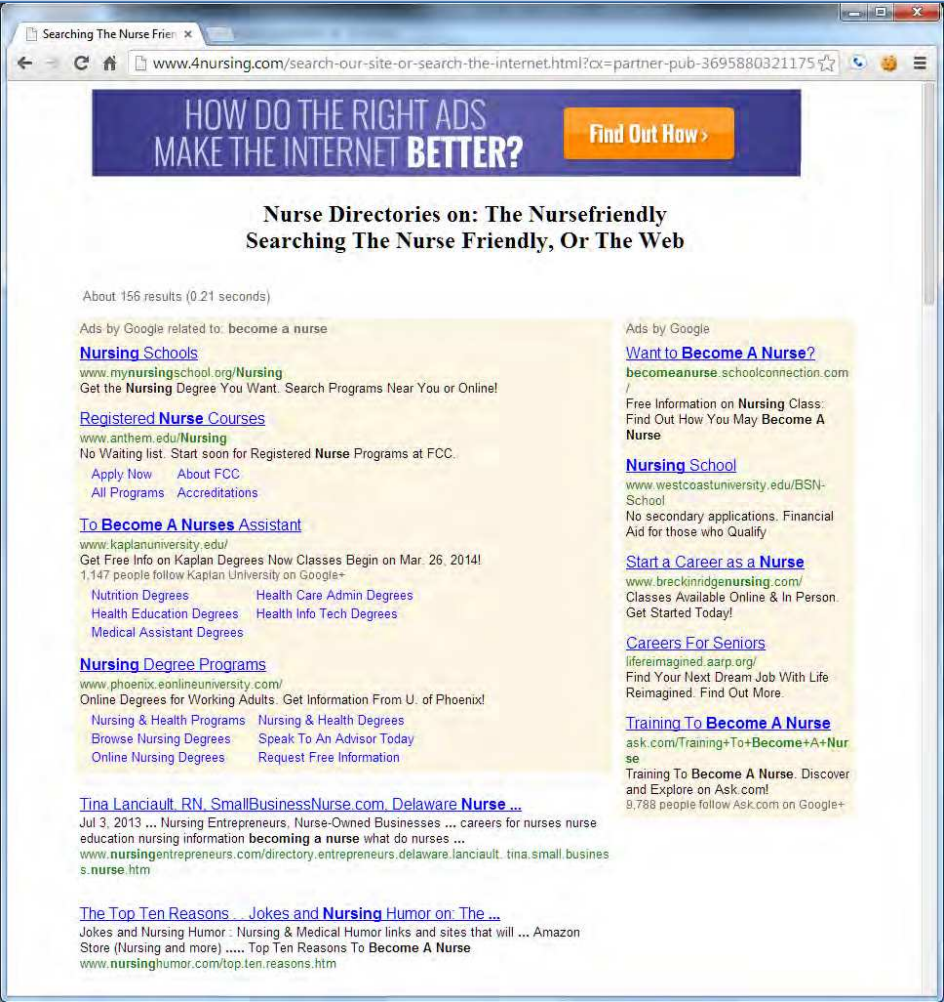
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1003 391 1558 1372"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

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U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 viewsHow to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 viewsBeing a Nurse by Juvinar Santiago • 3 years ago • 594,045 viewsHow to Become a Nurse! LPN, RN, BSN??? by empower • 10 months ago • 6,397 viewsPrepare for Nursing School. How to become a nurse. by empower • 1 year ago • 70,011 viewsThis is Why You Should Become A Nurse by Bucketetimmy • 7 years ago • 57,927 viewsAm I Too Old to Become a Nurse? by empower • 3 months ago • 1,624 views <p>An advertisement for Kaplan University is displayed on the right side of the page, featuring a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>>".</p>

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

Search Results of Google Custom Search

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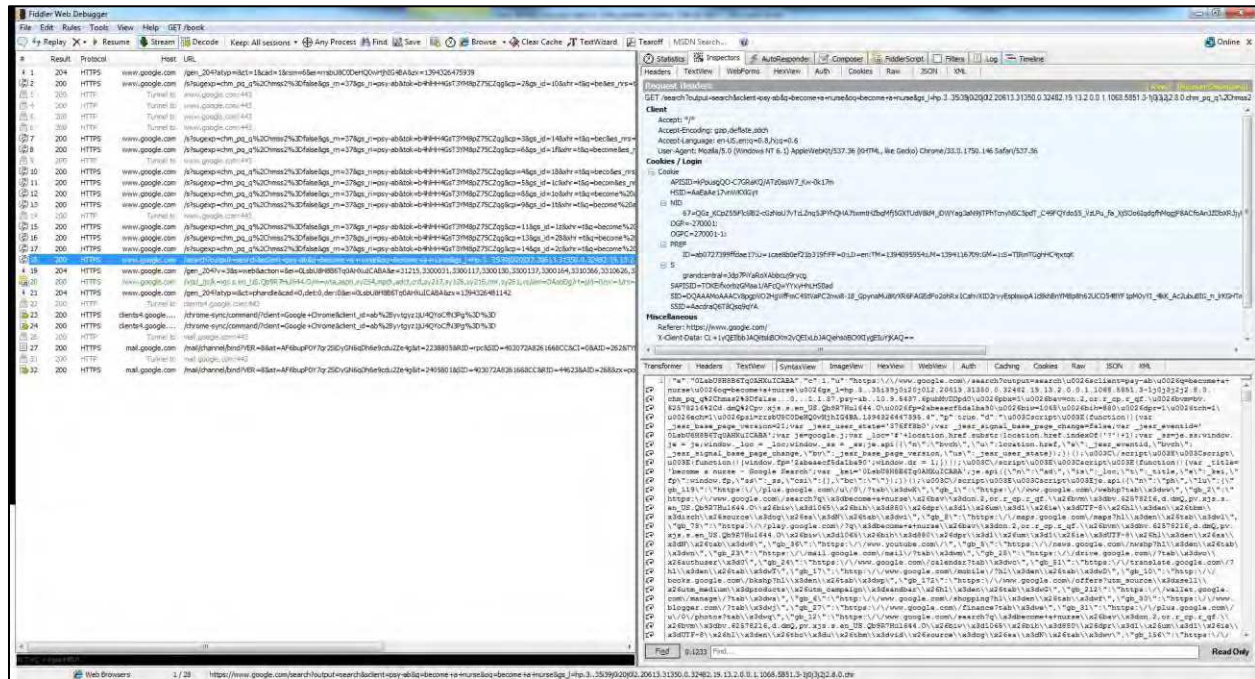
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> HTTP/1.1 200 OK Date: Sun, 09 Mar 2014 00:54:40 GMT Expires: -1 Cache-Control: private, max-age=0 Content-Type: application/json; charset=UTF-8 Get-Dictionary: /sdch/3558x_y4.dct Content-Disposition: attachment Server: gws X-XSS-Protection: 1; mode=block X-Frame-Options: SAMEORIGIN Alternate-Protocol: 443:quic Content-Length: 158654 {"e":"0LsbU8H8B6Tq0AHXuICABA","c":1,"u":"https://www.google.com /search?output=search\u0026sclient=psy-ab\u0026q=become+a+nurse \u0026oq=become+a+nurse \u0026gs_l=hp.3..35i39j0i20j012.20613.31350.0.32482.19.13.2.0.0.1 .1068.5851.3-1j0j3j2j2.8.0.chm_pq_q%2Chmss2% 3Dfalse...0...1.1.37.psy-ab..10.9.5437.6pubMvDDpd0\u0026pbx=1 \u0026bav=on.2,or.r_cp.r_qf.\u0026bvm=bv.62578216%2Cd.dmQ% 2Cpv.xjs.s.en_US.Qb9R7Hul644.0\u0026fp=2abeaecf5da1ba90\u0026biw= 1065\u0026bih=880\u0026dpr=1\u0026tch=1\u0026ech=1 \u0026psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.4","p":true,"d":\ u003Cscript\u003E(function(){var _jesr_base_page_version=21;var _jesr_user_state='376ff8b0';var _jesr_signal_base_page_change=false;var _jesr_eventid='0LsbU8H8B6Tq0AHXuICABA';var je=google.j;var _loc='#'+location.href.substr(location.href.indexOf('?')+1);var _ss=je.ss;window.je = je;window._loc = _loc;window._ss = _ss;je.api({\"n\": \"bvch\", \"u\": location.href, \"e\": _jesr_eventid, \"bvch\": _jesr_signal_base_page_change, \"bv\": _jesr_base_page_version, \"us\": _jesr_user_state});})();\u003C /script\u003E\u003Cscript\u003E(function() {window.fp='2abeaecf5da1ba90';window.dr = 1;})();\u003C/script \u003E\u003Cscript\u003E(function(){var _title='become a nurse - Google Search';var _kei='0LsbU8H8B6Tq0AHXuICABA';je.api({\"n\": \"ad\", \"is\": _loc, \"t\": _title, \"e\": _kei, \"fp\": window.fp, \"ss \": _ss, \"csi\": {}, \"bc\": \"\"});})();\u003C/script\u003E \u003Cscript\u003Eje.api({\"n\": \"ph\", \"lu\": {\"gb_119\": \"https://plus.google.com/u/0/?tab\\x3dwx\", \"gb_1\": \"https://www.google.com/webhp?tab\\x3dwx\", \"gb_2\": \"https: //www.google.com/search?q\\x3dbecome+a+nurse\\x26bav \\x3don.2,or.r_cp.r_qf.\\x26bvm </pre>

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO.
7,672,970

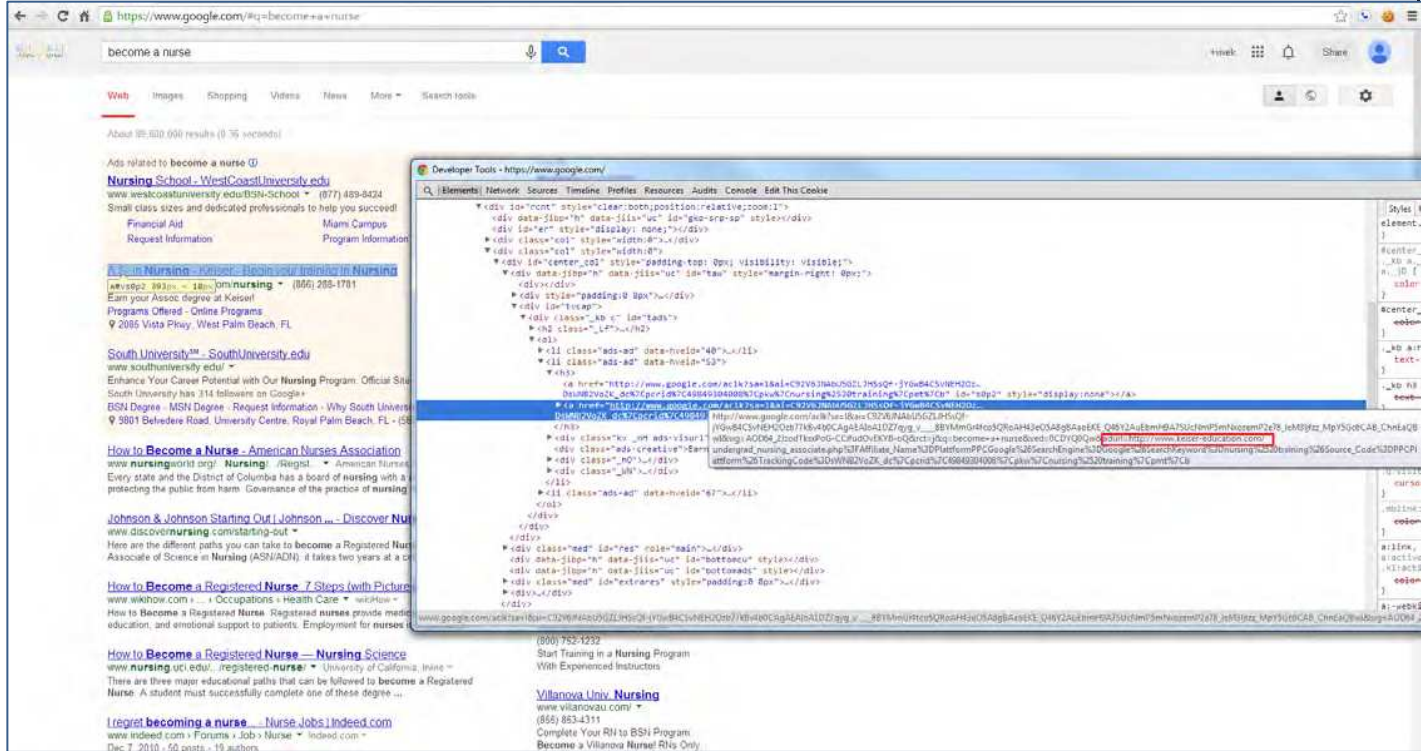
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Search Result Page Source Code



Search Results Page Source Code

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google


<p>U.S. PATENT NO. 7,672,970</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page is visible, showing several organic results and an advertisement. The advertisement is for "Nursing School - West Coast University.edu" and includes a link to "South University.edu". The Developer Tools window is open, showing the HTML source code of the page. A red box highlights a specific line of code in the advertisement's HTML, which is a URL link code: <code>South University.edu</code>. The code is part of a larger HTML structure for an advertisement, including elements like <code><div data-flopp="n" data-flopp="uc" id="flop-crop" style="display:none"></code> and <code><div data-flopp="n" data-flopp="uc" id="flop" style="margin-right:0px"></code>. The code is highlighted in blue in the Developer Tools window.</p>

Ad URL link code showing indication of selection of advertisement

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> <p style="text-align: right;">https://support.google.com/adwords/answer/2616016</p>
based upon the advertisement selection, generate a fee record.	Upon information and belief, the Accused Instrumentalities generate a fee record based upon the advertisement selection.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="625 337 766 370"><h3>AdWords</h3></div> <div data-bbox="625 380 957 407"><p>Advertise your business on Google</p></div> <div data-bbox="625 435 1423 480"><p>No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.</p></div> <div data-bbox="625 496 1436 889"></div> <div data-bbox="1503 350 1940 727"><div data-bbox="1528 380 1911 407"><p>Sign in Google</p></div><div data-bbox="1528 423 1906 493"><p>Email <input type="text"/></p></div><div data-bbox="1528 516 1906 586"><p>Password <input type="password"/></p></div><div data-bbox="1537 618 1789 651"><p><input type="button" value="Sign in"/> <input type="checkbox"/> Stay signed in</p></div><div data-bbox="1528 675 1747 699"><p>Can't access your account?</p></div></div> <div data-bbox="638 938 890 1224"><ul style="list-style-type: none">How it worksReach more customersCosts and paymentFor local businessesSuccess stories</div> <div data-bbox="919 943 1831 1289"><p>Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.</p><h4>Set your budget</h4><p>There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.</p><h4>Avoid guesswork</h4><p>We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. (Estimate keyword costs)</p><h4>Pay only for results</h4><p>You're charged only if someone clicks your ad, not when your ad is displayed.</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="674 326 1887 992"><h3 data-bbox="709 349 1373 391">How Does Google AdWords Charge?</h3><p data-bbox="1014 402 1829 634">Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other</p><p data-bbox="709 643 953 672">forms of advertising.</p><p data-bbox="709 708 1234 737">But how much is it going to cost you overall?</p><p data-bbox="709 773 1822 964">Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other forms of advertising.</p></div> <p data-bbox="1178 1000 1976 1029">http://www.cleart.com/how-does-google-adwords-charge.html</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<h2 data-bbox="646 378 785 435">Click</h2> <p data-bbox="646 508 1713 532">When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.</p> <ul data-bbox="669 573 1944 963" style="list-style-type: none">• A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.• Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.• Look at the clickthrough rates (CTRs) shown in your account statistics to understand the percentage of times a user clicks your ad. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.• Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers. <p data-bbox="646 1003 1192 1027">More about industry standards for measuring clicks</p> <p data-bbox="646 1044 1199 1068">More about issues with clicks and clickthrough rates</p> <p data-bbox="1329 1092 1980 1117">https://support.google.com/adwords/answer/31799</p>

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	<p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> <p style="text-align: right;">https://support.google.com/adwords/answer/2616016</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 326 1902 870"><h2>Cost-per-click (CPC)</h2><p>Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using Enhanced CPC).</p><ul style="list-style-type: none">• Your max. CPC is the most you'll typically be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called your actual CPC.• If you enter a max. CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.• You'll choose between manual bidding (you choose your bid amounts) and automatic bidding (let Google set bids to try to get the most clicks within your budget).• CPC pricing is sometimes known as pay-per-click (PPC).</div> <p data-bbox="1314 914 1980 943">https://support.google.com/adwords/answer/116495</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="716 321 1377 380">Actual cost-per-click (CPC)</p> <p data-bbox="716 435 1850 526">Your actual cost-per-click (actual CPC) is the final amount you're charged for a click. You're often charged less -- sometimes much less -- than your maximum cost-per-click (max. CPC) bid, which is the most you'll typically be charged for a click.</p> <p data-bbox="716 558 1776 617">Actual CPC is often less than max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.</p> <p data-bbox="716 649 873 672">How this works</p> <p data-bbox="716 704 1850 867">We combine your <u>Quality Score</u>, the max. CPC bid, and the expected impact of extensions and other ad formats to determine <u>Ad Rank</u>. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. Each advertiser's Ad Rank is then used to determine where the ad appears and what types of extensions and other ad formats will show with the ad (or whether the ad or ad format will appear at all).</p> <p data-bbox="716 899 1850 1094">For ads on the Search Network, the minimum Ad Rank required for <u>ads above search results</u> is generally greater than the minimum Ad Rank required for ads beside search results. As a result, the actual CPC when you appear above search results could be higher than the actual CPC if you appear beside search results, even if no other advertisers are immediately below you. Although you may pay more per click, top ads usually have higher clickthrough rates and may allow you to show certain ad extensions and other features available only in top ad positions. As always, you're never charged more than your max. CPC. bid.</p> <p data-bbox="1020 1104 1980 1136">https://support.google.com/adwords/answer/6297?hl=en&ref_topic=24937</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<p>Here are the columns found in the paid & organic report and definitions for each metric:</p> <table border="1" data-bbox="720 383 1843 797"> <thead> <tr> <th data-bbox="720 383 884 431">Ads</th> <th data-bbox="884 383 1843 431"></th> </tr> </thead> <tbody> <tr> <td data-bbox="720 431 884 480">Ad Clicks</td> <td data-bbox="884 431 1843 480">The number of times someone clicked your ad when it showed for a particular query.</td> </tr> <tr> <td data-bbox="720 480 884 561">Ad Impressions</td> <td data-bbox="884 480 1843 561">How many times your ad has appeared on a search results page or website on the Google Network.</td> </tr> <tr> <td data-bbox="720 561 884 643">Ad CTR</td> <td data-bbox="884 561 1843 643">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td> </tr> <tr> <td data-bbox="720 643 884 724">Ad Avg. CPC</td> <td data-bbox="884 643 1843 724">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td> </tr> <tr> <td data-bbox="720 724 884 797">Ad Avg Position</td> <td data-bbox="884 724 1843 797">Helps explain where your ads rank, on average, on the search results page.</td> </tr> </tbody> </table> <p data-bbox="942 841 1976 873">https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882</p>	Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.
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Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.												
Claim No. 2													
<p>The advertising machine of claim 1, wherein the advertising machine is further operable to extract a toll based upon the fee record.</p>	<p>Upon information and belief, the Accused Instrumentalities are further operable to extract a toll based upon the fee record.</p> <p>See claim 1 above.</p>												

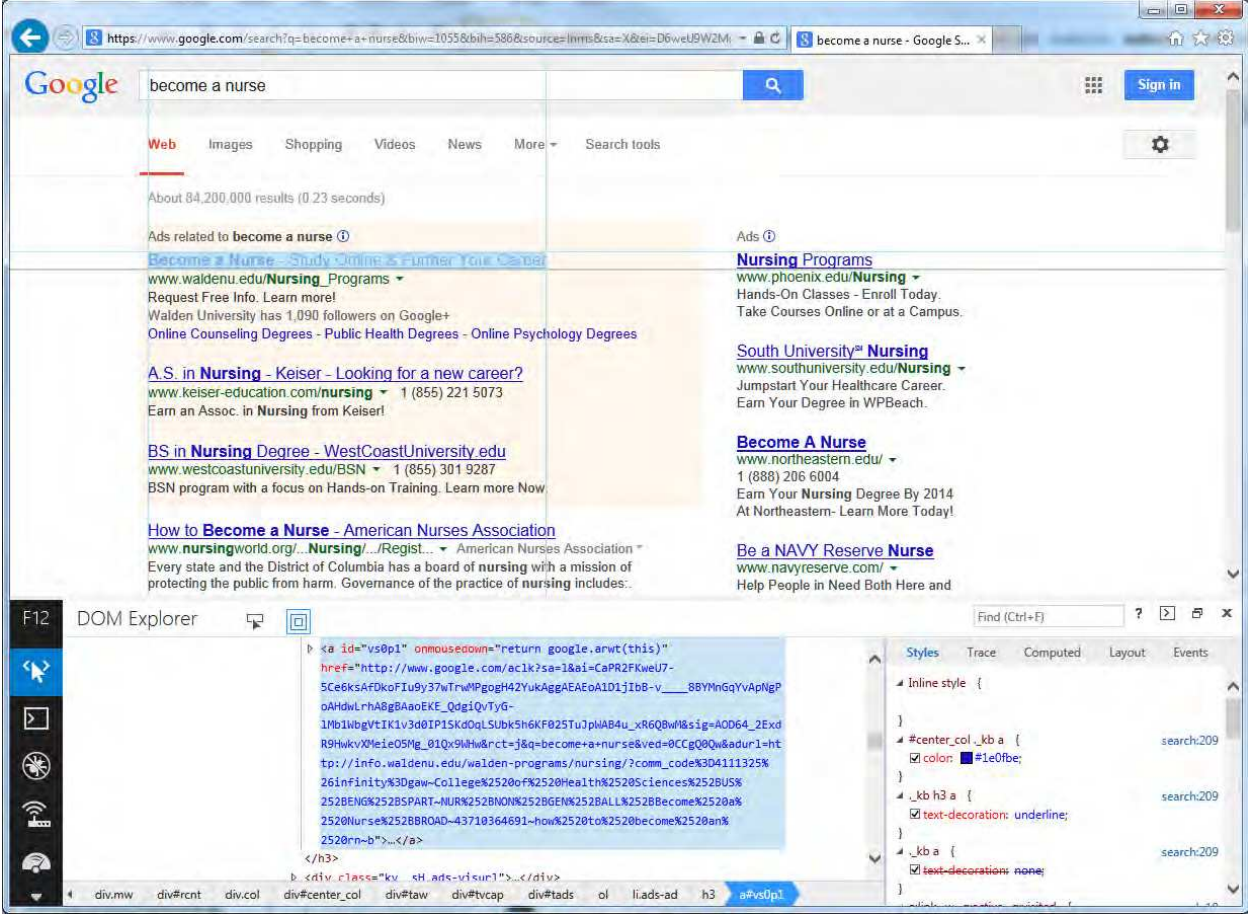
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="619 332 766 365"><h3>AdWords</h3></div> <div data-bbox="619 381 955 406"><p>Advertise your business on Google</p></div> <div data-bbox="619 430 1417 479"><p>No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.</p></div> <div data-bbox="619 495 1428 885"><p>AdWords helps customers find us for their spring gardening needs.</p><p><i>Doug</i> General Manager, Evergreen Nursery</p><p>Evergreen Nursery www.evergreen-nursery.com Everything you need for your garden in one stop shopping</p></div> <div data-bbox="1491 349 1942 722"><div data-bbox="1491 349 1942 722"><p>Sign in Google</p><p>Email</p><input data-bbox="1522 446 1900 495" type="text"/><p>Password</p><input data-bbox="1522 544 1900 592" type="password"/><p><input checked="" data-bbox="1522 617 1606 649" type="button" value="Sign in"/> <input data-bbox="1627 617 1669 649" type="checkbox"/> Stay signed in</p><p>Can't access your account?</p></div></div> <div data-bbox="619 917 892 1242"><ul style="list-style-type: none">How it worksReach more customersCosts and paymentFor local businessesSuccess stories</div> <div data-bbox="903 917 1942 1299"><p>Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.</p><h4>Set your budget</h4><p>There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.</p><h4>Avoid guesswork</h4><p>We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. (Estimate keyword costs)</p><h4>Pay only for results</h4><p>You're charged only if someone clicks your ad, not when your ad is displayed.</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<h2 data-bbox="779 326 1367 378">Actual cost-per-click (CPC)</h2> <p data-bbox="779 428 1787 509">Your actual cost-per-click (actual CPC) is the final amount you're charged for a click. You're often charged less -- sometimes much less -- than your maximum cost-per-click (max. CPC) bid, which is the most you'll typically be charged for a click.</p> <p data-bbox="779 537 1724 591">Actual CPC is often less than max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.</p> <p data-bbox="779 618 919 639">How this works</p> <p data-bbox="779 667 1787 813">We combine your Quality Score, the max. CPC bid, and the expected impact of extensions and other ad formats to determine Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. Each advertiser's Ad Rank is then used to determine where the ad appears and what types of extensions and other ad formats will show with the ad (or whether the ad or ad format will appear at all).</p> <p data-bbox="779 841 1787 1019">For ads on the Search Network, the minimum Ad Rank required for ads above search results is generally greater than the minimum Ad Rank required for ads beside search results. As a result, the actual CPC when you appear above search results could be higher than the actual CPC if you appear beside search results, even if no other advertisers are immediately below you. Although you may pay more per click, top ads usually have higher clickthrough rates and may allow you to show certain ad extensions and other features available only in top ad positions. As always, you're never charged more than your max. CPC. bid.</p> <p data-bbox="779 1047 1745 1101">For certain ads on the Display Network, your actual CPC will be different than described. Learn more about the Display Network ad auction.</p> <p data-bbox="779 1128 877 1149">Examples</p> <ul data-bbox="779 1177 1766 1382" style="list-style-type: none">• If the advertiser immediately below you bids US\$2.00, and if that advertiser's ad is the same quality as yours (and has equal-performing extensions and ad formats), you'd typically need to bid a penny more than US\$2.00 to rank higher than that advertiser and still maintain your position and ad formats. With AdWords, that's the most you'll pay (about US\$2.01), whether your bid is US\$3.00, US\$5.00, or more.• If the advertiser immediately below you bids US\$2.00 and has a <i>higher</i> quality ad than you, you'll pay about a penny more than what's required to match that advertiser's higher Ad Rank (and still maintain your position and ad formats), but never more than your max. CPC bid (unless you're setting bid adjustments or using Enhanced CPC).


Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

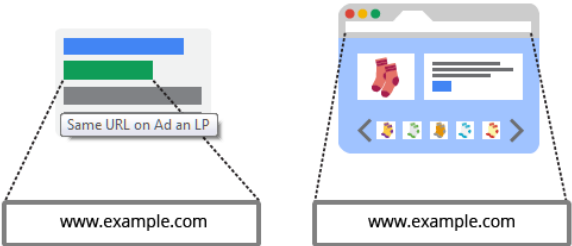
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	https://support.google.com/adwords/answer/6297?hl=en&ref_topic=24937
Claim No. 3	
The advertising machine of claim 1, wherein the advertising machine is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	The Accused Instrumentalities are further operable to direct the data processing device to a website corresponding to the selection of the advertisement. See Claim 1 above.

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a Windows desktop. The search results page is visible, showing several organic results and advertisements. A DOM Explorer window is overlaid on the bottom of the browser, showing the HTML structure of the search results. The selected element is an <code>h3</code> tag with the text "A.S. in Nursing - Keiser - Looking for a new career?". The DOM Explorer shows the following HTML code for the selected element:</p> <pre></pre> <p>The DOM Explorer also shows the following CSS styles for the selected element:</p> <pre>Inline style { } #center_col _kb a { color: #1e0fbf; } _kb h3 a { text-decoration: underline; } _kb a { text-decoration: none; }</pre>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1902 976"><h2>Display URL</h2><p>The webpage address that appears with your ad, typically shown in green text.</p><ul style="list-style-type: none">• For each ad, you'll specify a display URL that's shown to customers and a destination URL that's used to determine where people are taken when they click your ad.• Display URLs are meant to appear in your ad to give people a clear idea of what page they'll arrive at when they click an ad. An example of a display URL is "www.example.com" where "example.com" is the domain name. Note that a destination URL, on the other hand, is a specific location <i>within</i> your site where you want to take someone who clicked your ad. While the destination URL doesn't have to match the display URL, it should be in the same domain (like www.example.com/shoes). For this reason, Google's policy is that both URLs be within the same website (meaning that they share the same domain).• Your display URL will appear in your ad with the "www." prefix and in lowercase (even if you enter it with capitalized letters). If your website address begins with a subdomain, your display URL will appear with the subdomain, like "support.google.com."• Google can only show up to 35 characters of your display URL (or 20 characters for WAP mobile ads). If your display URL is longer, a shortened version will be shown with your ad.</div> <p data-bbox="976 982 1980 1015">https://support.google.com/adwords/answer/2616010?hl=en&ref_topic=24937</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="730 347 1850 407"><h2>Edit your display URLs and destination URLs</h2></div> <div data-bbox="730 464 1850 557"><p>For each ad you create, you'll specify a display URL shown to customers with your ad and a destination URL that determines where people are taken when they click your ad. Google's policy is that both URLs be within the same website, meaning that they share the same domain. You can edit these URLs by following the steps below.</p></div> <div data-bbox="730 591 1367 618"><h3>Understanding display URLs and destination URLs</h3></div> <div data-bbox="730 656 1835 748"><p>The display URL is the website address that's shown in your ad. Your display URL will appear in your ad with the "www." prefix. If your website address begins with a subdomain, your display URL will appear with the subdomain, like "support.google.com." In standard text ads, the display URL appears in green.</p></div> <div data-bbox="730 781 1850 837"><p>Google can only show up to 35 characters of your display URL (or 20 characters for WAP mobile ads). If your display URL is longer, a shortened version will appear with your ad. Your destination URL can include up to 2048 characters.</p></div> <div data-bbox="730 865 1545 1060"><p> Example</p><p>Ads - Why these ads?</p><p>Dog Food and Supplies 30% Off - Free Shipping www.example.com - ★★★★★ 78 seller reviews High-quality, corgi-approved dog food. Save on Dog Food Today - Shop All Dog Products</p></div> <div data-bbox="730 1101 1146 1125"><h3>Display URL and destination URL policies</h3></div> <div data-bbox="730 1157 1850 1357"><p>Display URLs should give customers a clear idea of what page they'll arrive at when they click an ad. For this reason, Google's policy is that both display and destination URLs be within the same website. This means the display URL in your ad must match the domain that visitors will land on when they click on your ad. For example, if the website you're advertising is using the domain <i>www.example.com</i>, your ad's display URL must also contain <i>www.example.com</i>. Keep in mind that you have to use the same domain for all the display URLs in your ad group. Learn more about our policies for display URLs or destination URLs.</p></div>

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	<p data-bbox="1297 321 1982 354" style="text-align: right;">https://support.google.com/adwords/answer/2404246</p> <div data-bbox="831 358 1730 1391" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="869 378 1178 418">Destination URL</h2><h3 data-bbox="869 461 1041 483">What's the policy?</h3><p data-bbox="869 508 1713 581">The destination URL is the URL that loads when a user clicks your ad. The landing page URL is where users actually end up after passing through any redirects associated with your destination URL. If the destination URL doesn't redirect, the destination URL and landing page URL are the same thing.</p><p data-bbox="869 602 1713 646">After clicking an ad, the user should end up on a site that complies with AdWords policy and works properly for all users in all browsers and devices.</p><h3 data-bbox="869 672 1010 695">Requirements</h3><h4 data-bbox="869 719 1045 735">Link to a functional site</h4><ul data-bbox="869 760 1713 987" style="list-style-type: none">• Your ad's destination URL can't lead to a website that is under construction or that links to an error page that displays a status code beginning with a 4 or a 5 (such as a 405 error). See the bottom of this page for help to fix these errors.• Your landing page must work properly for all locations, regardless of where you're targeting your ad.• Your website should load quickly on most popular browsers and devices. We recommend avoiding content or features on your site that delay a page's load time and that may make a user think that your site isn't working.• Your ad's destination URL can't lead to an email address or a file instead of a webpage. Such files include image, audio, video, or document files that require an additional application to open or run (such as PDF files).• If you're using dynamic tracking URLs, they must lead to a valid URL and meet all of the requirements listed here for destination URLs.<h4 data-bbox="869 1011 1188 1027">Match the domain of your ad's display URL</h4><ul data-bbox="869 1052 1713 1096" style="list-style-type: none">• Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."<div data-bbox="993 1125 1560 1369" style="text-align: center;"><p>The diagram illustrates the requirement for domain matching. On the left, a simplified landing page is shown with a callout box labeled "Same URL on Ad an LP" pointing to it. Below the landing page is a box containing the text "www.example.com". On the right, a browser window is shown displaying a webpage with a red logo and navigation buttons. Below the browser window is another box containing the text "www.example.com". Dotted lines connect the callout box to the landing page and the browser window to its respective box, indicating that both the landing page and the browser window's content are associated with the same domain.</p></div></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">https://support.google.com/adwordspolicy/answer/1310892</p> <p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> <p style="text-align: right;">https://support.google.com/adwords/answer/2616016</p>
Claim No. 4	
<p>The advertising machine of claim 1, wherein the advertising machine is further operable to update preference data for the user based upon the selection of the</p>	<p>Upon information and belief, the Accused Instrumentalities are further operable to update user preference data for the user based on the selection of the advertisement.</p> <p>See Claim 1 above.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
advertisement.	<table border="1"><tr><td data-bbox="684 324 877 1192">Advertising</td><td data-bbox="877 324 1927 1192"><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 ads and YouTube.</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="1310 1198 1982 1230">http://www.google.com/policies/technologies/types/</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 ads and YouTube.</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 ads and YouTube.</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. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="590 342 2001 480">While you can use frequency capping to let AdWords know that you don't want to show your ads too many times to a given customer, in-market category targeting learns and optimizes ad frequency to deliver conversions based on historical performance. Further manual optimization might simply limit your reach.</p> <p data-bbox="1213 516 1982 553">https://support.google.com/adwords/answer/2497941?hl=en</p>
Claim No. 5	

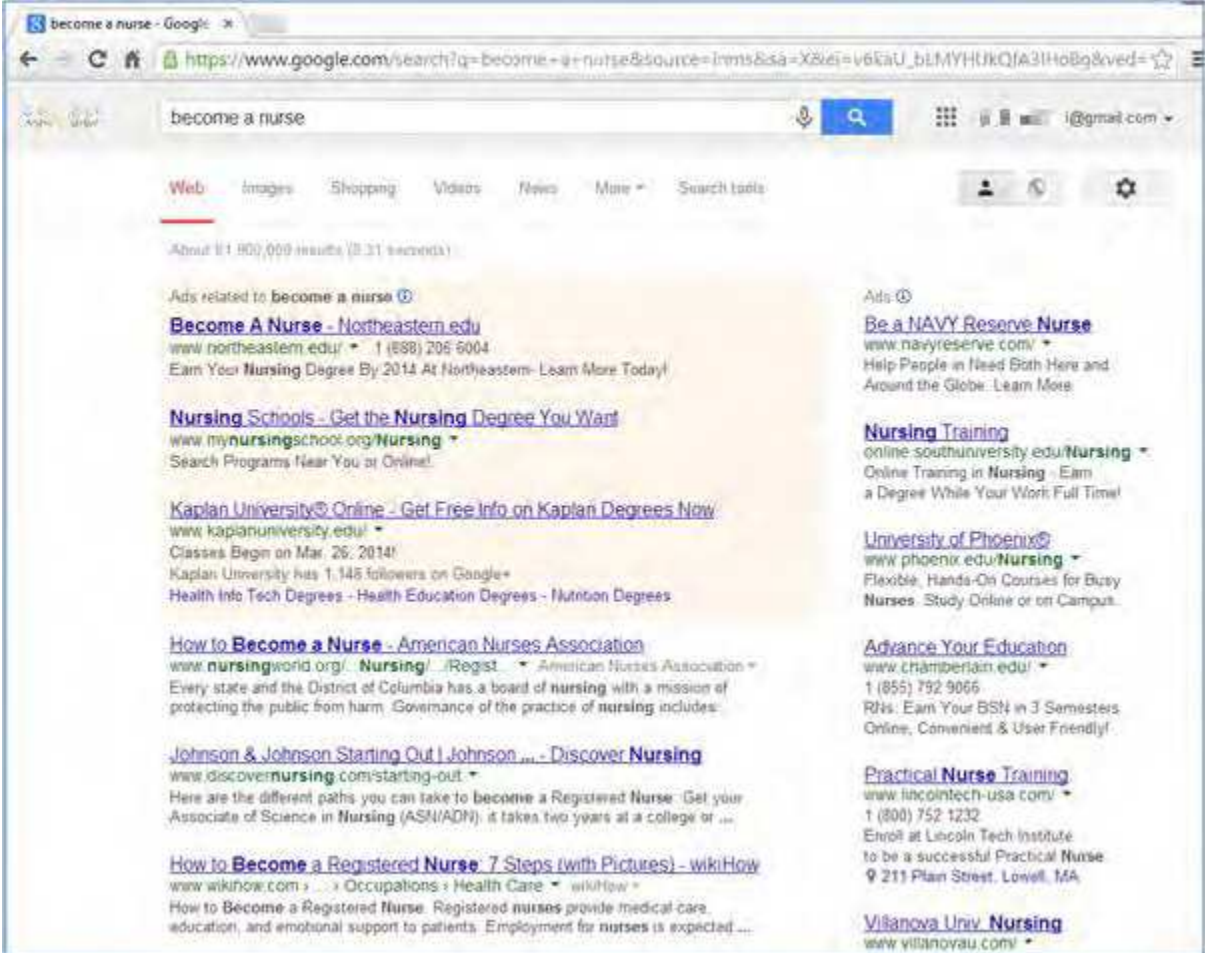
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>The advertising machine of claim 1, wherein the advertising machine is further operable to update the advertisement database based upon the selection of the advertisement.</p>	<p>Upon information and belief, the Accused Instrumentalities update the advertisement database based upon the selection of the advertisement</p> <p>See Claim 1 above.</p> <div data-bbox="590 505 1992 1143" style="border: 1px solid black; padding: 10px;"><p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p><p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p></div> <p style="text-align: right;">https://support.google.com/adwords/answer/2616016</p> <div data-bbox="659 1328 1902 1624" style="border: 1px solid black; padding: 10px;"><h3>Cost-per-click (CPC)</h3><p>Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using Enhanced CPC).</p></div>

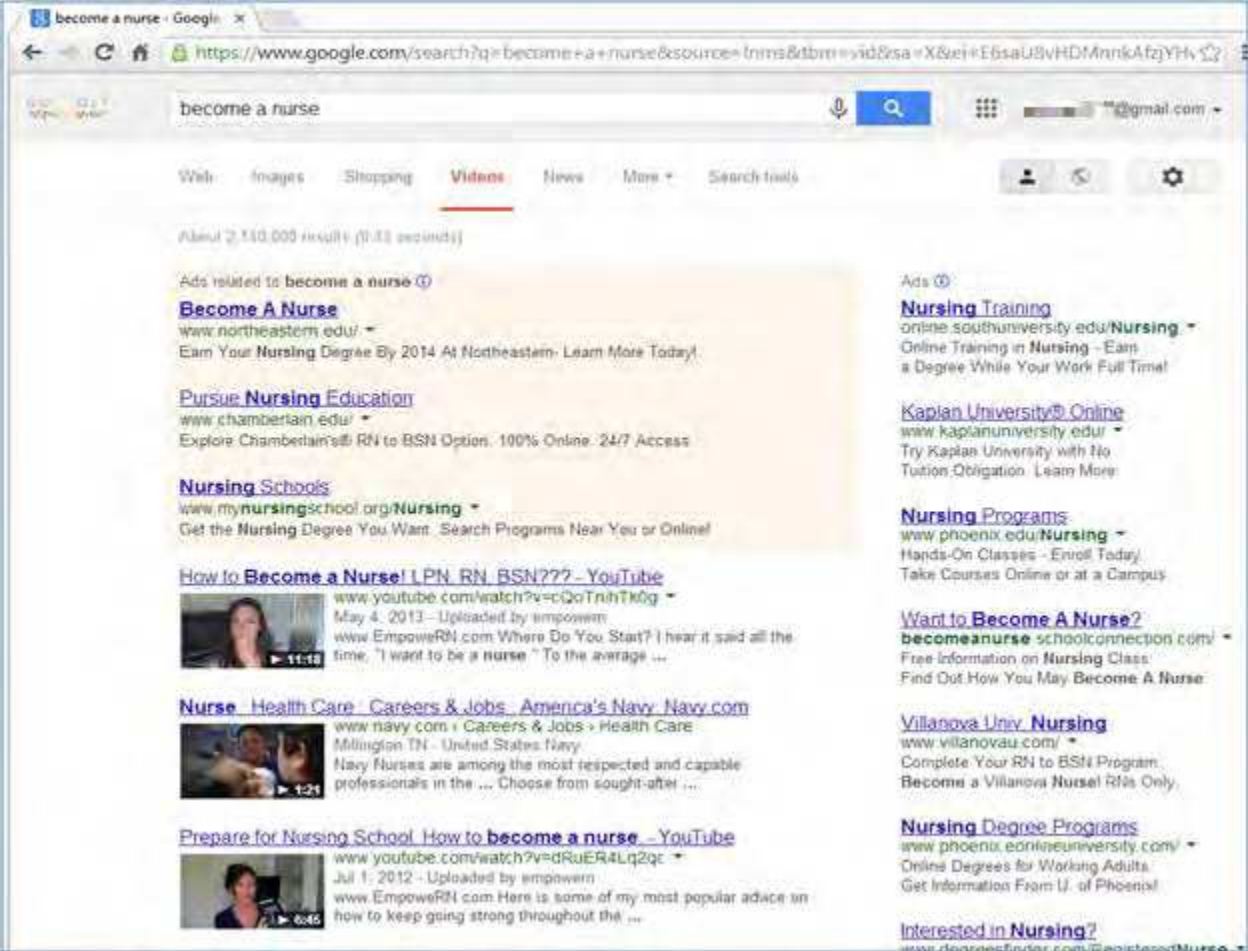
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

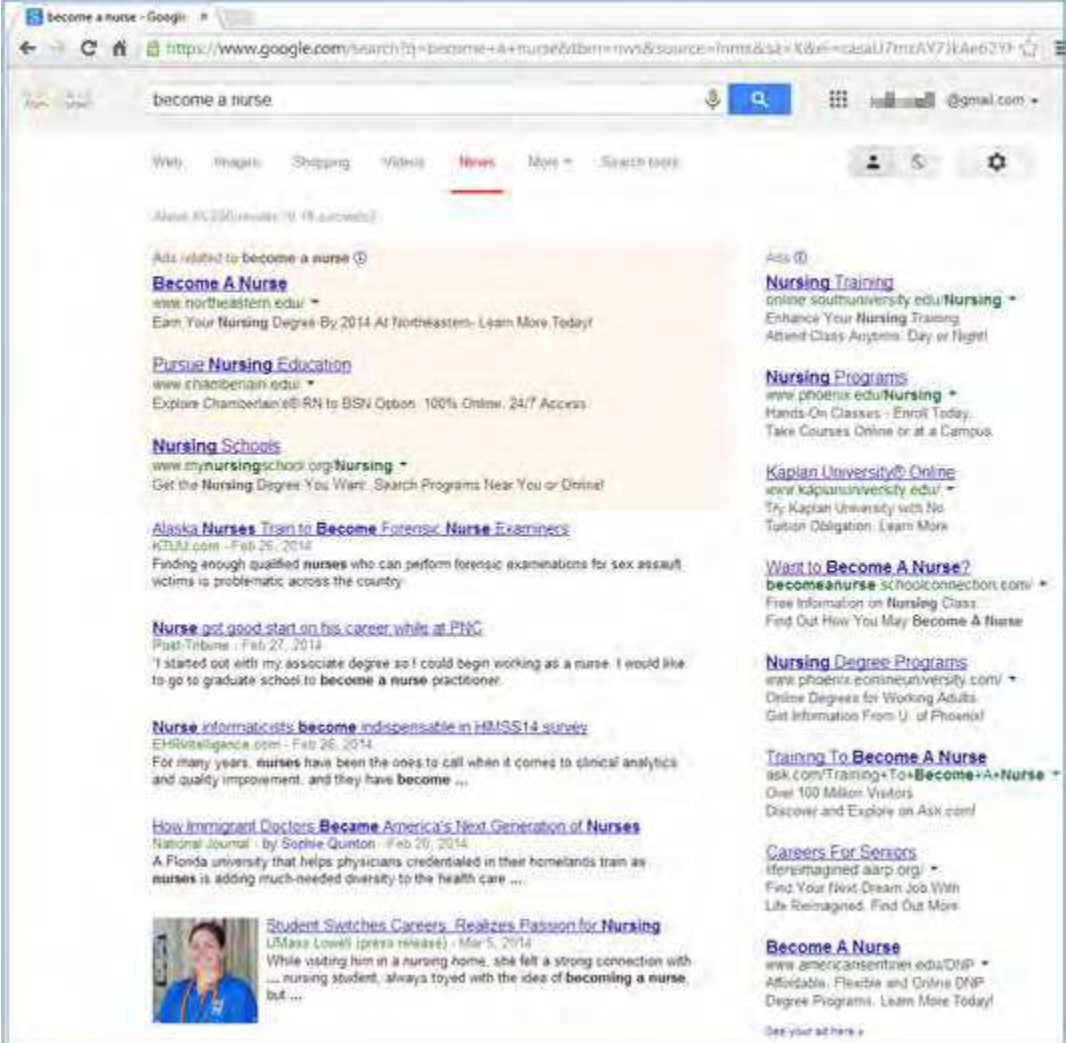
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
<p>The advertising machine of claim 1, wherein the advertising machine is further operable to again provide the at least one advertisement that solicited the selection of the advertisement.</p>	<p>Upon Information and belief, the Accused Instrumentalities are further operable to again provide at least one advertisement that solicited the selection of the advertisement.</p> <p>See claim 1 above.</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> </div> <p style="text-align: right; margin-top: 20px;">https://support.google.com/adwords/answer/261601</p>

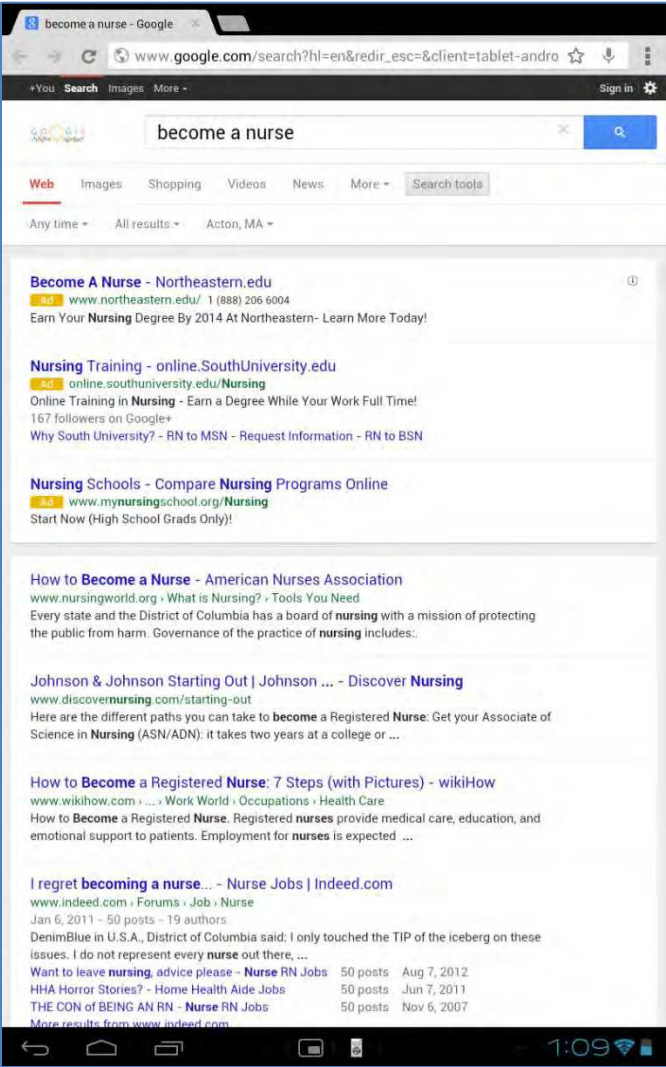
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

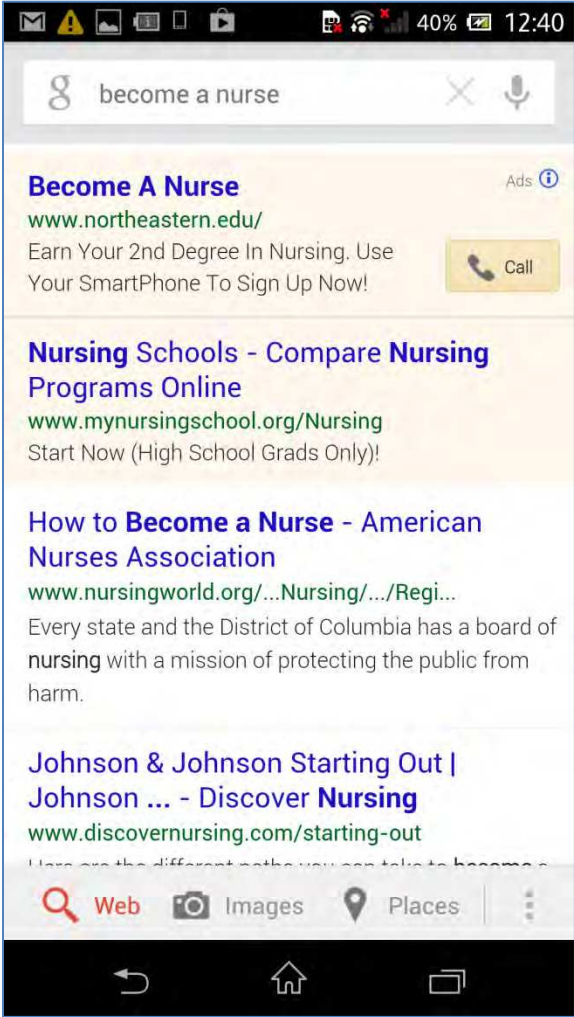
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="590 345 2001 472">While you can use frequency capping to let AdWords know that you don't want to show your ads too many times to a given customer, in-market category targeting learns and optimizes ad frequency to deliver conversions based on historical performance. Further manual optimization might simply limit your reach.</p> <p data-bbox="1213 516 1982 553">https://support.google.com/adwords/answer/2497941?hl=en</p>
Claim No. 7	
<p data-bbox="163 841 556 1015">The advertising machine of claim 1, wherein the search results and the at least one advertisement are included in a web page.</p>	<p data-bbox="583 841 1564 873">The search results and the at least one advertisement included in a web page.</p> <p data-bbox="583 911 829 943">See claim 1 above.</p>

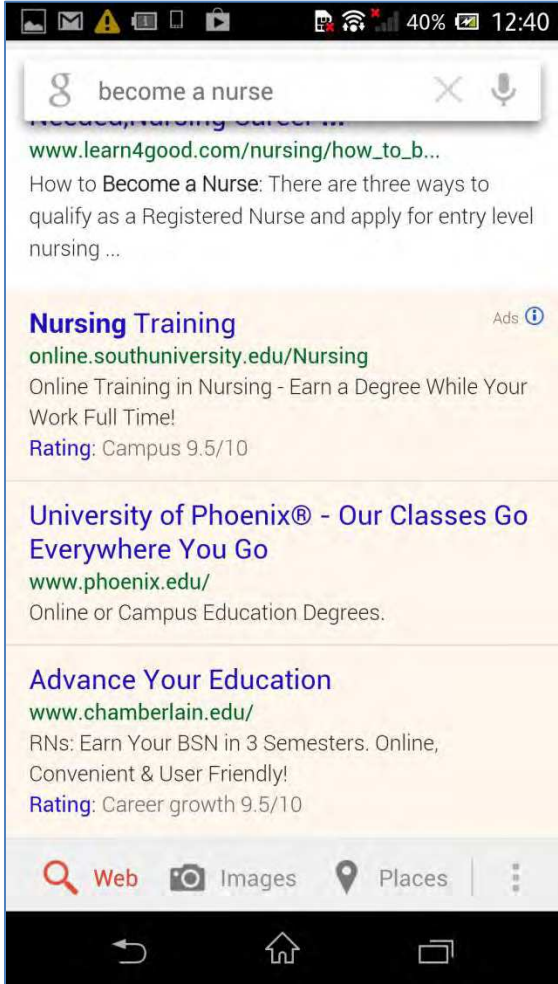
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a search tools menu. Below the search bar, it indicates "About 11,800,000 results (0.31 seconds)". The main content area displays several search results, including:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/. Nursing! .Registr. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson, J. - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... » Occupations » Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Ads<ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe. Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066. RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ •

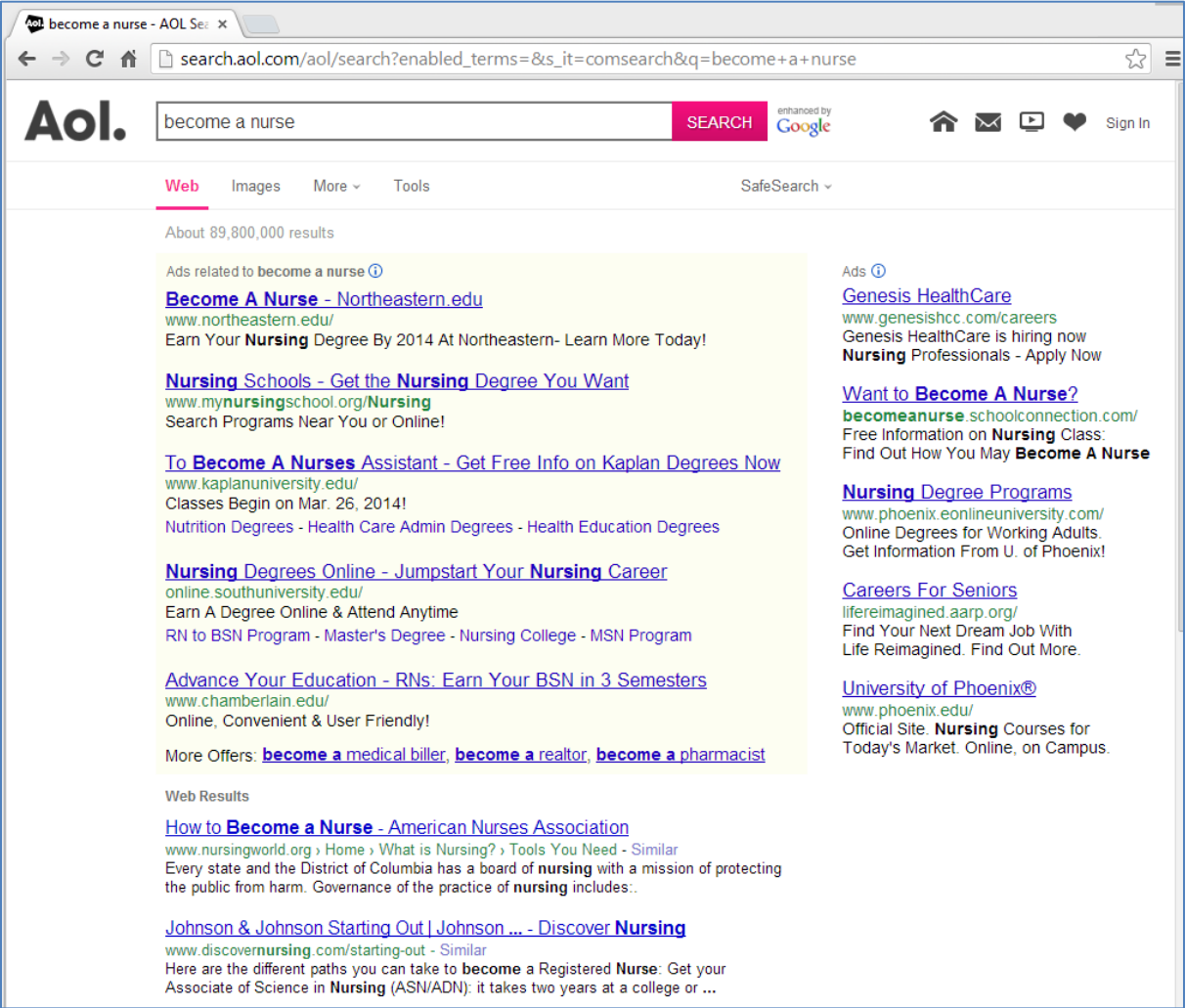
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 AccessNursing Schools (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnhTkk0g) - May 4, 2013 - Uploaded by empowerRN.com. Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com) - Careers & Jobs - Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc) - Jul 1, 2012 - Uploaded by empowerRN.com. Here is some of my most popular advice on how to keep going strong throughout the ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today! Take Courses Online or at a Campus.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse!Villanova Univ. Nursing (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs (www.phoenixonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Interested in Nursing? (www.docmedcenter.com/InterestedNurse) - ...

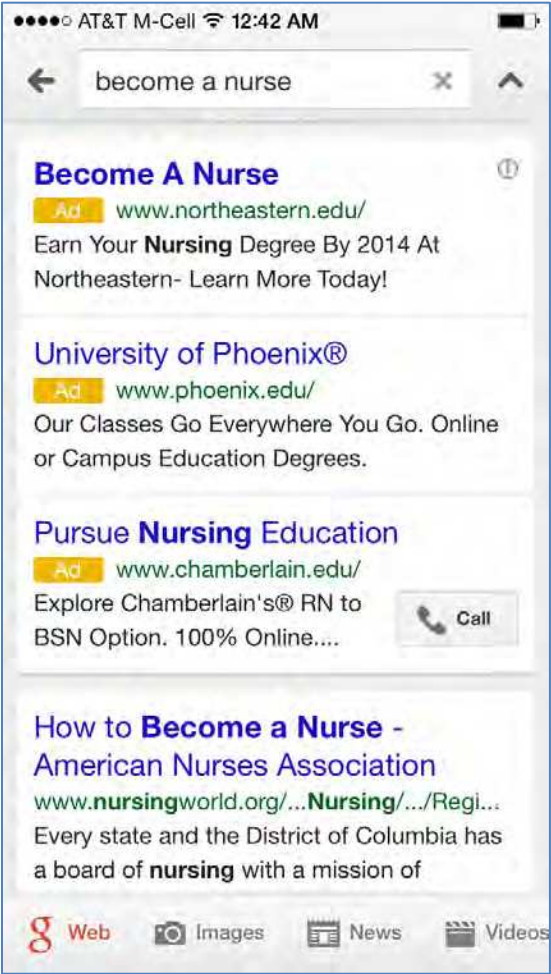
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's BSN to BSN Option. 100% Online, 24/7 Access!Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTOU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PHC (Poughkeepsie.com) - Feb 27, 2014. "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Rejoices Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime, Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University® Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More!Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse!Nursing Degree Programs (www.phoenix.cominesuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (ifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More!Become A Nurse (www.americasentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

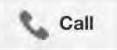
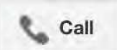
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile browser interface with a search bar containing the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are displayed in a list format. The first result is an advertisement for "Become A Nurse - Northeastern.edu" with a URL "www.northeastern.edu/" and a phone number "(888) 206 6004". The second result is an advertisement for "Nursing Training - online.SouthUniversity.edu" with a URL "online.southuniversity.edu/Nursing" and text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third result is an advertisement for "Nursing Schools - Compare Nursing Programs Online" with a URL "www.mynursingschool.org/Nursing". Below the advertisements, there are several organic search results: "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs Indeed.com". The bottom of the screen shows a mobile navigation bar with icons for back, home, and search, and a time display of 1:09.</p>

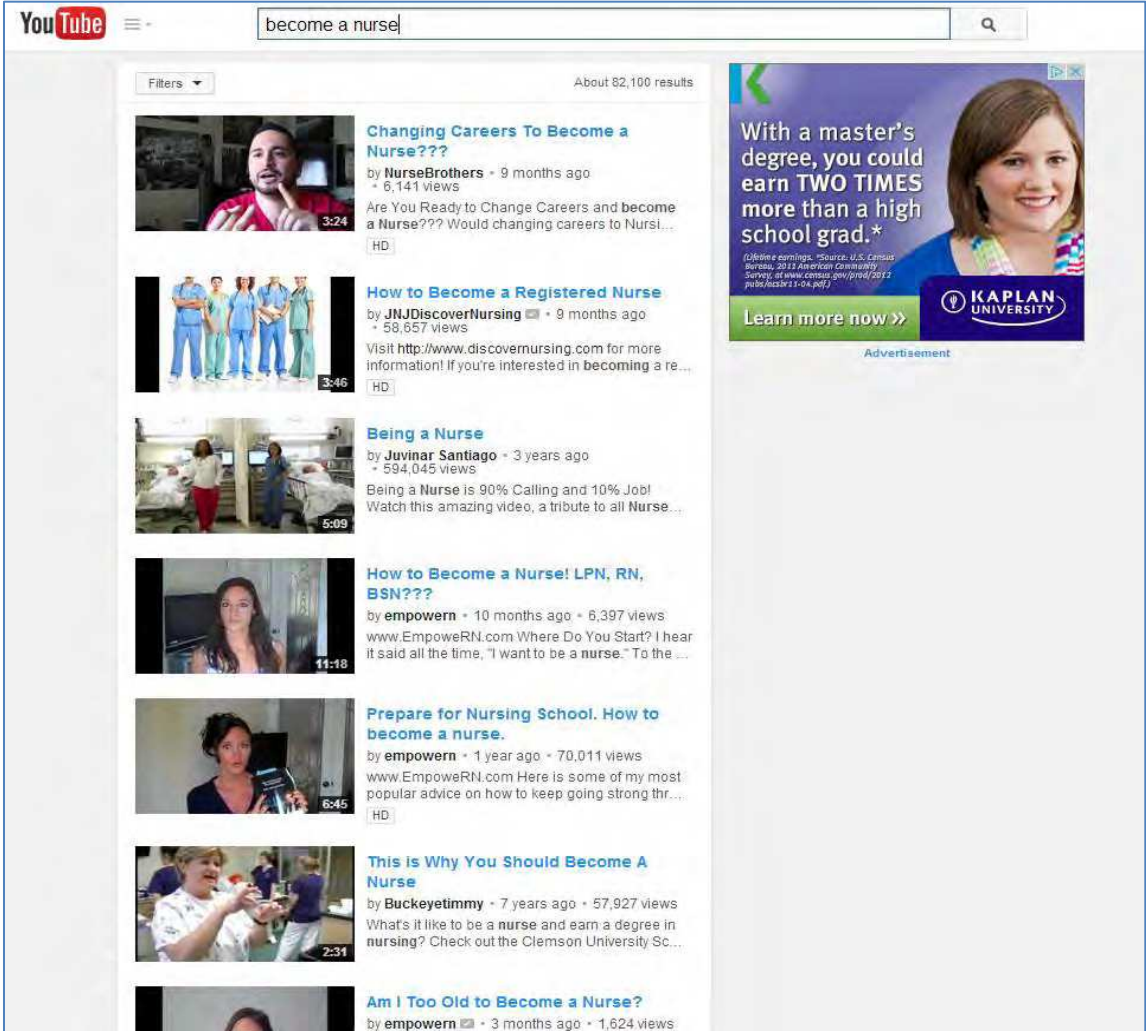
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from mynursingschool.org. The third result is an organic link from nursingworld.org titled "How to Become a Nurse - American Nurses Association". The fourth result is from discovernursing.com titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a home indicator bar.</p>

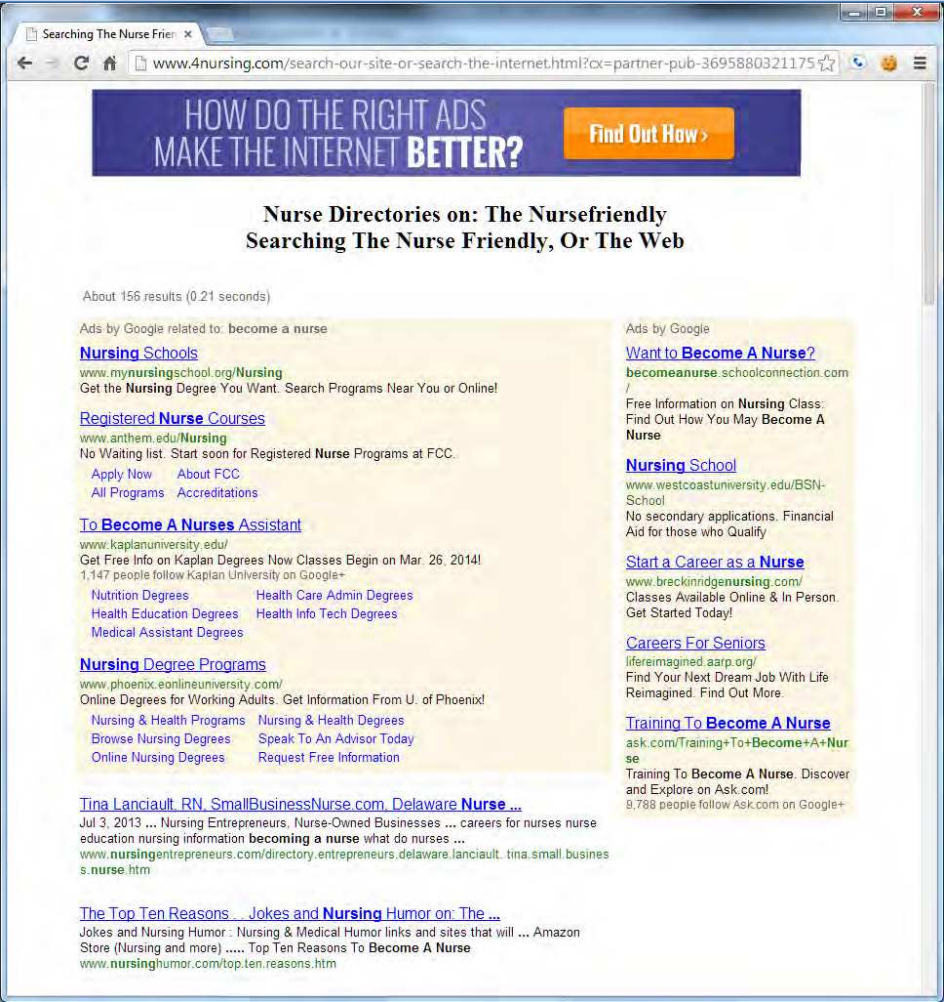
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Result 1: www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...Result 2 (Ad): Nursing Training (Ads ⓘ) online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! Rating: Campus 9.5/10Result 3: University of Phoenix® - Our Classes Go Everywhere You Go www.phoenix.edu/ Online or Campus Education Degrees.Result 4 (Ad): Advance Your Education www.chamberlain.edu/ RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Rating: Career growth 9.5/10Navigation bar: Web, Images, Places, and a menu icon.Android navigation bar: Back, Home, and Recent Apps buttons.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and a "SEARCH" button. Below the search bar, there are navigation tabs for "Web", "Images", "More", and "Tools". The search results are displayed in two columns. The left column contains several ads related to becoming a nurse, including links to "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". The right column contains ads for "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

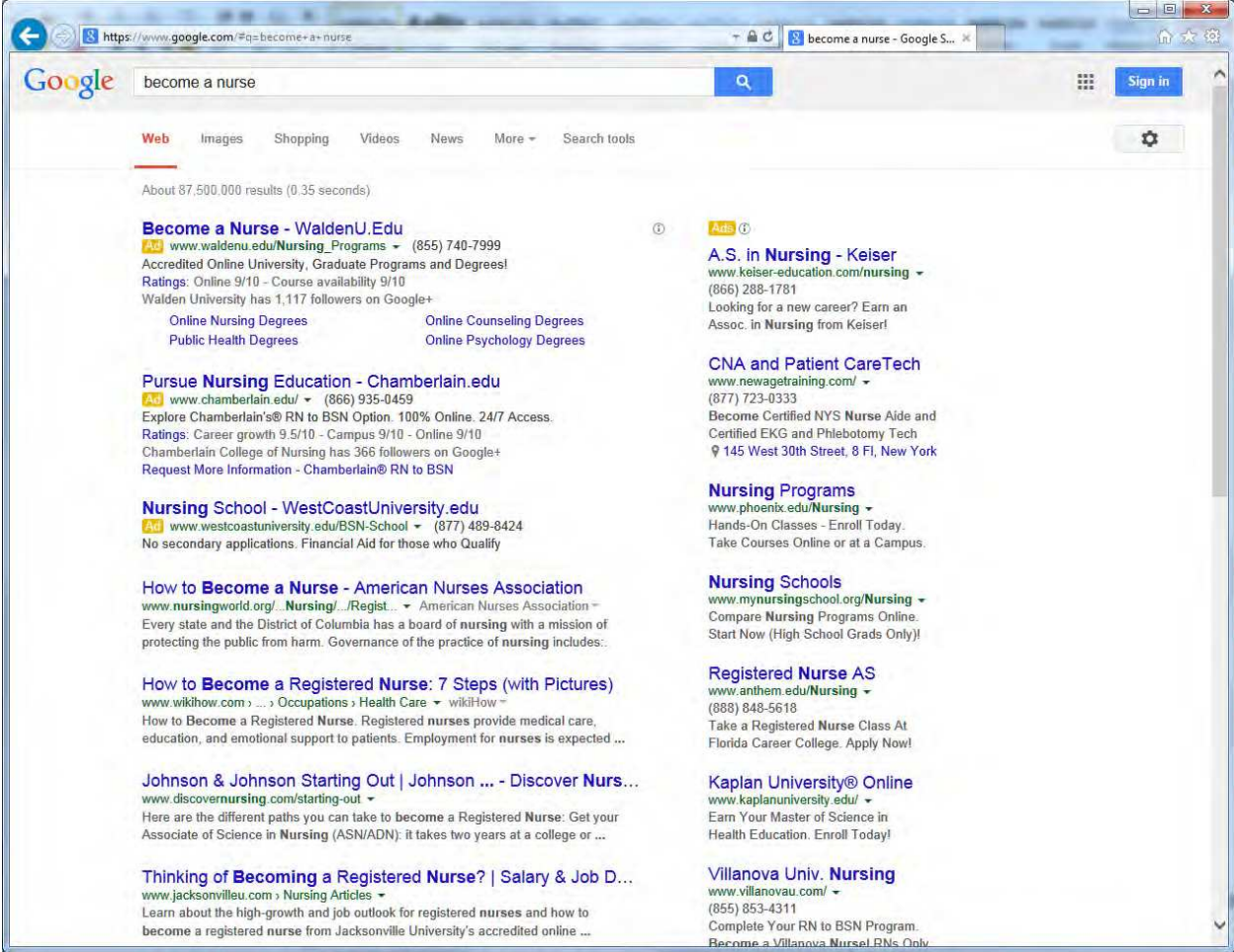
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is from Northeastern University, the second from the University of Phoenix, and the third from Chamberlain University. Below these are organic search results 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>

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	<div data-bbox="1008 324 1554 1299"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse" entered in the search bar. The search results are displayed in a list format, including video thumbnails, titles, channel names, view counts, and upload dates. The results include:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 viewsHow to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 viewsBeing a Nurse by Juvinar Santiago • 3 years ago • 594,045 viewsHow to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 viewsPrepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 viewsThis is Why You Should Become A Nurse by Bucketetimmy • 7 years ago • 57,927 viewsAm I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman'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 >>". The Kaplan University logo is also visible.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How ></p> <p>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>Registered Nurse Courses www.anthem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p>To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26. 2014! 1,147 people follow Kaplan University on Google+</p> <p>Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p>Nursing Degree Programs www.phoenixonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing & Health Programs Nursing & Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p>Tina Lanciault RN, SmallBusinessNurse.com, Delaware Nurse ... Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault_tina.small_busines.s.nurse.htm</p> <p>The Top Ten Reasons ... Jokes and Nursing Humor on The ... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com / Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Nursing School www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Quality</p> <p>Start a Career as a Nurse www.breckinridgenursing.com/ Classes Available Online & In Person. Get Started Today!</p> <p>Careers For Seniors ifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p>Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>

Search Results of Google Custom Search

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 87,500,000 results. The search results are organized into two columns. The left column contains organic search results from WaldenU.edu, Chamberlain.edu, WestCoastUniversity.edu, American Nurses Association, wikiHow, Johnson & Johnson, and Jacksonville University. The right column contains several advertisements for nursing programs from Keiser, Newage Training, Phoenix, MyNursingSchool.org, Anthem, Kaplan University, and Villanova University. Each result includes a title, a URL, and a brief description of the program or resource.</p>

U.S. PATENT NO.
7,672,970

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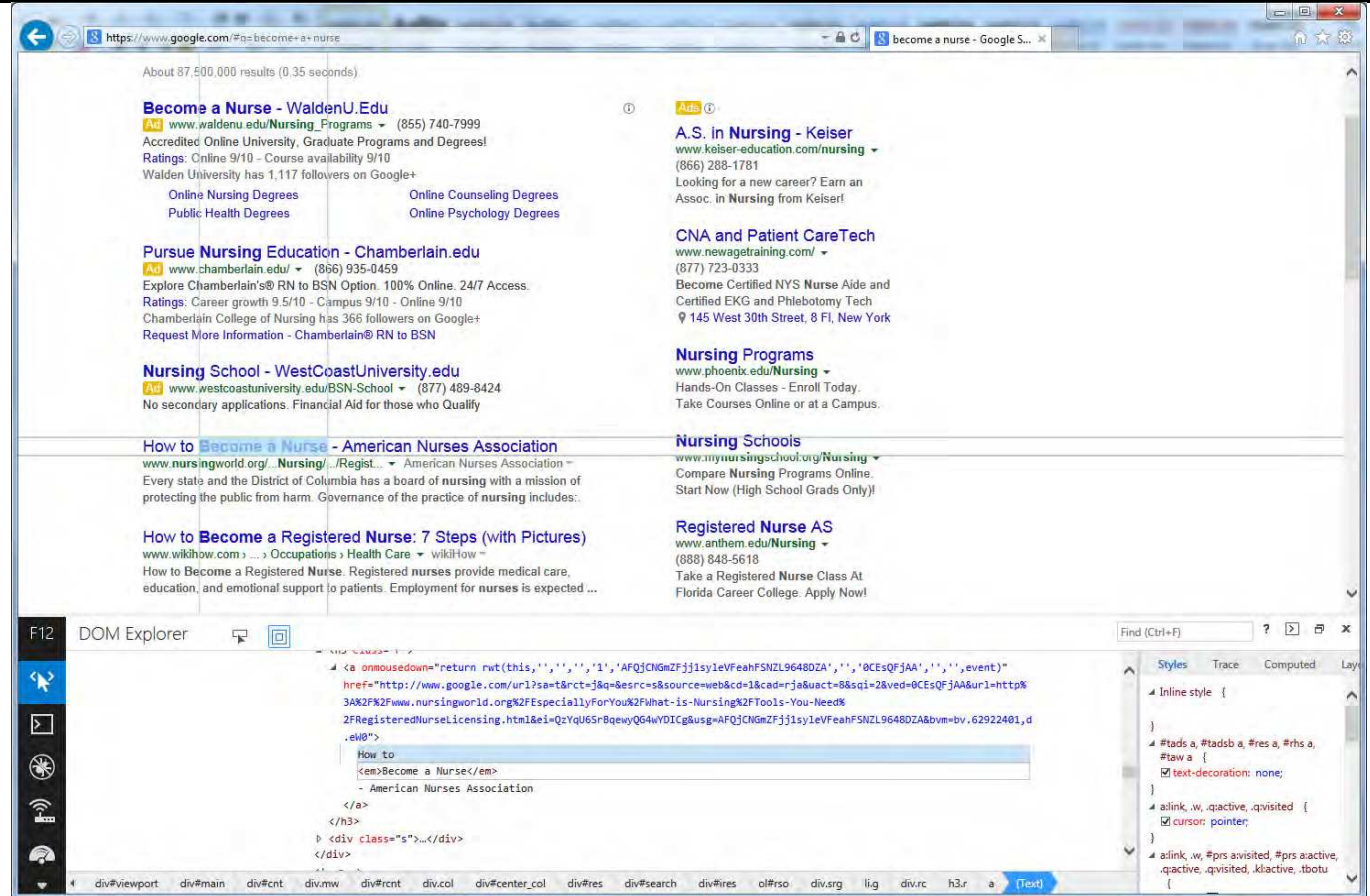
The screenshot shows a Google search for "become a nurse" on a Windows desktop. The search results page includes several organic results and advertisements. A DOM Explorer window is open at the bottom, displaying the HTML structure of the page. A blue box highlights the HTML code for an advertisement, showing the following structure:

```
<a id="vs0p1" onmousedown="return google.arwt(this)" href="http://www.google.com/aclk?sa=1&ai=CuphfQzYqU52bCY25yQgd_064A9vOu_EE87_D4KI8-NmLpAIIBABKANQisLyvfr_____AwdJxqMLkTYD6A83cC64QPIAQg8CHP0G1veZ1jrfFuyjFvIXuVZ0ZCqF9Cy-yeacKN0m5-zUdFQu09aEgIougUTCOTY5dPtn78CFsDYmgoduCAAqcoFAIAH17_FhpAHaw&ei=QzYqU6SrB0ewyQ64vY0ICg&sig=A0D64_101FbFIhmbzSuyz6UnH1IA1nC4&rt=j&a=become+a+nurse&sqi=2&ved=0CCYQ0Qw&adurl=http://info.waldenu.edu/walden-programs/nursing/R3Fcomm_code%3D4111325%26inFinity%3Dgaw-CollIege%2520of%2520Health%2520Sciences%2520US%2520ENgK%2520SPART-NUR%2520NON%2520GEN%2520BALL%2520Become%2520a%2520Nurse%2520BR0AD-43710364571-how%2520to%2520become%2520an%2520n-b"></a>  
<a id="vs0p1" onmousedown="return google.arwt(this)" href="http://www.google.com/aclk?sa=1&ai=CuphfQzYqU52bCY25yQgd_064A9vOu_EE87_D4KI8-NmLpAIIBABKANQisLyvfr_____AwdJxqMLkTYD6A83cC64QPIAQg8CHP0G1veZ1jrfFuyjFvIXuVZ0ZCqF9Cy-yeacKN0m5-zUdFQu09aEgIougUTCOTY5dPtn78CFsDYmgoduCAAqcoFAIAH17_FhpAHaw&ei=QzYqU6SrB0ewyQ64vY0ICg&sig=A0D64_101FbFIhmbzSuyz6UnH1IA1nC4&rt=j&a=become+a+nurse&sqi=2&ved=0CCYQ0Qw&adurl=http://info.waldenu.edu/walden-programs/nursing/R3Fcomm_code%3D4111325%26inFinity%3Dgaw-CollIege%2520of%2520Health%2520Sciences%2520US%2520ENgK%2520SPART-NUR%2520NON%2520GEN%2520BALL%2520Become%2520a%2520Nurse%2520BR0AD-43710364571-how%2520to%2520become%2520an%2520n-b"></a>  
<b>become a Nurse</b>
```

Code showing that search results and at least one advertisement are included in a web page

U.S. PATENT NO.
7,672,970

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Code showing that search results and at least one advertisement are included in a web page

Claim No. 8

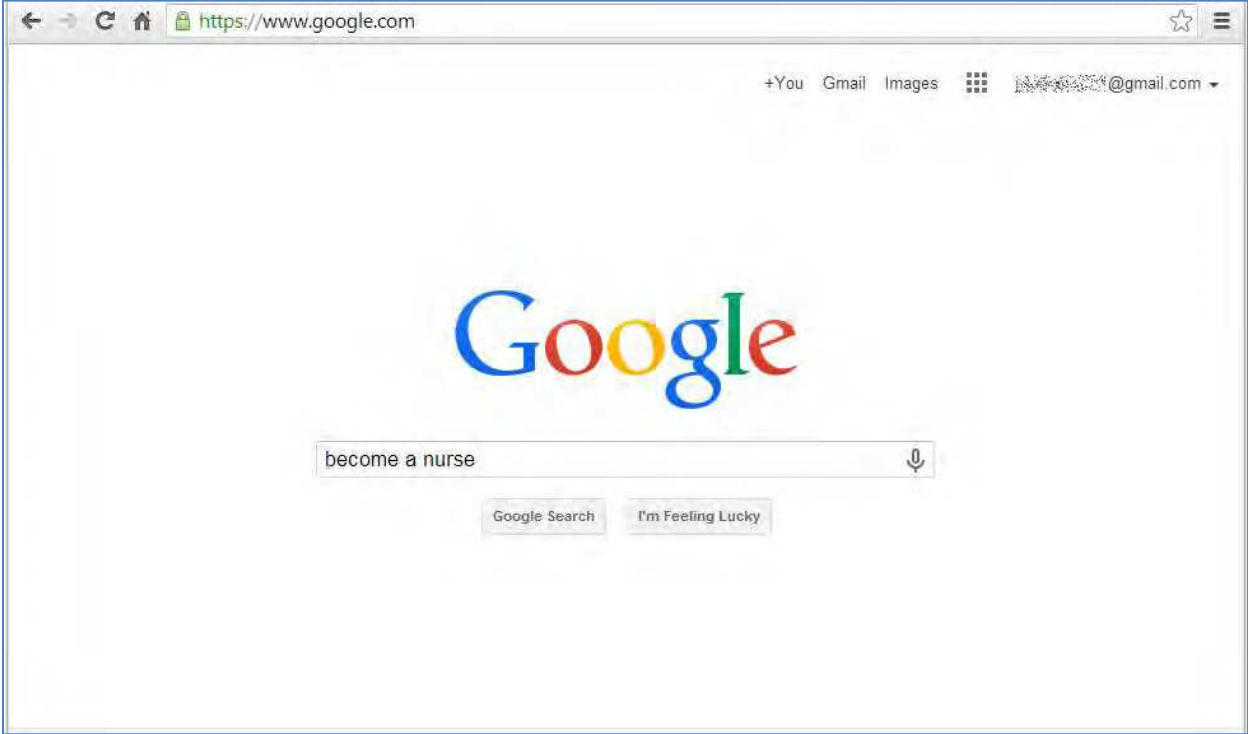
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>The advertising machine of claim 1, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p>	<p>The Accused Instrumentalities are operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a web browser window with the URL https://www.google.com. The page displays the Google logo and a search bar containing the text "become a nurse". Below the search bar are two buttons: "Google Search" and "I'm Feeling Lucky". The browser's address bar and navigation icons are visible at the top.</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre data-bbox="667 607 1906 1032">GET https://www.google.com/search? hl=en&as_q=Google&as_epq=&as_oq=&as_eq=&as_nlo=&as_nhi=&lr=lang_en&cr=countryUS&as_qdr=all&as_sitesearch=&as_occt= any&safe=active&tbs=&as_filetype=&as_rights= HTTP/1.1 Host: www.google.com Connection: keep-alive Accept: text/html,application/xhtml+xml,application/xml;q=0.9,image/webp,*/*;q=0.8 User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/32.0.1700.102 Safari/537.36 X-Chrome-Variations: CNS1yQEIhrbJAQimtskBCKm2yQEIwLbJAQjZhMoBCJ6GygEIrojKAQi5iMoB Referer: https://www.google.com/advanced_search?hl=en&fg=1 Accept-Encoding: gzip,deflate,sdch Accept-Language: en-US,en;q=0.8 Cookie: NID=67=jhoF2j- drrYR1eEhA0XKEjsRL4bBC3xmUtk4EHufvQdse2quo0S1AFZh3mug0JPQxmCfjsz0Ms83COBgJndRY9gV09tU2YmHB3QW7RTvgH011oNM3TF4EhDJ 5ACODuMhbJNkhkiydCVnqvEVtL2ZEgcjKY53Y70b6iJHVHgx09tsuV9vuz3cacdQ4vKdn5mcd53VxYu_4dewXEUTg_dfg2AtgQAvs1XjeiBYq48j6 Z1_; PREF=ID=8f7afc5fb60b25e7:U=cc1540c4e4ee322c:FF=0:LD=en:TM=1384904279:LM=1390180314:GM=1:S=7tdDBp1icZ9XYmI6</pre> <p data-bbox="1184 1040 1381 1073">Search Request</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 326 1927 860"><h3>Using keyword matching options</h3><ul style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1213 870 1978 902">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 943 1902 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="1213 1318 1978 1351">https://support.google.com/adwords/answer/2756257?hl=en</p>



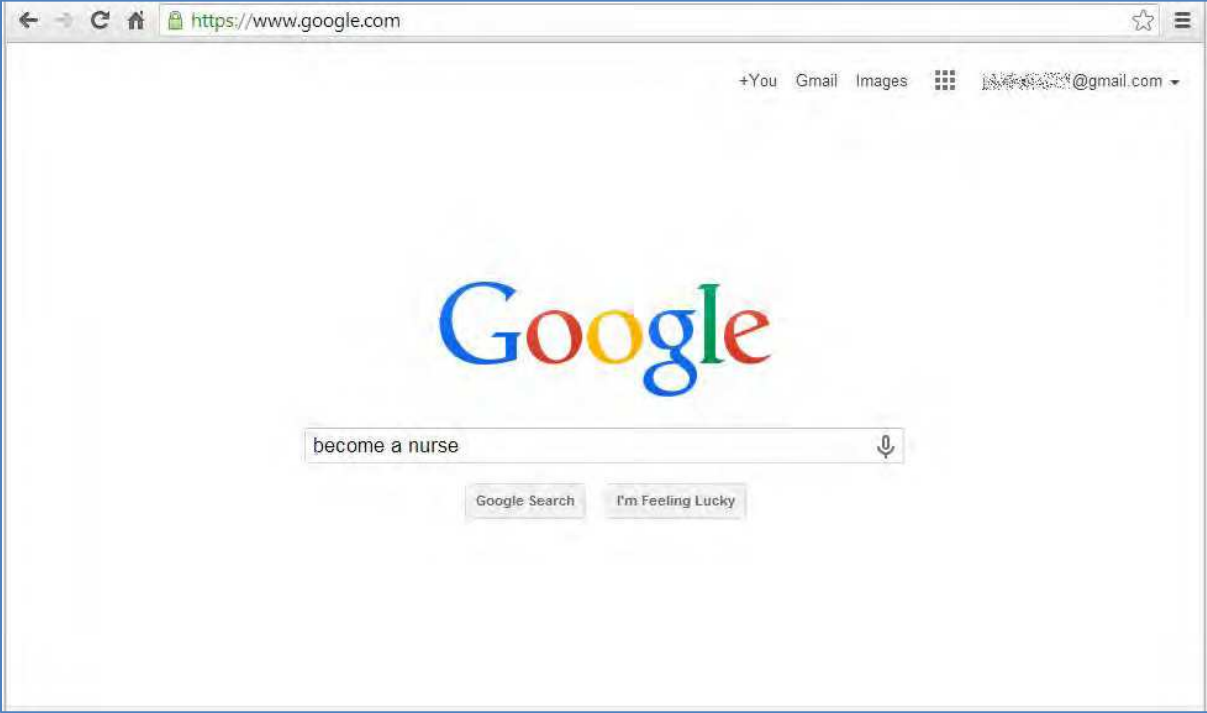
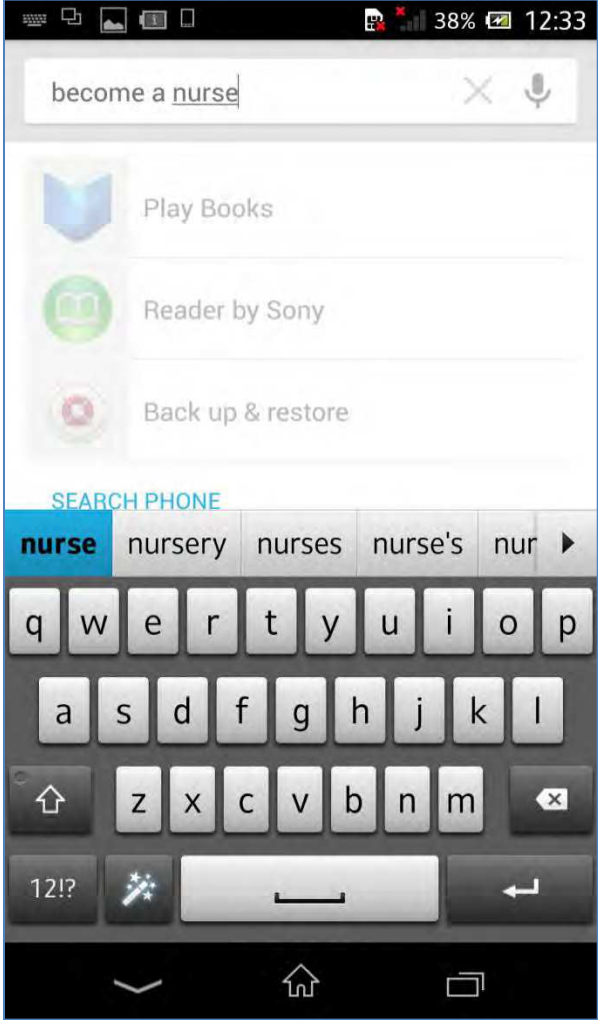
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 334 1381 362">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="772 399 1759 427" style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p data-bbox="743 1029 806 1052">Note</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="1220 1243 1976 1271">https://support.google.com/youtube/answer/2454017?hl=en</p>

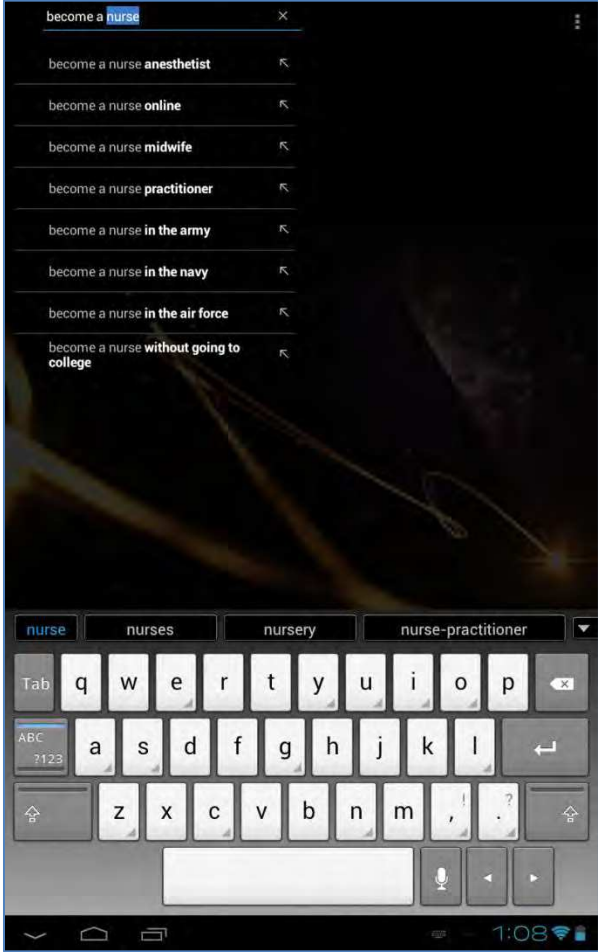
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

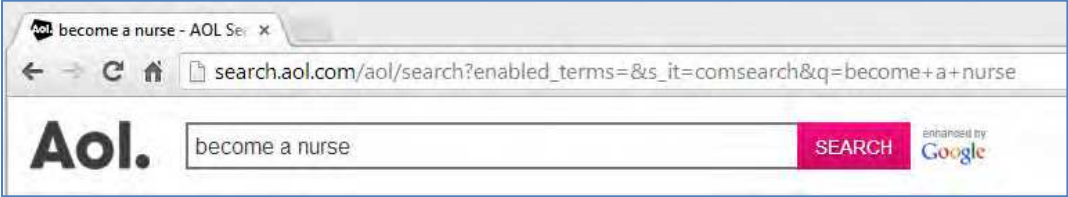
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 10	
An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	Google's advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities").


U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="774 321 1881 1170"><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">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.<ul style="list-style-type: none">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our <u>search partners'</u> sites, such as AOL.</div> <p data-bbox="940 1177 1976 1211">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>a communications interface operable to interface with the data processing device of the user via the communications link;</p>	<p>The Accused Instrumentalities include a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claim 1 above.</p> 

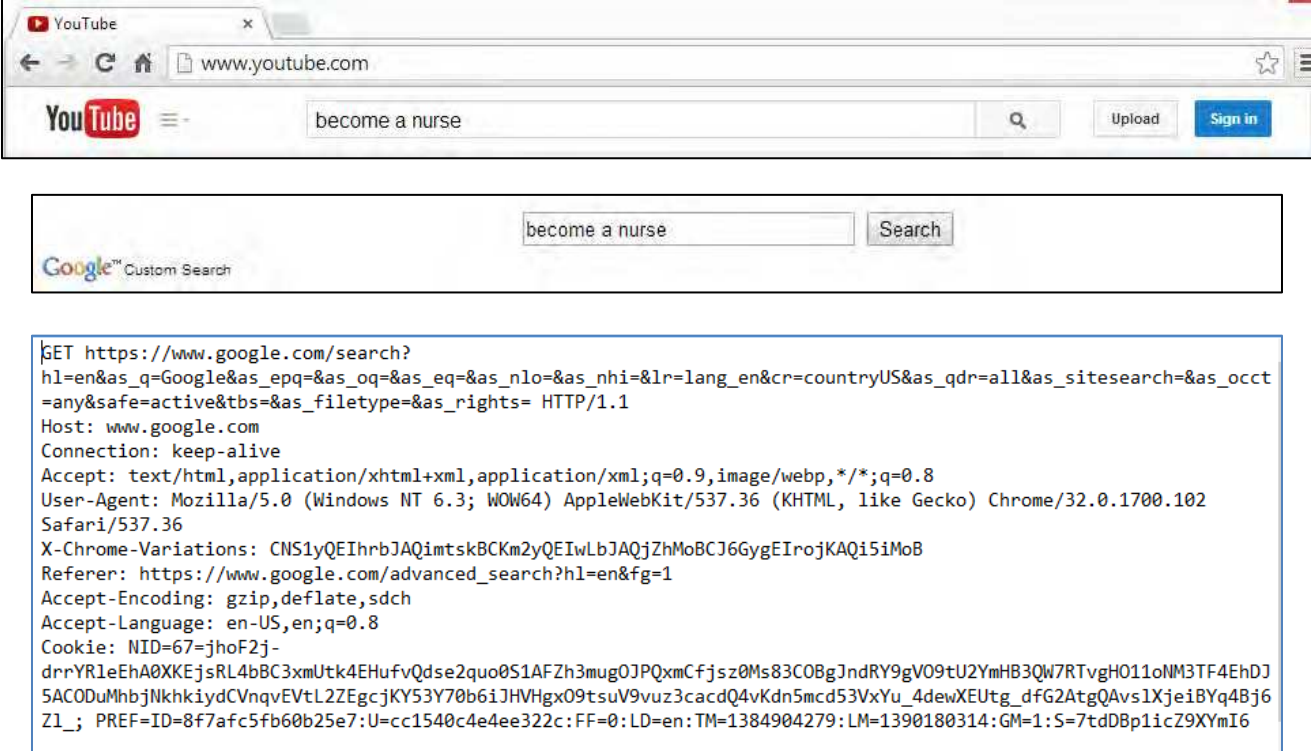
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the status bar displays signal strength, Wi-Fi, 38% battery, and the time 12:33. Below the status bar is a search bar containing the text "become a nurse". To the right of the search bar are a close button (X) and a microphone icon. Below the search bar is a list of suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red circular icon. Below the suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen is the Android navigation bar with a back button, a home button, and a recent apps button.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1037 321 1524 358">Mobile Handset Running Android 4.2</p>  <p data-bbox="984 391 1577 1338">The screenshot shows a search interface on a mobile device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". At the bottom of the screen, a keyboard is visible with the word "nurse" highlighted in the search bar. The status bar at the very bottom shows the time as 1:08 and various system icons.</p>

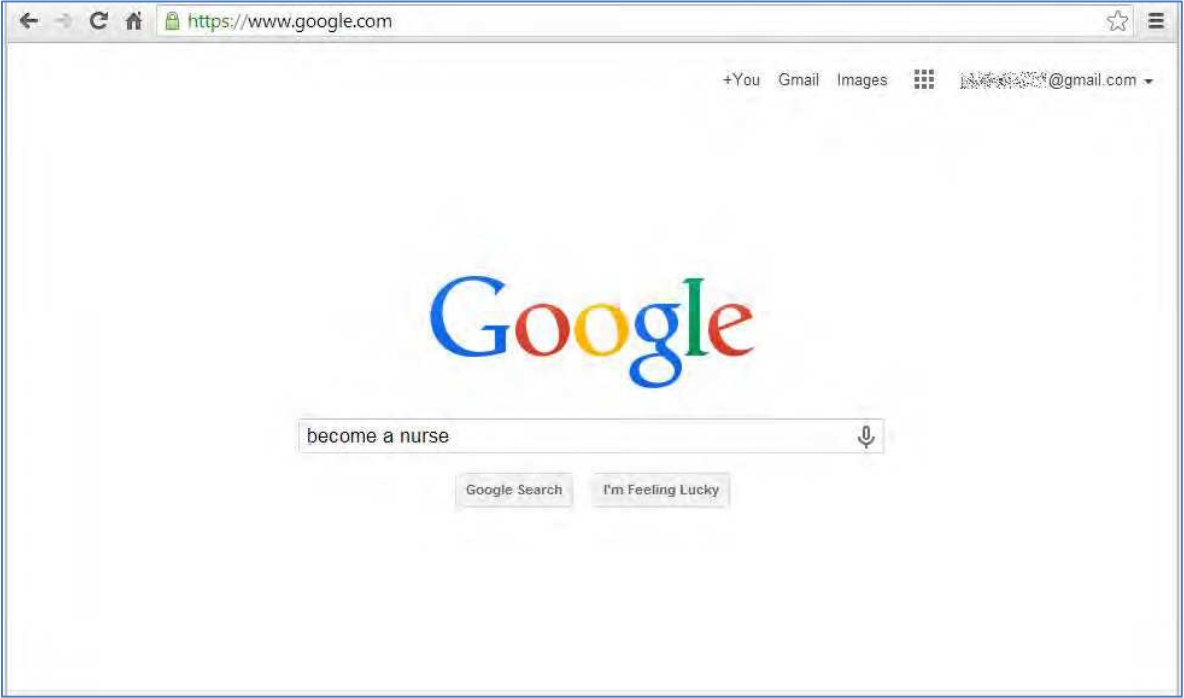
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. Below the status bar is a search input field containing the text 'become a nurse'. To the right of the input field are 'x' and 'Cancel' buttons. Below the input field is a list of search suggestions, each with a right-pointing arrow: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. Below the suggestions is a search bar with a magnifying glass icon and the text 'Search for "become a nurse"'. At the bottom is a QWERTY keyboard with a 'Search' button in the bottom right corner.</p>

Google Search App Running On iOS 7.1

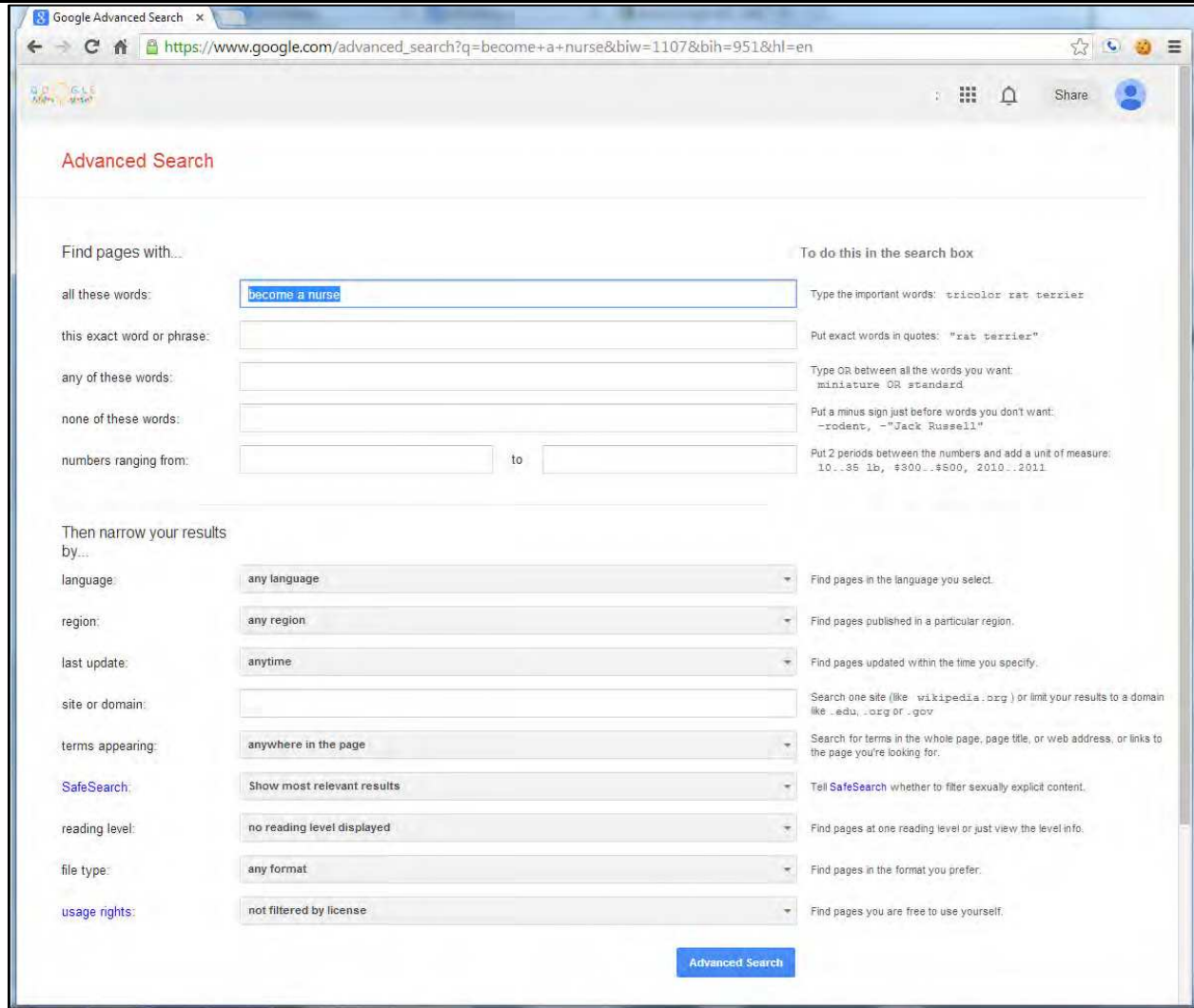
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a browser window with the YouTube website. The search bar contains the text "become a nurse". Below the browser window is a Google Custom Search interface with the same search term and a "Search" button. Below that is a text box containing the raw HTTP search request:</p> <pre>GET https://www.google.com/search?hl=en&as_q=Google&as_epq=&as_oq=&as_eq=&as_nlo=&as_nhi=&lr=lang_en&cr=countryUS&as_qdr=all&as_sitesearch=&as_occt=any&safe=active&tbs=&as_filetype=&as_rights= HTTP/1.1 Host: www.google.com Connection: keep-alive Accept: text/html,application/xhtml+xml,application/xml;q=0.9,image/webp,*/*;q=0.8 User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/32.0.1700.102 Safari/537.36 X-Chrome-Variations: CNS1yQEIhrbJAQimtskBCKm2yQEIwLbJAQjZhMoBCJ6GygEIrojKAQi5iMoB Referer: https://www.google.com/advanced_search?hl=en&fg=1 Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8 Cookie: NID=67=jhoF2j-drrYR1eEhA0XKEjsRL4bBC3xmUtk4EHufvQdse2quo0S1AFZh3mug0JJPQxmCfjsz0Ms83COBgJndRY9gV09tU2YmHB3QW7RTvgH011oNM3TF4EhDJ5ACODuMhbjNkhkiydCVnqvEVtL2ZEgcjKY53Y70b6iJHVHgx09tsuV9vuz3cacdQ4vKdn5mcd53VxYu_4dewXEUtg_dfg2AtgQAvs1XjeiBYq4Bj6Z1_; PREF=ID=8f7afc5fb60b25e7:U=cc1540c4e4ee322c:FF=0:LD=en:TM=1384904279:LM=1390180314:GM=1:S=7tdDBp1icZ9XYmI6</pre> <p style="text-align: center;">Search Request</p>

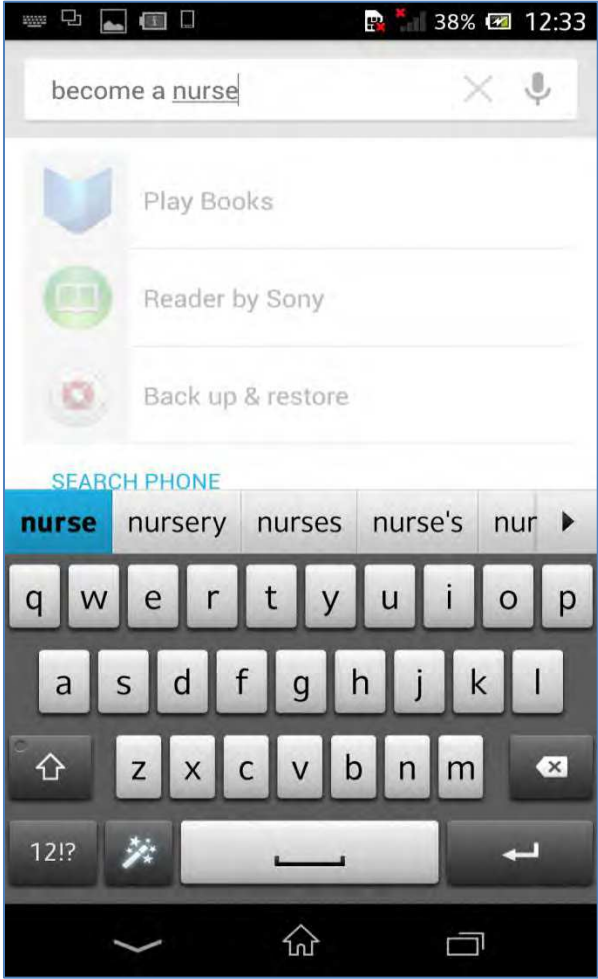
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>a database search engine operable to:</p>	<p>The Accused Instrumentalities include a database search engine operable to:</p> <p>See claim 1 above.</p> <div data-bbox="590 505 1982 1146" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p style="text-align: center;">Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p> </div> <div style="width: 48%;"> <p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>
<p>receive from the data processing device via the communications link a search request that includes a search</p>	<p>The Accused Instrumentalities’ database search engine receives from the data processing device via the communications link a search request that includes a search argument.</p> <p>See claim 1 above.</p>

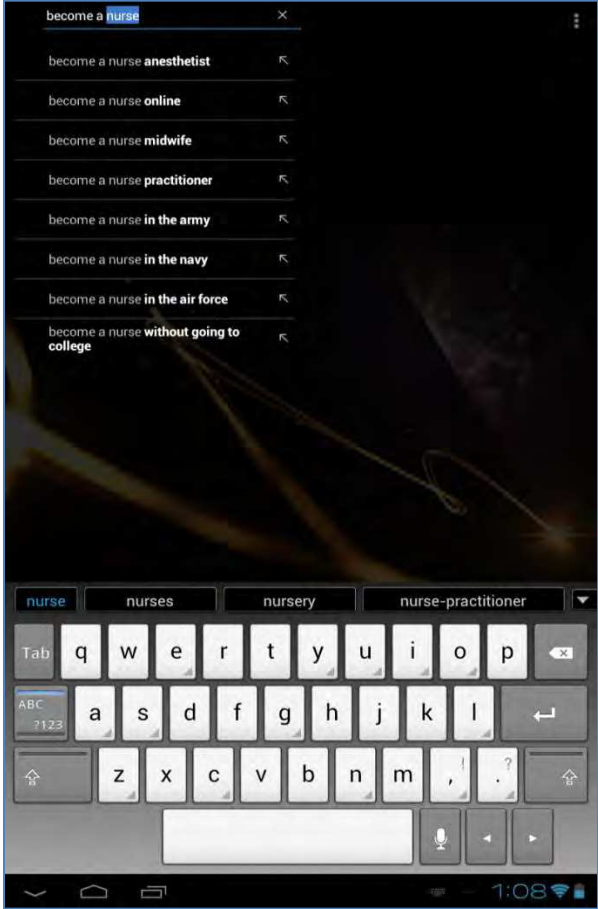
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
argument; and	 A screenshot of a web browser displaying the Google homepage. The address bar shows 'https://www.google.com'. The page features the Google logo in its multi-colored font. Below the logo is a search input field containing the text 'become a nurse'. To the right of the input field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser's top navigation bar includes links for '+You', 'Gmail', 'Images', and a user profile icon labeled '@gmail.com'.

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7,672,970

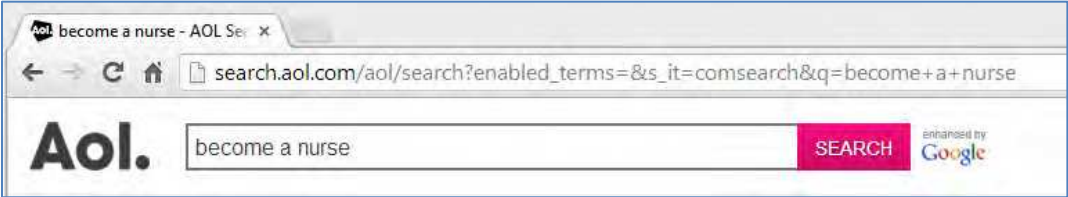
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY




U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1037 1328 1524 1360">Mobile Handset Running Android 4.2</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a search interface on a tablet device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow icon:</p> <ul style="list-style-type: none">become a nurse nursebecome a nurse anesthetistbecome a nurse onlinebecome a nurse midwifebecome a nurse practitionerbecome a nurse in the armybecome a nurse in the navybecome a nurse in the air forcebecome a nurse without going to college <p>Below the suggestions, a keyboard is visible with a search bar above it. The search bar contains the text "nurse" and has a dropdown menu with the following options: "nurses", "nursery", and "nurse-practitioner". The keyboard is a standard QWERTY layout. The bottom of the screen shows the Android navigation bar with the time "1:08" and various status icons.</p>

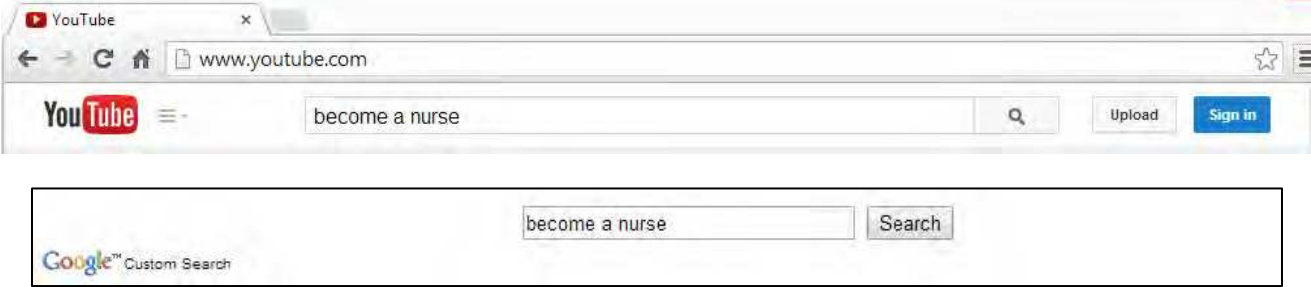
Tablet Device Running Android 4.0.2

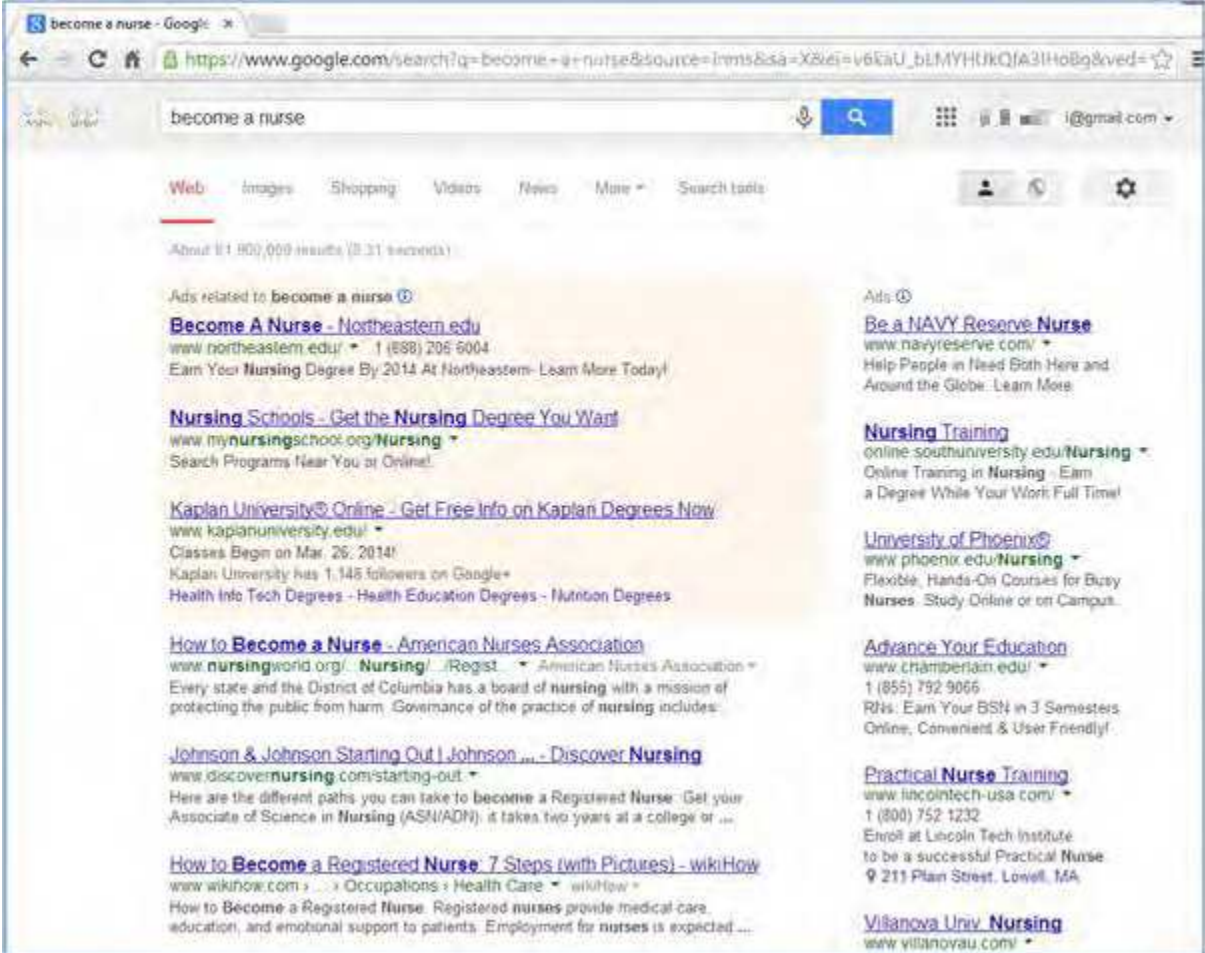
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of an AOL search page. The browser tab is titled "become a nurse - AOL Search". The address bar shows the URL "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is on the left, and the search input field contains the text "become a nurse". To the right of the input field is a red "SEARCH" button and the text "enhanced by Google".

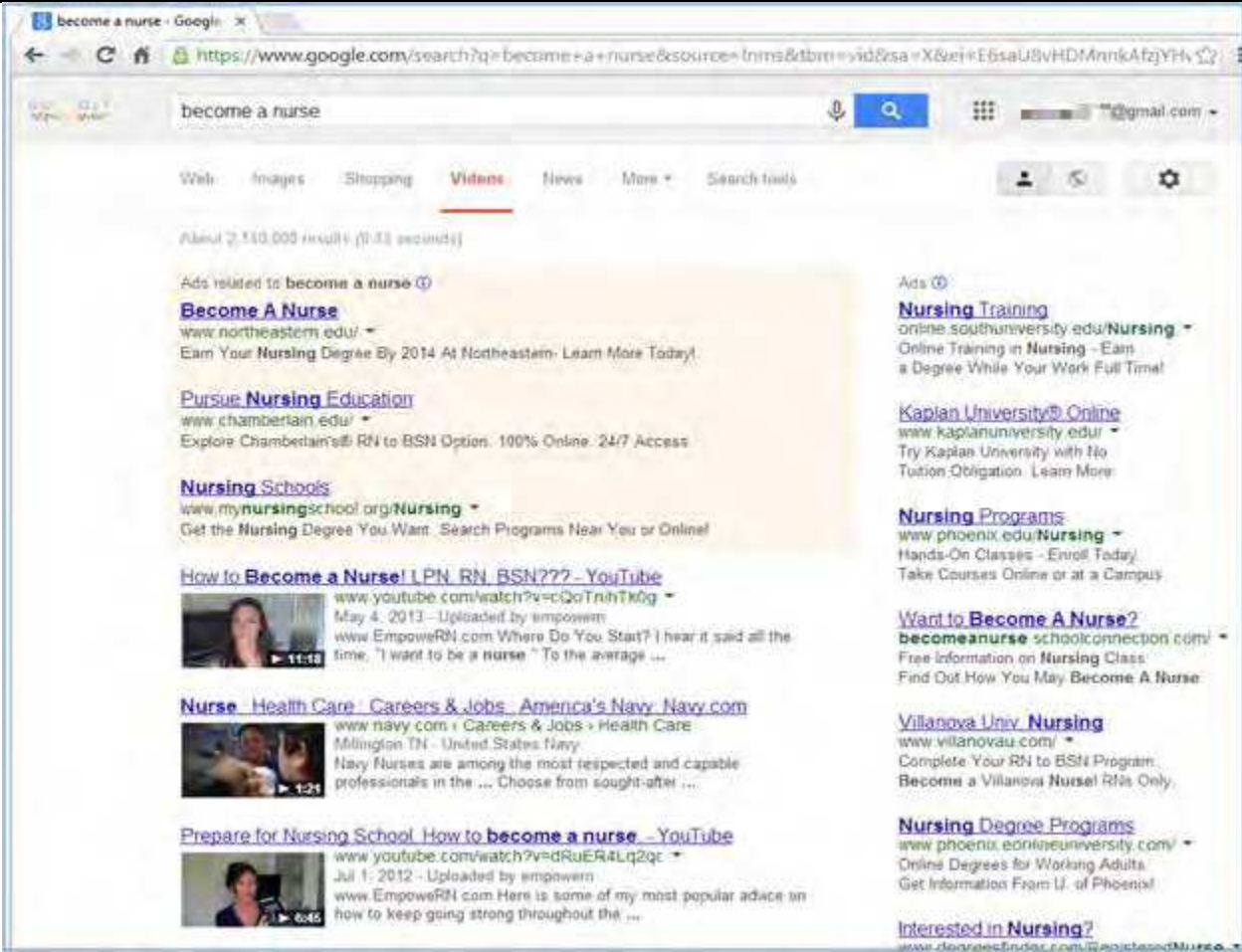
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&T M-Cell' and '12:42 AM'. The search input field contains the text 'become a nurse'. Below the input field, a list 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 bar with the text 'Search for "become a nurse"'. At the bottom of the screen, a QWERTY keyboard is visible, with a blue 'Search' button on the right.</p>

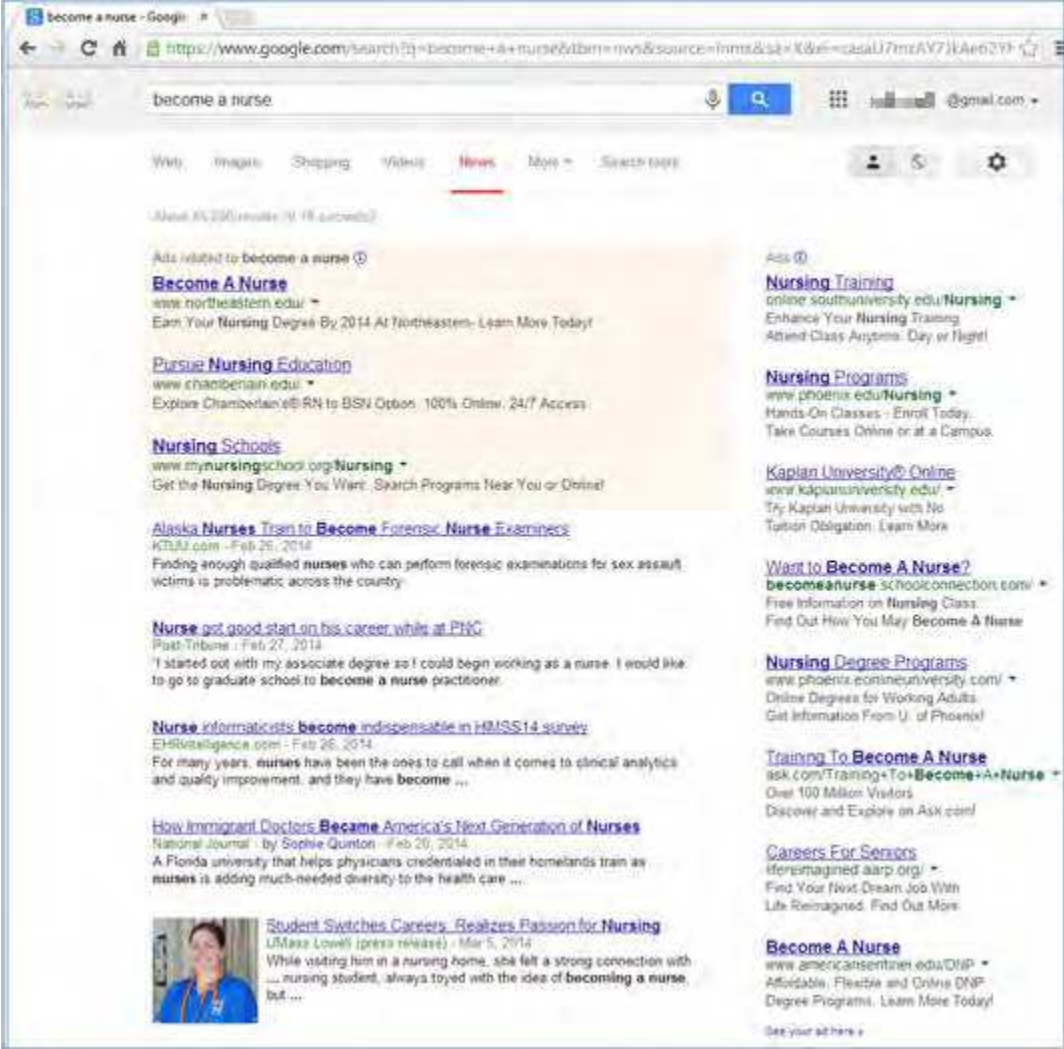
Google Search App Running on iOS 7.1

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: right;">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p> <pre data-bbox="661 682 1900 1112"> GET https://www.google.com/search? hl=en&as_q=Google&as_epq=&as_oq=&as_eq=&as_nlo=&as_nhi=&lr=lang_en&cr=countryUS&as_qdr=all&as_sitesearch=&as_occt =any&safe=active&tbs=&as_filetype=&as_rights= HTTP/1.1 Host: www.google.com Connection: keep-alive Accept: text/html,application/xhtml+xml,application/xml;q=0.9,image/webp,*/*;q=0.8 User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/32.0.1700.102 Safari/537.36 X-Chrome-Variations: CNS1yQEIhrbJAQimtskBCKm2yQEIwLbJAQjZhMoBCJ6GygEIrojKAQi5iMoB Referer: https://www.google.com/advanced_search?hl=en&fg=1 Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8 Cookie: NID=67=jhoF2j- drYR1eEhA0XKEjsRL4bBC3xmUtk4EHufvQdse2quo0S1AFZ3mugOJJPQxmCfjsz0Ms83COBgJndRY9gV09tU2YmHB3QW7RTvgH011oNM3TF4EhDJ 5ACODuMhbJNkhkiydCVnqvEVtL2ZEgcjKY53Y70b6iJHVHgx09tsuV9vuz3cacdQ4vKdn5mcd53VxYu_4dewXEUTg_dfg2AtgQAvs1Xje1BYq4Bj6 Z1_; PREF=ID=8f7afc5fb60b25e7:U=cc1540c4e4ee322c:FF=0:LD=en:TM=1384904279:LM=1390180314:GM=1:5=7tdDBp1icZ9XYmI6 </pre> <p style="text-align: center;">Search Request</p>
<p>search at least one database using the search argument to produce search results;</p>	<p>The Accused Instrumentalities' database search engine searches at least one database using the search argument to produce search results.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,672,970	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">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/ Nursing! • Regist. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... Occupations • Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>The organic search results on the right side include:</p> <ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe. Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066. RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ •

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content. The first video is titled "How to Become a Nurse! LPN, RN, BSN???" from YouTube, uploaded by EmpowerRN. Other results include "Become A Nurse" from northeastern.edu, "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenixonlineuniversity.com, and "Interested in Nursing?" from doornedindex.com. The search results are displayed in a standard Google search interface with navigation tabs for Web, Images, Shopping, Videos, News, and More.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several articles and advertisements. The top result is an advertisement for "Become A Nurse" from northeastern.edu, with the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this are several organic search results, including "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "Alaska Nurses Trained to Become Forensic Nurse Examiners" from KTOU.com, "Nurse got good start on his career while at PHC" from PatchTribune.com, "Nurse informaticists become indispensable in HIMSS14 survey" from EHRIntelligence.com, "How Immigrant Doctors Became America's Next Generation of Nurses" from National Journal, and "Student Switches Careers, Rejoices Passion for Nursing" from UMass Lowell. On the right side, there are several advertisements for nursing training and programs, including "Nursing Training" from southuniversity.edu, "Nursing Programs" from phoenix.edu, "Kaplan University Online", "Want to Become A Nurse?", "Nursing Degree Programs" from phoenix.com, "Training To Become A Nurse" from ask.com, "Careers For Seniors" from ifersimagined.aarp.org, and "Become A Nurse" from americasentinel.edu.</p>

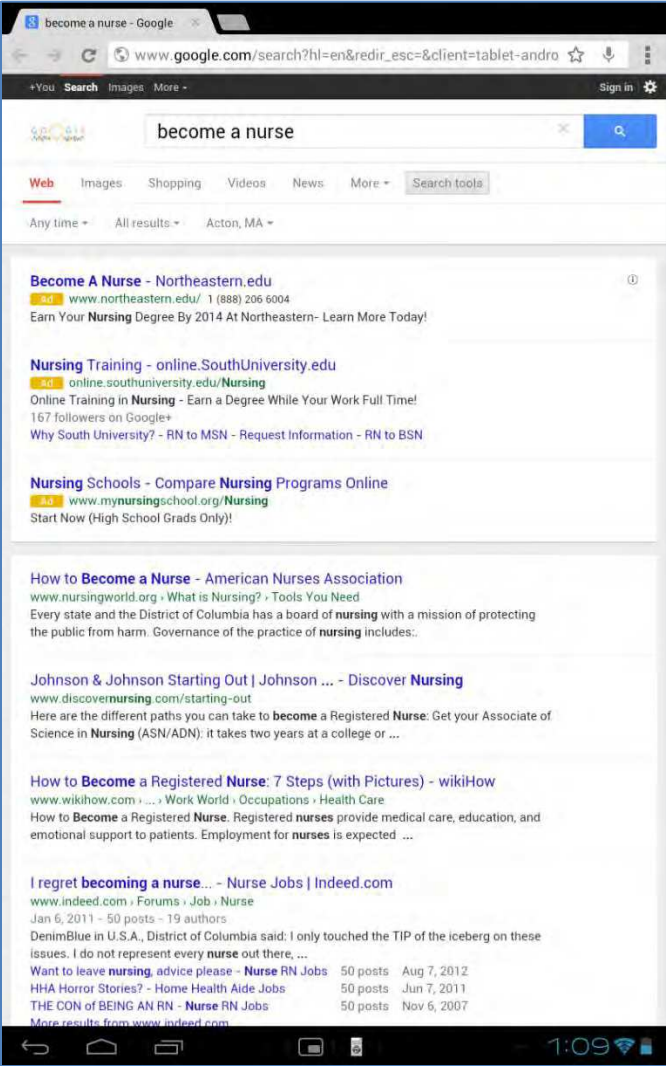
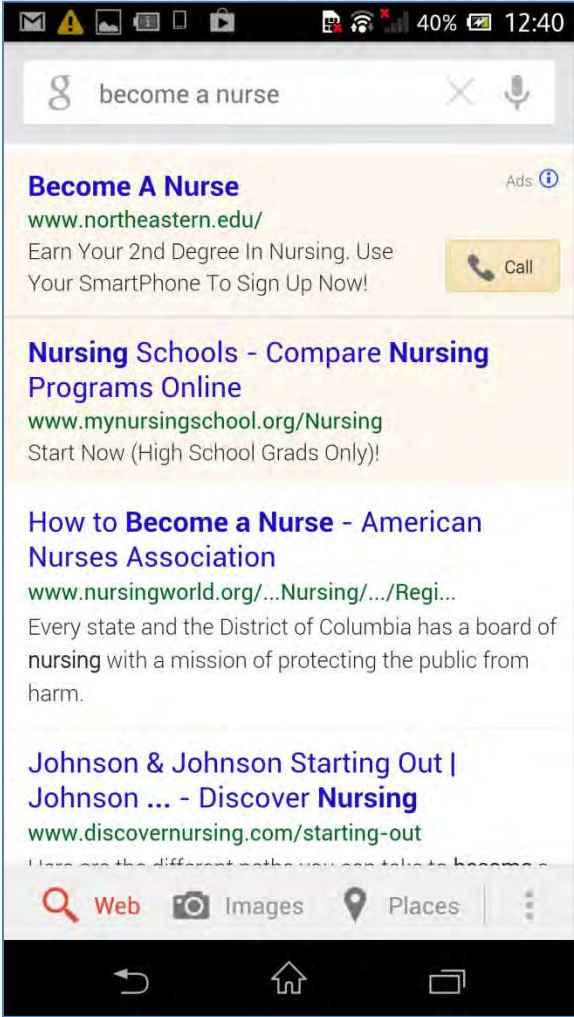
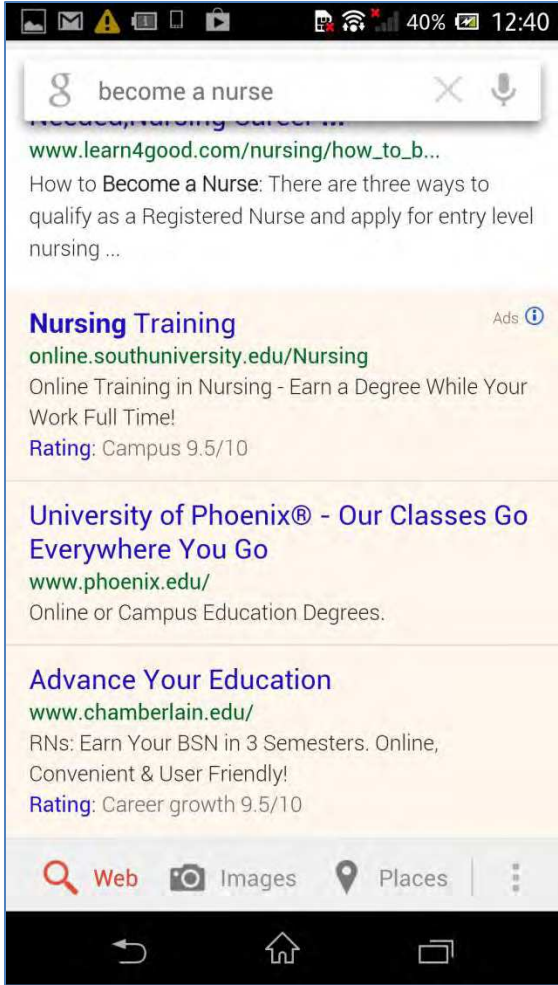
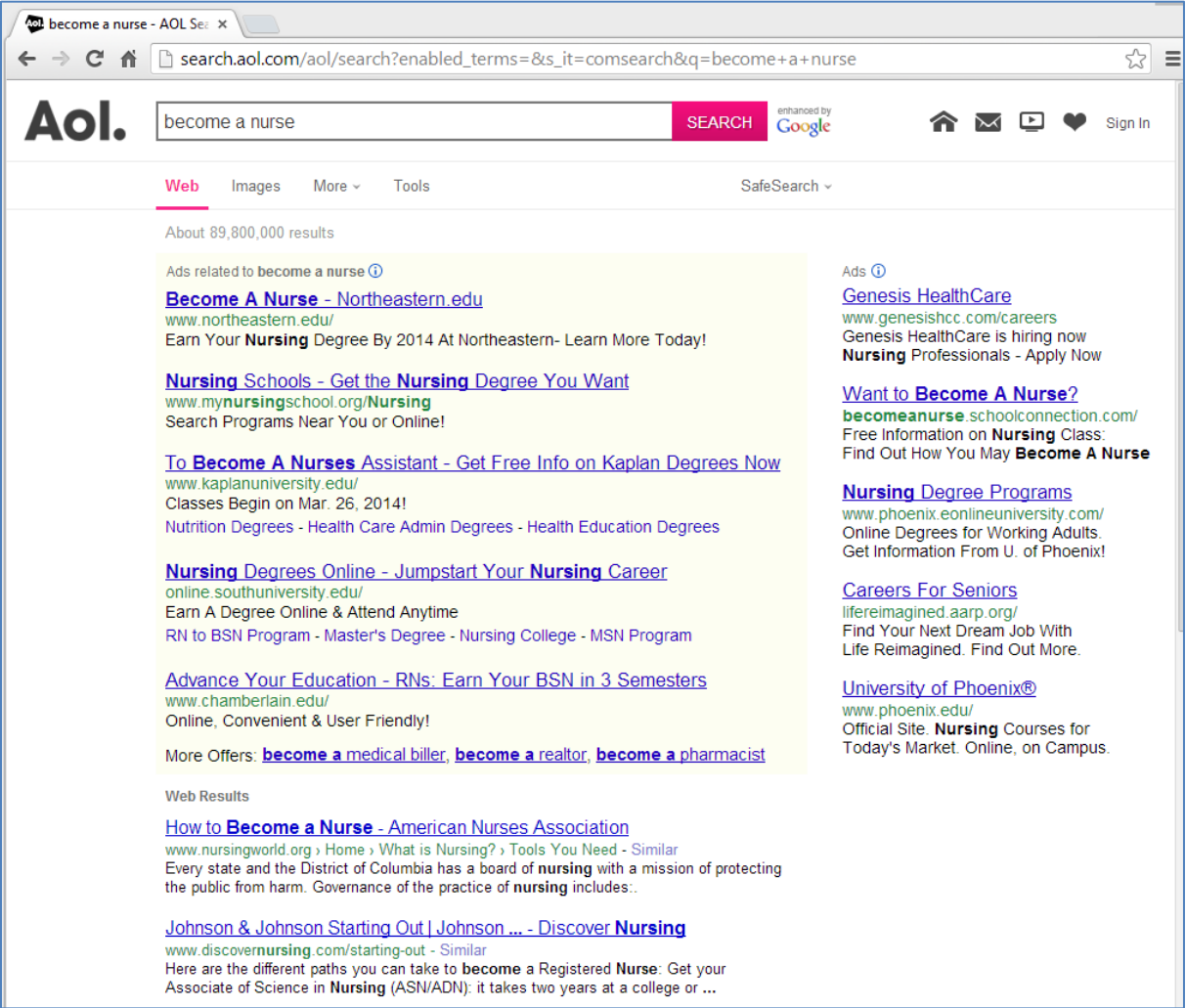
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › What is Nursing? › Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com › ... › Work World › Occupations › Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › Forums › Job › Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing. advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON OF BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

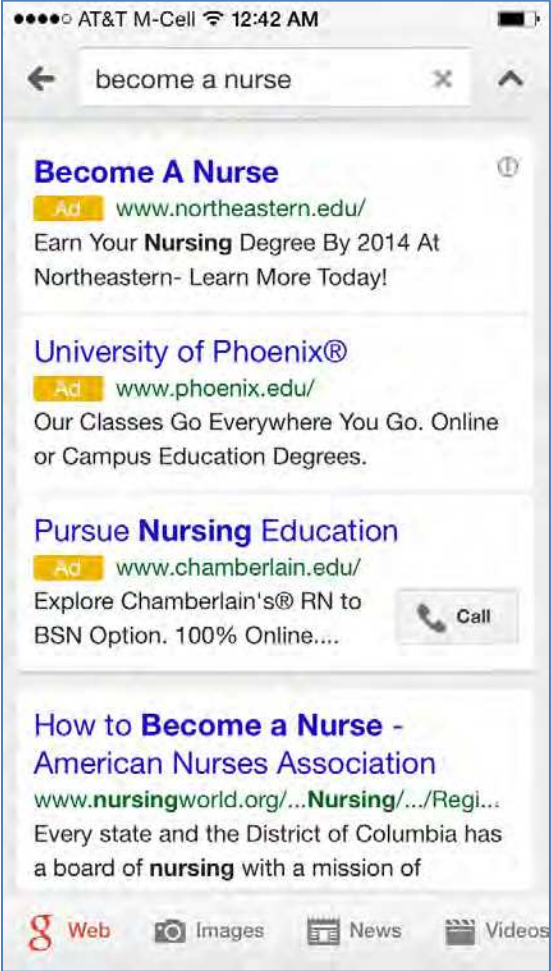
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

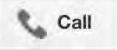
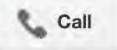
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

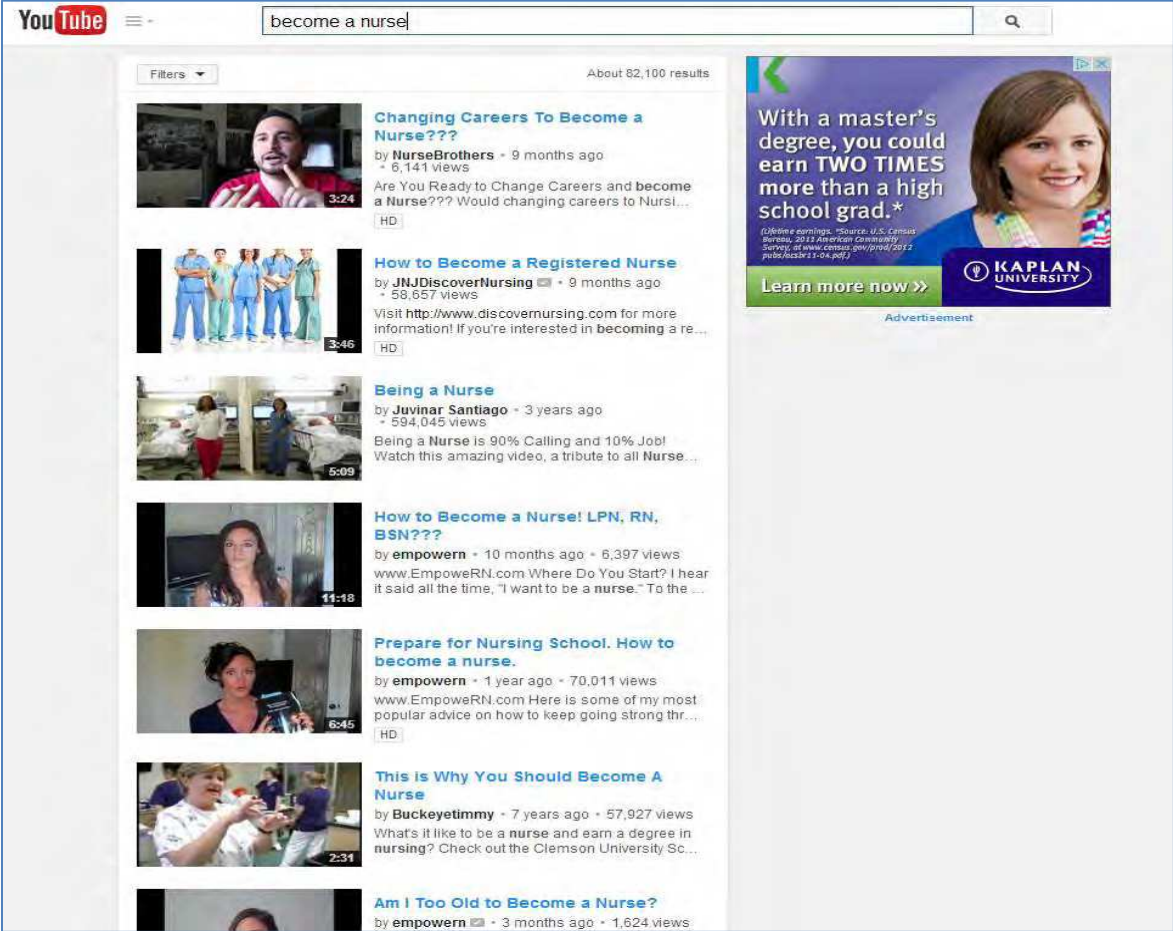
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association website. The fourth result is from Discover Nursing. The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a home indicator bar.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a search bar, navigation icons (Web, Images, Places), and a bottom dock with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and the results are categorized under "Web".</p> <p>Results include:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacistWeb Results<ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...

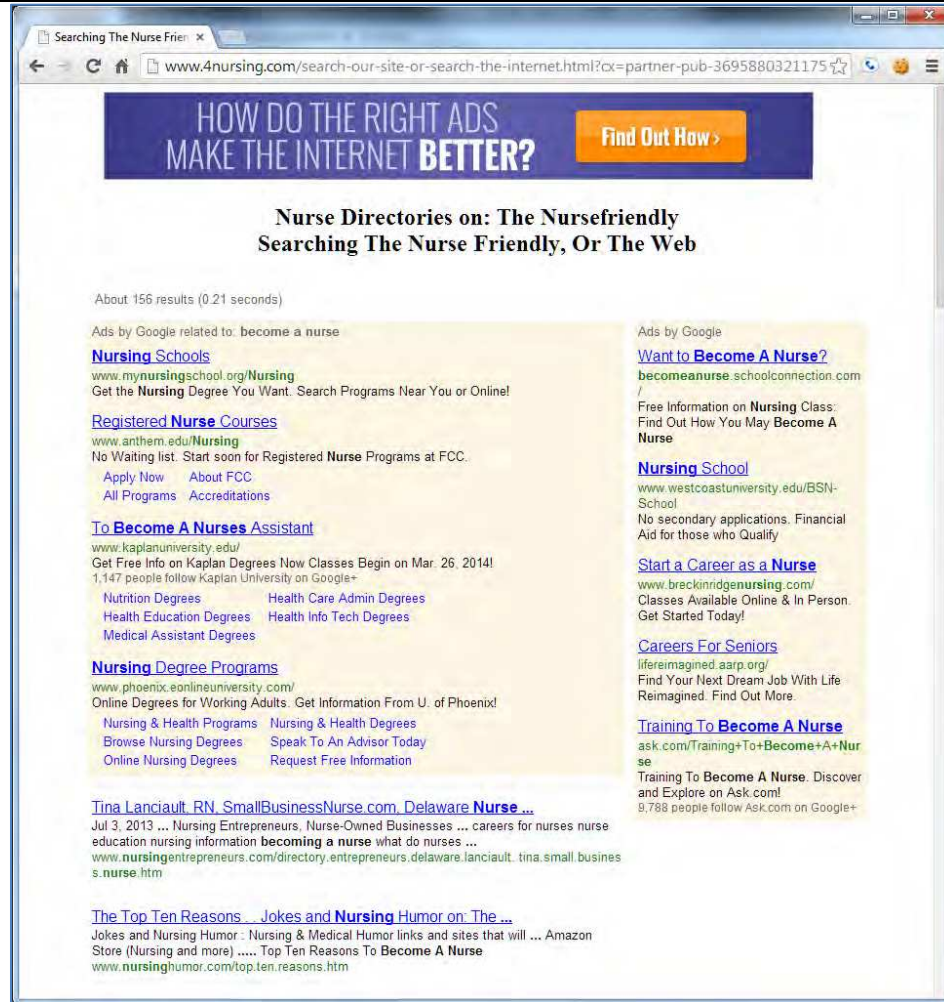
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three paid advertisements and one organic search result. The first ad is from Northeastern University, the second from the 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. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1003 391 1558 1372" style="border: 1px solid gray; padding: 10px;"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><hr/><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><hr/><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><hr/><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">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 JNDiscoverNursing • 9 months ago • 59,857 views. Description: "Visit http://www.discovernursing.com for more information!"Being a Nurse by Juvinar Santiago • 3 years ago • 534,045 views. Description: "Being a Nurse is 90% Calling and 10% Job!"How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.'"Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."This is Why You Should Become A Nurse by Bucketymmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <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 >>". The ad also includes the Kaplan University logo and a small disclaimer at the bottom.</p>


U.S. PATENT NO.
7,672,970



INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY


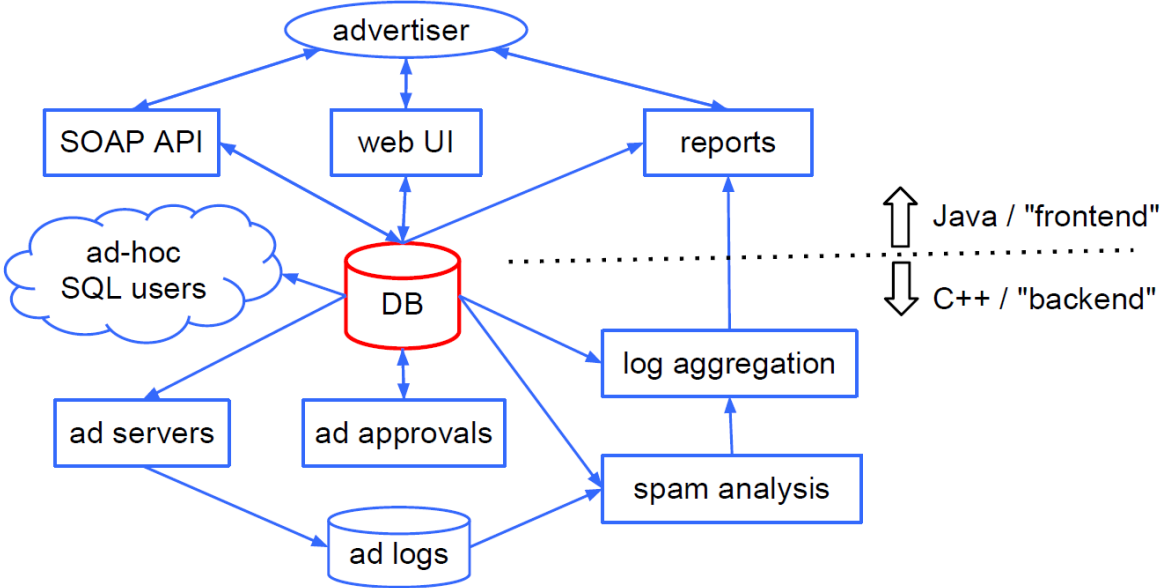


Search Results of Google Custom Search

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="684 396 1360 997"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1360 396 1990 997"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="873 1040 1990 1075">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</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 sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over 100,000,000 gigabytes</p> <p>We've spent over 1million computing hours building the index so far</p> <p>https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>
<p>an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search</p>	<p>The Accused Instrumentalities include an associative search engine operable to select at least one advertisement from an advertisement database based on upon at least one of the search argument and the search results.</p> <p>See claim 1 above.</p>



U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
results; and	<div data-bbox="659 360 1902 1127" style="border: 1px solid black; padding: 10px;"><h3 data-bbox="688 399 1726 493">F1 - The Fault-Tolerant Distributed RDBMS Supporting Google's Ad Business  </h3><p data-bbox="688 521 1860 769">Abstract: Many of the services that are critical to Google's ad business have historically been backed by MySQL. We have recently migrated several of these services to F1, a new RDBMS developed at Google. F1 implements rich relational database features, including a strictly enforced schema, a powerful parallel SQL query engine, general transactions, change tracking and notification, and indexing, and is built on top of a highly distributed storage system that scales on standard hardware in Google data centers. The store is dynamically sharded, supports transactionally-consistent replication across data centers, and is able to handle data center outages without data loss.</p><p data-bbox="688 797 1856 971">The strong consistency properties of F1 and its storage system come at the cost of higher write latencies compared to MySQL. Having successfully migrated a rich customerfacing application suite at the heart of Google's ad business to F1, with no downtime, we will describe how we restructured schema and applications to largely hide this increased latency from external users. The distributed nature of F1 also allows it to scale easily and to support significantly higher throughput for batch workloads than a traditional RDBMS.</p><p data-bbox="688 998 1772 1101">With F1, we have built a novel hybrid system that combines the scalability, fault tolerance, transparent sharding, and cost benefits so far available only in "NoSQL" systems with the usability, familiarity, and transactional guarantees expected from an RDBMS.</p></div> <p data-bbox="1362 1138 1982 1166" style="text-align: right;">http://research.google.com/pubs/pub38125.html</p>


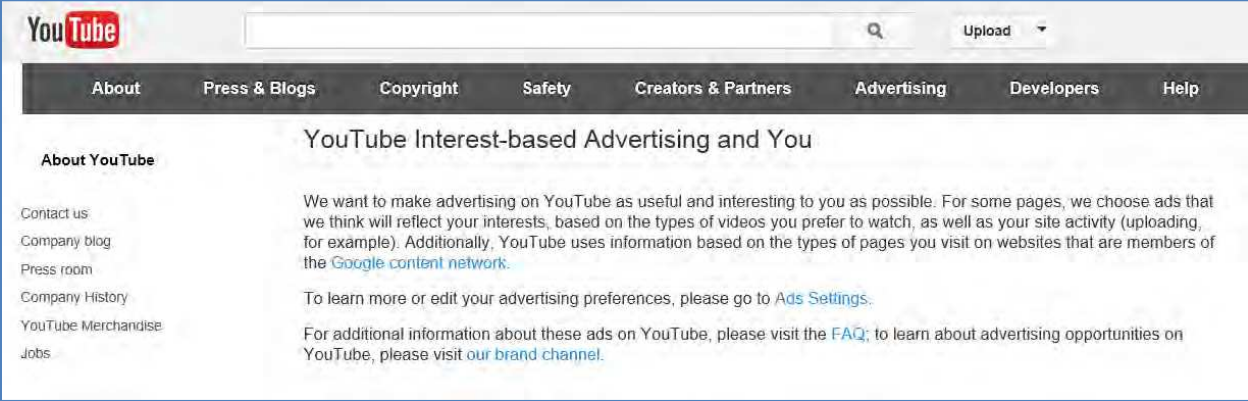
<p>U.S. PATENT NO. 7,672,970</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<div data-bbox="659 321 1900 1198"><h2>The AdWords Ecosystem</h2><p>One shared database backing Google's core AdWords business</p><p>The diagram illustrates the AdWords ecosystem centered around a shared database (DB). At the top, an advertiser interacts with the system through a SOAP API, a web UI, and reports. The DB is connected to these components and also serves as a central hub for ad servers, ad approvals, and ad logs. The DB is also linked to spam analysis and log aggregation. A legend on the right indicates that components above a dashed line are implemented in Java / "frontend", while components below are in C++ / "backend".</p></div>	
<p>Slide 3 @ http://static.googleusercontent.com/media/research.google.com/en/us/pubs/archive/38125.pdf</p>	

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 324 1902 860"><h3>Using keyword matching options</h3><ul style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1213 868 1978 901">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 977 1902 1344"><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="1213 1352 1978 1385">https://support.google.com/adwords/answer/2756257?hl=en</p>

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	<div data-bbox="829 358 1787 1386"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none">• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).• You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).<div data-bbox="850 711 1751 761"><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">• IP address: Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet. If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.• Device location: If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:<ul style="list-style-type: none">• GPS: Accuracy varies depending on GPS signal and connection.• Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router.• Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</div>

<https://support.google.com/adwords/answer/2453995?hl=en>

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	<div data-bbox="684 321 1927 1247"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><p>Search ad Gmail ad Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<p> Example</p><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1003 1253 1978 1291">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

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	<div data-bbox="682 324 1927 714"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 722 1978 755">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="661 795 1900 1193"><p>YouTube Interest-based Advertising and You</p><p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p><p>To learn more or edit your advertising preferences, please go to Ads Settings.</p><p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p></div> <p data-bbox="1423 1201 1978 1234">http://www.youtube.com/t/ads_preferences</p>

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	<p data-bbox="709 342 1031 370">About targeting groups</p> <p data-bbox="709 407 1923 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="709 505 1356 526">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 565 1902 1187" style="list-style-type: none"><li data-bbox="737 565 1087 586">• Demographics: Age and gender.<li data-bbox="737 602 1709 623">• Topics: YouTube video or Google Display Network content targeted by category or sub-category.<li data-bbox="737 639 1871 699">• Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.<li data-bbox="737 716 1892 906">• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="779 813 1535 906" style="list-style-type: none"><li data-bbox="779 813 1184 834">◦ Channels (YouTube Partner Channels)<li data-bbox="779 850 1052 872">◦ Videos (YouTube Videos)<li data-bbox="779 888 1535 909">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)<li data-bbox="737 943 1902 1036">• Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.<li data-bbox="737 1057 1843 1117">• Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).<li data-bbox="737 1138 1902 1187">• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1220 1208 1976 1240">https://support.google.com/youtube/answer/2454017?hl=en</p>


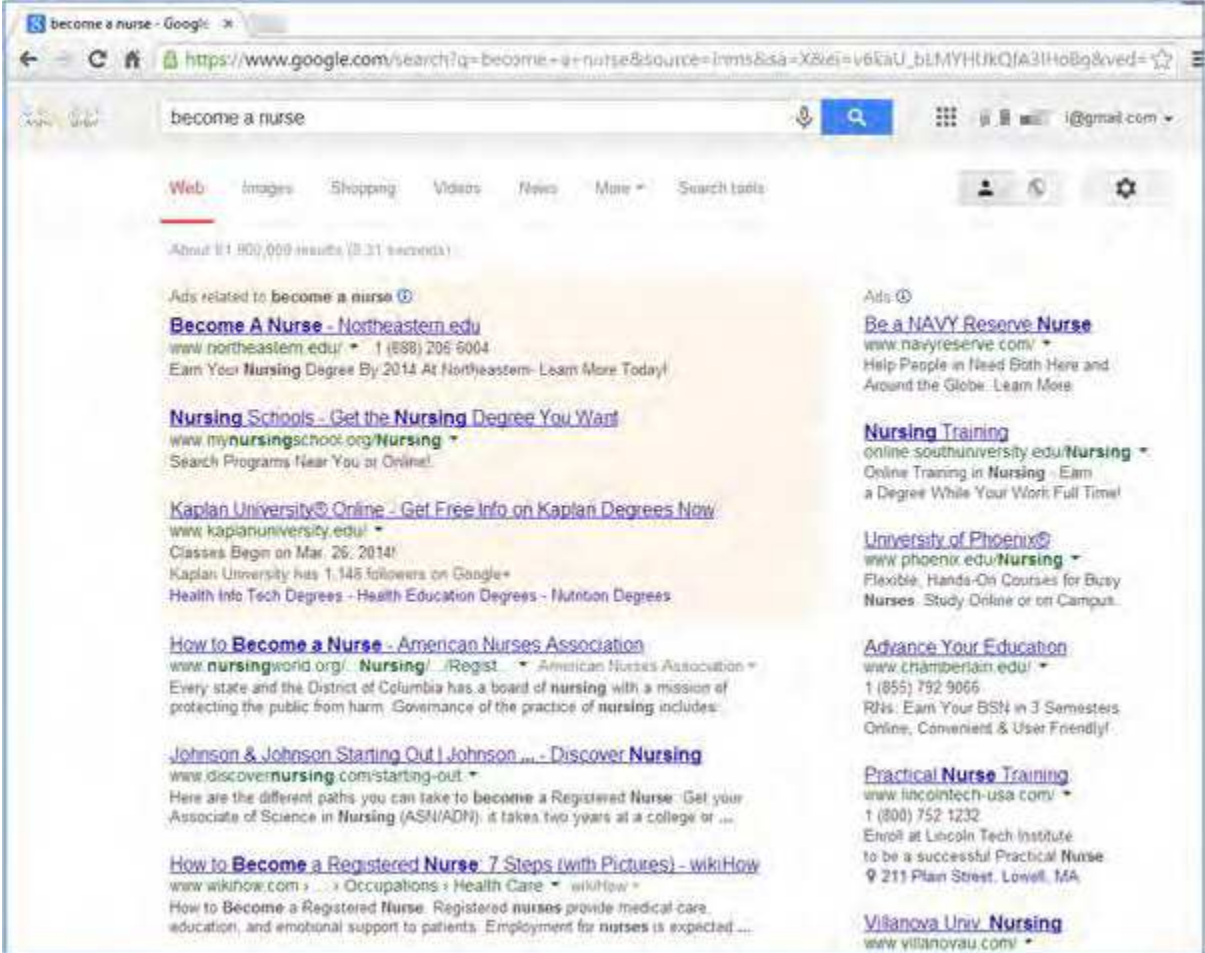
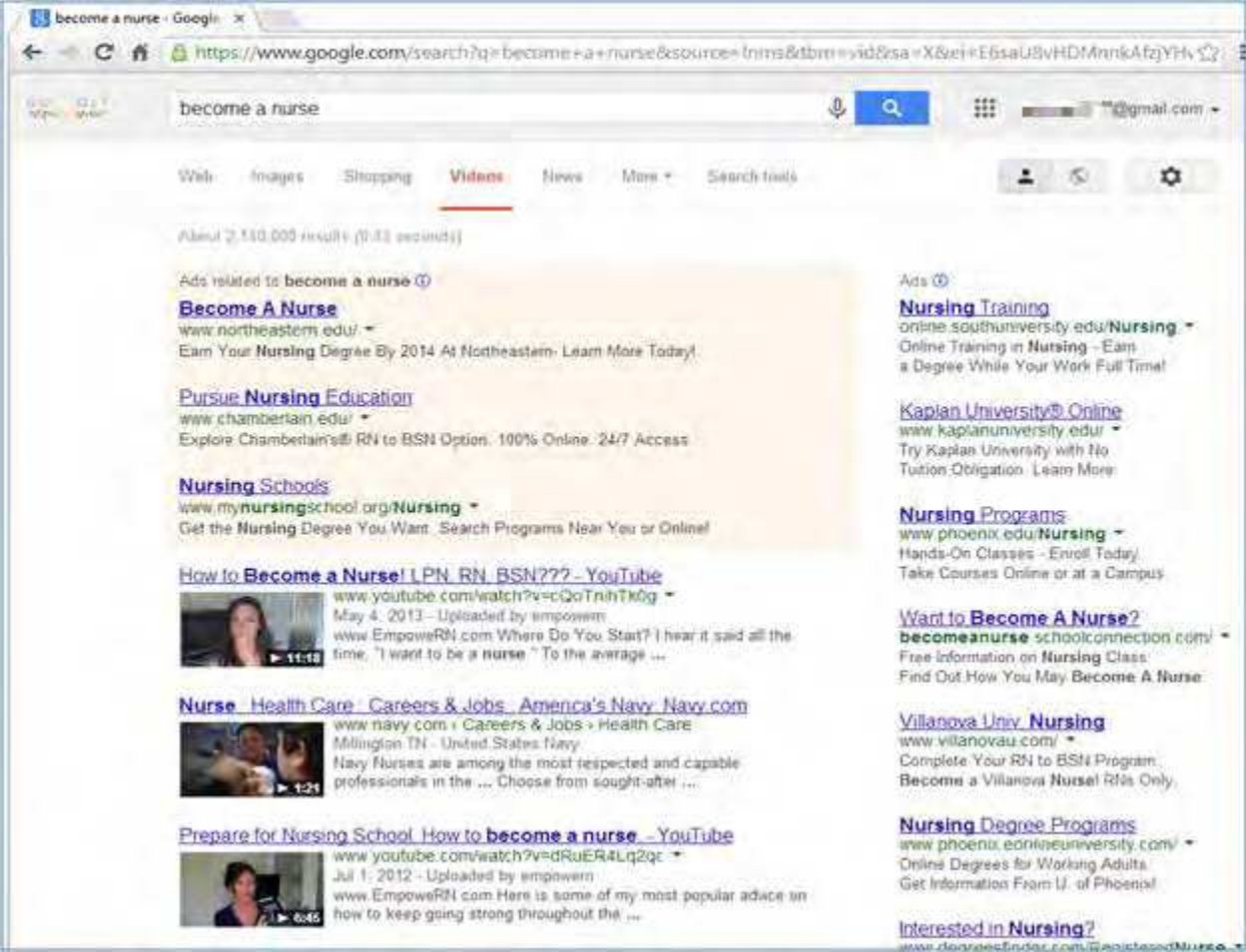
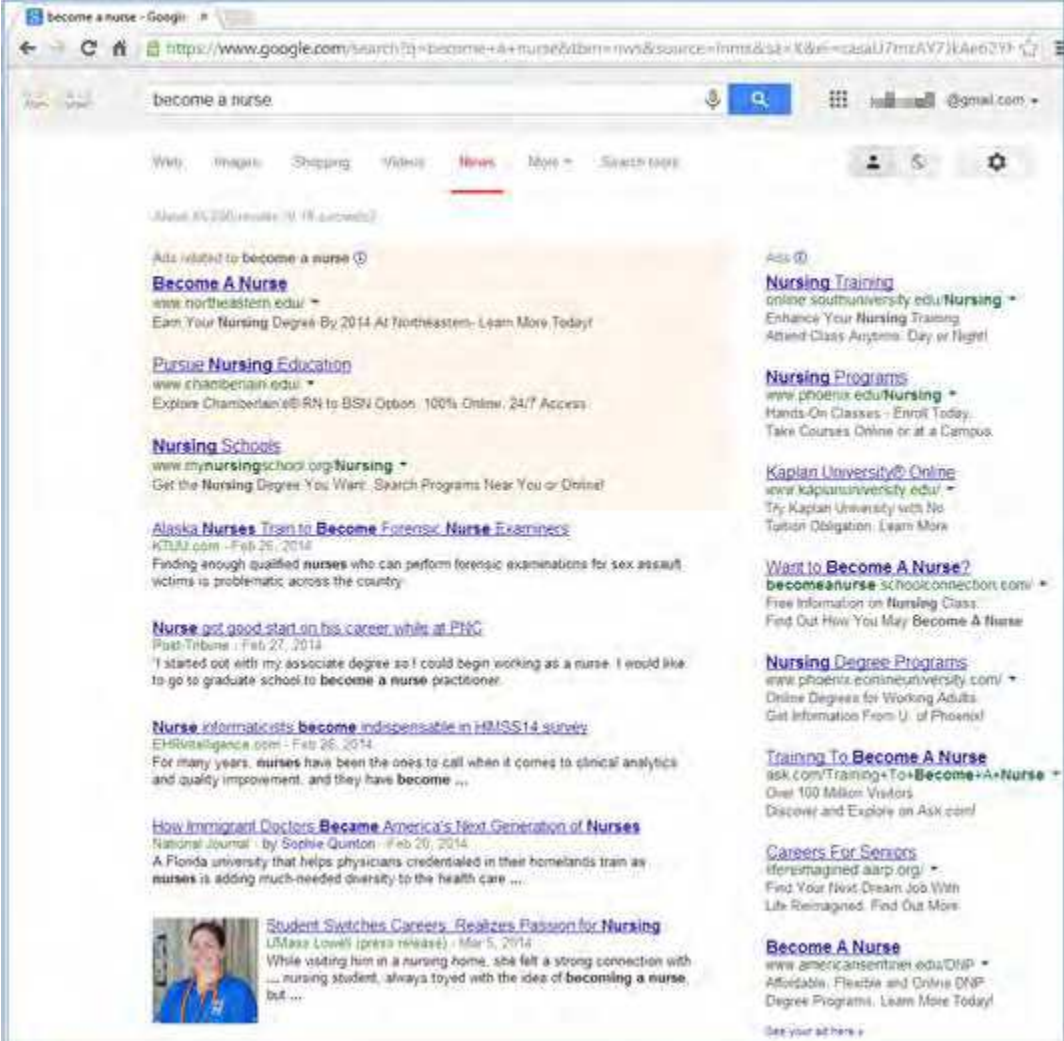
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="709 334 1381 362">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="772 399 1759 427" style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p data-bbox="743 1029 806 1052">Note</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="1220 1243 1980 1271">https://support.google.com/youtube/answer/2454017?hl=en</p>

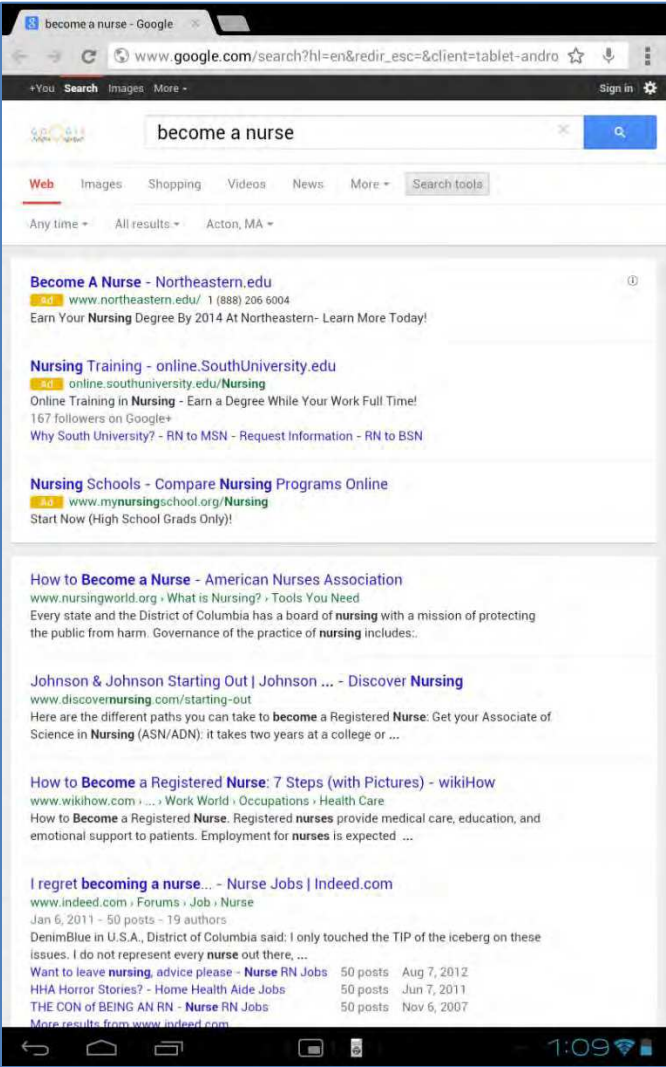
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

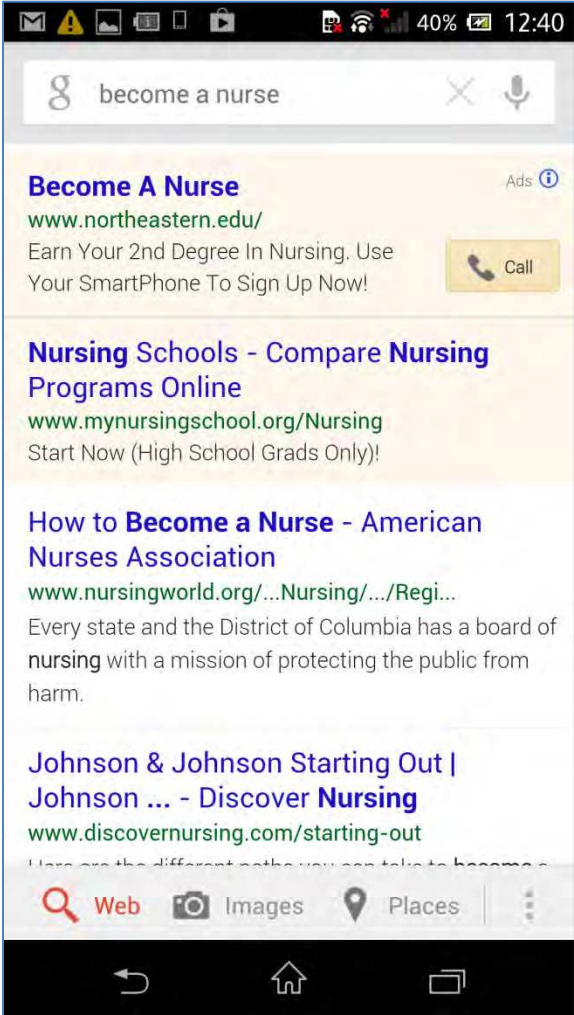
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
the advertising machine operable to: transmit the search results together with the at least one advertisement via the communications link to the data processing device;	The Accused Instrumentalities transmit the search results together with the at least one advertisement via the communications link to the data processing device. See claim 1 above.

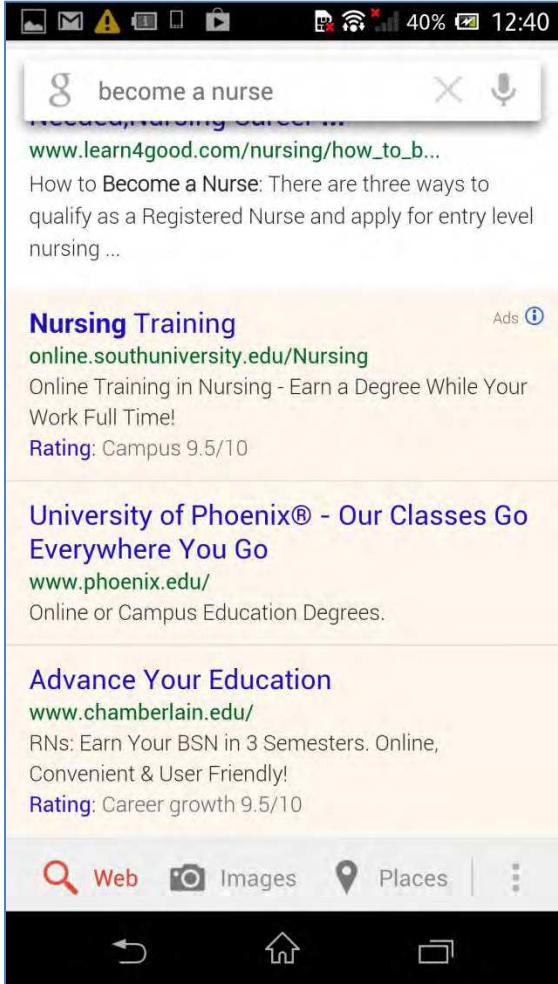
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a search tools menu. Below the search bar, it indicates "About 11,800,000 results (0.31 seconds)". The main content area displays several search results, including:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/ Nursing/ Regist. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson, J. - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... » Occupations » Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Ads<ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe. Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066. RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ •

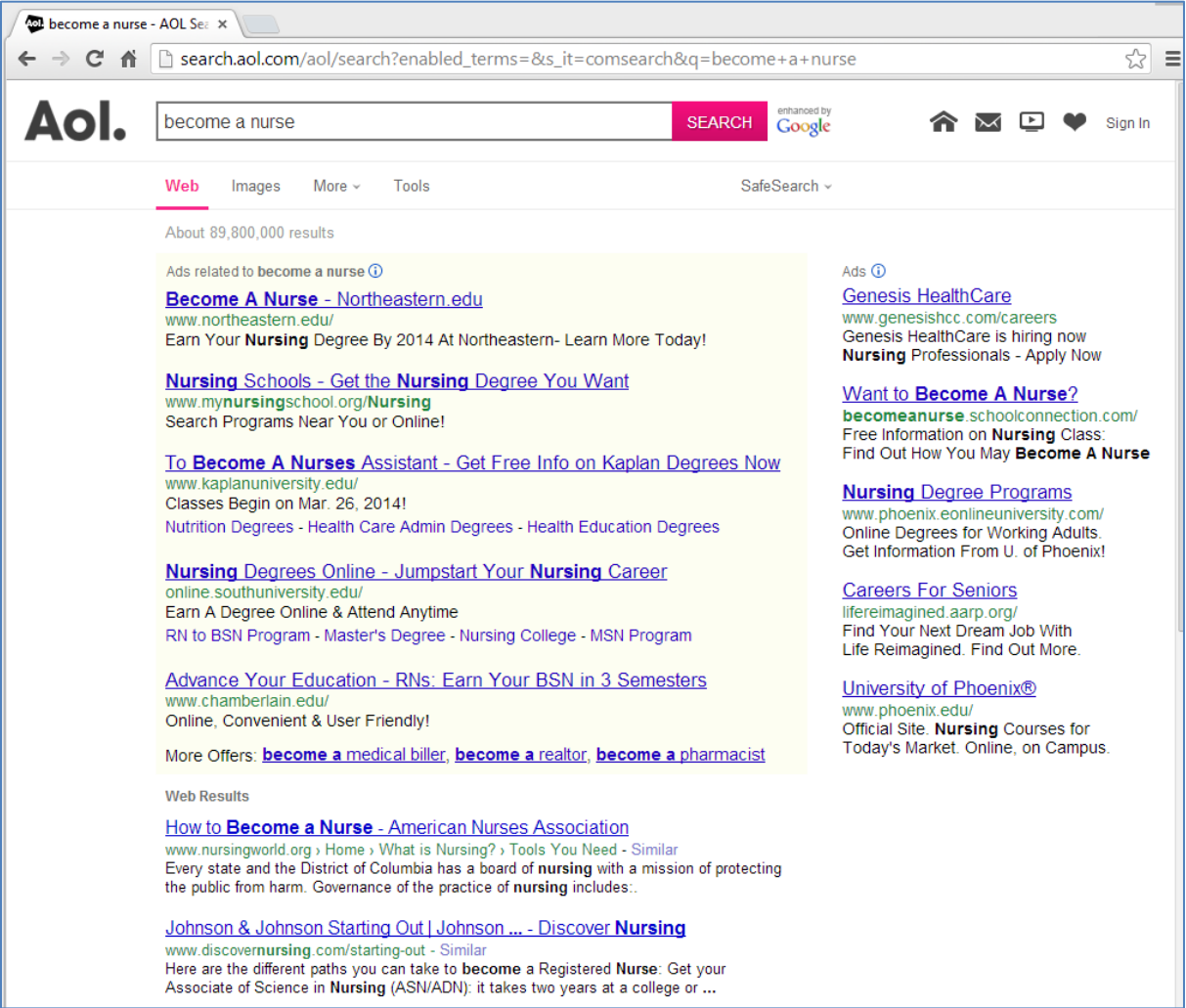
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education - www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 AccessNursing Schools - www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube - www.youtube.com/watch?v=cQoTnhTko0g - May 4, 2013 - Uploaded by empowerRN. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com - www.navy.com - Careers & Jobs -> Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube - www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowerRN. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side of the search results, there are additional ads and links:</p> <ul style="list-style-type: none">Ads<ul style="list-style-type: none">Nursing Training - online.southuniversity.edu/Nursing - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University Online - www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs - www.phoenix.edu/Nursing - Hands-On Classes - Enroll Today! Take Courses Online or at a Campus.Want to Become A Nurse? - becomeanurse.schoolconnection.com/ - Free Information on Nursing Class. Find Out How You May Become A Nurse.Villanova Univ. Nursing - www.villanovau.com/ - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs - www.phoenixonlineuniversity.com/ - Online Degrees for Working Adults. Get Information From U. of Phoenix!Interested in Nursing? - www.docmedcenter.com/InterestedNurse...

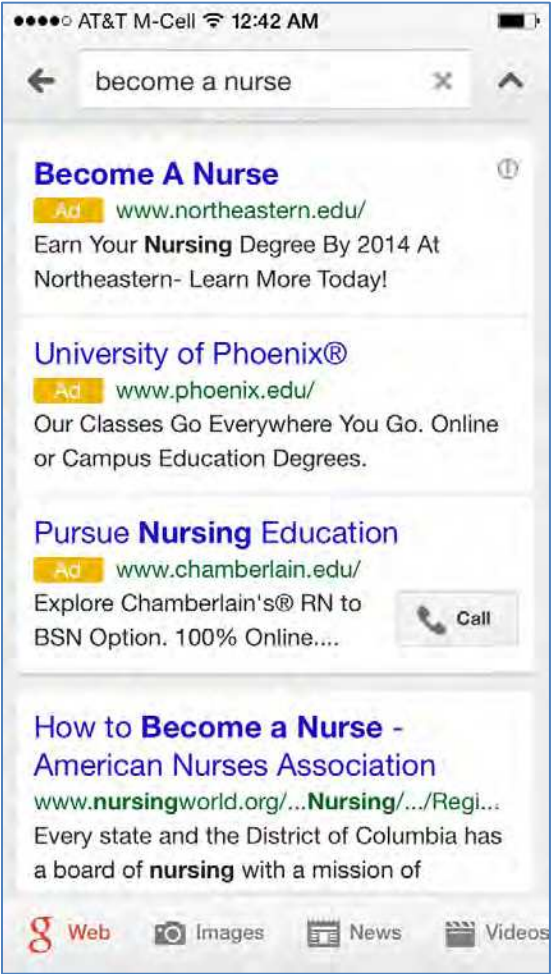
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are for nursing programs from various institutions like Northeastern University, Chamberlain College of Nursing, and Kaplan University. Organic search results include news articles from KTLA.com, Patch Tribune, EHRIntelligence.com, National Journal, and UMass Lowell, as well as a result from ask.com.</p>

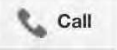
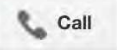
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: Become A Nurse - Northeastern.edu www.northeastern.edu/ (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Advertisement 2: Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSNAdvertisement 3: Nursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!Organic Result 1: How to Become a Nurse - American Nurses Association www.nursingworld.org › What is Nursing? › Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Organic Result 2: Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...Organic Result 3: How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com › ... › Work World › Occupations › Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Organic Result 4: I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › Forums › Job › Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing. advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

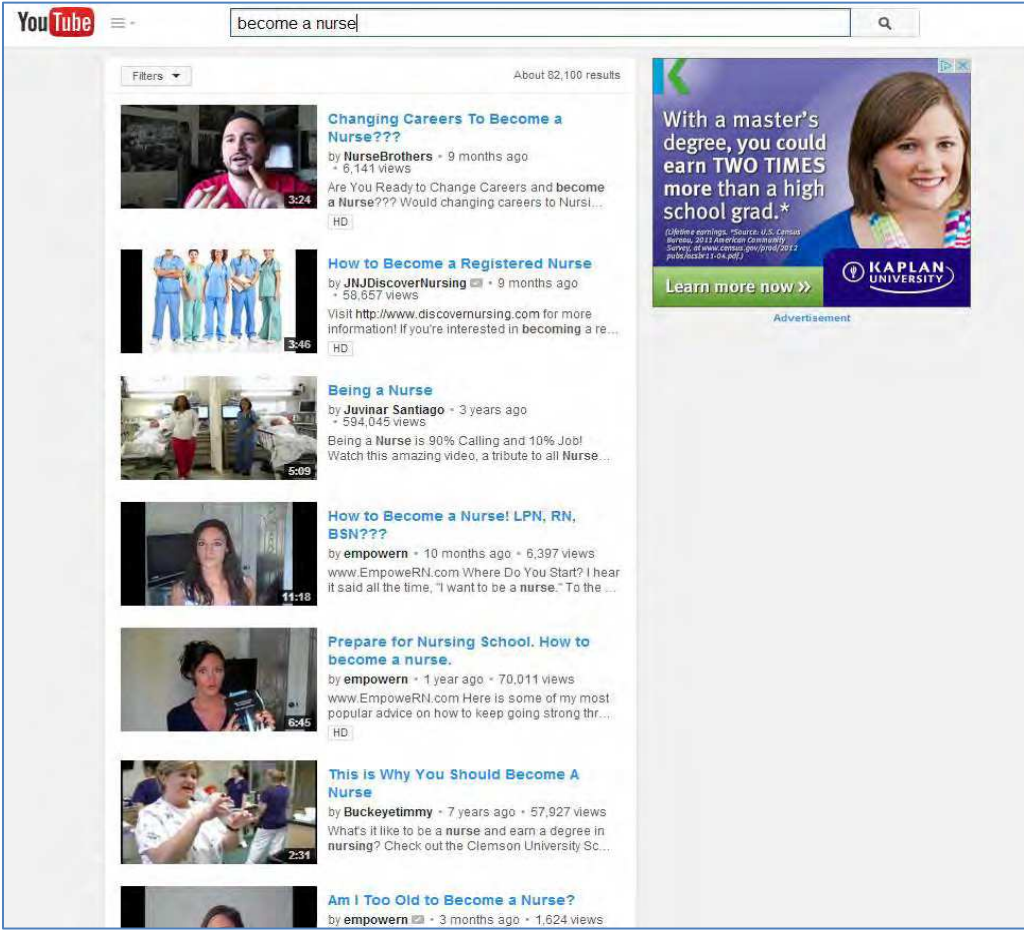
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the search bar contains the text "become a nurse". Below the search bar, there are three search results. The first result is an advertisement titled "Become A Nurse" with the URL "www.northeastern.edu/" and the text "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". The second result is titled "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only)!". The third result is titled "How to Become a Nurse - American Nurses Association" with the URL "www.nursingworld.org/...Nursing/.../Regi..." and the text "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm." At the bottom of the screenshot, there is a navigation bar with icons for "Web", "Images", and "Places".

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	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Result 1: www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...Result 2 (Ad): Nursing Training (Ads ⓘ) online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! Rating: Campus 9.5/10Result 3: University of Phoenix® - Our Classes Go Everywhere You Go www.phoenix.edu/ Online or Campus Education Degrees.Result 4 (Ad): Advance Your Education www.chamberlain.edu/ RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Rating: Career growth 9.5/10Navigation bar: Web, Images, Places, and a menu icon.Android navigation bar: Back, Home, and Recent Apps buttons.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and a "SEARCH" button. Below the search bar, there are navigation tabs for "Web", "Images", "More", and "Tools". The search results are displayed in two columns. The left column contains several ads related to becoming a nurse, including links to "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". The right column contains ads for "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

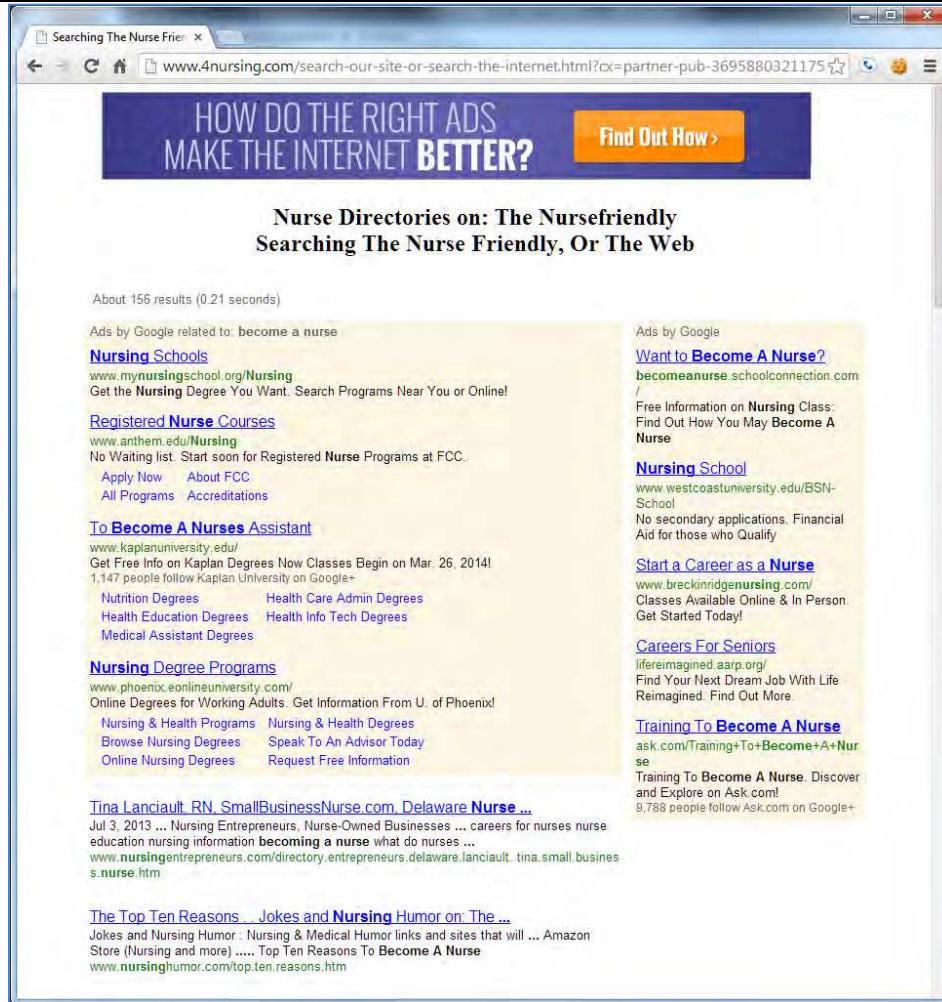
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online... CallHow to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of <p>Navigation bar at the bottom: Web, Images, News, Videos</p>

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	<div data-bbox="1008 324 1558 1300"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are displayed in a list format, each with a video thumbnail, title, channel name, and view count. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JNJDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empower (6,397 views), "Prepare for Nursing School. How to become a nurse." by empower (70,011 views), "This is Why You Should Become A Nurse" by Buckeyetimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empower (1,624 views). On the right side of the search results, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The ad also includes the Kaplan University logo and the word "Advertisement" below it.</p>

U.S. PATENT NO.
7,672,970

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Search Results of Google Custom Search

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

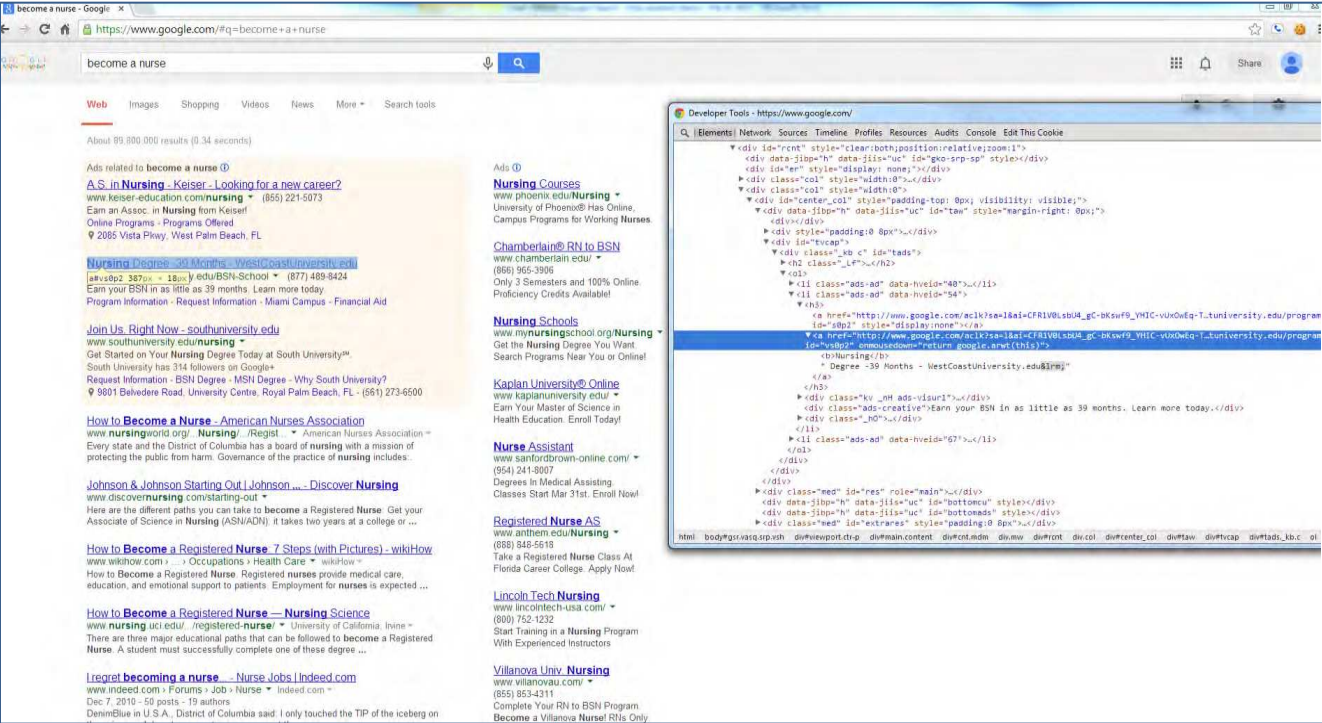
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the search engine results page. The search results include several ads for nursing programs. The Developer Tools window is open, displaying the HTML code for one of the ads. The highlighted code is as follows:</p> <pre> Nursing </h3> <div class="kv_ah_ads-lsurl"></div> <div class="ads-creative">Learn your BSN in as little as 39 months. Learn more today.</div> </div> <div class="ads-ad" data-hveid="67"></div> </div> </div> <div class="feed" id="res" role="main"></div> <div data-sipb="h" data-siis="uc" id="bottomcu" style"></div> <div data-sipb="h" data-siis="uc" id="bottomads" style"></div> <div class="feed" id="extres"> style="padding:0 8px"></div></pre>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

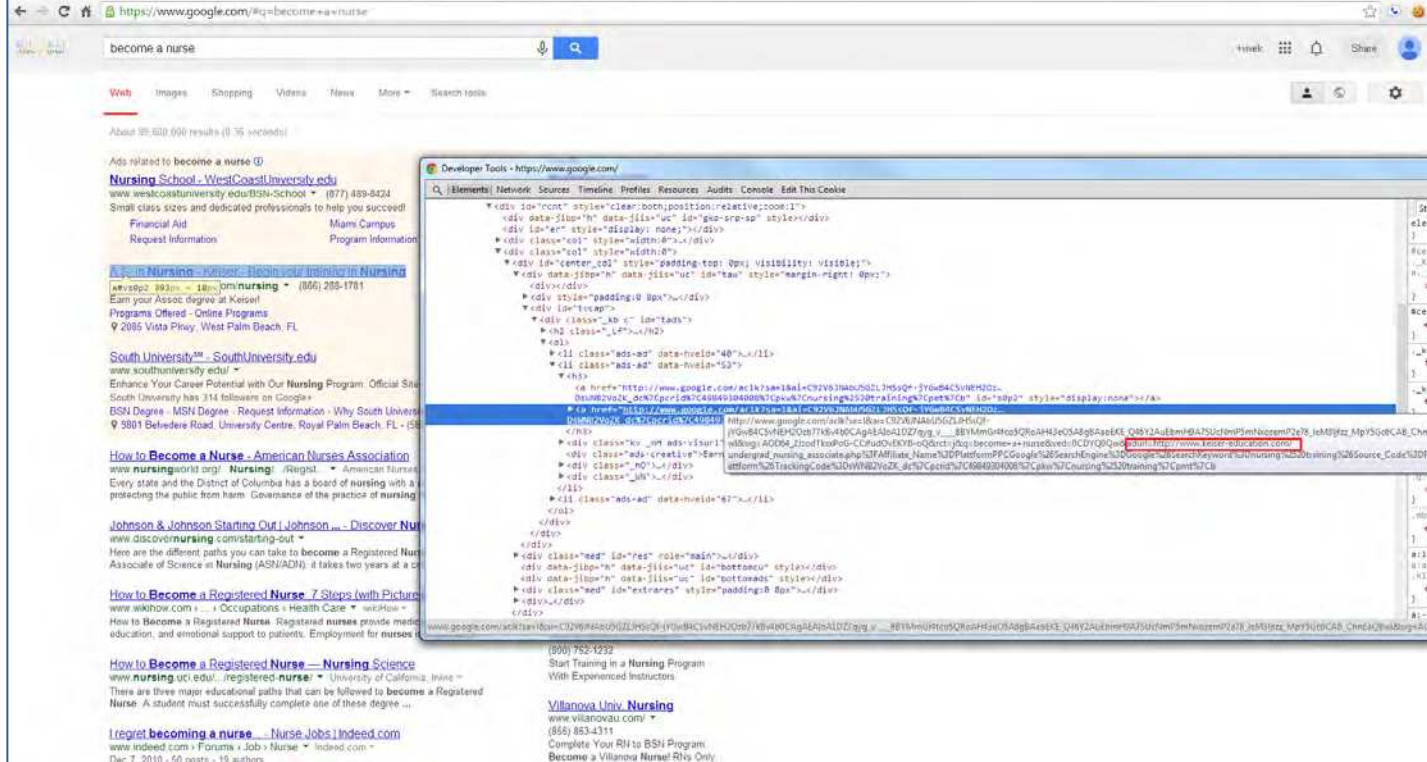
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several links, such as "Nursing School - West Coast University.edu" and "South University". The developer tools are open, showing the HTML structure of the search results. A red box highlights the "data-hveid" attribute in the URL of an advertisement, which is "http://www.kaiserpermanente.org/...". The "data-hveid" attribute is used to indicate the selection of an advertisement and the non-selection of other advertisements.</p> <p>Ad URL link code showing indication of selection of advertisement, and non-selection of other advertisements</p>


Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> <p>https://support.google.com/adwords/answer/2616016</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<p>Here are the columns found in the paid & organic report and definitions for each metric:</p> <table border="1" data-bbox="720 383 1843 797"> <thead> <tr> <th data-bbox="720 383 884 431">Ads</th> <th data-bbox="884 383 1843 431"></th> </tr> </thead> <tbody> <tr> <td data-bbox="720 431 884 480">Ad Clicks</td> <td data-bbox="884 431 1843 480">The number of times someone clicked your ad when it showed for a particular query.</td> </tr> <tr> <td data-bbox="720 480 884 561">Ad Impressions</td> <td data-bbox="884 480 1843 561">How many times your ad has appeared on a search results page or website on the Google Network.</td> </tr> <tr> <td data-bbox="720 561 884 643">Ad CTR</td> <td data-bbox="884 561 1843 643">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td> </tr> <tr> <td data-bbox="720 643 884 724">Ad Avg. CPC</td> <td data-bbox="884 643 1843 724">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td> </tr> <tr> <td data-bbox="720 724 884 797">Ad Avg Position</td> <td data-bbox="884 724 1843 797">Helps explain where your ads rank, on average, on the search results page.</td> </tr> </tbody> </table> <p data-bbox="940 841 1982 875">https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882</p>	Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.
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U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1902 943"><h3>Clickthrough rate (CTR)</h3><p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p><ul style="list-style-type: none">• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)• Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab ↗• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</div> <p data-bbox="1213 954 1980 984">https://support.google.com/adwords/answer/2615875?hl=en</p> <div data-bbox="661 1024 1902 1380"><h3>Clickthrough rate (CTR)</h3><p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p>$\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$<p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p></div> <p data-bbox="1236 1388 1980 1417">https://support.google.com/adsense/answer/112025?hl=en</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 11	
<p>The advertising machine of claim 10, wherein: the associative search engine is further operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement; and</p>	<p>Upon information and belief, the Accused Instrumentalities' associate search engine is operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement.</p> <p>See claim 10 above.</p> <div data-bbox="680 672 1883 1399" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Ad Rank</h3> <p>A value that's used to determine your ad position, where ads are shown on a page. Ad Rank is calculated using your bid amount and Quality Score.</p> <div style="display: flex; align-items: flex-start;">  <div> <p>Understanding AdWords Ad Rank</p> <p>Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high. Read more about ad rank: http://goo.gl/KawRW Subscribe to AdWords Help on YouTube: http://www.youtube.com/adwordshelp</p> </div> </div> <ul style="list-style-type: none"> Ad Rank determines your ad position -- where your ad shows on the page in relation to other ads. The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call Quality Score. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions. Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment. </div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																																																																								
	<p style="text-align: right;">https://support.google.com/adwords/answer/1752122</p> <div data-bbox="604 394 1955 824"> <p>The screenshot displays the 'All online campaigns' management interface. At the top, there are tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', and 'Dimensions'. Below the tabs, there are filters for 'All but deleted campaigns', 'Segment', 'Filter', and 'Columns'. A date range selector shows 'Last 7 days: Feb 28, 2014 - Mar 6, 2014'. A table lists the campaigns with the following data:</p> <table border="1"> <thead> <tr> <th>Campaign</th> <th>Campaign type</th> <th>Campaign subtype</th> <th>Budget</th> <th>Status</th> <th>Clicks</th> <th>Impr.</th> <th>CTR</th> <th>Avg. CPC</th> <th>Cost</th> <th>Avg. Pos.</th> <th>Labels</th> </tr> </thead> <tbody> <tr> <td>Campaign #1</td> <td>Search Network with Display Select</td> <td>Standard</td> <td>\$10.00/day</td> <td>Eligible</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td>—</td> </tr> <tr> <td colspan="5">Total - all but deleted campaigns</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - Search</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - Display Network</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - all campaigns</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> </tbody> </table> <p>At the bottom right of the table, it says 'Show rows: 50' and '1 - 1 of 1'.</p> </div> <p>https://adwords.google.com/cm/CampaignMgmt?</p>	Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Campaign #1	Search Network with Display Select	Standard	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0.0	—	Total - all but deleted campaigns					0	0	0.00%	\$0.00	\$0.00	0.0		Total - Search					0	0	0.00%	\$0.00	\$0.00	0.0		Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0		Total - all campaigns					0	0	0.00%	\$0.00	\$0.00	0.0	
Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels																																																														
Campaign #1	Search Network with Display Select	Standard	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0.0	—																																																														
Total - all but deleted campaigns					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - Search					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
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Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 326 1927 1192" style="border: 1px solid black; padding: 10px;"> <p>Advertising</p> <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 ads and YouTube.</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> </div> <p style="text-align: right;">http://www.google.com/policies/technologies/types/</p>
<p>the advertising machine is further operable to transmit the at least one differing advertisement via the</p>	<p>Upon information and belief, the Accused Instrumentalities' are operable to transmit the at least one differing advertisement via the communications link to the data processing device.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
communications link to the data processing device.	<div data-bbox="659 326 1902 1091"><h2 data-bbox="667 332 898 386">Ad Rank</h2><p data-bbox="667 451 1843 516">A value that's used to determine your ad position, where ads are shown on a page. Ad Rank is calculated using your bid amount and Quality Score.</p><div data-bbox="667 540 877 695"></div><p data-bbox="898 548 1234 573">Understanding AdWords Ad Rank</p><p data-bbox="898 605 1833 630">Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high.</p><p data-bbox="898 646 1780 670">Read more about ad rank: http://goo.gl/KawrRW Subscribe to AdWords Help on YouTube:</p><p data-bbox="898 686 1255 711">http://www.youtube.com/adwordshelp</p><ul data-bbox="688 760 1875 1084" style="list-style-type: none">• Ad Rank determines your ad position – where your ad shows on the page in relation to other ads.• The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call Quality Score. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.• Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment.</div> <p data-bbox="1213 1101 1980 1133">https://support.google.com/adwords/answer/1752122?hl=en</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY	
	<div data-bbox="659 326 1902 924" style="border: 1px solid black; padding: 10px;"> <h3 style="margin: 0;">Ad position</h3> <p>The order in which your ad appears on a page in relation to other ads. An ad position of "1" means that your ad is the first ad on a page.</p> <ul style="list-style-type: none"> • Ad position is determined by a formula called Ad Rank that gives your ad a score based on your bid and your Quality Score (a measurement of how relevant and useful your keyword, ad text, and landing page are to what a user is searching for). So even if your competition bids more than you, you can still win a higher position -- at a lower price -- with highly relevant keywords and ads. • Ad position is also influenced by the expected impact from ad extensions and other ad formats, such as sitelinks. This means that if two competing ads have the same bid and quality, the ad with the better expected impact from extensions will generally appear in a higher position than the other. • Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment. • Ads can appear on the top of a search results page, on the side of the page, or on the bottom of the page. </div> <p style="text-align: right;">https://support.google.com/adwords/answer/6300?hl=en</p>	
Claim No. 12		
<p>The advertising machine of claim 10, wherein the advertising machine is further operable to update preference data for the user based upon the non-selection of the at least one advertisement.</p>	<p>Upon information and belief, the Accused Instrumentalities are further operable to update preference data for the user based upon the non-selection of the at least one advertisement.</p> <p>See claims 10 and 11 above.</p>	
Claim No. 13		

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>The advertising machine of claim 10, wherein the advertising machine is further operable to update the advertisement database based upon the non-selection of the advertisement.</p>	<p>Upon information and belief, the Accused Instrumentalities are further operable to update the advertisement database based upon the non-selection of the advertisement</p> <p>See Claim 10 above.</p> <div data-bbox="590 505 1992 1143" style="border: 1px solid black; padding: 10px;"> <p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> </div> <p style="text-align: right;">https://support.google.com/adwords/answer/2616016</p>


Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

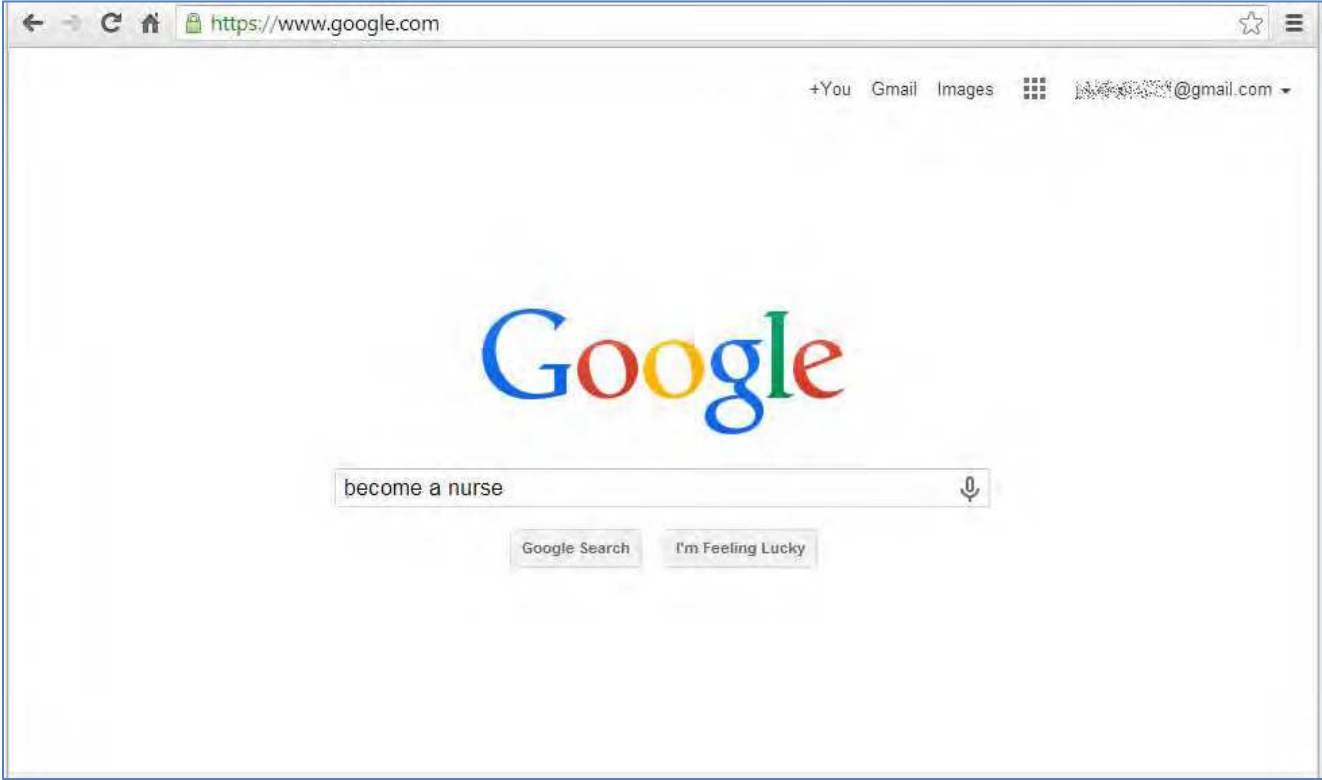
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<p data-bbox="737 337 1499 358">Here are the columns found in the paid & organic report and definitions for each metric:</p> <table border="1" data-bbox="722 383 1843 797"> <thead> <tr> <th data-bbox="722 383 884 431">Ads</th> <th data-bbox="884 383 1843 431"></th> </tr> </thead> <tbody> <tr> <td data-bbox="722 431 884 480">Ad Clicks</td> <td data-bbox="884 431 1843 480">The number of times someone clicked your ad when it showed for a particular query.</td> </tr> <tr> <td data-bbox="722 480 884 561">Ad Impressions</td> <td data-bbox="884 480 1843 561">How many times your ad has appeared on a search results page or website on the Google Network.</td> </tr> <tr> <td data-bbox="722 561 884 643">Ad CTR</td> <td data-bbox="884 561 1843 643">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td> </tr> <tr> <td data-bbox="722 643 884 724">Ad Avg. CPC</td> <td data-bbox="884 643 1843 724">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td> </tr> <tr> <td data-bbox="722 724 884 797">Ad Avg Position</td> <td data-bbox="884 724 1843 797">Helps explain where your ads rank, on average, on the search results page.</td> </tr> </tbody> </table> <p data-bbox="940 841 1980 873">https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882</p>	Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.
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Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.												

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 941"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views) Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab ↗ A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks. You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase. <p style="text-align: right;">https://support.google.com/adwords/answer/2615875?hl=en</p> </div> <div data-bbox="661 1023 1900 1380"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> $\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$ <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> <p style="text-align: right;">https://support.google.com/adsense/answer/112025?hl=en</p> </div>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

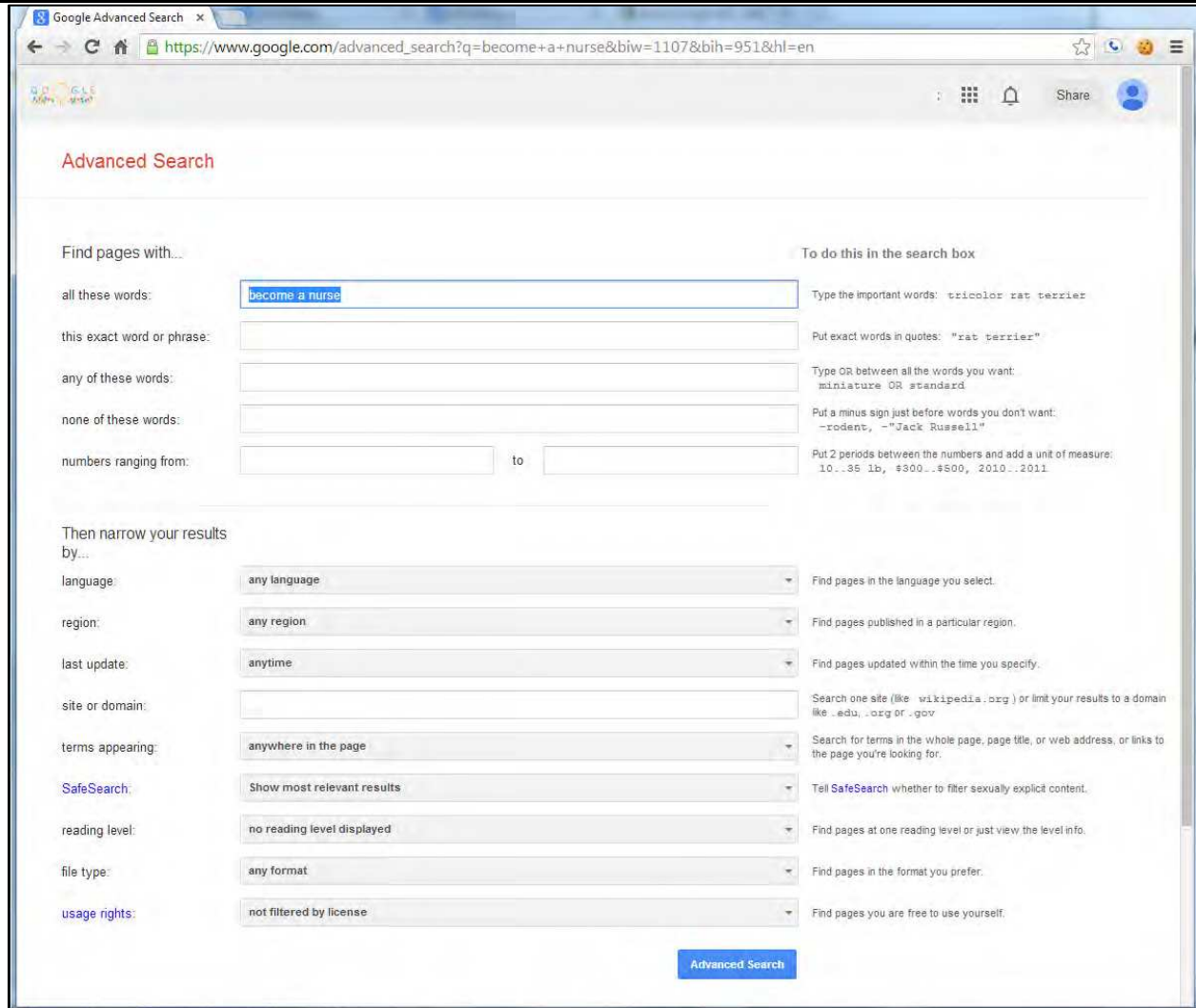
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 14	
<p>The advertising machine of claim 10, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p>	<p>The search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p> <p>See claims 7 and 10 above.</p>
Claim No. 15	
<p>The advertising machine of claim 10, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p>	<p>The Accused Instrumentalities’ associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p> <p>See claims 8 and 10 above.</p>
Claim No. 17	
<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”).</p>

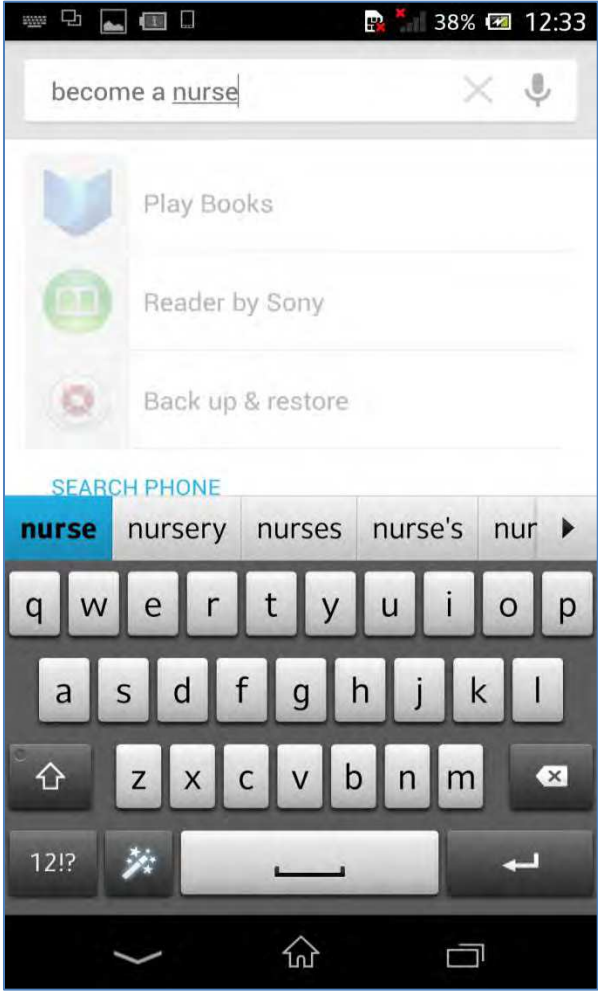
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>See claims 1 and 10 above.</p> <div data-bbox="774 433 1883 1281" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">About the Google Search Network</h2><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><p>Where your ads can appear</p><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.<ul style="list-style-type: none">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our search partners' sites, such as AOL.</div> <p style="text-align: right;">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>

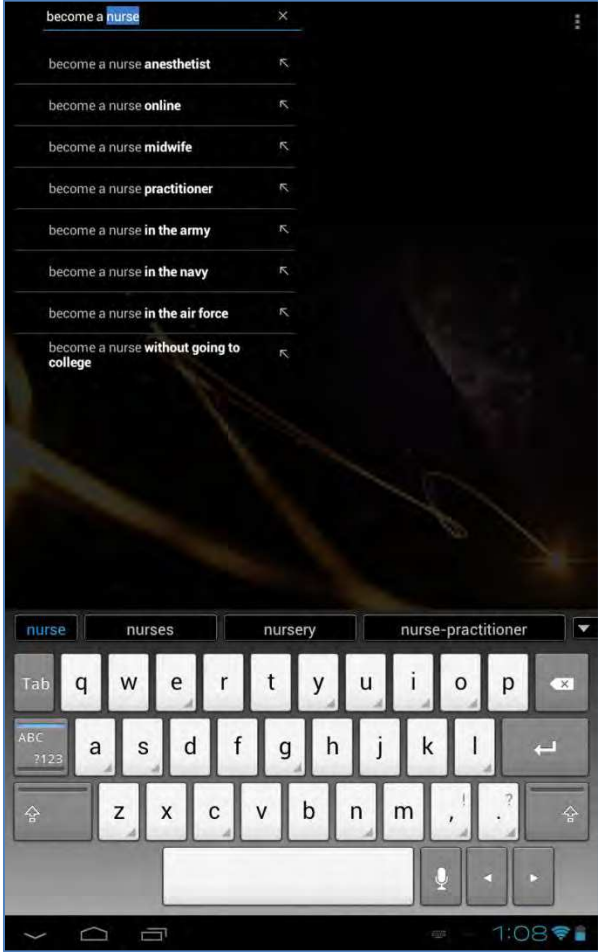
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument.</p> <p>See claims 1 and 10 above.</p> <p>et</p>  <p>The screenshot shows a web browser window with the address bar displaying 'https://www.google.com'. The page features the Google logo in its characteristic multi-colored font. Below the logo is a search input field containing the text 'become a nurse'. To the right of the input field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser's top navigation bar includes links for '+You', 'Gmail', and 'Images', along with a user profile icon and a dropdown arrow.</p>

U.S. PATENT NO.
7,672,970

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1037 1339 1524 1372">Mobile Handset Running Android 4.2</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search interface. At the top, the search bar contains the text "become a nurse" with "nurse" highlighted in blue. Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions, there are four tabs: "nurse", "nurses", "nursery", and "nurse-practitioner". The "nurse" tab is selected. Below the tabs is a QWERTY keyboard. At the bottom of the screen, there is a navigation bar with icons for home, back, and forward, and a status bar showing the time "1:08" and battery level.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 


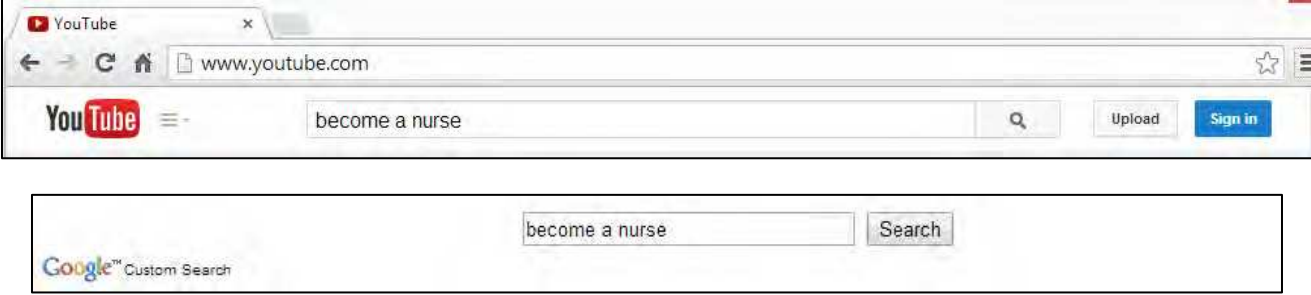

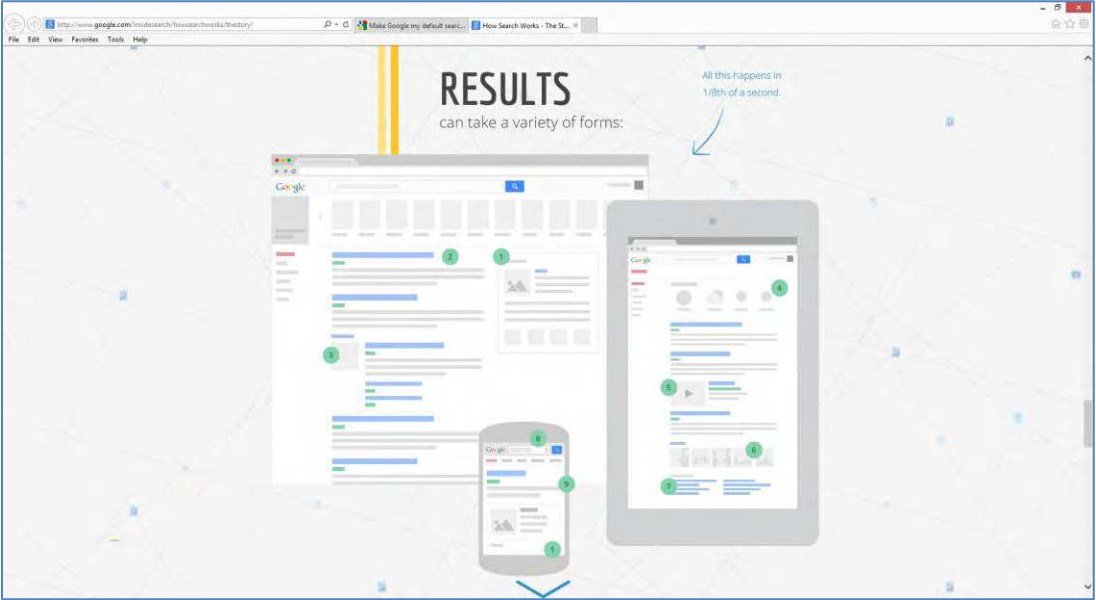
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". At the bottom of the suggestions list is a search button labeled "Search for 'become a nurse'". Below the suggestions is a QWERTY keyboard with a "Search" button on the right. The status bar at the top of the screen shows "AT&T M-Cell" and "12:42 AM".</p> <p data-bbox="1024 1190 1537 1224">Google Search App Running on iOS 7.1</p>

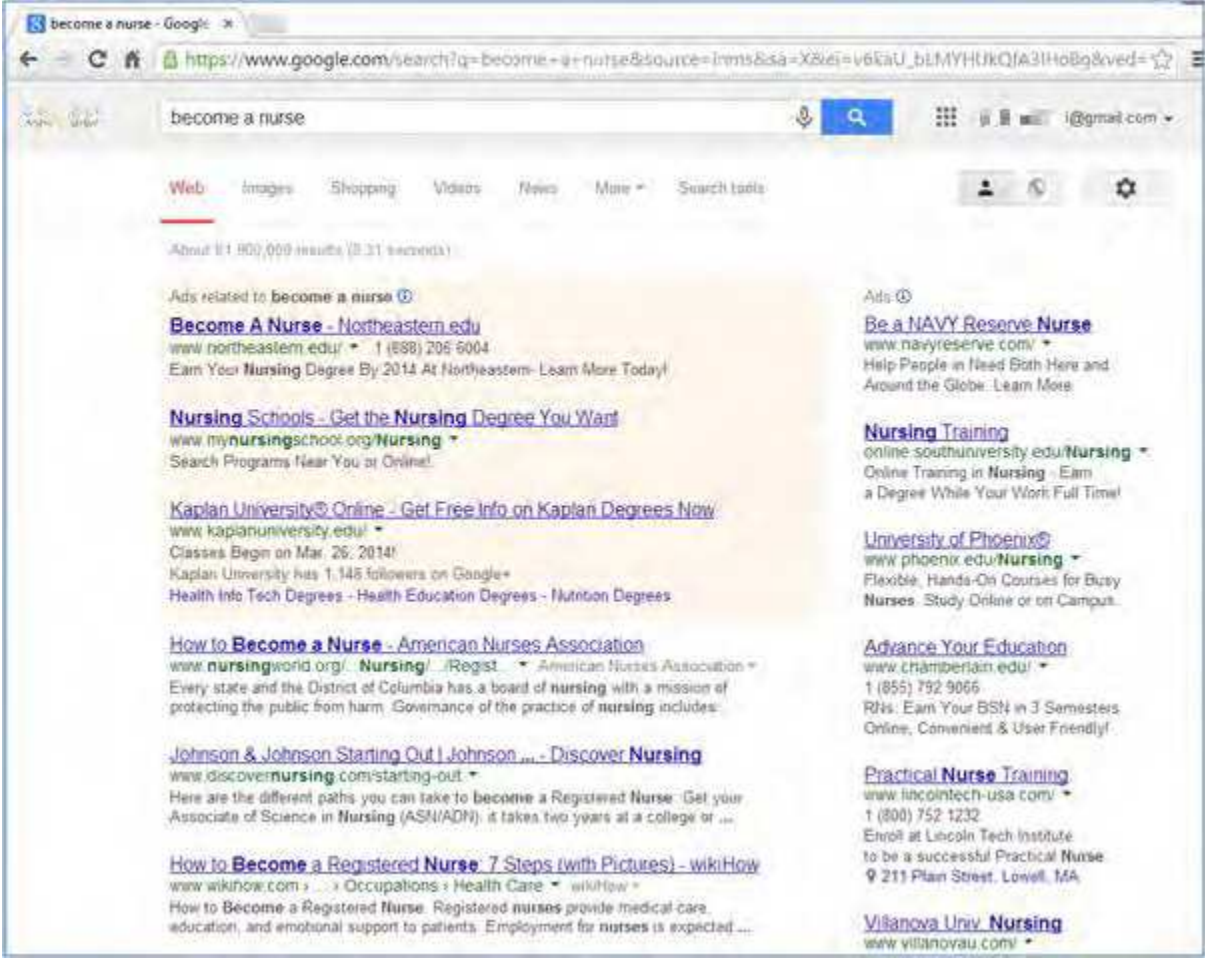
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google


U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: right;">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>
<p>the advertising machine searching at least one database using the search argument to produce search results;</p>	<p>The Accused Instrumentalities search at least one database using the search argument to produce search results</p> <p>See claims 1 and 10 above.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="667 328 1255 919"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1264 328 1894 919"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</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 sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

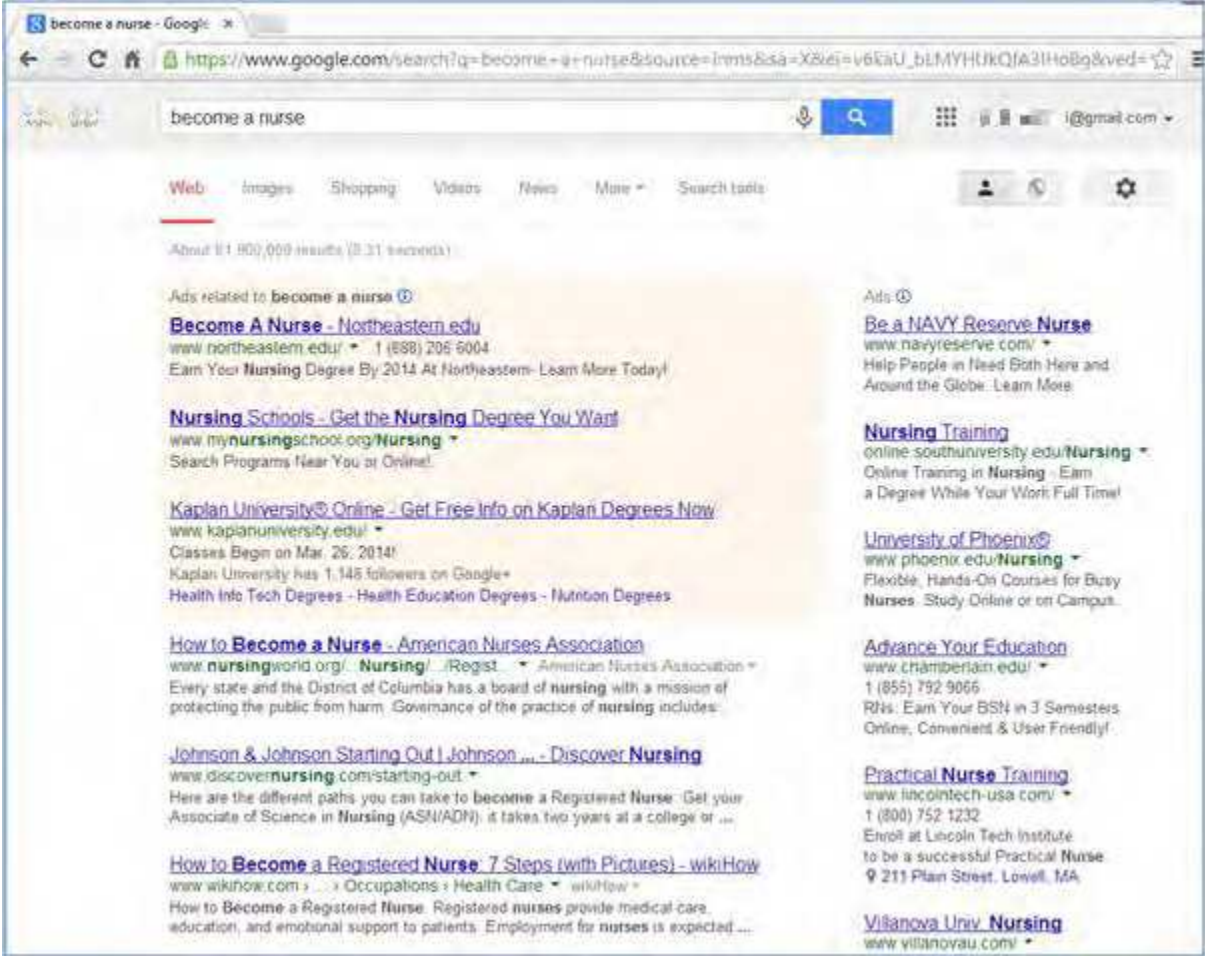
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>1 BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over 100,000,000 gigabytes</p> <p>We've spent over 1 million computing hours building the index so far</p> <p>https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>

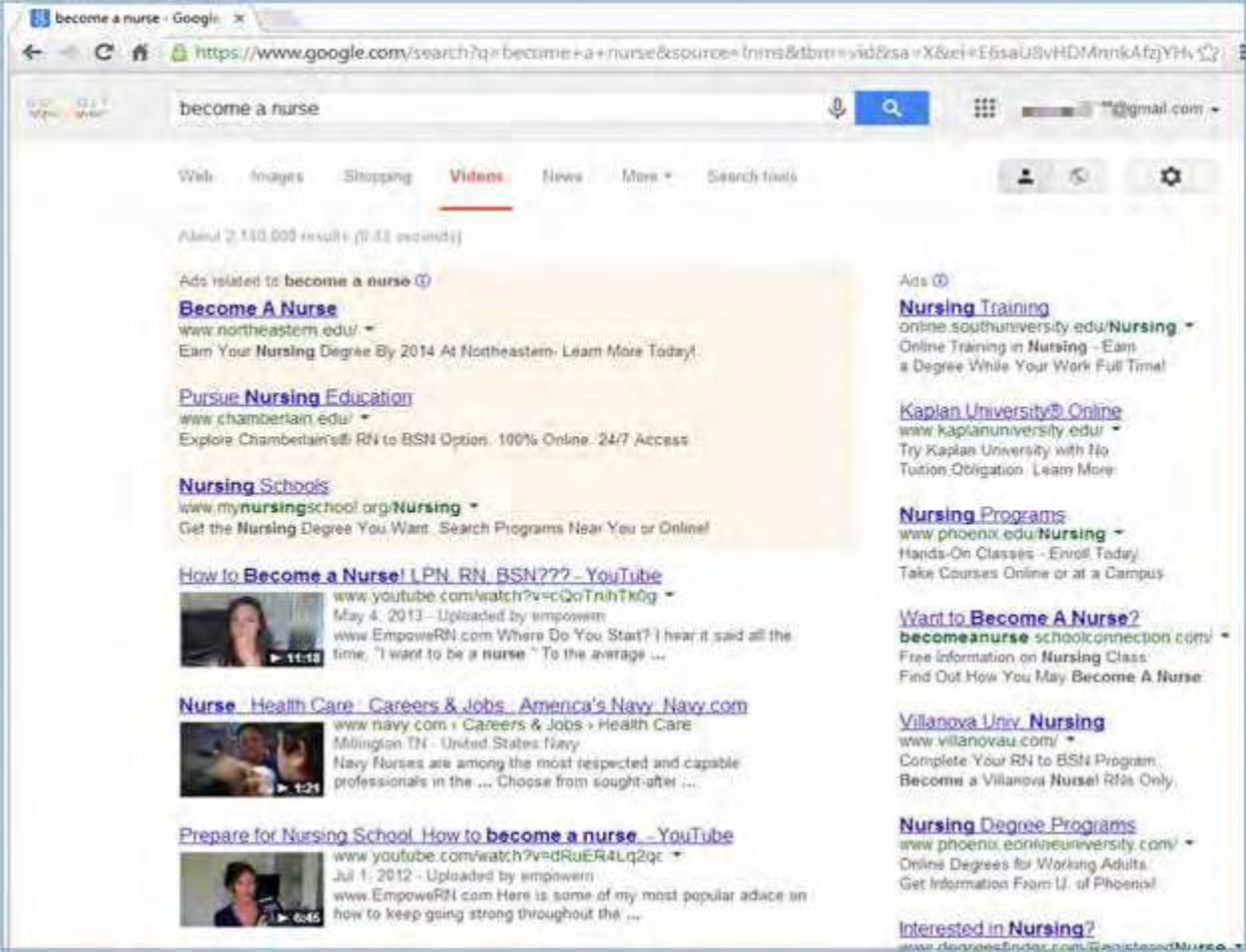
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page overlaid on a map. The word "RESULTS" is prominently displayed in the upper center, with the text "can take a variety of forms:" below it. To the right, a blue arrow points to the text "All this happens in 1/8th of a second." Below the main text, three devices are shown: a desktop monitor, a tablet, and a smartphone, each displaying a search results page. The desktop monitor is the largest, the tablet is in the middle, and the smartphone is the smallest. The search results on each device are numbered 1 through 4, indicating a sequence of steps or components. The background is a light gray map with blue lines representing roads and small blue squares representing search results locations.</p> <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>

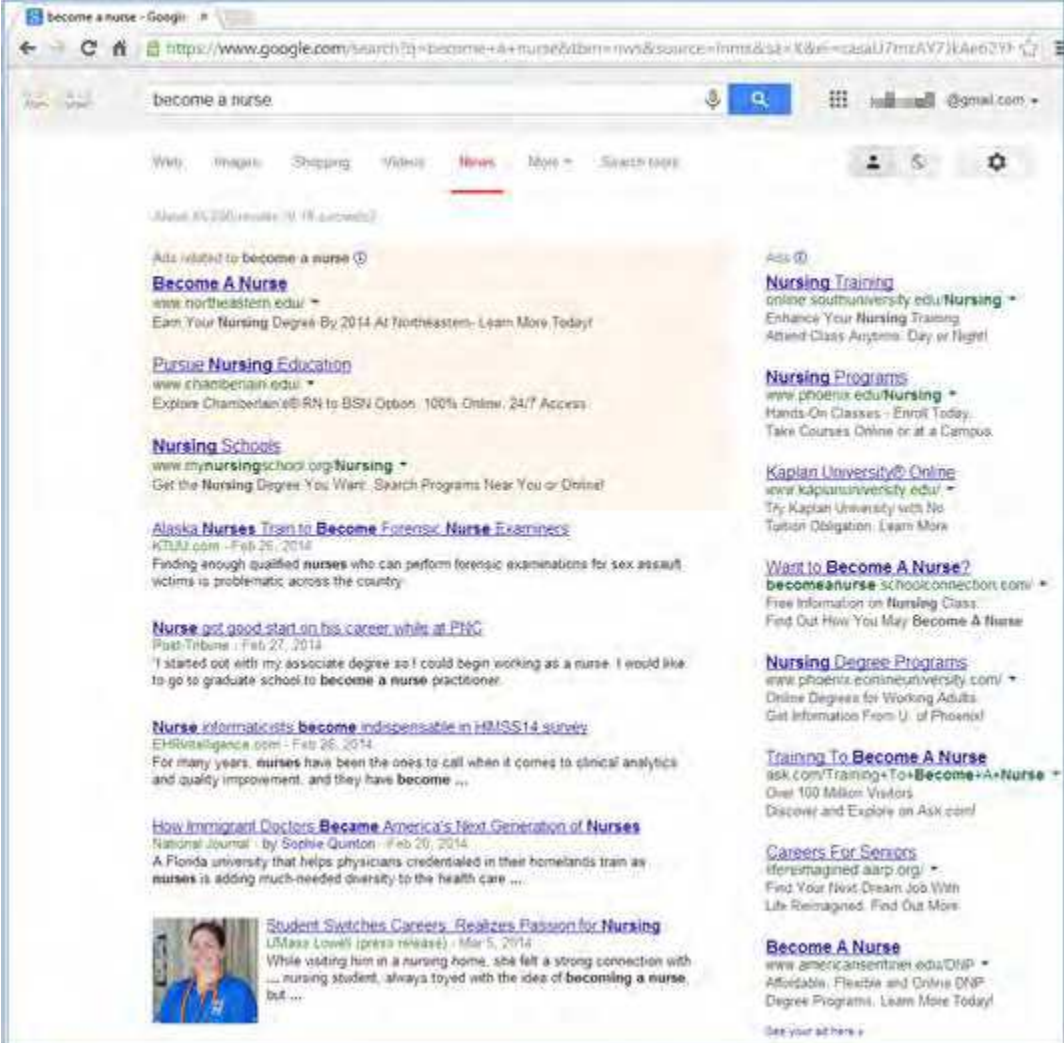
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"> Be a NAVY Reserve Nurse (www.navyreserve.com) - Help People in Need Both Here and Around the Globe. Learn More. Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time! University of Phoenix (www.phoenix.edu/Nursing) - Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus. Advance Your Education (www.chamberlain.edu) - RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly! Practical Nurse Training (www.lincolntech-usa.com) - Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MA. Villanova Univ Nursing (www.villanovau.edu) - <p>The organic search results include:</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want (www.mynursingschool.org/Nursing) - Search Programs Near You or Online! Kaplan University Online - Get Free Info on Kaplan Degrees Now (www.kaplanuniversity.edu) - Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees How to Become a Nurse - American Nurses Association (www.nursingworld.org) - Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes: Johnson & Johnson Starting Out Johnson & Johnson - Discover Nursing (www.discovernursing.com/starting-out) - Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ... How to Become a Registered Nurse 7 Steps (with Pictures) - wikiHow (www.wikihow.com) - How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...
<p>the advertising machine selecting at least one advertisement from an</p>	<p>The Accused Instrumentalities select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results.</p>

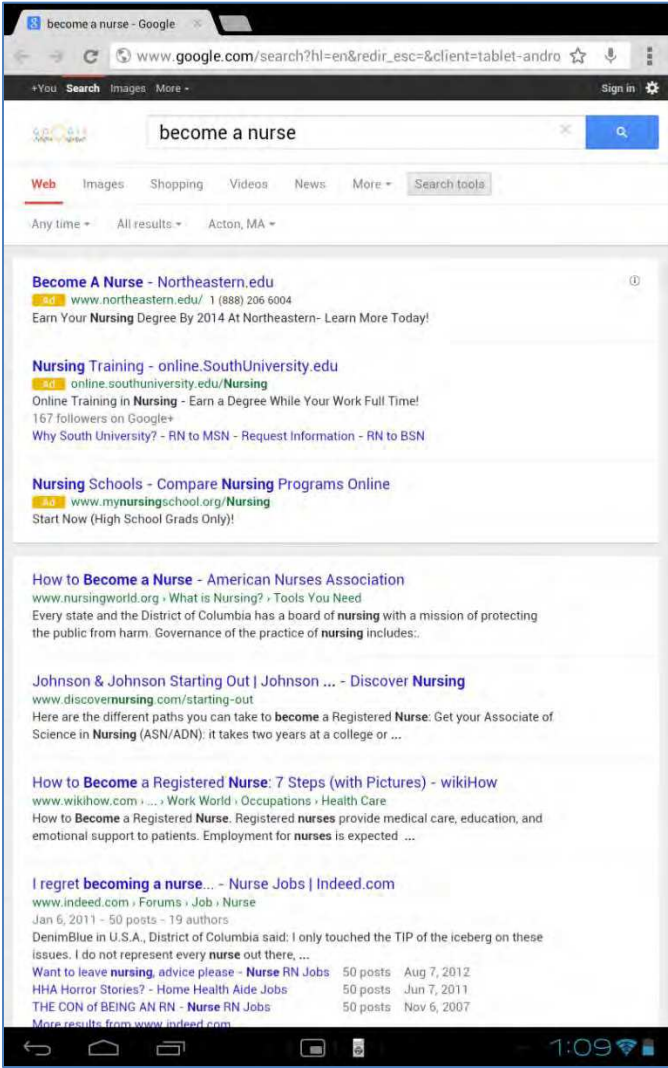
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>advertisement database based upon at least one of the search argument and the search results;</p>	<p>See claims 1 and 10.</p> <div data-bbox="682 358 1892 1258" style="border: 1px solid black; padding: 10px;"> <p>Why you may see particular ads</p> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p>  <p style="display: flex; justify-content: space-around;"> Search ad Gmail ad Display ad </p> <p>On Google Search</p> <p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p> <ul style="list-style-type: none"> • Recent, previous searches related to your current search • Google Web History • Websites you've visited that belong to businesses that advertise with Google • Non-personally identifying information in your Google account, like your age and gender • Previous interactions with Google's ads or advertising services <p> Example</p> <p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p> </div> <p style="text-align: right;">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

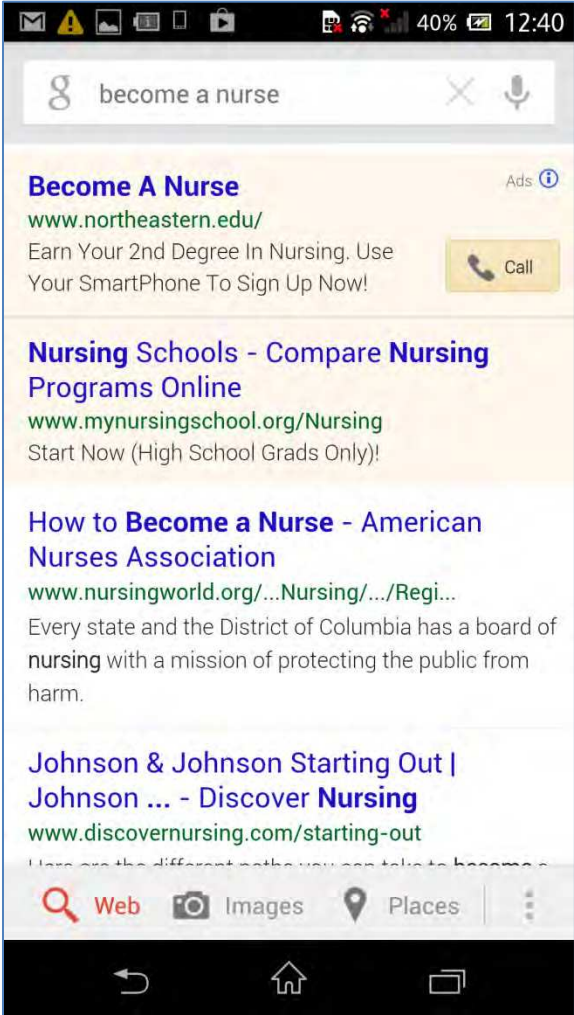
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="638 326 1879 859"><h3>Using keyword matching options</h3><ul style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1213 870 1980 902">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 943 1902 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="1276 1320 1980 1352">https://support.google.com/adwords/answer/2756257?hl=en</p>

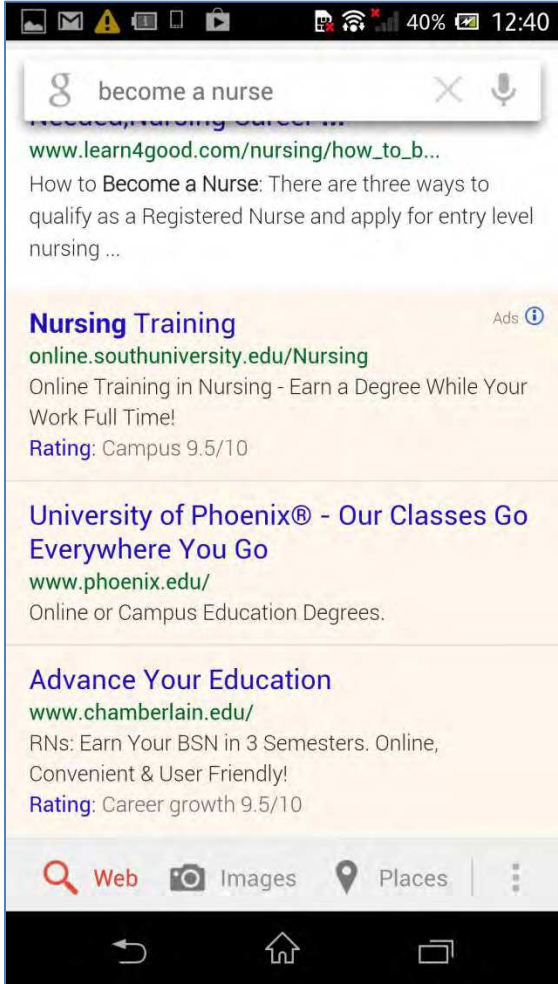
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic links. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/ Nursing! • Regist. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... » Occupations » Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe. Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066 RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ •

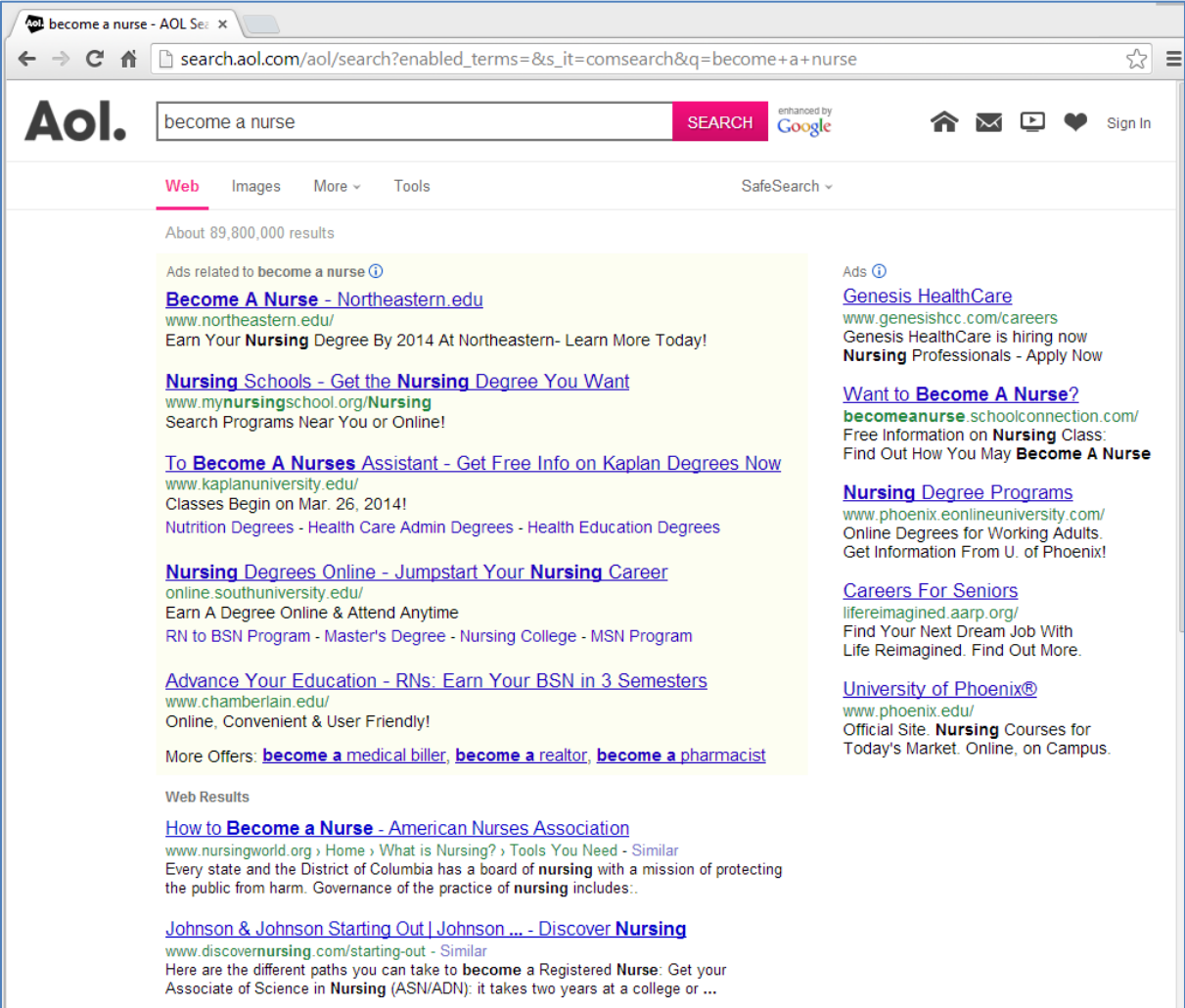
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content:</p> <ul style="list-style-type: none">Become A Nurse: www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education: www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 AccessNursing Schools: www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube: www.youtube.com/watch?v=cQoTnhTko0g - May 4, 2013 - Uploaded by empowerRN. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com: www.navy.com - Careers & Jobs - Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube: www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowerRN. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side of the search results, there are additional advertisements for nursing training, including "Nursing Training" from online.southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.onlineuniversity.com, and "Interested in Nursing?" from www.docmedcenter.com.</p>

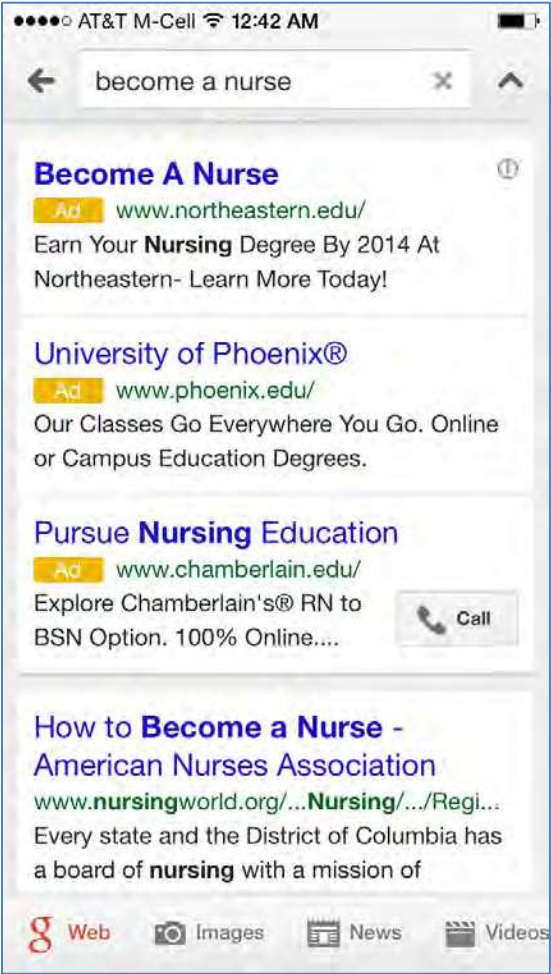
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results are displayed in a grid format. On the left side, there are several search results, including "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "Alaska Nurses Trained to Become Forensic Nurse Examiners" from KTOU.com, "Nurse got good start on his career while at PHC" from PatchTribune.com, "Nurse informaticists become indispensable in HIMSS14 survey" from EHRIntelligence.com, "How Immigrant Doctors Became America's Next Generation of Nurses" from National Journal, and "Student Switches Careers, Rejoices Passion for Nursing" from UMass Lowell. On the right side, there are several advertisements, including "Nursing Training" from southuniversity.edu, "Nursing Programs" from phoenix.edu, "Kaplan University Online" from kaplanuniversity.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Nursing Degree Programs" from phoenix.cominesuniversity.com, "Training To Become A Nurse" from ask.com, "Careers For Seniors" from ifersimagined.aarp.org, and "Become A Nurse" from americasentinel.edu. The search results and advertisements are all related to nursing education and careers.</p>

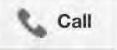
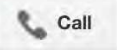
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a black top bar and a white background. The search bar at the top contains the text "become a nurse" and a blue search button. Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are filtered by "Any time" and "All results" in "Acton, MA".</p> <p>The search results include several advertisements and informational links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: An advertisement for Northeastern University's nursing program, with the URL www.northeastern.edu/ and the phone number (888) 206 6004. The text reads: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".Nursing Training - online.SouthUniversity.edu: An advertisement for South University's online nursing training, with the URL online.southuniversity.edu/Nursing. The text reads: "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".Nursing Schools - Compare Nursing Programs Online: An advertisement for MyNursingSchool.org, with the URL www.mynursingschool.org/Nursing. The text reads: "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: A link to www.nursingworld.org with the text: "What is Nursing? Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Johnson & Johnson Starting Out Johnson ... - Discover Nursing: A link to www.discovernursing.com/starting-out with the text: "Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...".How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: A link to www.wikihow.com with the text: "Work World Occupations Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...".I regret becoming a nurse... - Nurse Jobs Indeed.com: A link to www.indeed.com with the text: "Forums Job Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ...". <p>At the bottom of the screen, there is a navigation bar with icons for back, home, and search, and a status bar showing the time 1:09 and battery level.</p>

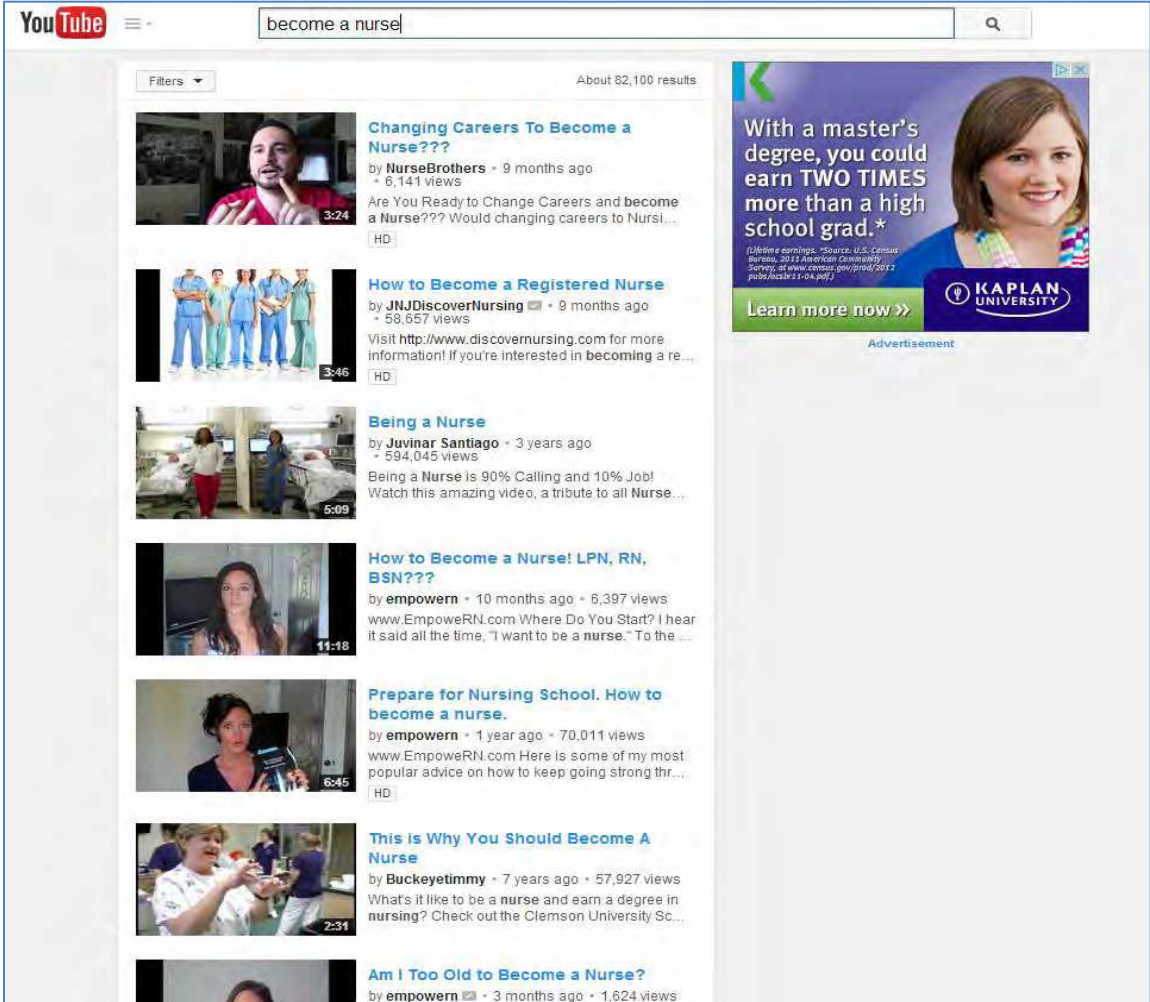
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. The search bar at the top contains the text "become a nurse". Below the search bar, there are three search results. The first result is an advertisement titled "Become A Nurse" with the URL "www.northeastern.edu/" and the text "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". The second result is titled "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only)!". The third result is titled "How to Become a Nurse - American Nurses Association" with the URL "www.nursingworld.org/...Nursing/.../Regi...". The bottom of the screenshot shows the mobile navigation bar with icons for Web, Images, and Places.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Result 1: www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...Result 2 (Ad): Nursing Training (Ads ⓘ) online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! Rating: Campus 9.5/10Result 3: University of Phoenix® - Our Classes Go Everywhere You Go www.phoenix.edu/ Online or Campus Education Degrees.Result 4 (Ad): Advance Your Education www.chamberlain.edu/ RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Rating: Career growth 9.5/10Navigation bar: Web, Images, Places, and a menu icon.Android navigation bar: Back, Home, and Recent Apps buttons.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and a "SEARCH" button. Below the search bar, there are navigation tabs for "Web", "Images", "More", and "Tools". The search results are displayed in two columns. The left column contains several ads related to becoming a nurse, including links to "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". The right column contains ads for "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online... CallHow to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of <p>Navigation bar at the bottom: g Web Images News Videos</p>

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	<div data-bbox="1008 324 1558 1300" style="border: 1px solid gray; padding: 10px;"><p data-bbox="1037 367 1398 475">How to Become a Nurse, Qualifications Needed, Nursing Career ...</p><p data-bbox="1037 483 1503 509">www.learn4good.com/nursing/how_to_b...</p><p data-bbox="1037 516 1493 613">How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><hr/><p data-bbox="1037 672 1272 704">Nursing Schools ⓘ</p><p data-bbox="1037 712 1512 738">Ad www.mynursingschool.org/Nursing</p><p data-bbox="1037 747 1455 808">Accredited Nursing Schools. Online or Campus - Get Free Info!</p><hr/><p data-bbox="1037 854 1371 886">Practical Nurse Training</p><p data-bbox="1037 894 1407 920">Ad www.lincolntech-usa.com/</p><p data-bbox="1037 928 1388 989">Enroll at Lincoln Tech Institute to be a successful Practical Nurse. </p><p data-bbox="1037 997 1472 1023">Programs and Campuses - Apply Online</p><hr/><p data-bbox="1037 1068 1404 1101">Nursing Degree Programs</p><p data-bbox="1037 1109 1512 1135">Ad www.phoenix.eonlineuniversity.com/</p><p data-bbox="1037 1143 1379 1239">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! </p><p data-bbox="1037 1247 1434 1273">Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46. Description: Visit http://www.discovernursing.com for more information! If you're interested in becoming a re...Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09. Description: Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse...How to Become a Nurse! LPN, RN, BSN??? by empower • 10 months ago • 6,397 views. Video length: 11:18. Description: www.EmpoweRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the ...Prepare for Nursing School. How to become a nurse. by empower • 1 year ago • 70,011 views. Video length: 6:45. Description: www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr...This is Why You Should Become A Nurse by Bucketetimmy • 7 years ago • 57,927 views. Video length: 2:31. 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. <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and includes the Kaplan University logo. A small "Advertisement" label is visible below the ad.</p>

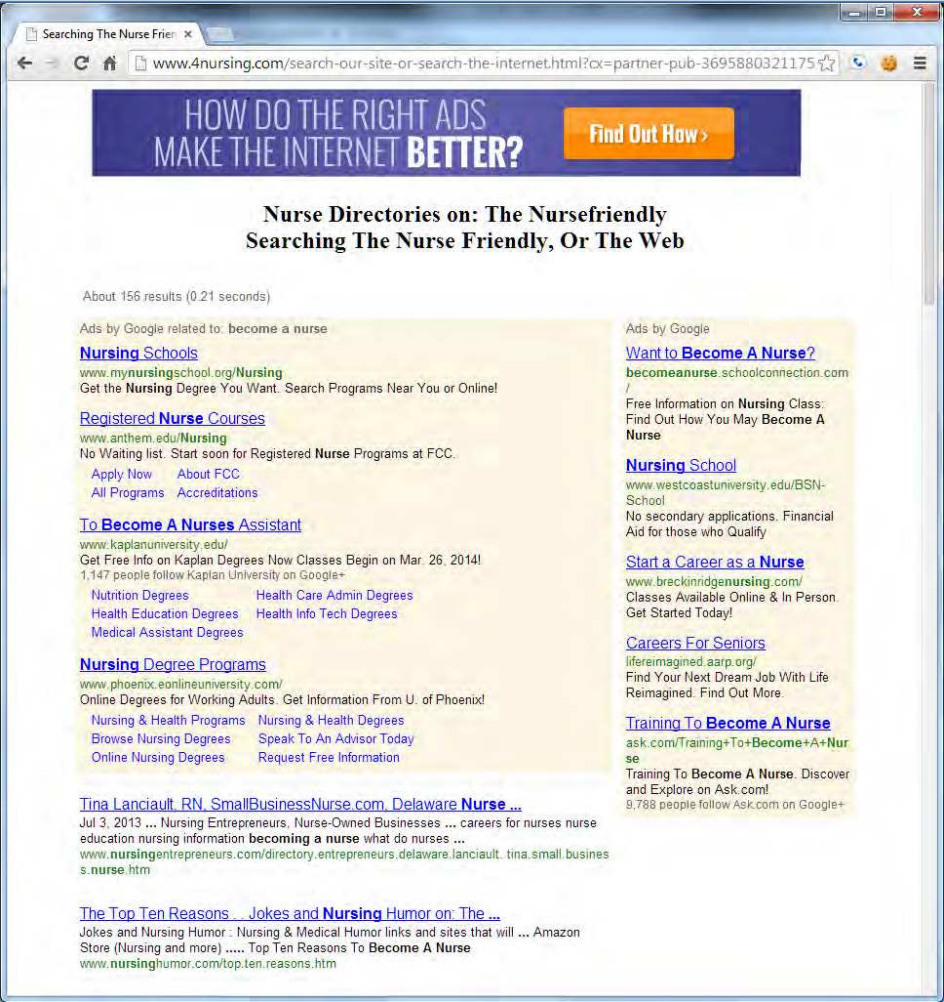
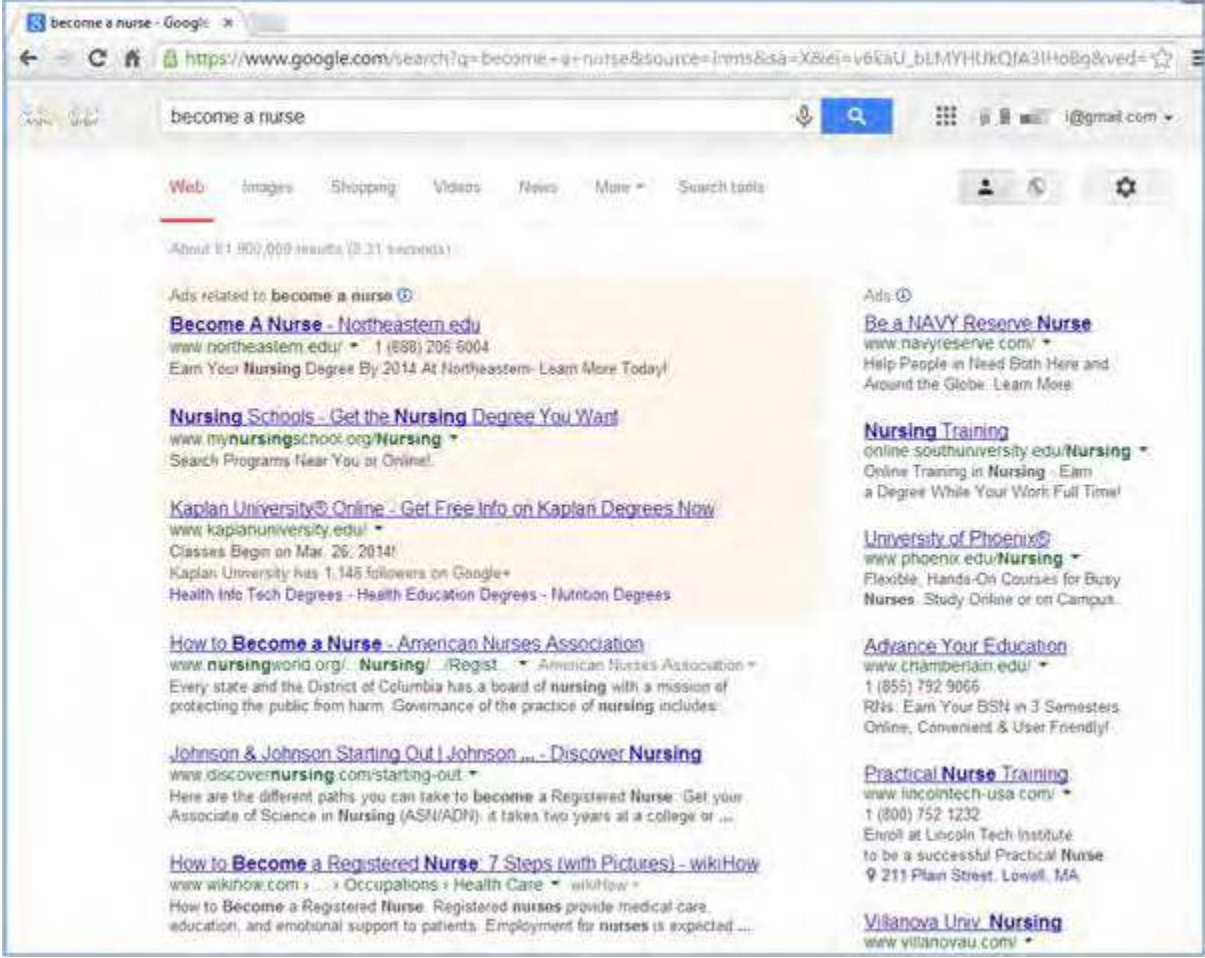
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How ></p> <p>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>Registered Nurse Courses www.anthem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p>To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26. 2014! 1,147 people follow Kaplan University on Google+</p> <p>Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p>Nursing & Health Programs Nursing & Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p>Tina Lanciault RN, SmallBusinessNurse.com, Delaware Nurse ... Jul 3, 2013 ... Nursing Entrepreneurs, Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault_tina.small_busines.s.nurse.htm</p> <p>The Top Ten Reasons ... Jokes and Nursing Humor on The ... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com / Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Nursing School www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Quality</p> <p>Start a Career as a Nurse www.breckinridgenursing.com/ Classes Available Online & In Person. Get Started Today!</p> <p>Careers For Seniors ifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p>Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The Accused Instrumentalities transmit the search results together with the at least one advertisement via the communications link to the data processing device. See claims 1 and 10.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesBe a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe- Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066. RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ • <p>The organic search results include:</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association: www.nursingworld.org/ Nursing! • Regist. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... » Occupations » Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO.
7,672,970

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays a Firefox Web Debugger interface. The top pane shows a list of network requests, including several to 'www.google.com' with various parameters. The bottom pane shows the output of a Transformer tool, which has processed the network data into a structured format, likely for patent infringement analysis. The Transformer output includes fields like 'url', 'method', 'status', and 'headers', and contains a large block of base64-encoded data. The interface also shows the 'Headers' tab for a selected request, displaying 'Request Headers' and 'Response Headers'.

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

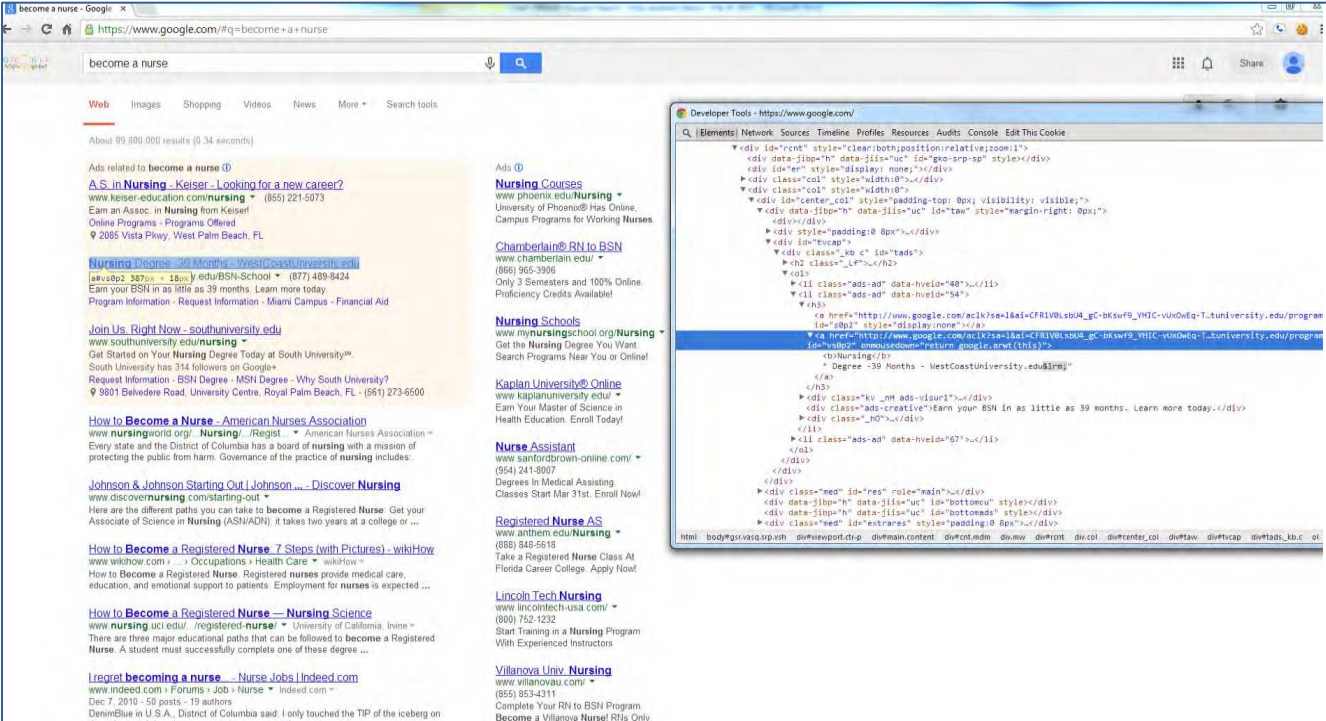
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the search engine results page. The search results include several advertisements for nursing programs and schools. The Developer Tools window is open, displaying the HTML code for one of the advertisements. The code shows a list of search results with various attributes like href, title, and class. The highlighted code snippet is:</p> <pre>x/a x/a Nursing </div> <div class="kv_ah_ads-lsurl"></div> <div class="ads-creative">Learn your BSN in as little as 39 months. Learn more today.</div> </div> <div class="ads-ad" data-hveid="67"></div> </div> <div class="feed" id="res" role="main"></div> <div data-sjip="h" data-sjis="uc" id="bottomcu" style"></div> <div data-sjip="h" data-sjis="uc" id="bottomads" style"></div> <div class="feed" id="entres"> style="padding:0 8px"></div></pre>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> <p>https://support.google.com/adwords/answer/2616016</p>


Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google


U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<p data-bbox="737 337 1499 362">Here are the columns found in the paid & organic report and definitions for each metric:</p> <table border="1" data-bbox="722 383 1843 799"> <thead> <tr> <th data-bbox="737 391 884 431">Ads</th> <th data-bbox="884 391 1829 431"></th> </tr> </thead> <tbody> <tr> <td data-bbox="737 431 884 480">Ad Clicks</td> <td data-bbox="884 431 1829 480">The number of times someone clicked your ad when it showed for a particular query.</td> </tr> <tr> <td data-bbox="737 480 884 561">Ad Impressions</td> <td data-bbox="884 480 1829 561">How many times your ad has appeared on a search results page or website on the Google Network.</td> </tr> <tr> <td data-bbox="737 561 884 643">Ad CTR</td> <td data-bbox="884 561 1829 643">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td> </tr> <tr> <td data-bbox="737 643 884 724">Ad Avg. CPC</td> <td data-bbox="884 643 1829 724">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td> </tr> <tr> <td data-bbox="737 724 884 799">Ad Avg Position</td> <td data-bbox="884 724 1829 799">Helps explain where your ads rank, on average, on the search results page.</td> </tr> </tbody> </table> <p data-bbox="940 841 1982 875">https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882</p>	Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.
Ads													
Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.												
Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.												
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Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.												

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1900 941"><h3>Clickthrough rate (CTR)</h3><p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p><ul style="list-style-type: none">• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. $\text{CTR} = \frac{\text{Clicks on your ads}}{\text{Impressions (ad views)}}$• Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab ↗• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</div> <p data-bbox="1213 950 1978 982">https://support.google.com/adwords/answer/2615875?hl=en</p> <div data-bbox="661 1023 1900 1380"><h3>Clickthrough rate (CTR)</h3><p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p>$\text{CTR} = \left(\frac{\text{Clicks}}{\# \text{ of impressions, views, or queries}} \right) * 100\%$<p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p></div> <p data-bbox="1234 1388 1978 1421">https://support.google.com/adsense/answer/112025?hl=en</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

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the advertising machine generating a fee record based upon the selection of the advertisement.	Upon information and belief, the Accused Instrumentalities generate a fee record based upon the selection of the advertisement. See claim 1 above.

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 332 787 365"><h3>AdWords</h3></div> <div data-bbox="646 375 972 402"><p>Advertise your business on Google</p></div> <div data-bbox="646 428 1417 474"><p>No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.</p></div> <div data-bbox="653 487 1423 865"><p>AdWords helps customers find us for their spring gardening needs.</p><p><i>Doug</i> General Manager, Evergreen Nursery</p></div> <div data-bbox="1486 347 1915 711"><div data-bbox="1520 375 1885 402"><p>Sign in Google</p></div><div data-bbox="1520 418 1885 446"><p>Email</p></div><div data-bbox="1520 446 1885 487"><input type="text"/></div><div data-bbox="1520 506 1885 534"><p>Password</p></div><div data-bbox="1520 534 1885 574"><input type="password"/></div><div data-bbox="1520 602 1766 634"><p><input type="button" value="Sign in"/> <input type="checkbox"/> Stay signed in</p></div><div data-bbox="1520 657 1724 682"><p>Can't access your account?</p></div></div> <div data-bbox="659 911 905 1187"><ul style="list-style-type: none">How it worksReach more customersCosts and paymentFor local businessesSuccess stories</div> <div data-bbox="926 915 1623 940"><p>Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.</p></div> <div data-bbox="926 964 1113 995"><h4>Set your budget</h4></div> <div data-bbox="926 1002 1808 1049"><p>There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.</p></div> <div data-bbox="926 1075 1123 1107"><h4>Avoid guesswork</h4></div> <div data-bbox="926 1114 1766 1159"><p>We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. <i>(Estimate keyword costs)</i></p></div> <div data-bbox="926 1185 1148 1218"><h4>Pay only for results</h4></div> <div data-bbox="926 1224 1497 1248"><p>You're charged only if someone clicks your ad, not when your ad is displayed.</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="674 326 1887 992"><h3>How Does Google AdWords Charge?</h3><p>Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other forms of advertising.</p><p>But how much is it going to cost you overall?</p><p>Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other forms of advertising.</p></div> <p data-bbox="1173 998 1980 1032">http://www.cleart.com/how-does-google-adwords-charge.html</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<h2 data-bbox="646 378 785 435">Click</h2> <p data-bbox="646 508 1713 532">When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.</p> <ul data-bbox="669 573 1944 963" style="list-style-type: none"><li data-bbox="669 573 1944 638">• A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.<li data-bbox="669 654 1944 719">• Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.<li data-bbox="669 735 1944 841">• Look at the clickthrough rates (CTRs) shown in your account statistics to understand the percentage of times a user clicks your ad. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.<li data-bbox="669 857 1944 963">• Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers. <p data-bbox="646 1003 1192 1027">More about industry standards for measuring clicks</p> <p data-bbox="646 1044 1199 1068">More about issues with clicks and clickthrough rates</p> <p data-bbox="1329 1092 1980 1117">https://support.google.com/adwords/answer/31799</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

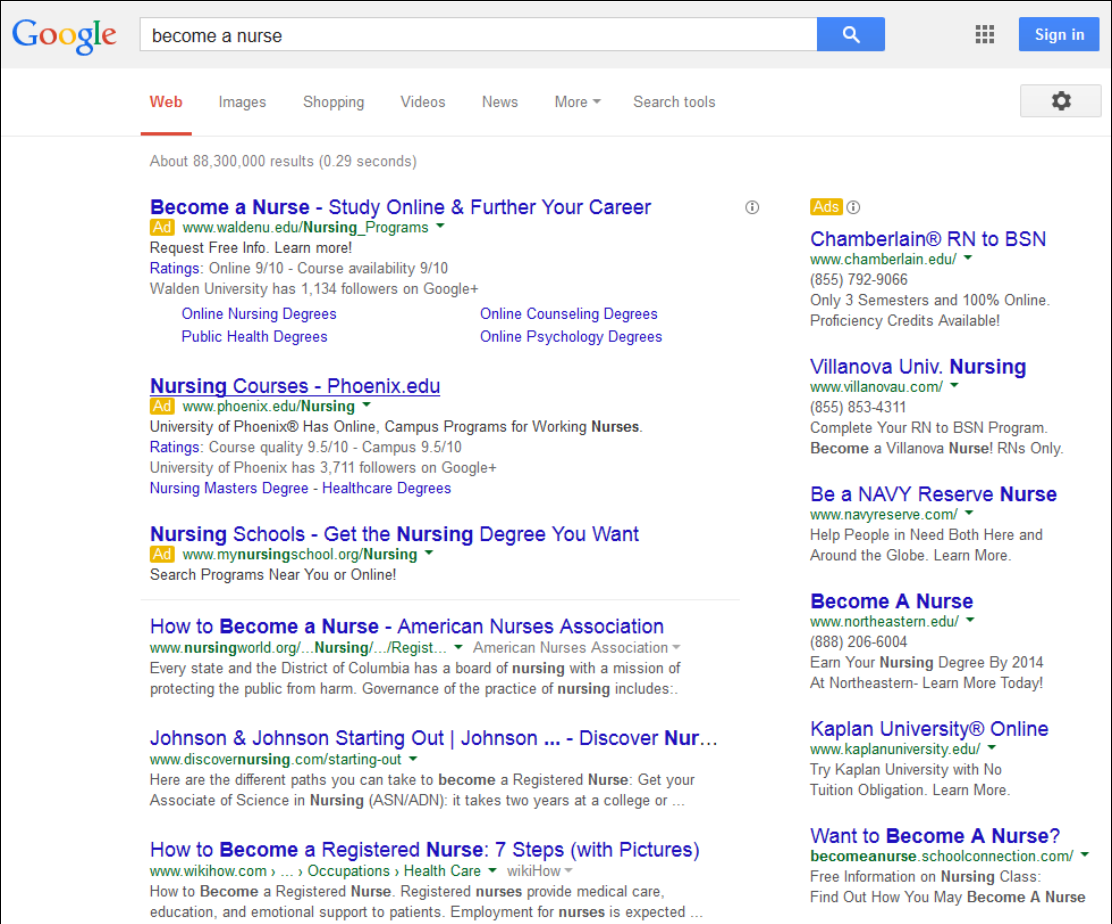
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Both Google and their partners deliver the advertisements to users; however, Google maintains control over and performs the processes related to measurement and advertiser reporting of click activity. When a user clicks on an advertisement, whether delivered by Google or a partner, via any one of the products administering the product, the click activity is tracked by AdWords through the AdWords redirect servers.</p> <p>Measurement of click activity is based on the Google AdWords click measurement methodology, which utilizes a technology infrastructure to manage and monitor click events. A click is recorded (measured) when AdWords has received an initiated click and sends the user an HTTP 302 redirect to the advertiser landing page or website (or other intermediate server such as an advertiser's agent). These measured click events are recorded to data logs within an event file system. The data log files are then accumulated, edited and compiled through fully automated processes to produce click measurement and advertiser reporting. The editing process includes the process of filtering erroneous or corrupt data, identified non-human traffic including robots and other automated processes, and other identified invalid click activity. The filtered clicks are considered invalid, which means they are not billable to the advertiser. Google prepares click reports for advertisers which can be directly accessed by the respective advertiser.</p> <p style="text-align: right;">https://support.google.com/adwords/answer/2616016</p>

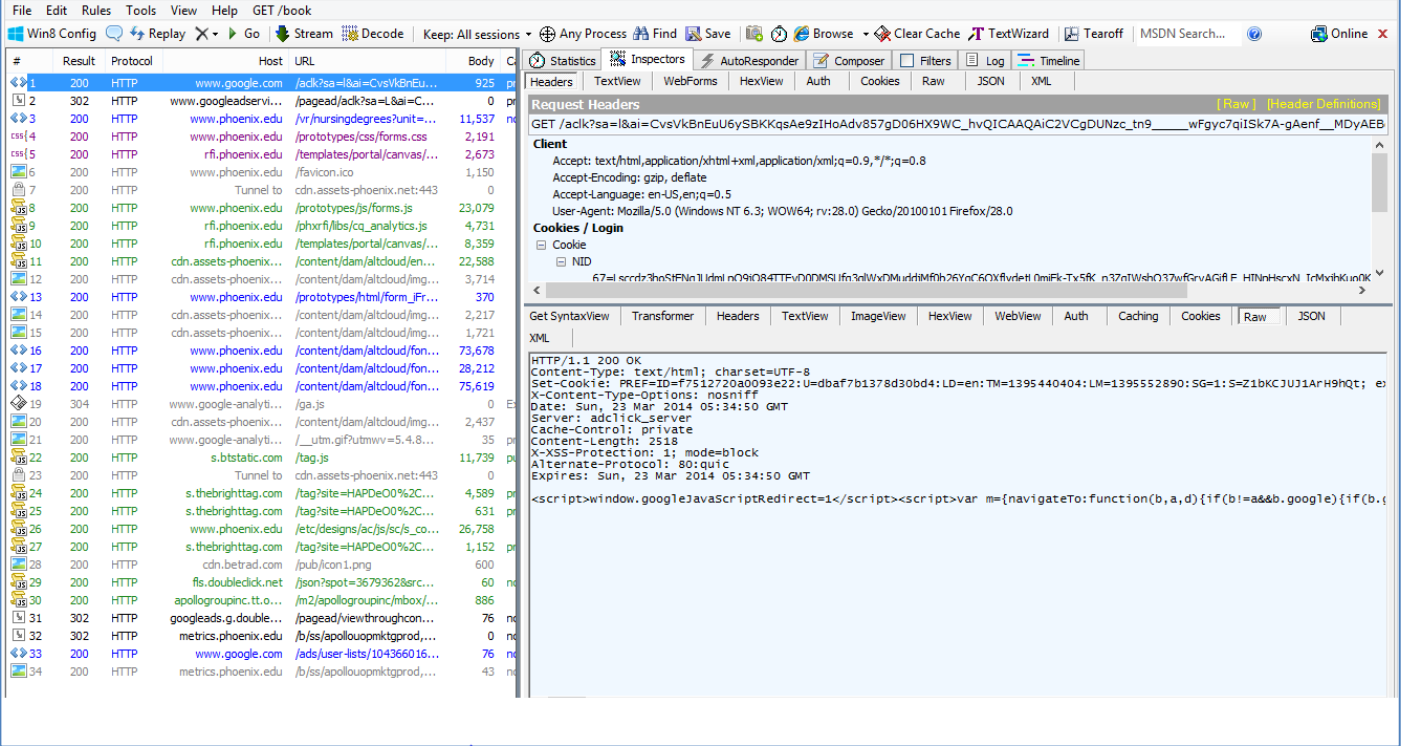
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 870"><h2 data-bbox="701 363 1222 425">Cost-per-click (CPC)</h2><p data-bbox="701 483 1885 581">Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments, or using Enhanced CPC).</p><ul data-bbox="718 617 1885 863" style="list-style-type: none">• Your max. CPC is the most you'll typically be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called your actual CPC.• If you enter a max. CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.• You'll choose between manual bidding (you choose your bid amounts) and automatic bidding (let Google set bids to try to get the most clicks within your budget).• CPC pricing is sometimes known as pay-per-click (PPC).</div> <p data-bbox="1314 912 1978 945">https://support.google.com/adwords/answer/116495</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="716 321 1852 381">Actual cost-per-click (CPC)</p> <p data-bbox="716 435 1852 527">Your actual cost-per-click (actual CPC) is the final amount you're charged for a click. You're often charged less -- sometimes much less -- than your maximum cost-per-click (max. CPC) bid, which is the most you'll typically be charged for a click.</p> <p data-bbox="716 560 1852 620">Actual CPC is often less than max. CPC because with the AdWords auction, the most you'll pay is what's minimally required to hold your ad position and any ad formats shown with your ad, such as sitelinks.</p> <p data-bbox="716 652 877 673">How this works</p> <p data-bbox="716 706 1852 868">We combine your Quality Score, the max. CPC bid, and the expected impact of extensions and other ad formats to determine Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. Each advertiser's Ad Rank is then used to determine where the ad appears and what types of extensions and other ad formats will show with the ad (or whether the ad or ad format will appear at all).</p> <p data-bbox="716 901 1852 1096">For ads on the Search Network, the minimum Ad Rank required for ads above search results is generally greater than the minimum Ad Rank required for ads beside search results. As a result, the actual CPC when you appear above search results could be higher than the actual CPC if you appear beside search results, even if no other advertisers are immediately below you. Although you may pay more per click, top ads usually have higher clickthrough rates and may allow you to show certain ad extensions and other features available only in top ad positions. As always, you're never charged more than your max. CPC. bid.</p> <p data-bbox="1024 1104 1978 1136">https://support.google.com/adwords/answer/6297?hl=en&ref_topic=24937</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

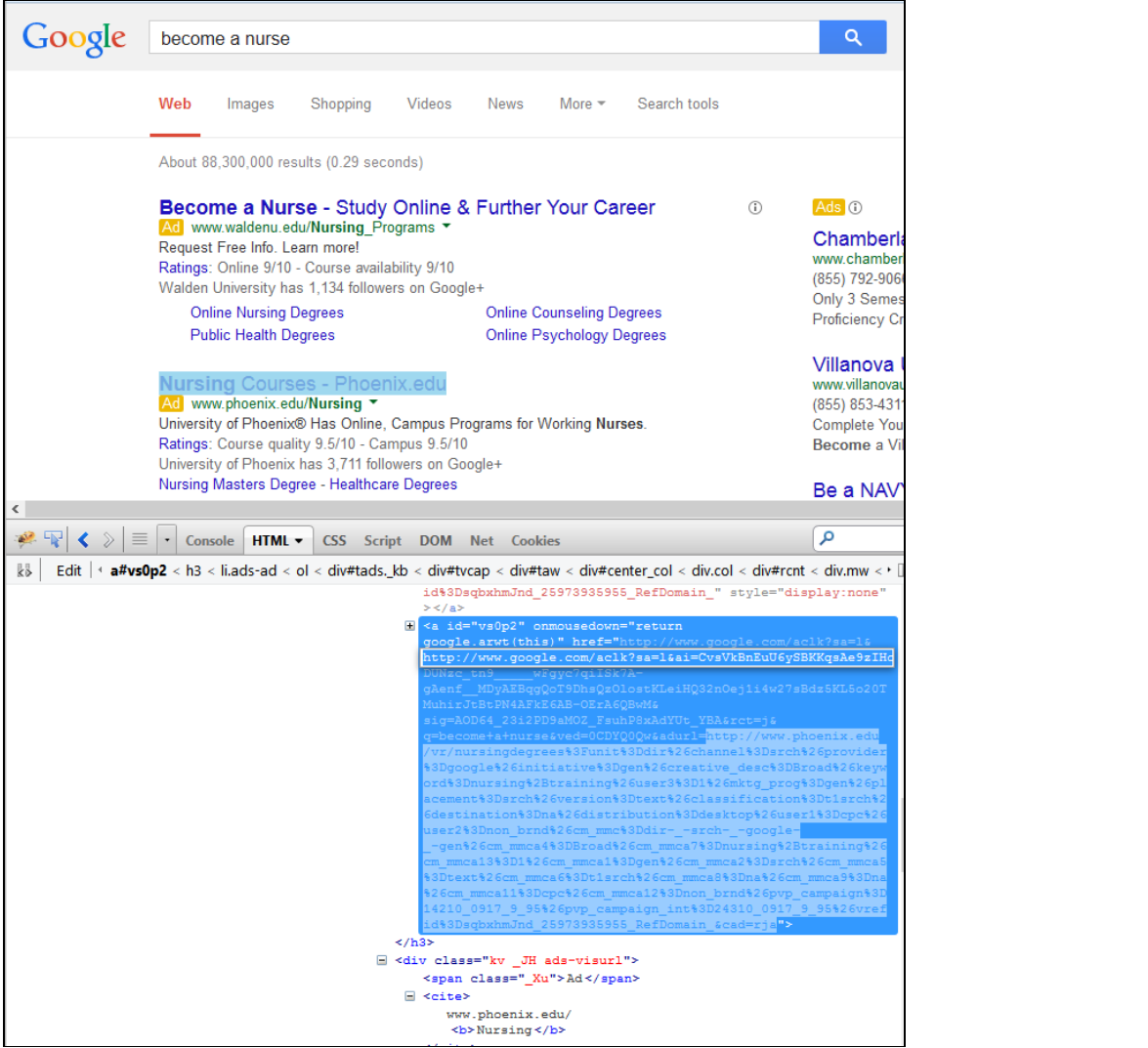
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY													
	<p>Here are the columns found in the paid & organic report and definitions for each metric:</p> <table border="1" data-bbox="720 383 1843 797"> <thead> <tr> <th colspan="2" data-bbox="720 383 1843 431">Ads</th> </tr> </thead> <tbody> <tr> <td data-bbox="720 431 884 480">Ad Clicks</td> <td data-bbox="884 431 1843 480">The number of times someone clicked your ad when it showed for a particular query.</td> </tr> <tr> <td data-bbox="720 480 884 561">Ad Impressions</td> <td data-bbox="884 480 1843 561">How many times your ad has appeared on a search results page or website on the Google Network.</td> </tr> <tr> <td data-bbox="720 561 884 643">Ad CTR</td> <td data-bbox="884 561 1843 643">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td> </tr> <tr> <td data-bbox="720 643 884 724">Ad Avg. CPC</td> <td data-bbox="884 643 1843 724">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td> </tr> <tr> <td data-bbox="720 724 884 797">Ad Avg. Position</td> <td data-bbox="884 724 1843 797">Helps explain where your ads rank, on average, on the search results page.</td> </tr> </tbody> </table> <p data-bbox="940 837 1980 873">https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882</p>		Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg. Position	Helps explain where your ads rank, on average, on the search results page.
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Ad Avg. Position	Helps explain where your ads rank, on average, on the search results page.													
Claim No. 18														
The method of claim 17, further comprising the advertising machine extracting a toll based upon the fee record.	<p>Upon information and belief, the Accused Instrumentalities extract a toll based upon the fee record.</p> <p>See claims 1, 2, and 17 above</p>													
Claim No. 19														
The method of claim 17, further comprising the advertising machine directing the data processing device to a website corresponding to the selection of the advertisement.	<p>The Accused Instrumentalities direct the data processing device to a website corresponding to the selection of the advertisement.</p> <p>See claims 1, 3, and 17 above.</p>													

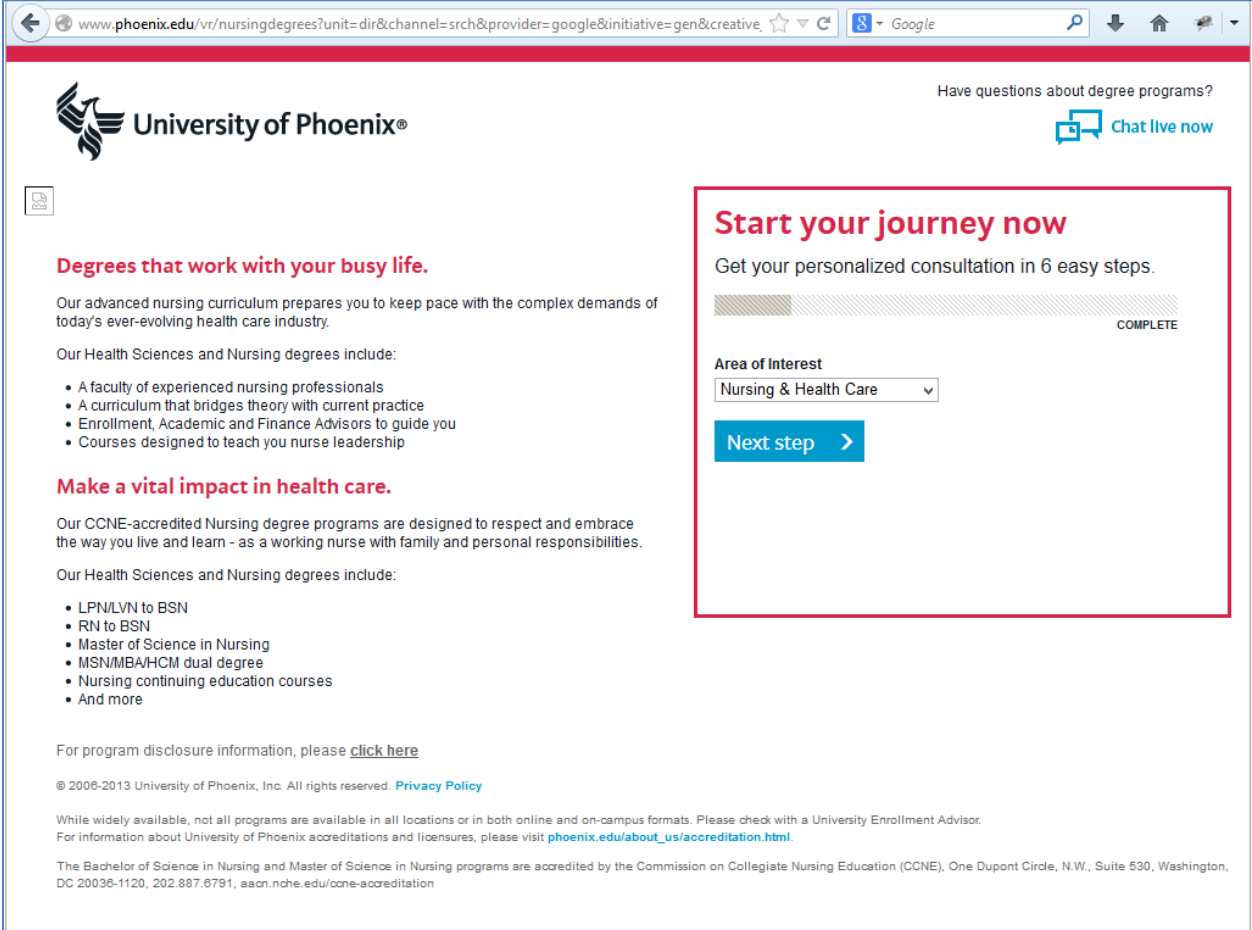
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become a Nurse - Study Online & Further Your Career (Ad) from www.waldenu.edu/Nursing_Programs. Request Free Info. Learn more! Ratings: Online 9/10 - Course availability 9/10. Walden University has 1,134 followers on Google+. Links: Online Nursing Degrees, Public Health Degrees, Online Counseling Degrees, Online Psychology Degrees.Nursing Courses - Phoenix.edu (Ad) from www.phoenix.edu/Nursing. University of Phoenix® Has Online, Campus Programs for Working Nurses. Ratings: Course quality 9.5/10 - Campus 9.5/10. University of Phoenix has 3,711 followers on Google+. Link: Nursing Masters Degree - Healthcare Degrees.Nursing Schools - Get the Nursing Degree You Want (Ad) from www.mynursingschool.org/Nursing. Search Programs Near You or Online!How to Become a Nurse - American Nurses Association from www.nursingworld.org/.../Nursing/.../Regist.... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:...Johnson & Johnson Starting Out Johnson ... - Discover Nur... from www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) from www.wikihow.com/.../Occupations/Health_Care. wikiHow. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none">Chamberlain® RN to BSN from www.chamberlain.edu/. (855) 792-9066. Only 3 Semesters and 100% Online. Proficiency Credits Available!Villanova Univ. Nursing from www.villanovau.com/. (855) 853-4311. Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Be a NAVY Reserve Nurse from www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.Become A Nurse from www.northeastern.edu/. (888) 206-6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Kaplan University® Online from www.kaplanuniversity.edu/. Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? from becomeanurse.schoolconnection.com/. Free Information on Nursing Class: Find Out How You May Become A Nurse

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																																																																																																																																																																																																																																																					
	 <p>The screenshot displays a Fiddler trace of an advertisement selection process. The main window shows a list of 34 HTTP requests. The right-hand pane shows the details of the selected request (index 13), including the Request Headers and the raw response body in XML format. The response body contains a JavaScript redirect function.</p> <table border="1"><thead><tr><th>#</th><th>Result</th><th>Protocol</th><th>Host</th><th>URL</th><th>Body</th><th>Content Length</th></tr></thead><tbody><tr><td>1</td><td>200</td><td>HTTP</td><td>www.google.com</td><td>/ack?sa=I&ai=CvsVkBnEu...</td><td>925</td><td>0</td></tr><tr><td>2</td><td>302</td><td>HTTP</td><td>www.googleadserv...</td><td>/pagead/ack?sa=I&ai=C...</td><td>0</td><td>0</td></tr><tr><td>3</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/nr/nursingdegrees/unit=...</td><td>11,537</td><td>2,191</td></tr><tr><td>4</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/prototypes/css/forms.css</td><td>2,673</td><td>1,150</td></tr><tr><td>5</td><td>200</td><td>HTTP</td><td>rfi.phoenix.edu</td><td>/templates/portal/canvas/...</td><td>1,150</td><td>0</td></tr><tr><td>6</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/favicon.ico</td><td>1,150</td><td>0</td></tr><tr><td>7</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>cdn.assets-phoenix.net:443</td><td>0</td><td>23,079</td></tr><tr><td>8</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/prototypes/js/forms.js</td><td>23,079</td><td>4,731</td></tr><tr><td>9</td><td>200</td><td>HTTP</td><td>rfi.phoenix.edu</td><td>/phxrfi/lbs/ca_analytics.js</td><td>4,731</td><td>8,359</td></tr><tr><td>10</td><td>200</td><td>HTTP</td><td>rfi.phoenix.edu</td><td>/templates/portal/canvas/...</td><td>8,359</td><td>22,588</td></tr><tr><td>11</td><td>200</td><td>HTTP</td><td>cdn.assets-phoenix...</td><td>/content/dam/altcloud/en...</td><td>22,588</td><td>3,714</td></tr><tr><td>12</td><td>200</td><td>HTTP</td><td>cdn.assets-phoenix...</td><td>/content/dam/altcloud/img...</td><td>3,714</td><td>370</td></tr><tr><td>13</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/prototypes/html/form_fr...</td><td>370</td><td>2,217</td></tr><tr><td>14</td><td>200</td><td>HTTP</td><td>cdn.assets-phoenix...</td><td>/content/dam/altcloud/img...</td><td>2,217</td><td>1,721</td></tr><tr><td>15</td><td>200</td><td>HTTP</td><td>cdn.assets-phoenix...</td><td>/content/dam/altcloud/img...</td><td>1,721</td><td>73,678</td></tr><tr><td>16</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/content/dam/altcloud/fo...</td><td>73,678</td><td>28,212</td></tr><tr><td>17</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/content/dam/altcloud/fo...</td><td>28,212</td><td>75,619</td></tr><tr><td>18</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/content/dam/altcloud/fo...</td><td>75,619</td><td>0</td></tr><tr><td>19</td><td>304</td><td>HTTP</td><td>www.google-analyti...</td><td>/ga.js</td><td>0</td><td>35</td></tr><tr><td>20</td><td>200</td><td>HTTP</td><td>cdn.assets-phoenix...</td><td>/content/dam/altcloud/img...</td><td>2,437</td><td>11,739</td></tr><tr><td>21</td><td>200</td><td>HTTP</td><td>www.google-analyti...</td><td>/__utm.gif?utmwv=5.4.8...</td><td>35</td><td>0</td></tr><tr><td>22</td><td>200</td><td>HTTP</td><td>s.bstatic.com</td><td>/tag.js</td><td>11,739</td><td>4,589</td></tr><tr><td>23</td><td>200</td><td>HTTP</td><td>Tunnel to</td><td>cdn.assets-phoenix.net:443</td><td>0</td><td>631</td></tr><tr><td>24</td><td>200</td><td>HTTP</td><td>s.thebrighttag.com</td><td>/tag?site=HAPDeO0%2C...</td><td>4,589</td><td>26,758</td></tr><tr><td>25</td><td>200</td><td>HTTP</td><td>s.thebrighttag.com</td><td>/tag?site=HAPDeO0%2C...</td><td>631</td><td>26,758</td></tr><tr><td>26</td><td>200</td><td>HTTP</td><td>www.phoenix.edu</td><td>/etc/designs/ac/fs/sc/s_co...</td><td>26,758</td><td>1,152</td></tr><tr><td>27</td><td>200</td><td>HTTP</td><td>s.thebrighttag.com</td><td>/tag?site=HAPDeO0%2C...</td><td>1,152</td><td>600</td></tr><tr><td>28</td><td>200</td><td>HTTP</td><td>cdn.betrad.com</td><td>/pub/icon1.png</td><td>600</td><td>60</td></tr><tr><td>29</td><td>200</td><td>HTTP</td><td>fls.doubleclick.net</td><td>/js/spot=36793628erc...</td><td>60</td><td>886</td></tr><tr><td>30</td><td>200</td><td>HTTP</td><td>apollogroupinc.tt.o...</td><td>/m2/apollogroupinc/mbox/...</td><td>886</td><td>76</td></tr><tr><td>31</td><td>302</td><td>HTTP</td><td>googleads.g.double...</td><td>/pagead/viewthroughcon...</td><td>76</td><td>0</td></tr><tr><td>32</td><td>302</td><td>HTTP</td><td>metrics.phoenix.edu</td><td>/b/ss/apollooupmktgprod...</td><td>0</td><td>76</td></tr><tr><td>33</td><td>200</td><td>HTTP</td><td>www.google.com</td><td>/ads/user-lists/104366016...</td><td>76</td><td>43</td></tr><tr><td>34</td><td>200</td><td>HTTP</td><td>metrics.phoenix.edu</td><td>/b/ss/apollooupmktgprod...</td><td>43</td><td></td></tr></tbody></table> <pre>Request Headers GET /ack?sa=I&ai=CvsVkBnEu6ySBKkqsAe9z2HoAdv857gD06HX9WC_hvQICAAQAIc2VCGDUNzC_tn9_wFgyC7qIISK7A-gAenf__MDyAEB Client Accept: text/html,application/xhtml+xml,application/xml;q=0.9,*/*;q=0.8 Accept-Encoding: gzip, deflate Accept-Language: en-US,en;q=0.5 User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; rv:28.0) Gecko/20100101 Firefox/28.0 Cookies / Login Cookie NID 67=I=errcd73hoSIFNn1lIdel n09IQ84TTFv00DMSI lfn3nlWvDmudHMFib26YrC6OXfvdeH NmPk-Tv5Rk n32nlWch037wfGvAGfF HINnHvYNI TrMvbkunK Get SyntaxView Transformer Headers TextView ImageView HexView WebView Auth Caching Cookies Raw JSON XML HTTP/1.1 200 OK Content-Type: text/html; charset=UTF-8 Set-Cookie: PREF=ID=F7512720a0093e22:U=dbaf7b1378d30bd4:LD=en:TM=1395440404:LM=1395552890:SG=1:S=21bKCUJ1ArH9HQ1; e X-Content-Type-Options: nosniff Date: Sun, 23 Mar 2014 05:34:50 GMT Server: adclick_server Cache-Control: private Content-Length: 2518 X-XSS-Protection: 1; mode=block Alternate-Protocol: 80:quic Expires: Sun, 23 Mar 2014 05:34:50 GMT <script>window.googleJavaScriptRedirect=1</script><script>var m={navigateTo:function(b,a,d){if(b!=a&&b.google){if(D...</pre>	#	Result	Protocol	Host	URL	Body	Content Length	1	200	HTTP	www.google.com	/ack?sa=I&ai=CvsVkBnEu...	925	0	2	302	HTTP	www.googleadserv...	/pagead/ack?sa=I&ai=C...	0	0	3	200	HTTP	www.phoenix.edu	/nr/nursingdegrees/unit=...	11,537	2,191	4	200	HTTP	www.phoenix.edu	/prototypes/css/forms.css	2,673	1,150	5	200	HTTP	rfi.phoenix.edu	/templates/portal/canvas/...	1,150	0	6	200	HTTP	www.phoenix.edu	/favicon.ico	1,150	0	7	200	HTTP	Tunnel to	cdn.assets-phoenix.net:443	0	23,079	8	200	HTTP	www.phoenix.edu	/prototypes/js/forms.js	23,079	4,731	9	200	HTTP	rfi.phoenix.edu	/phxrfi/lbs/ca_analytics.js	4,731	8,359	10	200	HTTP	rfi.phoenix.edu	/templates/portal/canvas/...	8,359	22,588	11	200	HTTP	cdn.assets-phoenix...	/content/dam/altcloud/en...	22,588	3,714	12	200	HTTP	cdn.assets-phoenix...	/content/dam/altcloud/img...	3,714	370	13	200	HTTP	www.phoenix.edu	/prototypes/html/form_fr...	370	2,217	14	200	HTTP	cdn.assets-phoenix...	/content/dam/altcloud/img...	2,217	1,721	15	200	HTTP	cdn.assets-phoenix...	/content/dam/altcloud/img...	1,721	73,678	16	200	HTTP	www.phoenix.edu	/content/dam/altcloud/fo...	73,678	28,212	17	200	HTTP	www.phoenix.edu	/content/dam/altcloud/fo...	28,212	75,619	18	200	HTTP	www.phoenix.edu	/content/dam/altcloud/fo...	75,619	0	19	304	HTTP	www.google-analyti...	/ga.js	0	35	20	200	HTTP	cdn.assets-phoenix...	/content/dam/altcloud/img...	2,437	11,739	21	200	HTTP	www.google-analyti...	/__utm.gif?utmwv=5.4.8...	35	0	22	200	HTTP	s.bstatic.com	/tag.js	11,739	4,589	23	200	HTTP	Tunnel to	cdn.assets-phoenix.net:443	0	631	24	200	HTTP	s.thebrighttag.com	/tag?site=HAPDeO0%2C...	4,589	26,758	25	200	HTTP	s.thebrighttag.com	/tag?site=HAPDeO0%2C...	631	26,758	26	200	HTTP	www.phoenix.edu	/etc/designs/ac/fs/sc/s_co...	26,758	1,152	27	200	HTTP	s.thebrighttag.com	/tag?site=HAPDeO0%2C...	1,152	600	28	200	HTTP	cdn.betrad.com	/pub/icon1.png	600	60	29	200	HTTP	fls.doubleclick.net	/js/spot=36793628erc...	60	886	30	200	HTTP	apollogroupinc.tt.o...	/m2/apollogroupinc/mbox/...	886	76	31	302	HTTP	googleads.g.double...	/pagead/viewthroughcon...	76	0	32	302	HTTP	metrics.phoenix.edu	/b/ss/apollooupmktgprod...	0	76	33	200	HTTP	www.google.com	/ads/user-lists/104366016...	76	43	34	200	HTTP	metrics.phoenix.edu	/b/ss/apollooupmktgprod...	43	
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Fiddler Trace of Ad Selection Showing Direction to Website Corresponding to Selection of Advertisement


Case No. 2:13-cv-893
 Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY	
		 <p>The screenshot shows a Google search for "become a nurse". The search results include two advertisements: one from Walden University and one from the University of Phoenix. Below the search results, the browser's developer console is open, showing the HTML source code of the advertisement. A specific line of code is highlighted, showing the href attribute of an anchor tag that points to the advertisement's destination URL.</p> <pre> </pre> <p>The highlighted href attribute contains a long, complex URL that is the destination of the advertisement. The browser console also shows the surrounding HTML structure, including the class and cite attributes of the advertisement element.</p>
Debug Trace of Advertisement Destination URL		

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the University of Phoenix website. The URL in the address bar is www.phoenix.edu/vr/nursingdegrees?unit=dir&channel=srch&provider=google&initiative=gen&creative. The page features the University of Phoenix logo and navigation links. A prominent advertisement for nursing degrees is displayed, including a progress bar labeled 'COMPLETE' and a 'Next step >' button. The advertisement text includes:</p> <p>Start your journey now Get your personalized consultation in 6 easy steps.</p> <p>Area of Interest Nursing & Health Care</p> <p>Next step ></p> <p>Degrees that work with your busy life. Our advanced nursing curriculum prepares you to keep pace with the complex demands of today's ever-evolving health care industry. Our Health Sciences and Nursing degrees include:</p> <ul style="list-style-type: none">• A faculty of experienced nursing professionals• A curriculum that bridges theory with current practice• Enrollment, Academic and Finance Advisors to guide you• Courses designed to teach you nurse leadership <p>Make a vital impact in health care. Our CCNE-accredited Nursing degree programs are designed to respect and embrace the way you live and learn - as a working nurse with family and personal responsibilities. Our Health Sciences and Nursing degrees include:</p> <ul style="list-style-type: none">• LPN/LVN to BSN• RN to BSN• Master of Science in Nursing• MSN/MBA/HCM dual degree• Nursing continuing education courses• And more <p>For program disclosure information, please click here</p> <p>© 2006-2013 University of Phoenix, Inc. All rights reserved. Privacy Policy</p> <p>While widely available, not all programs are available in all locations or in both online and on-campus formats. Please check with a University Enrollment Advisor. For information about University of Phoenix accreditations and licensures, please visit phoenix.edu/about_us/accreditation.html.</p> <p>The Bachelor of Science in Nursing and Master of Science in Nursing programs are accredited by the Commission on Collegiate Nursing Education (CCNE), One Dupont Circle, N.W., Suite 530, Washington, DC 20036-1120, 202.887.6791, aacn.nche.edu/ccne-accreditation</p>

Ad Selection Destination Corresponding to the Selection of Advertisement

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 358 1902 1013"><h2>Display URL</h2><p>The webpage address that appears with your ad, typically shown in green text.</p><ul style="list-style-type: none">• For each ad, you'll specify a display URL that's shown to customers and a destination URL that's used to determine where people are taken when they click your ad.• Display URLs are meant to appear in your ad to give people a clear idea of what page they'll arrive at when they click an ad. An example of a display URL is "www.example.com" where "example.com" is the domain name. Note that a destination URL, on the other hand, is a specific location <i>within</i> your site where you want to take someone who clicked your ad. While the destination URL doesn't have to match the display URL, it should be in the same domain (like www.example.com/shoes). For this reason, Google's policy is that both URLs be within the same website (meaning that they share the same domain).• Your display URL will appear in your ad with the "www." prefix and in lowercase (even if you enter it with capitalized letters). If your website address begins with a subdomain, your display URL will appear with the subdomain, like "support.google.com."• Google can only show up to 35 characters of your display URL (or 20 characters for WAP mobile ads). If your display URL is longer, a shortened version will be shown with your ad.</div> <p data-bbox="976 1019 1978 1052">https://support.google.com/adwords/answer/2616010?hl=en&ref_topic=24937</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="730 347 1850 407"><h2>Edit your display URLs and destination URLs</h2></div> <div data-bbox="730 464 1850 557"><p>For each ad you create, you'll specify a display URL shown to customers with your ad and a destination URL that determines where people are taken when they click your ad. Google's policy is that both URLs be within the same website, meaning that they share the same domain. You can edit these URLs by following the steps below.</p></div> <div data-bbox="730 591 1367 618"><h3>Understanding display URLs and destination URLs</h3></div> <div data-bbox="730 656 1835 748"><p>The display URL is the website address that's shown in your ad. Your display URL will appear in your ad with the "www." prefix. If your website address begins with a subdomain, your display URL will appear with the subdomain, like "support.google.com." In standard text ads, the display URL appears in green.</p></div> <div data-bbox="730 781 1850 837"><p>Google can only show up to 35 characters of your display URL (or 20 characters for WAP mobile ads). If your display URL is longer, a shortened version will appear with your ad. Your destination URL can include up to 2048 characters.</p></div> <div data-bbox="753 886 1545 1057"><p> Example</p><p>Ads - Why these ads?</p><p>Dog Food and Supplies 30% Off - Free Shipping www.example.com - ★★★★★ 78 seller reviews High-quality, corgi-approved dog food. Save on Dog Food Today - Shop All Dog Products</p></div> <div data-bbox="730 1101 1146 1125"><h3>Display URL and destination URL policies</h3></div> <div data-bbox="730 1157 1850 1354"><p>Display URLs should give customers a clear idea of what page they'll arrive at when they click an ad. For this reason, Google's policy is that both display and destination URLs be within the same website. This means the display URL in your ad must match the domain that visitors will land on when they click on your ad. For example, if the website you're advertising is using the domain <i>www.example.com</i>, your ad's display URL must also contain <i>www.example.com</i>. Keep in mind that you have to use the same domain for all the display URLs in your ad group. Learn more about our policies for display URLs or destination URLs.</p></div>

Case No. 2:13-cv-893
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

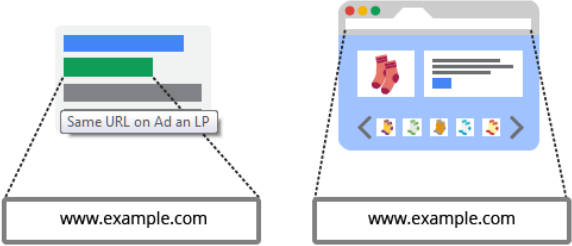
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1297 321 1982 354" style="text-align: right;">https://support.google.com/adwords/answer/2404246</p> <div data-bbox="831 358 1730 1393" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="869 378 1176 418">Destination URL</h2><h3 data-bbox="869 461 1041 483">What's the policy?</h3><p data-bbox="869 508 1713 581">The destination URL is the URL that loads when a user clicks your ad. The landing page URL is where users actually end up after passing through any redirects associated with your destination URL. If the destination URL doesn't redirect, the destination URL and landing page URL are the same thing.</p><p data-bbox="869 602 1713 646">After clicking an ad, the user should end up on a site that complies with AdWords policy and works properly for all users in all browsers and devices.</p><h3 data-bbox="869 672 1008 695">Requirements</h3><h4 data-bbox="869 719 1045 735">Link to a functional site</h4><ul data-bbox="869 760 1713 987" style="list-style-type: none">• Your ad's destination URL can't lead to a website that is under construction or that links to an error page that displays a status code beginning with a 4 or a 5 (such as a 405 error). See the bottom of this page for help to fix these errors.• Your landing page must work properly for all locations, regardless of where you're targeting your ad.• Your website should load quickly on most popular browsers and devices. We recommend avoiding content or features on your site that delay a page's load time and that may make a user think that your site isn't working.• Your ad's destination URL can't lead to an email address or a file instead of a webpage. Such files include image, audio, video, or document files that require an additional application to open or run (such as PDF files).• If you're using dynamic tracking URLs, they must lead to a valid URL and meet all of the requirements listed here for destination URLs.<h4 data-bbox="869 1011 1188 1027">Match the domain of your ad's display URL</h4><ul data-bbox="869 1052 1713 1096" style="list-style-type: none">• Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."<div data-bbox="993 1128 1560 1372" style="text-align: center;"></div></div>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	https://support.google.com/adwordspolicy/answer/1310892
Claim No. 20	
The method of claim 17, further comprising the advertising machine updating preference data for the user based upon the selection of the advertisement.	The Accused Instrumentalities update preference data for the user based upon selection of the advertisement. See claims 1, 4 and 17 above.
Claim No. 21	
The method of claim 17, further comprising the advertising machine updating the advertisement database based upon the selection of the advertisement.	The Accused Instrumentalities update the advertisement database based upon the selection of the advertisement See claims 1, 5 and 17 above.
Claim No. 22	
The method of claim 17, further comprising the advertising machine again providing the at least one advertisement that solicited the selection of the advertisement.	Upon information and belief, the Accused Instrumentalities provide the at least one advertisement that solicited the selection of the advertisement. See claims 1, 6 and 17 above.
Claim No. 23	
The method of claim 17, wherein the search results and the at least one advertisement	The search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
are included in a web page transmitted to the data processing device via the communications link.	See claims 1, 7 and 17 above.
Claim No. 24	
The method of claim 17, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.	<p>The Accused Instrumentalities select at least one advertisement from an advertisement database based upon at least the search argument.</p> <p>See claims 1, 8 and 17 above.</p>
Claim No. 26	
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>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 claims 1, 10, and 17 above.</p>
the advertising machine receiving from the data processing device via the communications link a search request that includes a search	<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 claims 1, 10, and 17 above.</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
argument;	
the advertising machine 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 claims 1, 10, and 17 above.
the advertising machine selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results;	The Accused Instrumentalities select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results See claims 1, 10, and 17 above.
the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device; and	The Accused Instrumentalities transmit the search results together with the at least one advertisement via the communications link to the data processing device. See claims 1, 10, and 17 above.
the advertising machine receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	Upon information and belief, the Accused Instrumentalities receive a response from the data processing device via the communications link that indicates non-selection of an advertisement. See claims 1, 10, and 17 above.

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

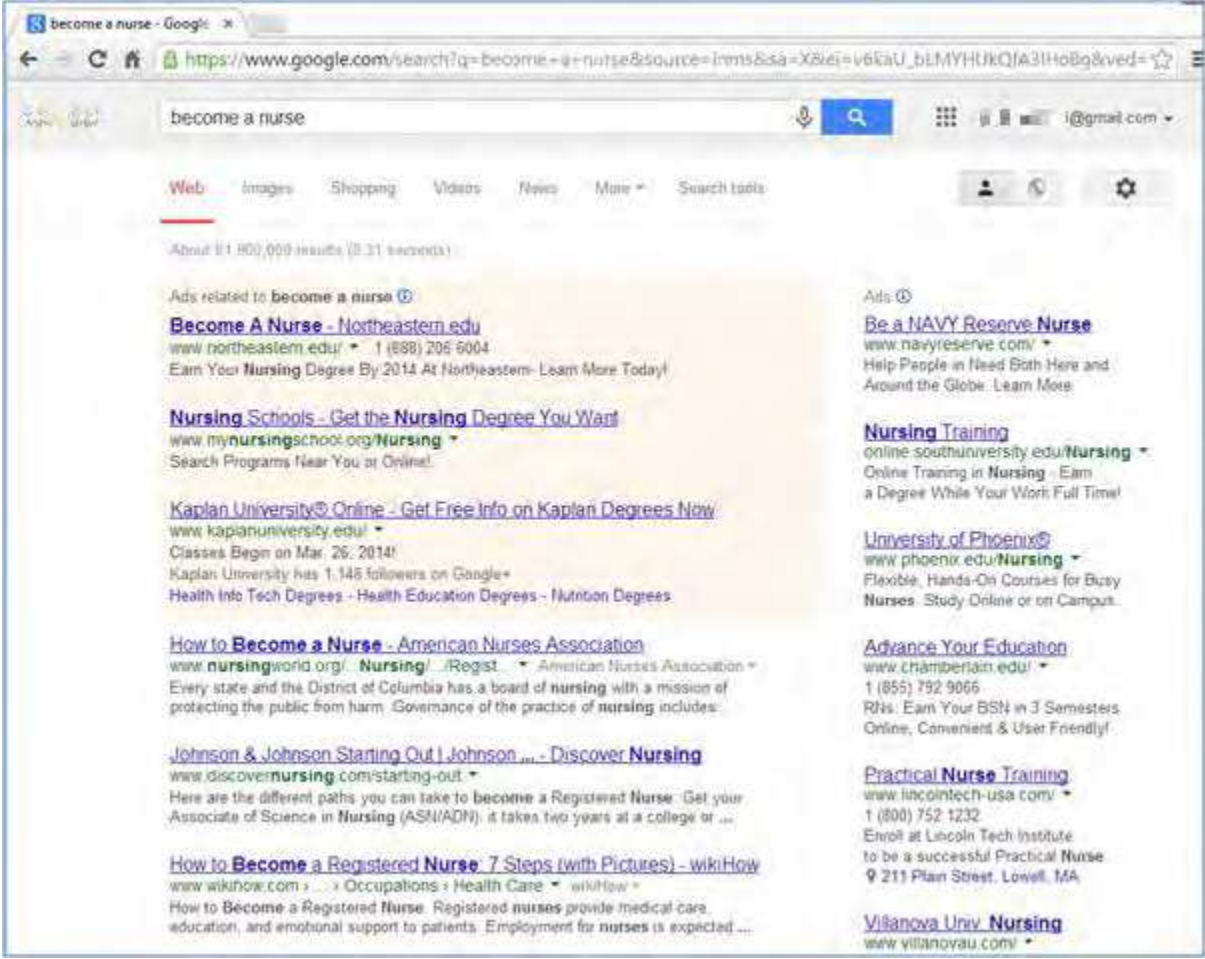
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 27	
<p>The method of claim 26, further comprising: the advertising machine selecting at least one differing advertisement based upon the non-selection of the at least one advertisement; and</p>	<p>Upon information and belief, the Accused Instrumentalities select at least one differing advertisement based upon the non-selection of the at least one advertisement.</p> <p>See claims 1, 10, 11, 17, and 26 above.</p>
<p>the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device.</p>	<p>Upon information and belief, the Accused Instrumentalities' transmit the at least one differing advertisement via the communications link to the data processing device.</p> <p>See claims 1, 10, 11, 17, and 26 above.</p>
Claim No. 28	
<p>The method of claim 26, further comprising the advertising machine updating preference data for the user based upon the non-selection of the at least one advertisement.</p>	<p>The Accused Instrumentalities update preference data for the user based upon the non-selection of the at least one advertisement.</p> <p>See claims 1, 10, 12, 17, and 26 above.</p>
Claim No. 29	
<p>The method of claim 26, further comprising the advertising machine updating</p>	<p>The Accused Instrumentalities update the advertisement database based upon the non-selection of the advertisement</p>

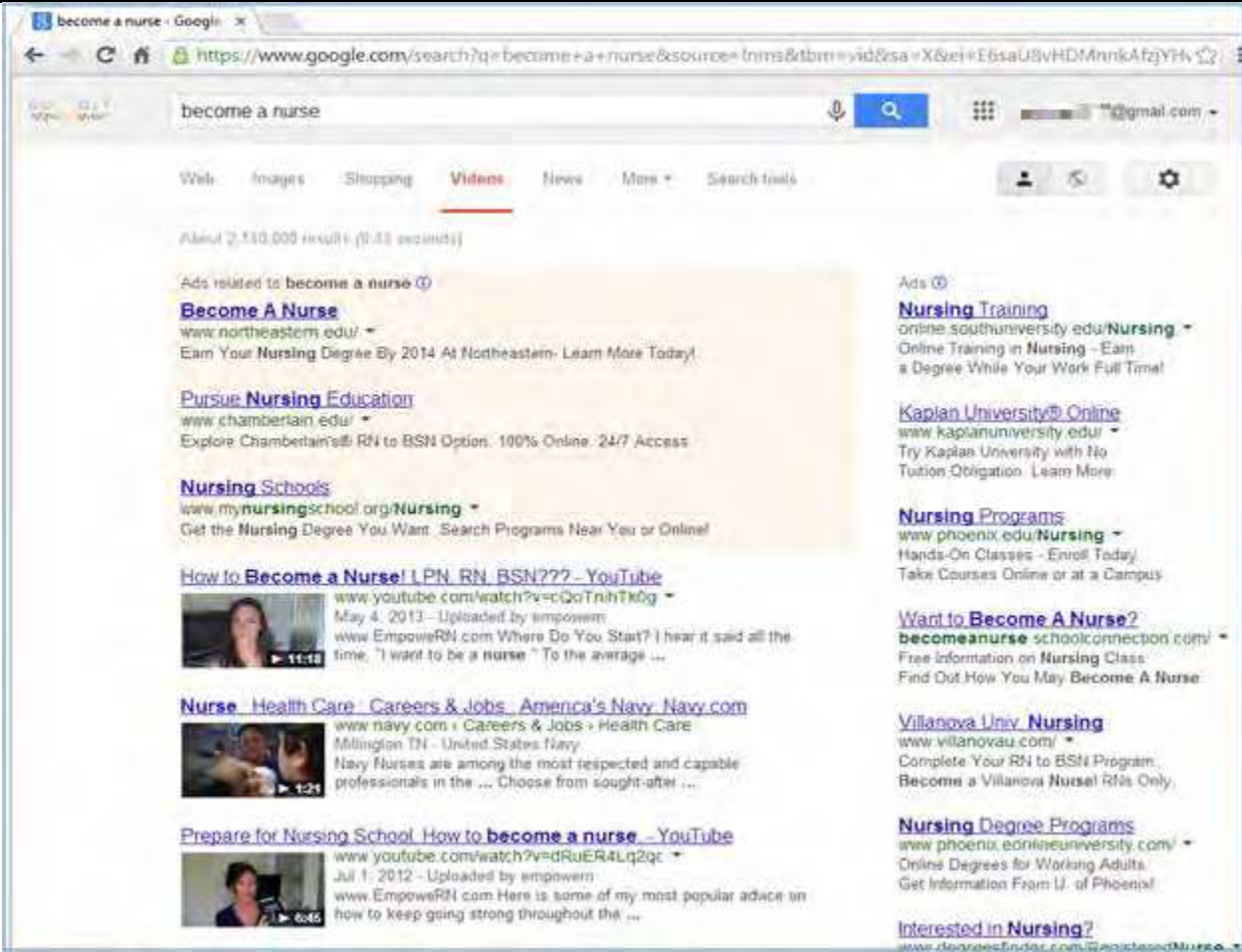
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

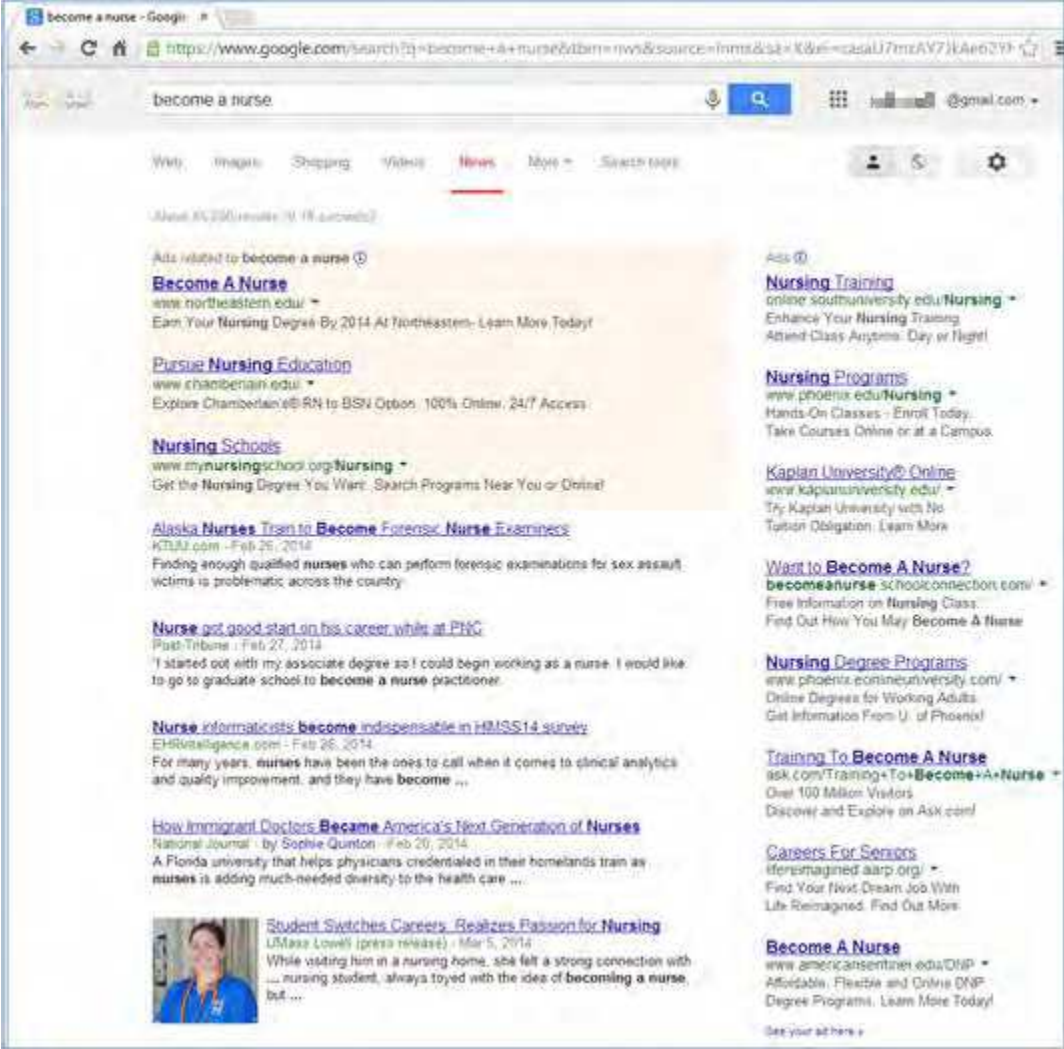
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
the advertisement database based upon the non-selection of the advertisement.	See claims 1, 10, 13, 17, and 26 above.
Claim No. 30	
The method of claim 26, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	<p>The Accused Instrumentalities provide search results and the at least one advertisement are included in a web page.</p> <p>See claims 1, 10, 14, 17, and 26 above.</p>
Claim No. 31	
The method of claim 26, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.	<p>The Accused Instrumentalities select at least one advertisement from an advertisement database based upon at least the search argument.</p> <p>See claims 1, 10, 15, 17, and 26 above.</p>
Claim No. 33	
A server computer that is operable to provide advertisements via a communications link to a data processing device of a user, the server computer comprising:	<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>

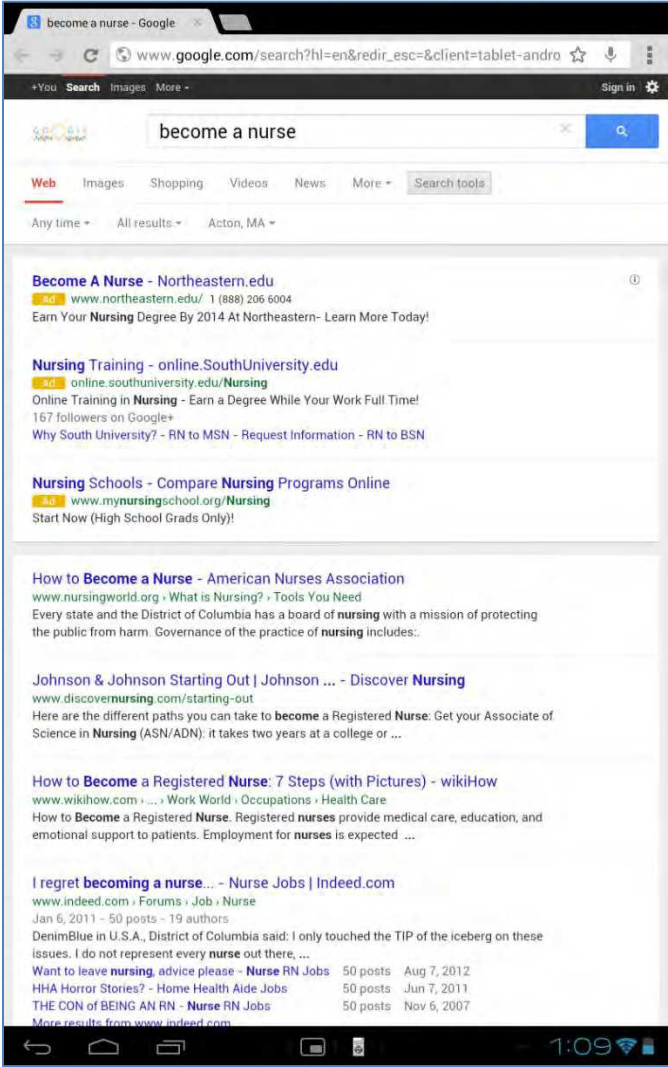
Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

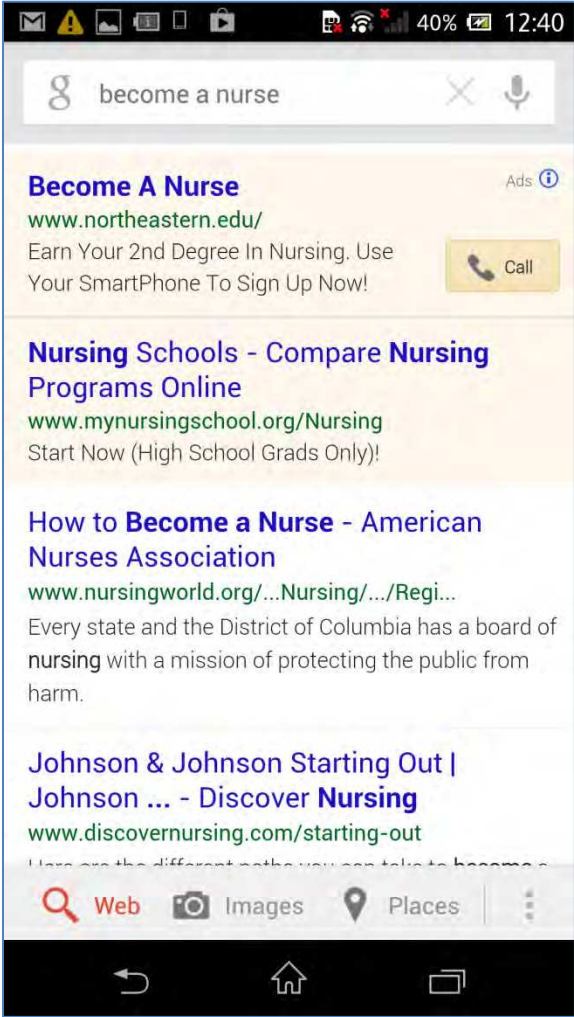
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	See claims 1 and 10 above.
at least one communications interface operable to interface with the data processing device of the user, a database search engine, and an associative search engine;	<p>The Accused Instrumentalities provide at least one communications interface operable to interface with the data processing device of the user, a database search engine, and an associate search engine.</p> <p>See claims 1 and 10 above.</p>
the server computer, using the at least one communications interface, is operable to: receive from the data processing device via the communications link a search request that includes a search argument; and	<p>The Accused Instrumentalities' server computer, using the at least one communications interface, is operable to receive from the data processing device via the communications link a search request that includes a search argument.</p> <p>See claims 1 and 10 above.</p>
interact with the database search engine to receive search results from the database search engine that are selected based upon the search argument;	<p>The Accused Instrumentalities' server computer, is operable to interact with the database search engine to receive search results from the database search engine that are selected based upon the search argument.</p> <p>See claims 1 and 10 above.</p>

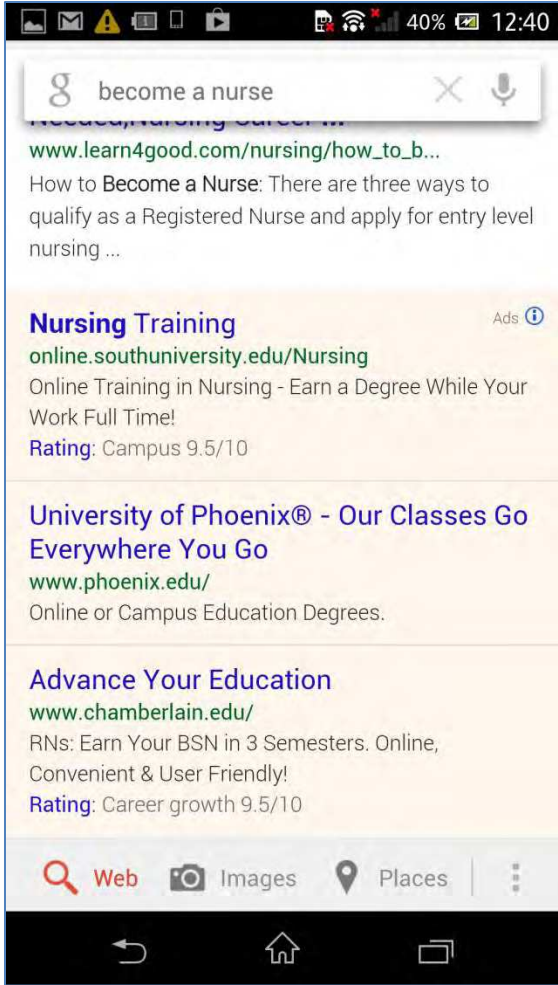
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a search tools menu. Below the search bar, it indicates "About 11,800,000 results (0.31 seconds)".</p> <p>The main content area displays several search results:</p> <ul style="list-style-type: none">Ads related to become a nurse:<ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu • 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing • Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,146 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesHow to Become a Nurse - American Nurses Association: www.nursingworld.org/ Nursing! • Regist. • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson... - Discover Nursing: www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com • ... » Occupations » Health Care • wikiHow • How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...Ads:<ul style="list-style-type: none">Be a NAVY Reserve Nurse: www.navyreserve.com/ • Help People in Need Both Here and Around the Globe. Learn MoreNursing Training: online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/ • 1 (855) 792 9066 RNs. Earn Your BSN in 3 Semesters Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/ • 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse 9 211 Plain Street, Lowell, MAVillanova Univ. Nursing: www.villanovau.com/ •

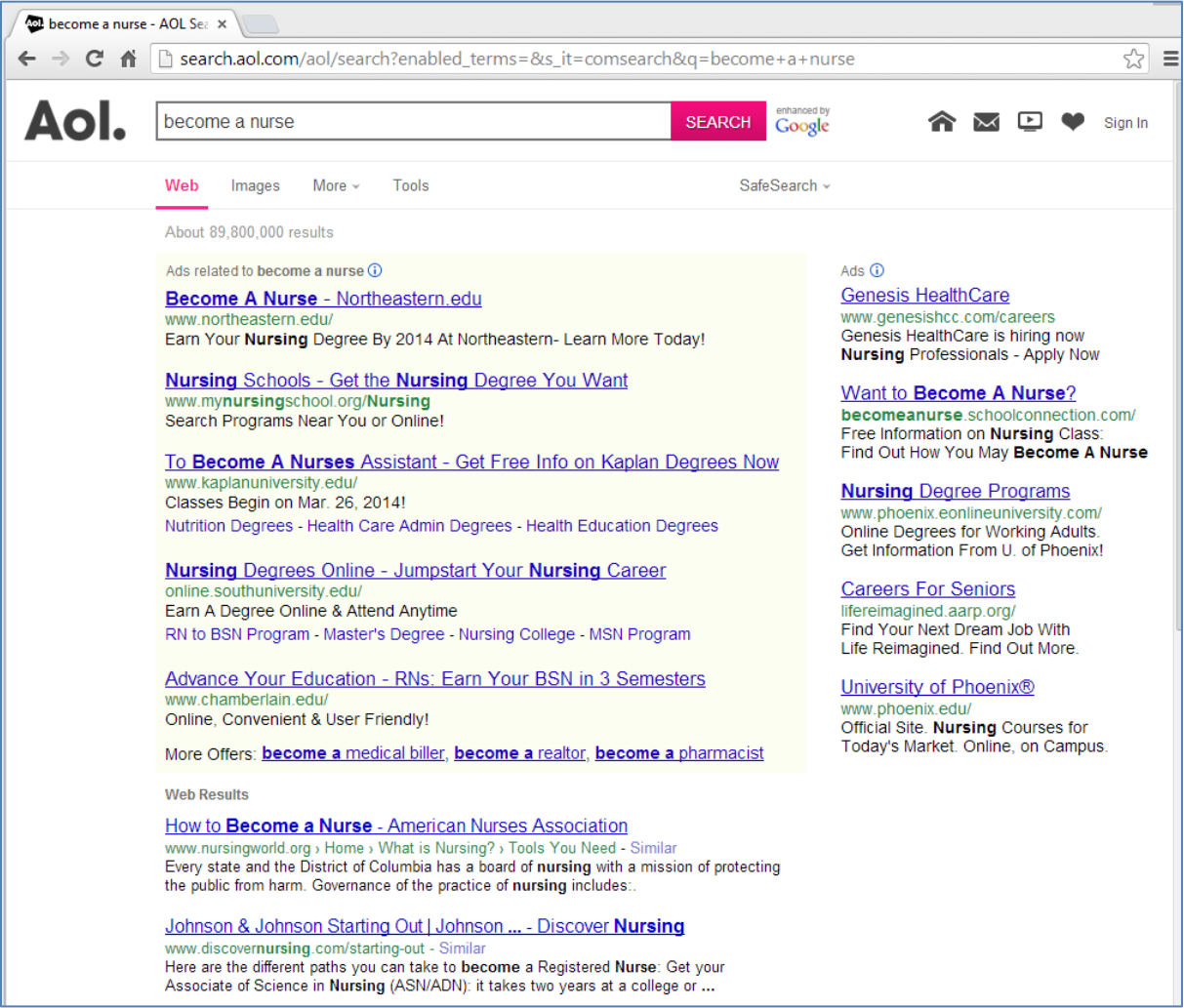
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content:</p> <ul style="list-style-type: none">Become A Nurse: www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education: www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 AccessNursing Schools: www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube: www.youtube.com/watch?v=cQoTnhTkk0g - May 4, 2013 - Uploaded by empowerRN. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com: www.navy.com - Careers & Jobs - Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School - How to become a nurse - YouTube: www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowerRN. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side of the search results, there are additional advertisements for nursing training, including "Nursing Training" from online.southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.collegeuniversity.com, and "Interested in Nursing?" from www.docmedcenter.com.</p>

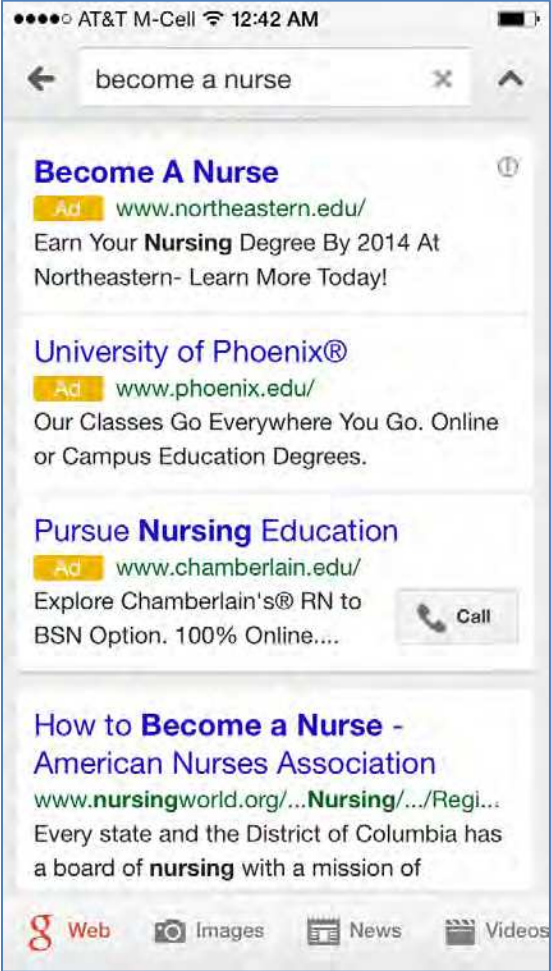





U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, and Phoenix College. Organic search results include news articles from KTLA.com, Patch Tribune, EHRIntelligence.com, National Journal, and UMass Lowell. 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>

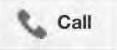
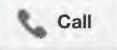
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › What is Nursing? › Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse. Get your Associate of Science in Nursing (ASN/ADN). it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com › ... › Work World › Occupations › Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › Forums › Job › Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

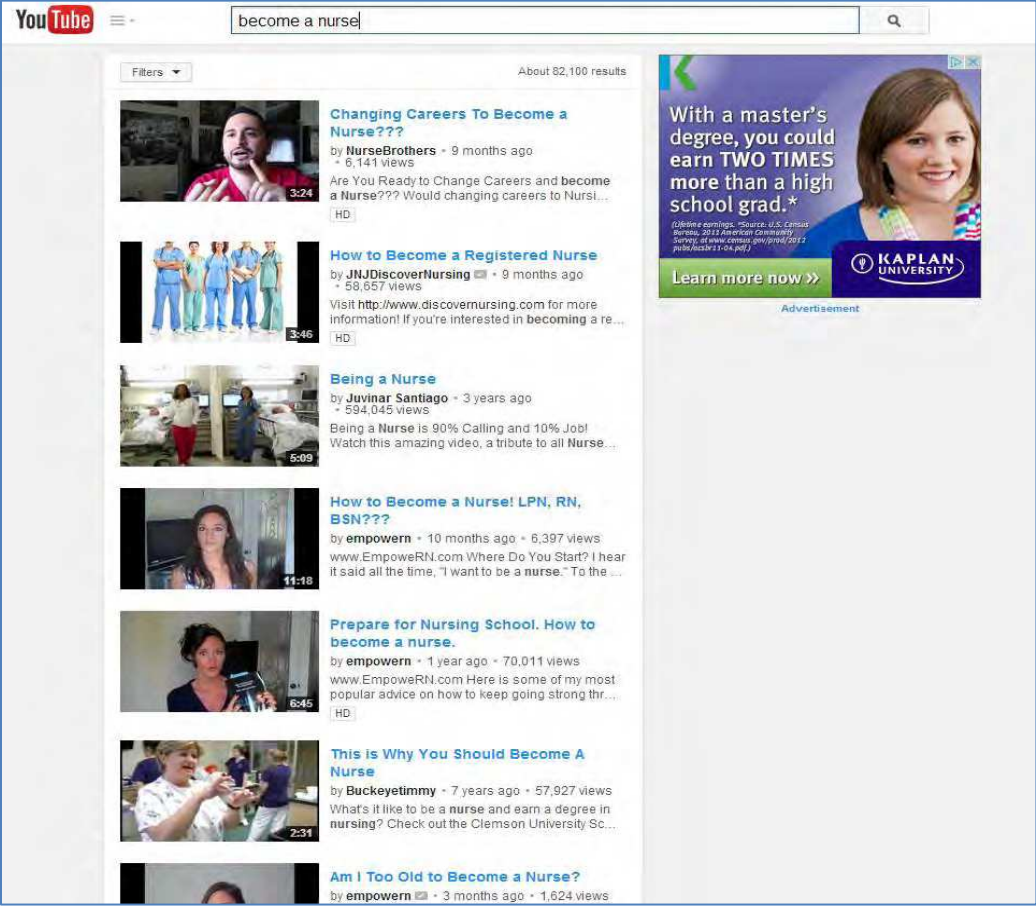
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from northeastern.edu, featuring 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 - American Nurses Association". The fourth result is from discovernursing.com, titled "Johnson & 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>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a search bar, navigation icons (Web, Images, Places), and a bottom dock with back, home, and recent apps buttons.</p>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a nurse" and a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown menu. The results section shows "About 89,800,000 results". There are two columns of ads. The left column includes ads for "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", "Advance Your Education - RNs: Earn Your BSN in 3 Semesters", and "More Offers: become a medical biller, become a realtor, become a pharmacist". The right column includes ads for "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

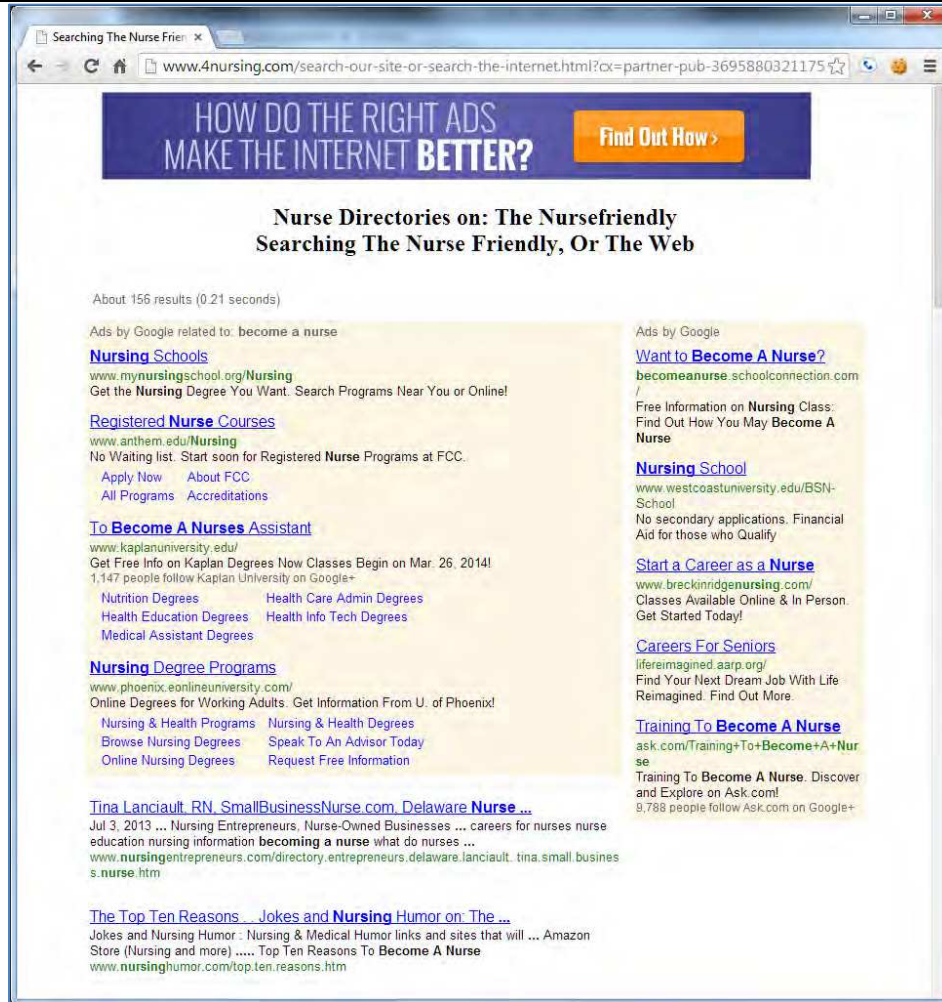
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include three advertisements and one organic search result. The first ad is from northeastern.edu, the second from phoenix.edu, and the third from chamberlain.edu. The organic result is from nursingworld.org.</p> <p>AT&T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p>Become A Nurse ⓘ Ad www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>University of Phoenix® Ad www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p>Pursue Nursing Education Ad www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... </p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of</p> <p> Web  Images  News  Videos</p>

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	<div data-bbox="1003 391 1558 1372" style="border: 1px solid gray; padding: 10px;"><p>How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are displayed in a list format, each with a video thumbnail, title, channel name, and view count. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JNJDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empowern (6,397 views), "Prepare for Nursing School. How to become a nurse." by empowern (70,011 views), "This is Why You Should Become A Nurse" by Buckeyetimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empowern (1,624 views). On the right side of the search results, there is an advertisement for Kaplan University. 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 >>". The ad also includes the Kaplan University logo and a small "Advertisement" label below it.</p>


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Search Results of Google Custom Search


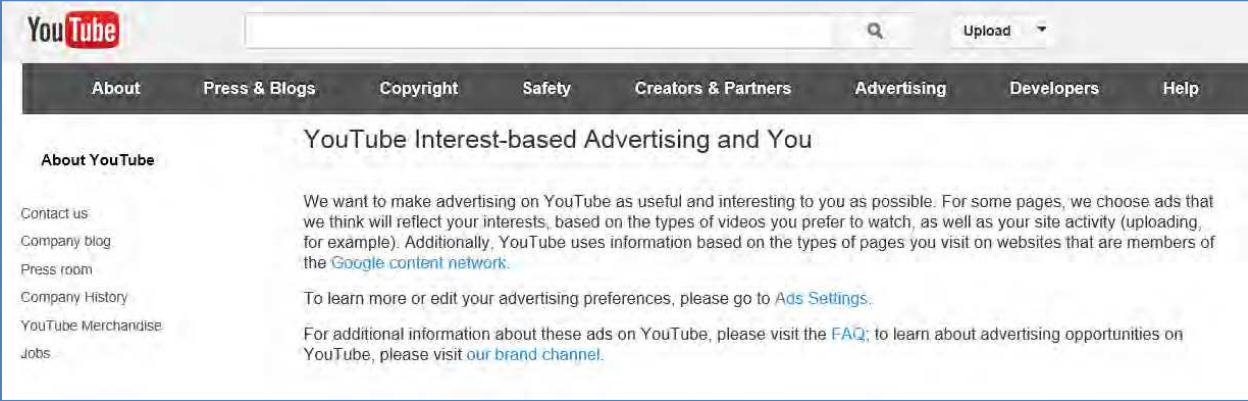
U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"><tr><td data-bbox="684 358 1346 961"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1346 358 1992 961"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="873 1003 1992 1037">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</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 sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		

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	 <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over 100,000,000 gigabytes</p> <p>We've spent over 1million computing hours building the index so far</p> <p>https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>
<p>interact with the associative search engine to receive an advertisement that is selected based upon at least one of the search argument and the</p>	<p>The Accused Instrumentalities' server computer, is operable to interact with the associative search engine to receive an advertisement that is selected based upon at least one of the search argument and the search results,</p> <p>See claims 1 and 10 above.</p>

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search results; and	<div data-bbox="638 360 1881 896" style="border: 1px solid black; padding: 10px;"><h3 data-bbox="680 383 1562 444">Using keyword matching options</h3><ul data-bbox="705 500 1856 636" style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p data-bbox="680 669 1839 734">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 data-bbox="680 766 1873 863">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="1209 906 1982 938" style="text-align: right;">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 1013 1902 1383" style="border: 1px solid blue; padding: 10px;"><h3 data-bbox="693 1036 1730 1156">How similar keywords match to search terms</h3><p data-bbox="693 1224 1881 1289">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.</p><p data-bbox="693 1299 1873 1364">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="1209 1390 1982 1422" style="text-align: right;">https://support.google.com/adwords/answer/2756257?hl=en</p>

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	<div data-bbox="829 396 1785 1425" style="border: 1px solid black; padding: 10px;"><h2 data-bbox="850 425 1585 522">How ads are matched to geographic locations</h2><ul data-bbox="871 571 1732 734" style="list-style-type: none">• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).• You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).<hr/><p data-bbox="861 760 1249 787">- Where your users are located (physical location)</p><p data-bbox="898 836 1717 912">The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul data-bbox="919 933 1018 954" style="list-style-type: none">• IP address:<p data-bbox="934 977 1738 1026">Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p data-bbox="934 1052 1738 1128">If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul data-bbox="919 1149 1060 1170" style="list-style-type: none">• Device location:<p data-bbox="934 1193 1747 1242">If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul data-bbox="949 1266 1738 1399" style="list-style-type: none">• GPS: Accuracy varies depending on GPS signal and connection.• Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router.• Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</div>

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	<p data-bbox="1213 321 1990 354">https://support.google.com/adwords/answer/2453995?hl=en</p> <div data-bbox="684 358 1927 1284"><p data-bbox="722 375 1142 407">Why you may see particular ads</p><p data-bbox="722 440 1661 464">You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="722 496 1365 699"><p data-bbox="722 675 831 699">Search ad</p><p data-bbox="932 675 1020 699">Gmail ad</p><p data-bbox="1192 675 1297 699">Display ad</p></div><p data-bbox="722 740 911 764">On Google Search</p><p data-bbox="722 797 1885 894">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="743 927 1598 1097" style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<p data-bbox="743 1146 898 1179"> Example</p><p data-bbox="810 1195 1843 1260">You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="1010 1292 1990 1325">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

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	<div data-bbox="682 324 1927 714"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 722 1978 755">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="661 795 1900 1193"><p>YouTube Interest-based Advertising and You</p><p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p><p>To learn more or edit your advertising preferences, please go to Ads Settings.</p><p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p></div> <p data-bbox="1423 1201 1978 1234">http://www.youtube.com/t/ads_preferences</p>

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	<p data-bbox="711 342 1031 370">About targeting groups</p> <p data-bbox="711 407 1923 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="711 505 1356 526">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 563 1902 1187" style="list-style-type: none"><li data-bbox="737 563 1087 584">• Demographics: Age and gender.<li data-bbox="737 602 1709 623">• Topics: YouTube video or Google Display Network content targeted by category or sub-category.<li data-bbox="737 641 1871 701">• Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.<li data-bbox="737 719 1892 906">• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul data-bbox="779 813 1535 906" style="list-style-type: none"><li data-bbox="779 813 1184 834">◦ Channels (YouTube Partner Channels)<li data-bbox="779 852 1052 873">◦ Videos (YouTube Videos)<li data-bbox="779 891 1535 912">◦ Sites (Google Display Network - includes YouTube.com as a publisher site)<li data-bbox="737 946 1902 1039">• Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.<li data-bbox="737 1057 1843 1117">• Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).<li data-bbox="737 1135 1902 1187">• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1215 1211 1976 1239">https://support.google.com/youtube/answer/2454017?hl=en</p>


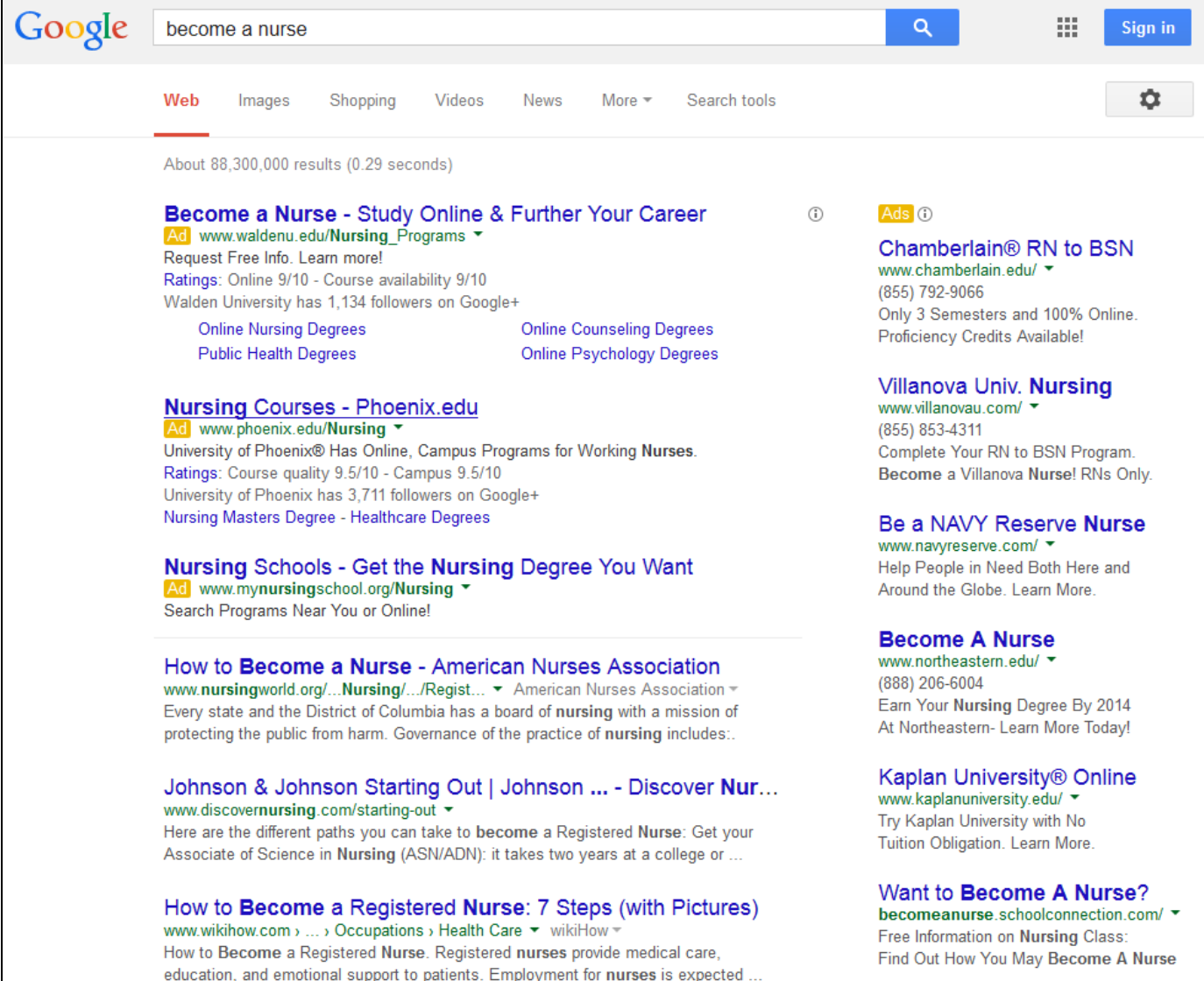
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	<p>2. Target people who are searching (TrueView in-search):</p> <ul style="list-style-type: none"> ◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p>Note</p> <p>Only In-Search ads will be targeted with these keywords.</p> <p>To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>
<p>transmit the search results together with the at least one advertisement via the communications link to the</p>	<p>The Accused Instrumentalities server computer is operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.</p> <p>See claims 1 and 10.</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

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data processing device.	
Claim No. 34	
<p>The server computer of claim 33, wherein the server computer, in conjunction with the at least one communications interface, is further operable to: receive a response from the data processing device via the communications link that indicates selection of an advertisement; and based upon the advertisement selection, generate a fee record.</p>	<p>Upon information and belief, the server computer, in conjunction with the at least one communications interface, is further operable to receive a response from the data processing device via the communications link that indicates selection of an advertisement and based upon the advertisement selection, generate a fee record.</p> <p>See claims 1 and 33 above.</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 ads are for Walden University, Phoenix University, MyNursingSchool.org, American Nurses Association, Johnson & Johnson, and WikiHow. The organic results include Chamberlain RN to BSN, Villanova Univ. Nursing, Navy Reserve Nurse, Northeastern University, Kaplan University, and School Connection.</p>

#	Result	Protocol	Host	URL	Body C
1	www.google.com	HTTP	www.google.com	/ack?sa=I&ai=CvsVkBnEu...	925 p
2	www.googleadservi...	HTTP	www.googleadservi...	/pagead/ack?sa=I&ai=C...	0 p
3	www.phoenix.edu	HTTP	www.phoenix.edu	/r/nursingdegrees?unit=...	11,537 n
4	www.phoenix.edu	HTTP	www.phoenix.edu	/prototypes/css/forms.css	2,191
5	rfi.phoenix.edu	HTTP	rfi.phoenix.edu	/templates/portal/canvas/...	2,673

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

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Claim No. 35	
The server computer of claim 34, wherein the server computer is further operable to extract a toll based upon the fee record.	Upon information and belief, the server computer is further operable to extract a toll based upon the fee record. See claims 1, 2, 33, and 34 above.
Claim No. 36	
The server computer of claim 34, wherein the server computer is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	The server computer is further operable to direct the data processing device to a website corresponding to the selection of the advertisement. See claims 1, 3, 33, and 34 above.
Claim No. 37	
The server computer of claim 34, wherein the server computer is further operable to update preference data for the user based upon the selection of the advertisement.	Upon information and belief, the Accused Instrumentalities server computer can update preference data for the user based upon the selection of the advertisement. See claims 1, 4, 33, and 34 above.
Claim No. 38	
The server computer of claim 34, wherein the search results and the at least one advertisement are included in a web page.	The search result and the at least one advertisement are included in a web page. See claims 1, 7, 33, and 34 above.
Claim No. 39	

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

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<p>The server computer of claim 33, wherein the server computer, using the at least one communication interface, is operable to interact with the database search engine to receive an advertisement that is selected based upon at least the search argument.</p>	<p>The server computer, using the at least one communication interface, is operable to interact with the database search engine to receive an advertisement that is selected based upon at least the search argument.</p> <p>See claims 1, 8, 15 and 33.</p>
<p>Claim No. 41</p>	
<p>A method of operating a server computer to provide advertisements comprising:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).</p> <p>See claim 33 above.</p>
<p>the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument; and</p>	<p>The server computer receives from a data processing device via at least one communications interface a search request that includes a search argument.</p> <p>See claim 33 above.</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>the server computer interacting with a database search engine via the at least one communications interface to receive search results from the database search engine that are selected based upon the search argument;</p>	<p>The server computer interacts with a database search engine via at least one communication interface to receive search results from the database search engine that are selected based upon the search argument.</p> <p>See claim 33 above.</p>
<p>the server computer interacting with an associative search engine via the at least one communications interface to receive an advertisement that is selected based upon at least one of the search argument and the search results; and</p>	<p>The server computer interacts with an associative search engine via at least one communication interface to receive an advertisement that is selected based upon at least one of the search argument the search results.</p> <p>See claim 33 above.</p>
<p>the server computer transmitting the search results together with the at least one advertisement via the at least one communications interface to the data processing device.</p>	<p>The server computer transmits the search results together with the at least one advertisement via the at least one communications interface to the data processing device.</p> <p>See claim 33 above.</p>
<p>Claim No. 42</p>	

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

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<p>The method of claim 41, further comprising: the server computer receiving a response from the data processing device via the at least one communications interface that indicates selection of an advertisement; and based upon the advertisement selection, generating a fee record.</p>	<p>Upon information and belief, the server computer receive a response from the data processing device via the at least one communications interface that indicates selection of an advertisement; and based upon the advertisement selection, generating a fee record.</p> <p>See claims 34 and 41 above.</p>
Claim No. 43	
<p>The method of claim 41, further comprising the server computer extracting a toll based upon the fee record.</p>	<p>Upon information and belief, the server computer extracts a toll based upon the fee record.</p> <p>See claims 35 and 41 above.</p>
Claim No. 44	
<p>The method of claim 41, further comprising the server computer directing the data processing device to a website corresponding to the selection of the advertisement.</p>	<p>The server computer directs the data processing device to a website corresponding to the selection of the advertisement.</p> <p>See claims 36 and 41 above.</p>
Claim No. 45	
<p>The method of claim 41, further comprising the server</p>	<p>Upon information and belief, the server computer updates preference data for the user based upon the selection of the advertisement.</p>

Exhibit D: Infringement of U.S. Patent No. 7,672,970 by Defendant Google

U.S. PATENT NO. 7,672,970	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
computer updating preference data for the user based upon the selection of the advertisement.	See claims 37 and 41 above.
Claim No. 46	
The method of claim 41, wherein the search results and the at least one advertisement are included in a web page.	The search results and the at least one advertisement are included in a web page. See claims 38 and 41 above.
Claim No. 47	
The method of claim 41, further comprising the server computer interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument.	The server computer interacts with an associative search engine via at least communication interface to receive an advertisement that is selected based upon at least the search argument. See claims 39 and 41 above.