

# Exhibit 14

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

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

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


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

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 1</b>	
A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	Google's advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities"). <sup>1</sup>

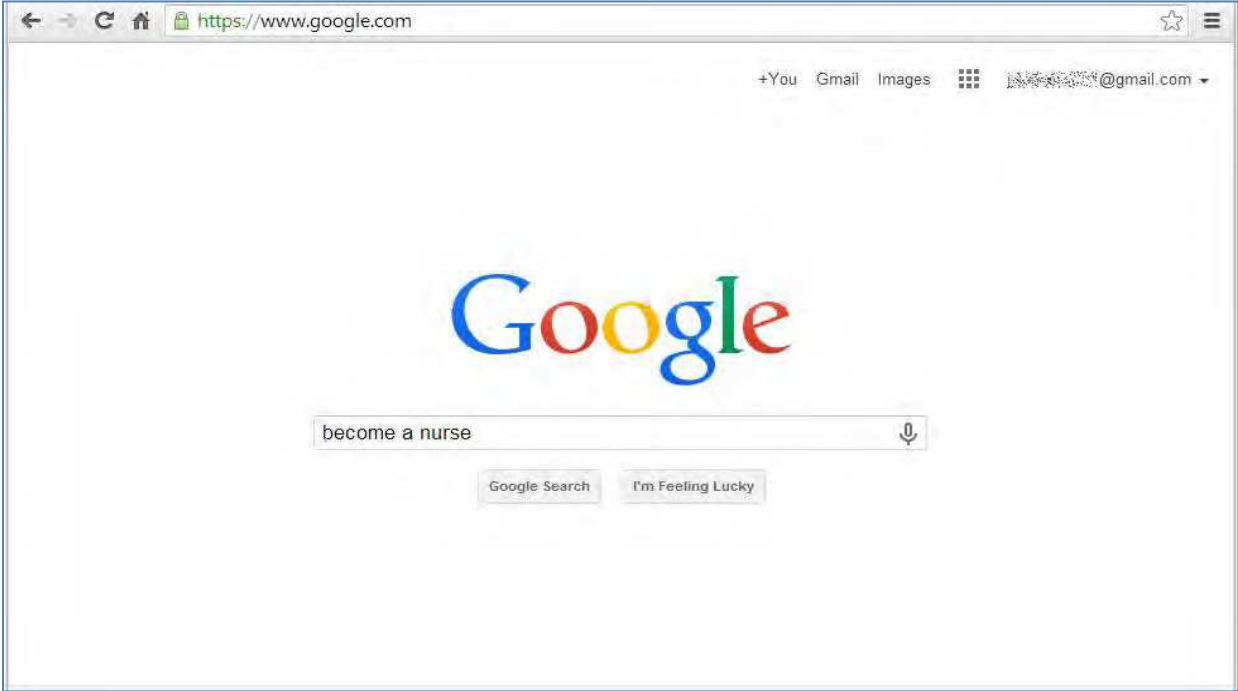
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<sup>1</sup> Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 329 1896 1279"><h2>About the Google Search Network</h2><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><h3>Where your ads can appear</h3><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul style="list-style-type: none"><li>• <b>On Google search sites:</b> Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</li></ul><ul style="list-style-type: none"><li>• <b>On other sites that are part of the Search Network (search partners):</b> Ads might appear alongside or above search results on our <a href="#">search partners'</a> sites, such as AOL.</li></ul></div> <p><a href="https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771">https://support.google.com/adwords/answer/1722047?hl=en&amp;ref_topic=3121771</a></p>

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receiving from the data processing device via the communications link a search request that includes a search argument;	<p>The Accused Instrumentalities receive a search request from the data processing device via the communications link that includes a search argument.</p>  A screenshot of a web browser window 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 top right of the page shows links for '+You', 'Gmail', and 'Images', along with a user profile icon and the email address '@gmail.com'. <p></p>

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

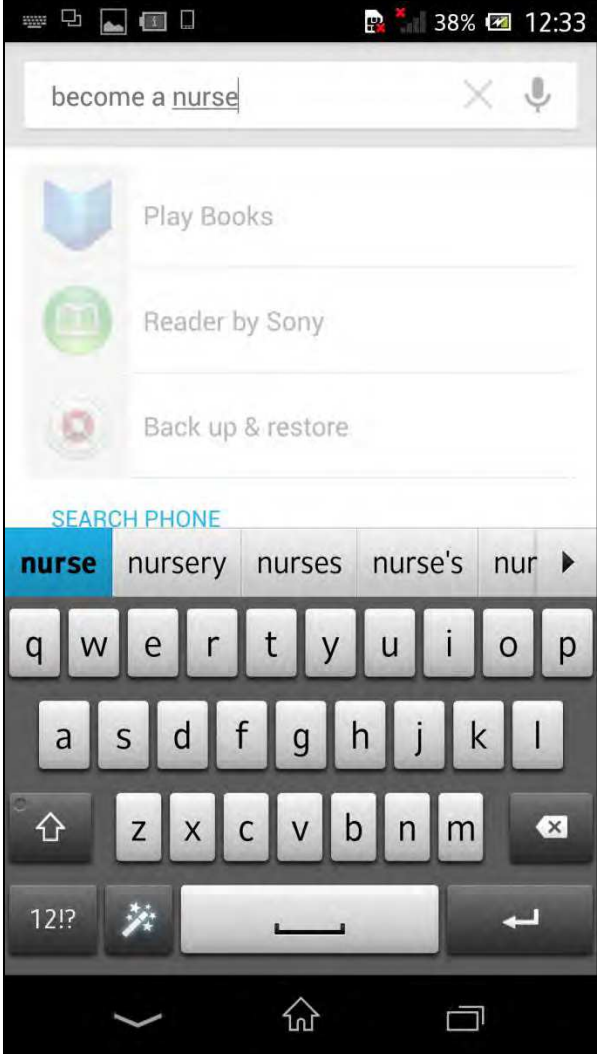
**Find pages with...**

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

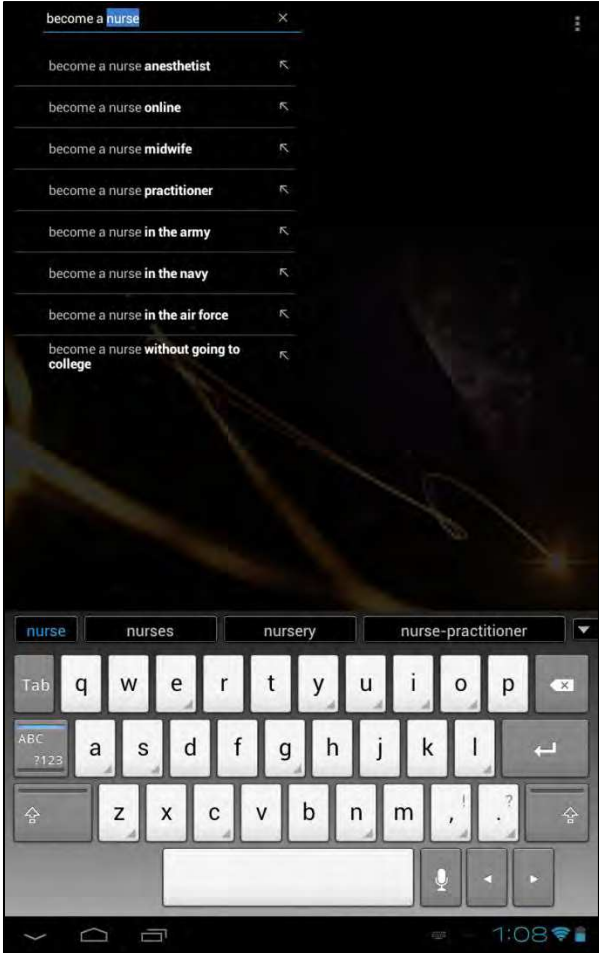
**Then narrow your results by...**

language:	<input type="text" value="any language"/>	Find pages in the language you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time you specify.
site or domain:	<input type="text"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="Show most relevant results"/>	Tell SafeSearch whether to filter sexually explicit content.
reading level:	<input type="text" value="no reading level displayed"/>	Find pages at one reading level or just view the level info.
file type:	<input type="text" value="any format"/>	Find pages in the format you prefer.
usage rights:	<input type="text" value="not filtered by license"/>	Find pages you are free to use yourself.

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of an Android phone screen. At the top, the status bar shows icons for signal, Wi-Fi, battery at 38%, and time 12:33. Below the status bar is a search bar containing the text "become a nurse". Under the search bar, there 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 the suggestions is a "SEARCH PHONE" label in blue. Underneath is a row of search suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three capacitive touch icons: a back arrow, a home house icon, and a recent apps icon.

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 329 1518 362">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar at the top contains the text 'become a nurse'. Below the search bar, a list of suggestions is displayed, each preceded by 'become a nurse' and followed by a right arrow icon. The suggestions are: 'nurse', 'anesthetist', 'online', 'midwife', 'practitioner', 'in the army', 'in the navy', 'in the air force', and 'without going to college'. At the bottom of the screen, a QWERTY keyboard is visible, with the word 'nurse' highlighted in the search bar above it. The status bar at the very bottom shows the time as 1:08 and various icons for battery, signal, and connectivity.</p>

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U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1081 329 1467 362">Tablet Running Android 4.0.2</p> 



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

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying 'www.youtube.com'. The YouTube logo is visible on the left, and a search bar contains the text 'become a nurse'. To the right of the search bar are buttons for 'Upload' and 'Sign in'. Below the browser window, there is a Google Custom Search box with the same search term 'become a nurse' and a 'Search' button. The Google logo is on the left of the search box.</p> <p><a href="http://www.4nursing.com/search-our-site-or-search-the-internet.html">http://www.4nursing.com/search-our-site-or-search-the-internet.html</a></p>

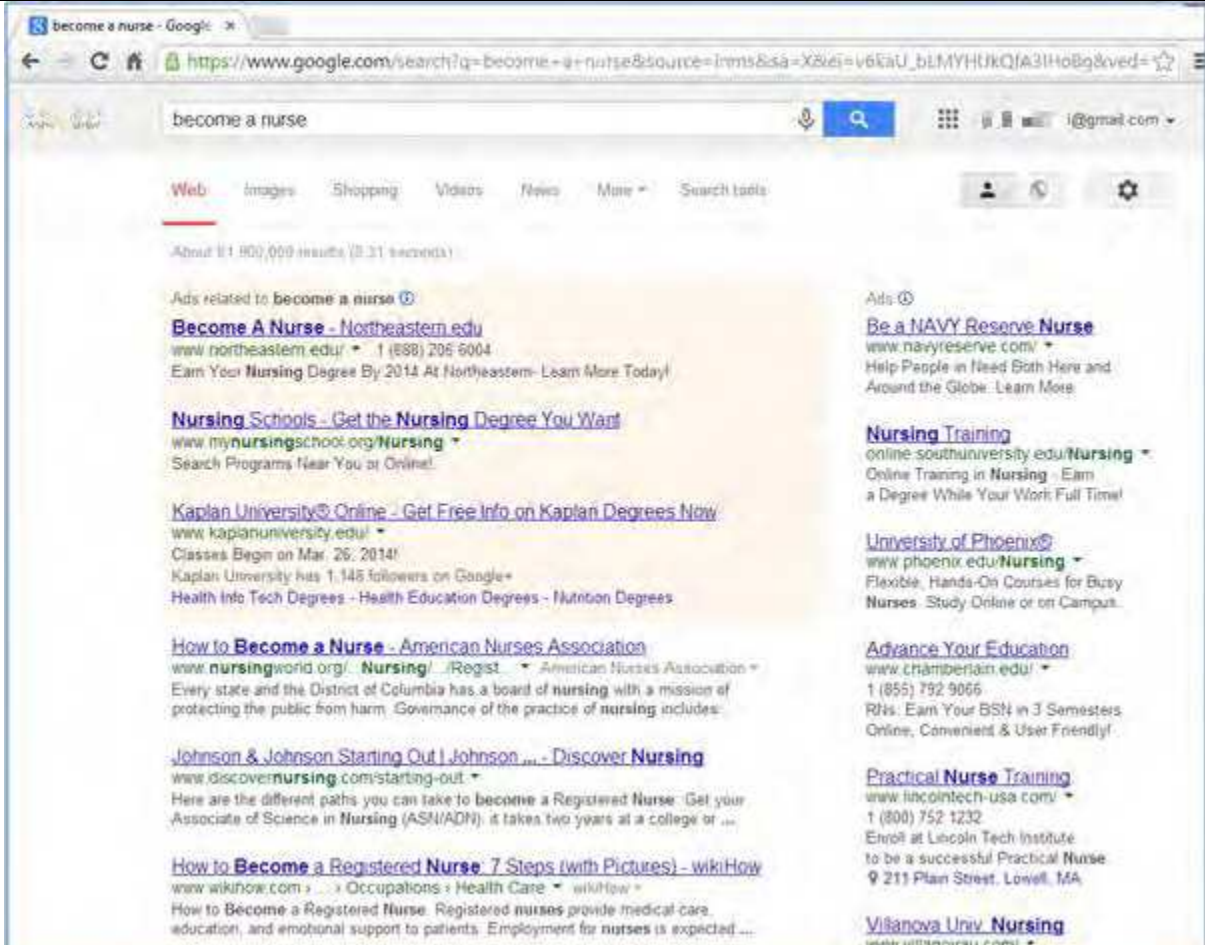
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	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;scient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_iDWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjXO-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmKcf2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET “search request”</p>

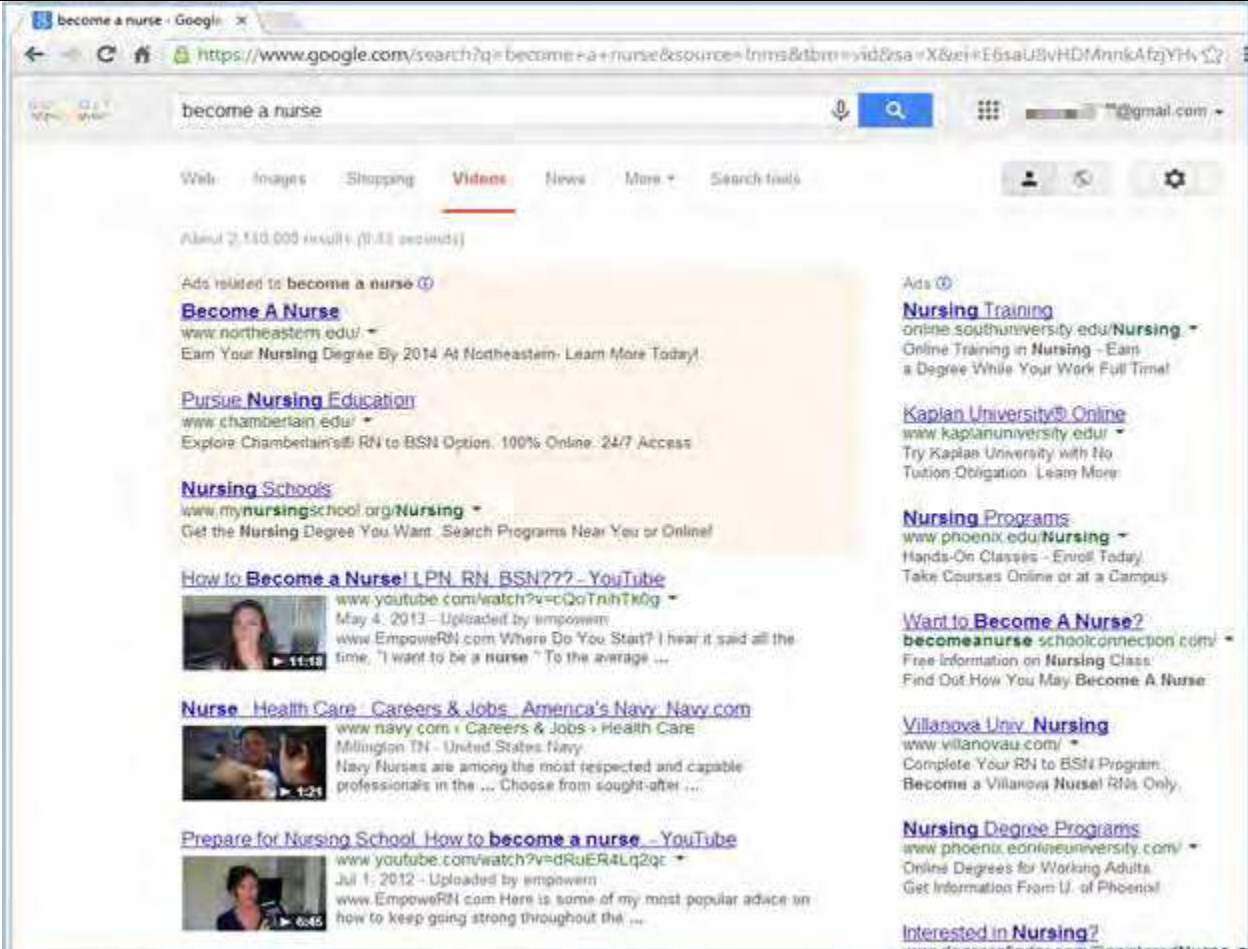
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>searching at least one database using the search argument to produce search results;</p>	<p>The Accused Instrumentalities search at least one database using the search argument to produce search results.</p> <p>See above.</p> <div data-bbox="621 511 1929 1149"><div><h3>Finding information by crawling</h3><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and <a href="#">sitemaps</a> provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></div><div><h3>Organizing information by indexing</h3><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the <a href="#">Knowledge Graph</a>, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></div></div> <p><a href="https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</a></p>

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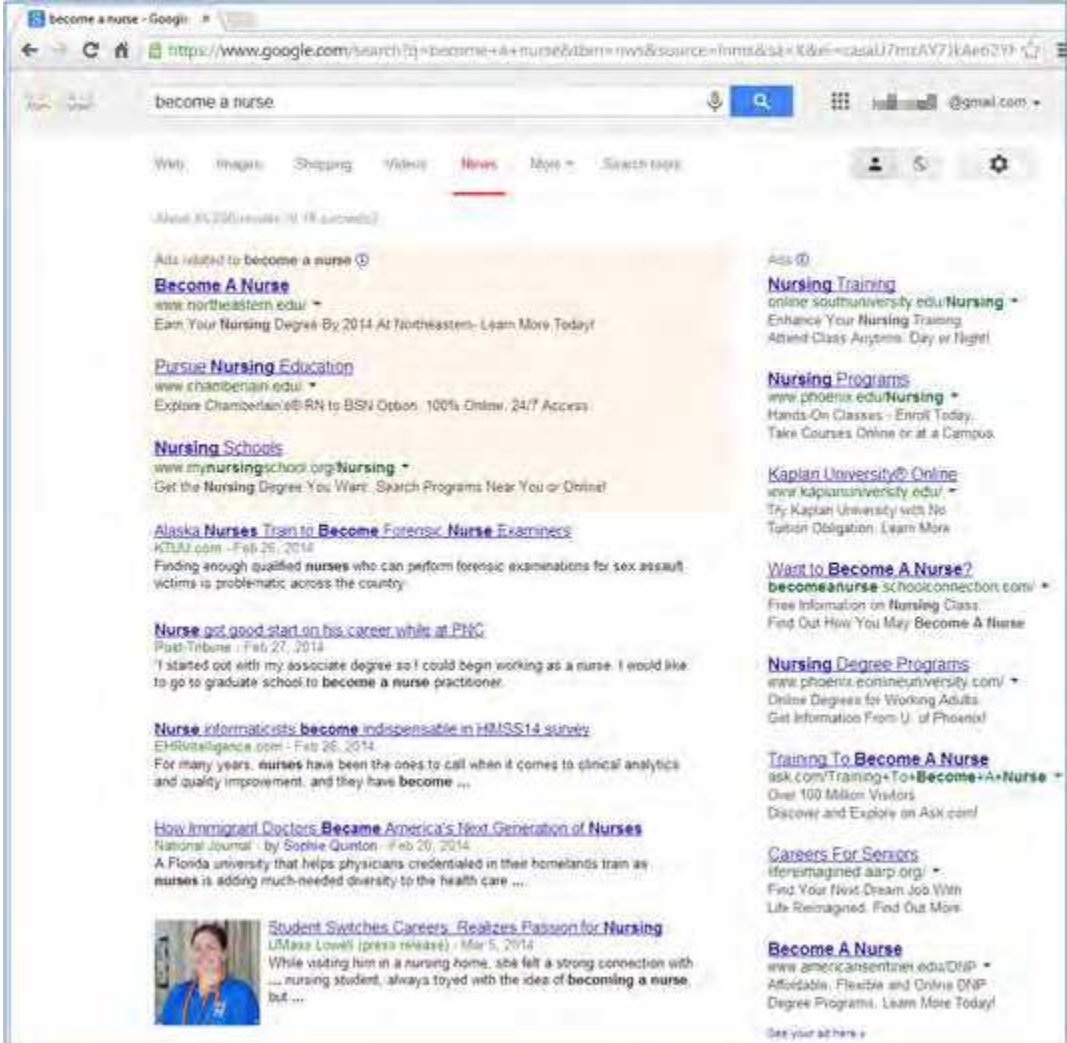
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including links to nursing schools, universities, and organizations. The results are organized into a main column on the left and a right-hand column containing "Ads related to become a nurse".</p> <p><b>Search Results (Left Column):</b></p> <ul style="list-style-type: none"> <li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu • 1 (888) 205 5004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li> <li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing • Search Programs Near You or Online!</li> <li><b>Kaplan University® Online - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ • Classes Begin on Mar. 26, 2014! Kaplan University has 1,145 followers on Google+ Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees</li> <li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/...Nursing/.../Regist... • American Nurses Association • Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out • Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN), it takes two years at a college or ...</li> <li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care • wikiHow • How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li> </ul> <p><b>Ads related to become a nurse (Right Column):</b></p> <ul style="list-style-type: none"> <li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com • Help People in Need Both Here and Around the Globe. Learn More.</li> <li><b>Nursing Training</b> online.southuniversity.edu/Nursing • Online Training in Nursing - Earn a Degree While Your Work Full Time!</li> <li><b>University of Phoenix®</b> www.phoenix.edu/Nursing • Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</li> <li><b>Advance Your Education</b> www.chamberlain.edu/ • 1 (855) 792 9055 RN's: Earn Your BSN in 3 Semesters Online, Convenient &amp; User Friendly!</li> <li><b>Practical Nurse Training</b> www.lincolntech-usa.com/ • 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse 9 211 Plain Street, Lowell, MA</li> <li><b>Villanova Univ. Nursing</b> www.villanovau.com/ •</li> </ul>

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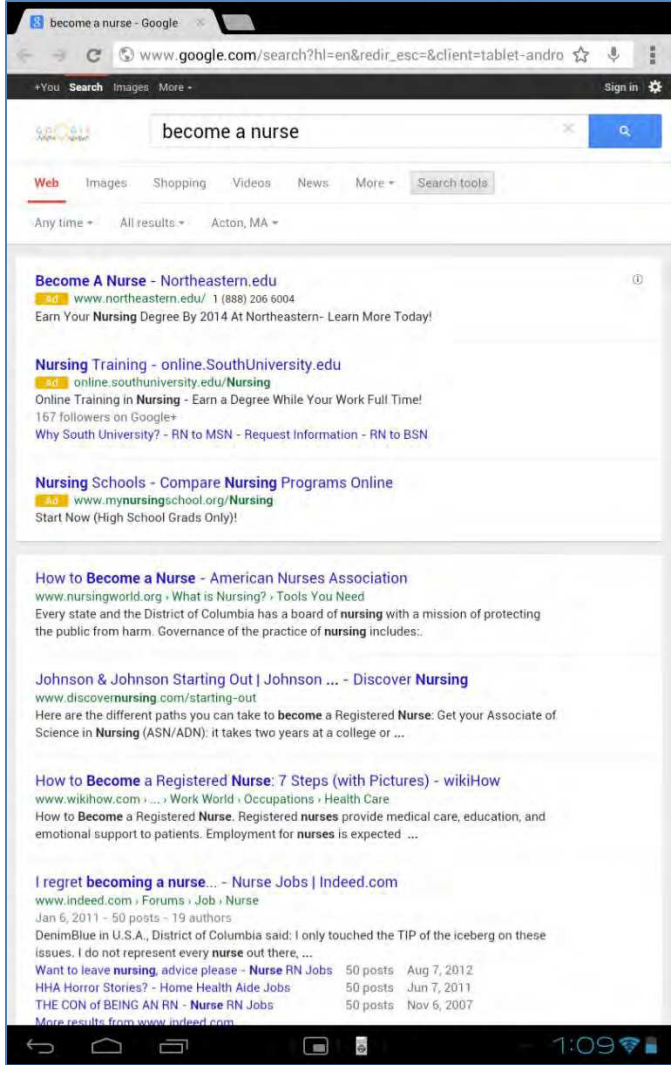
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads, educational programs, and YouTube videos. The search bar at the top shows the query "become a nurse" and the URL "https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;btn=yid&amp;sa=X&amp;ei=E6saUSvHDMnKAFzYHv". The search results are organized into sections: "Ads related to become a nurse", "Nursing Training", "Pursue Nursing Education", "Kaplan University® Online", "Nursing Schools", "Nursing Programs", "How to Become a Nurse! LPN, RN, BSN?? - YouTube", "Want to Become A Nurse?", "Nurse - Health Care Careers &amp; Jobs - America's Navy - Navy.com", "Villanova Univ. Nursing", "Prepare for Nursing School How to become a nurse - YouTube", "Nursing Degree Programs", and "Interested in Nursing?". Each result includes a title, a URL, and a brief description.</p>



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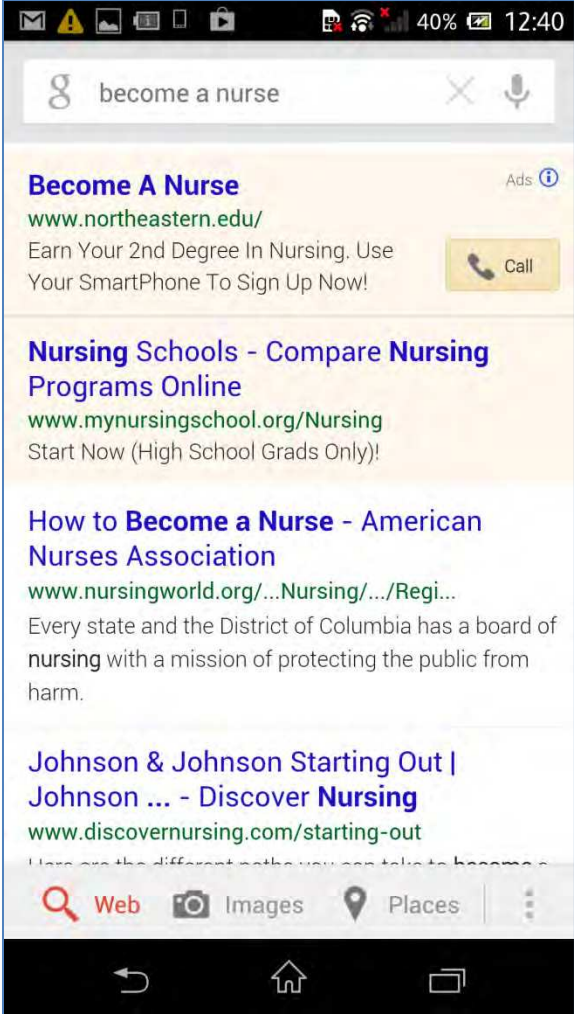
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including educational programs, nursing schools, and news articles. The results are organized into a grid-like layout with multiple columns. The top section includes a search bar and navigation tabs for Web, Images, Shopping, Videos, News, and More. Below the search bar, there are several search results, each with a title, a URL, and a brief description. The results include links to nursing programs, schools, and news articles about nursing careers and education. The page is displayed in a web browser window with a visible address bar and search bar.</p>

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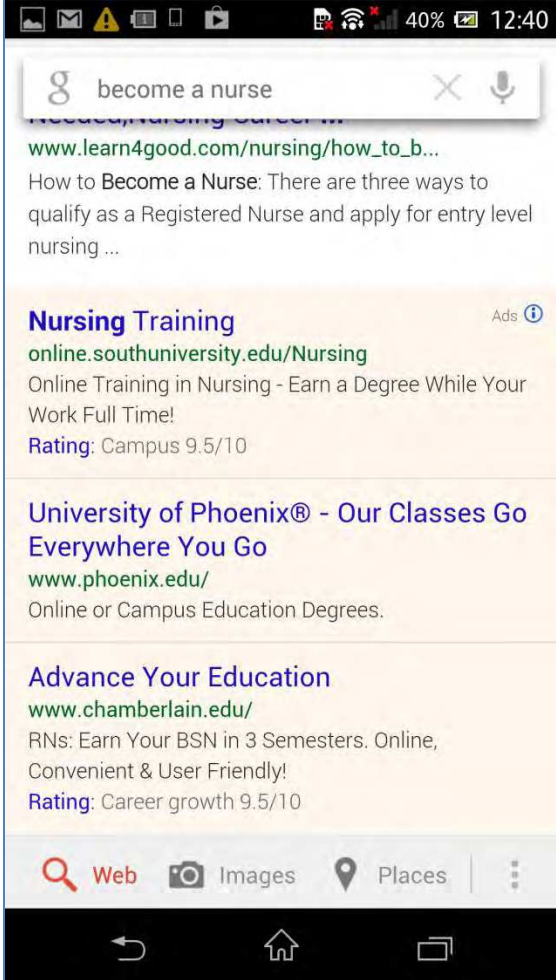
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized under "Web". The top results include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b>: Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: Here are the different paths you can take to become a Registered Nurse.</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: Registered nurses provide medical care, education, and emotional support to patients.</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: A forum post discussing the challenges of nursing.</li></ul>



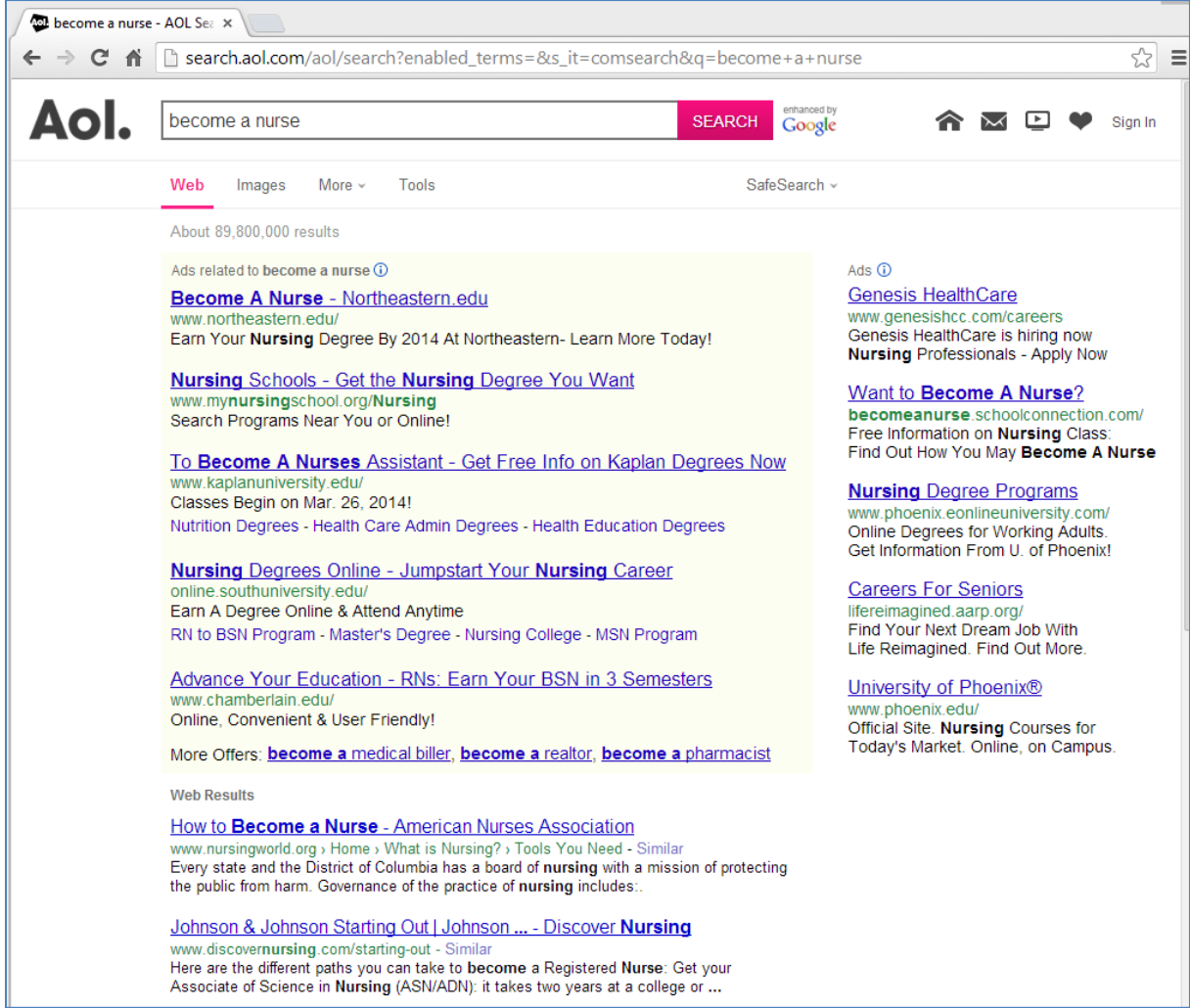
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	 A screenshot of a mobile search results page. At the top, the status bar shows various icons and a 40% battery level at 12:40. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is titled "Become A Nurse" with a link to "www.northeastern.edu/" and a "Call" button. The second result is titled "Nursing Schools - Compare Nursing Programs Online" with a link to "www.mynursingschool.org/Nursing". The third result is titled "How to Become a Nurse - American Nurses Association" with a link to "www.nursingworld.org/...Nursing/.../Regi...". The fourth result is titled "Johnson & Johnson Starting Out   Johnson ... - Discover Nursing" with a link to "www.discovernursing.com/starting-out". At the bottom, there is a navigation bar with icons for "Web", "Images", and "Places".

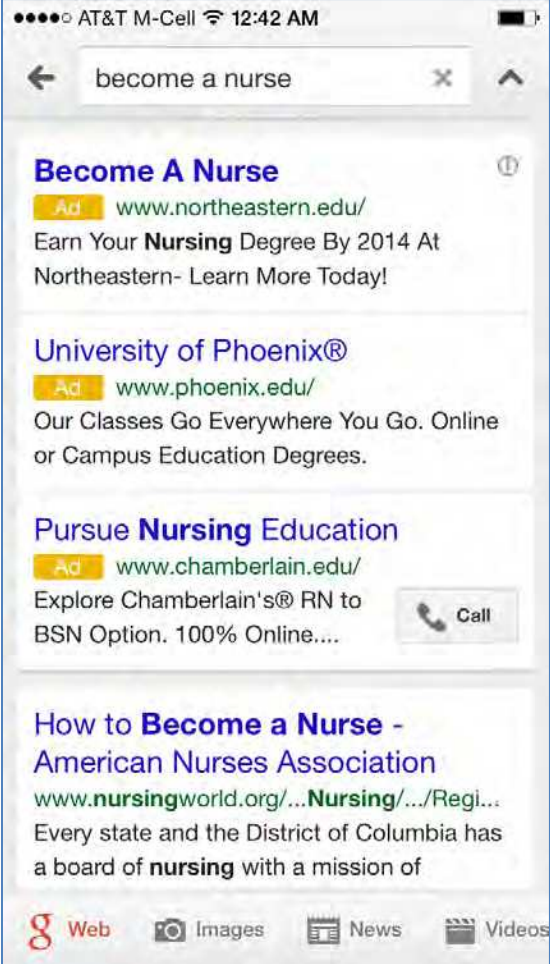
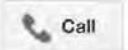




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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include organic links and sponsored advertisements. The organic results are:</p> <ul style="list-style-type: none"><li>www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</li><li>University of Phoenix® - Our Classes Go Everywhere You Go www.phoenix.edu/ Online or Campus Education Degrees.</li><li>Advance Your Education www.chamberlain.edu/ RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly! Rating: Career growth 9.5/10</li></ul> <p>The sponsored advertisements are:</p> <ul style="list-style-type: none"><li><b>Nursing Training</b> (marked as an Ad) online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! Rating: Campus 9.5/10</li></ul> <p>The interface includes a search bar, navigation icons (Web, Images, Places), and a bottom dock with back, home, and recent apps buttons.</p>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The results section shows "About 89,800,000 results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li><li>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></li></ul> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

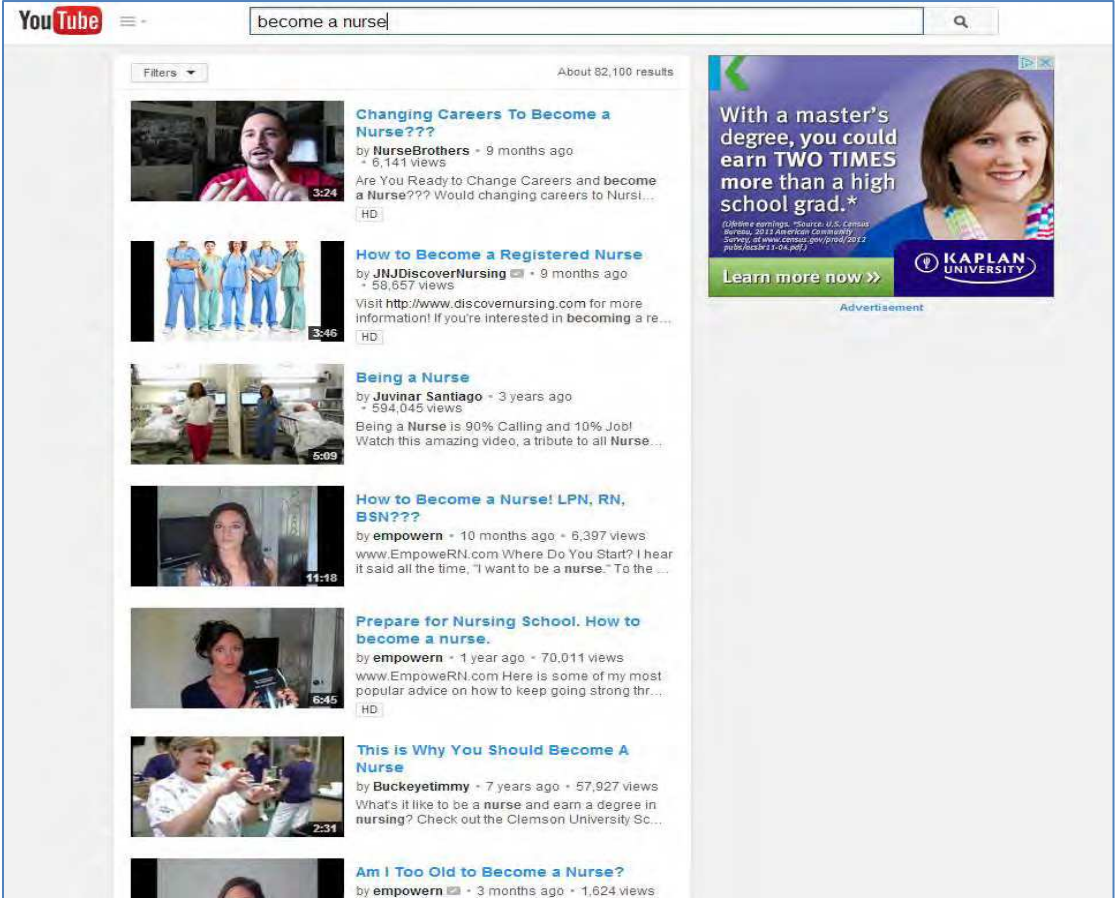
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several paid advertisements (marked with a yellow "Ad" tag) for nursing programs. The first ad is from Northeastern University, the second from the University of Phoenix, and the third from Chamberlain's. Below these are organic search results, including one from the American Nurses Association. The bottom of the screen shows a navigation bar with icons for Web, Images, News, and Videos.</p> <p>AT&amp;T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p><b>Become A Nurse</b> ⓘ Ad <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>University of Phoenix®</b> Ad <a href="http://www.phoenix.edu/">www.phoenix.edu/</a> Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p><b>Pursue Nursing Education</b> Ad <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a> Explore Chamberlain's® RN to BSN Option. 100% Online.... </p> <p><b>How to Become a Nurse -</b> <b>American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of <b>nursing</b> with a mission of</p> <p> Web  Images  News  Videos</p>

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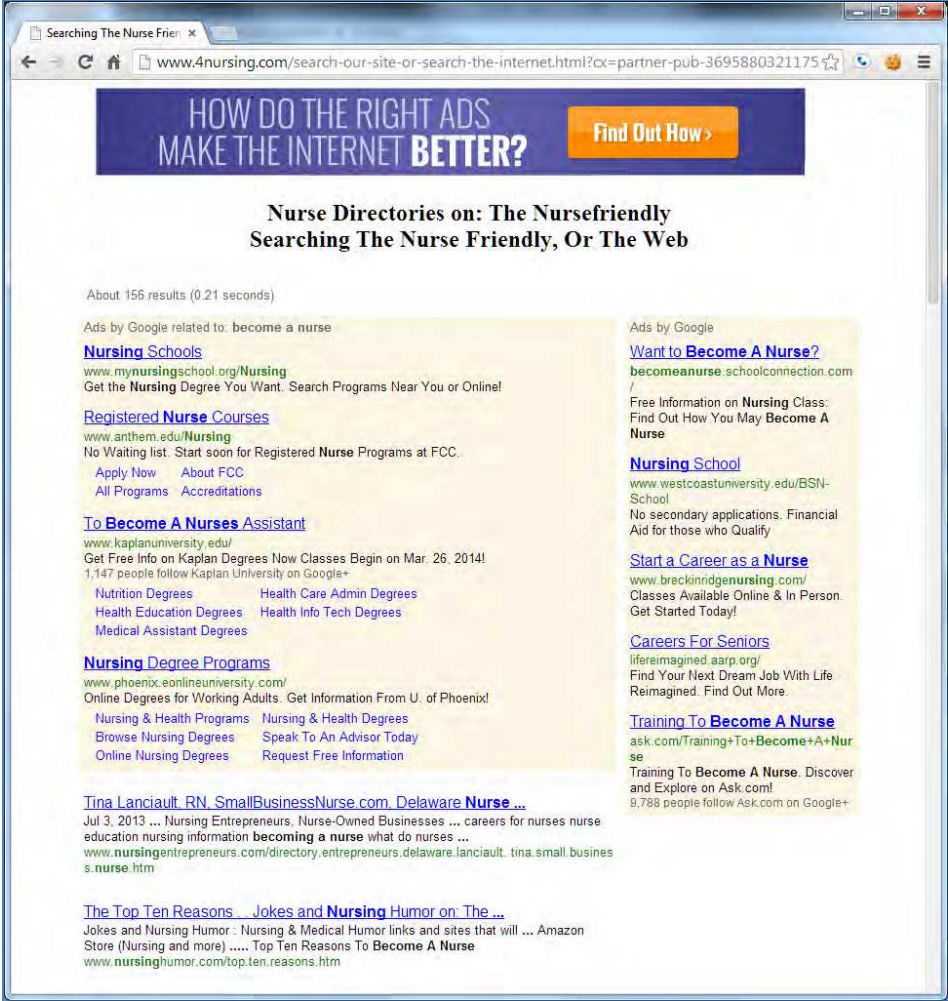
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 329 1551 1307"><div data-bbox="1026 370 1499 618"><p>How to <b>Become a Nurse</b>,Qualifications Needed,Nursing Career ... <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p></div><div data-bbox="1026 678 1509 813"><p><b>Nursing Schools</b> <b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p></div><div data-bbox="1026 862 1520 1032"><p><b>Practical Nurse Training</b> <b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>. Programs and Campuses - Apply Online</p></div><div data-bbox="1026 1076 1520 1279"><p><b>Nursing Degree Programs</b> <b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Nursing Programs - Nursing Degrees</p></div></div>

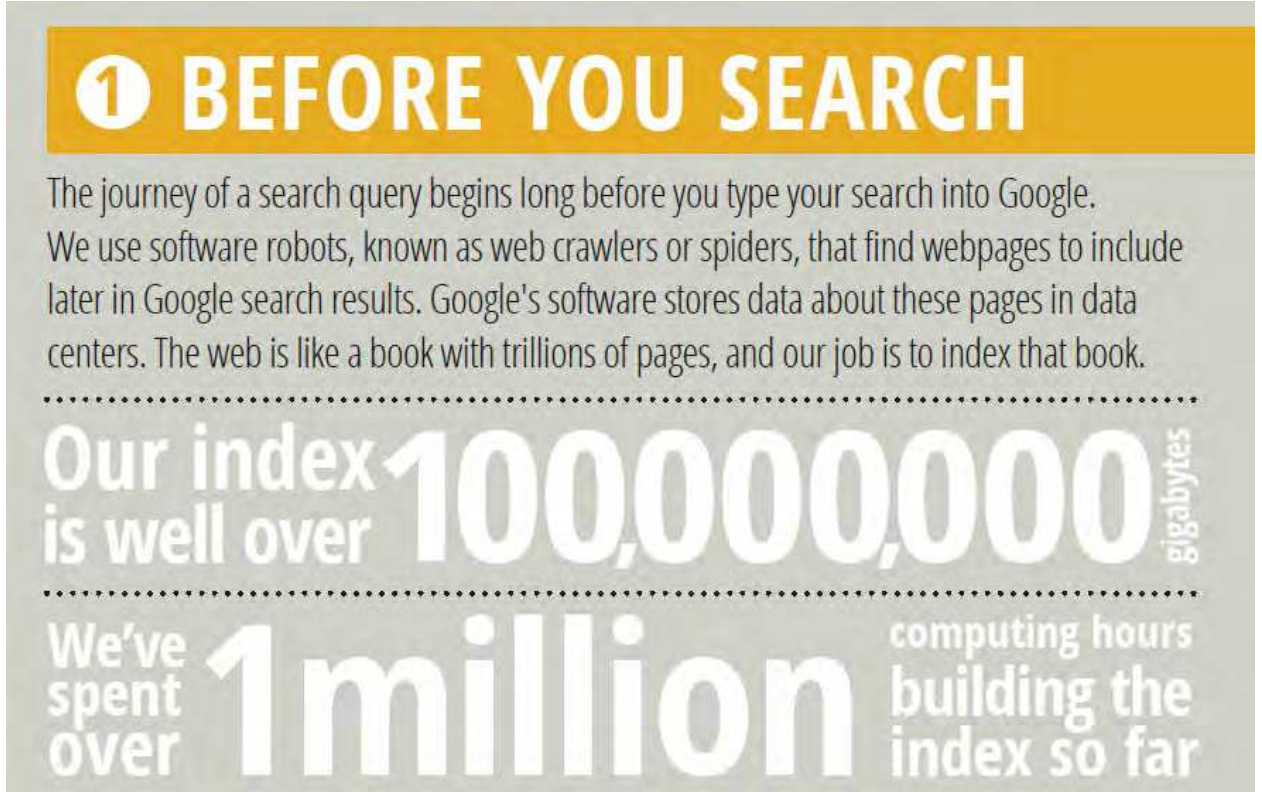
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top displays the text "become a nurse" and indicates "About 82,100 results". Below the search bar, there is a list of video results. The first video is titled "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views and a duration of 3:24. The second video is "How to Become a Registered Nurse" by JNJDiscoverNursing, with 58,657 views and a duration of 3:46. The third video is "Being a Nurse" by Juvinar Santiago, with 594,045 views and a duration of 5:09. The fourth video is "How to Become a Nurse! LPN, RN, BSN???" by empowern, with 6,397 views and a duration of 11:18. The fifth video is "Prepare for Nursing School. How to become a nurse." by empowern, with 70,011 views and a duration of 6:45. The sixth video is "This is Why You Should Become A Nurse" by Buckeyetimmy, with 57,927 views and a duration of 2:31. The seventh video is "Am I Too Old to Become a Nurse?" by empowern, with 1,624 views and a duration of 3 months ago. On the right side of the page, there is an advertisement for Kaplan University, featuring a woman's face and the text "With a master's degree, you could earn TWO TIMES more than a high school grad.*". The advertisement includes a link to "Learn more now" and the Kaplan University logo.</p>

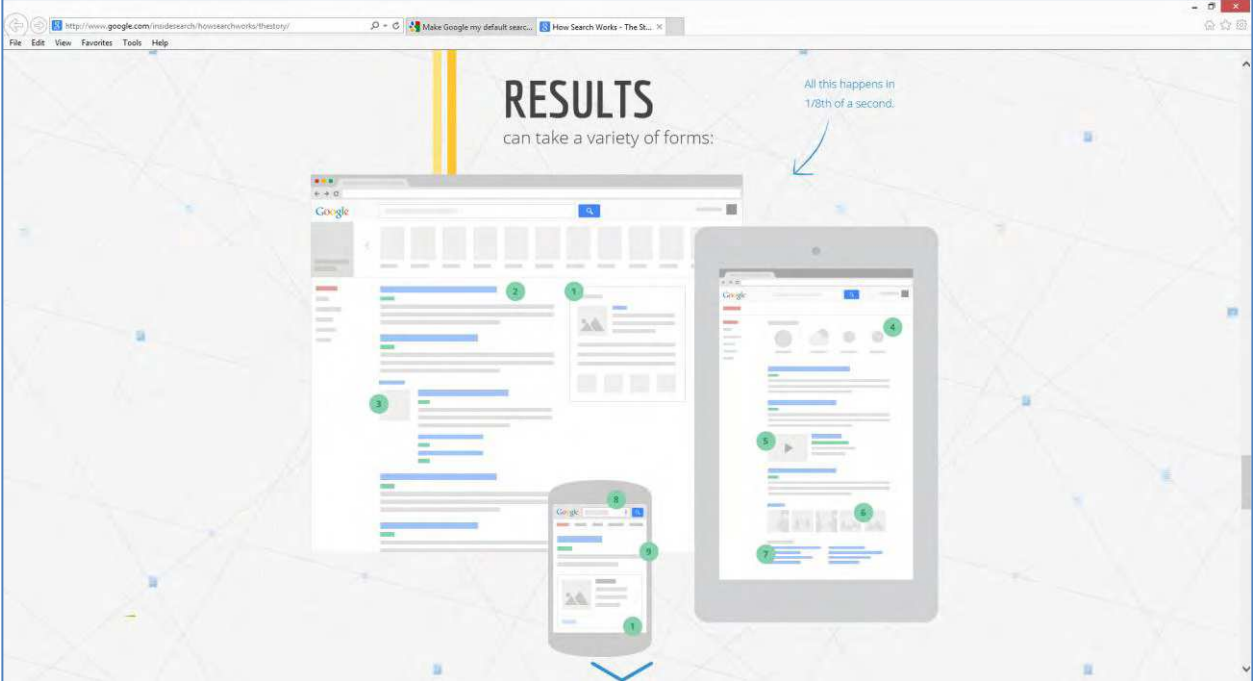


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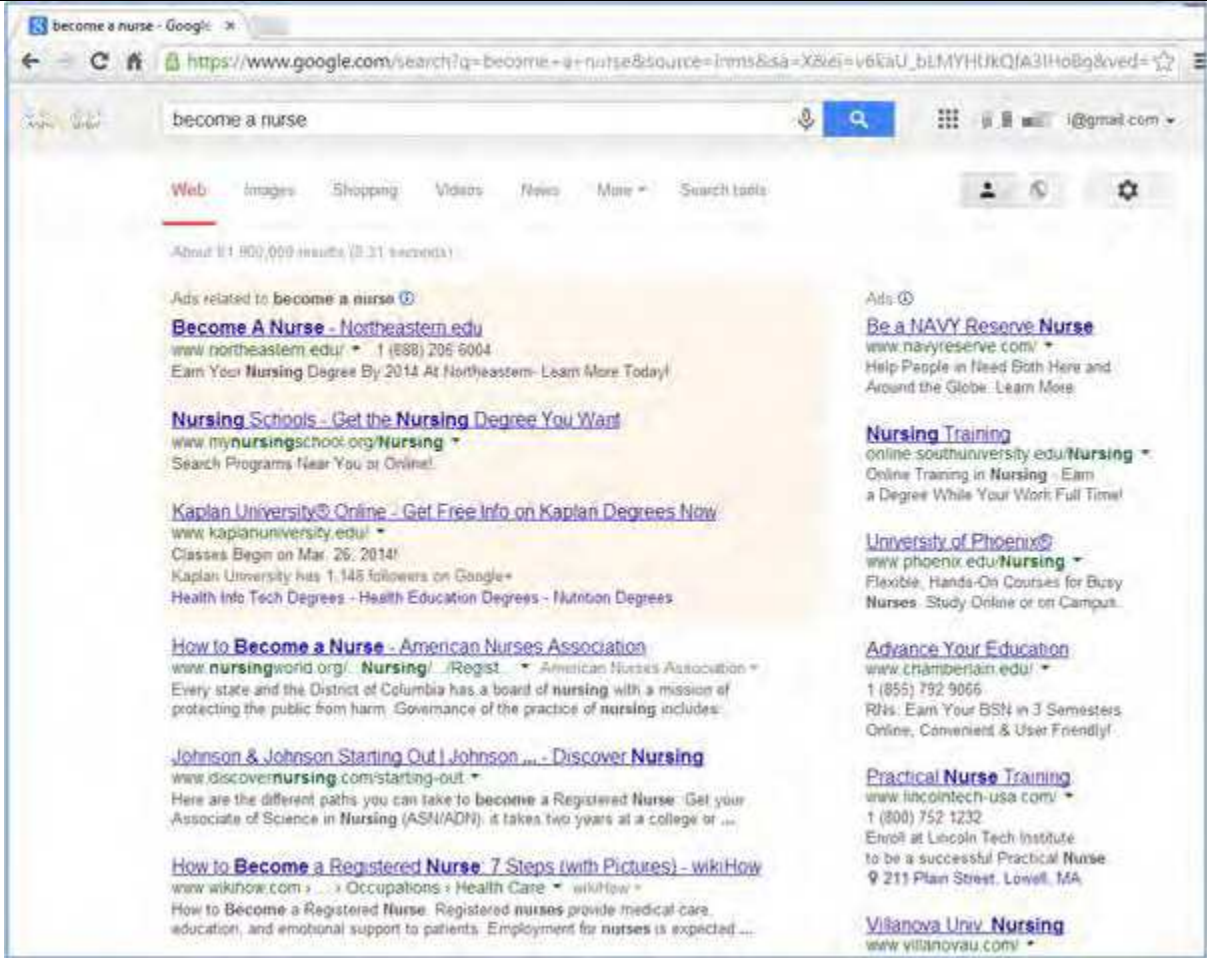
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Google Custom search</p>

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

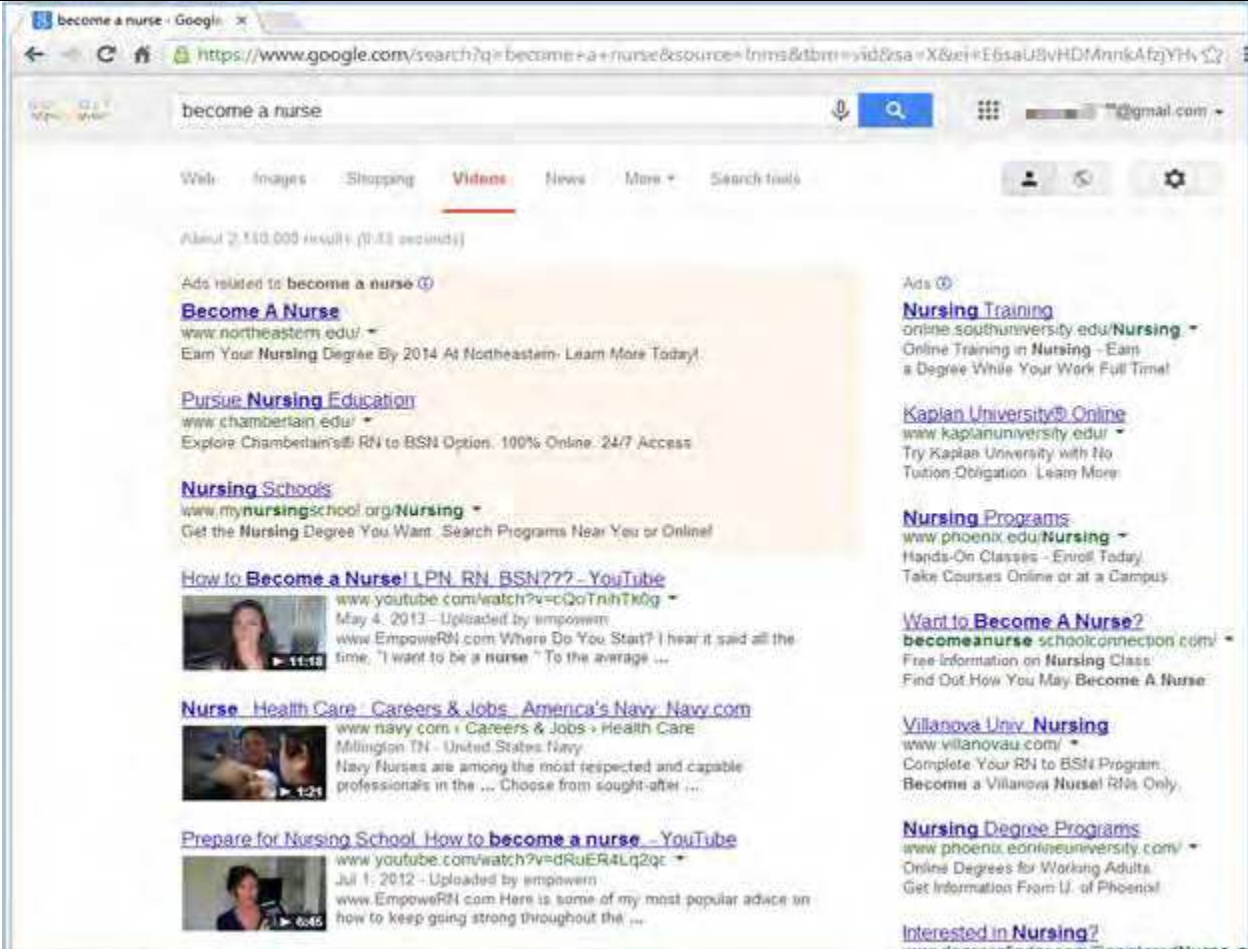


U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1140 1016 1955 1052"><a href="http://www.google.com/insidesearch/howsearchworks/thestory/">http://www.google.com/insidesearch/howsearchworks/thestory/</a></p>
selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;	<p data-bbox="596 1094 1955 1162">The Accused Instrumentalities select at least one advertisement from an advertisement database relating to at least one of the search argument and the search results.</p> <p data-bbox="596 1203 737 1235">See above.</p>

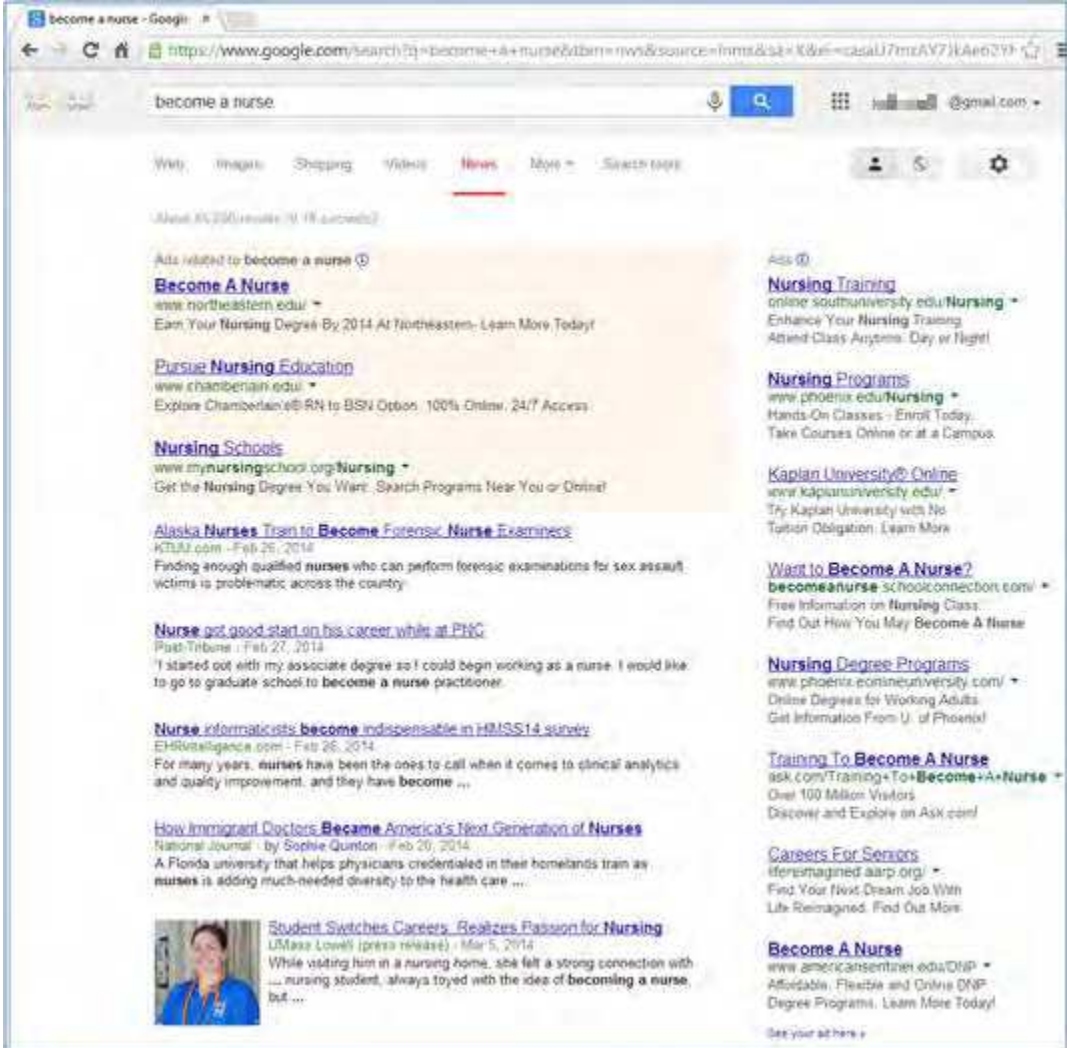
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several links to nursing schools and programs, such as "Become A Nurse - Northeastern.edu", "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 &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".</p>

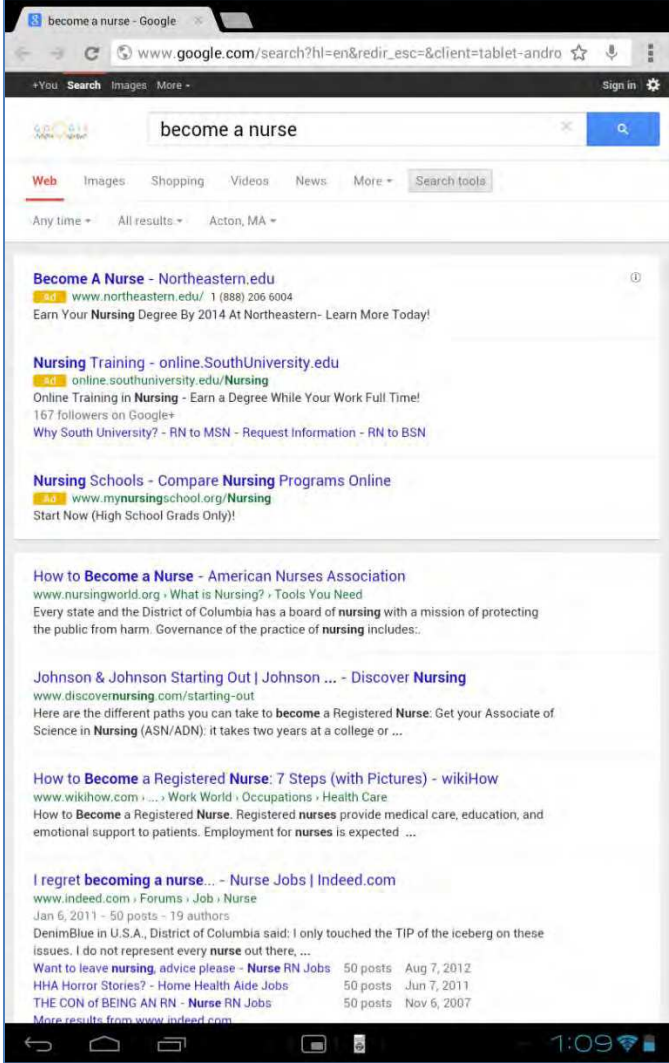
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: <a href="https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;tbm=yid&amp;sa=X&amp;ei=E6saUSvHDMnKAFzYHw">https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;tbm=yid&amp;sa=X&amp;ei=E6saUSvHDMnKAFzYHw</a>. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Videos" tab is selected. The results show approximately 2,110,000 results in 0.13 seconds. The page displays several search results, including ads and organic results. The ads include "Become A Nurse" from www.northeastern.edu, "Pursue Nursing Education" from www.chamberlain.edu, "Nursing Schools" from www.mynursingschool.org, "How to Become a Nurse! LPN, RN, BSN?? - YouTube", "Nurse Health Care Careers &amp; Jobs America's Navy" from www.navy.com, "Prepare for Nursing School How to become a nurse - YouTube", "Nursing Training" from online.southuniversity.edu, "Kaplan University® Online" from www.kaplanuniversity.edu, "Nursing Programs" from www.phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing" from www.villanovau.com, "Nursing Degree Programs" from www.phoenixonlineuniversity.com, and "Interested in Nursing?" from www.degreefinder.com. The organic results include "Pursue Nursing Education" from www.chamberlain.edu, "Nursing Schools" from www.mynursingschool.org, "How to Become a Nurse! LPN, RN, BSN?? - YouTube", "Nurse Health Care Careers &amp; Jobs America's Navy" from www.navy.com, "Prepare for Nursing School How to become a nurse - YouTube", "Nursing Training" from online.southuniversity.edu, "Kaplan University® Online" from www.kaplanuniversity.edu, "Nursing Programs" from www.phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing" from www.villanovau.com, "Nursing Degree Programs" from www.phoenixonlineuniversity.com, and "Interested in Nursing?" from www.degreefinder.com.</p>

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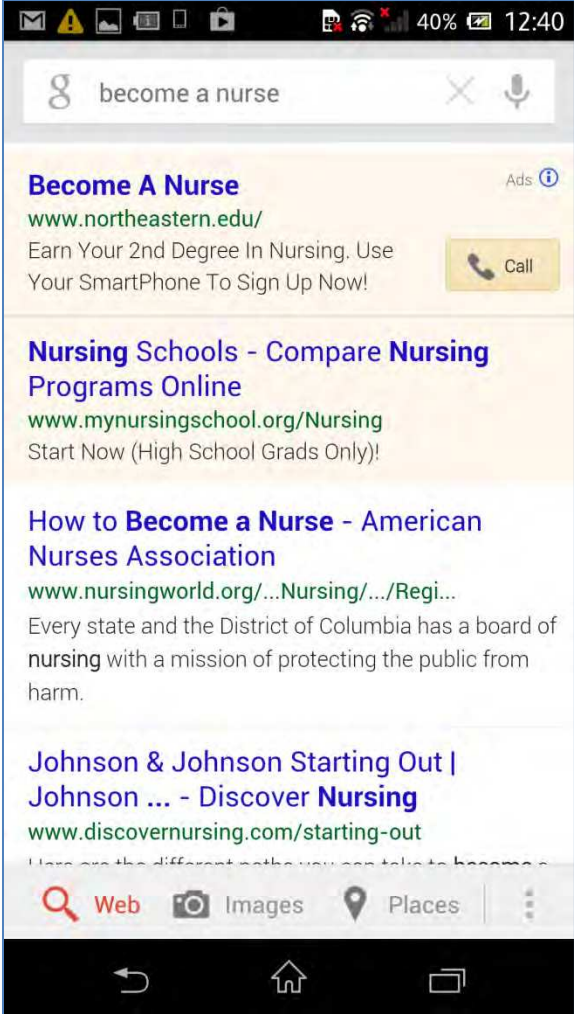
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, MyNursingSchool.org, and Phoenix College. The organic search results include news articles from KTLA.com, Patch-Tribune, EHRVitalgence.com, National Journal, and UMass Lowell, as well as a career page from ask.com and a program page from American Sentinel University. The page also shows a "See your ad here" link at the bottom right.</p>

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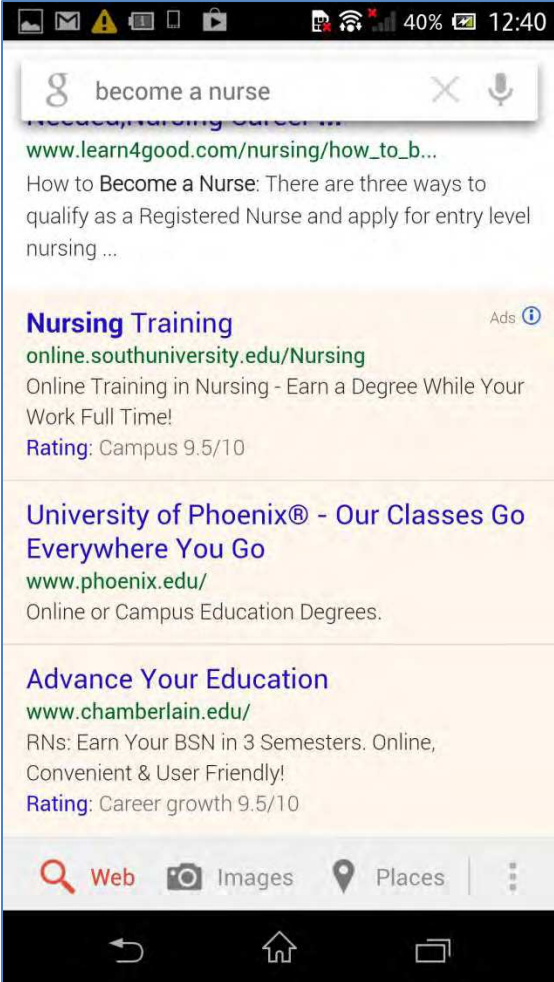
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b>: Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: Jan 6, 2011 - 50 posts - 19 authors</li></ul> <p>The bottom of the screen shows the time as 1:09 and various mobile status icons.</p>



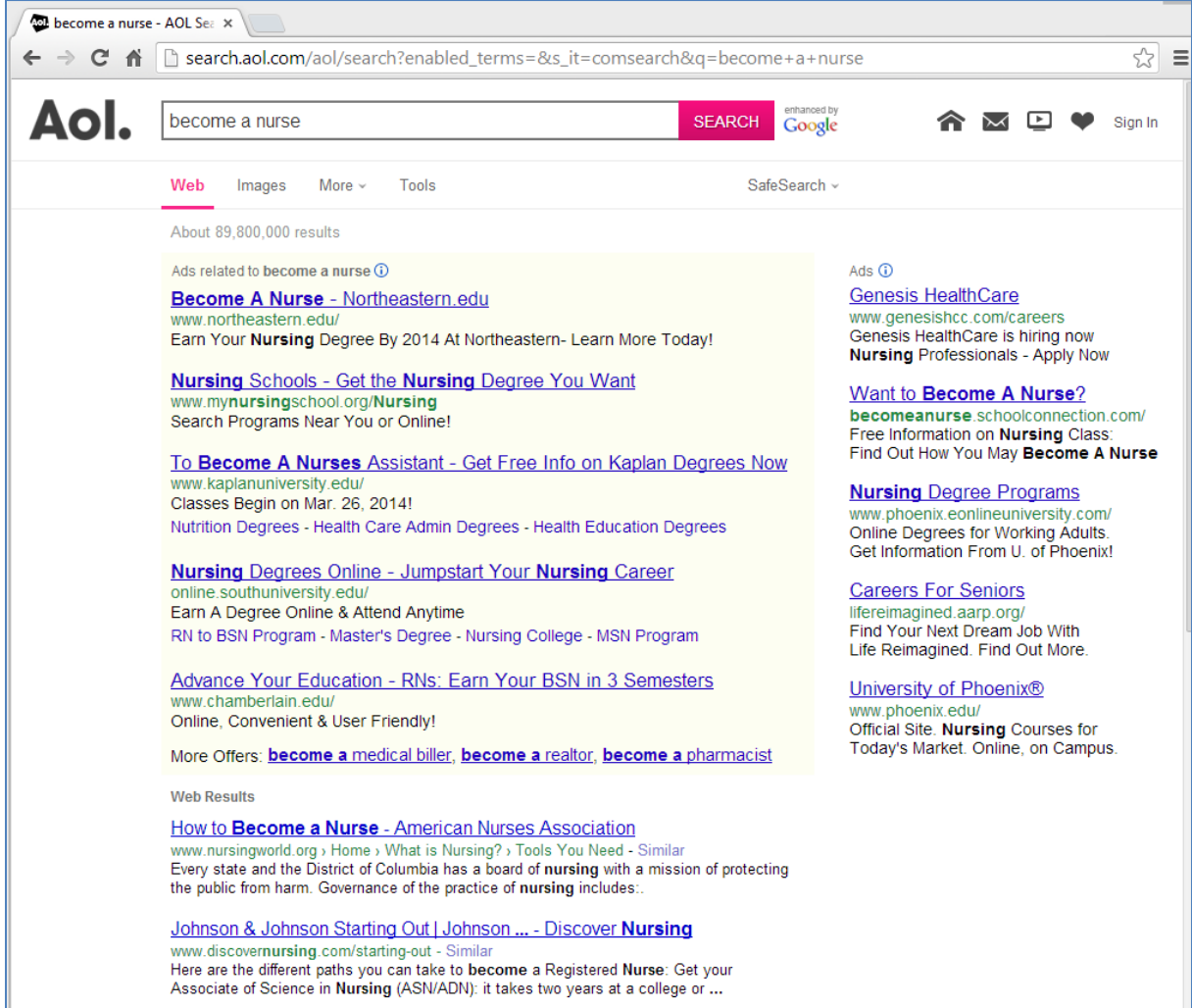
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	 A screenshot of a mobile search results page. At the top, the status bar shows various icons and a 40% battery level at 12:40. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is titled "Become A Nurse" with a link to "www.northeastern.edu/" and a "Call" button. The second result is titled "Nursing Schools - Compare Nursing Programs Online" with a link to "www.mynursingschool.org/Nursing". The third result is titled "How to Become a Nurse - American Nurses Association" with a link to "www.nursingworld.org/...Nursing/.../Regi...". The fourth result is titled "Johnson & Johnson Starting Out   Johnson ... - Discover Nursing" with a link to "www.discovernursing.com/starting-out". At the bottom, there is a navigation bar with icons for "Web", "Images", and "Places".

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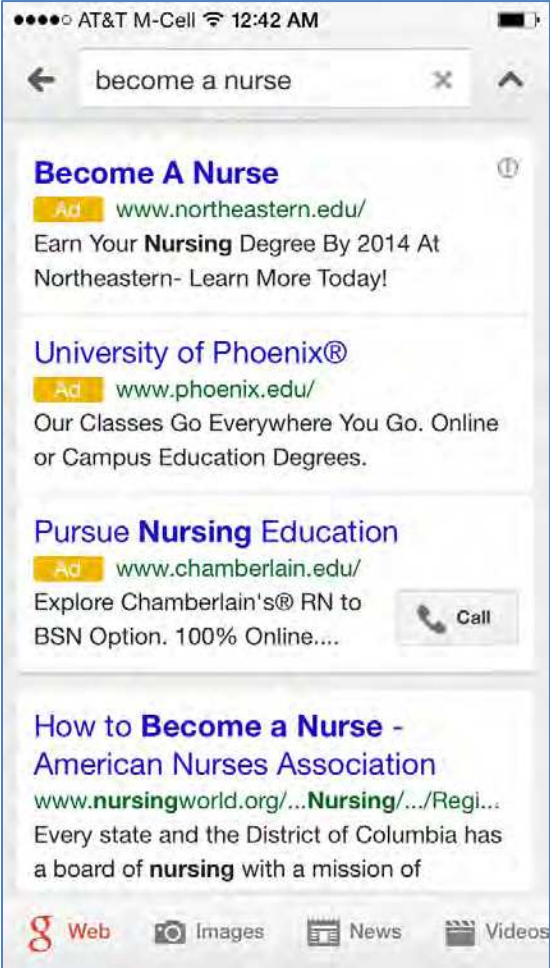
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> and three sponsored advertisements. The first ad is for "Nursing Training" from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>, with a rating of 9.5/10. The second ad is for the "University of Phoenix® - Our Classes Go Everywhere You Go" from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. The third ad is for "Advance Your Education" from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. The bottom of the screen shows navigation icons for Web, Images, and Places.</p>

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	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The results section shows "About 89,800,000 results". On the left, there are several sponsored links under the heading "Ads related to become a nurse":</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li></ul> <p>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></p> <p>Web Results</p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p>On the right, there are sponsored links under the heading "Ads":</p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>



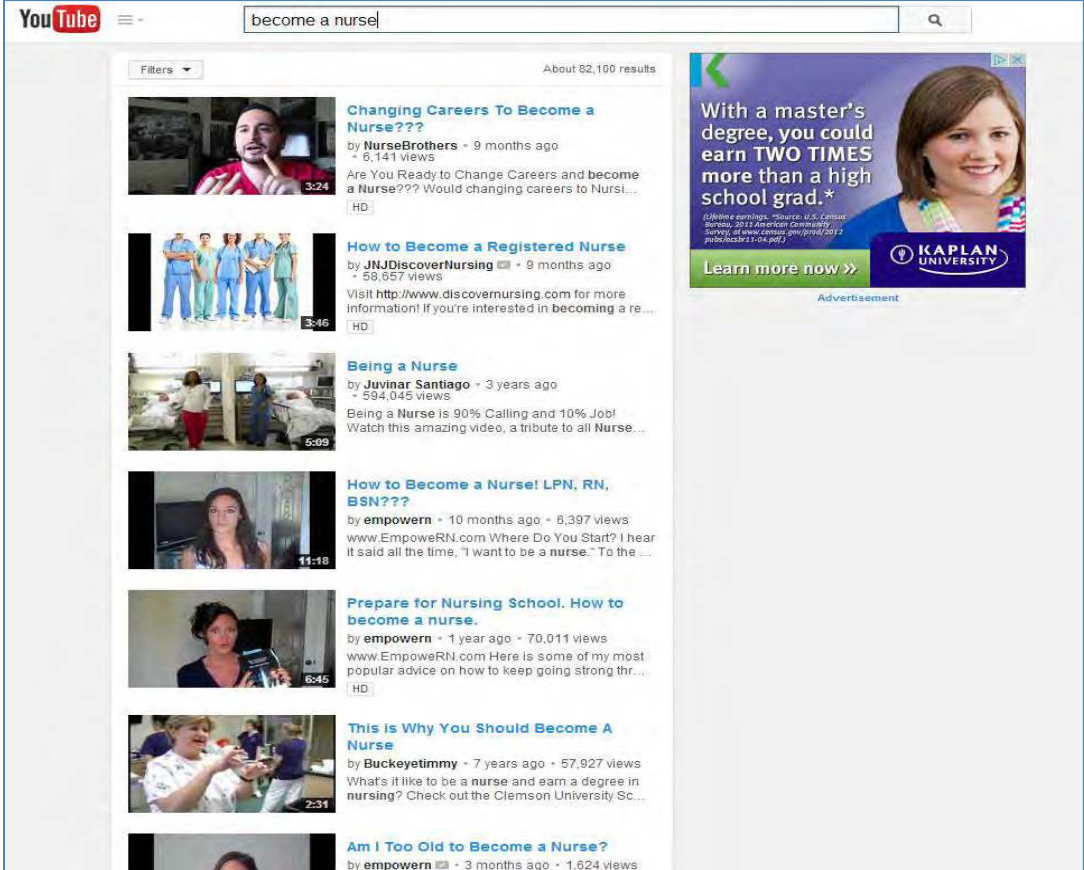
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: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

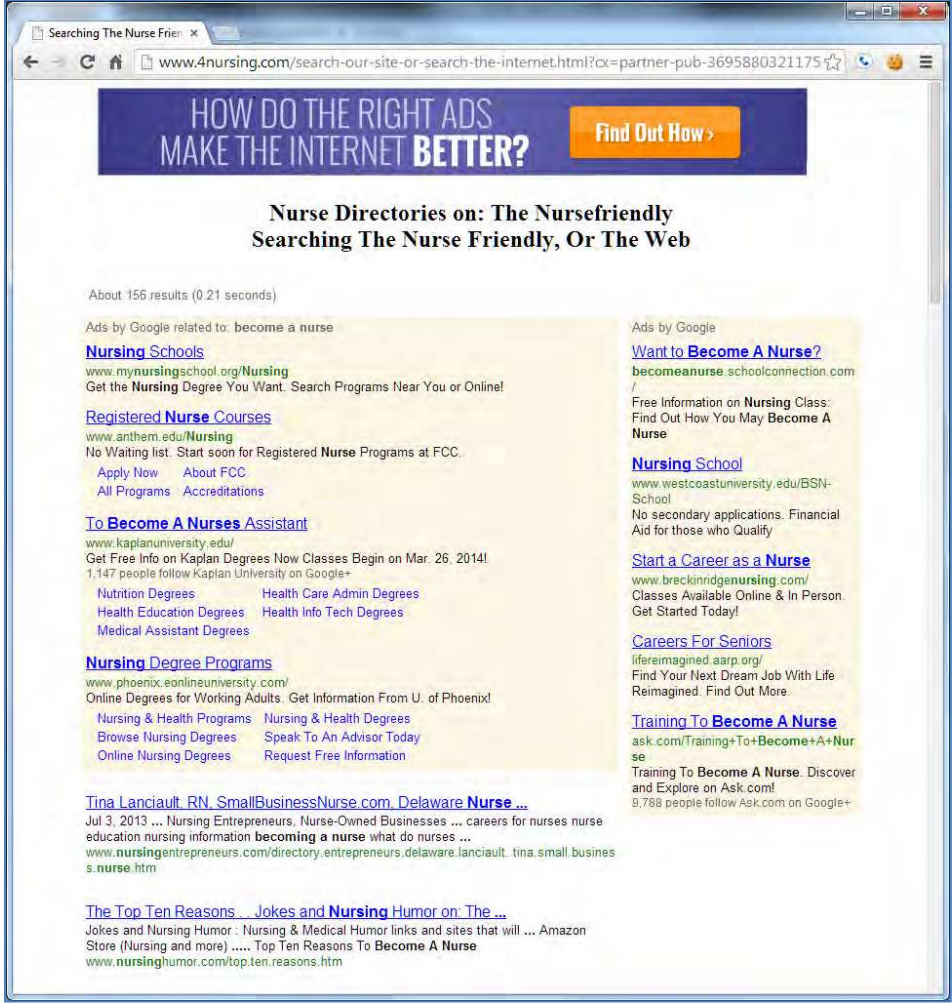
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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 329 1551 1307"><div data-bbox="1026 370 1499 618"><p>How to <b>Become a Nurse</b>,Qualifications Needed,Nursing Career ... <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p></div><div data-bbox="1026 678 1509 813"><p><b>Nursing Schools</b> <b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p></div><div data-bbox="1026 862 1520 1032"><p><b>Practical Nurse Training</b> <b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>. Programs and Campuses - Apply Online</p></div><div data-bbox="1026 1076 1520 1279"><p><b>Nursing Degree Programs</b> <b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Nursing Programs - Nursing Degrees</p></div></div>

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	 A screenshot of a YouTube search results page for the query "become a nurse". The page shows a list of video results on the left and a large advertisement on the right. The video results include: <ul style="list-style-type: none"><li>"Changing Careers To Become a Nurse???" by NurseBrothers, 9 months ago, 6,141 views.</li><li>"How to Become a Registered Nurse" by JNUDiscoverNursing, 9 months ago, 58,657 views.</li><li>"Being a Nurse" by Juvinar Santiago, 3 years ago, 594,045 views.</li><li>"How to Become a Nurse! LPN, RN, BSN???" by empower, 10 months ago, 6,397 views.</li><li>"Prepare for Nursing School. How to become a nurse." by empower, 1 year ago, 70,011 views.</li><li>"This is Why You Should Become A Nurse" by Buckeyetimmy, 7 years ago, 57,927 views.</li><li>"Am I Too Old to Become a Nurse?" by empower, 3 months ago, 1,624 views.</li></ul> The advertisement on the right is for Kaplan University, featuring a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*".

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	<div data-bbox="802 329 1747 1328"></div> <p data-bbox="1129 1333 1423 1365">Google Custom Search</p>


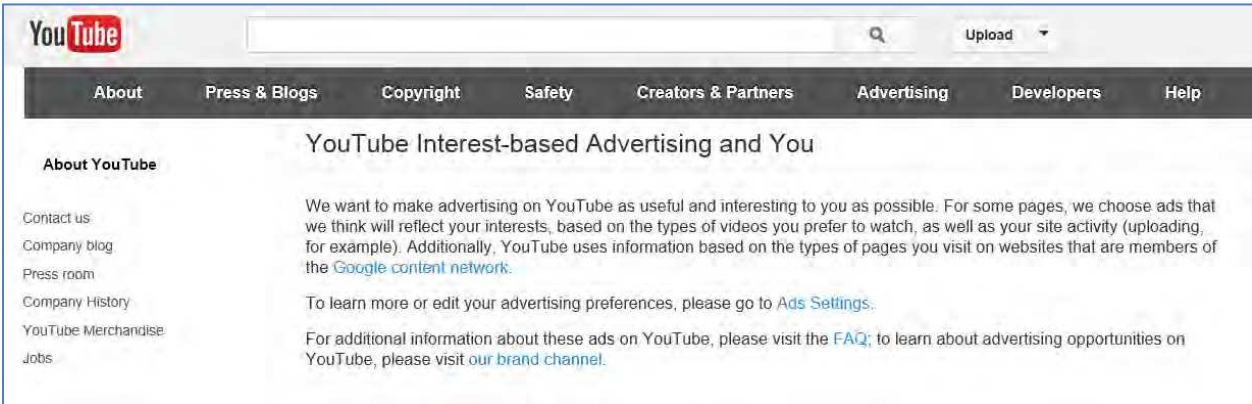
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="697 329 1940 867"><h3>Using keyword matching options</h3><ul style="list-style-type: none"><li>• Use matching options with your keywords to help control which searches can trigger your ad.</li><li>• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.</li><li>• Use the search terms report to monitor which keyword variations triggered your ads.</li></ul><p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1188 873 1955 906"><a href="https://support.google.com/adwords/answer/2497836?hl=en">https://support.google.com/adwords/answer/2497836?hl=en</a></p> <div data-bbox="655 946 1898 1313"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1188 1320 1955 1352"><a href="https://support.google.com/adwords/answer/2756257?hl=en">https://support.google.com/adwords/answer/2756257?hl=en</a></p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 332 1753 1356"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none"><li>• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.</li><li>• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).</li><li>• You can use your <a href="#">advanced location options</a> to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</li></ul><div data-bbox="819 682 1722 730"><div></div>Where your users are located (physical location)</div><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none"><li>• <b>IP address:</b></li></ul><p>Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p>If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul style="list-style-type: none"><li>• <b>Device location:</b></li></ul><p>If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul style="list-style-type: none"><li>• <b>GPS:</b> Accuracy varies depending on GPS signal and connection.</li><li>• <b>Wi-Fi:</b> Accuracy should be similar to the access range of a typical Wi-Fi router.</li><li>• <b>Google's cell ID (cell tower) location database:</b> Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</li></ul></div> <div data-bbox="1176 1360 1953 1393"><a href="https://support.google.com/adwords/answer/2453995?hl=en">https://support.google.com/adwords/answer/2453995?hl=en</a></div>



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	<div data-bbox="695 365 1940 758"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1230 764 1955 797"><a href="http://www.youtube.com/yt/advertise/why-it-works.html">http://www.youtube.com/yt/advertise/why-it-works.html</a></p> <div data-bbox="653 834 1896 1235"><p>The screenshot shows the YouTube homepage with the 'About' link highlighted in the top navigation bar. The 'About YouTube' section on the left lists links: Contact us, Company blog, Press room, Company History, YouTube Merchandise, and Jobs. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.' It also includes links to 'Ads Settings', 'FAQ', and 'our brand channel'.</p></div> <p data-bbox="1402 1242 1955 1274"><a href="http://www.youtube.com/t/ads_preferences">http://www.youtube.com/t/ads_preferences</a></p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 332 1940 1208"><p><b>About targeting groups</b></p><p>A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p><p>A single targeting group can contain the following types of targets:</p><ul style="list-style-type: none"><li>• <b>Demographics:</b> Age and gender.</li><li>• <b>Topics:</b> YouTube video or Google Display Network content targeted by category or sub-category.</li><li>• <b>Interests:</b> Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about <a href="#">interest categories</a>.</li><li>• <b>Placements:</b> Add unique websites or <b>placements</b> within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul style="list-style-type: none"><li>◦ Channels (YouTube Partner Channels)</li><li>◦ Videos (YouTube Videos)</li><li>◦ Sites (Google Display Network - includes YouTube.com as a publisher site)</li></ul></li><li>• <b>Remarketing lists:</b> Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. <a href="#">Learn more about remarketing lists for YouTube</a>.</li><li>• <b>Content keywords (Display Network):</b> These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).</li><li>• <b>Search keywords (YouTube Search):</b> These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</li></ul></div> <p data-bbox="1194 1211 1940 1243"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>



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	<p data-bbox="722 337 1394 370">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="785 402 1772 435" style="list-style-type: none"><li>◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</li></ul> <div data-bbox="806 509 1226 915"></div> <p data-bbox="756 1036 814 1060"><b>Note</b></p> <p data-bbox="756 1092 1369 1117">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="756 1149 1898 1214">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1192 1247 1955 1279"><a href="https://support.google.com/youtube/answer/2454017?hl=en">https://support.google.com/youtube/answer/2454017?hl=en</a></p>

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	<div data-bbox="697 329 1940 1252"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 467 1373 672"><p>Search ad      Gmail ad      Display ad</p></div><h3>On Google Search</h3><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none"><li>• Recent, previous searches related to your current search</li><li>• Google Web History</li><li>• <a href="#">Websites you've visited</a>  that belong to businesses that advertise with Google</li><li>• Non-personally identifying information in your Google account, like your age and gender</li><li>• Previous interactions with Google's ads or advertising services</li></ul><div data-bbox="760 1110 806 1156"></div><h3>Example</h3><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="982 1295 1955 1326"><a href="https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788">https://support.google.com/ads/answer/1634057?hl=en&amp;ref_topic=2971788</a></p>


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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div><h3>Types of cookies used by Google</h3><p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and <a href="#">manage cookies in your browser</a> (though browsers for mobile devices may not offer this visibility).</p><table><tr><th>Category of use</th><th>Example</th></tr><tr><td>Preferences</td><td><p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p><p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p><p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p></td></tr></table></div>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

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	<table><tr><td data-bbox="695 329 890 1198">Advertising</td><td data-bbox="890 329 1940 1198"><p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p><p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p><p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p><p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads</a> and <a href="#">YouTube</a>.</p><p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p><p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p></td></tr></table> <p data-bbox="1287 1203 1940 1235"><a href="http://www.google.com/policies/technologies/types/">http://www.google.com/policies/technologies/types/</a></p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads</a> and <a href="#">YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about <a href="#">ads</a> and <a href="#">YouTube</a>.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

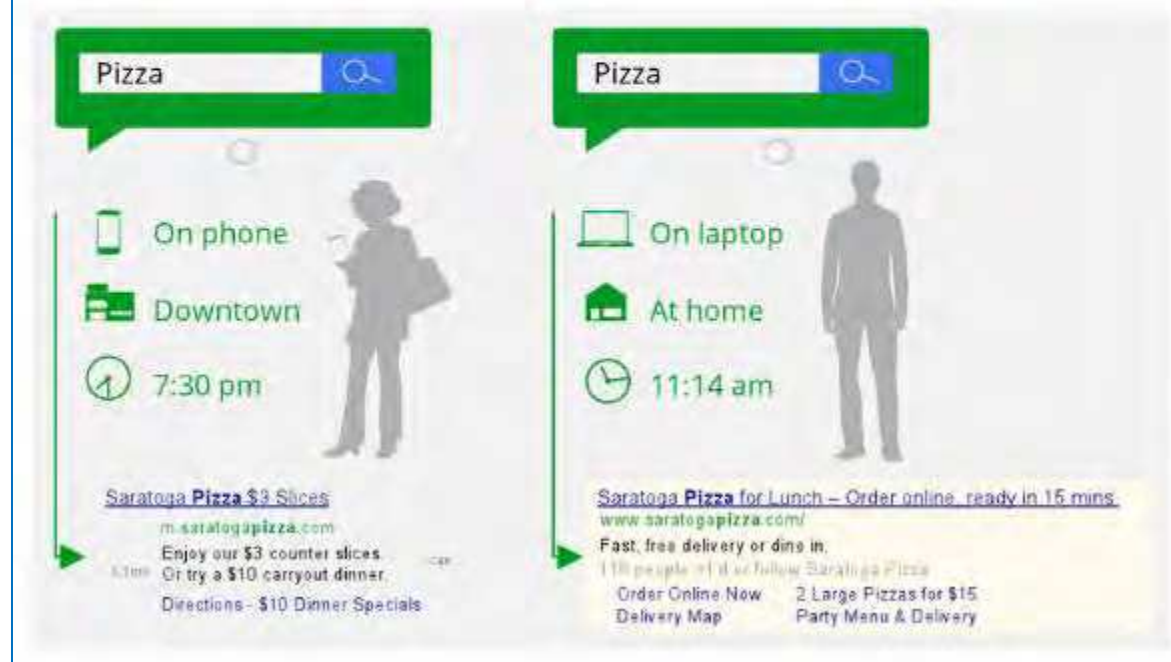
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	<div data-bbox="705 329 1845 1206"><h2 data-bbox="772 363 1537 418">Set up your ad's target language</h2><p data-bbox="772 469 1797 589">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="772 618 1827 706">With the AdWords <b>language targeting</b> feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="772 735 1711 758">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="772 790 1272 816">How language targeting works in AdWords</h3><p data-bbox="772 849 1820 969">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <b>Google Display Network</b> (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><div data-bbox="795 1011 835 1045"></div><h4 data-bbox="848 1016 930 1039">Example</h4><p data-bbox="848 1062 1749 1182">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <div data-bbox="1176 1209 1955 1243"><a href="https://support.google.com/adwords/answer/1722078?hl=en">https://support.google.com/adwords/answer/1722078?hl=en</a></div>

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**Smarter ads optimized for varying user contexts:** Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.



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



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### How AdWords Express works

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.

**Get Started**

For free setup help call:  
**1-855-500-2762\***



#### People search on Google

People search on Google for products and services that you have to offer.



#### 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](#)



#### 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.

[http://www.google.com/adwords/express/how-it-works.html#utm\\_source=awx&utm\\_campaign=ww-ww-et-nelson\\_searchads&utm\\_medium=et](http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et)

#### Where geographically will people see my ad?

Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").

<http://www.google.com/adwords/express/faq.html>

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	<div data-bbox="655 328 1896 581"><p><b>4. Better location matching for customers</b></p><p>Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p></div> <p data-bbox="961 613 1955 654"><a href="http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</a></p>

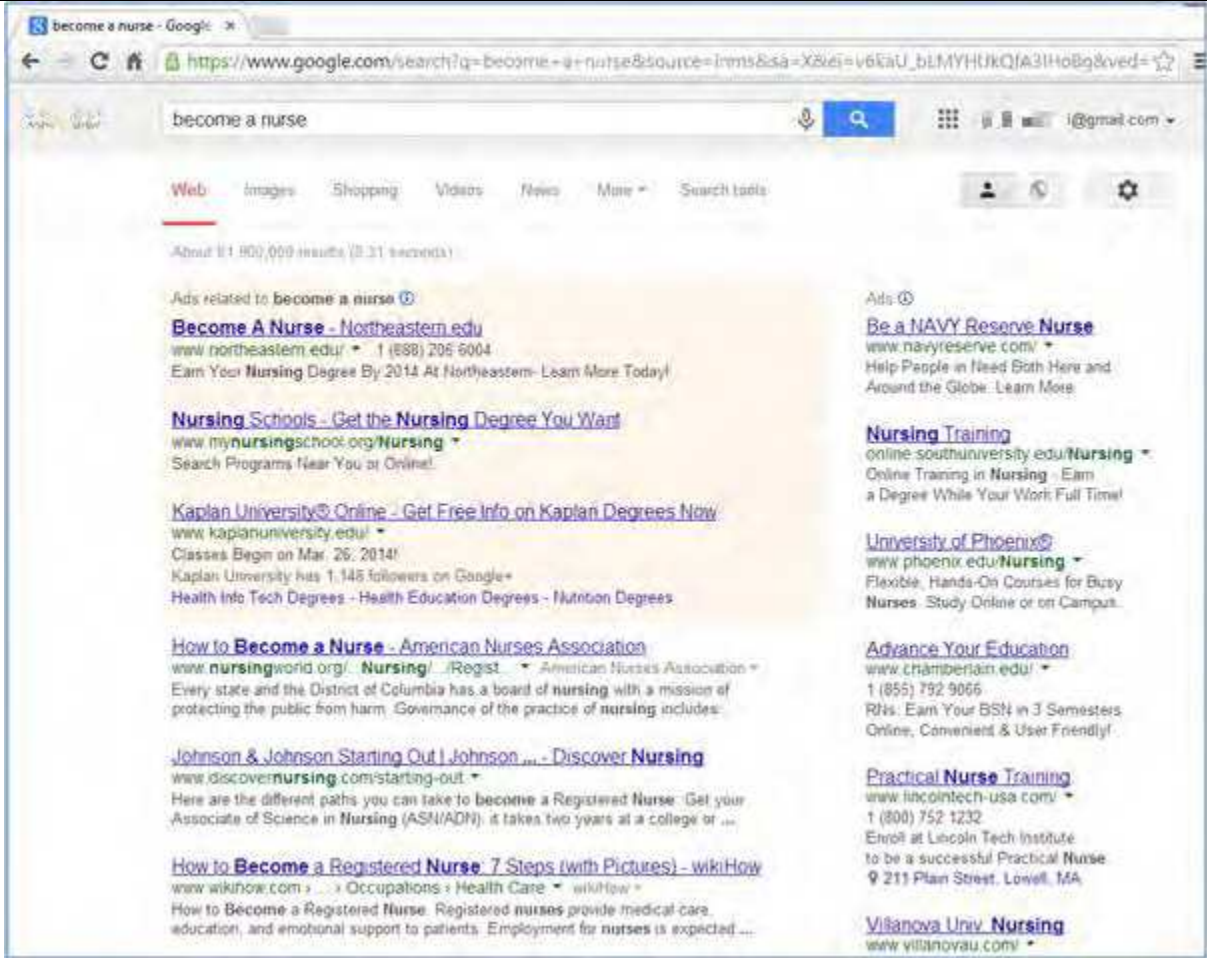
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="745 329 1803 1326"><p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p><p><i>English? Español? Estonian?</i></p><p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p><p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p><p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google <a href="#">detects</a> that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p><p><i>Local, Regional, National or International?</i></p><p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about <a href="#">location targeting</a>.</p></div> <p data-bbox="898 1330 1955 1365"><a href="http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</a></p>

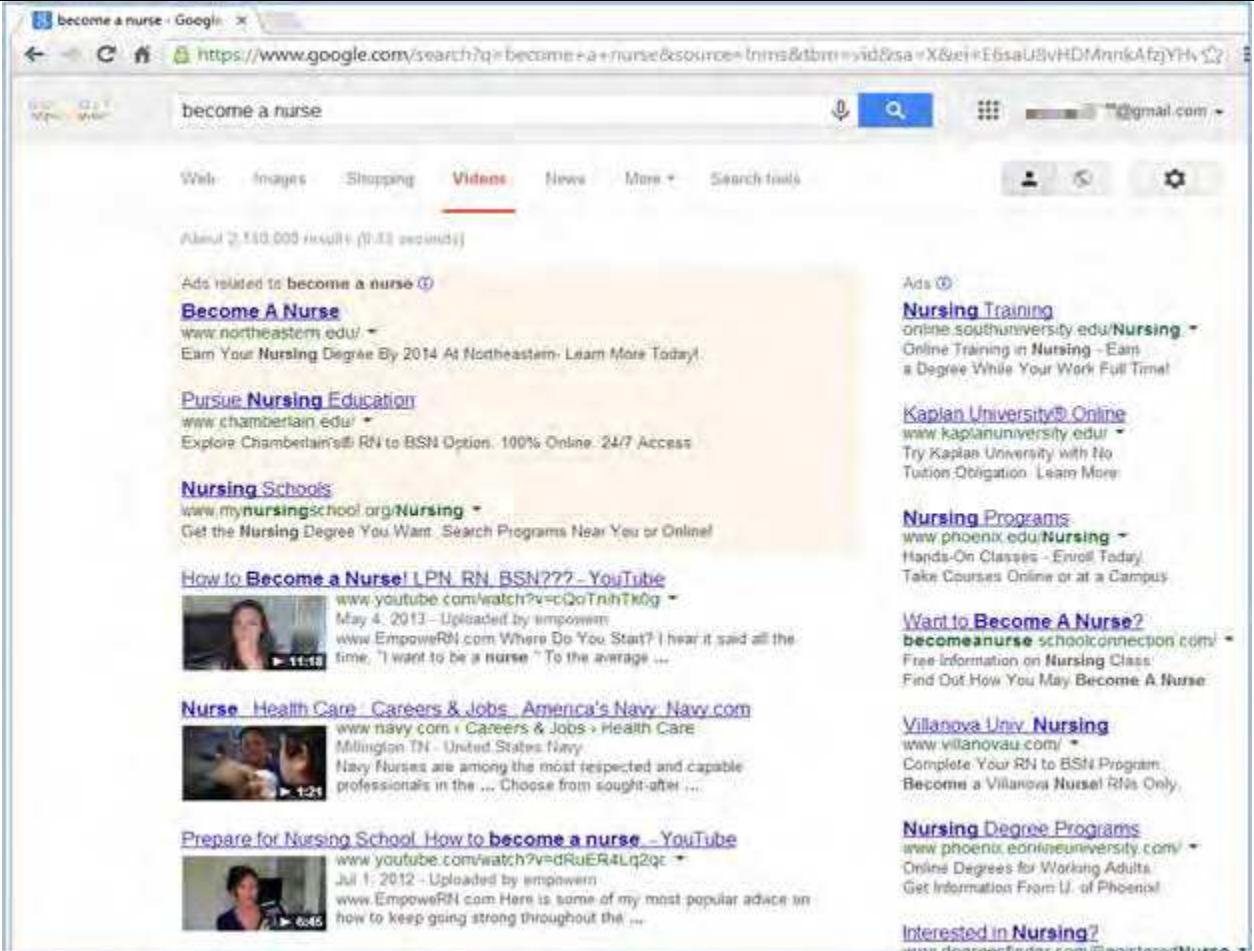
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	<p>The Accused Instrumentalities transmit the search results together with the at least one advertisement via the communications link to the data processing device.</p> <p>See above.</p>

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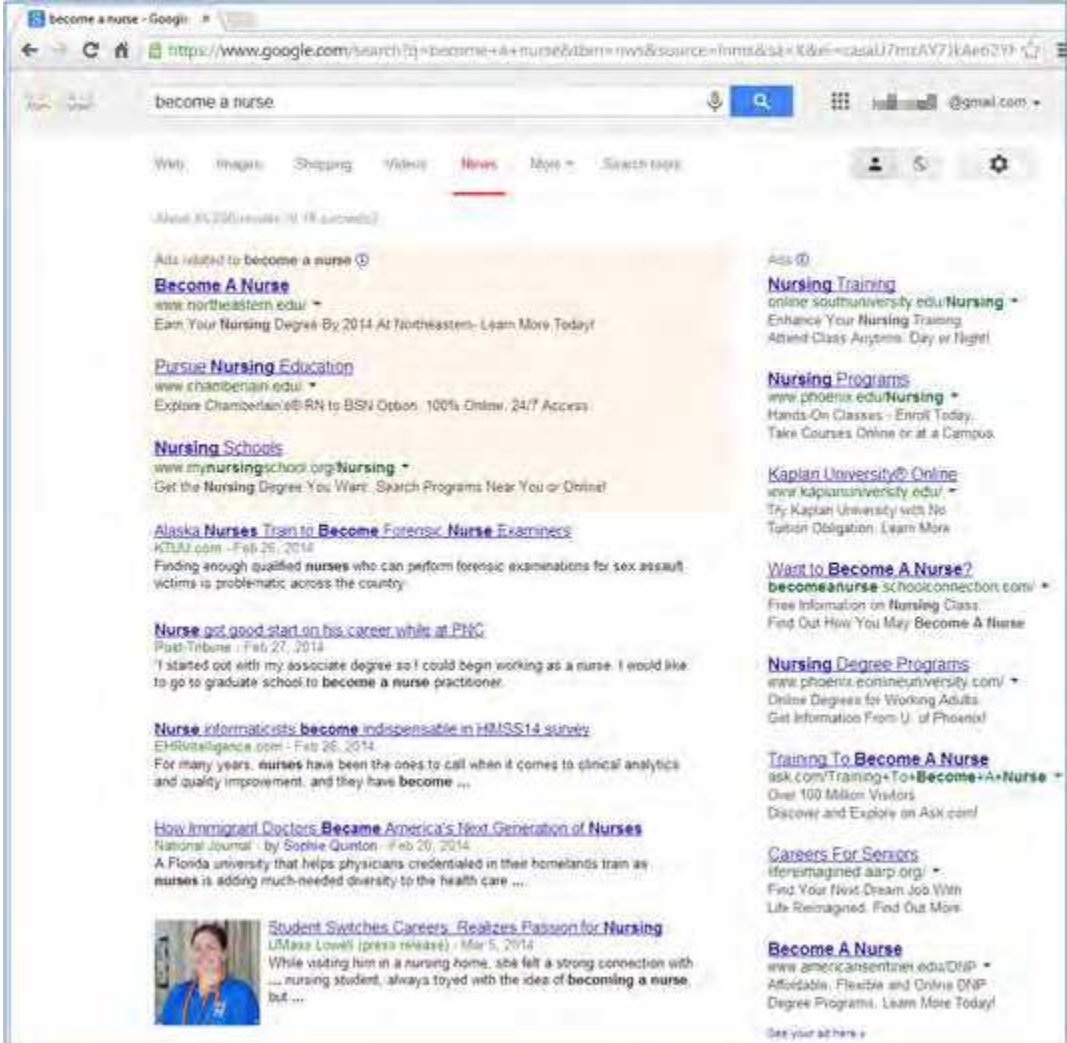
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays several search results, including links to nursing schools, universities, and professional associations. The results are organized into a main column on the left and a right-hand column containing ads and additional links. The main column includes results from Northeastern.edu, mynursingschool.org, Kaplan University, American Nurses Association, Johnson &amp; Johnson, and wikiHow. The right-hand column features ads for Navy Reserve Nurse, Nursing Training, University of Phoenix, Advance Your Education, Practical Nurse Training, and Vilanova Univ. Nursing.</p>

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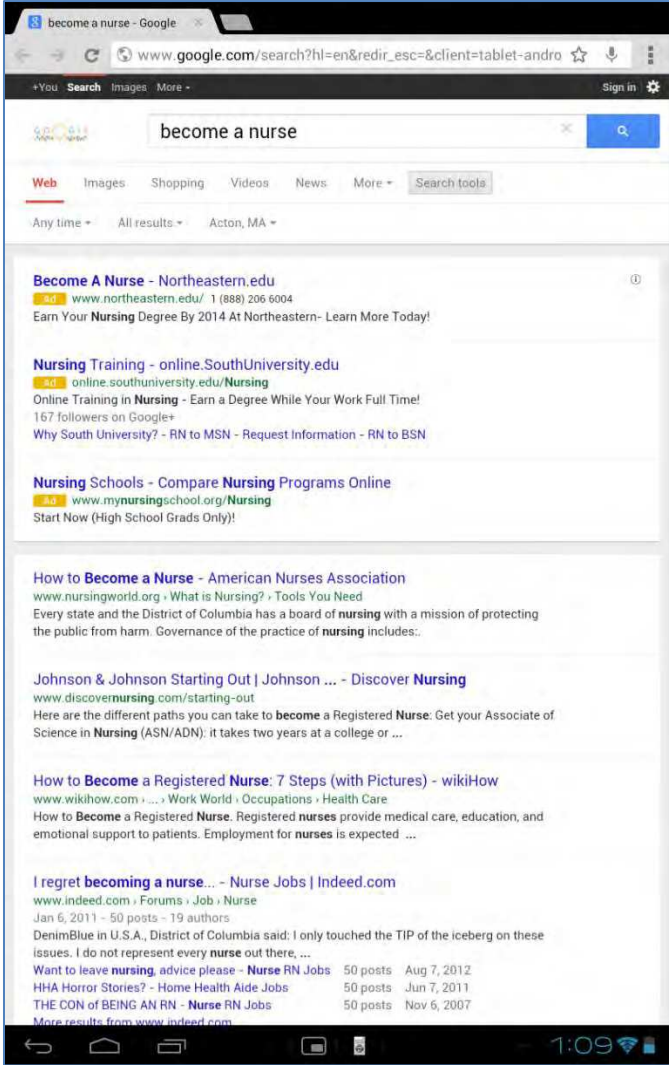
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	



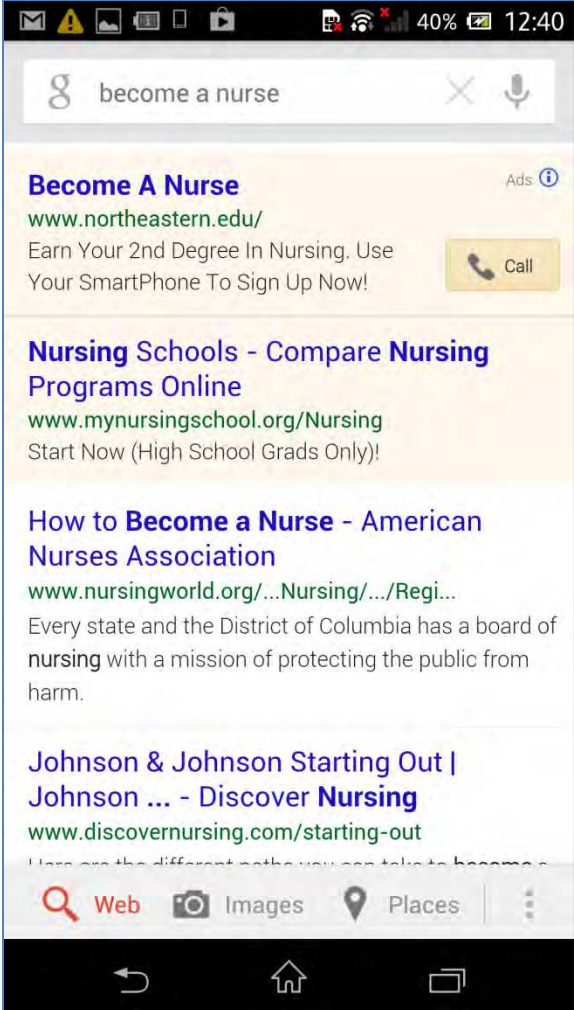
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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including educational programs, nursing schools, and news articles. The results are organized into a grid-like layout with multiple columns. The top of the page shows the Google search bar and navigation links. The results include links to websites like "www.northeastern.edu", "www.chamberlain.edu", "www.mynursingschool.org", "www.phoenix.edu", "www.kaplanuniversity.edu", "www.phoenix.collegeuniversity.com", "ask.com", "www.americancentinel.edu", and "www.magnamedia.org". The results also include snippets of text from each link, providing a brief overview of the content. The page is titled "become a nurse" and the search bar shows the query "become a nurse". The page is dated "About 15,200 results (0.18 seconds)".</p>

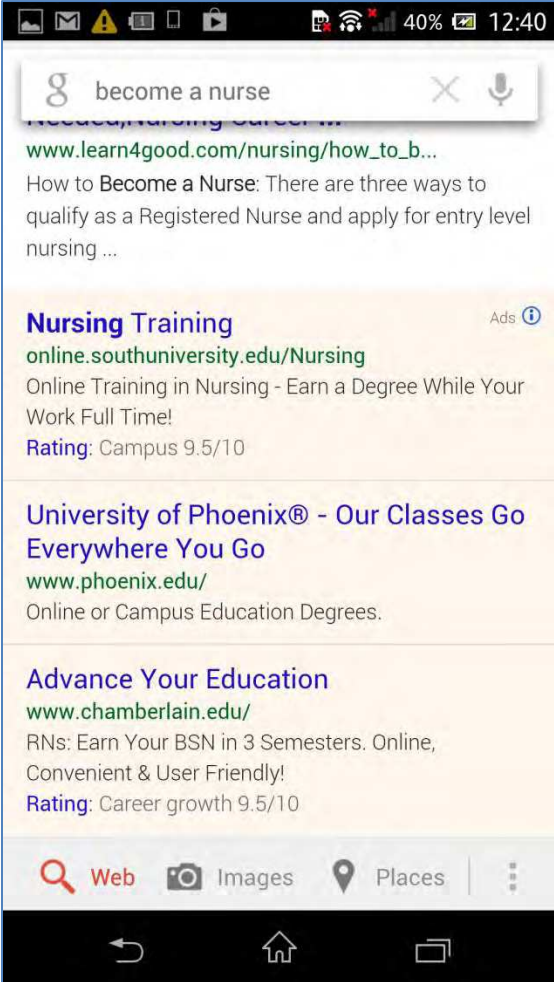
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ 1 (888) 206 6004 Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b> online.southuniversity.edu/<b>Nursing</b> Online Training in <b>Nursing</b> - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN</li><li><b>Nursing Schools - Compare Nursing Programs Online</b> www.mynursingschool.org/<b>Nursing</b> Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › What is Nursing? › Tools You Need Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b> www.wikihow.com › ... › Work World › Occupations › Health Care How to <b>Become</b> a Registered <b>Nurse</b>. Registered <b>nurses</b> provide medical care, education, and emotional support to patients. Employment for <b>nurses</b> is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b> www.indeed.com › Forums › Job › Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every <b>nurse</b> out there, ... Want to leave <b>nursing</b>, advice please - <b>Nurse RN Jobs</b> 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - <b>Nurse RN Jobs</b> 50 posts Nov 6, 2007 More results from www.indeed.com</li></ul>

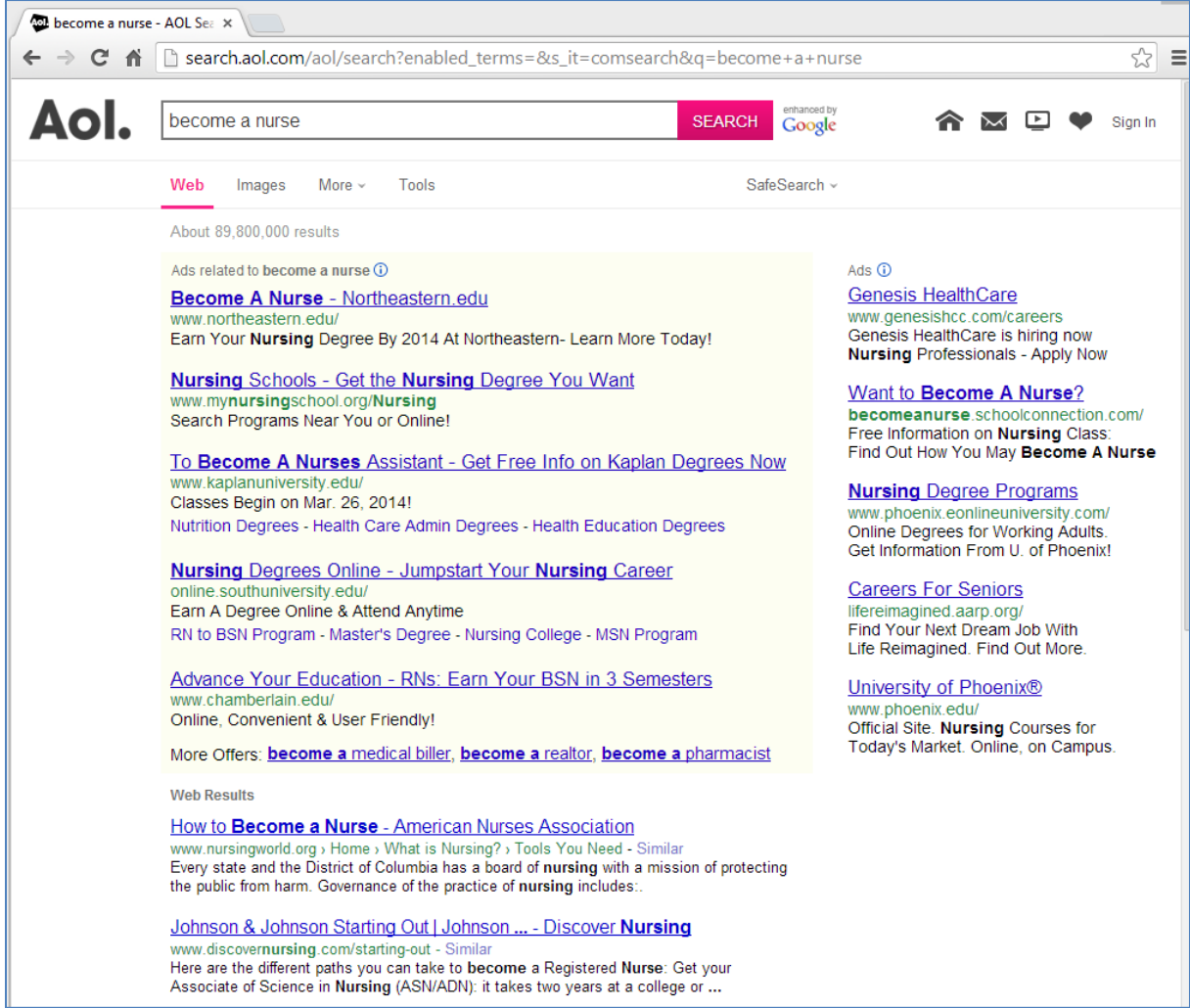
Case No. 2:13-cv-893  
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	 A screenshot of a mobile search results page. At the top, the status bar shows various icons and a 40% battery level at 12:40. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is titled "Become A Nurse" with a link to "www.northeastern.edu/" and a "Call" button. The second result is titled "Nursing Schools - Compare Nursing Programs Online" with a link to "www.mynursingschool.org/Nursing". The third result is titled "How to Become a Nurse - American Nurses Association" with a link to "www.nursingworld.org/...Nursing/.../Regi...". The fourth result is titled "Johnson & Johnson Starting Out   Johnson ... - Discover Nursing" with a link to "www.discovernursing.com/starting-out". At the bottom, there is a navigation bar with icons for "Web", "Images", and "Places".

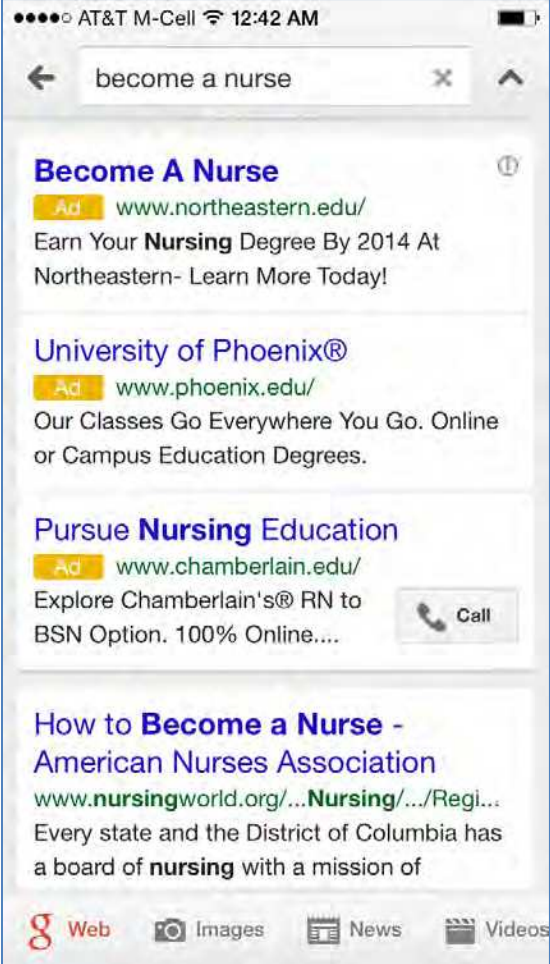
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> and three sponsored advertisements. The first ad is for "Nursing Training" from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>, with a rating of 9.5/10. The second ad is for the "University of Phoenix® - Our Classes Go Everywhere You Go" from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. The third ad is for "Advance Your Education" from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. The bottom of the screen shows navigation icons for Web, Images, and Places.</p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The results section shows "About 89,800,000 results".</p> <p><b>Ads related to become a nurse</b></p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b> www.northeastern.edu/ Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Schools - Get the Nursing Degree You Want</b> www.mynursingschool.org/Nursing Search Programs Near You or Online!</li><li><b>To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now</b> www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees</li><li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> online.southuniversity.edu/ Earn A Degree Online &amp; Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program</li><li><b>Advance Your Education - RNs: Earn Your BSN in 3 Semesters</b> www.chamberlain.edu/ Online, Convenient &amp; User Friendly!</li><li>More Offers: <a href="#">become a medical biller</a>, <a href="#">become a realtor</a>, <a href="#">become a pharmacist</a></li></ul> <p><b>Web Results</b></p> <ul style="list-style-type: none"><li><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:.</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> www.discovernursing.com/starting-out - Similar Here are the different paths you can take to <b>become</b> a Registered <b>Nurse</b>: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</li></ul> <p><b>Ads</b></p> <ul style="list-style-type: none"><li><b>Genesis HealthCare</b> www.genesisshcc.com/careers Genesis HealthCare is hiring now <b>Nursing</b> Professionals - Apply Now</li><li><b>Want to Become A Nurse?</b> becomeanurse.schoolconnection.com/ Free Information on <b>Nursing</b> Class: Find Out How You May <b>Become A Nurse</b></li><li><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</li><li><b>Careers For Seniors</b> lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</li><li><b>University of Phoenix®</b> www.phoenix.edu/ Official Site. <b>Nursing</b> Courses for Today's Market. Online, on Campus.</li></ul>

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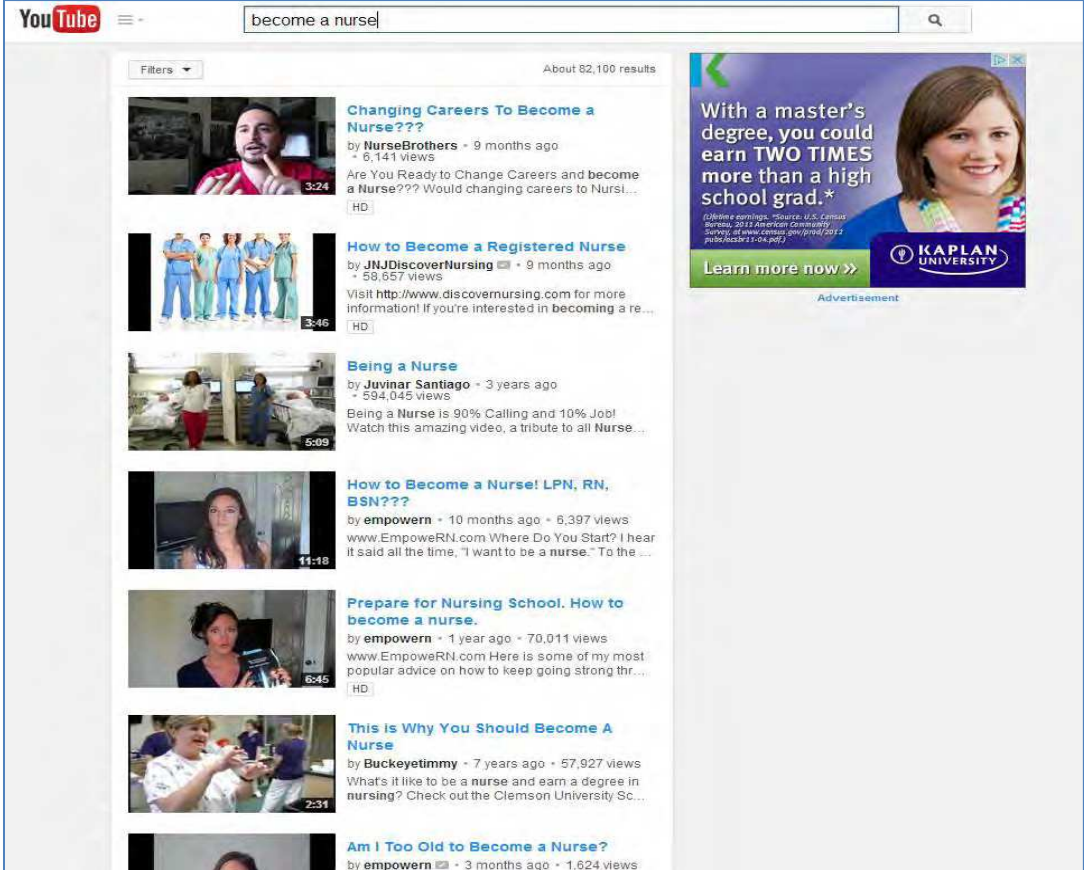
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements for nursing programs:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) from 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



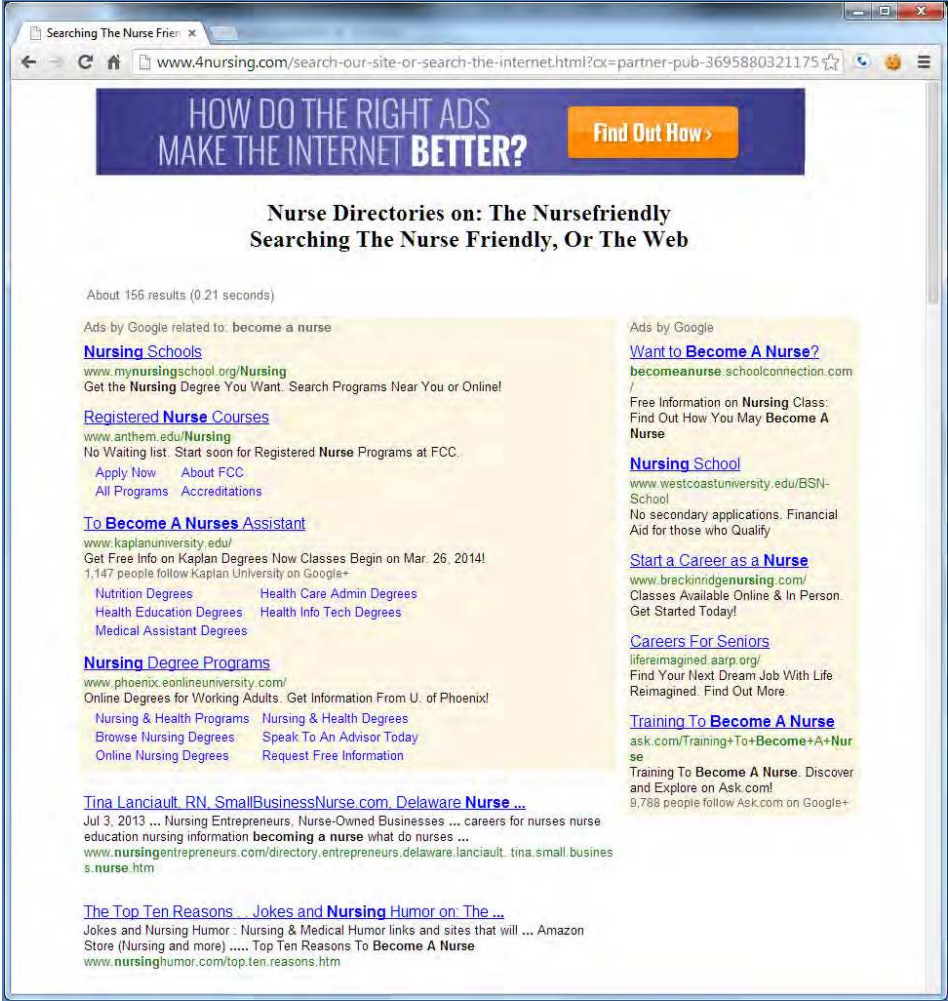
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 329 1551 1307"><p data-bbox="1031 375 1394 483"><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...</p><p data-bbox="1031 492 1497 516"><a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></p><p data-bbox="1031 524 1497 618">How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1031 680 1268 712"><b>Nursing Schools</b></p><p data-bbox="1031 721 1507 745"><b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a></p><p data-bbox="1031 753 1451 813">Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p data-bbox="1031 862 1365 894"><b>Practical Nurse Training</b></p><p data-bbox="1031 902 1402 927"><b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a></p><p data-bbox="1031 935 1381 995">Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.</p><p data-bbox="1031 1003 1467 1027"><a href="#">Programs and Campuses - Apply Online</a></p><p data-bbox="1031 1076 1398 1109"><b>Nursing Degree Programs</b></p><p data-bbox="1031 1117 1509 1141"><b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a></p><p data-bbox="1031 1149 1375 1243">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!</p><p data-bbox="1031 1252 1430 1276"><a href="#">Nursing Programs - Nursing Degrees</a></p></div>




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	 A screenshot of a YouTube search results page for the query "become a nurse". The page shows a list of video results on the left and a large advertisement on the right. The video results include: <ul style="list-style-type: none"><li>"Changing Careers To Become a Nurse???" by NurseBrothers, 9 months ago, 6,141 views.</li><li>"How to Become a Registered Nurse" by JNUDiscoverNursing, 9 months ago, 58,657 views.</li><li>"Being a Nurse" by Juvinar Santiago, 3 years ago, 594,045 views.</li><li>"How to Become a Nurse! LPN, RN, BSN???" by empower, 10 months ago, 6,397 views.</li><li>"Prepare for Nursing School. How to become a nurse." by empower, 1 year ago, 70,011 views.</li><li>"This is Why You Should Become A Nurse" by Buckeyetimmy, 7 years ago, 57,927 views.</li><li>"Am I Too Old to Become a Nurse?" by empower, 3 months ago, 1,624 views.</li></ul> The advertisement on the right is for Kaplan University, featuring a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*".

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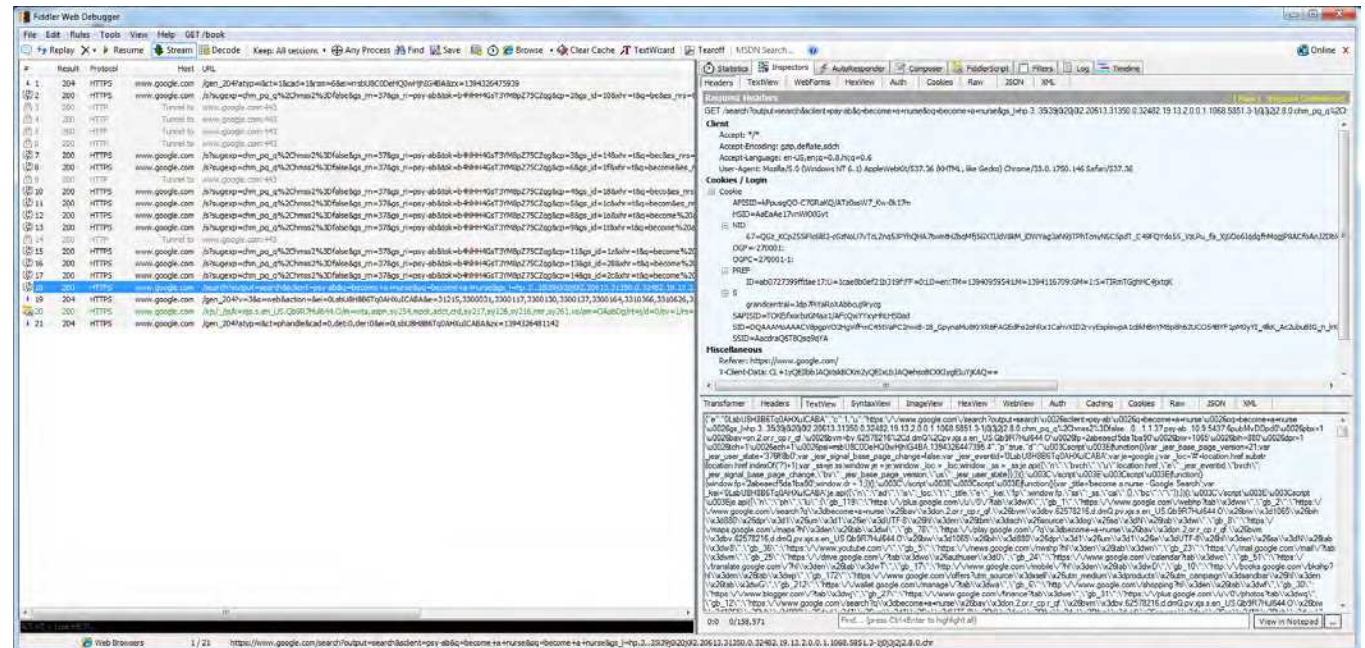
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	 <p>Google Custom Search</p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 329 1898 839"><p><b>Make sure your business shows up on Google</b></p><p>Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p><div><div>Computer</div></div><div><div>Tablet</div></div><div><div>Mobile phone</div></div></div> <p><a href="http://www.google.com/ads/searchads/">http://www.google.com/ads/searchads/</a></p> <div data-bbox="653 919 1898 1055"><p><b>Where on Google will my ads appear?</b></p><p>Ads appear alongside or above Google search results, in sections marked "Sponsored links", as well as on other partner websites. Your ads can appear on a desktop computer, tablet or mobile phone.</p></div> <p><a href="http://www.google.com/ads/new/">http://www.google.com/ads/new/</a></p> <div data-bbox="653 1136 1898 1281"><p><b>Where will my ad show?</b></p><p>Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites.</p></div> <p><a href="http://www.google.com/adwords/express/faq.html">http://www.google.com/adwords/express/faq.html</a></p>

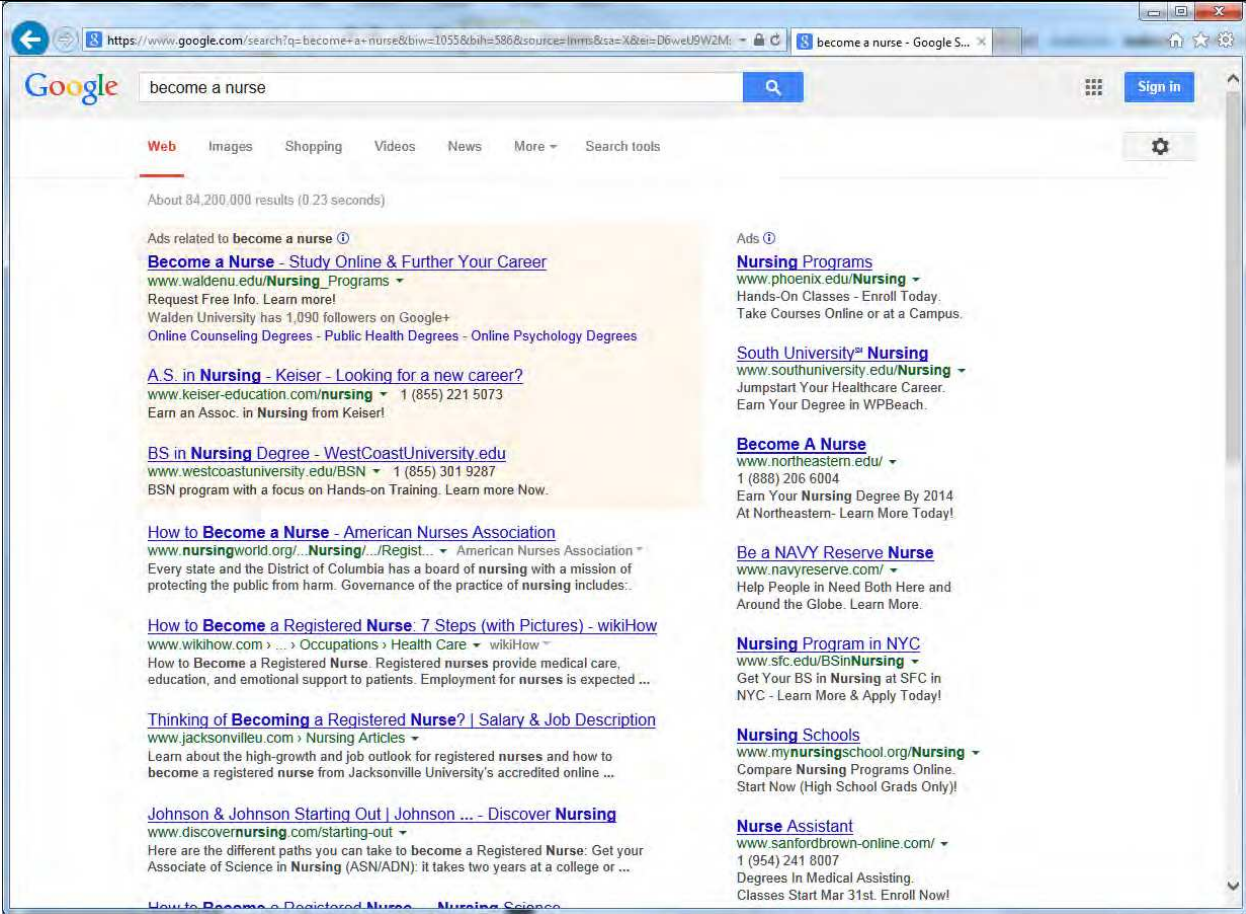
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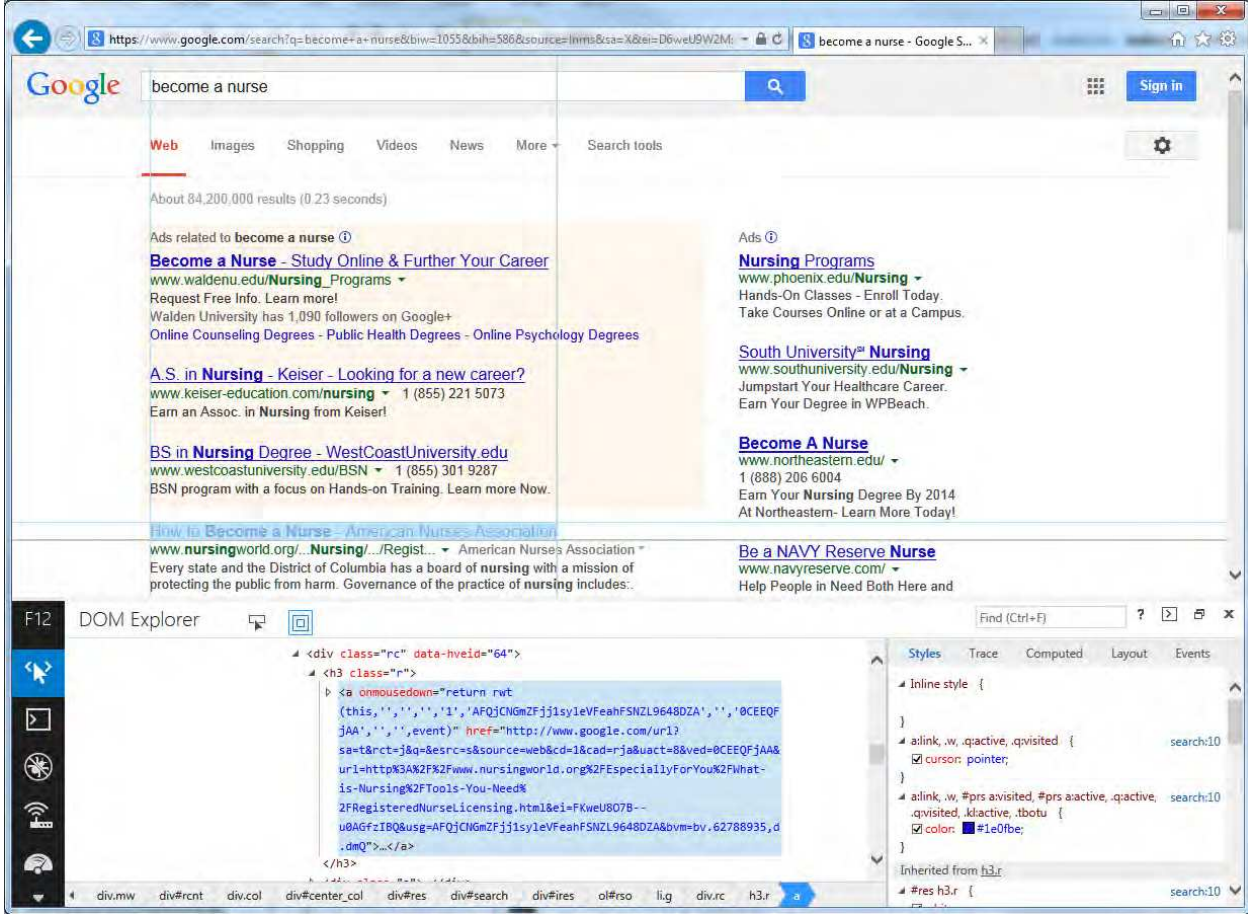


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	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 84,200,000 results. The search results are organized into two columns. The left column contains several organic search results, including links to Walden University, Keiser University, West Coast University, the American Nurses Association, wikiHow, Jacksonville University, and Discover Nursing. The right column contains several paid advertisements, including links to Phoenix University, South University, Northeastern University, Navy Reserve, SFC in NYC, MyNursingSchool, and Sanford Brown. The browser's address bar shows the search URL, and the Google logo is visible at the top left of the search results.</p>



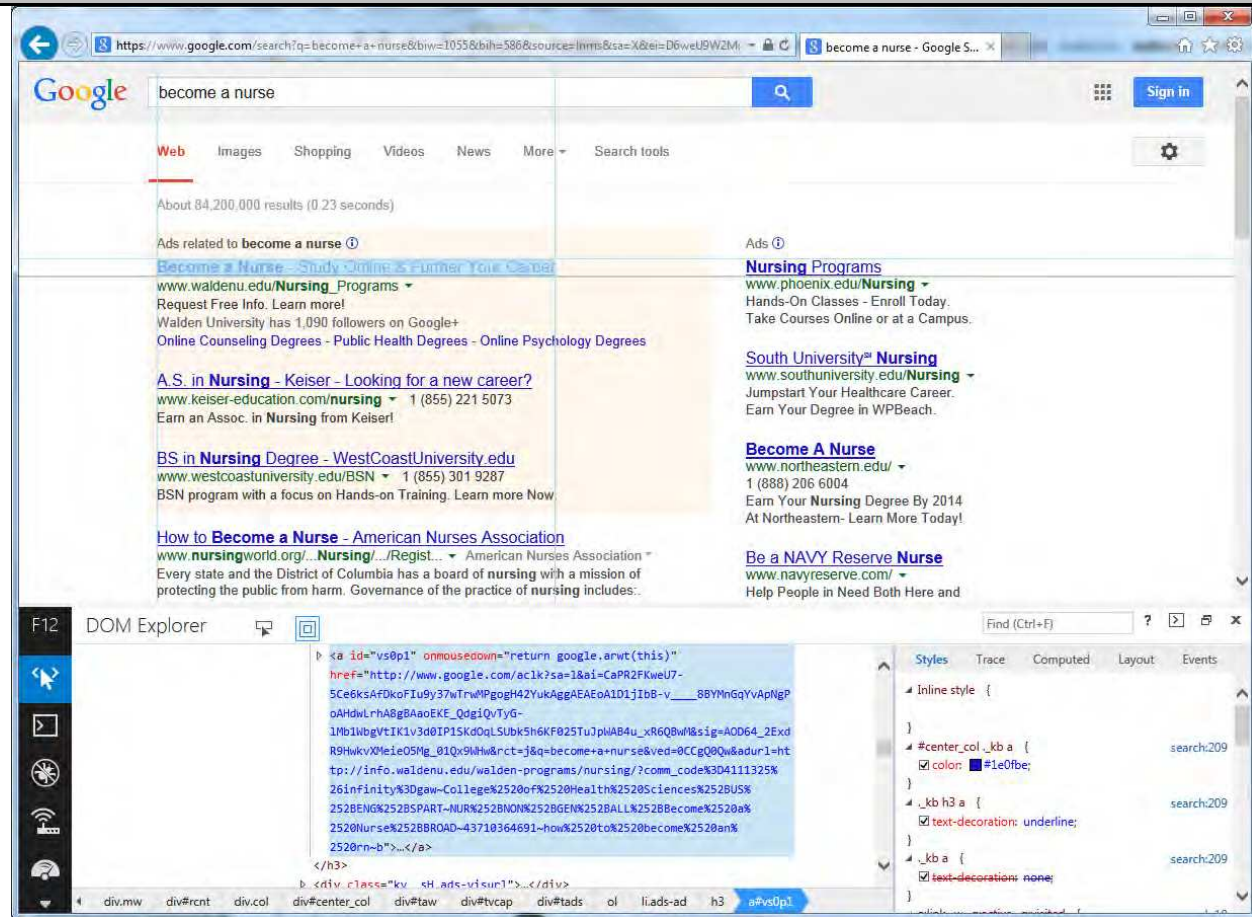
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search results page for the query "become a nurse". The page shows various search results, including links to nursing programs and degree information. A DOM Explorer overlay is visible at the bottom, showing the HTML structure of a search result link. The DOM Explorer highlights the following code:</p> <pre>&lt;div class="rc" data-hveid="64"&gt;   &lt;h3 class="r"&gt;     &lt;a onmousedown="return rwt       (this, '', '', '1', 'AFQjCNGm2Fjj1syleVFeahFSNZL9648DZA', '', '0CEEQF       jAA', '', '', event)" href="http://www.google.com/url?       sa=t&amp;rc=j&amp;q=&amp;src=s&amp;source=web&amp;cd=1&amp;cad=rja&amp;uact=8&amp;ved=0CEEQFjAA&amp;       url=http%3A%2F%2Fwww.nursingworld.org%2FESpeciallyForYou%2FWhat-       is-Nursing%2FTools-You-Need%       2FRegisteredNurseLicensing.html&amp;ei=FKWeU807B--       u0AGfzIBQ&amp;usg=AFQjCNGm2Fjj1syleVFeahFSNZL9648DZA&amp;ovm=by.62788935,d       .dmQ"&gt;&lt;/a&gt;     &lt;/h3&gt;   &lt;/div&gt;</pre> <p>The DOM Explorer also shows the CSS styles for the link, including the inline style and the styles for the link's active and visited states.</p>

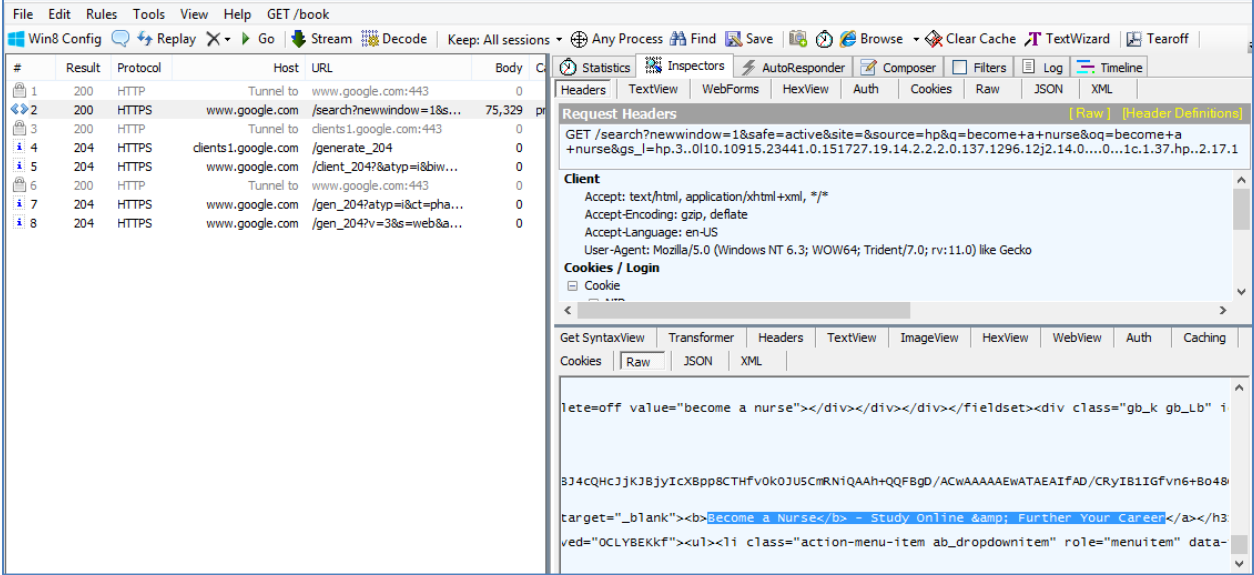
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U.S. PATENT NO.  
7,895,178

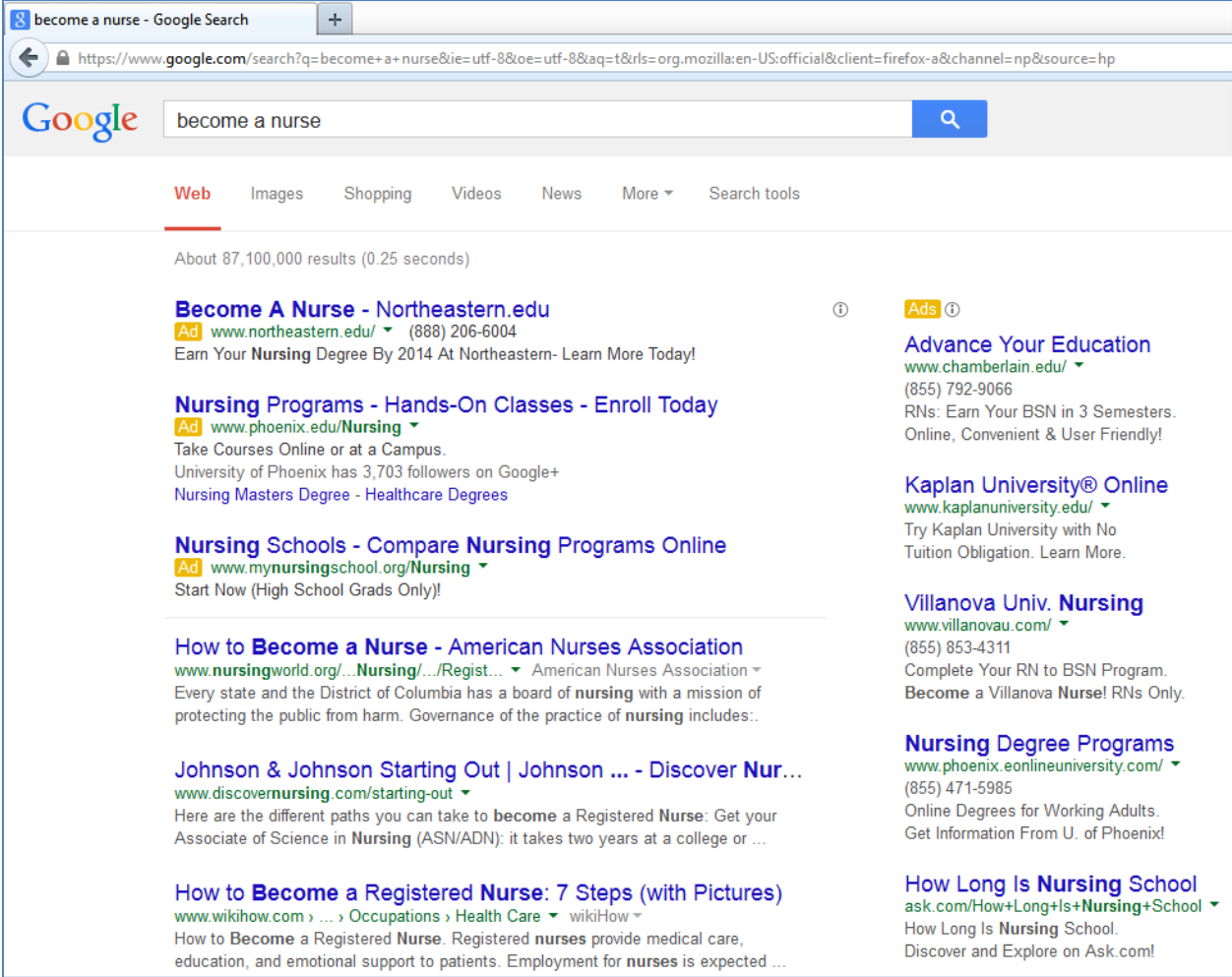
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a network traffic analysis tool (WinBox Config) showing a series of HTTP and HTTPS requests. The left pane lists the traffic items, including requests to www.google.com and clients1.google.com. The right pane shows the details of the selected request, including the Request Headers and Client information. The Request Headers section shows a GET request to a search result page. The Client section shows the user agent and other client details.</p>
receiving search refinement input from the data processing device via the communications link;	The Accused Instrumentalities receive search refinement input from the data processing device via the communications link.

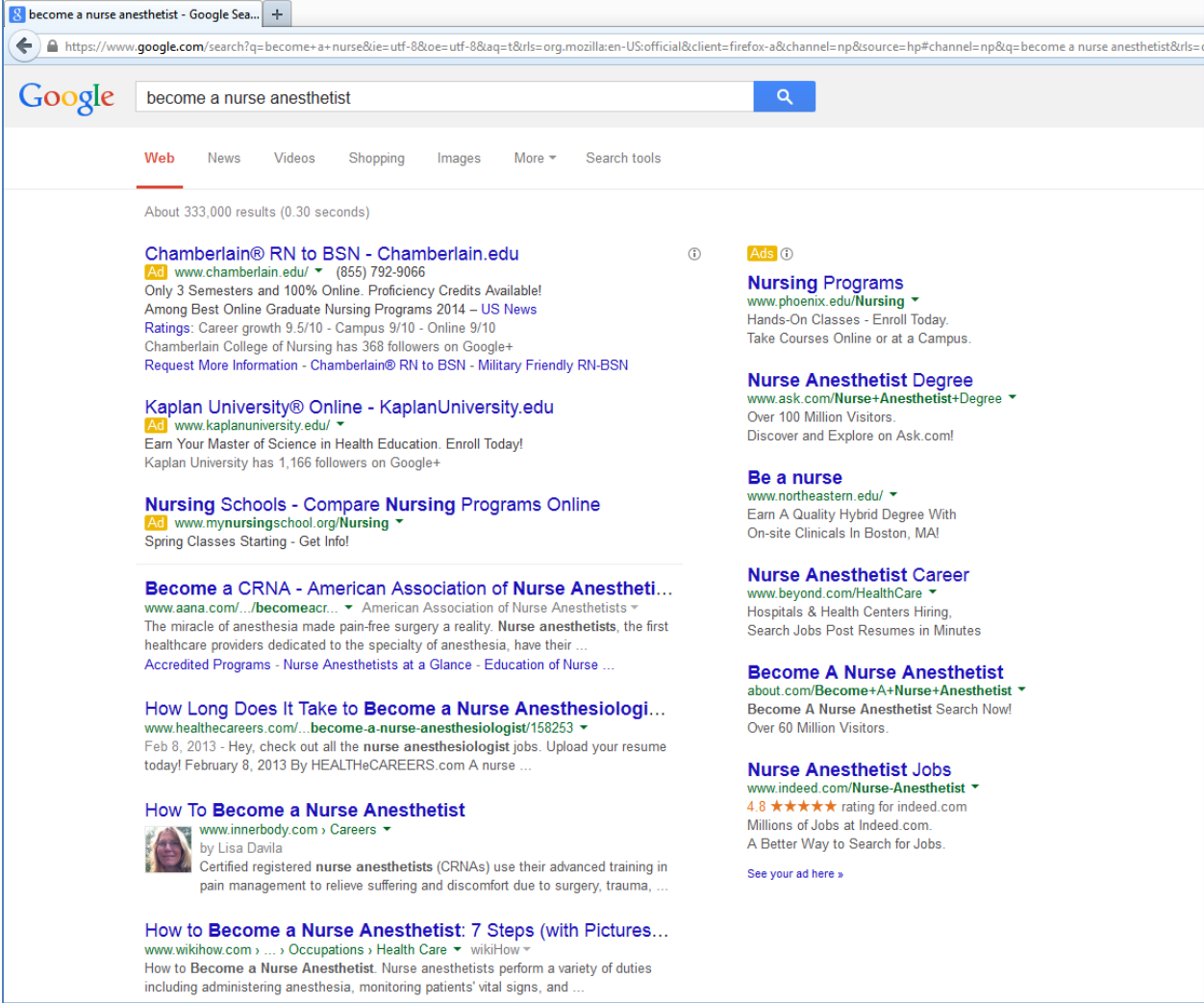
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays several search results, including advertisements for nursing programs and informational links. The results are organized into two columns. The left column contains results from Northeastern.edu, Phoenix.edu, mynursingschool.org, American Nurses Association, Johnson &amp; Johnson, and wikiHow. The right column contains advertisements from Chamberlain.edu, Kaplan University, Villanova Univ., and Phoenix.eonlineuniversity.com, followed by a result from ask.com. The URL bar at the bottom of the browser window shows the search query and the browser's address bar.</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p>

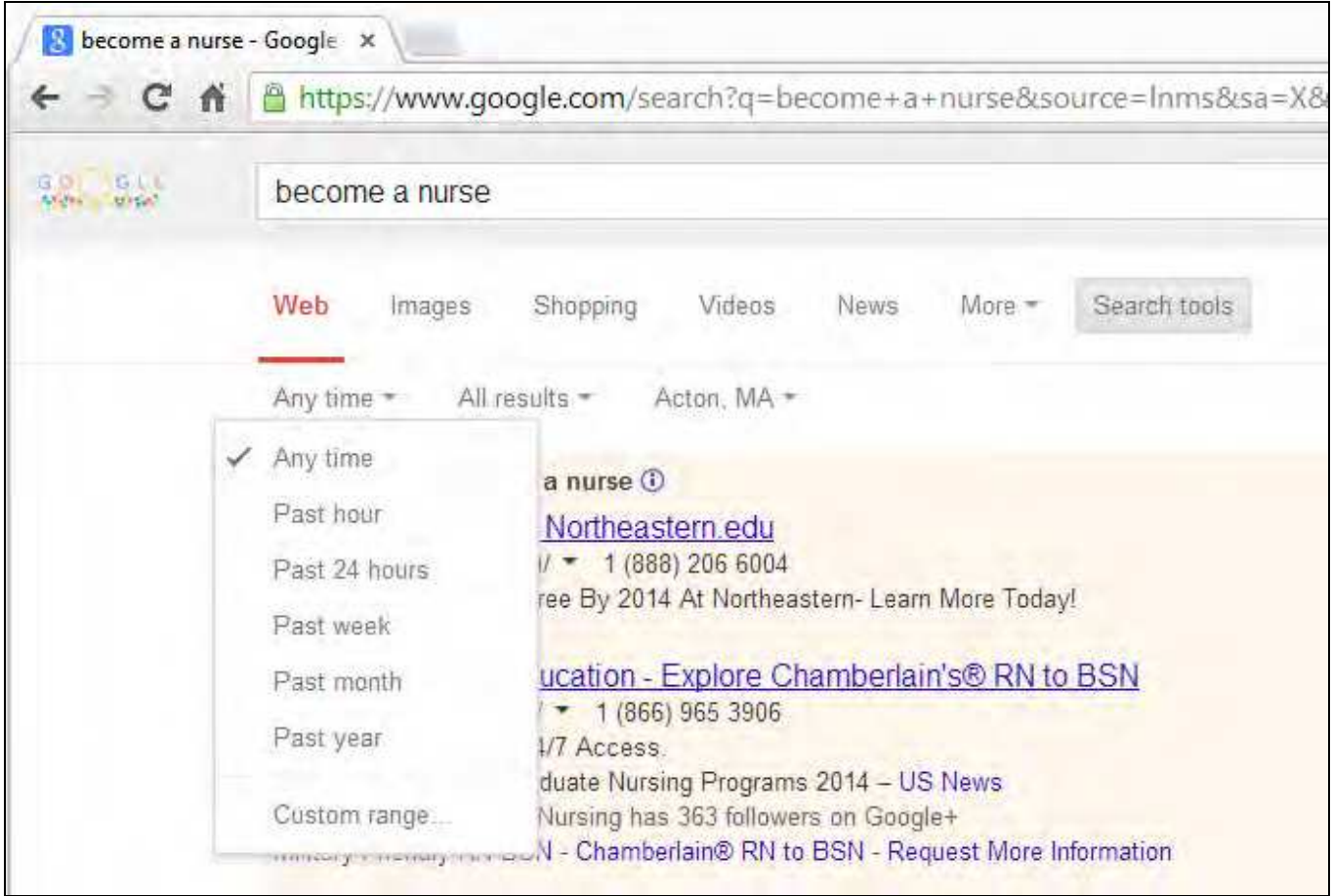
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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

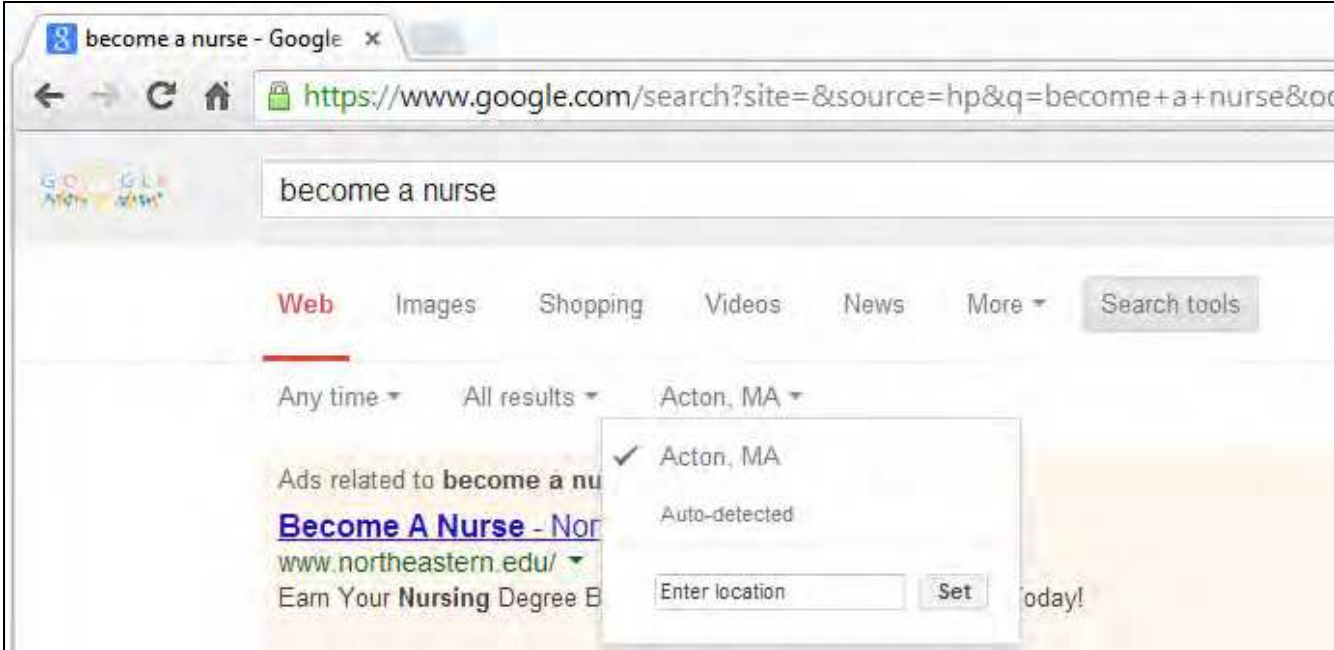
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>become a nurse anesthetist - Google Sea... +</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become a nurse anesthetist&amp;rls=...</p> <p>Google become a nurse anesthetist</p> <p>Web News Videos Shopping Images More Search tools</p> <p>About 333,000 results (0.30 seconds)</p> <p><b>Chamberlain® RN to BSN - Chamberlain.edu</b>    Ad www.chamberlain.edu/ (855) 792-9066    Only 3 Semesters and 100% Online. Proficiency Credits Available!    Among Best Online Graduate Nursing Programs 2014 – US News    Ratings: Career growth 9.5/10 - Campus 9/10 - Online 9/10    Chamberlain College of Nursing has 368 followers on Google+    Request More Information - Chamberlain® RN to BSN - Military Friendly RN-BSN</p> <p><b>Kaplan University® Online - KaplanUniversity.edu</b>    Ad www.kaplanuniversity.edu/    Earn Your Master of Science in Health Education. Enroll Today!    Kaplan University has 1,166 followers on Google+</p> <p><b>Nursing Schools - Compare Nursing Programs Online</b>    Ad www.mynursingschool.org/Nursing    Spring Classes Starting - Get Info!</p> <p><b>Become a CRNA - American Association of Nurse Anesthetists...</b>    www.aana.com/.../becomeacr... American Association of Nurse Anesthetists    The miracle of anesthesia made pain-free surgery a reality. <b>Nurse anesthetists</b>, the first    healthcare providers dedicated to the specialty of anesthesia, have their ...    Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</p> <p><b>How Long Does It Take to Become a Nurse Anesthesiologi...</b>    www.healthcareers.com/.../become-a-nurse-anesthesiologist/158253    Feb 8, 2013 - Hey, check out all the <b>nurse anesthesiologist</b> jobs. Upload your resume    today! February 8, 2013 By HEALTHeCAREERS.com A nurse ...</p> <p><b>How To Become a Nurse Anesthetist</b>    www.innerbody.com &gt; Careers    by Lisa Davila    Certified registered <b>nurse anesthetists</b> (CRNAs) use their advanced training in    pain management to relieve suffering and discomfort due to surgery, trauma, ...</p> <p><b>How to Become a Nurse Anesthetist: 7 Steps (with Pictures...</b>    www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow    How to Become a <b>Nurse Anesthetist</b>. Nurse anesthetists perform a variety of duties    including administering anesthesia, monitoring patients' vital signs, and ...</p> <p><b>Ads</b></p> <p><b>Nursing Programs</b>    www.phoenix.edu/Nursing    Hands-On Classes - Enroll Today.    Take Courses Online or at a Campus.</p> <p><b>Nurse Anesthetist Degree</b>    www.ask.com/Nurse+Anesthetist+Degree    Over 100 Million Visitors.    Discover and Explore on Ask.com!</p> <p><b>Be a nurse</b>    www.northeastern.edu/    Earn A Quality Hybrid Degree With    On-site Clinicals In Boston, MA!</p> <p><b>Nurse Anesthetist Career</b>    www.beyond.com/HealthCare    Hospitals &amp; Health Centers Hiring.    Search Jobs Post Resumes in Minutes</p> <p><b>Become A Nurse Anesthetist</b>    about.com/Become+A+Nurse+Anesthetist    Become A Nurse Anesthetist Search Now!    Over 60 Million Visitors.</p> <p><b>Nurse Anesthetist Jobs</b>    www.indeed.com/Nurse-Anesthetist    4.8 ★★★★★ rating for indeed.com    Millions of Jobs at Indeed.com.    A Better Way to Search for Jobs.    See your ad here »</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-</p>

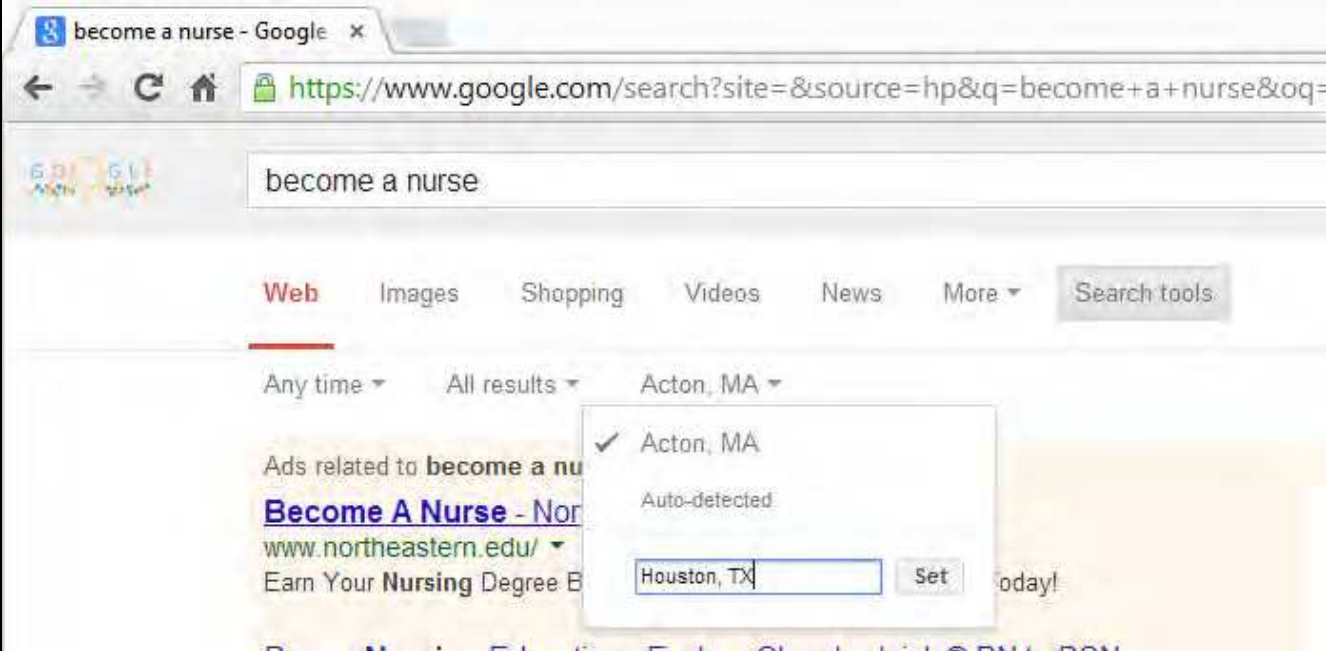


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become%20a%20nurse%20anesthetist&amp;rls=org.mozilla:en-US:official</p>  <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. To the right of the tabs is a "Search tools" button. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open for the "Any time" filter, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". To the right of the dropdown, there are search results. The first result is titled "a nurse" with a link to "Northeastern.edu". Below this, there is another result titled "Education - Explore Chamberlain's® RN to BSN" with a link to "Chamberlain® RN to BSN - Request More Information".</p>

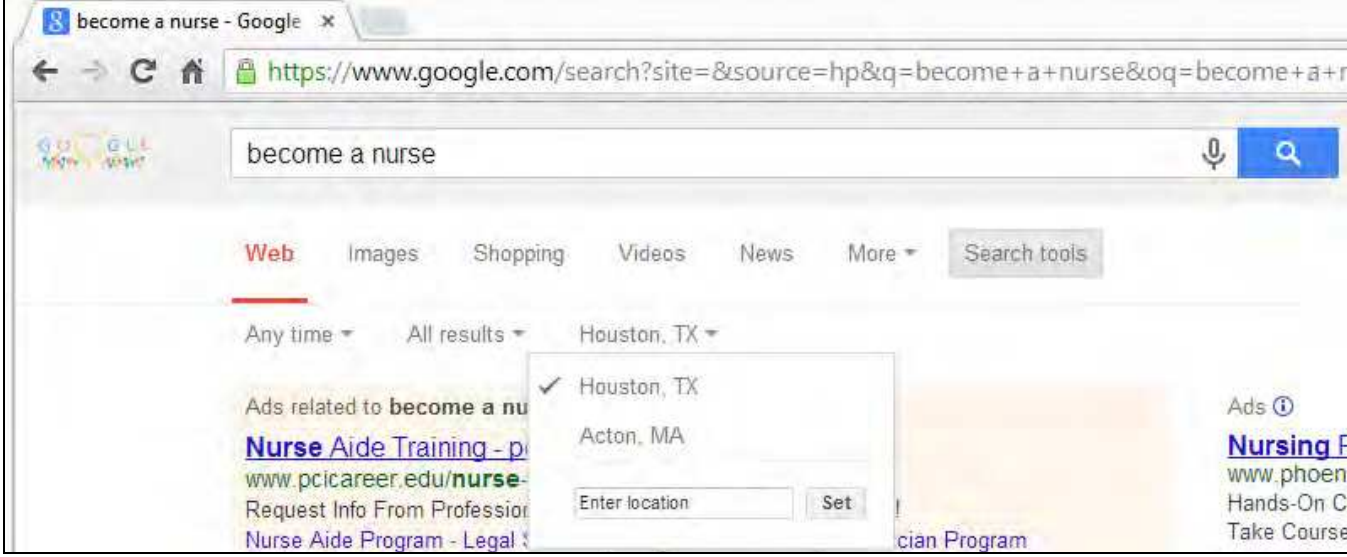
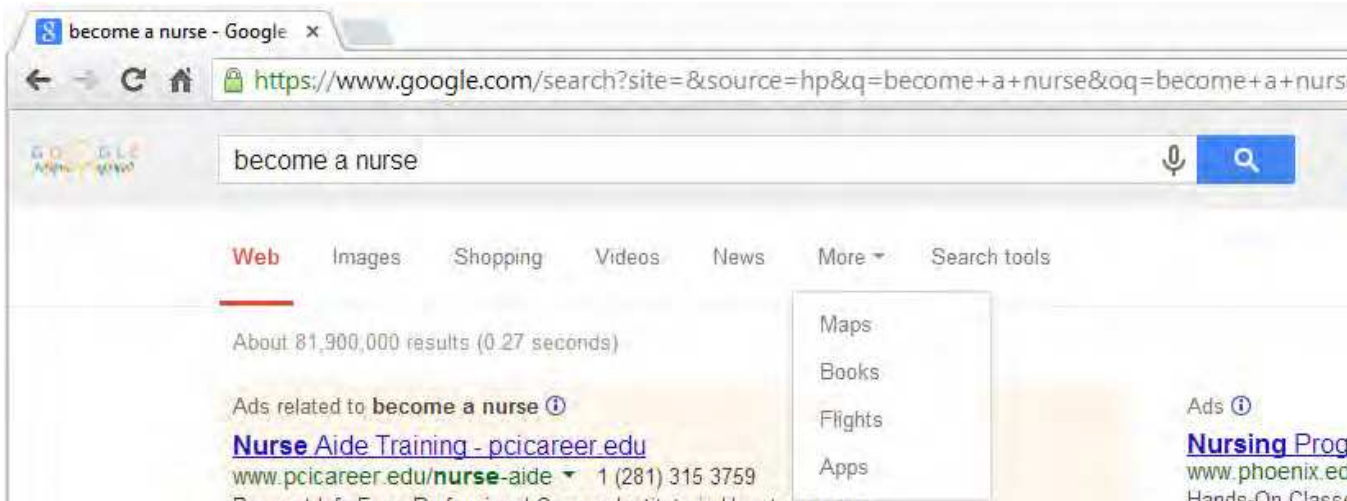
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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

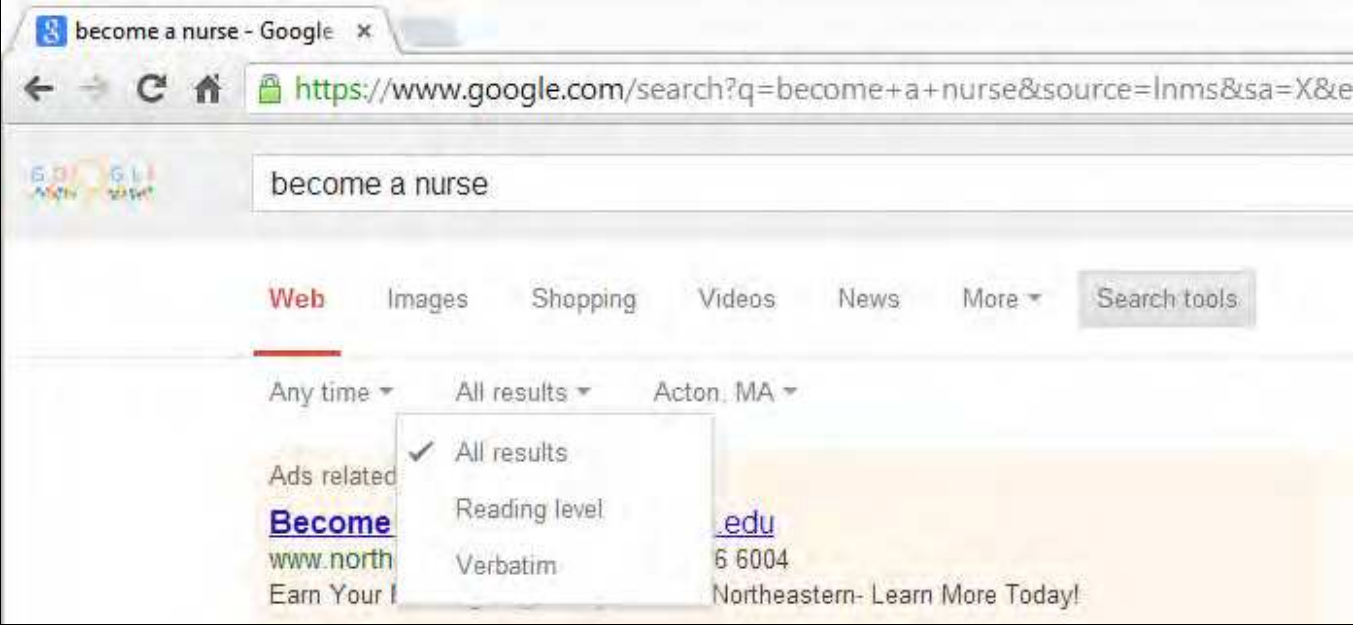
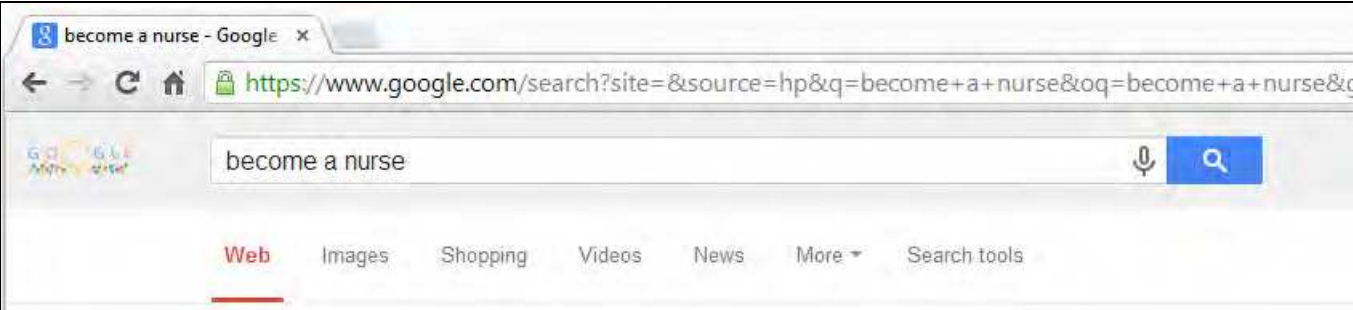
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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

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	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a location filter dropdown menu that is open, showing "Houston, TX" as the selected location. The search results list "Nurse Aide Training - pcicareer.edu" as a top result. The URL bar shows "https://www.google.com/search?site=&amp;source=hp&amp;q=become+a+nurse&amp;oq=become+a+nurse".</p>  <p>The screenshot shows the same Google search for "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". The search filters menu is open, showing options like "Maps", "Books", "Flights", and "Apps". The search results list "Nurse Aide Training - pcicareer.edu" as a top result. The URL bar shows "https://www.google.com/search?site=&amp;source=hp&amp;q=become+a+nurse&amp;oq=become+a+nurse".</p>

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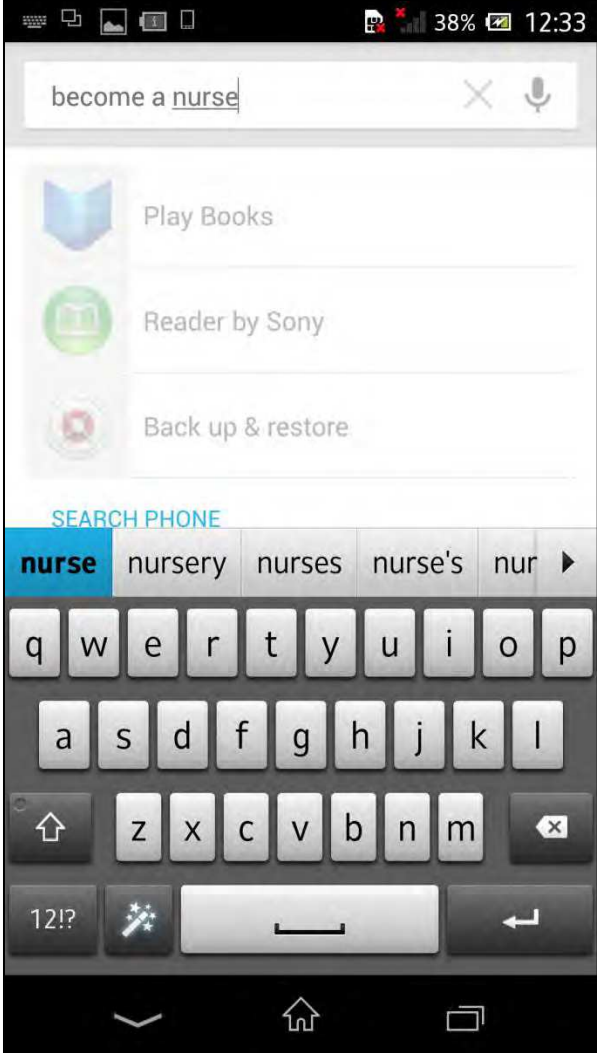
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The first screenshot shows a Google search for "become a nurse". The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected. A dropdown menu is open, showing "All results" as the selected option. Other options in the dropdown include "Reading level" and "Verbatim". The search results show a link to "Become www.north.edu" with the text "Earn Your I" and "Northeastern- Learn More Today!".</p>  <p>The second screenshot shows the same Google search for "become a nurse". The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected. The search results show a link to "Become www.north.edu" with the text "Earn Your I" and "Northeastern- Learn More Today!".</p>

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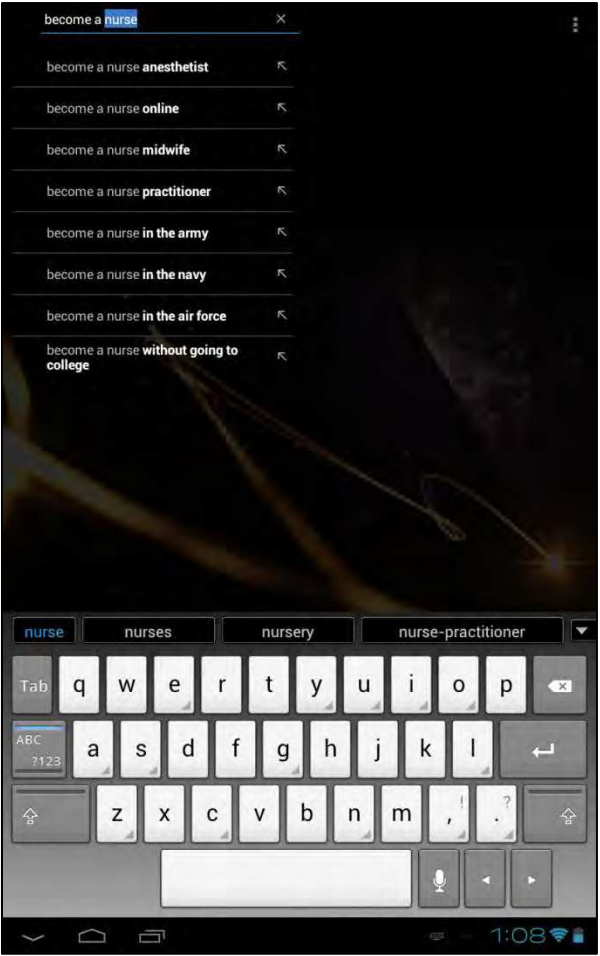
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected, and a dropdown menu is open showing options: "Maps", "Books", "Flights", and "Apps". The search results show "About 81,900,000 results (0.27 seconds)". Under "Ads related to become a nurse", there is an advertisement for "Nurse Aide Training - pcicareer.edu" with the URL "www.picareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". To the right, there is another advertisement for "Nursing Program" with the URL "www.phoenix.edu" and the text "Hands-On Classes".</p>




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	 A screenshot of an Android phone screen. At the top, the status bar shows icons for signal, Wi-Fi, battery (38%), and time (12:33). Below the status bar is a search bar with the text "become a nurse". Under the search bar, there are three suggestions: "Play Books", "Reader by Sony", and "Back up & restore". Below these suggestions is a "SEARCH PHONE" section. In this section, the word "nurse" is highlighted in blue, and other suggestions like "nursery", "nurses", "nurse's", and "nur" are visible. At the bottom of the screen is a QWERTY keyboard with a home button and a recent apps button.

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Mobile Handset running on Android 4.2</p>  <p>Tablet Device Running Android 4.0.2</p>

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	 <p>The screenshot shows an iPhone screen with a search bar at the top containing the text "become a nurse". Below the search bar, a list of search suggestions is displayed, each followed by a right arrow icon. The suggestions are: "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 is a QWERTY keyboard with a "Search" button in the bottom right corner.</p>



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	Google Search App Running on iOS 7.1

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	<div data-bbox="695 329 1835 1370"><p><b>Find certain types of results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click <b>Shopping</b>. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none"><li>• Images</li><li>• Maps</li><li>• Shopping</li><li>• News</li><li>• Videos</li><li>• Books</li><li>• Flights</li><li>• Apps</li></ul><p><b>Filter your results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like <b>Web</b> or <b>Images</b>, you can filter your results even further using <b>Search tools</b>.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none"><li>1. Type <b>planets</b> in the search box.</li><li>2. Click <b>Images</b>.</li><li>3. Click <b>Search tools</b>.</li><li>4. Click <b>Color</b>, then select the red filter.</li></ol></div>

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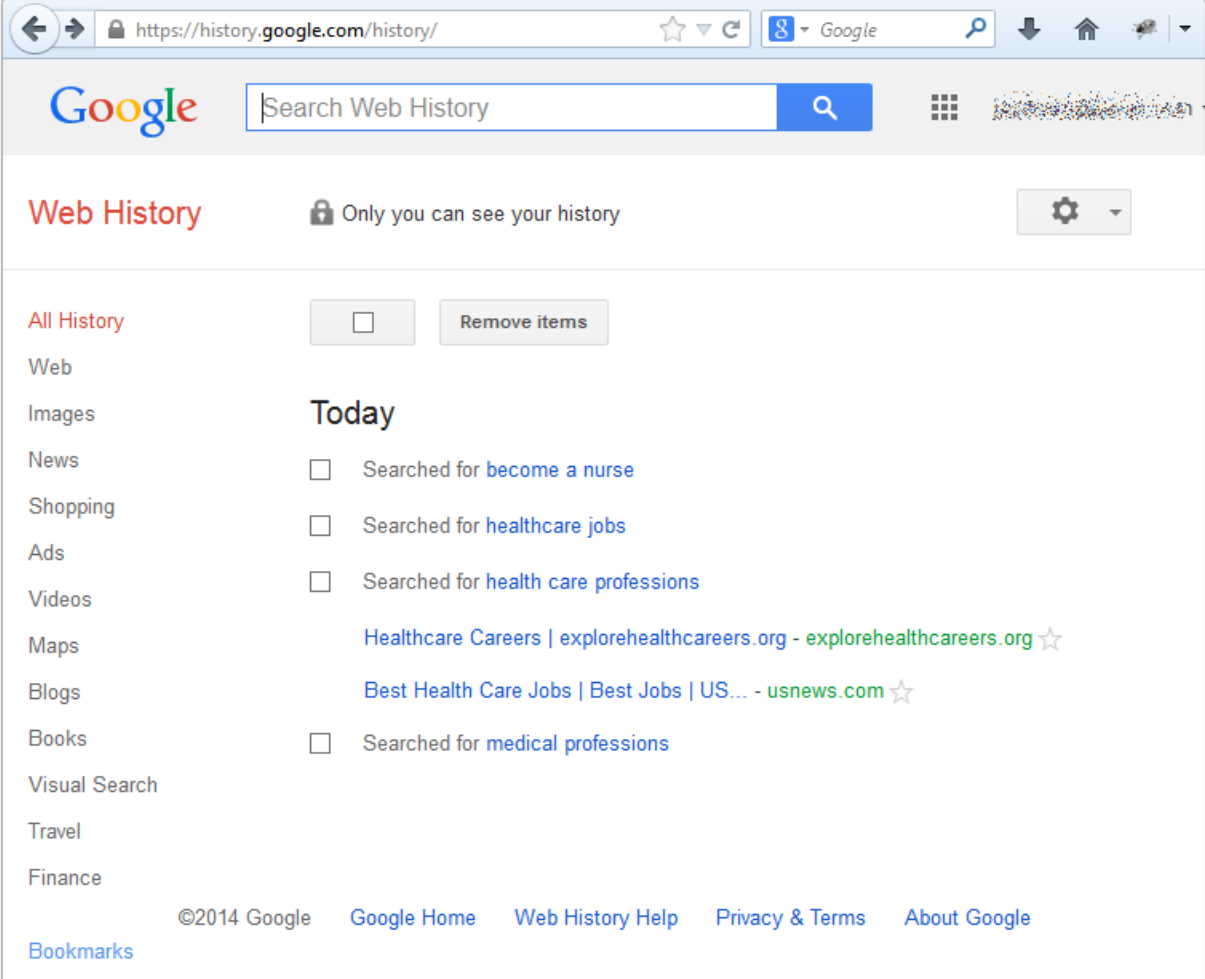
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 365 1896 1333"><h2>Filter your search results</h2><p>You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.</p><p> <b>Settings</b> Trying to change your search settings? Visit <a href="https://google.com/preferences">google.com/preferences</a> to change settings like SafeSearch, search history, results per page, languages, and location.</p><h3>How to add filters</h3><ol style="list-style-type: none"><li>1. At the top of your search results page, select a filtering option like <b>Images</b> or <b>News</b>. Click <b>More</b> to see extra choices.</li><li>2. Click <b>Search tools</b> to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.</li><li>3. Select one or more filters to narrow down your search results.</li><li>4. To go back to unfiltered results, click <b>Web</b> at the top of the search results page.</li><li>5. To remove any filters you've added through Search tools, click <b>Clear</b>.</li></ol><p><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p></div>



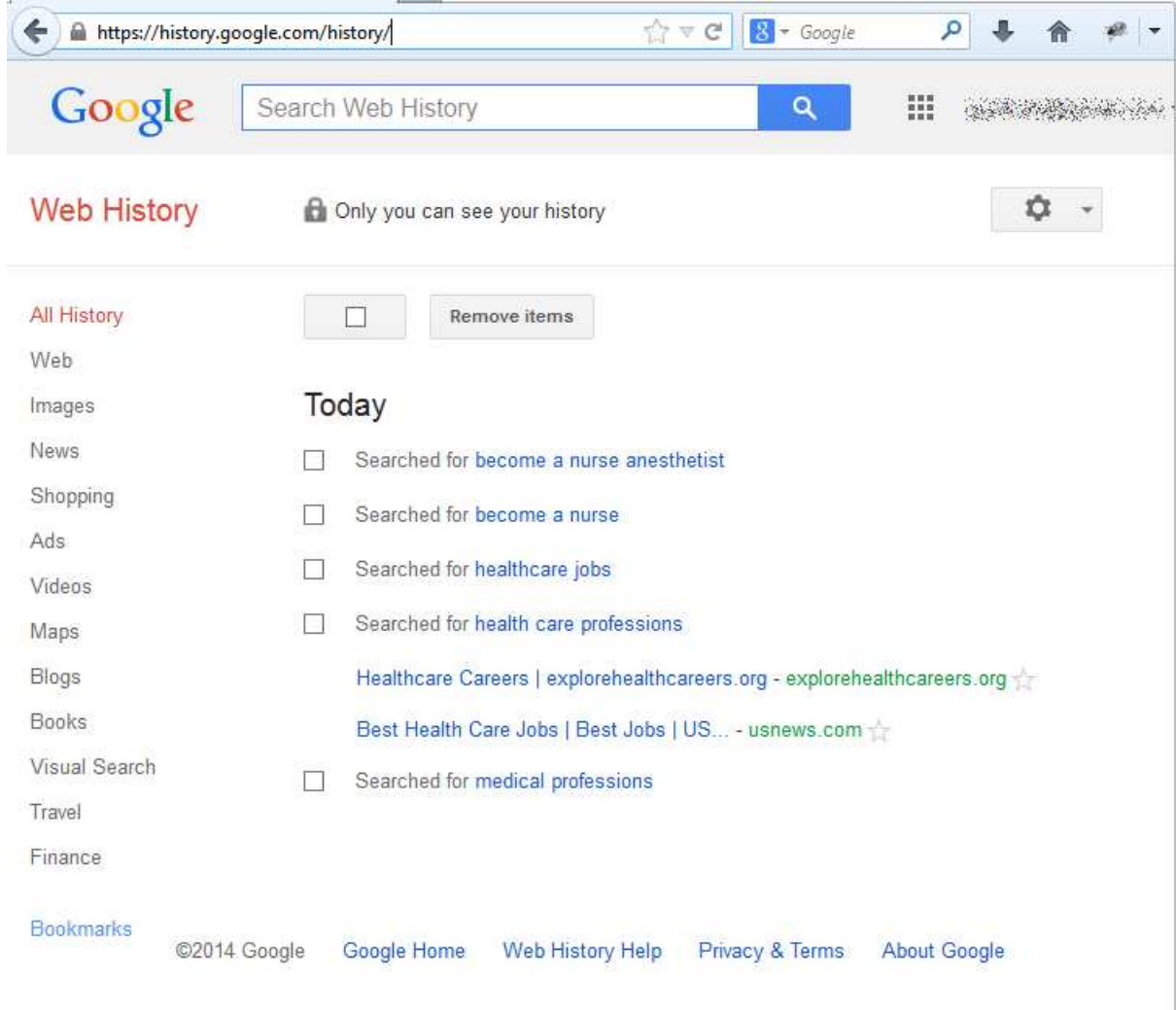
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	<div data-bbox="600 367 1936 992"><p>Search tools will vary based on the type of results you're looking at, but may include:</p><ul style="list-style-type: none"><li>• <b>Publish date:</b> Limit results according to when they were published on the Web.</li><li>• <b>Verbatim:</b> Search for <a href="#">exact words or phrases</a> .</li><li>• <b>Dictionary:</b> Find definitions, synonyms, images, and more for your search term.</li><li>• <b>Reading level:</b> Limit your search results by <a href="#">reading comprehension level</a> .</li><li>• <b>Private:</b> If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.</li><li>• <b>Nearby:</b> See results for your current location.</li><li>• <b>Visited pages/Not yet visited:</b> If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.</li><li>• <b>Images:</b> Filter results by size, type, and color. Learn more about the <a href="#">search tools you can use with Image Search</a> .</li><li>• <b>Videos:</b> Filter by length of video, quality, and source, like youtube.com.</li><li>• <b>Recipes:</b> Filter by ingredients, cook time, and calories.</li><li>• <b>Applications:</b> Choose the price and operating system, or OS, for available apps.</li><li>• <b>Patents:</b> Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at <a href="#">patents.google.com</a> .</li></ul></div> <p data-bbox="1178 997 1955 1032"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>

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	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main heading "Web History" is followed by a lock icon and the text "Only you can see your history". A settings gear icon is visible in the top right. On the left, a vertical list of categories includes "All History", "Web", "Images", "News", "Shopping", "Ads", "Videos", "Maps", "Blogs", "Books", "Visual Search", "Travel", and "Finance". To the right of "All History" is a checkbox and a "Remove items" button. The "Today" section lists search history items: "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org", "Best Health Care Jobs   Best Jobs   US... - usnews.com", and "Searched for medical professions". The footer contains copyright information "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google". A "Bookmarks" link is also present at the bottom left.</p>

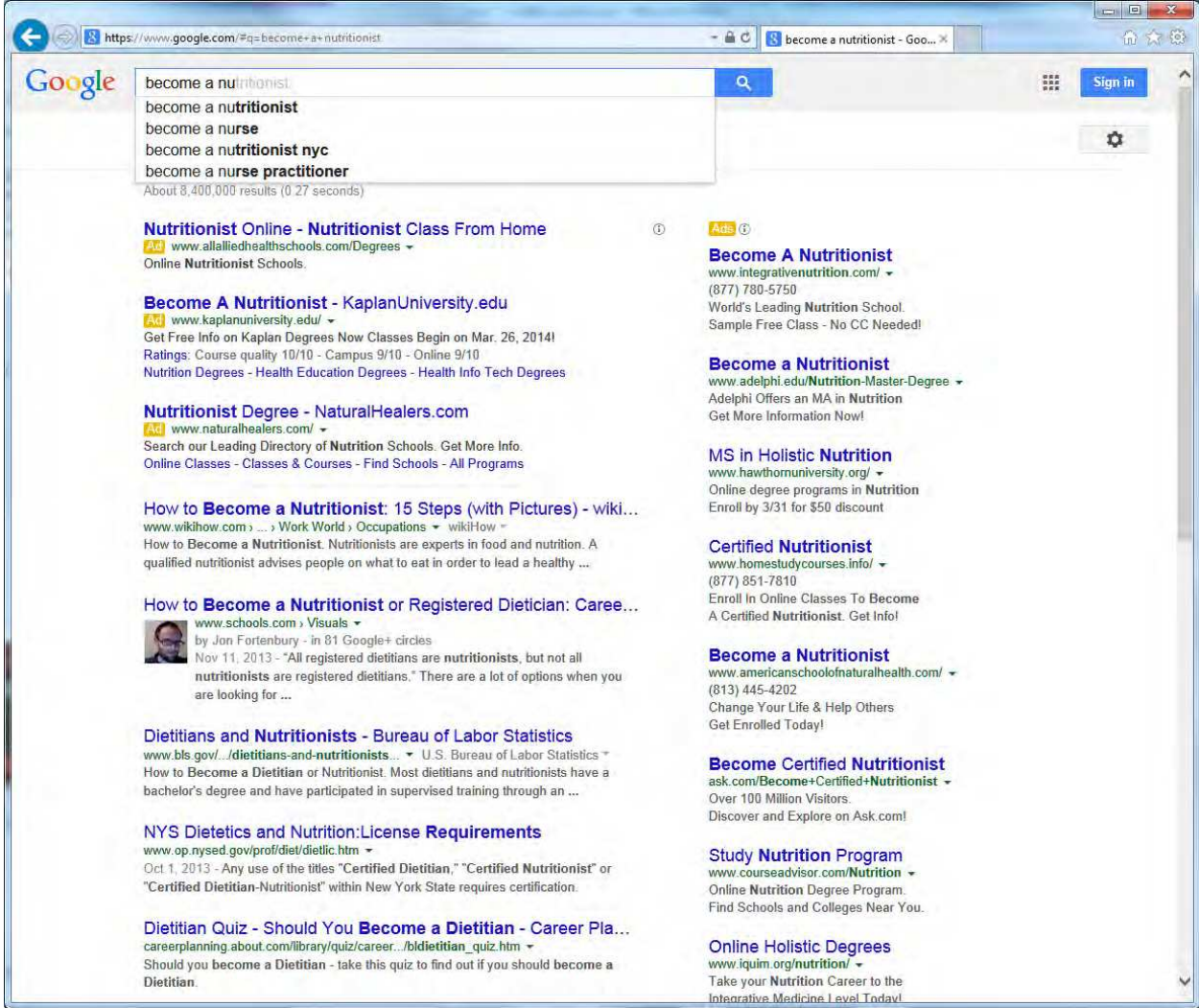
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	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows 'https://history.google.com/history/'. Below the address bar is the Google logo and a search bar labeled 'Search Web History'. The main heading is 'Web History' with a subtext 'Only you can see your history' and a settings icon. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The 'All History' section is active, showing a list of search queries under the heading 'Today'. The queries are: 'Searched for become a nurse anesthetist', 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org', 'Best Health Care Jobs   Best Jobs   US... - usnews.com', and 'Searched for medical professions'. At the bottom, there are links for 'Bookmarks', '©2014 Google', 'Google Home', 'Web History Help', 'Privacy &amp; Terms', and 'About Google'.</p>
producing modified search	The Accused Instrumentalities produce modified search results based upon at least the search refinement

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results based upon at least the search refinement input;	input.  See above.

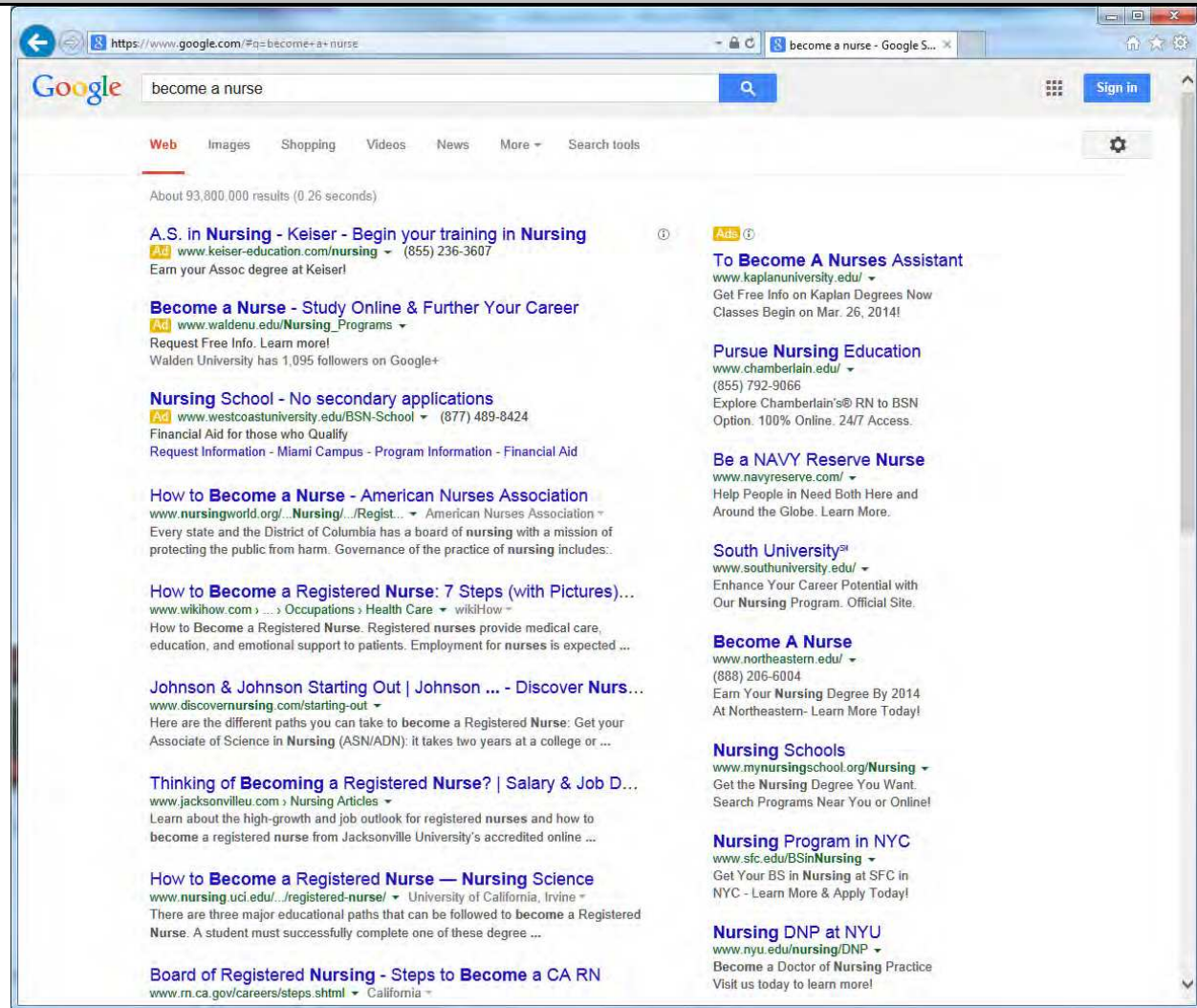
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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface with the query "become a nutritionist". The search results are organized into two columns. The left column contains organic search results, including links to "Nutritionist Online - Nutritionist Class From Home" from allaliedhealthschools.com, "Become A Nutritionist - KaplanUniversity.edu", "Nutritionist Degree - NaturalHealers.com", "How to Become a Nutritionist: 15 Steps (with Pictures) - wiki...", "How to Become a Nutritionist or Registered Dietician: Caree..." from schools.com, "Dietitians and Nutritionists - Bureau of Labor Statistics", "NYS Dietetics and Nutrition: License Requirements" from op.nysed.gov, and "Dietitian Quiz - Should You Become a Dietitian - Career Pla...". The right column features several paid advertisements, each marked with a yellow "Ads" icon. These ads include "Become A Nutritionist" from integrativenutrition.com, "Become a Nutritionist" from adelphi.edu, "MS in Holistic Nutrition" from hawthornuniversity.org, "Certified Nutritionist" from homestudycourses.info, "Become a Nutritionist" from americanschoolofnaturalhealth.com, "Become Certified Nutritionist" from ask.com, "Study Nutrition Program" from courseadvisor.com, and "Online Holistic Degrees" from iquim.org. The browser's address bar shows the URL "https://www.google.com/#q=become+a+nutritionist".</p>

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

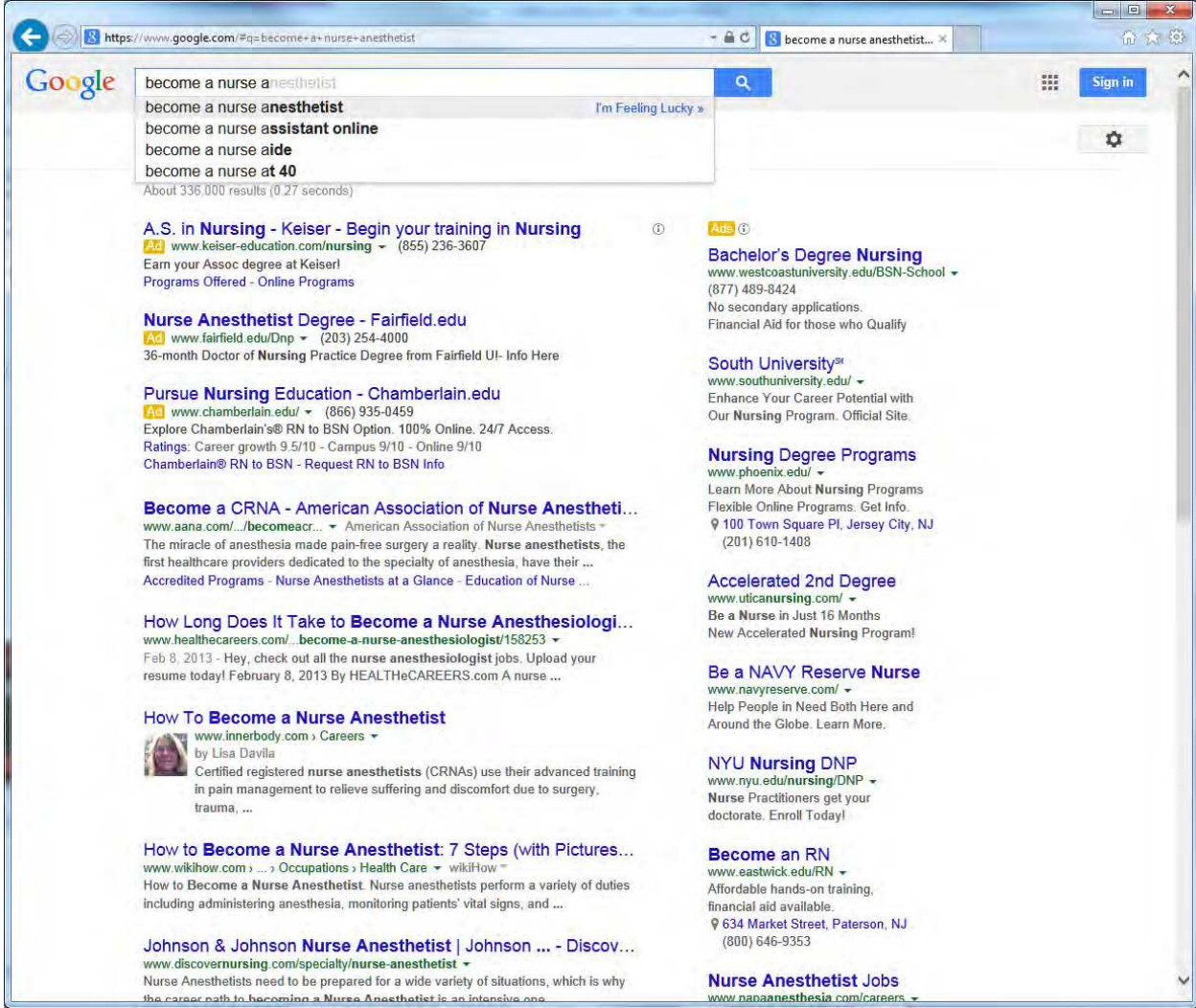
U.S. PATENT NO.  
7,895,178

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

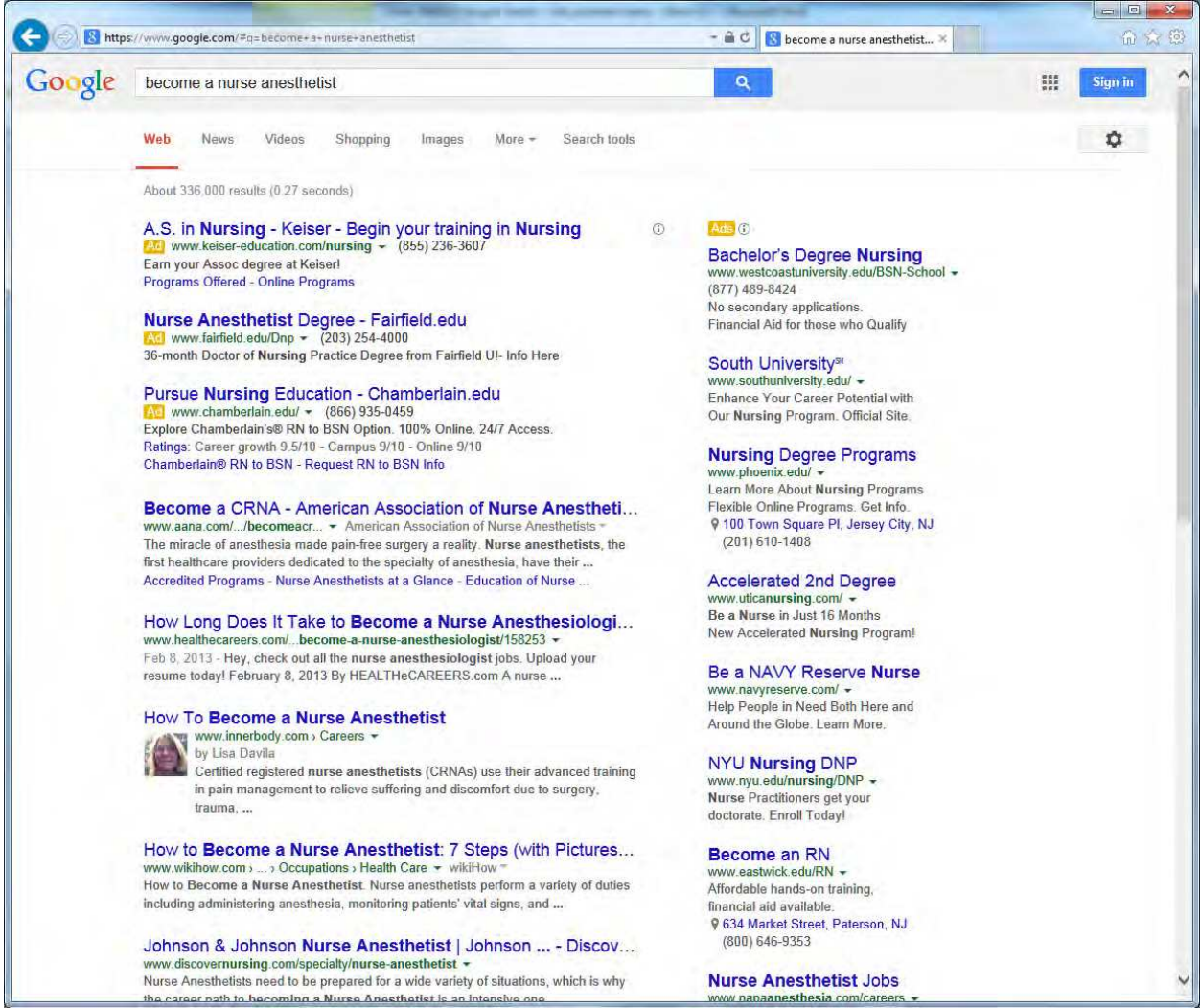




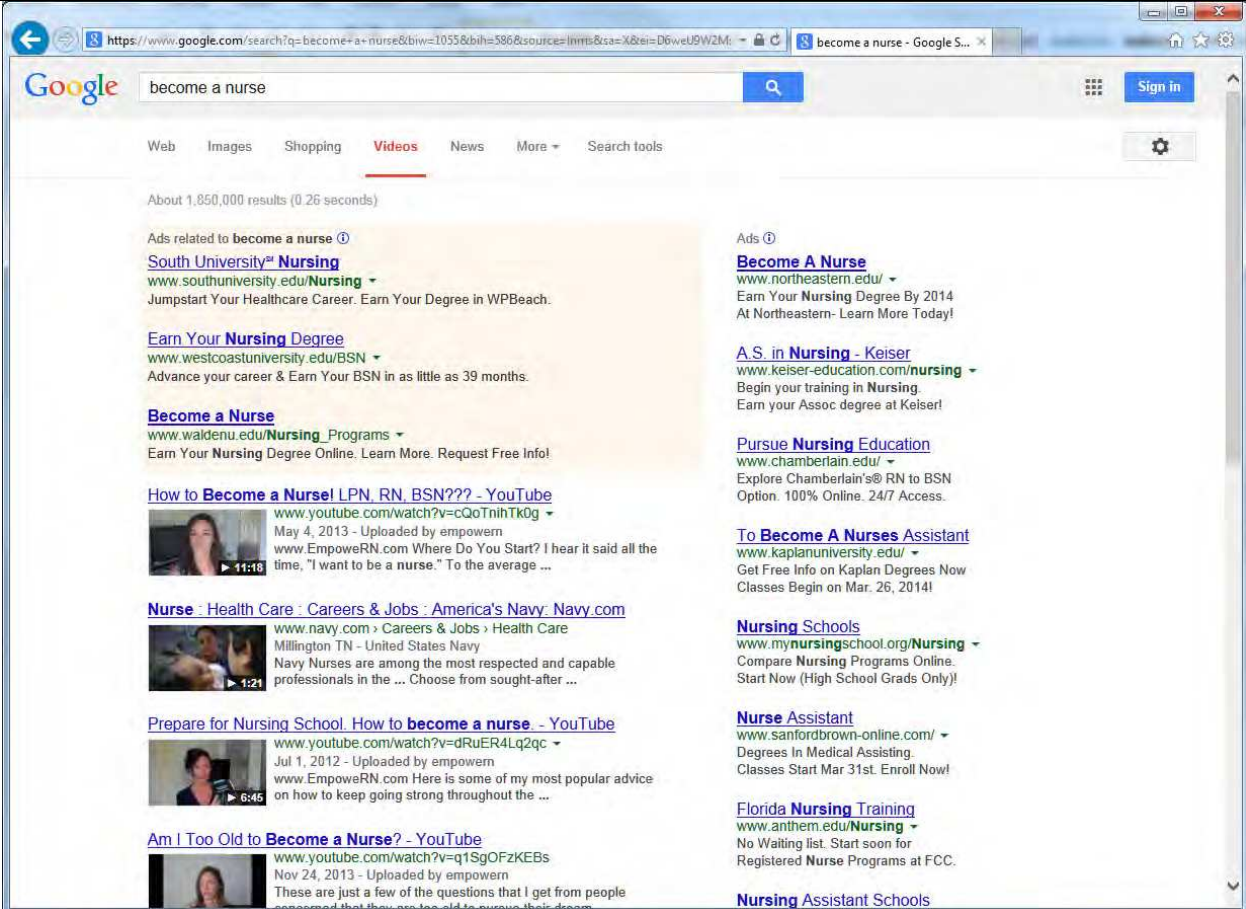
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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

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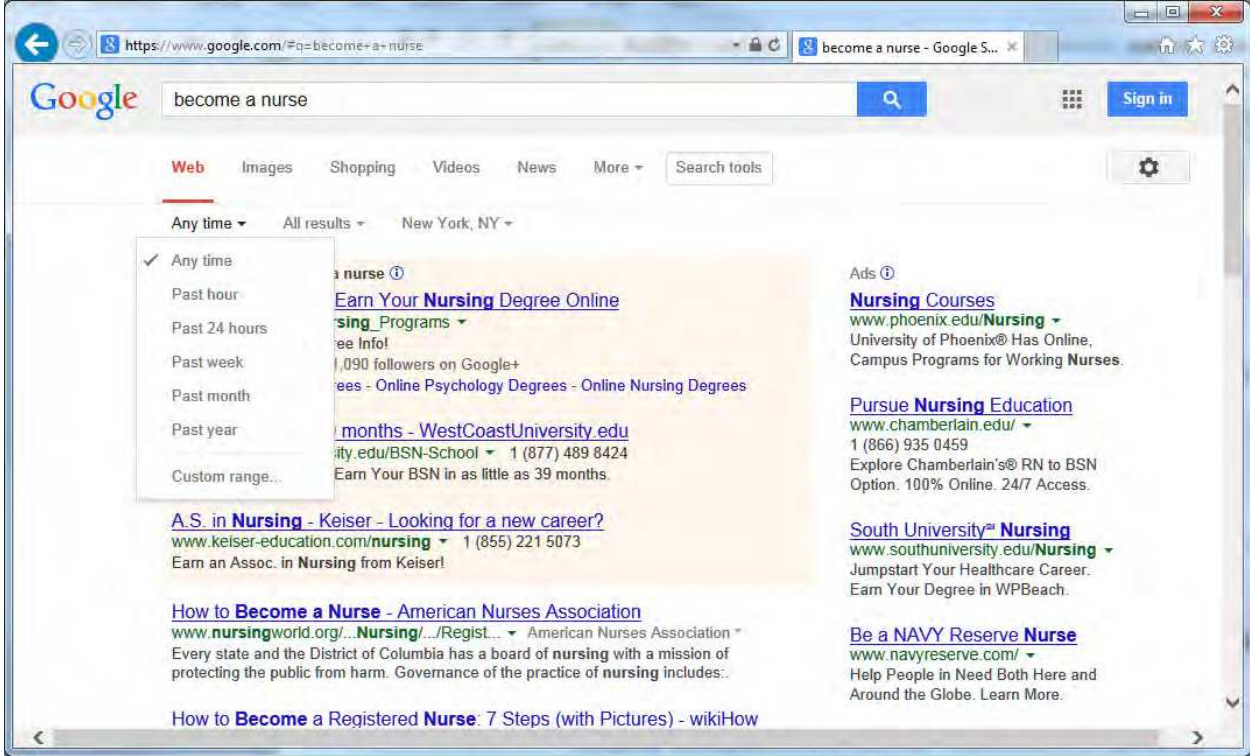
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays various search results, including educational programs, career information, and job listings. The results are organized into two columns. The left column includes links to "A.S. in Nursing - Keiser", "Nurse Anesthetist Degree - Fairfield.edu", "Pursue Nursing Education - Chamberlain.edu", "Become a CRNA - American Association of Nurse Anesthetists", "How Long Does It Take to Become a Nurse Anesthesiologi...", "How To Become a Nurse Anesthetist", "How to Become a Nurse Anesthetist: 7 Steps (with Pictures...", and "Johnson &amp; Johnson Nurse Anesthetist". The right column includes links to "Bachelor's Degree Nursing", "South University", "Nursing Degree Programs", "Accelerated 2nd Degree", "Be a NAVY Reserve Nurse", "NYU Nursing DNP", "Become an RN", and "Nurse Anesthetist Jobs". The page also shows the Google logo, search bar, and navigation links like "Web", "News", "Videos", "Shopping", "Images", and "More".</p>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows the URL: https://www.google.com/search?q=become+a+nurse&biw=1055&bih=586&source=lnms&sae=X&ei=D6weU9W2M: . The search results are displayed on a white background with a blue header. The top navigation bar includes links for Web, Images, Shopping, Videos, News, and More. The search results are organized into several sections: "Ads related to become a nurse" featuring links to South University, West Coast University, and Walden University; "How to Become a Nurse! LPN, RN, BSN??? - YouTube" with a video thumbnail; "Nurse : Health Care : Careers & Jobs : America's Navy, Navy.com" with a video thumbnail; "Prepare for Nursing School, How to become a nurse - YouTube" with a video thumbnail; and "Am I Too Old to Become a Nurse? - YouTube" with a video thumbnail. On the right side, there are additional ads and links for "Become A Nurse", "A.S. in Nursing - Keiser", "Pursue Nursing Education", "To Become A Nurses Assistant", "Nursing Schools", "Nurse Assistant", and "Florida Nursing Training".

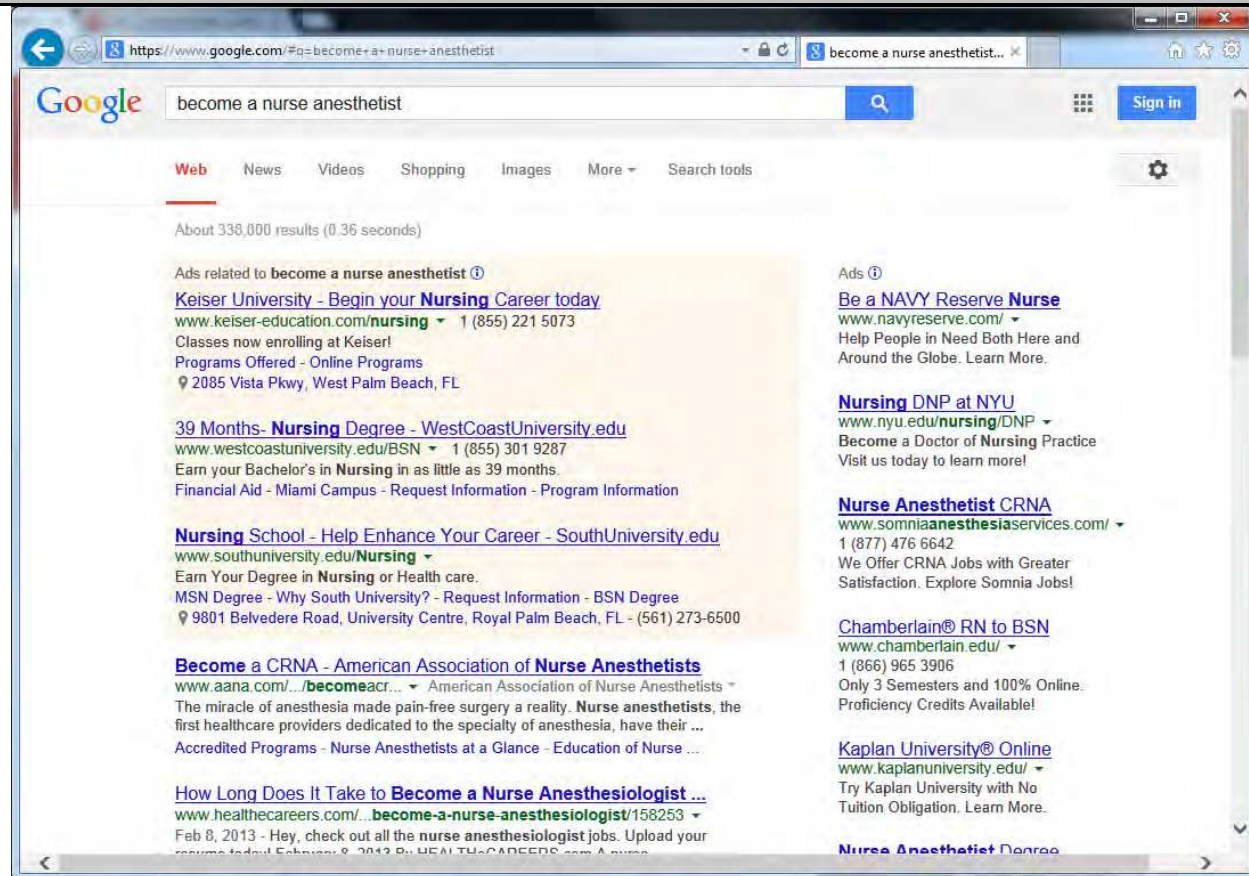


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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

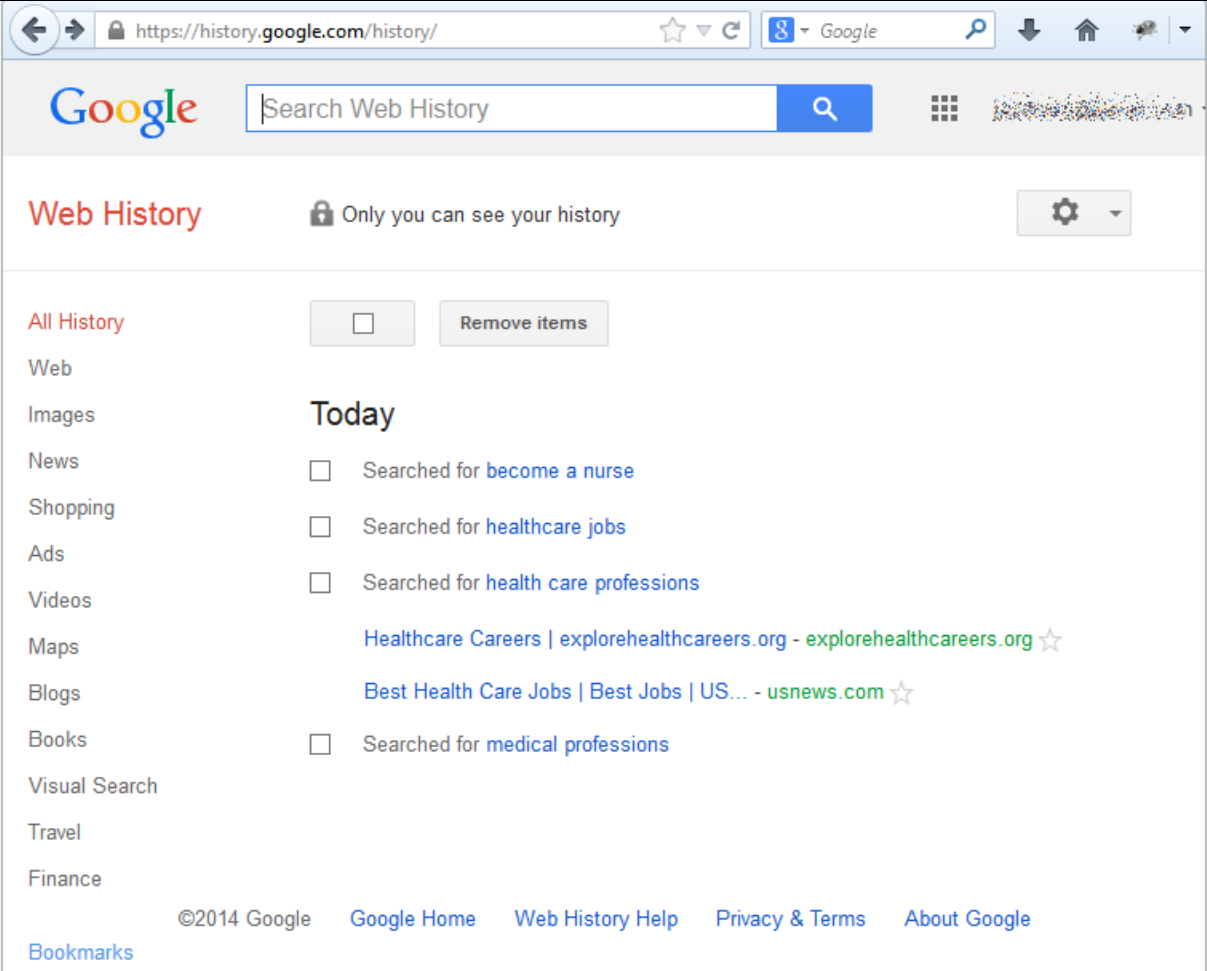
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows "https://www.google.com/#q=become+a+nurse". The search bar contains "become a nurse" and a "Sign in" button is visible. Below the search bar are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is on the right. A date filter dropdown menu is open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include several links: "Earn Your Nursing Degree Online", "Nursing Courses" from phoenix.edu, "Pursue Nursing Education" from chamberlain.edu, "South University Nursing", "Be a NAVY Reserve Nurse", "A.S. in Nursing - Keiser", "How to Become a Nurse - American Nurses Association", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow".

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

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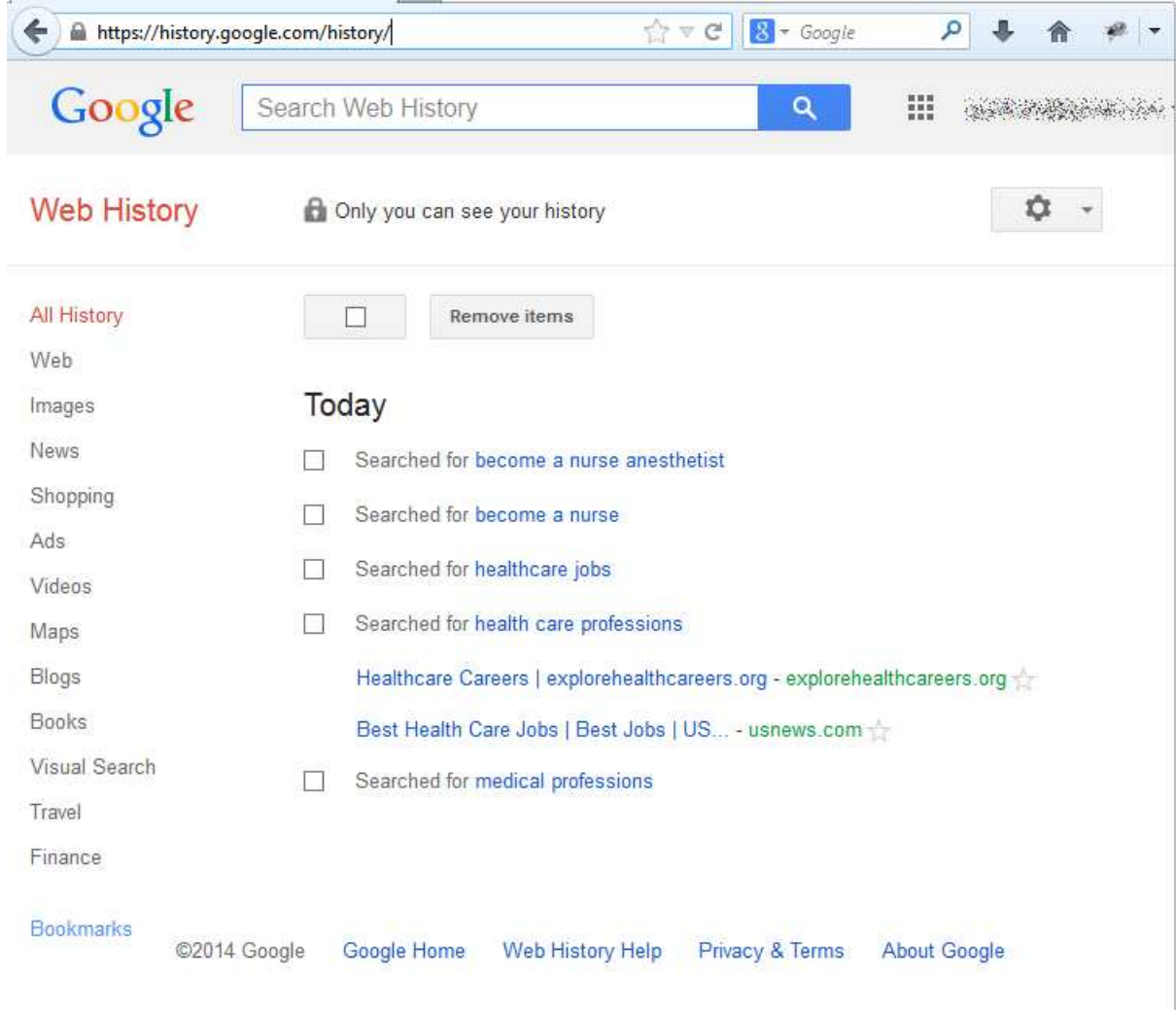


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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main heading "Web History" is followed by a lock icon and the text "Only you can see your history". A settings gear icon is visible in the top right. On the left, a vertical list of categories includes "All History", "Web", "Images", "News", "Shopping", "Ads", "Videos", "Maps", "Blogs", "Books", "Visual Search", "Travel", and "Finance". To the right of "All History" is a checkbox and a "Remove items" button. The "Today" section lists search history items: "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org", "Best Health Care Jobs   Best Jobs   US... - usnews.com", and "Searched for medical professions". The footer contains copyright information "©2014 Google" and links for "Google Home", "Web History Help", "Privacy &amp; Terms", "About Google", and "Bookmarks".</p>



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	 <p>The screenshot displays the Google Web History interface in a browser window. The address bar shows the URL <a href="https://history.google.com/history/">https://history.google.com/history/</a>. The page title is "Web History" with a sub-header "Only you can see your history". A left sidebar lists various search categories: Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area, titled "Today", lists several search queries, each with an unchecked checkbox to its left: "Searched for become a nurse anesthetist", "Searched for become a nurse", "Searched for healthcare jobs", "Searched for health care professions", "Healthcare Careers   explorehealthcareers.org - explorehealthcareers.org", "Best Health Care Jobs   Best Jobs   US... - usnews.com", and "Searched for medical professions". At the bottom of the page, there are links for "Bookmarks", "©2014 Google", "Google Home", "Web History Help", "Privacy &amp; Terms", and "About Google".</p>

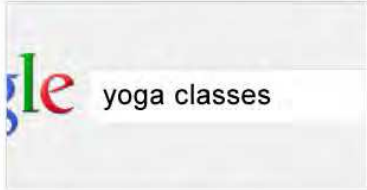

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selecting at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results; and	The Accused Instrumentalities select at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results.


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	<p data-bbox="846 354 1713 423">Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul data-bbox="890 472 1713 743" style="list-style-type: none"><li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li><li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li><li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li></ul> <p data-bbox="846 792 1220 813"><b>Personalization, a special kind of context</b></p> <p data-bbox="846 816 1713 886">"Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul data-bbox="890 935 1713 1281" style="list-style-type: none"><li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li><li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li></ul> <p data-bbox="917 1333 1955 1365"><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 365 1898 906"><div data-bbox="667 375 1115 394"><a href="#">Ads on Google</a> <a href="#">Target your ads</a> <a href="#">Ad types</a> <a href="#">Costs</a> <a href="#">FAQ</a></div><div data-bbox="667 448 1010 475"><b>A quick look at ads on Google</b></div><div data-bbox="667 505 1272 524">Here's how ads on Google can help you get you more interested visitors to your website.</div><div data-bbox="1465 493 1766 537"><div data-bbox="1465 493 1606 529">Get started now</div><div data-bbox="1625 493 1766 537">For free support call: 1-800-877-2981*</div></div><div data-bbox="667 560 1031 748"></div><div data-bbox="1066 560 1430 748"><div data-bbox="1100 594 1283 618"><b>Yoga for beginners</b></div><div data-bbox="1100 623 1283 643"><a href="http://www.vinashiyoga.com">www.vinashiyoga.com</a></div><div data-bbox="1100 647 1283 667">Start your journey today</div><div data-bbox="1100 672 1283 691">Special – 10 classes for \$100</div><div data-bbox="1100 696 1283 716">(354) 555-0111 - <a href="#">Directions</a></div></div><div data-bbox="1465 560 1824 748"></div><div data-bbox="667 781 926 805"><b>1. People search on Google</b></div><div data-bbox="667 818 1031 862">People use keywords (or search terms) to search for specific products and services.</div><div data-bbox="1066 781 1247 805"><b>2. They see your ad</b></div><div data-bbox="1066 818 1430 886">If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. <a href="#">Learn more</a></div><div data-bbox="1465 781 1717 805"><b>3. You get more customers</b></div><div data-bbox="1465 818 1824 862">When people click on your ad, they'll go to your website to learn more or buy.</div></div> <p data-bbox="1100 915 1955 951"><a href="http://www.google.com/adwords/how-it-works/ads-on-google.html">http://www.google.com/adwords/how-it-works/ads-on-google.html</a></p>

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

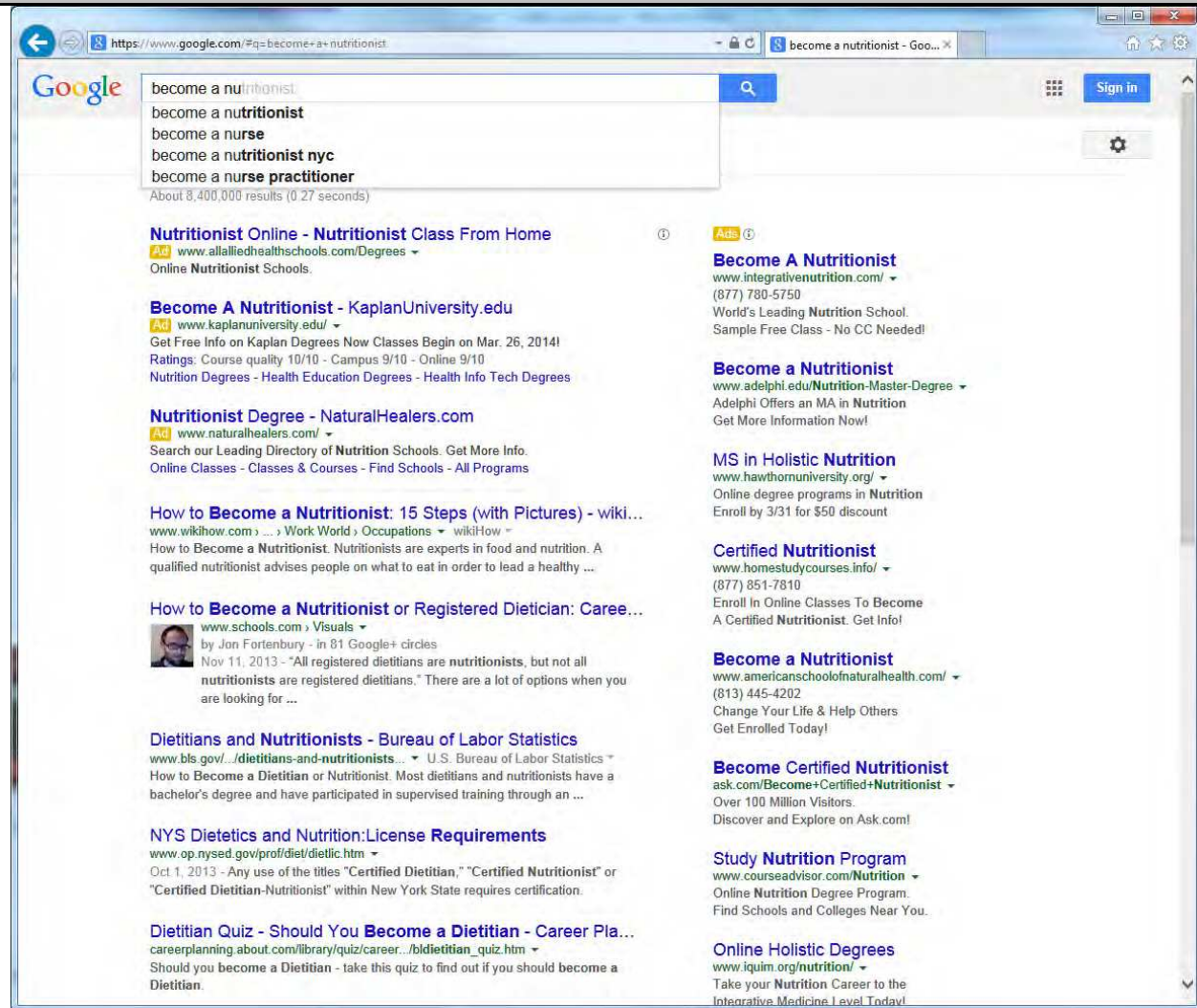
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 328 1896 1049"><h2 data-bbox="814 347 1314 396">How AdWords works</h2><p data-bbox="814 456 1843 513">To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p><h3 data-bbox="814 545 1293 573">How keywords trigger your ad to appear</h3><p data-bbox="814 605 1879 727">Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the <u>Google Network</u> that are related to fresh flower delivery.</p><div data-bbox="814 751 1896 1042"><div data-bbox="846 768 877 808"></div><div data-bbox="892 776 924 800">Tip</div><p data-bbox="892 821 1346 943">Create a list of keywords that are most relevant to your business -- rather than more general keywords -- to reach people who are most interested in your product or service. For example, if you sell fresh flowers, use "fresh flower delivery" rather than simply "flower." This improves your ad's performance.</p><div data-bbox="1346 760 1638 1042"><p data-bbox="1367 792 1617 979">All of the places where your AdWords ad can appear, including Google sites, websites that partner with us, and other placements like mobile phone apps.</p><p data-bbox="1367 992 1465 1016"><a href="#">Read more</a></p></div></div><p data-bbox="814 987 1346 1015"><b>Placements: Advertising on non-search websites</b></p></div>

<https://support.google.com/adwords/answer/2497976?hl=en>

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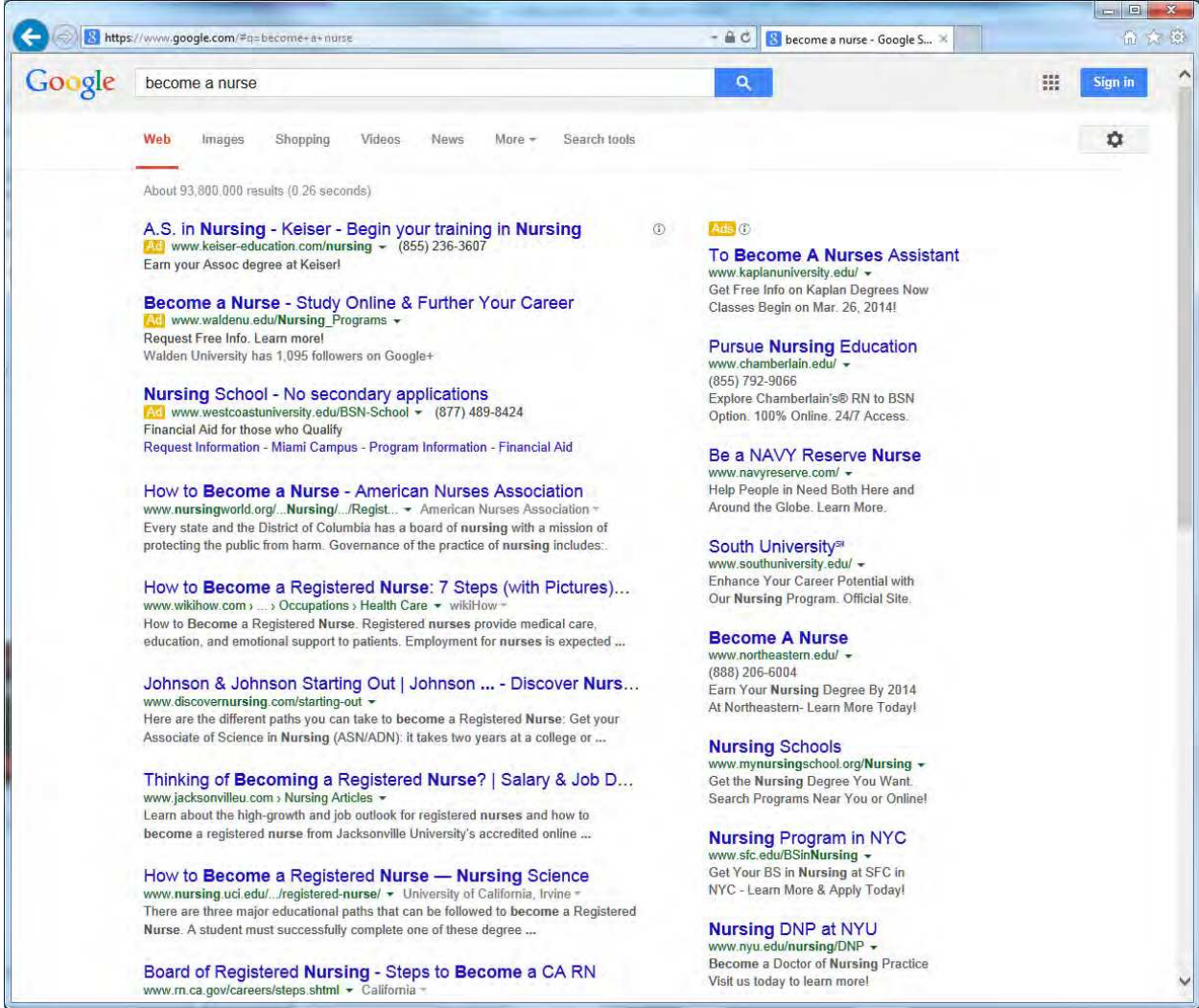
U.S. PATENT NO.  
7,895,178

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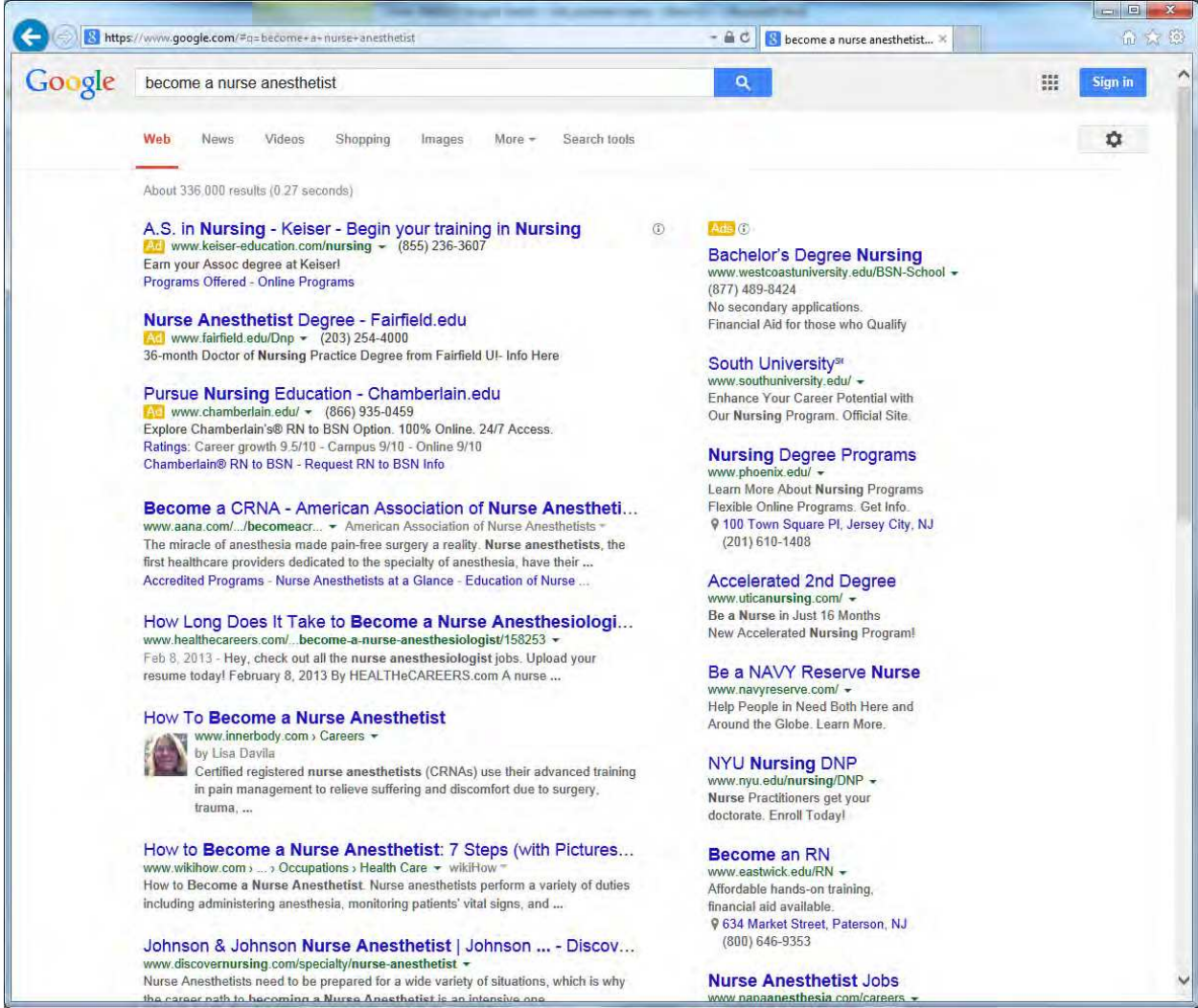
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 93,800,000 results. The search results include several sponsored links (Ads) and organic search results. The sponsored links are from Keiser University, Walden University, West Coast University, American Nurses Association, WikidHow, Johnson &amp; Johnson, Jacksonville University, University of California, Irvine, and the Board of Registered Nursing in California. The organic search results include links to Kaplan University, Chamberlain College of Nursing, Navy Reserve Nurse, South University, Northeastern University, MyNursingSchool.org, SFC (San Francisco City) University, and NYU.</p>

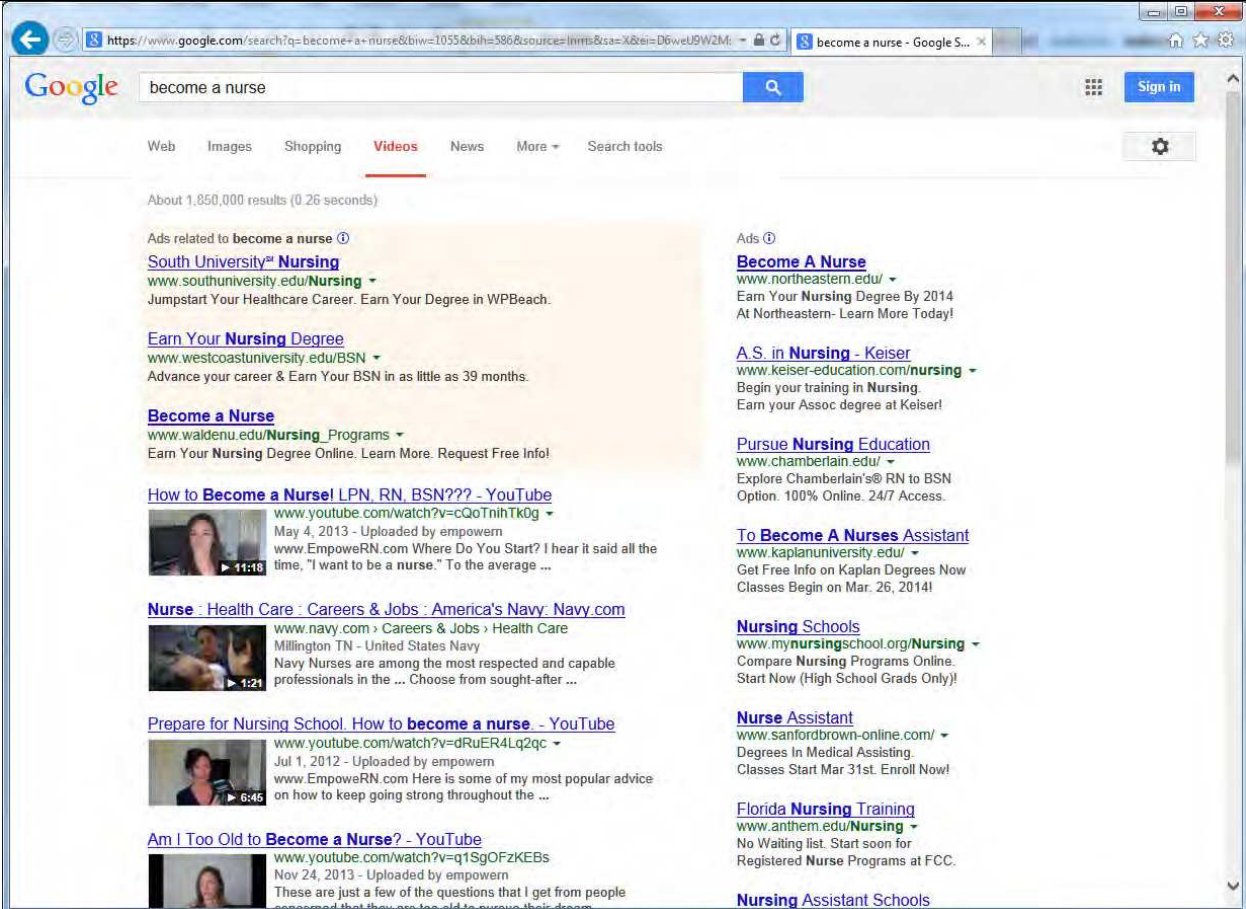
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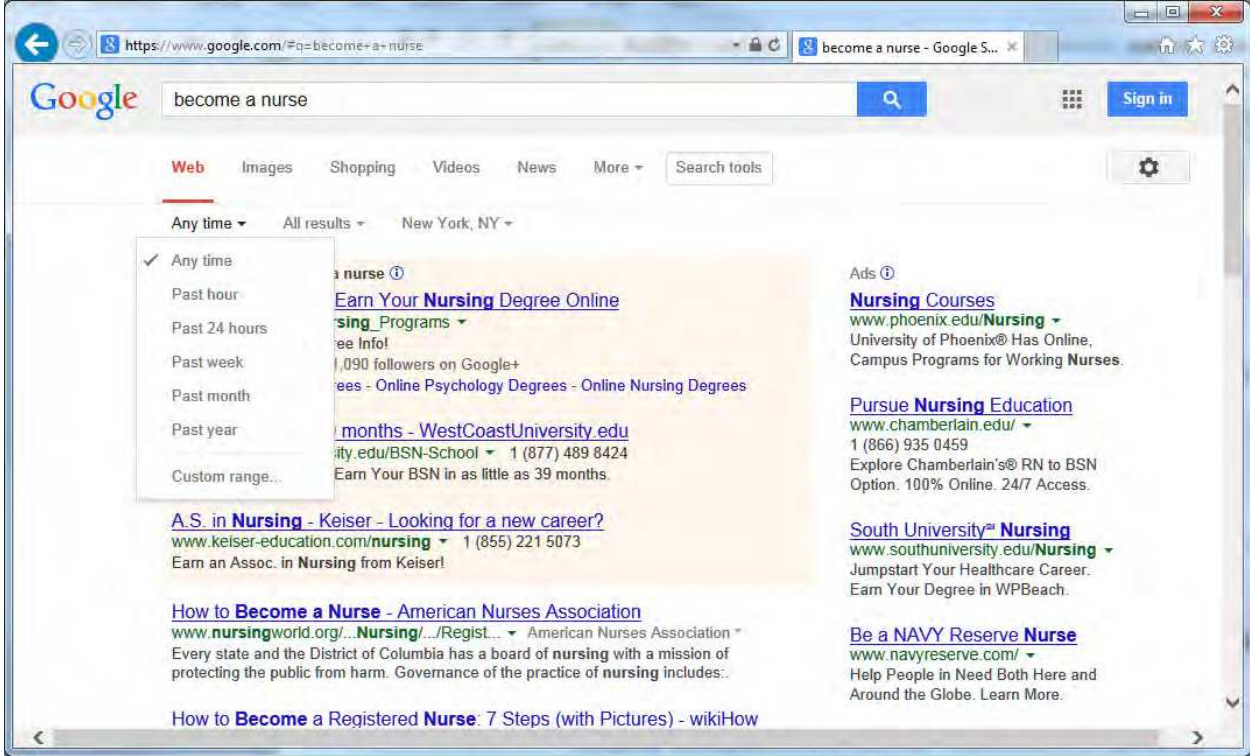
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The browser address bar displays "https://www.google.com/#q=become+a+nurse+anesthetist". The search results are categorized under "Web" and show approximately 336,000 results. The results include several educational programs and career information:</p> <ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser - Begin your training in Nursing</b>: www.keiser-education.com/nursing (855) 236-3607. Earn your Assoc degree at Keiser! Programs Offered - Online Programs.</li><li><b>Nurse Anesthetist Degree - Fairfield.edu</b>: www.fairfield.edu/Dnp (203) 254-4000. 36-month Doctor of Nursing Practice Degree from Fairfield UI- Info Here.</li><li><b>Pursue Nursing Education - Chamberlain.edu</b>: www.chamberlain.edu/ (866) 935-0459. Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access. Ratings: Career growth 9.5/10 - Campus 9/10 - Online 9/10. Chamberlain RN to BSN - Request RN to BSN Info.</li><li><b>Become a CRNA - American Association of Nurse Anesthetists...</b>: www.aana.com/.../becomeacrna. American Association of Nurse Anesthetists. The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologi...</b>: www.healthcareers.com/.../become-a-nurse-anesthesiologist/158253. Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse ...</li><li><b>How To Become a Nurse Anesthetist</b>: www.innerbody.com &gt; Careers by Lisa Davila. Certified registered nurse anesthetists (CRNAs) use their advanced training in pain management to relieve suffering and discomfort due to surgery, trauma, ...</li><li><b>How to Become a Nurse Anesthetist: 7 Steps (with Pictures...</b>: www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow. How to Become a Nurse Anesthetist. Nurse anesthetists perform a variety of duties including administering anesthesia, monitoring patients' vital signs, and ...</li><li><b>Johnson &amp; Johnson Nurse Anesthetist   Johnson ... - Discov...</b>: www.discovernursing.com/specialty/nurse-anesthetist. Nurse Anesthetists need to be prepared for a wide variety of situations, which is why the career path to becoming a Nurse Anesthetist is an intensive one.</li><li><b>Bachelor's Degree Nursing</b>: www.westcoastuniversity.edu/BSN-School (877) 489-8424. No secondary applications. Financial Aid for those who Qualify.</li><li><b>South University</b>: www.southuniversity.edu/. Enhance Your Career Potential with Our Nursing Program. Official Site.</li><li><b>Nursing Degree Programs</b>: www.phoenix.edu/. Learn More About Nursing Programs Flexible Online Programs. Get Info. 100 Town Square Pl, Jersey City, NJ (201) 610-1408.</li><li><b>Accelerated 2nd Degree</b>: www.uticanursing.com/. Be a Nurse in Just 16 Months New Accelerated Nursing Program!</li><li><b>Be a NAVY Reserve Nurse</b>: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>NYU Nursing DNP</b>: www.nyu.edu/nursing/DNP. Nurse Practitioners get your doctorate. Enroll Today!</li><li><b>Become an RN</b>: www.eastwick.edu/RN. Affordable hands-on training, financial aid available. 634 Market Street, Paterson, NJ (800) 646-9353.</li><li><b>Nurse Anesthetist Jobs</b>: www.naanaesthesia.com/careers.</li></ul>

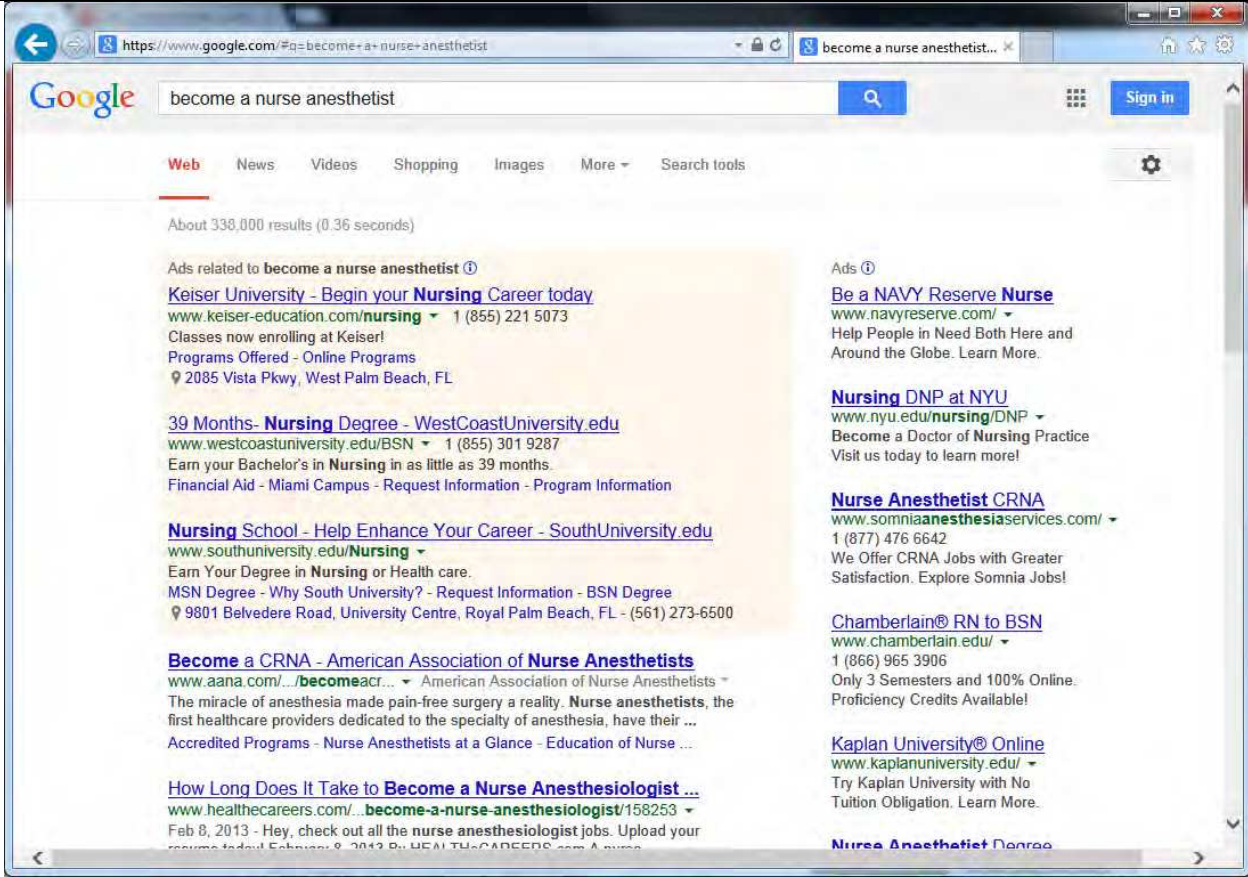
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads, videos, and organic search results. The ads section on the left includes links to South University's Nursing program, West Coast University's BSN program, and Walden University's Nursing Programs. The videos section includes a YouTube video titled "How to Become a Nurse! LPN, RN, BSN???" and another titled "Prepare for Nursing School. How to become a nurse". The organic search results include a link to the U.S. Navy's Health Care Careers &amp; Jobs page, a link to Nursing Schools, and a link to Nurse Assistant programs. The right sidebar also contains ads for becoming a nurse, pursuing nursing education, and becoming a nurse's assistant.</p>



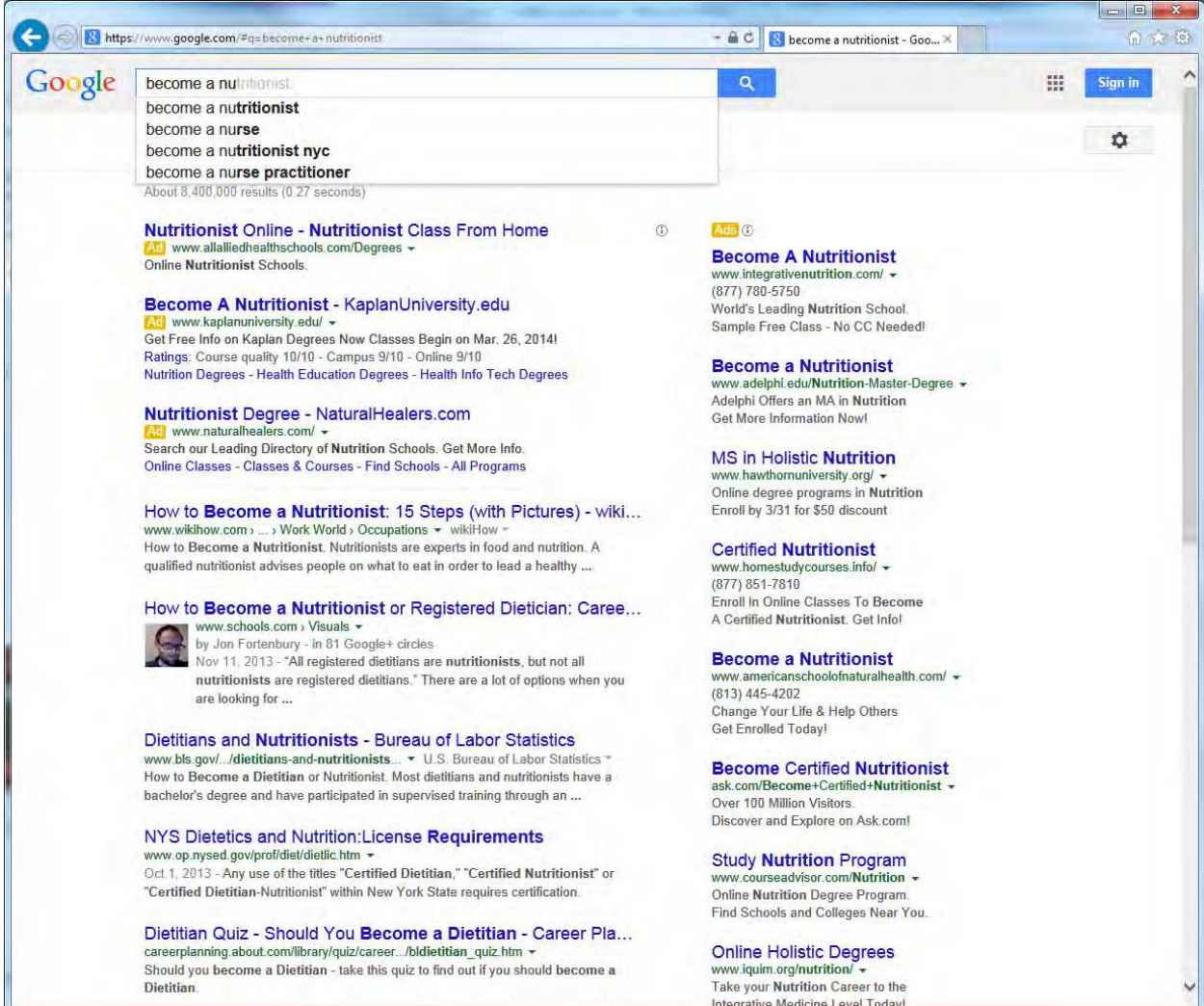
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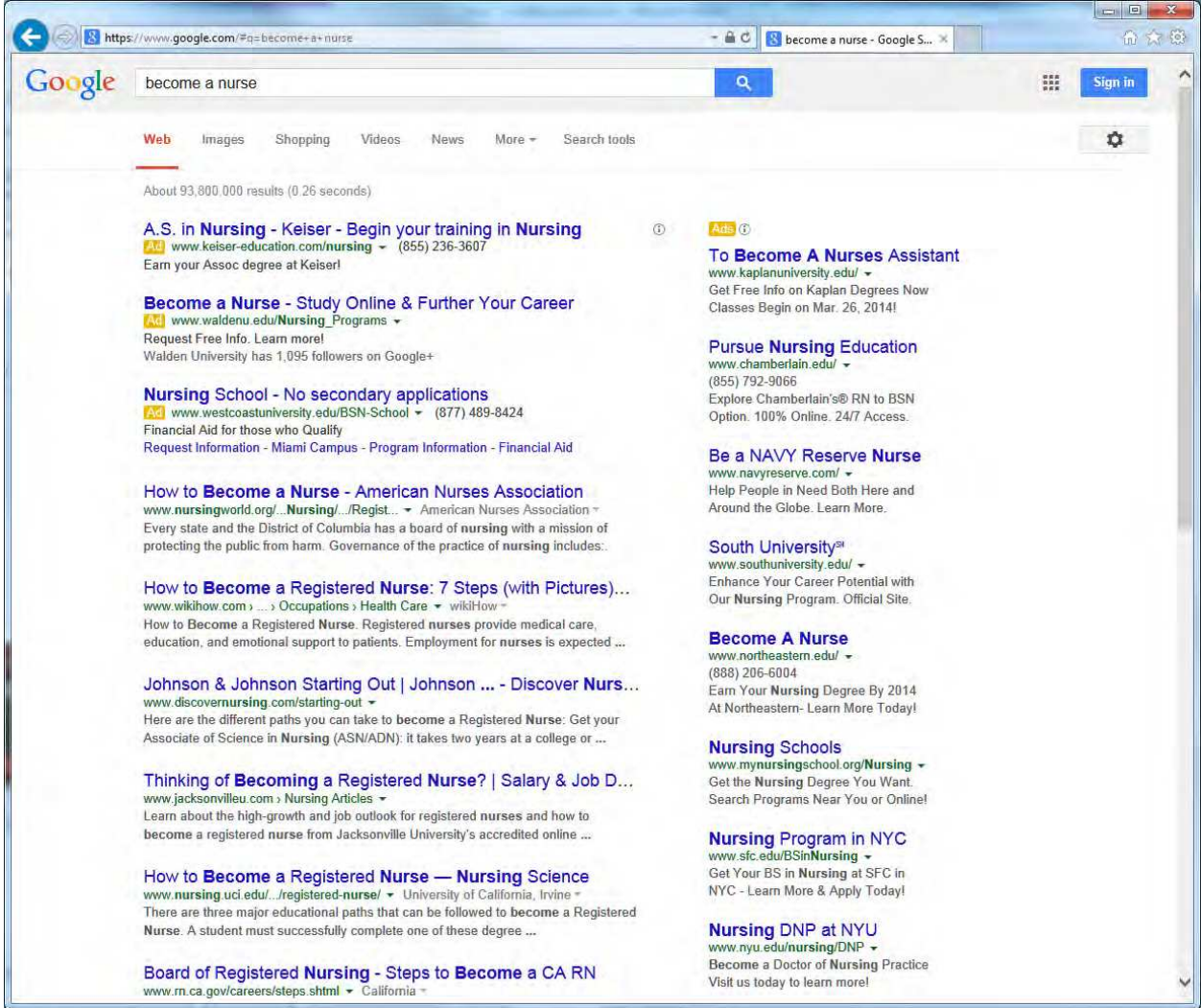
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: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



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communications link to the data processing device.	 A screenshot of a Google search interface. The search bar contains the text "become a nutritionist". Below the search bar, a dropdown menu shows suggestions: "become a nutritionist", "become a nurse", "become a nutritionist nyc", and "become a nurse practitioner". The search results page displays several links. On the left, there are organic search results from "alliedhealthschools.com", "KaplanUniversity.edu", "NaturalHealers.com", "wikiHow", "schools.com", "Bureau of Labor Statistics", "nysed.gov", and "careerplanning.about.com". On the right, there are several "Ads" (paid search results) from "integrativenutrition.com", "adelphi.edu", "hawthornuniversity.org", "homestudycourses.info", "americanschoolofnaturalhealth.com", "ask.com", "courseadvisor.com", and "iquim.org". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nutritionist".

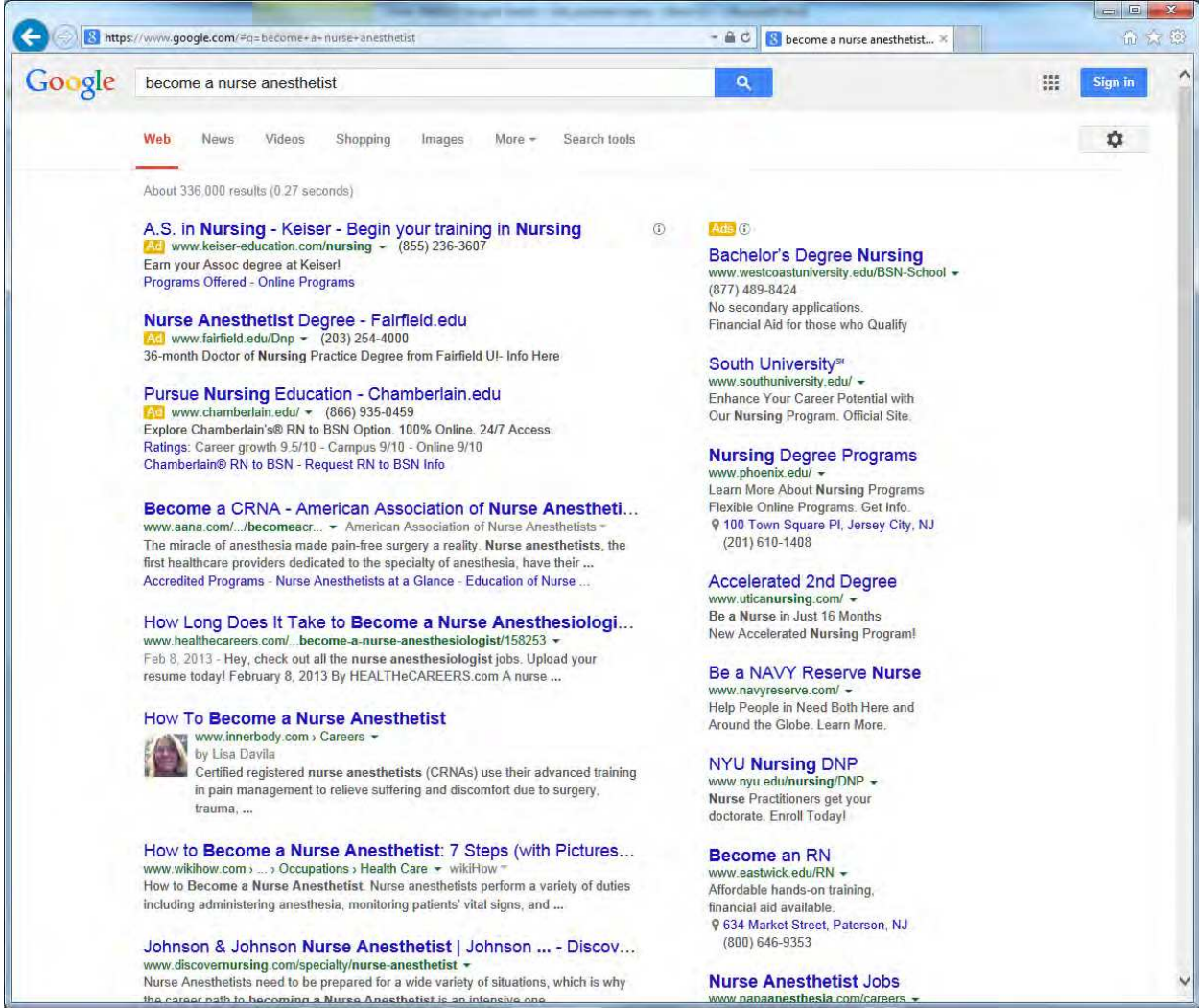
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a Google search results page for the query "become a nurse". The browser window shows the URL "https://www.google.com/?q=become+a+nurse". The search results are displayed on a white background with a blue header. The first result is "A.S. in Nursing - Keiser - Begin your training in Nursing" from www.keiser-education.com/nursing, with a phone number (855) 236-3607. The second result is "Become a Nurse - Study Online & Further Your Career" from www.waldenu.edu/Nursing_Programs. The third result is "Nursing School - No secondary applications" from www.westcoastuniversity.edu/BSN-School. The fourth result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fifth result is "How to Become a Registered Nurse: 7 Steps (with Pictures)..." from www.wikihow.com. The sixth result is "Johnson & Johnson Starting Out   Johnson ... - Discover Nurs..." from www.discovernursing.com. The seventh result is "Thinking of Becoming a Registered Nurse?   Salary & Job D..." from www.jacksonvilleu.com. The eighth result is "How to Become a Registered Nurse — Nursing Science" from www.nursing.uci.edu. The ninth result is "Board of Registered Nursing - Steps to Become a CA RN" from www.rn.ca.gov. On the right side, there are several "Ads" (sponsored results) including "To Become A Nurses Assistant" from www.kaplanuniversity.edu, "Pursue Nursing Education" from www.chamberlain.edu, "Be a NAVY Reserve Nurse" from www.navyreserve.com, "South University" from www.southuniversity.edu, "Become A Nurse" from www.northeastern.edu, "Nursing Schools" from www.mynursingschool.org, "Nursing Program in NYC" from www.sfc.edu, and "Nursing DNP at NYU" from www.nyu.edu.

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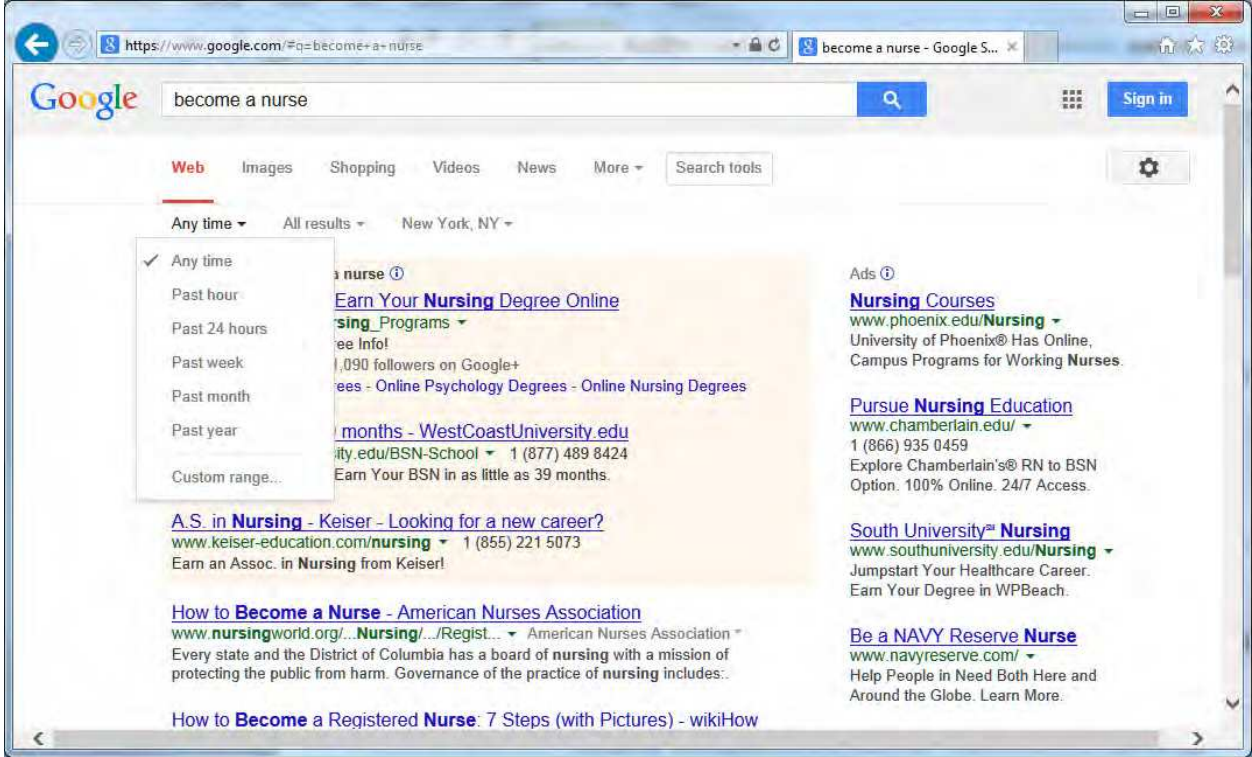
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

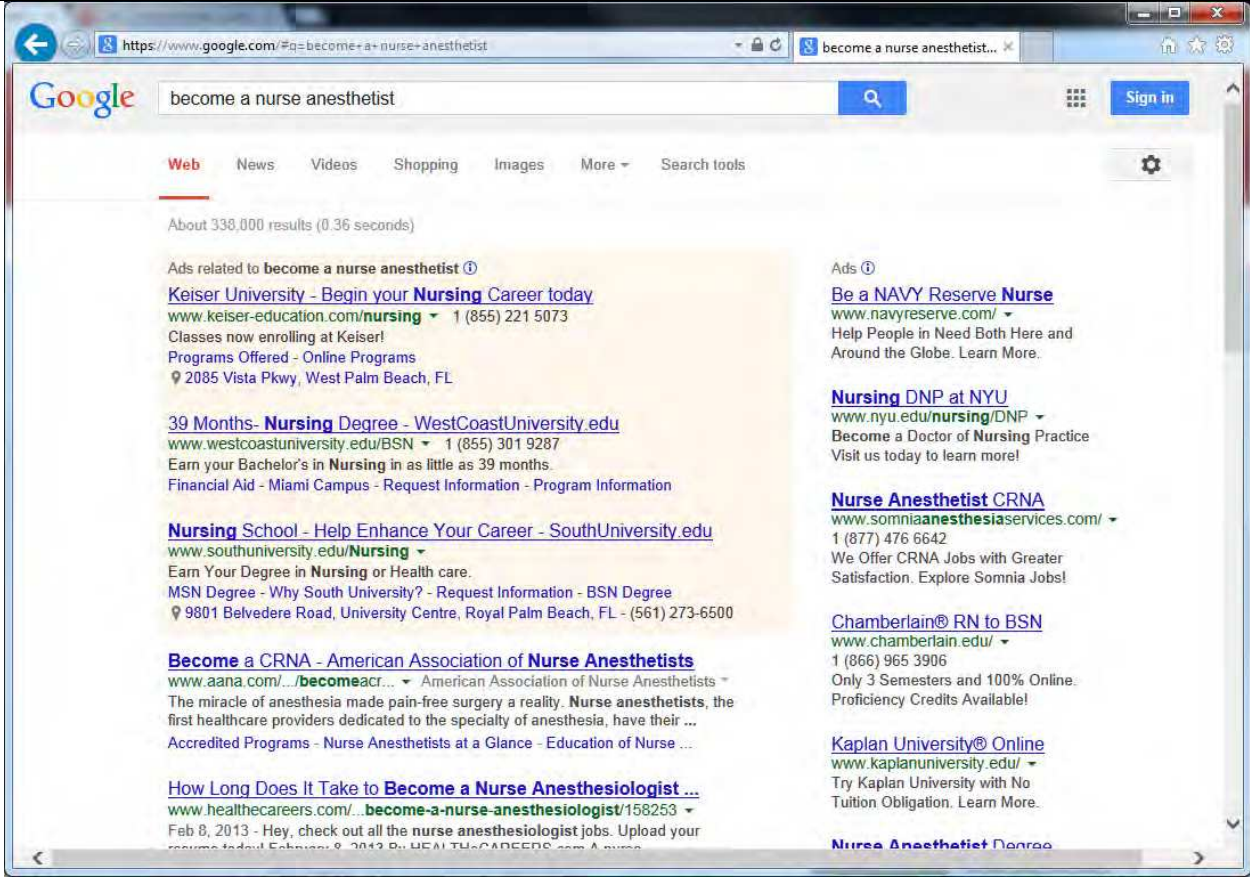
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 336,000 results. The search results are organized into two columns. The left column includes links to "A.S. in Nursing - Keiser", "Nurse Anesthetist Degree - Fairfield.edu", "Pursue Nursing Education - Chamberlain.edu", "Become a CRNA - American Association of Nurse Anesthetists...", "How Long Does It Take to Become a Nurse Anesthesiologi...", "How To Become a Nurse Anesthetist" (by Lisa Davila), "How to Become a Nurse Anesthetist: 7 Steps (with Pictures...", and "Johnson &amp; Johnson Nurse Anesthetist   Johnson ... - Discov...". The right column includes links to "Bachelor's Degree Nursing" (www.westcoastuniversity.edu/BSN-School), "South University", "Nursing Degree Programs" (www.phoenix.edu), "Accelerated 2nd Degree" (www.uticanursing.com), "Be a NAVY Reserve Nurse" (www.navyreserve.com), "NYU Nursing DNP" (www.nyu.edu/nursing/DNP), "Become an RN" (www.eastwick.edu/RN), and "Nurse Anesthetist Jobs" (www.nananaesthesia.com/careers). The page also features a "Sign in" button in the top right corner and a "Search tools" link in the top left corner.</p>



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	 A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows "https://www.google.com/#q=become+a+nurse". The search bar contains "become a nurse". Below the search bar are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A date filter dropdown is open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include several links: "Earn Your Nursing Degree Online", "Pursue Nursing Education", "South University Nursing", "Be a NAVY Reserve Nurse", "How to Become a Nurse - American Nurses Association", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". There are also advertisements on the right side of the page.

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



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7,895,178

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The screenshot displays a web browser's developer tools interface, specifically the Network tab. The left pane shows a list of network requests, with the first request (ID 1) selected. The right pane shows the details of this request, including the Request Headers, Client information, Cookies, and the raw HTTP response.

**Request Headers:**

```
GET /search?newwindow=1&safe=active&hl=en&btnG=Search&btnI=I'm Feeling Lucky HTTP/1.1
Host: www.google.com
User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko
```

**Client:**

```
Accept: text/html,application/xhtml+xml,*/*
Accept-Encoding: gzip, deflate
Accept-Language: en-US
User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko
```

**Cookies / Login:**

Cookie

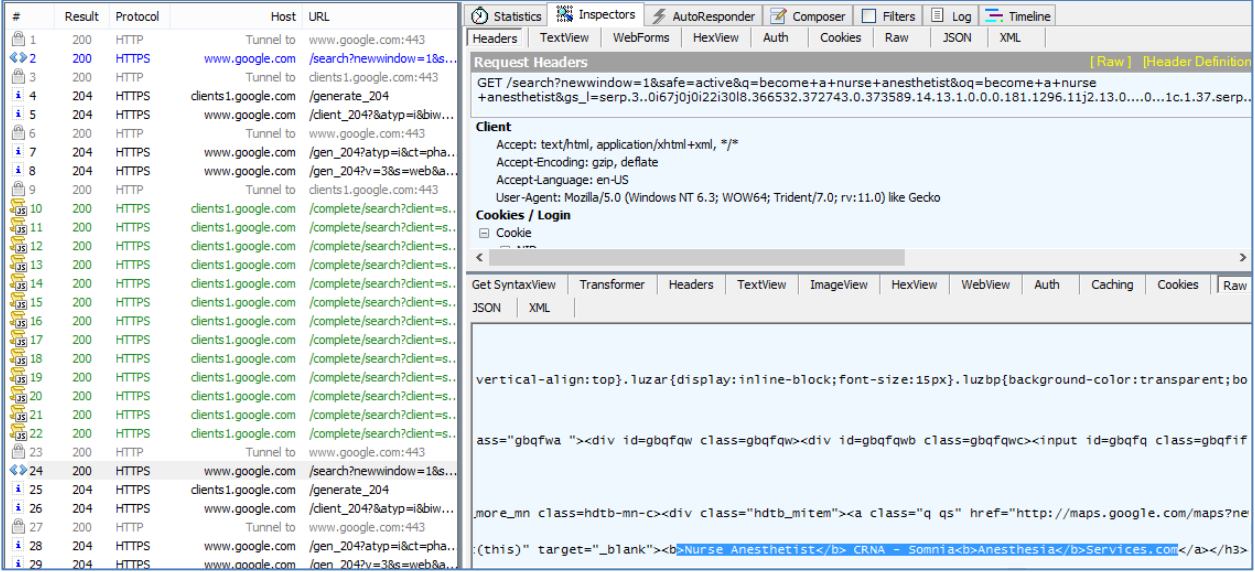
**Raw:**

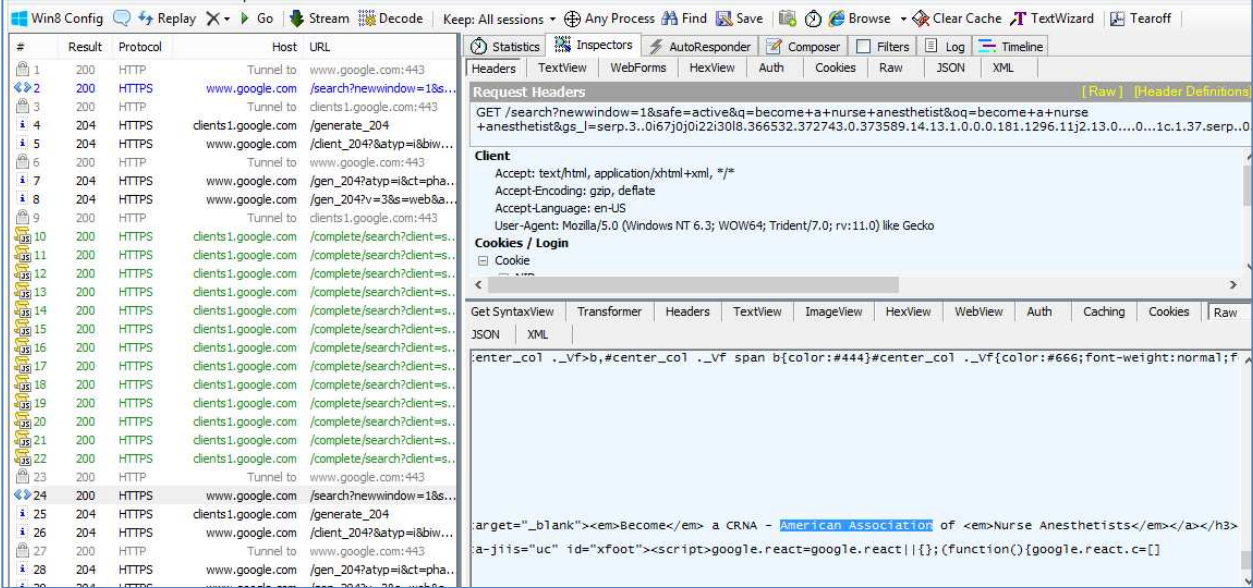
```
HTTP/1.1 200 OK
Date: Mon, 24 Mar 2014 05:29:23 GMT
Expires: -1
Cache-Control: private, max-age=0
Content-Type: text/html; charset=UTF-8
Set-Cookie: PREF=ID=af11d50fb14f2b23;U=e706f67fa8fc968;FF=1;LD=en;NW=1;TM=1384900419;LM=1395638963;
Server: gws
X-XSS-Protection: 1; mode=block
X-Frame-Options: SAMEORIGIN
Alternate-Protocol: 443:quic
Content-Length: 270187

<!doctype html><html itemscope="" itemtype="http://schema.org/WebPage"><head><meta content="IE=edge"
window.google={kEI:'s81vU47b14mayAge-IDwA',getEI:function(a){for(var b;a&&(!a.getAttribute)||!(b=a.g
new Image().src=google.l.c+e+google.l.f,g="";d.onerror=d.onload=d.onabort=function(){delete f[e]};f[e]=d;c
google.src=function(a){a.href=document.getElementById(a.id.substring(1)).href;return i};(function()
e.type|e.tagName).toUpperCase(),g=!("TEXT"!=g&&"TEXTAREA"!=g&&"PASSWORD"!=g&&e.isContentEditable)|
!f.createEvent&&f.createEventObject)try{r=f.createEventObject(a)}catch(M){r=a}else r=a;d.event=r;c.g
try{google.pt=window.external&&window.external.pageT}catch(d){}}();
var _qiw1=location,function _qiw1(){var a=_qiw1.href.indexOf("#");if(0<a&&(a=_qiw1.href.substr(a
```

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

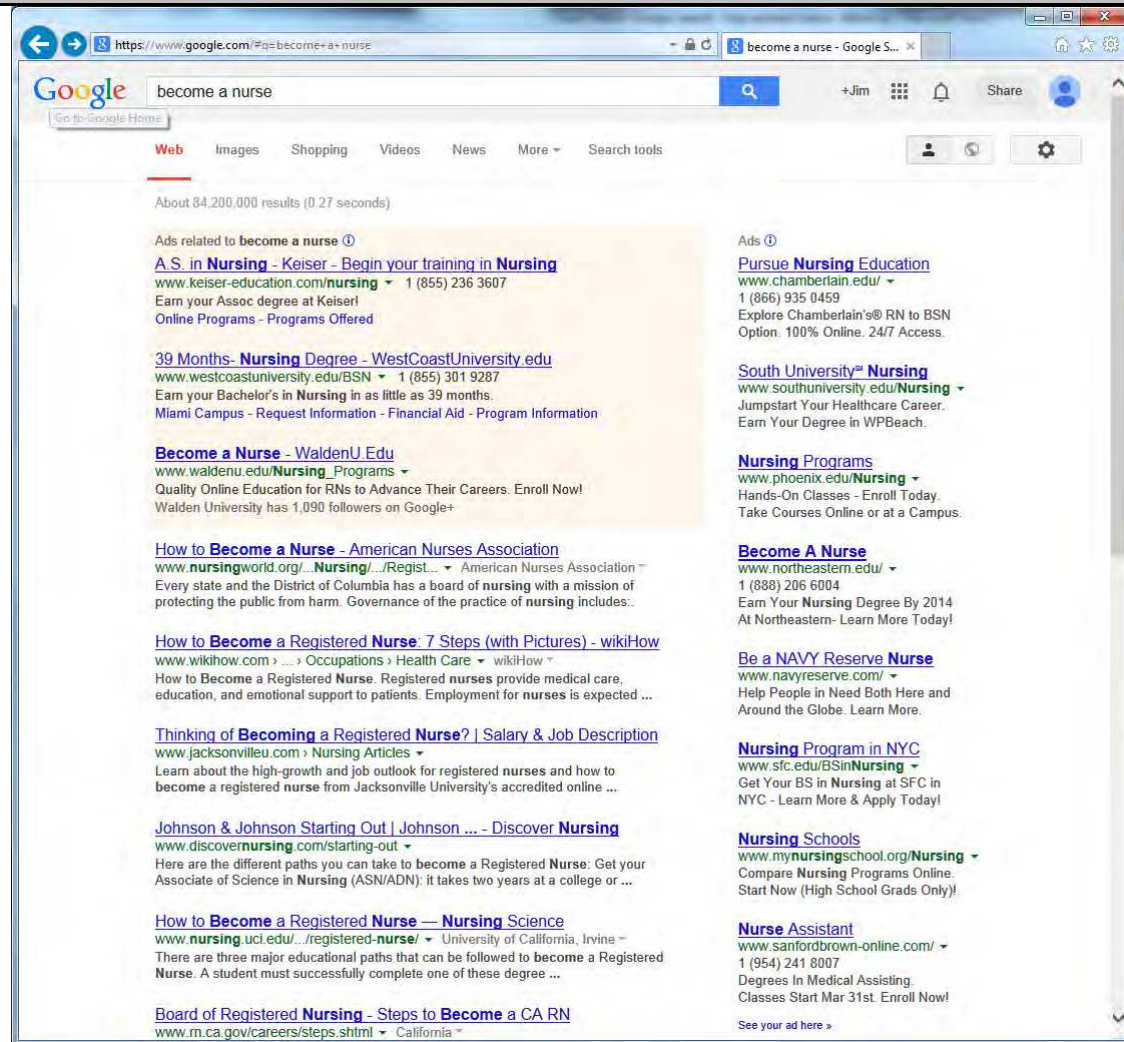
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a web browser's developer tools interface, specifically the 'Network' tab. It shows a list of network requests on the left, with the selected request (index 24) expanded on the right. The list includes various HTTP requests to www.google.com and clients1.google.com, including search results, generate_204, and client_2047&amp;atyp=i&amp;biw... requests. The expanded request shows the 'Request Headers' section with details like 'GET /search?newwindow=1&amp;safe=active&amp;q=become+a+nurse+anesthetist&amp;oq=become+a+nurse+anesthetist&amp;gs_l=serp.3...0i67j0i22i30i8.366532.372743.0.373589.14.13.1.0.0.181.1296.11j2.13.0....0...1c.1.37.serp...' and the 'Client' section showing 'Accept: text/html, application/xhtml+xml, */*' and 'User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko'. The 'Cookies / Login' section is also visible, showing a list of cookies. The bottom part of the screenshot shows the 'Raw' tab with the raw HTTP response data, including HTML tags like &lt;div id=gbqfqw class=gbqfqw&gt; and &lt;div id=gbqfqwb class=gbqfqwb&gt;.</p>

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The method of claim 1, wherein the search refinement input comprises at least one additional search argument.	<p>The Accused Instrumentalities receive search refinement input comprising at least one additional search argument.</p> <p>See claim 1 above.</p>

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

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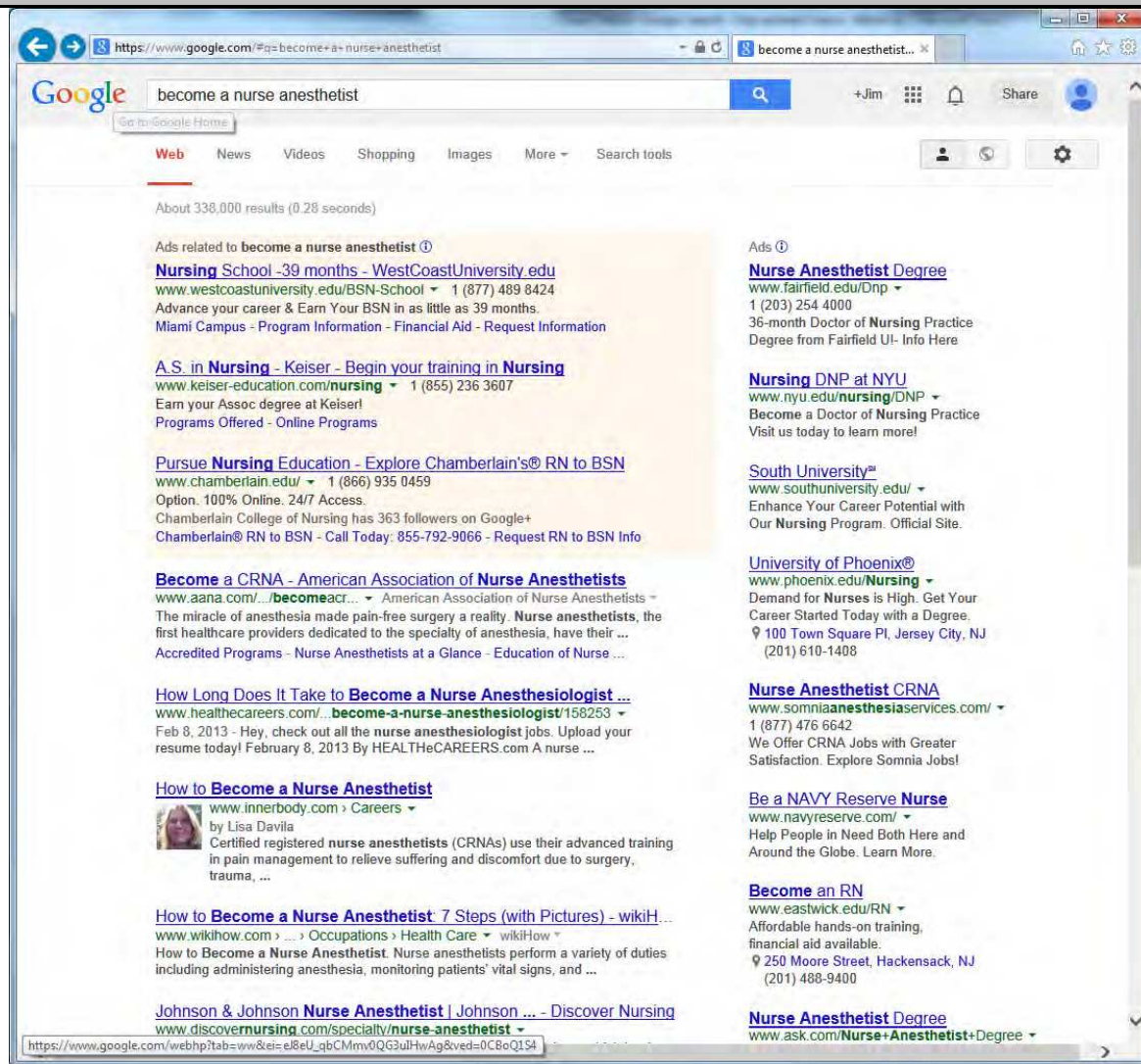


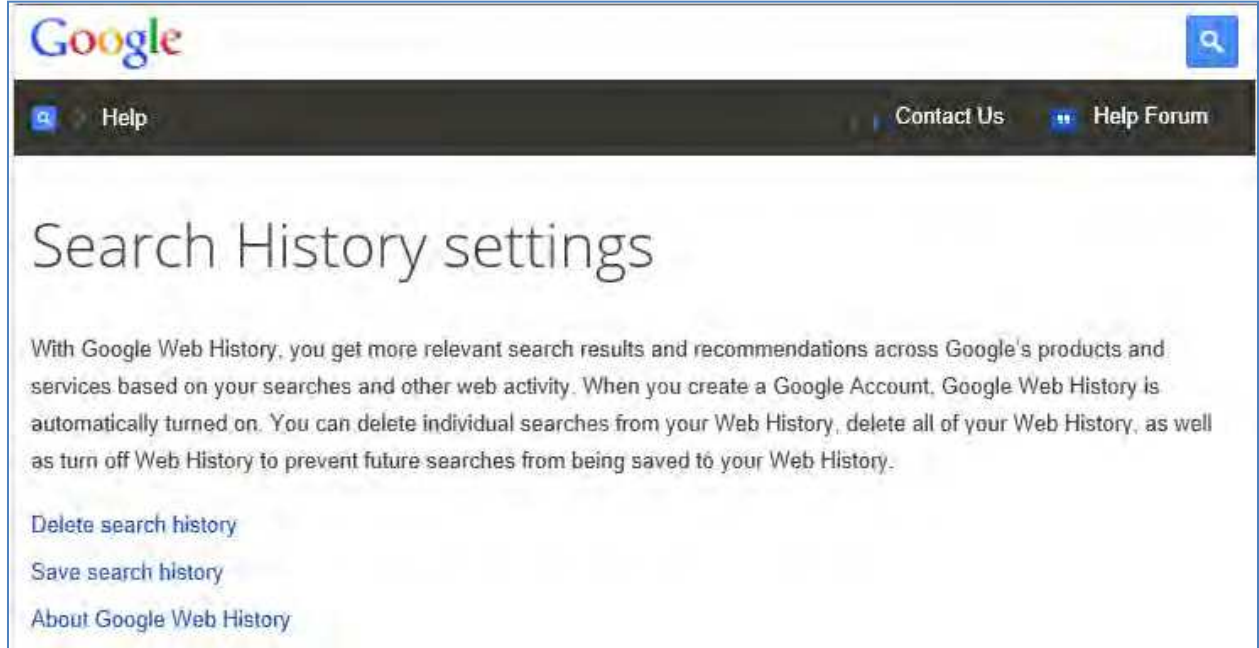


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7,895,178

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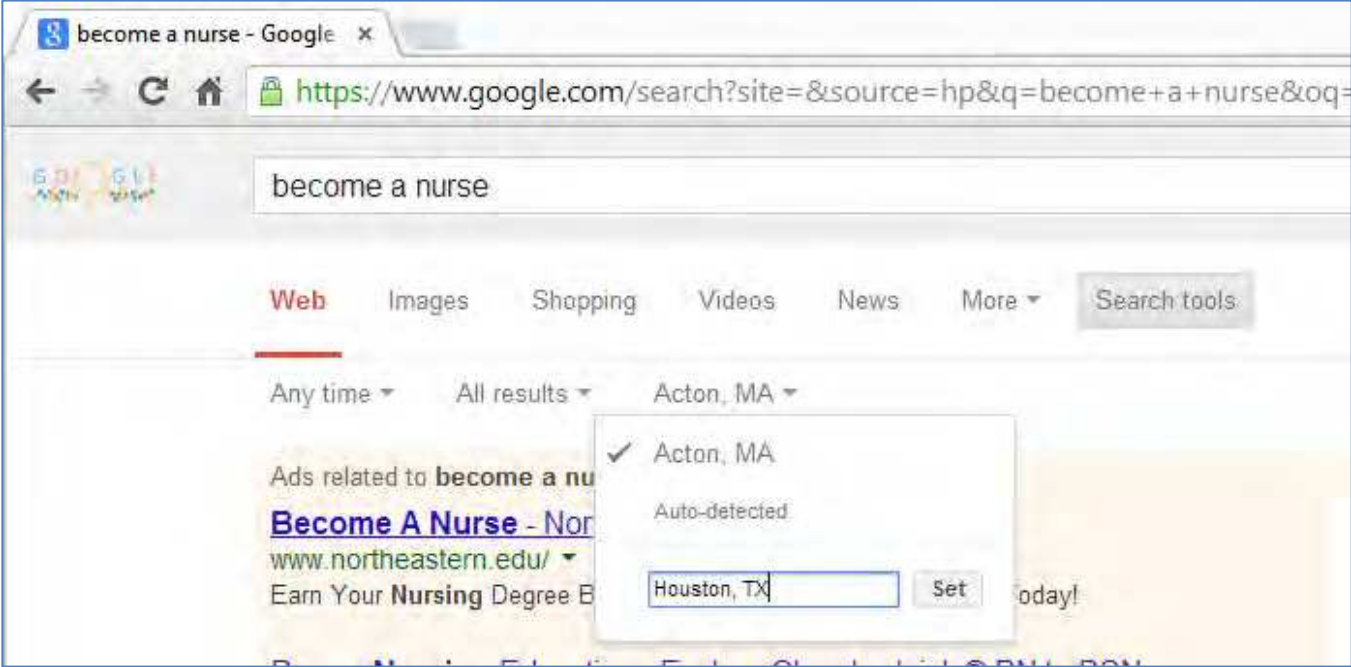
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="648 401 1898 1045">A screenshot of the Google Search History settings page. At the top is the Google logo and a search bar. Below the logo is a dark navigation bar with a 'Help' link and 'Contact Us' and 'Help Forum' links. The main heading is 'Search History settings'. Below this is a paragraph explaining Google Web History: 'With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History.' At the bottom are three links: 'Delete search history', 'Save search history', and 'About Google Web History'.</div> <p data-bbox="919 1084 1953 1122"><a href="https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131">https://support.google.com/websearch/topic/3037039?hl=en&amp;ref_topic=3036131</a></p>



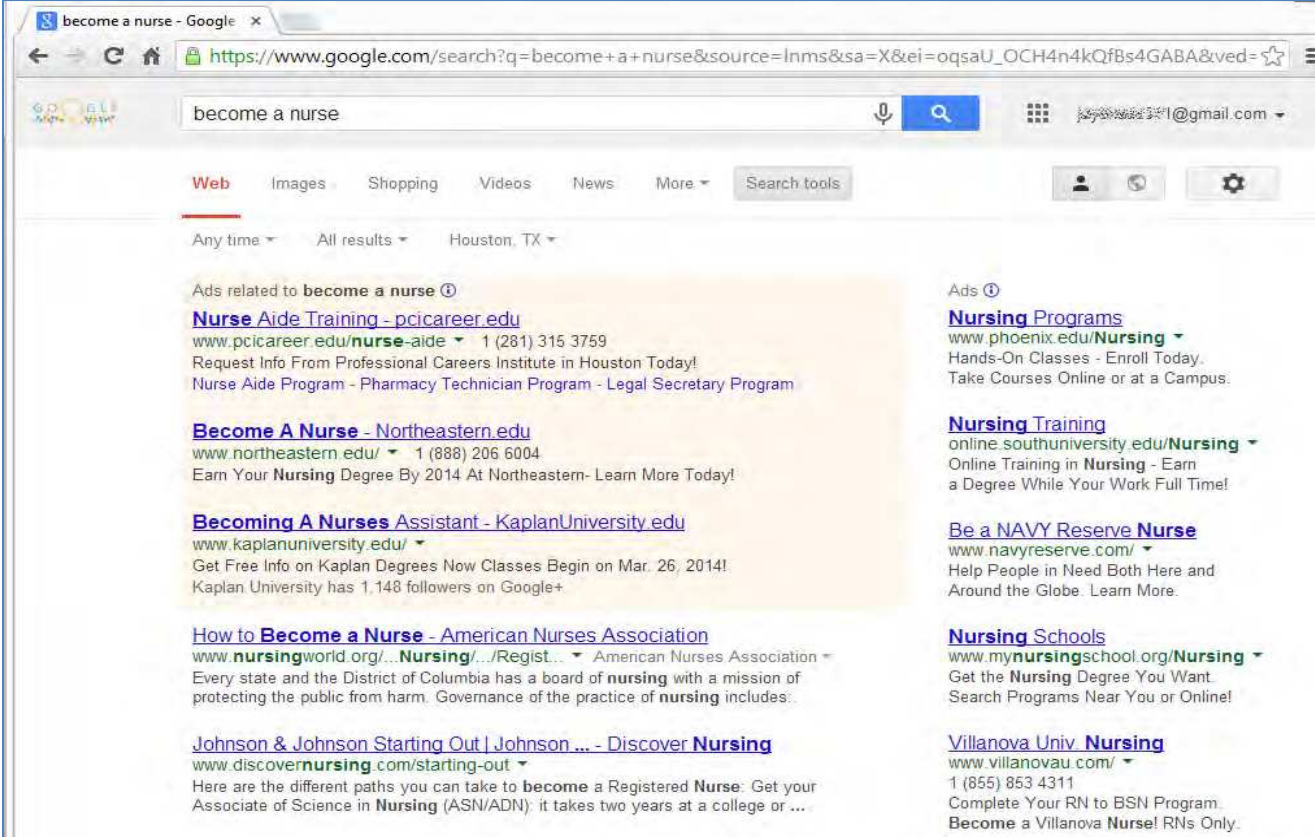
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	<p data-bbox="846 350 1713 423">Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul data-bbox="890 472 1713 740" style="list-style-type: none"><li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li><li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li><li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li></ul> <p data-bbox="846 789 1224 813"><b>Personalization, a special kind of context</b></p> <p data-bbox="846 816 1713 889">"Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul data-bbox="890 938 1713 1279" style="list-style-type: none"><li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li><li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li></ul> <p data-bbox="915 1333 1955 1365"><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>

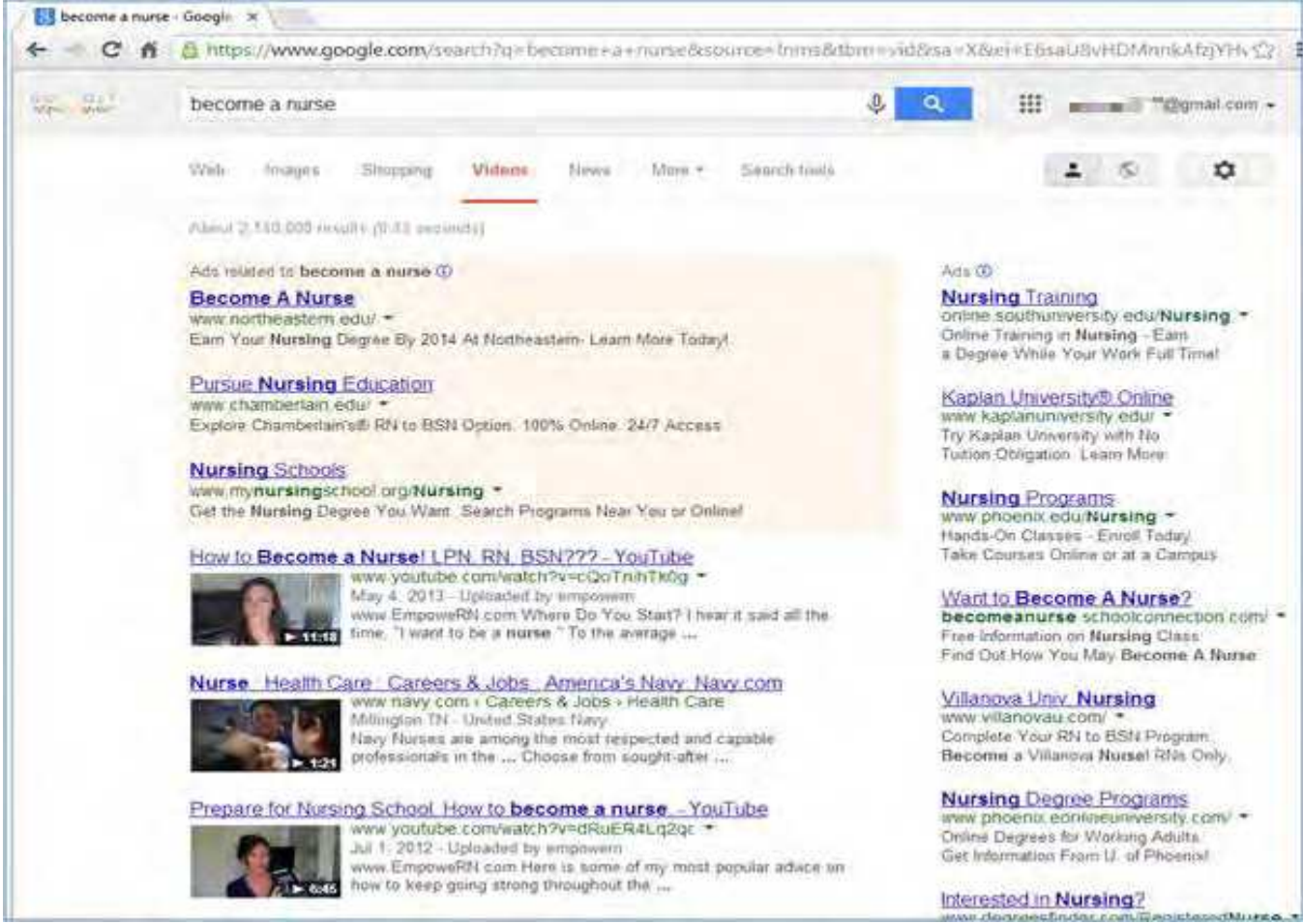
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
<p>The method of claim 1, wherein the search refinement input comprises additional search criteria.</p>	<p>The Accused Instrumentalities receive search refinement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

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results are displayed on a desktop interface. The top navigation bar includes "Web", "Images", "Shopping", "Videos", "News", and "More". Below the navigation bar, there are filters for "Any time", "All results", and "Houston, TX". The search results are organized into two columns. The left column contains several links to nursing programs and training opportunities, including "Nurse Aide Training - pcicareer.edu", "Become A Nurse - Northeastern.edu", "Becoming A Nurses Assistant - KaplanUniversity.edu", "How to Become a Nurse - American Nurses Association", and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing". The right column contains links to "Nursing Programs", "Nursing Training", "Be a NAVY Reserve Nurse", "Nursing Schools", and "Villanova Univ. Nursing". Each link is accompanied by a brief description of the program or training opportunity.</p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including links to nursing schools, educational programs, and videos. The results are organized into sections: "Ads related to become a nurse", "Nursing Training", "Kaplan University® Online", "Nursing Programs", "Want to Become A Nurse?", "Villanova Univ. Nursing", "Nursing Degree Programs", and "Interested in Nursing?". Each section contains a title, a URL, and a brief description of the offering. For example, the "Become A Nurse" ad from northeastern.edu mentions earning a nursing degree by 2014. The "Nursing Training" ad from online.southuniversity.edu mentions online training in nursing. The "Kaplan University® Online" ad mentions trying Kaplan University with no tuition obligation. The "Nursing Programs" ad from www.phoenix.edu mentions hands-on classes and online courses. The "Want to Become A Nurse?" ad from becomeanurse.schoolconnection.com mentions free information on nursing classes. The "Villanova Univ. Nursing" ad mentions completing an RN to BSN program. The "Nursing Degree Programs" ad from www.phoenix.edu mentions online degrees for working adults. The "Interested in Nursing?" ad from www.dorobecfinder.com mentions becoming a nurse.</p>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="846 350 1713 423">Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul data-bbox="890 472 1713 740" style="list-style-type: none"><li>• <b>Language:</b> What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.</li><li>• <b>Geography:</b> Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.</li><li>• <b>Search queries:</b> What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.</li></ul> <p data-bbox="846 789 1224 813"><b>Personalization, a special kind of context</b></p> <p data-bbox="846 816 1713 889">"Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:</p> <ul data-bbox="890 930 1713 1279" style="list-style-type: none"><li>• <b>Past search activity:</b> With <a href="#">Web History</a> personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll <a href="#">still customize your search results</a> based on up to 180 days of past search information linked to your browser using an anonymous cookie.</li><li>• <b>Social connections:</b> With <a href="#">Social Search</a>, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.</li></ul> <p data-bbox="915 1333 1955 1365"><a href="http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html">http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</a></p>

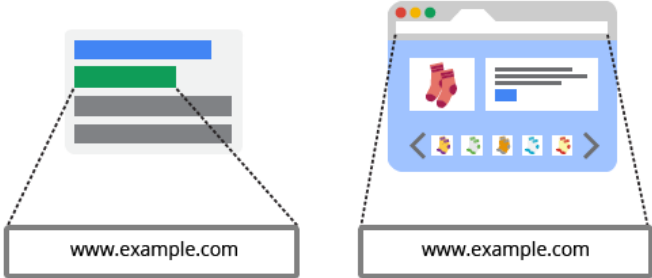


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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
<p>The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p>See claim 1 above.</p> <div data-bbox="648 557 1902 992"><h3>Destination URL</h3><p>The URL address for the page in your website where you'd like people to be sent after they click your ad.</p><ul style="list-style-type: none"><li>• For each ad, you'll specify a <b>display URL</b> (shown to customers with your ad) and a destination URL (used to determine where people are taken when they click your ad). Google's policy is that both URLs be within the same website (meaning that they share the same domain).</li><li>• Your destination URL isn't visible in the ad, so you can use it to direct people to a specific page within your site without cluttering your ad. For example, an ad could use a clean display URL like <i>example.com</i> to show with the ad, while using a more specific destination URL like <i>example.com/camera_purchase_page.html</i> to link customers to the most relevant page.</li></ul></div> <p><a href="https://support.google.com/adwords/answer/2684490?hl=en">https://support.google.com/adwords/answer/2684490?hl=en</a></p>



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	<div data-bbox="779 329 1770 1482"><h2>Destination URL</h2><h3>What's the policy?</h3><p>The <b>destination URL</b> is the URL that loads when a user clicks your ad. The <b>landing page URL</b> 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>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>Requirements</h3><h4>Link to a functional site</h4><ul style="list-style-type: none"><li>• 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.</li><li>• Your landing page must work properly for all locations, regardless of where you're targeting your ad.</li><li>• 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.</li><li>• 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).</li><li>• If you're using <a href="#">dynamic tracking URLs</a>, they must lead to a valid URL and meet all of the requirements listed here for destination URLs.</li></ul><h4>Match the domain of your ad's display URL</h4><ul style="list-style-type: none"><li>• 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."</li></ul><div data-bbox="936 1192 1583 1468"></div></div>
	<p>Page 124 of 248 <a href="https://support.google.com/adwordspolicy/answer/1310892?rd=1">https://support.google.com/adwordspolicy/answer/1310892?rd=1</a></p> <div data-bbox="646 1528 1902 1624"><div>Search</div><div>✓ Select campaign settings Create an ad group</div><div>Billing and Help have moved   A new home for notifications... View all</div><div>All online campaigns Campaign #1</div><div>Type: Search Network with Display Select - Standard</div></div>

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

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<p>determining, via communication with the data processing device that the user does not select the at least one advertisement; and</p>	<div data-bbox="653 329 1896 1390"> <p>About 95,200,000 results (0.30 seconds)</p> <div> <div> <p><b>Become A Nurse - Northeastern.edu</b></p> <p><b>Ad</b> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> (888) 206-6004</p> <p>Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</p> <p>360 Huntington Avenue, Boston, MA</p> </div> <div> <p><b>Become a Nurse - WaldenU.Edu</b></p> <p><b>Ad</b> <a href="http://www.waldenu.edu/Nursing_Programs">www.waldenu.edu/Nursing_Programs</a> (855) 740-7999</p> <p>Quality Online Education for RNs to Advance Their Careers. Enroll Now!</p> <p>Walden University has 1,096 followers on Google+</p> <p>Online Counseling Degrees - Online Psychology Degrees - Online Nursing Degrees</p> </div> <div> <p><b>To Become A Nurses Assistant - KaplanUniversity.edu</b></p> <p><b>Ad</b> <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a></p> <p>Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014!</p> </div> </div> <div> <p><b>How to Become a Nurse - American Nurses Association</b></p> <p><a href="http://www.nursingworld.org/...Nursing/.../Regist...">www.nursingworld.org/...Nursing/.../Regist...</a> American Nurses Association</p> <p>Every state and the District of Columbia has a board of <b>nursing</b> with a mission of protecting the public from harm. Governance of the practice of <b>nursing</b> includes:</p> </div> <div> <p><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nur...</b></p> <p><a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a></p> <p>Here are the different paths you can take to <b>become</b> a Registered Nurse: Get your Associate of Science in <b>Nursing</b> (ASN/ADN): it takes two years at a college or ...</p> </div> <div> <p><b>How to Become a Registered Nurse: 7 Steps (with Pictures) ...</b></p> <p><a href="http://www.wikihow.com">www.wikihow.com</a> &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow</p> <p>How to <b>Become</b> a Registered Nurse. Registered <b>nurses</b> provide medical care, education, and emotional support to patients. Employment for <b>nurses</b> is expected ...</p> </div> <div> <p><b>Thinking of Becoming a Registered Nurse?   Salary &amp; Job D...</b></p> <p><a href="http://www.jacksonvilleu.com">www.jacksonvilleu.com</a> &gt; Nursing Articles</p> <p>Learn about the high-growth and job outlook for registered <b>nurses</b> and how to <b>become</b> a registered <b>nurse</b> from Jacksonville University's accredited online ...</p> </div> <div> <p><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b></p> <p><a href="http://www.indeed.com">www.indeed.com</a> &gt; Forums &gt; Job &gt; Nurse &gt; Indeed.com</p> <p>Dec 11, 2010 - 50 posts - 19 authors</p> <p>DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every <b>nurse</b> out there, ...</p> </div> <div> <p><b>Ads</b></p> <p><b>Nursing Programs</b></p> <p><a href="http://www.phoenix.edu/Nursing">www.phoenix.edu/Nursing</a></p> <p>Hands-On Classes - Enroll Today.</p> <p>Take Courses Online or at a Campus.</p> <p><b>Nursing Degrees Online</b></p> <p><a href="http://online.southuniversity.edu/">online.southuniversity.edu/</a></p> <p>Jumpstart Your <b>Nursing</b> Career. Earn A Degree Online &amp; Attend Anytime</p> <p><b>Pursue Nursing Education</b></p> <p><a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a></p> <p>(855) 792-9066</p> <p>Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</p> <p><b>Nursing Schools</b></p> <p><a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a></p> <p>Compare <b>Nursing</b> Programs Online.</p> <p>Start Now (High School Grads Only)!</p> <p><b>Lincoln Tech: Nursing</b></p> <p><a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a></p> <p>(800) 752-1232</p> <p>Program: extended care, maternity, child development, geriatrics, more</p> <p>5 Middlesex Avenue, Somerville, MA</p> <p><b>Nursing Degree Programs</b></p> <p><a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a></p> <p>(855) 507-3539</p> <p>Online Degrees for Working Adults.</p> <p>Get Information From U. of Phoenix!</p> <p><b>High Paid Nursing Degree</b></p> <p><a href="http://www.smarterschooling.com/NursingDegree">www.smarterschooling.com/NursingDegree</a></p> <p>Top Accredited <b>Nursing</b> Programs.</p> <p>Get High Paid &amp; In Demand Career.</p> <p><b>Villanova Univ. Online</b></p> </div> </div>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="657 365 1900 987"><h3>Clickthrough rate (CTR)</h3><p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p><ul style="list-style-type: none"><li>CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. <math display="block">\text{CTR} = \text{Clicks on your ads} \div \text{Impressions (ad views)}</math></li><li>Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a></li><li>A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li><li>You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li></ul></div> <p data-bbox="1188 992 1955 1027"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div data-bbox="653 1066 1896 1419"><h3>Clickthrough rate (CTR)</h3><p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p><math display="block">\text{CTR} = ( \text{Clicks} / \# \text{ of impressions, views, or queries} ) * 100\%</math><p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p></div>















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	<a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a>
updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.	<p>Upon information and belief, the Accused Instrumentalities update advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement</p> <div data-bbox="674 550 1877 1276"> <h3>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>  <p><a href="#">Understanding AdWords Ad Rank</a></p> <p>Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high. Read more about ad rank: <a href="http://goo.gl/KawwRW">http://goo.gl/KawwRW</a> Subscribe to AdWords Help on YouTube: <a href="http://www.youtube.com/adwordshelp">http://www.youtube.com/adwordshelp</a></p> <ul style="list-style-type: none"> <li>• Ad Rank determines your <b>ad position</b> -- where your ad shows on the page in relation to other ads.</li> <li>• The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call <b>Quality Score</b>. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.</li> <li>• Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment.</li> </ul> </div> <p><a href="https://support.google.com/adwords/answer/1752122">https://support.google.com/adwords/answer/1752122</a></p>

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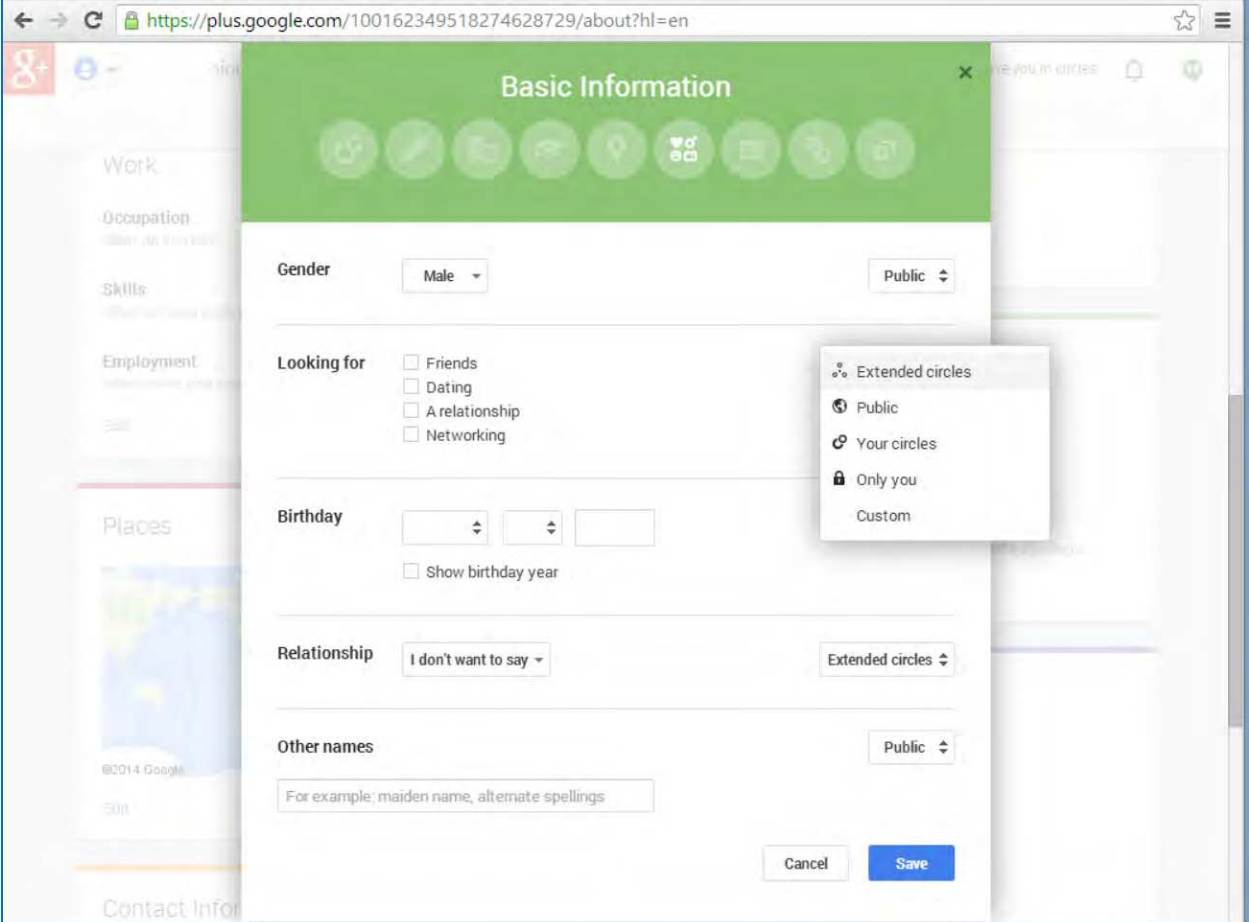
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: right;"><a href="https://adwords.google.com/cm/CampaignMgmt?">https://adwords.google.com/cm/CampaignMgmt?</a></p>
Claim No. 9	
The method of claim 1, further comprising selecting the at least one advertisement based upon a least one of user profile data and user preference data.	<p>The Accused Instrumentalities select the at least one advertisement based upon a least one of user profile data and user preference data.</p> <p>See claim 1 above.</p>



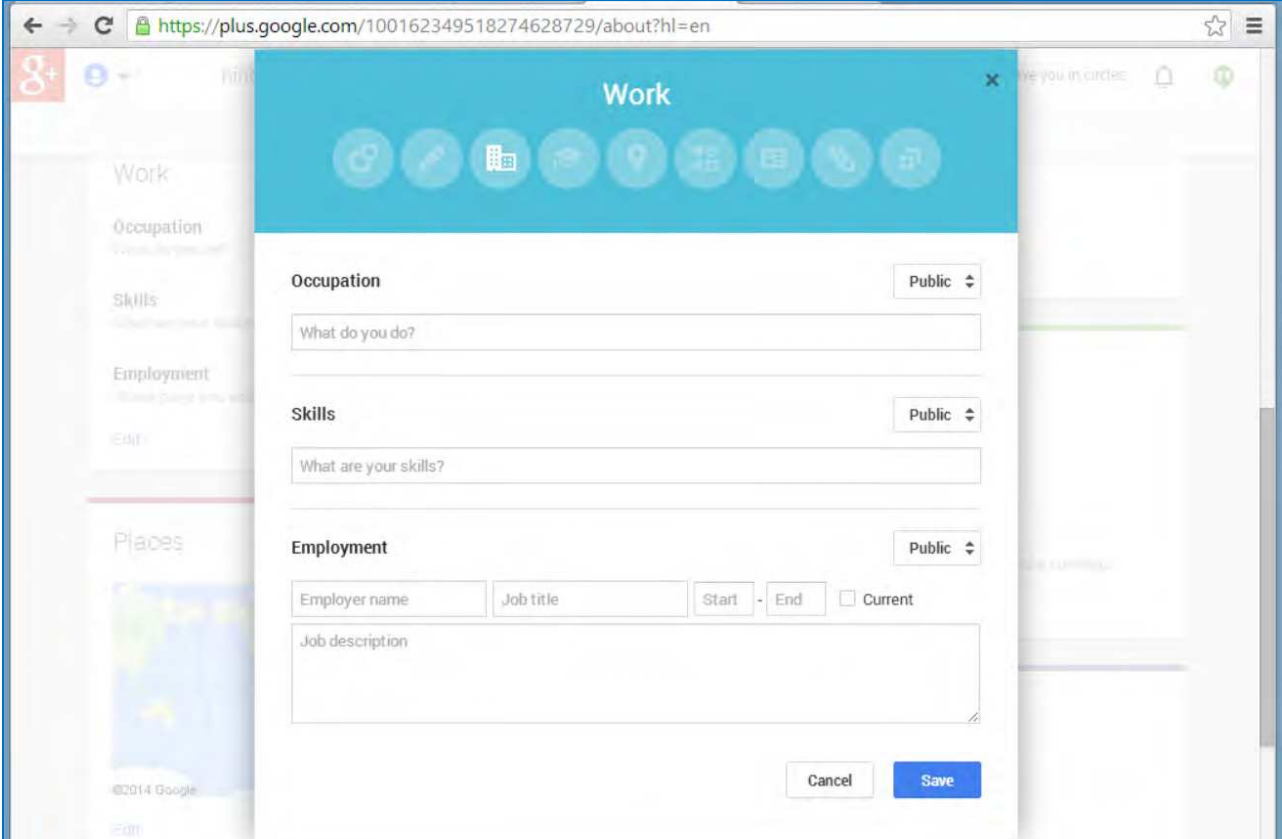
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	<div data-bbox="867 329 1785 1388"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><div></div><p>Make Google yours Set up your profile and preferences just the way you like.</p><div></div><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div></div><div><p><b>Name</b></p><div>First <input type="text"/> Last <input type="text"/></div><p><b>Choose your username</b></p><div><input type="text"/>@gmail.com</div><p><a href="#">I prefer to use my current email address</a></p><p><b>Create a password</b></p><div><input type="password"/></div><p><b>Confirm your password</b></p><div><input type="password"/></div><p><b>Birthday</b></p><div>Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></div><p><b>Gender</b></p><div>I am... <input type="text"/></div><p><b>Mobile phone</b></p><div><input type="text"/></div><p><b>Your current email address</b></p><div><input type="text"/></div><p><b>Default homepage</b></p><div><input checked="" type="checkbox"/> Set Google as my default homepage.</div><p>Your default homepage in your browser is the first page that appears when you open your browser.</p><p><b>Prove you're not a robot</b></p><div><input type="checkbox"/> Skip this verification (phone verification may be required)</div><div><input type="text"/></div><p>Type the text:</p><div><input type="text"/></div><p><b>Location</b></p><div>United States <input type="text"/></div></div></div> <p><a href="https://accounts.google.com/SignUp?service=mail">https://accounts.google.com/SignUp?service=mail</a></p>

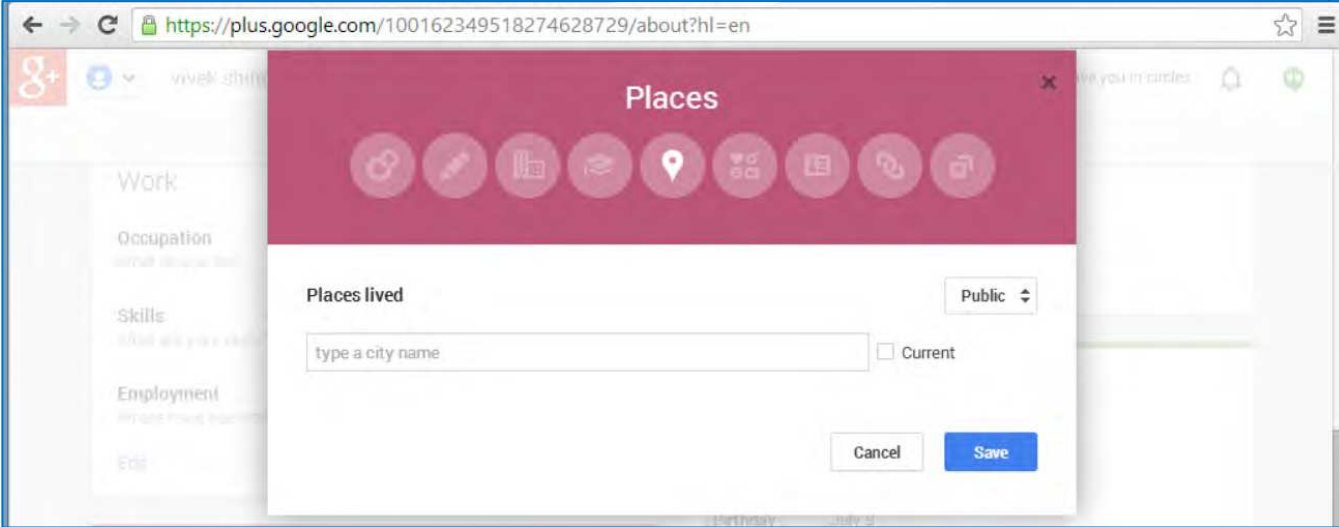
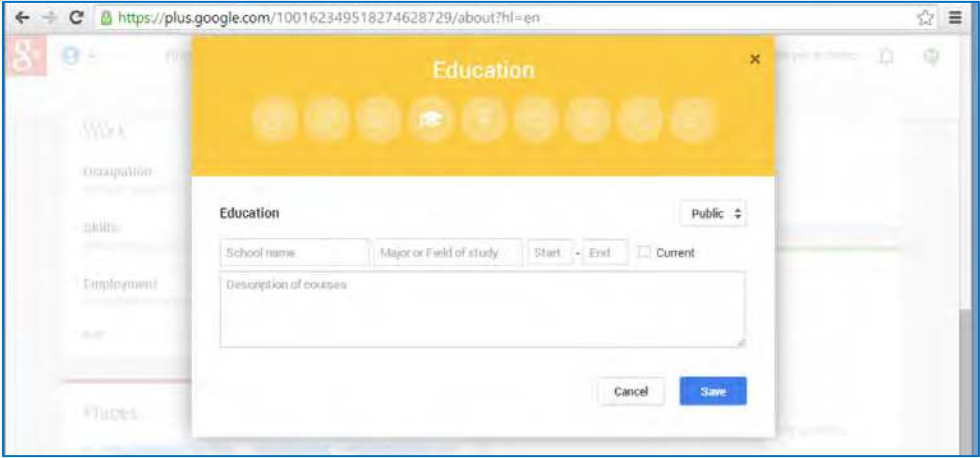
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	 <p>The screenshot displays the Google+ 'Basic Information' profile page. The page is titled 'Basic Information' and features a green header with various icons. The main content area includes several fields for profile information:</p> <ul style="list-style-type: none"><li><b>Gender:</b> Set to 'Male' with a dropdown arrow.</li><li><b>Looking for:</b> A list of checkboxes for 'Friends', 'Dating', 'A relationship', and 'Networking'.</li><li><b>Birthday:</b> Fields for month, day, and year, with a 'Show birthday year' checkbox.</li><li><b>Relationship:</b> A dropdown menu set to 'I don't want to say'.</li><li><b>Other names:</b> A text input field with a placeholder 'For example: maiden name, alternate spellings'.</li></ul> <p>Privacy settings are indicated by dropdown menus next to each field. A dropdown menu is currently open for the 'Extended circles' privacy setting, showing options: 'Extended circles', 'Public', 'Your circles', 'Only you', and 'Custom'. The 'Save' button is visible at the bottom right of the form.</p>


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	 A screenshot of a Google+ profile page, specifically the 'Work' section. The page is displayed in a web browser window with the URL 'https://plus.google.com/100162349518274628729/about?hl=en'. The 'Work' section is highlighted with a blue header and contains three main fields: 'Occupation', 'Skills', and 'Employment'. Each field has a 'Public' privacy dropdown. The 'Occupation' field has a placeholder 'What do you do?'. The 'Skills' field has a placeholder 'What are your skills?'. The 'Employment' field includes sub-fields for 'Employer name', 'Job title', 'Start', 'End', and a 'Current' checkbox, followed by a 'Job description' text area. At the bottom right of the 'Work' section are 'Cancel' and 'Save' buttons. The background of the page shows other profile sections like 'Places' and a map.

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	 <p>A screenshot of a Google+ profile page with a 'Places' dialog box open. The dialog box has a red header with the word 'Places' and several circular icons. Below the header, there is a section titled 'Places lived' with a text input field containing the placeholder 'type a city name'. To the right of the input field is a 'Public' dropdown menu and a 'Current' checkbox. At the bottom of the dialog are 'Cancel' and 'Save' buttons. The background shows a Google+ profile with sections for Work, Occupation, Skills, and Employment.</p>  <p>A screenshot of a Google+ profile page with an 'Education' dialog box open. The dialog box has an orange header with the word 'Education' and several circular icons. Below the header, there is a section titled 'Education' with a 'Public' dropdown menu. The form includes fields for 'School name', 'Major or Field of study', 'Start', 'End', and 'Current' (checkbox). Below these is a large text area for 'Description of courses'. At the bottom are 'Cancel' and 'Save' buttons. The background shows the same Google+ profile as the first screenshot.</p>

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	<div data-bbox="701 402 1944 1321"><div><div>About</div><div><div>Story</div><div><div>Tagline</div><div>A brief description of you.</div></div><div><div>Introduction</div><div>Put a little about yourself here so people know they've found the correct jay.</div></div><div><div>Bragging rights</div><div>Examples: survived high school, have 3 kids, etc.</div><div>Edit</div></div></div><div><div>Work</div><div><div>Occupation</div><div>What do you do?</div></div><div><div>Skills</div><div>What are your skills?</div></div><div><div>Employment</div><div>Where have you worked?</div><div>Edit</div></div></div><div><div>Education</div><div><div>Where have you gone to school?</div><div>Edit</div></div></div><div><div>Contact Information</div><div><div>Home</div><div>How can people reach you at home?</div></div><div><div>Work</div><div>How can people reach you at work?</div><div>Edit</div></div></div></div><div><div>Places</div><div><div>©2014 Google</div><div>Edit</div></div></div><div><div>Basic Information</div><div><div>Gender</div><div>Prefer not to say</div></div><div><div>Looking for</div><div>Who are you looking for?</div></div><div><div>Relationship</div><div>Seeing anyone?</div></div><div><div>Other names</div><div>For example: maiden name, alternate spellings</div><div>Edit</div></div></div><div><div>Links</div><div><div>Other profiles</div><div><div>Picasa Web Albums</div></div></div><div><div>Contributor to</div><div>What pages feature your work?</div></div><div><div>Links</div><div>What pages interest you?</div><div>Edit</div></div></div></div>



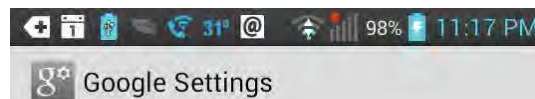
<https://profiles.google.com/XXXXX/about>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 328 1896 540"><p><b>Unique device identifier</b></p><p>A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p data-bbox="913 573 1955 609"><a href="http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</a></p>




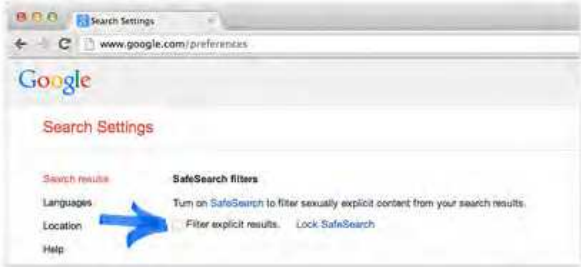
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="741 329 1812 1456"><h2>Why sign in to Chrome</h2><p>With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.</p><div> Chrome OS</div><p>Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at <a href="http://www.google.com/chrome/signingin">http://www.google.com/chrome/signingin</a></p><h3>Learn how to sign in to Chrome and enable sync</h3><ul style="list-style-type: none"><li>• <a href="#">Windows, Mac, and Linux instructions</a></li><li>• <a href="#">Chrome device instructions</a></li><li>• <a href="#">Mobile device instructions</a></li></ul><p>Getting a sync error? <a href="#">Troubleshoot sync issues</a></p><div> Don't sign in to Chrome if you're using a <b>public</b> or <b>untrusted</b> computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, <a href="#">delete the user you are signed in as</a>.</div><h3>How your information is synced</h3><ul style="list-style-type: none"><li>• Your settings and data are saved to your Google Account.</li></ul><p>When you sign in to Chrome, your Chrome settings on that computer are saved to your <a href="#">Google Account</a>. When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p><p>Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.</p><ul style="list-style-type: none"><li>• <a href="#">Changes are synced instantaneously</a></li></ul></div> <div data-bbox="1199 1456 1971 1495"><a href="https://support.google.com/chrome/answer/165139?hl=en">https://support.google.com/chrome/answer/165139?hl=en</a></div> <div data-bbox="930 1489 1155 1528">Page 136 of 248</div> <div data-bbox="999 1526 1530 1624"></div>


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

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


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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="732 329 1818 1214"><h2>SafeSearch: Turn on or off</h2><p>With SafeSearch, you can help prevent adult content from appearing in your search results. No filter is 100 percent accurate, but SafeSearch should help you avoid most of this type of material.</p><h3>Turn SafeSearch on or off</h3><ol style="list-style-type: none"><li>1. Visit the <a href="#">Search Settings</a>  page.</li><li>2. In the "SafeSearch filters" section:<ul style="list-style-type: none"><li>◦ Turn on SafeSearch by checking the box beside "Filter explicit results." When SafeSearch is on, sexually explicit video and images will be filtered from Google Search result pages, along with results that might link to explicit content.</li><li>◦ Turn off SafeSearch by leaving the box unchecked. When SafeSearch is off, we'll provide the most relevant results for your search and may include explicit content when you search for it.</li></ul></li></ol><ol style="list-style-type: none"><li>3. Click <b>Save</b> button at the bottom of the page.</li></ol></div> <p><a href="https://support.google.com/websearch/answer/510?p=settings_safeSearch&amp;hl=en#safe">https://support.google.com/websearch/answer/510?p=settings_safeSearch&amp;hl=en#safe</a></p>

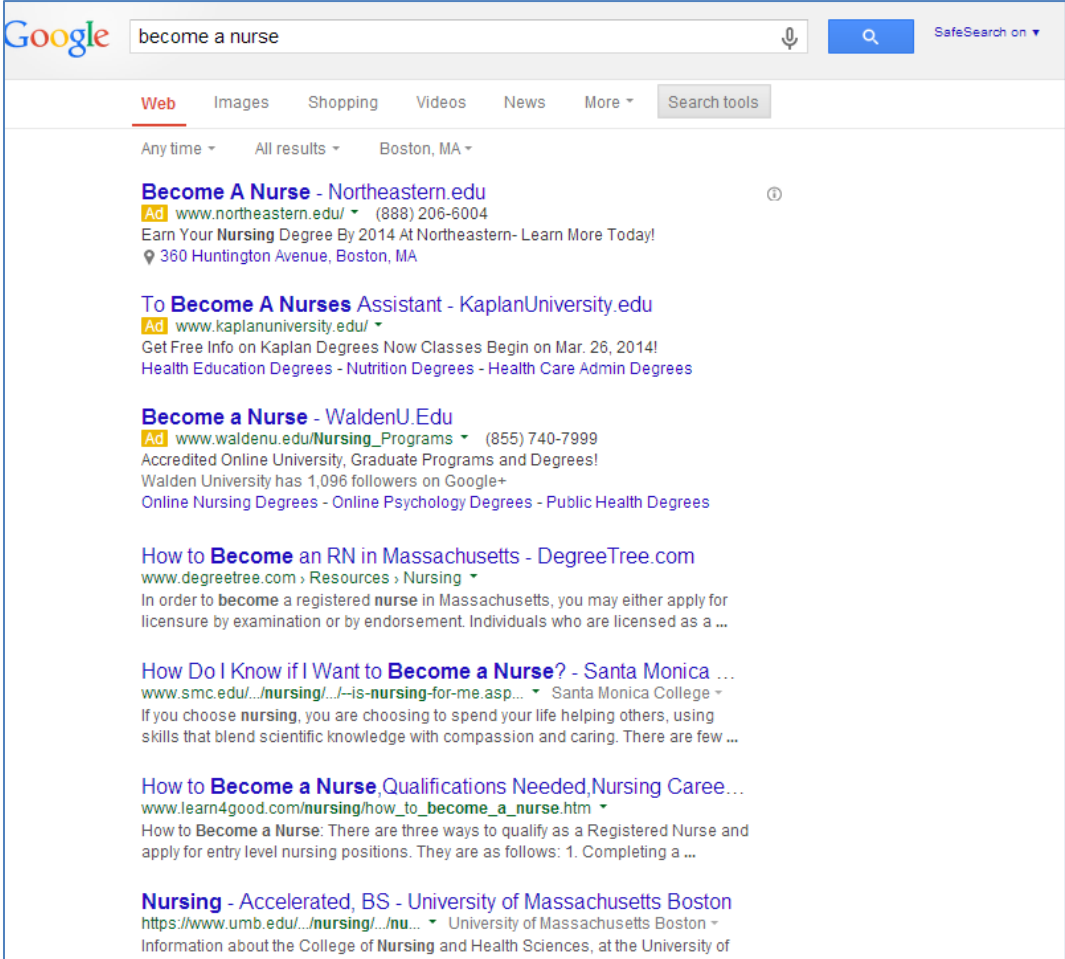
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 329 1896 735"><h3>Enable or disable cookies</h3><p> If you're trying to use your Google Account and see a message saying your browser's cookie functionality is turned off, it's likely your browser's cookies are disabled.</p><p>Cookies help sites remember information about your visit, like your preferred language and other settings. With this information, sites can make your next visit easier and the site more useful to you. Cookies need to be enabled on your browser to use your Google Account and any Google services that require a Google Account, such as Gmail.</p></div> <p data-bbox="1304 743 1955 776"><a href="https://support.google.com/accounts/answer/61416">https://support.google.com/accounts/answer/61416</a></p> <div data-bbox="655 816 1896 1356"><h3>Search Settings</h3><div><div>Search results</div><div>Languages</div><div>Help</div></div><div><div>Which language should Google products use?</div><div><div><input type="radio"/> Deutsch</div><div><input checked="" type="radio"/> English</div><div><input type="radio"/> español</div><div><input type="radio"/> español (Latinoamérica)</div><div><input type="radio"/> français</div></div><div><div><input type="radio"/> hrvatski</div><div><input type="radio"/> italiano</div><div><input type="radio"/> Nederlands</div><div><input type="radio"/> polski</div><div><input type="radio"/> português (Brasil)</div></div><div><div><input type="radio"/> português (Portugal)</div><div><input type="radio"/> Tiếng Việt</div><div><input type="radio"/> Türkçe</div><div><input type="radio"/> русский</div><div><input type="radio"/> العربية</div></div><div><div><input type="radio"/> ไทย</div><div><input type="radio"/> 한국어</div><div><input type="radio"/> 中文 (简体)</div><div><input type="radio"/> 中文 (繁體)</div><div><input type="radio"/> 日本語</div></div></div><div><a href="#">Show more</a></div></div> <div><div>Currently showing search results in:</div><div>English <a href="#">Edit</a></div></div>

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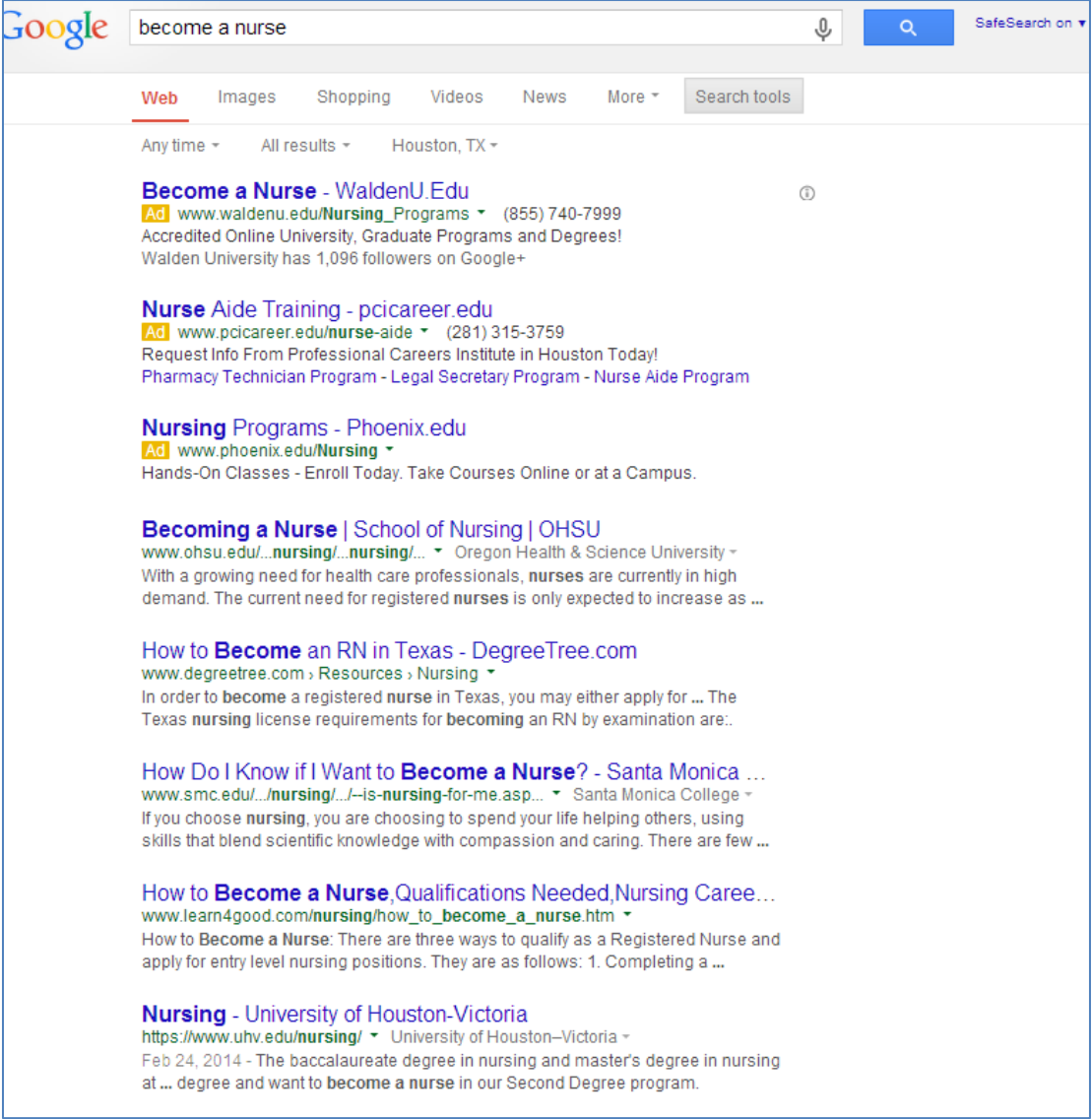
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="768 329 1785 1364"><h2>Save your search settings</h2><p>You can save your search settings to your Google Account so that your settings are the same no matter what phone, tablet, or computer you're using.</p><h3>Save your settings to your account</h3><p>Phone settings are saved separately from desktop and tablet settings. After you follow the steps below on your desktop or tablet, you'll also need to follow them on your phone. If you use the Google Search app, there are some other settings you can change on the app's settings page.</p><ol style="list-style-type: none"><li>1. Visit the <a href="#">Search settings</a> page.</li><li>2. Click <b>Sign in</b> in the top right corner if you aren't already signed in.</li><li>3. Choose your search settings.</li><li>4. Click <b>Save</b> at the bottom of the page.</li></ol><p>Now, no matter what device you're on, your settings will be the same as long as you're signed in.</p><p><a href="#">Go to the Search Settings page</a></p><div> Settings still aren't saving</div><h3>Save your settings without being signed in</h3><p>When you're not signed in, updating your search settings page saves your settings to the browser and computer you're using at the time.</p><p>These settings may change if:</p><ul style="list-style-type: none"><li>• You switch to another computer or browser with different settings.</li><li>• Someone else visits the Search settings page and changes any settings.</li></ul><p>When you're not signed in, your settings are saved in a small browser file on your computer called a cookie if you have <a href="#">cookies turned on</a>.</p></div> <p data-bbox="913 1365 1955 1398"><a href="https://support.google.com/websearch/answer/2539428?p=settings_signin&amp;hl=en">https://support.google.com/websearch/answer/2539428?p=settings_signin&amp;hl=en</a></p>

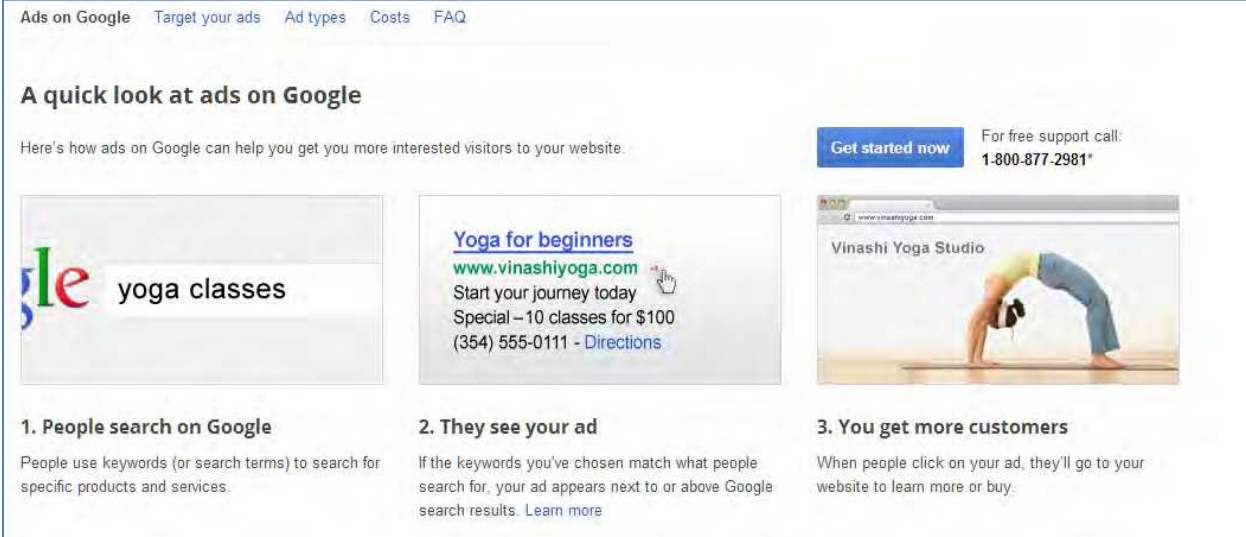
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search for "become a nurse". The search bar at the top shows the query and a microphone icon. Below the search bar, navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More" are visible, along with a "Search tools" button. The results are filtered by "Any time", "All results", and "Boston, MA". The first result is an advertisement for Northeastern.edu, titled "Become A Nurse - Northeastern.edu", with a link to "www.northeastern.edu/" and a phone number "(888) 206-6004". The second result is an advertisement for KaplanUniversity.edu, titled "To Become A Nurses Assistant - KaplanUniversity.edu", with a link to "www.kaplanuniversity.edu/". The third result is an advertisement for WaldenU.Edu, titled "Become a Nurse - WaldenU.Edu", with a link to "www.waldenu.edu/Nursing_Programs" and a phone number "(855) 740-7999". The fourth result is a link to DegreeTree.com, titled "How to Become an RN in Massachusetts - DegreeTree.com", with a link to "www.degreefree.com". The fifth result is a link to Santa Monica College, titled "How Do I Know if I Want to Become a Nurse? - Santa Monica ...", with a link to "www.smc.edu/.../nursing/.../is-nursing-for-me.asp...". The sixth result is a link to learn4good.com, titled "How to Become a Nurse, Qualifications Needed, Nursing Caree...", with a link to "www.learn4good.com/nursing/how_to_become_a_nurse.htm". The seventh result is a link to the University of Massachusetts Boston, titled "Nursing - Accelerated, BS - University of Massachusetts Boston", with a link to "https://www.umb.edu/.../nursing/.../nu...".</p>



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



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The results page includes navigation tabs for Web, Images, Shopping, Videos, News, and More. Below the search bar, there are filters for "Any time", "All results", and "Houston, TX". The search results list several educational programs and resources, including WaldenU.Edu, pcicareer.edu, Phoenix.edu, OHSU, DegreeTree.com, Santa Monica College, and the University of Houston-Victoria. Each result includes a brief description of the program or resource.</p>
	<p>Page 142 of 248</p> <div>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it.</div>

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 12	
<p>A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:</p>	<p>Google's advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities").</p> <div data-bbox="646 735 1896 1279">  <p>The screenshot shows the Google Ads interface for a search for 'yoga classes'. It includes a navigation bar with links like 'Ads on Google', 'Target your ads', 'Ad types', 'Costs', and 'FAQ'. Below this is a section titled 'A quick look at ads on Google' with the text 'Here's how ads on Google can help you get you more interested visitors to your website:'. There are three main components: 1. A search result for 'yoga classes' with the Google logo. 2. An advertisement for 'Yoga for beginners' from 'www.vinashiyoga.com' with a call to action 'Start your journey today' and a special offer. 3. A thumbnail image of a person performing a yoga pose. To the right of the ad is a 'Get started now' button and a phone number for support. Below the main content are three numbered steps: 1. People search on Google, 2. They see your ad, and 3. You get more customers, each with a brief explanation of the process.</p> </div> <p><a href="http://www.google.com/adwords/how-it-works/ads-on-google.html">http://www.google.com/adwords/how-it-works/ads-on-google.html</a></p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 329 1896 849"><h2 data-bbox="674 354 1646 483">Advertising on Google AdWords: An overview</h2><hr data-bbox="674 542 1892 545"/><div data-bbox="709 565 743 607"></div><div data-bbox="764 573 802 597">Tip</div><p data-bbox="764 623 1730 647">New to AdWords? Register for our <a href="#">Online Marketing 101</a> course to maximize your business online.</p><hr data-bbox="674 667 1892 670"/><ul data-bbox="695 699 1856 837" style="list-style-type: none"><li>• AdWords, Google's online advertising program, lets you reach new customers and grow your business.</li><li>• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.</li><li>• There's no minimum spending commitment. You can pause or stop anytime.</li><li>• Get started at <a href="https://adwords.google.com">https://adwords.google.com</a>.</li></ul></div> <p data-bbox="835 854 1948 886"><a href="https://support.google.com/adwords/answer/3464111?hl=en&amp;ref_topic=3121763&amp;rd=1">https://support.google.com/adwords/answer/3464111?hl=en&amp;ref_topic=3121763&amp;rd=1</a></p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="783 329 1770 1360"><p data-bbox="835 354 1325 375">— Showing your ads on Google Search and other search sites</p><p data-bbox="867 431 1755 509">If you use keywords to target your ads, you select a set of keywords related to the product or service you'd like to advertise. Then, when people search using the words or phrases you picked, your text ads can appear alongside or above search results.</p><ul data-bbox="884 537 1759 586" style="list-style-type: none"><li>• <b>On Google search sites:</b> Your ads can appear on Google Search, Shopping, Maps, Images, and Groups when someone searches on your keywords. Here's an example, for the keyword "cupcakes":</li></ul><ul data-bbox="884 906 1759 1044" style="list-style-type: none"><li>• <b>On other search sites that are part of the Search Network:</b> When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages.</li><li>• <b>On mobile search:</b> Your ads can appear on <a href="http://m.google.com">http://m.google.com</a>, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search:</li></ul><p data-bbox="905 1320 1318 1341">AdWords ad on mobile version of Google Search</p></div> <p data-bbox="835 1369 1948 1398"><a href="https://support.google.com/adwords/answer/3464133?hl=en&amp;ref_topic=3121763&amp;rd=1">https://support.google.com/adwords/answer/3464133?hl=en&amp;ref_topic=3121763&amp;rd=1</a></p>

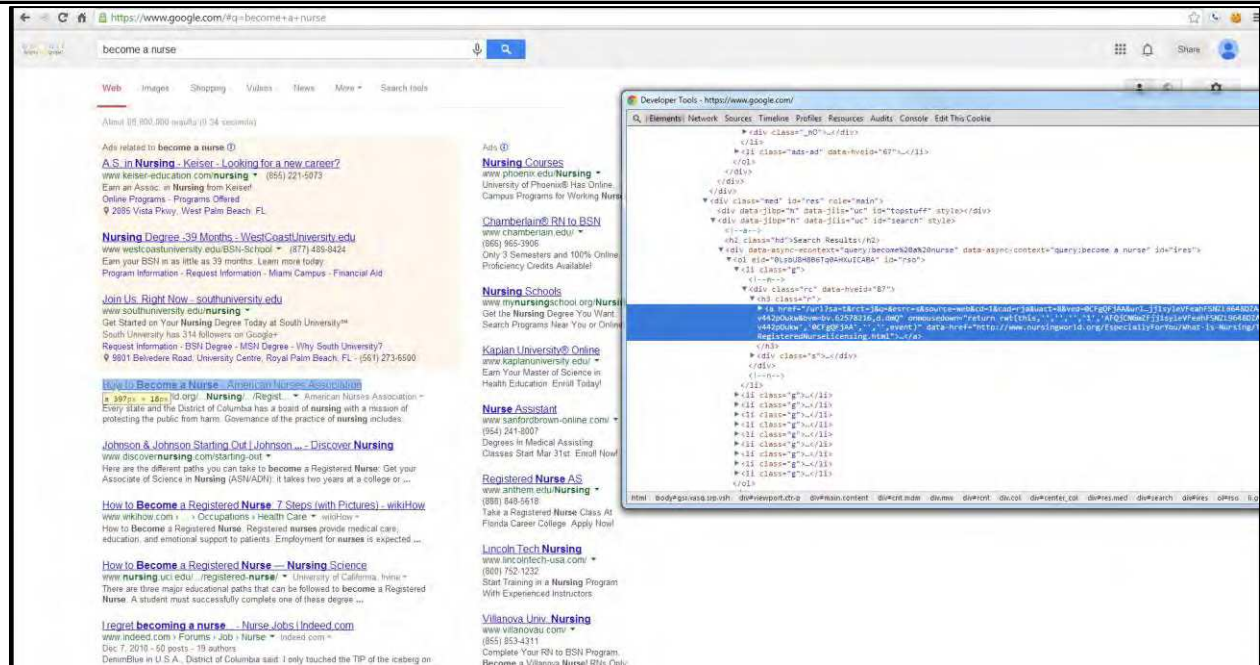
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/search?output=search&amp;client=psy- ab&amp;q=become+a+nurse&amp;qd=become+a+nurse&amp;q5_l=hp.3..35139101201012.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-110131212.8.0.chm_pg_q%2Chmss2% 3Dfalse...0...1.1.37.psv-ab..10.9.5437.6pubMvDpd0&amp;pbx=1&amp;bav=on.2.or.r_cp.r_qf.&amp;ovm=bv.62578216%2Cd.dmQ%2Cpv.X1s.s.en_US.Qb9R7Hu1644.O&amp;fp=zabeaecf5da1ba90 &amp;dlw=1065&amp;dlh=880&amp;dpr=1&amp;tch=1&amp;ech=1&amp;ps1=rrsbU8C0dEHQ0wH1hIG48A.1394326447395.4 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+iyQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== 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_KCpZ55iF1c6182- CGZNoU7vTCLZnqS3PYhQHA7twmtHZbqMfj5GXTUdV8kM_IDWYag3AN9jiTPhtCnyNSC5pdT_C49FYd055_vzLPu_fa_Xj50o6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2DpuRgx- 9cfM9jrSPaV1ovzbhSFqimQ06wd1nPtpC6aRrywbiPW-n74tUdVTZJ3o_JUNURJyVq00JB3uxn7TIQIV5e9vXiZDv33-Ux17amPOU-vpyOZJ-b8Y; HSID=AaEaE17vnWkX1Gyt; SSID=AacdraQ6T8sq9qYA; APISID=kPpusgQO-C7GRaKQ/ATZ0ssw7_Kw-0k17m; SAPISID=TOKE1fxorbzGMAa1/AFcQwYYxyHhLH50ad; OGPC=270001-1; OGP=-270001; S=gr andcentral=Jdp7P1YaRoXAbbcuJ9rycg; SID=DQAAAMoAAACV8pgpV0ZHgviFFmC45tvaPC2nw18-18 _gdynaWu8KfXR6AGEdF0z0RkX1CahvXID2rvyEsp1swpA1cBKhbmYMBp8h62UC054BYF1pM0yYI_41kk_Ac2ubu8IG_n_1rKGHTmuZ9FFwvFAoLYtodIP4AYb52jiRTt_-NaI_ds5DHLbFDKhvD4vnjX0-6 _hJdRLKCOMQw0BPPusyZStNdHSOLJ4THBVOHe0kc5ha1xv2yGLtK-94c9Q7wrmDqmKcf2x1PW4aY5FuT_3BRUeqm5 </pre> <p style="text-align: center;">HTTP Get Request to Google</p>

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays a Google search for "become a nurse" on the Google homepage. The search results are organized into two columns. The left column contains several links related to nursing education and careers, including "A.S. in Nursing - Keiser - Looking for a new career?", "Nursing Degree - 39 Months - WestCoastUniversity.edu", "Join Us Right Now - southuniversity.edu", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out | Johnson ... Discover Nursing", "How to Become a Registered Nurse 7 Steps (with Pictures) - wikiHow", "How to Become a Registered Nurse - Nursing Science", and "I regret becoming a nurse - Nurse Jobs | Indeed.com". The right column contains links for "Nursing Courses", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nurse Assistant", "Registered Nurse AS", "Lincoln Tech Nursing", and "Villanova Univ. Nursing". A developer tools window is open on the right side of the browser, showing the HTML structure of the search results. The HTML code is partially visible, showing the structure of the search results, including the "A.S. in Nursing - Keiser - Looking for a new career?" link and the "Nursing Degree - 39 Months - WestCoastUniversity.edu" link. The developer tools window is titled "Developer Tools - https://www.google.com/" and shows the "Elements" tab. The HTML code is partially visible, showing the structure of the search results, including the "A.S. in Nursing - Keiser - Looking for a new career?" link and the "Nursing Degree - 39 Months - WestCoastUniversity.edu" link.

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

## INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

[illegible]

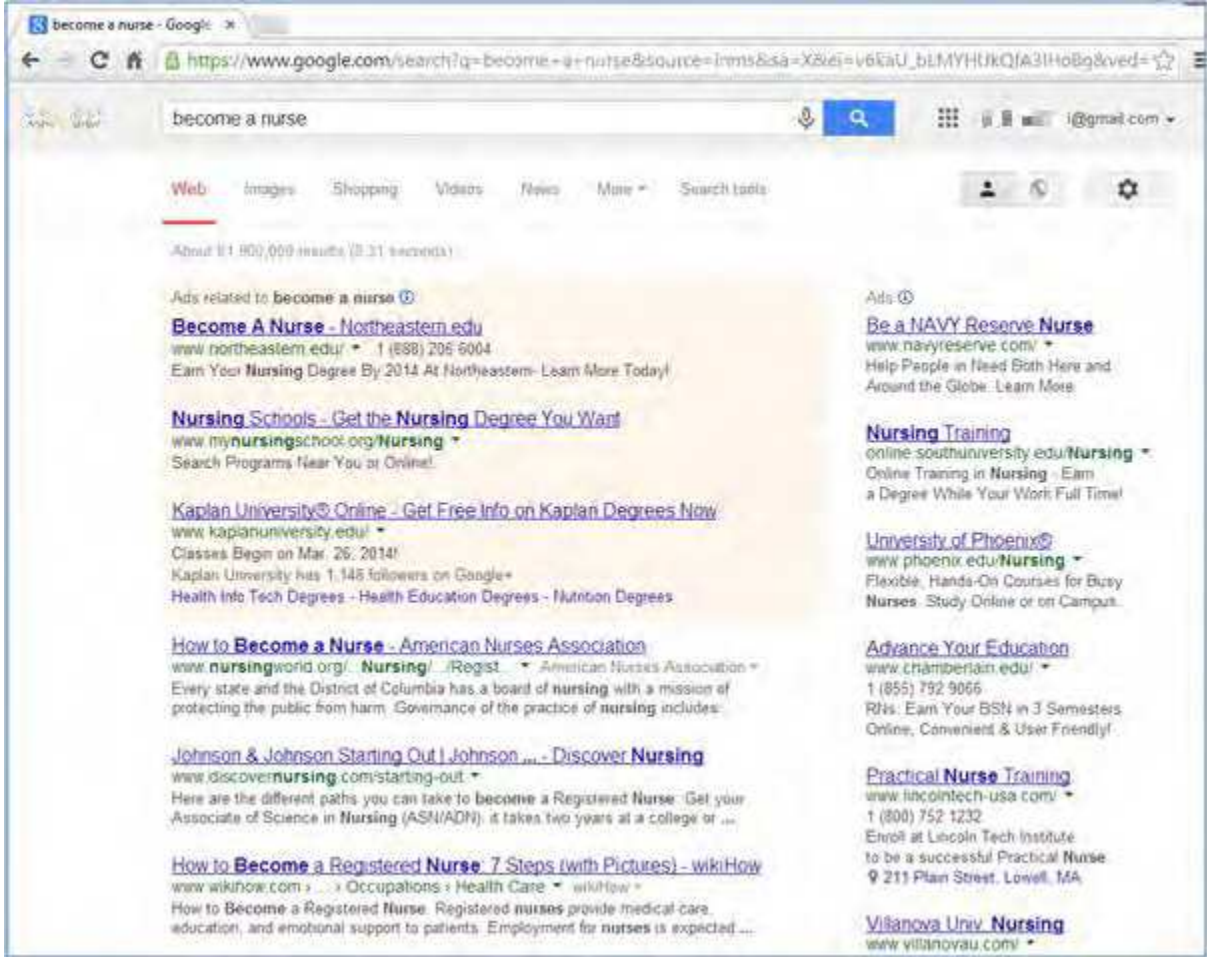
## JSON response to device from Google



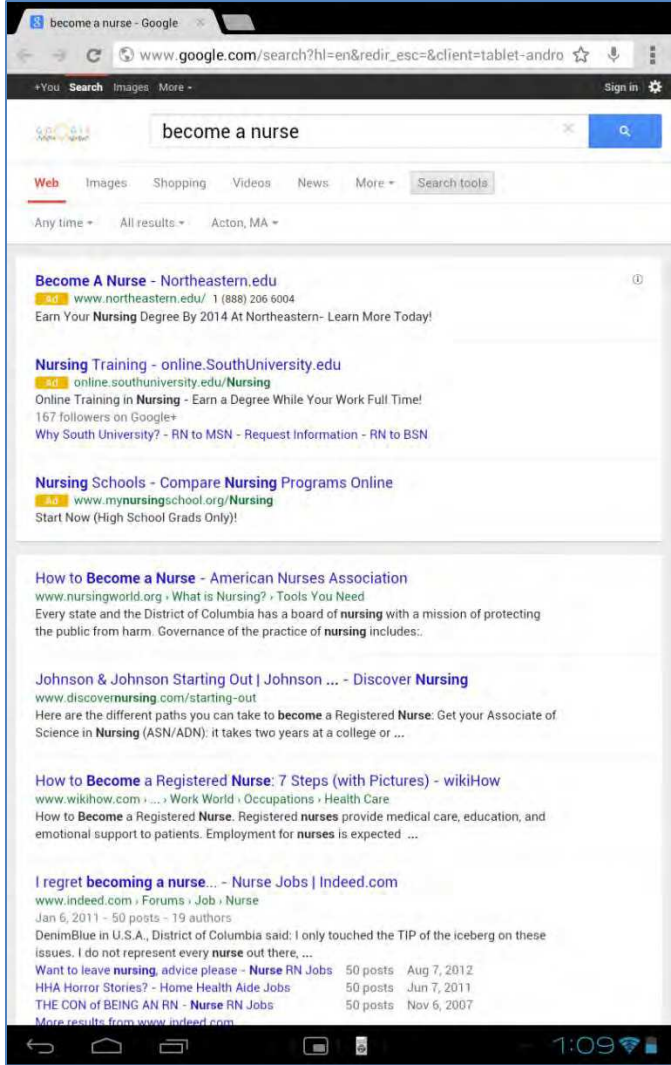
Case No. 2:13-cv-893  
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[illegible]

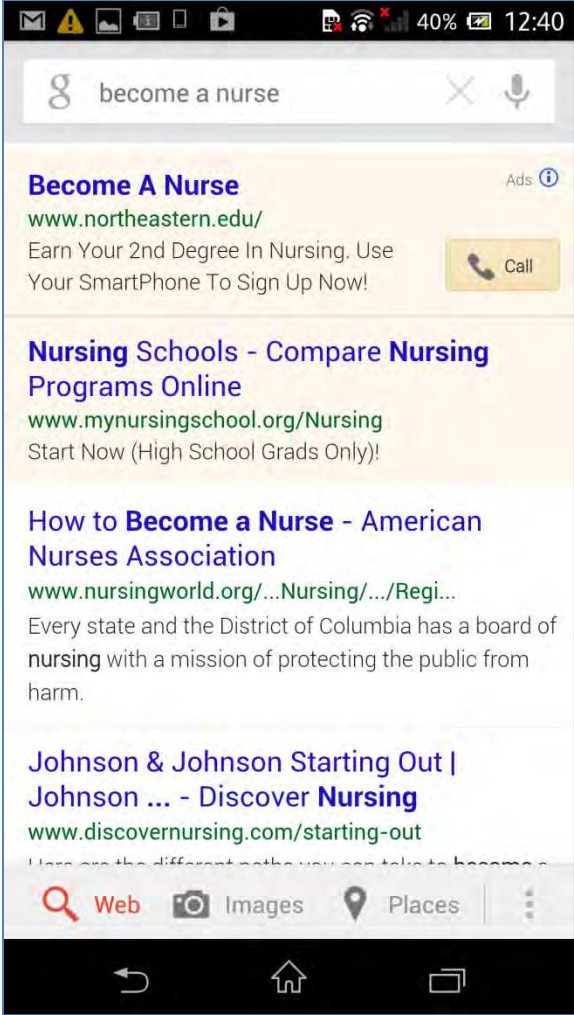
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search results page for the query "become a nurse". The page includes a search bar at the top with the query entered. Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are categorized into "Ads related to become a nurse" and "Ads". The "Ads" section lists several educational institutions and programs, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University® Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing". Each ad includes a brief description of the program or service offered.</p>

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

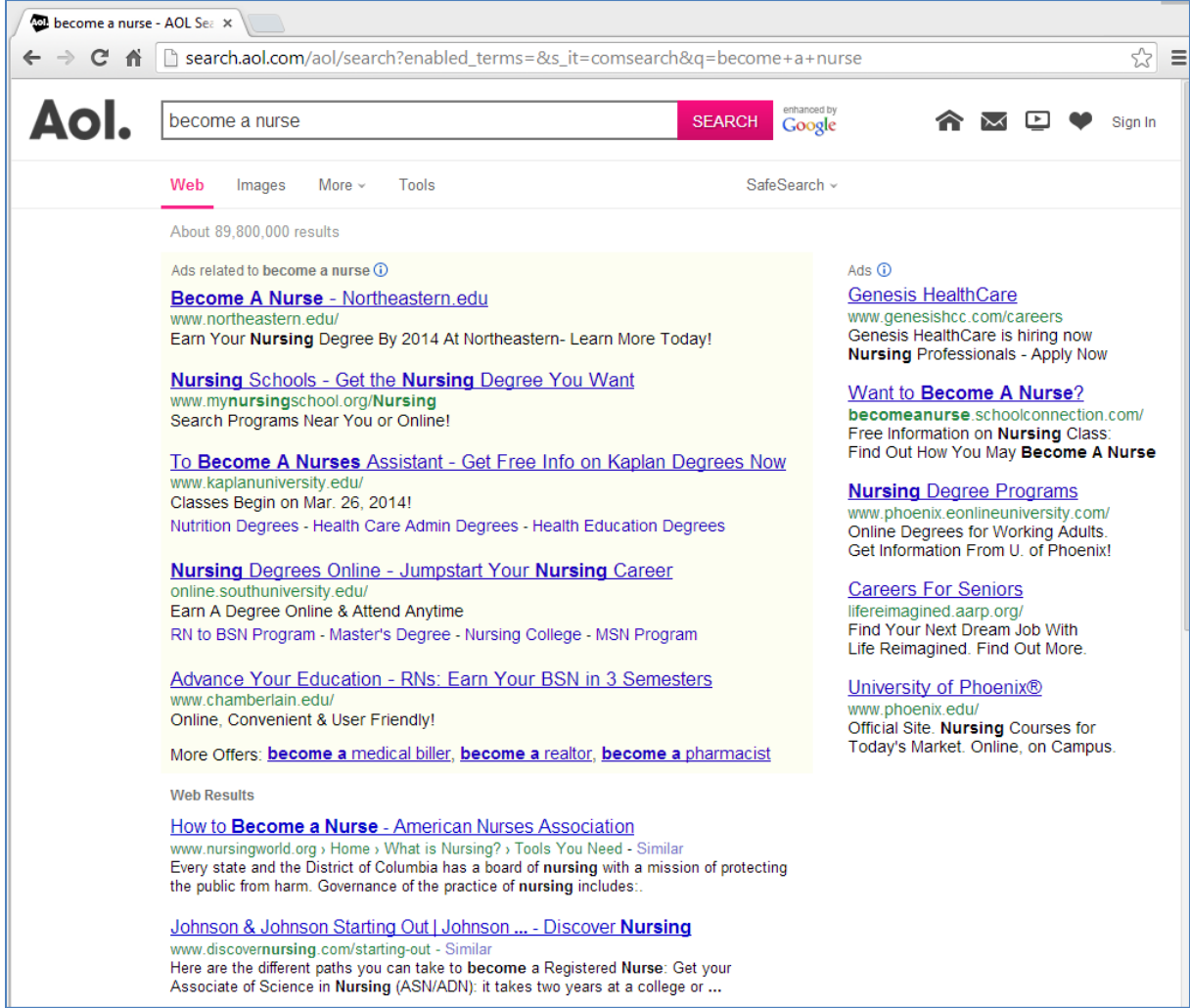
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a dark blue header and a white background. The search bar at the top contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. The search results are listed below the tabs. The first result is "Become A Nurse - Northeastern.edu" with a link to "www.northeastern.edu/1 (888) 206 6004". The second result is "Nursing Training - online.SouthUniversity.edu" with a link to "online.southuniversity.edu/Nursing". The third result is "Nursing Schools - Compare Nursing Programs Online" with a link to "www.mynursingschool.org/Nursing". The fourth result is "How to Become a Nurse - American Nurses Association" with a link to "www.nursingworld.org/What is Nursing?". The fifth result is "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing" with a link to "www.discovernursing.com/starting-out". The sixth result is "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with a link to "www.wikihow.com/Work World/Occupations/Health Care". The seventh result is "I regret becoming a nurse... - Nurse Jobs   Indeed.com" with a link to "www.indeed.com/Forums/Job/Nurse". The bottom of the screen shows a navigation bar with icons for back, home, and search, and a status bar with the time "1:09" and battery level.</p>

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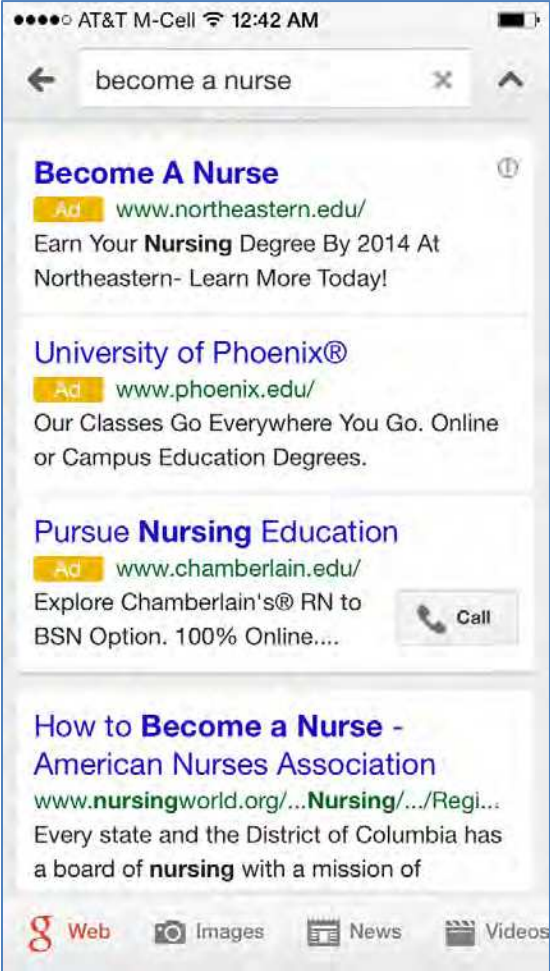
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers. The top result is an advertisement for Northeastern University, followed by a link to compare nursing programs, and then a link from the American Nurses Association. The bottom of the screen shows the mobile navigation bar with icons for Web, Images, and Places.</p> <p>become a nurse</p> <p><b>Become A Nurse</b> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now! <b>Call</b></p> <p><b>Nursing Schools - Compare Nursing Programs Online</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Start Now (High School Grads Only)!</p> <p><b>How to Become a Nurse - American Nurses Association</b> <a href="http://www.nursingworld.org/...Nursing/.../Regi...">www.nursingworld.org/...Nursing/.../Regi...</a> Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm.</p> <p><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b> <a href="http://www.discovernursing.com/starting-out">www.discovernursing.com/starting-out</a> Here are the different paths you can take to become a...</p> <p>Web Images Places</p>



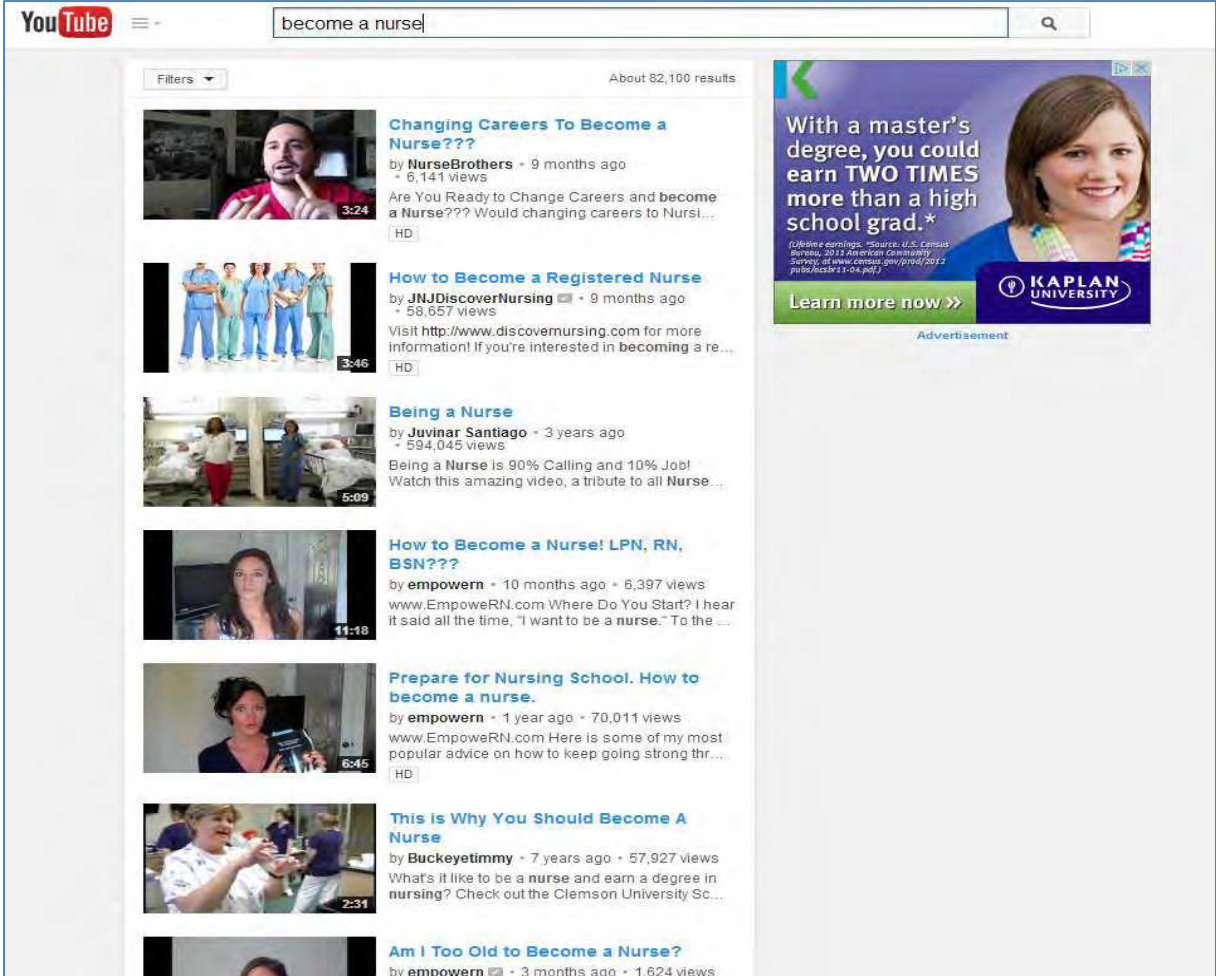
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	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar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

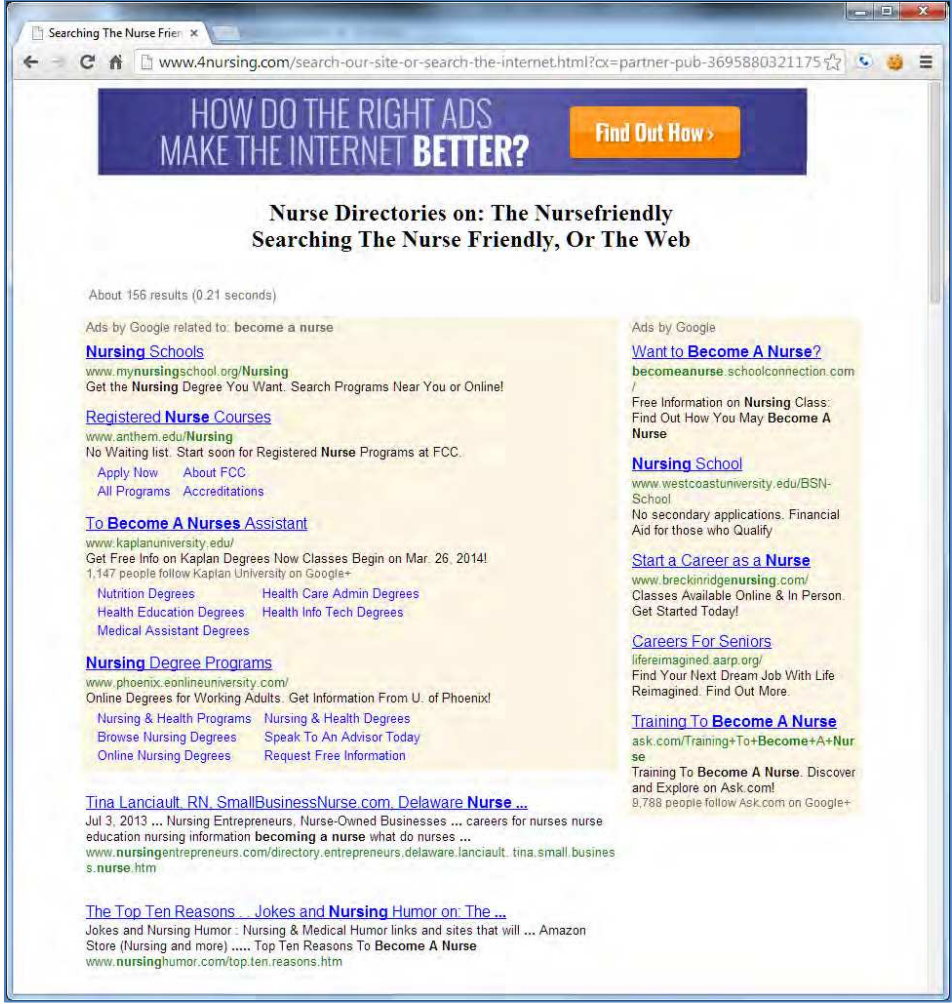
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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) from <a href="http://www.northeastern.edu/">www.northeastern.edu/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

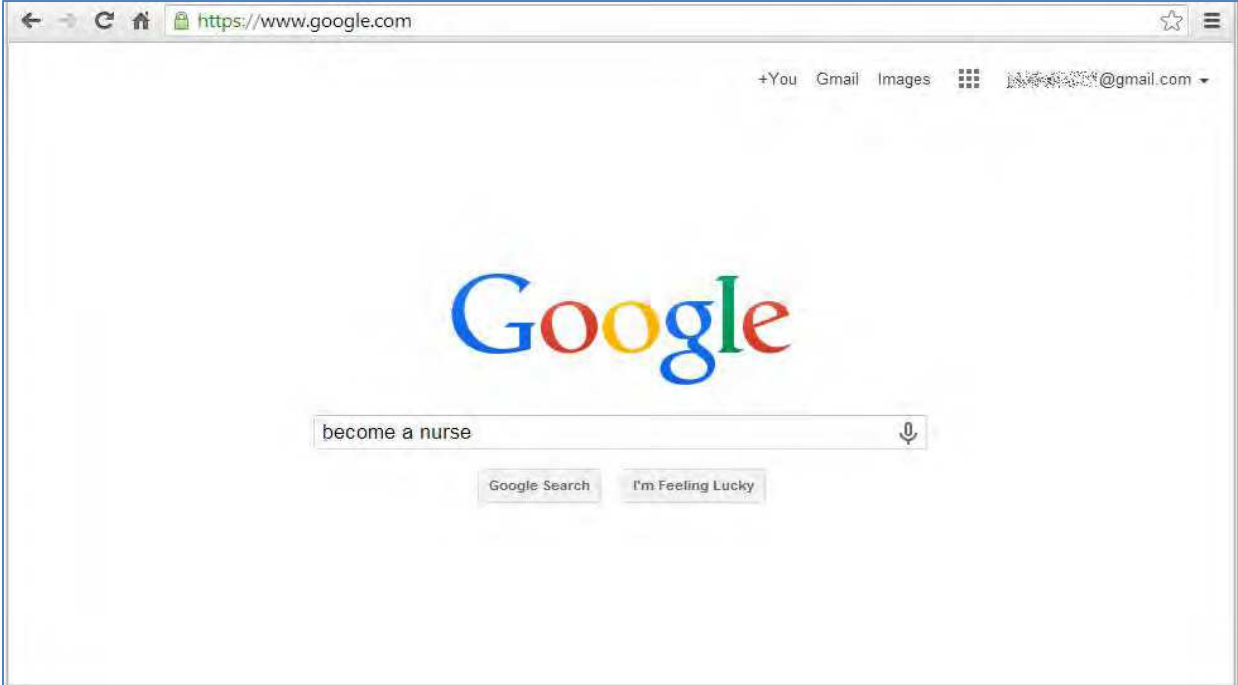
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	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results are listed in a vertical column on the left, each with a video thumbnail, title, channel name, upload date, and view count. The first video is "Changing Careers To Become a Nurse???" by NurseBrothers, uploaded 9 months ago, with 6,141 views. The second is "How to Become a Registered Nurse" by JNJDiscoverNursing, uploaded 9 months ago, with 58,657 views. The third is "Being a Nurse" by Juvinar Santiago, uploaded 3 years ago, with 594,045 views. The fourth is "How to Become a Nurse! LPN, RN, BSN???" by empowern, uploaded 10 months ago, with 6,397 views. The fifth is "Prepare for Nursing School. How to become a nurse." by empowern, uploaded 1 year ago, with 70,011 views. The sixth is "This is Why You Should Become A Nurse" by Buckeyetimmy, uploaded 7 years ago, with 57,927 views. The seventh is "Am I Too Old to Become a Nurse?" by empowern, uploaded 3 months ago, with 1,624 views. On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now &gt;&gt;". Below the text is the Kaplan University logo. The ad is labeled "Advertisement" at the bottom.</p>

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	<div data-bbox="802 329 1747 1328"></div> <p data-bbox="1129 1333 1423 1365">Google Custom Search</p>

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<p>based upon interaction with the user, creating a search request that includes a search argument;</p>	<p>The Accused Instrumentalities operate a data processing device to interact with the user to create a search request that includes a search argument.</p> <p>See above.</p>  A screenshot of a web browser window displaying the Google homepage. The address bar shows 'https://www.google.com'. In the top right corner, there are links for '+You', 'Gmail', 'Images', and a user profile icon labeled '@gmail.com'. The Google logo is centered on the page. Below the logo is a search bar containing the text 'become a nurse'. To the right of the search bar is a microphone icon. Below the search bar are two buttons: 'Google Search' and 'I'm Feeling Lucky'.

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

**Find pages with...**

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

**Then narrow your results by...**

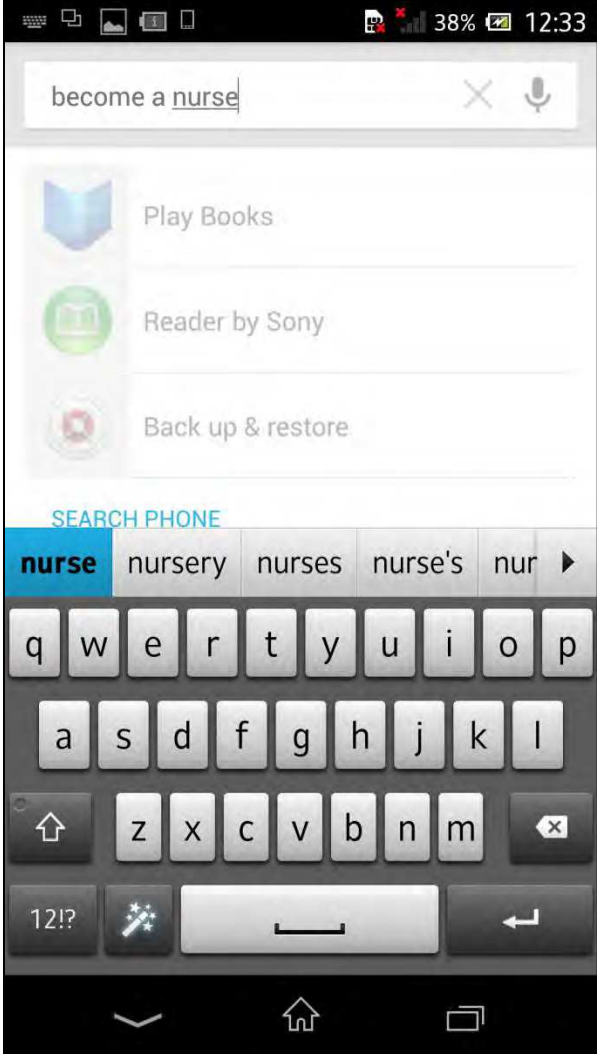
language:	<input type="text" value="any language"/>	Find pages in the language you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time you specify.
site or domain:	<input type="text"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="Show most relevant results"/>	Tell SafeSearch whether to filter sexually explicit content.
reading level:	<input type="text" value="no reading level displayed"/>	Find pages at one reading level or just view the level info.
file type:	<input type="text" value="any format"/>	Find pages in the format you prefer.
usage rights:	<input type="text" value="not filtered by license"/>	Find pages you are free to use yourself.



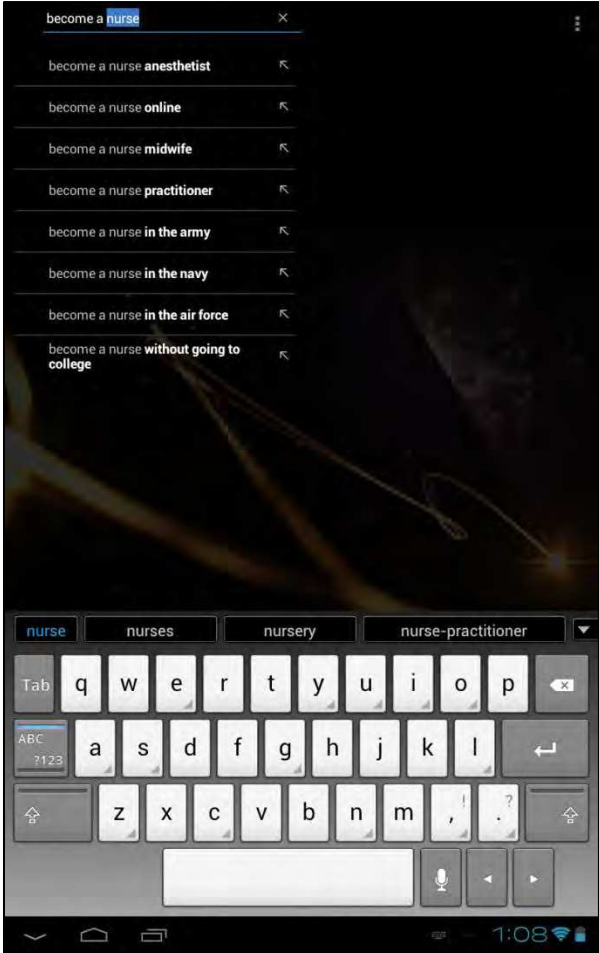
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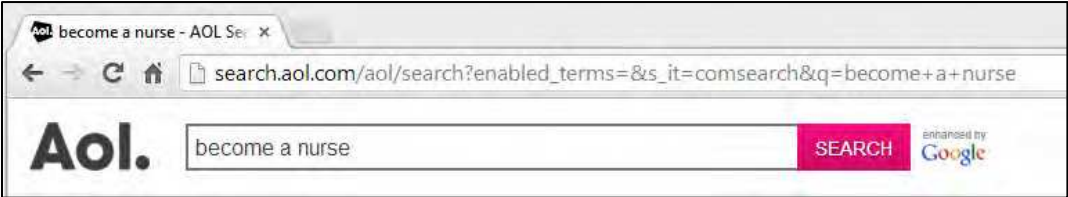
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	 A screenshot of an Android phone screen. At the top, the status bar shows icons for signal, Wi-Fi, battery at 38%, and time 12:33. Below the status bar is a search bar containing the text "become a nurse". Below the search bar are three suggestions: "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. Under "SEARCH PHONE", the word "nurse" is highlighted in blue, followed by suggestions: "nursery", "nurses", "nurse's", and "nur" with a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a back arrow, a home house icon, and a recent apps icon.

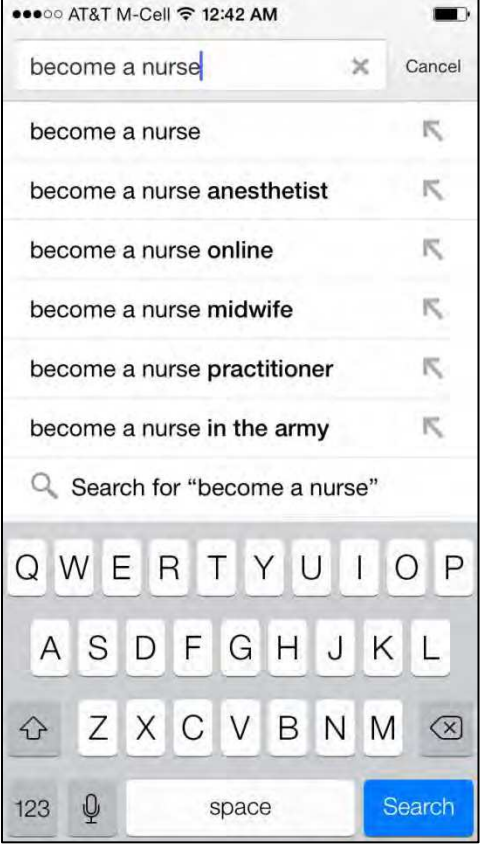
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	<p data-bbox="1031 329 1518 362">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar at the top contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each preceded by "become a nurse" and followed by a right arrow icon. The suggestions are: "nurse", "anesthetist", "online", "midwife", "practitioner", "in the army", "in the navy", "in the air force", and "without going to college". At the bottom of the screen, a QWERTY keyboard is visible, with the word "nurse" highlighted in the search bar above it. The status bar at the very bottom shows the time as 1:08 and various icons.</p>


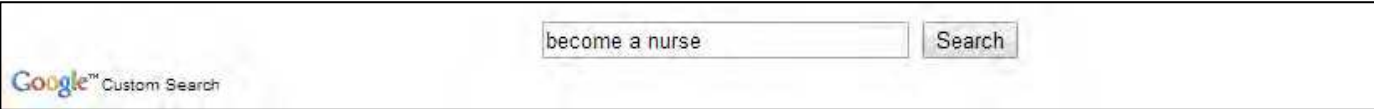
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U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1035 329 1518 362">Tablet Device Running Android 4.0.2</p> 

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	 <p>Google Search App Running on iOS 7.1</p>

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



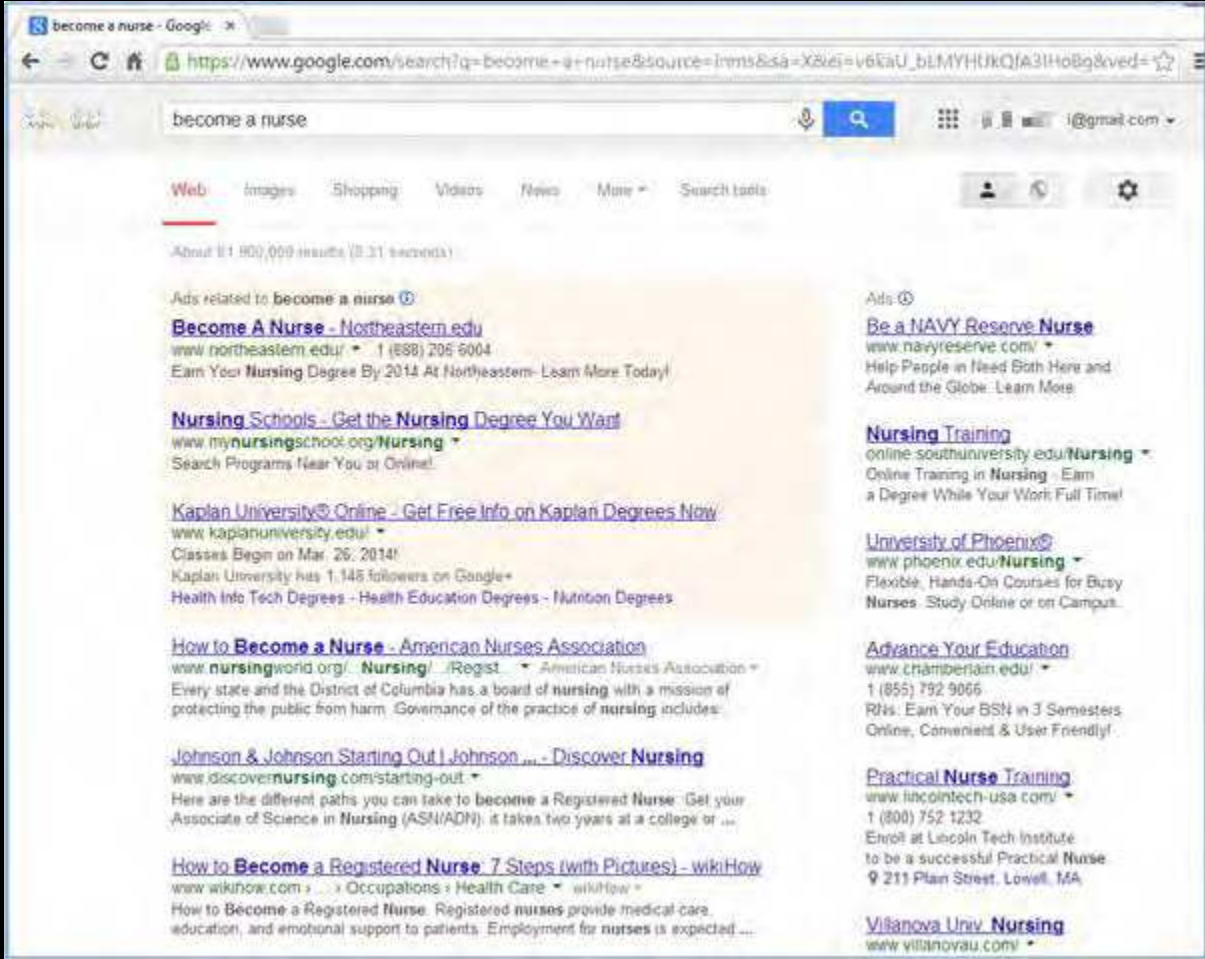
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	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&amp;gs_rn=37&amp;gs_ri=psy-ab&amp;tok=b4hlHH4GsT3YM8pZ75CZqg&amp;cp=14 &amp;gs_id=2c&amp;xhr=t&amp;q=become%20a% 20nurse&amp;es_nrs=true&amp;pf=p&amp;output=search&amp;sclient=psy- ab&amp;oq=&amp;gs_l=&amp;pbx=1&amp;bav=on.2,or.r_cp.r_qf. &amp;bvm=bv.62578216,d.dmQ&amp;fp=2abeaecf5dalba90&amp;biw=1065&amp;bih=880&amp;dpr=1 &amp;tch=1&amp;ech=13&amp;psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0kl7m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLH80ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET “search request”</p>

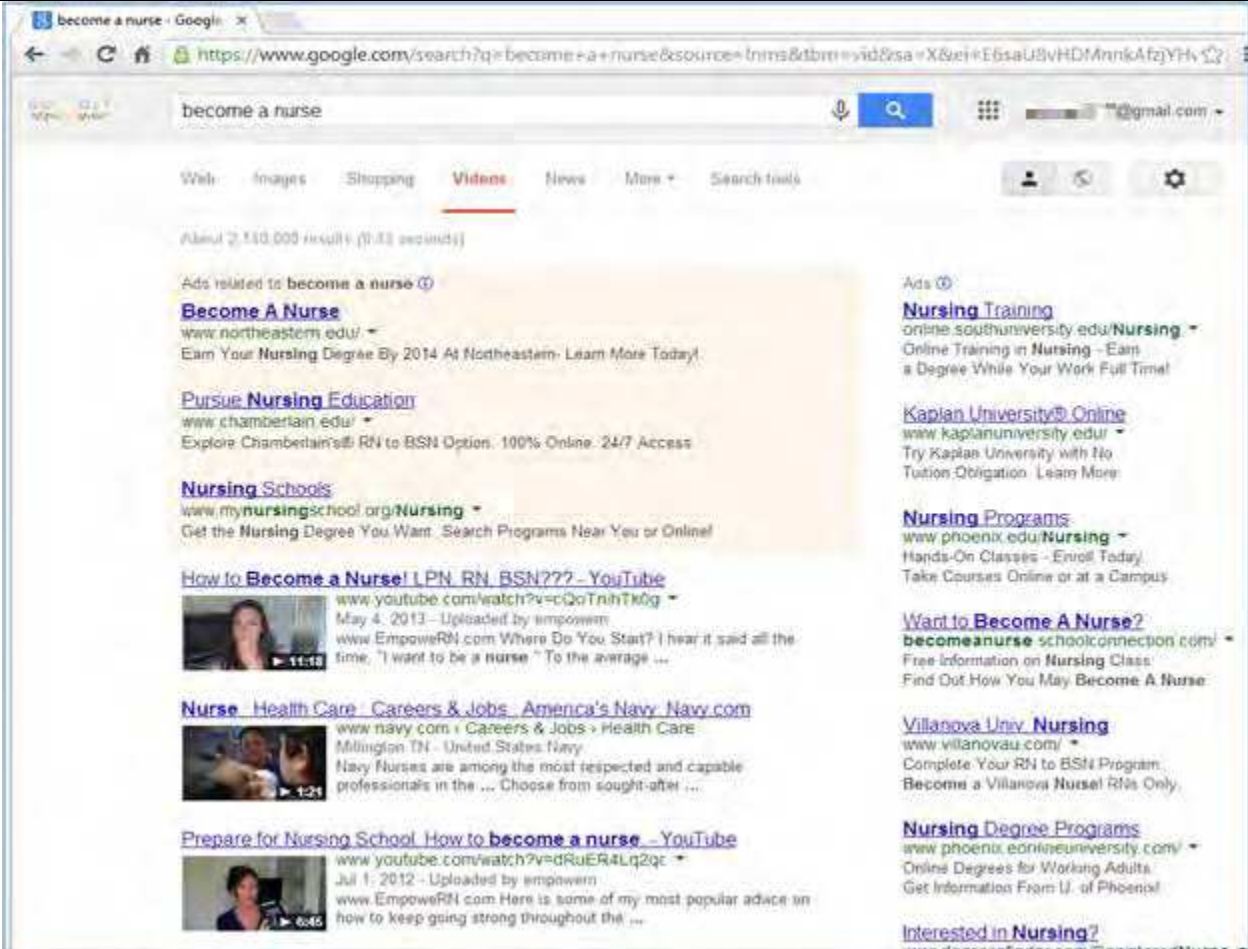
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre>GET https://www.google.com/search?output=search&amp;client=psy-ab&amp;q=become+a+nurse&amp;q=become+a+nurse&amp;q5_l=hp.3..35139101201012.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-1j0j3j2i2.8.0.chm.qg.q%2Chmss2%3Dfalse...0...1.1.37.psy-ab..10.9.5457.6pubMv00pd0&amp;pbx=1&amp;bav=on.2.or.r.cp.r.qf.&amp;bvm=by.62578216%2Cd.dmq%2Cpv.X1s.s.en.US.Qb9R7Hu1644.0&amp;fp=2abeaecf5da1ba90&amp;dtw=1065&amp;dlh=88&amp;dpr=1&amp;tch=1&amp;ech=1&amp;psi=rrsbu8c0ehQ0wH1hIG48A.1394326447395.4 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+1yQE1lbbJAQiitskBCKm2yQEIXLbJAQiehs0BCKKIygEiuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF=0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID=67=QGz_KCpZ55f1c6182-CGzNou7VtCLZnq5JPYhQA7twmtHZbqMfj5GXTUdV8kM_IDWYag3a9jiTPhtcnyNSC5pdT_C49FQYdo55_VzLPu_fa_Xj50o6IqdgfhMggJP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduc6e2DpuRgx-9cFM9jrSPav10vzbhSFqimQ06wdinPtpPc6aRrywb1PW-n74tUdVTZJ3o_JUNUrJyVq00J83uxn7TIQiv5e9vX1ZDv33-Ux17amPOu-vpyOZJ-b8Y; HSID=AaEAAe17vnWkX1Gyt; SSID=Aacdraq6T8Qsq9qYA; APISID=kPpusgQ0-C7GRaKQ/ATz055w7_Kw-0k17m; SAPISID=TOKE1fxorbzGMAa1/AFcQwYYxyHhLH50ad; OGP=270001-1; OGP=-270001; S=sgr and central=Jdp7PIYARoxAbbcuj9rycg; SID=DQAAAMoAAACV8pgpv02Hgviffmc45tvaPC2rw18-18_gdynaMu8KrXR6FAGEdFo2ohRX1CahvXID2rvyEsl5wpA1c8khbNYMBp8h62UC0548YF1pM0yYI_41kk_Ac2ubub8IG_r1rKGHTmuZ9ffVwFaOLYtodIP4AYb52jiRTt_-NaI_ds5DHLbFDkhVD4vnjX0-6_HjDRLKcomQW08PpusyzStNdHSOLJ4THBv0He0kcsHalxv2yGLtk-94C9Q7wrmdQmkcf2x1PW4aY5FuT_3BRUegqm5</pre> <p style="text-align: center;">Trace of request transmitting via communications link the search request with search argument</p>
receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine, the least one advertisement relating to the search argument.

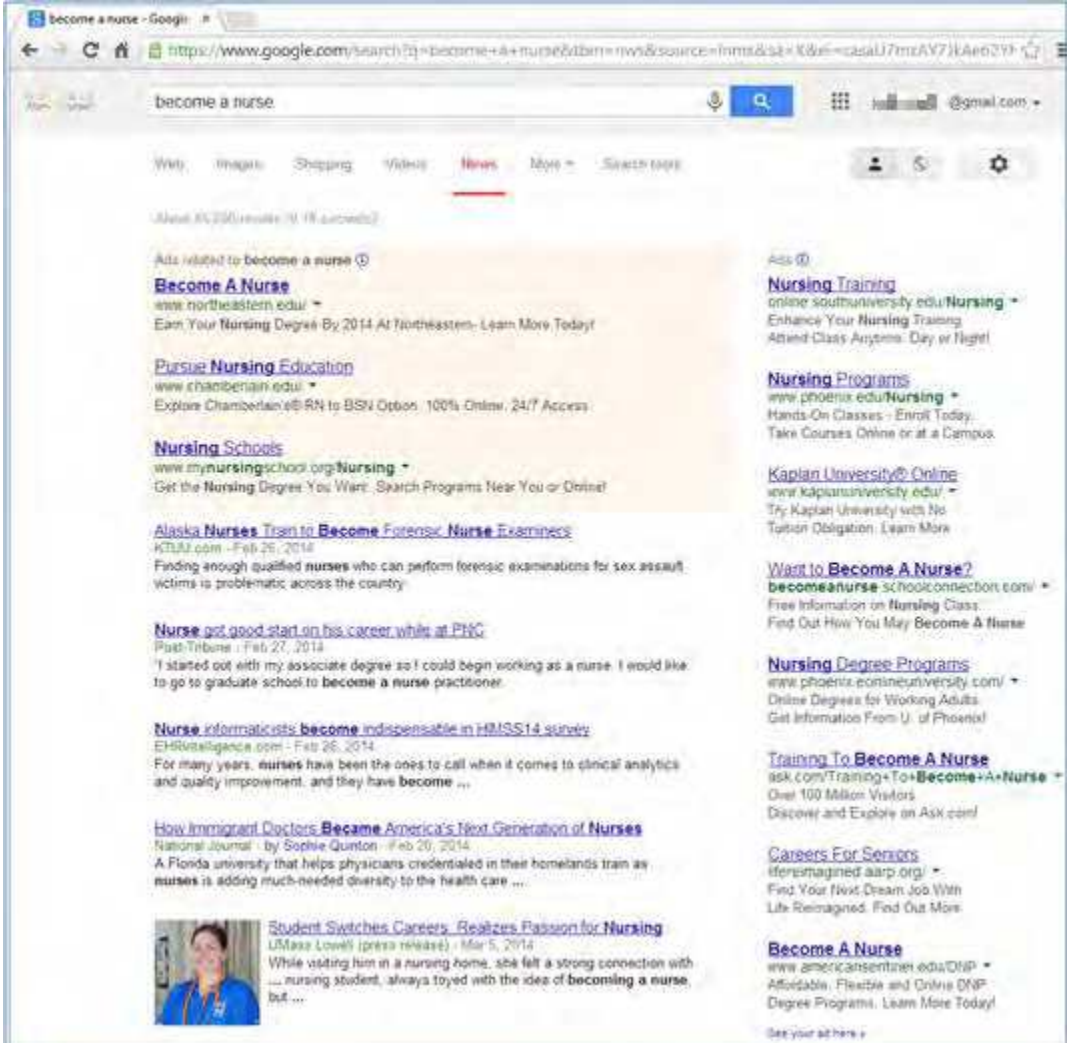
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results are displayed on a white background with a blue header. The search bar at the top contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are listed in two columns. The left column includes links to "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 &amp; Johnson Starting Out   Johnson ... - Discover Nursing", and "How to Become a Registered Nurse 7 Steps (with Pictures) - wikiHow". The right column includes links to "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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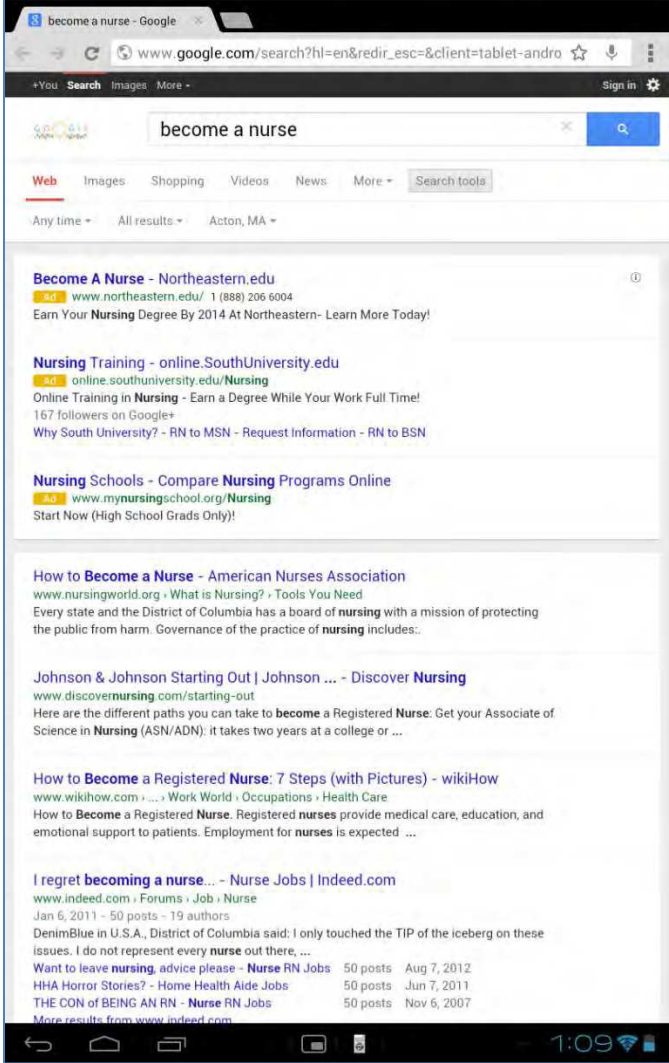
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, MyNursingSchool.org, Kaplan University, Phoenix College, and American Sentinel University. The organic search results include news articles from KTLA.com, Post-Tribune, EHRAnalyst.com, National Journal, and UMass Lowell, as well as a student's story from UMass Lowell. The page also shows a "See your ad here" link at the bottom right.</p>

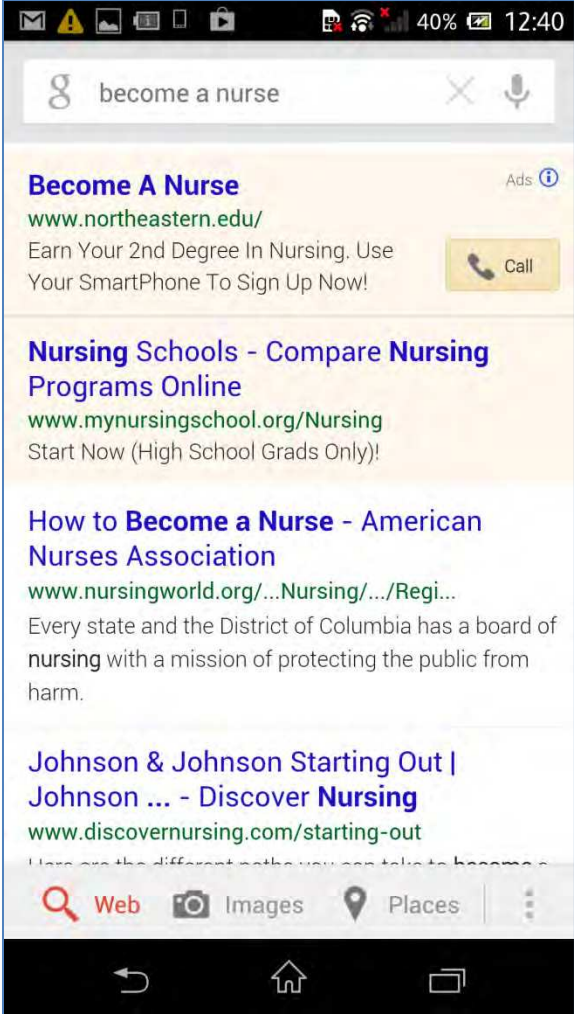


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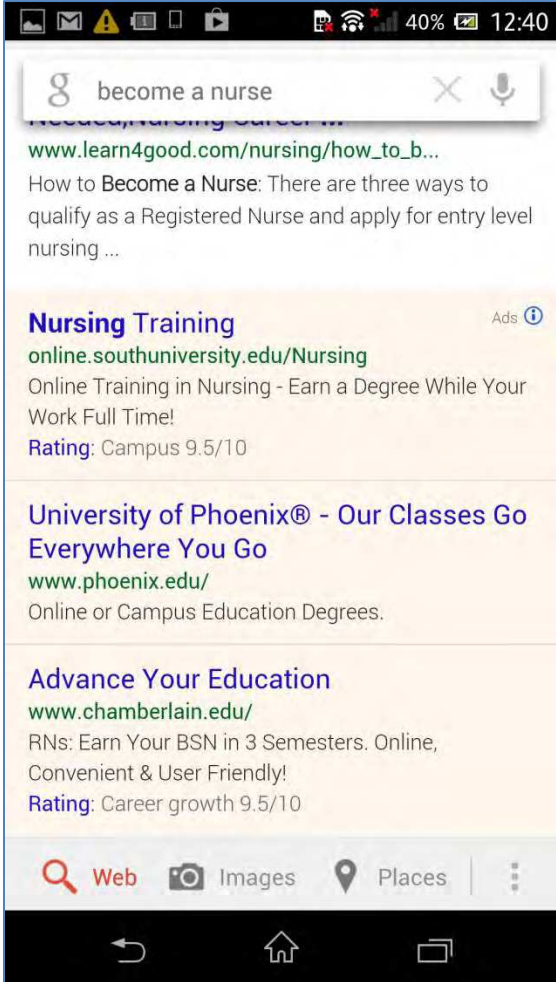
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a dark blue header and a white background. The search bar at the top contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. The search results are listed below the tabs, with each result showing a title, a URL, and a brief description. The results include:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: Online Training in Nursing - Earn a Degree While Your Work Full Time!</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b>: Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: Jan 6, 2011 - 50 posts - 19 authors</li></ul> <p>The bottom of the screen shows a navigation bar with icons for back, home, and search, along with the time 1:09 and battery status.</p>



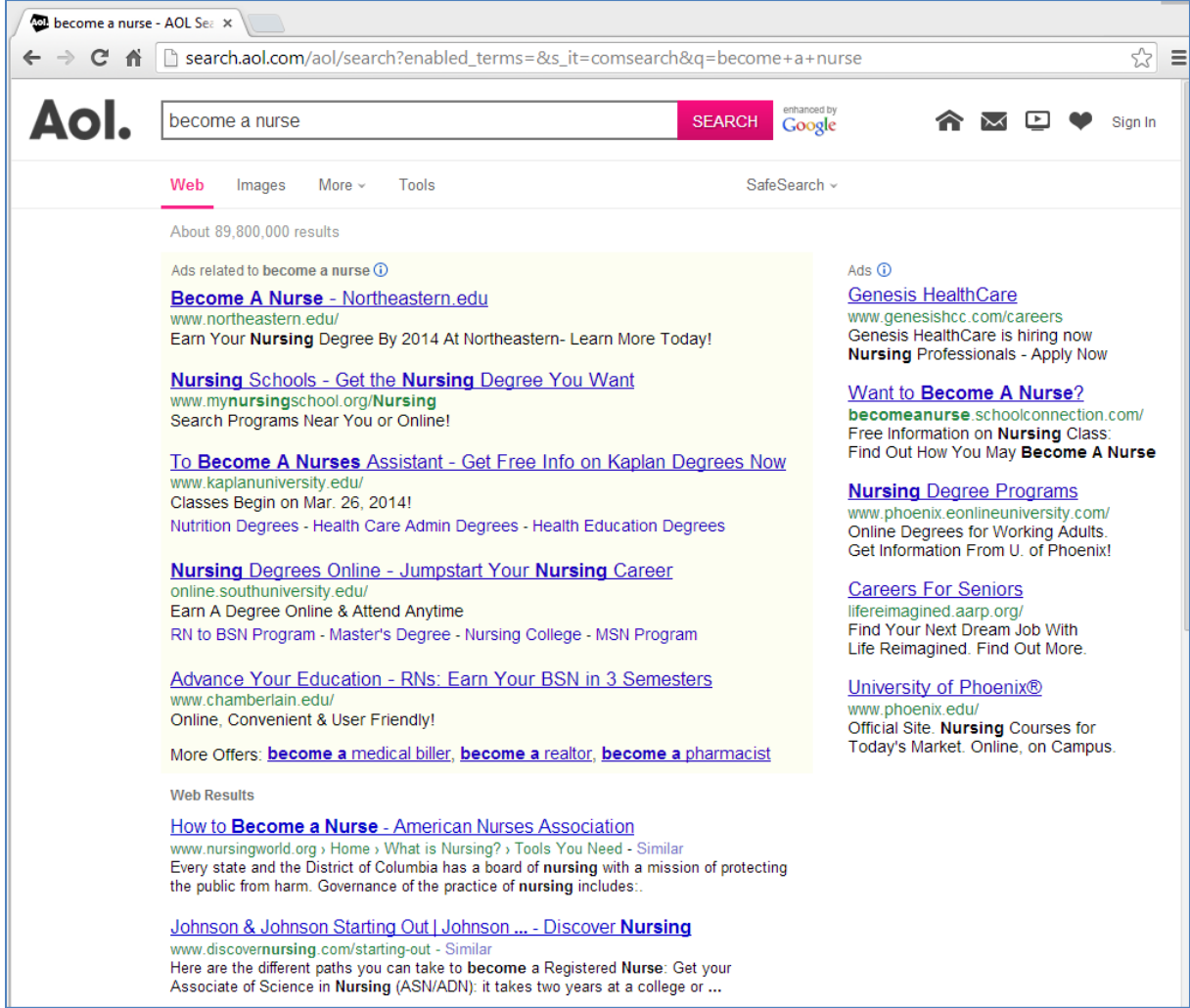
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows various icons and the time 12:40. Below the status bar is a search bar with the text "become a nurse". Below the search bar are four search results. The first result is titled "Become A Nurse" and includes 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" and includes 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" and includes 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." The fourth result is titled "Johnson & Johnson Starting Out   Johnson ... - Discover Nursing" and includes the URL "www.discovernursing.com/starting-out". At the bottom of the screen is a navigation bar with icons for "Web", "Images", "Places", and a menu icon.

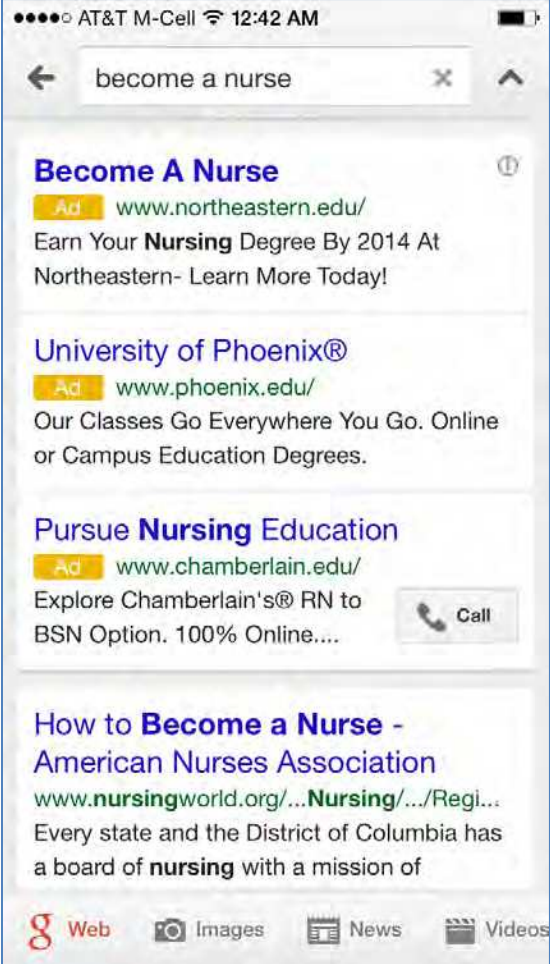
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for notifications, battery, and time (12:40). The search bar contains the text "become a nurse". Below the search bar, a snippet from "www.learn4good.com/nursing/how_to_b..." is visible, followed by the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this, there are three search results, each with a title, a URL, and a description. The first result is "Nursing Training" from "online.southuniversity.edu/Nursing", with a rating of "Campus 9.5/10". The second result is "University of Phoenix® - Our Classes Go Everywhere You Go" from "www.phoenix.edu/", with a rating of "Online or Campus Education Degrees.". The third result is "Advance Your Education" from "www.chamberlain.edu/", with a rating of "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Career growth 9.5/10". At the bottom, there is a navigation bar with icons for "Web", "Images", and "Places".

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown. The results section shows "About 89,800,000 results". Under the heading "Ads related to become a nurse", there are several sponsored links: "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", "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 &amp; Johnson Starting Out   Johnson ... - Discover Nursing".</p>

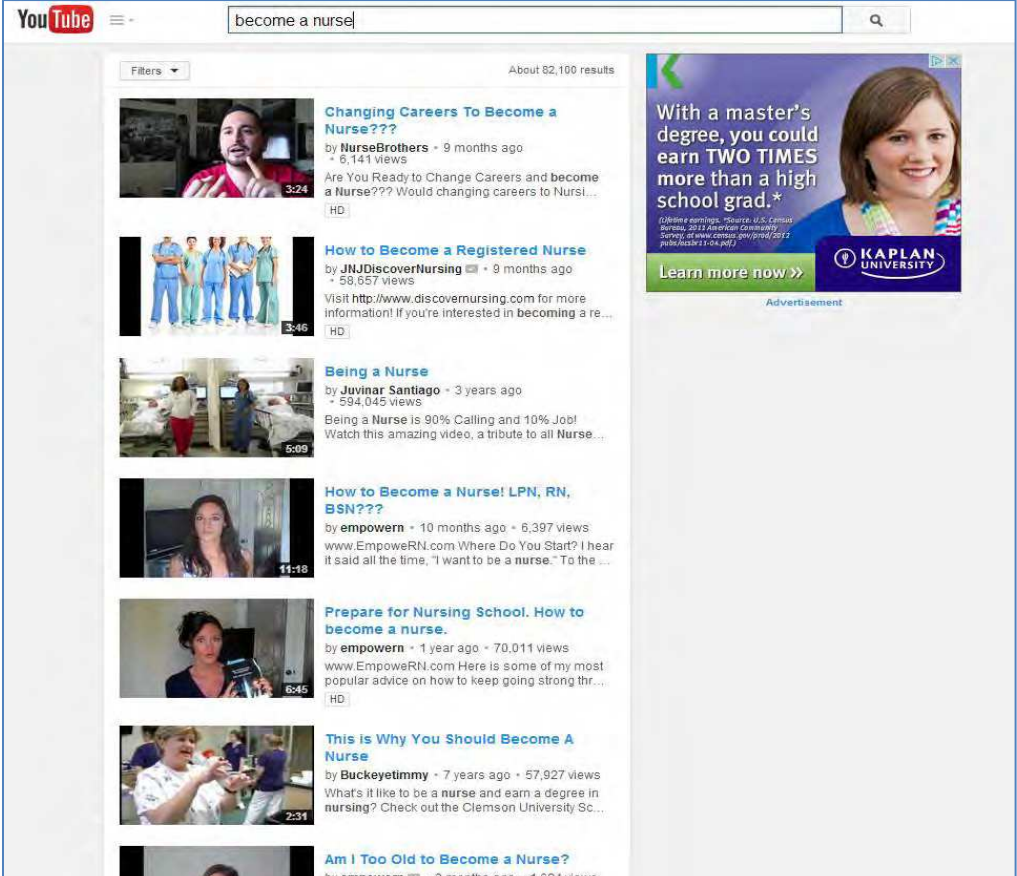
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: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

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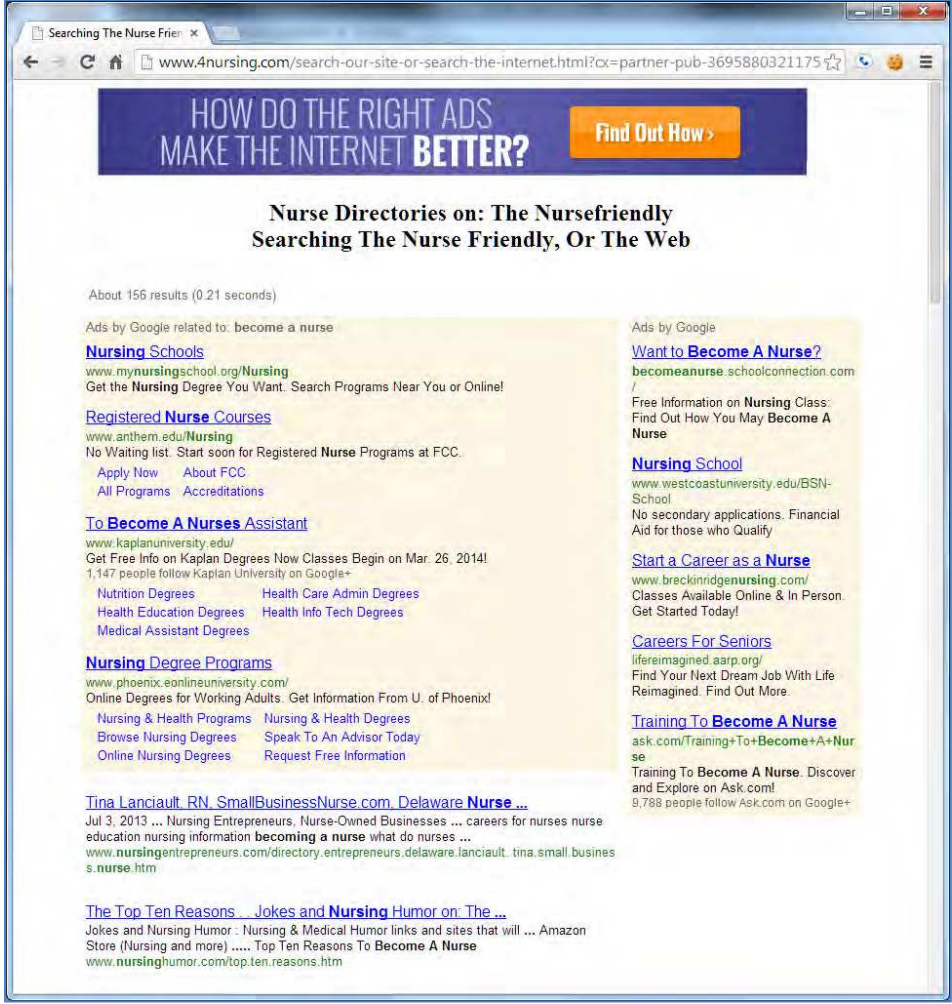
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 329 1551 1305"><div data-bbox="1026 370 1499 618"><p>How to <b>Become a Nurse</b>,Qualifications Needed,Nursing Career ... <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p></div><div data-bbox="1026 675 1509 813"><p><b>Nursing Schools</b> <b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a> Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p></div><div data-bbox="1026 857 1520 1032"><p><b>Practical Nurse Training</b> <b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a> Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>. Programs and Campuses - Apply Online</p></div><div data-bbox="1026 1073 1520 1279"><p><b>Nursing Degree Programs</b> <b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a> Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Nursing Programs - Nursing Degrees</p></div></div>

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	 A screenshot of a YouTube search results page for the query "become a nurse". The page shows a list of video results on the left and a large advertisement on the right. The video results include: <ul style="list-style-type: none"><li>"Changing Careers To Become a Nurse???" by NurseBrothers, 6,141 views, 9 months ago.</li><li>"How to Become a Registered Nurse" by JNDiscoverNursing, 58,857 views, 9 months ago.</li><li>"Being a Nurse" by Juvinar Santiago, 594,045 views, 3 years ago.</li><li>"How to Become a Nurse! LPN, RN, BSN???" by empowern, 6,397 views, 10 months ago.</li><li>"Prepare for Nursing School. How to become a nurse." by empowern, 70,011 views, 1 year ago.</li><li>"This is Why You Should Become A Nurse" by Buckeyetimmy, 57,927 views, 7 years ago.</li><li>"Am I Too Old to Become a Nurse?" by empowern, 1,624 views, 3 months ago.</li></ul> The advertisement on the right is for Kaplan University, featuring a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*". It includes a "Learn more now" button and the Kaplan University logo.



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	<div data-bbox="802 329 1747 1328"></div> <p data-bbox="1129 1328 1423 1365">Google Custom Search</p>

## INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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translance Headers Triview Simulations Imagination Hobbies Webview Auth Caching Cookies Raw JSON 194
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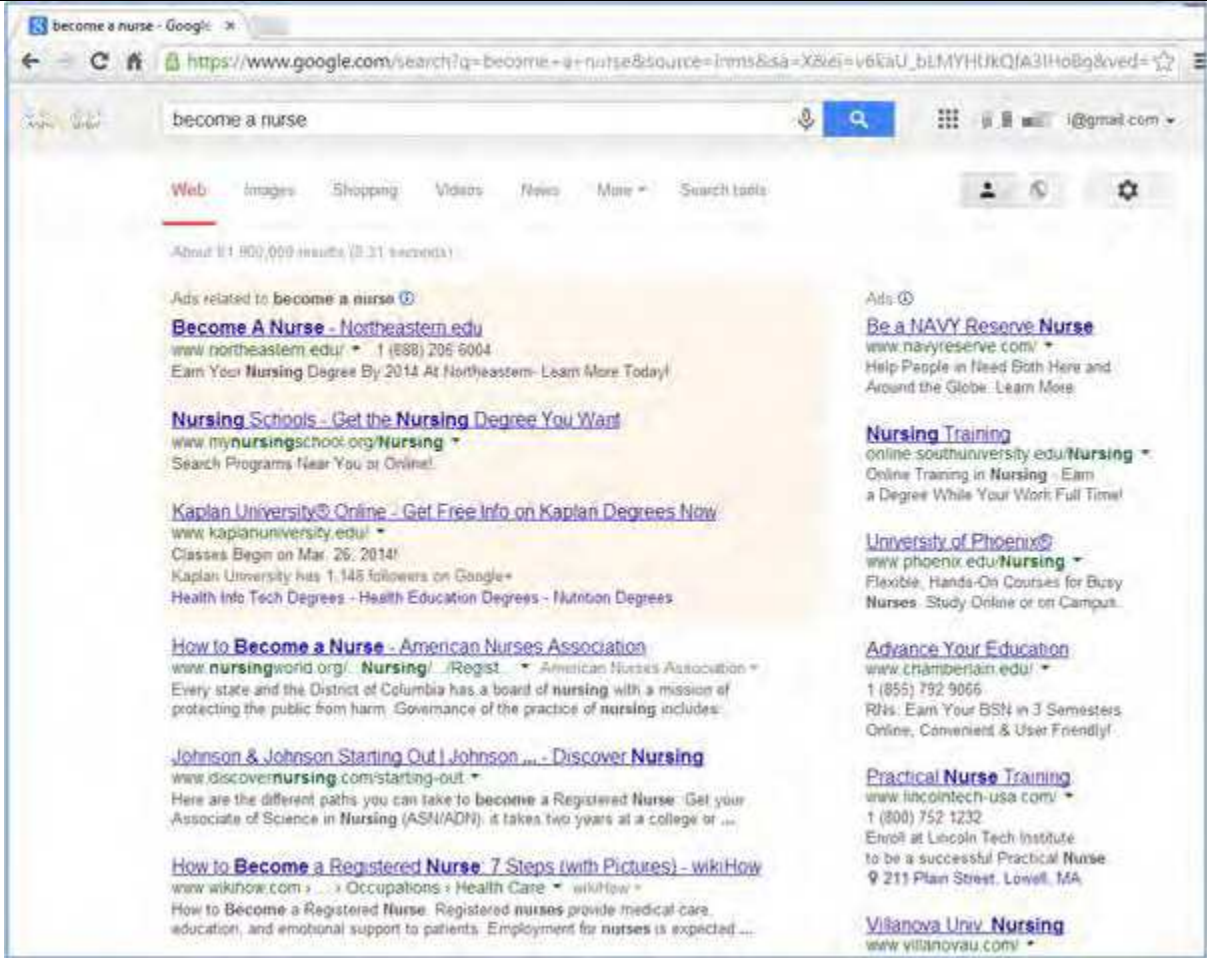
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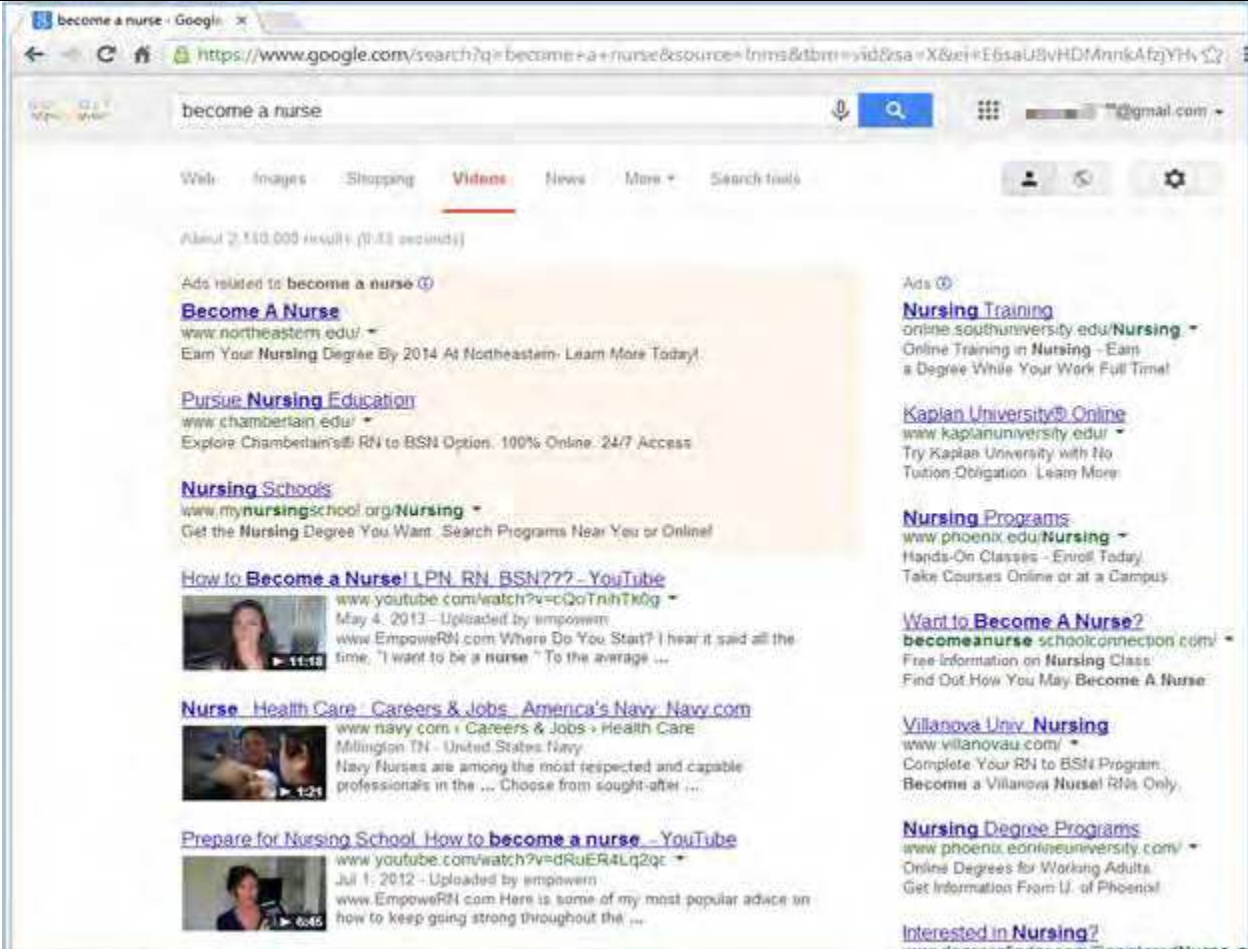
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

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

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

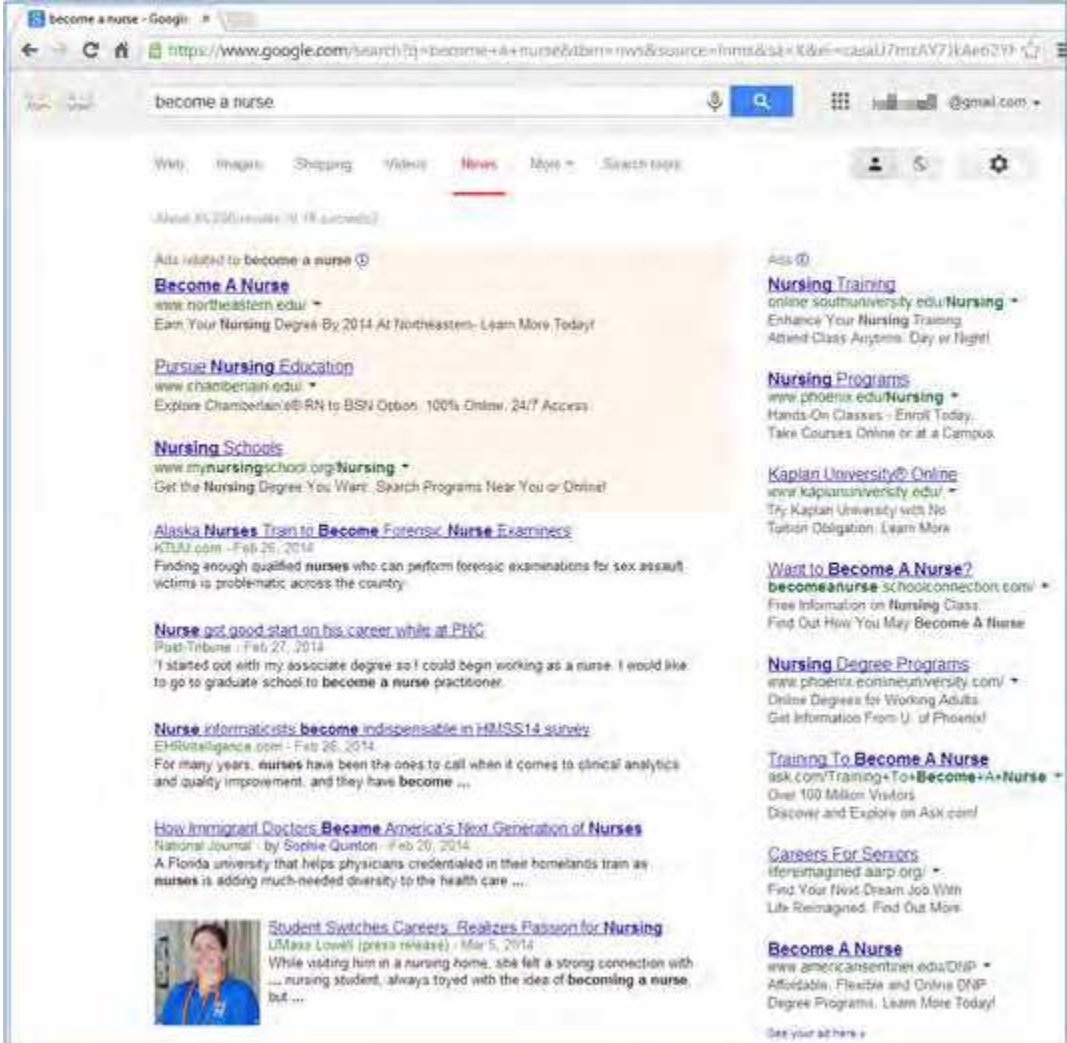
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic links. The ads are related to nursing programs and degrees, such as "Become 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 &amp; Johnson Starting Out   Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".</p>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: <a href="https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;tbm=vid&amp;sa=X&amp;ei=E6saUSvHDMnKAFzjYHw">https://www.google.com/search?q=become+a+nurse&amp;source=lnms&amp;tbm=vid&amp;sa=X&amp;ei=E6saUSvHDMnKAFzjYHw</a>. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Videos" tab is selected. The results show approximately 2,110,000 results in 0.13 seconds. The page displays several video results related to becoming a nurse, including:</p> <ul style="list-style-type: none"> <li><b>Become A Nurse</b> (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!</li> <li><b>Pursue Nursing Education</b> (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access</li> <li><b>Nursing Schools</b> (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Search Programs Near You or Online!</li> <li><b>How to Become a Nurse! LPN, RN, BSN???</b> - 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 ...</li> <li><b>Nurse Health Care Careers &amp; Jobs America's Navy</b> (www.navy.com) - Careers &amp; Jobs &gt; Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</li> <li><b>Prepare for Nursing School How to become a nurse</b> - 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 ...</li> </ul> <p>On the right side of the page, there are additional video results:</p> <ul style="list-style-type: none"> <li><b>Nursing Training</b> (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time!</li> <li><b>Kaplan University® Online</b> (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More</li> <li><b>Nursing Programs</b> (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today! Take Courses Online or at a Campus</li> <li><b>Want to Become A Nurse?</b> (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse!</li> <li><b>Villanova Univ. Nursing</b> (www.villanovau.com) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li> <li><b>Nursing Degree Programs</b> (www.phoenixonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!</li> <li><b>Interested in Nursing?</b> (www.degreefinder.com/@enrichmentNurse)</li> </ul>

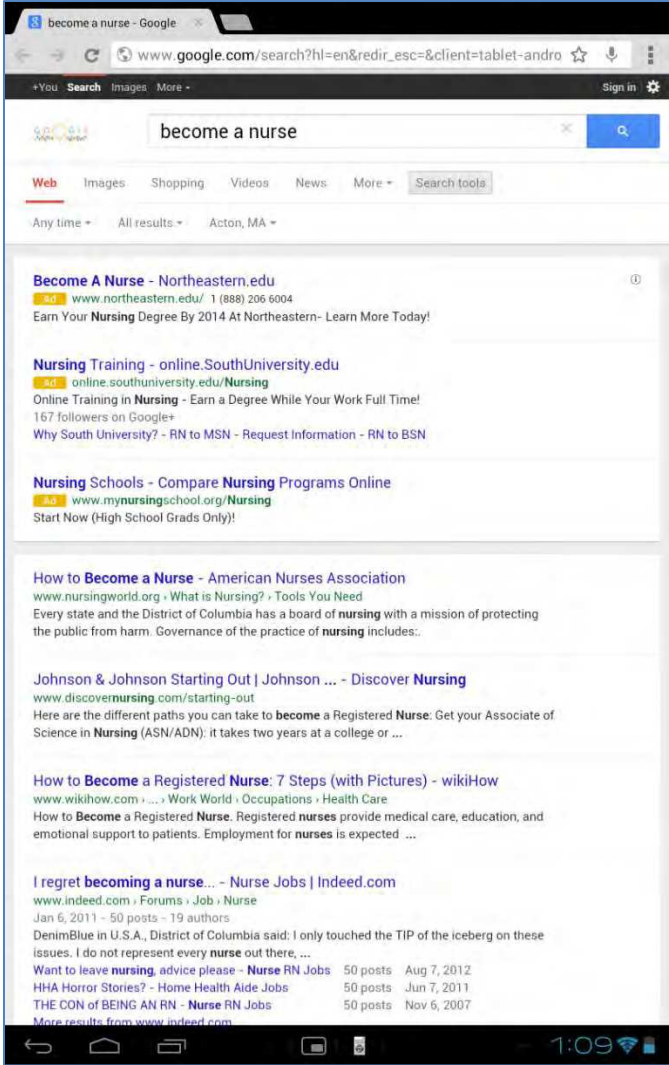


Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

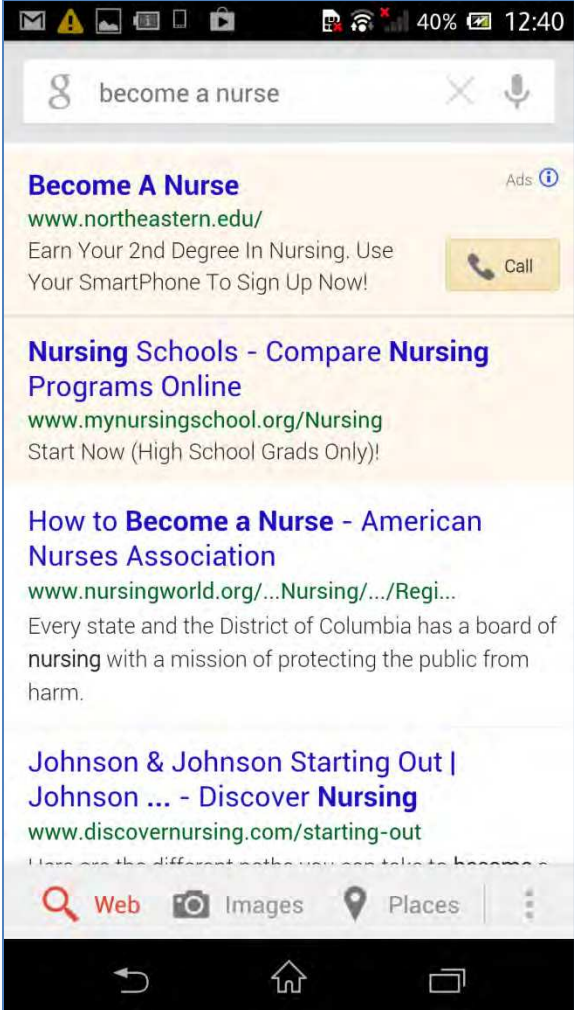
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including advertisements and organic search results. The advertisements are for nursing programs from Northeastern University, Chamberlain College of Nursing, MyNursingSchool.org, Kaplan University, and Phoenix College. The organic search results include news articles from KTLA.com, Post-Tribune, EHRVitality.com, National Journal, and UMass Lowell, as well as a result from American Sentinel University. The page layout includes a search bar at the top, navigation tabs (Web, Images, Shopping, Videos, News, More), and a sidebar on the right with additional search filters.</p>



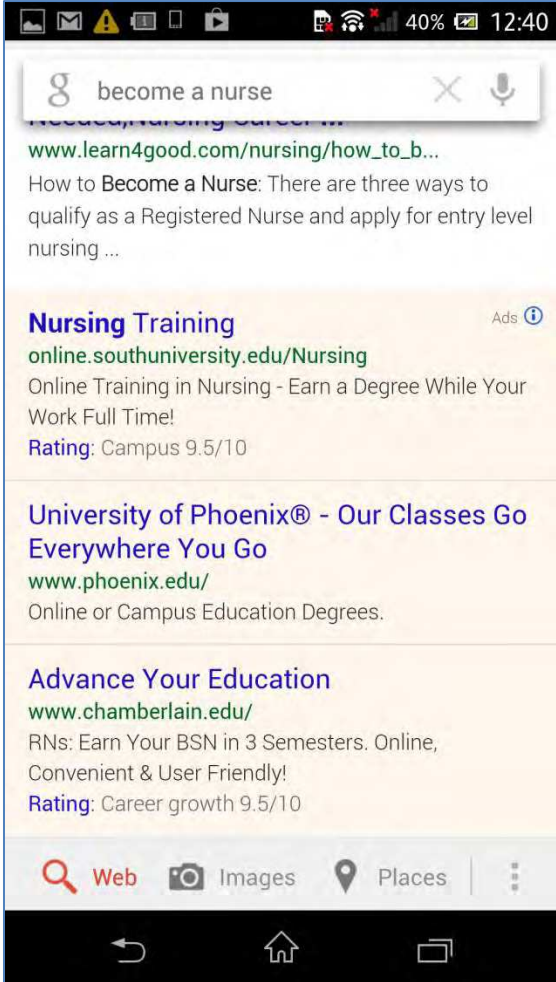
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none"><li><b>Become A Nurse - Northeastern.edu</b>: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</li><li><b>Nursing Training - online.SouthUniversity.edu</b>: Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+</li><li><b>Nursing Schools - Compare Nursing Programs Online</b>: Start Now (High School Grads Only!)</li><li><b>How to Become a Nurse - American Nurses Association</b>: Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..</li><li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing</b>: Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN); it takes two years at a college or ...</li><li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow</b>: How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li><li><b>I regret becoming a nurse... - Nurse Jobs   Indeed.com</b>: Jan 6, 2011 - 50 posts - 19 authors</li></ul> <p>At the bottom, there is a list of forum posts from Indeed.com:</p> <ul style="list-style-type: none"><li>DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ...</li><li>Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012</li><li>HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011</li><li>THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007</li></ul>

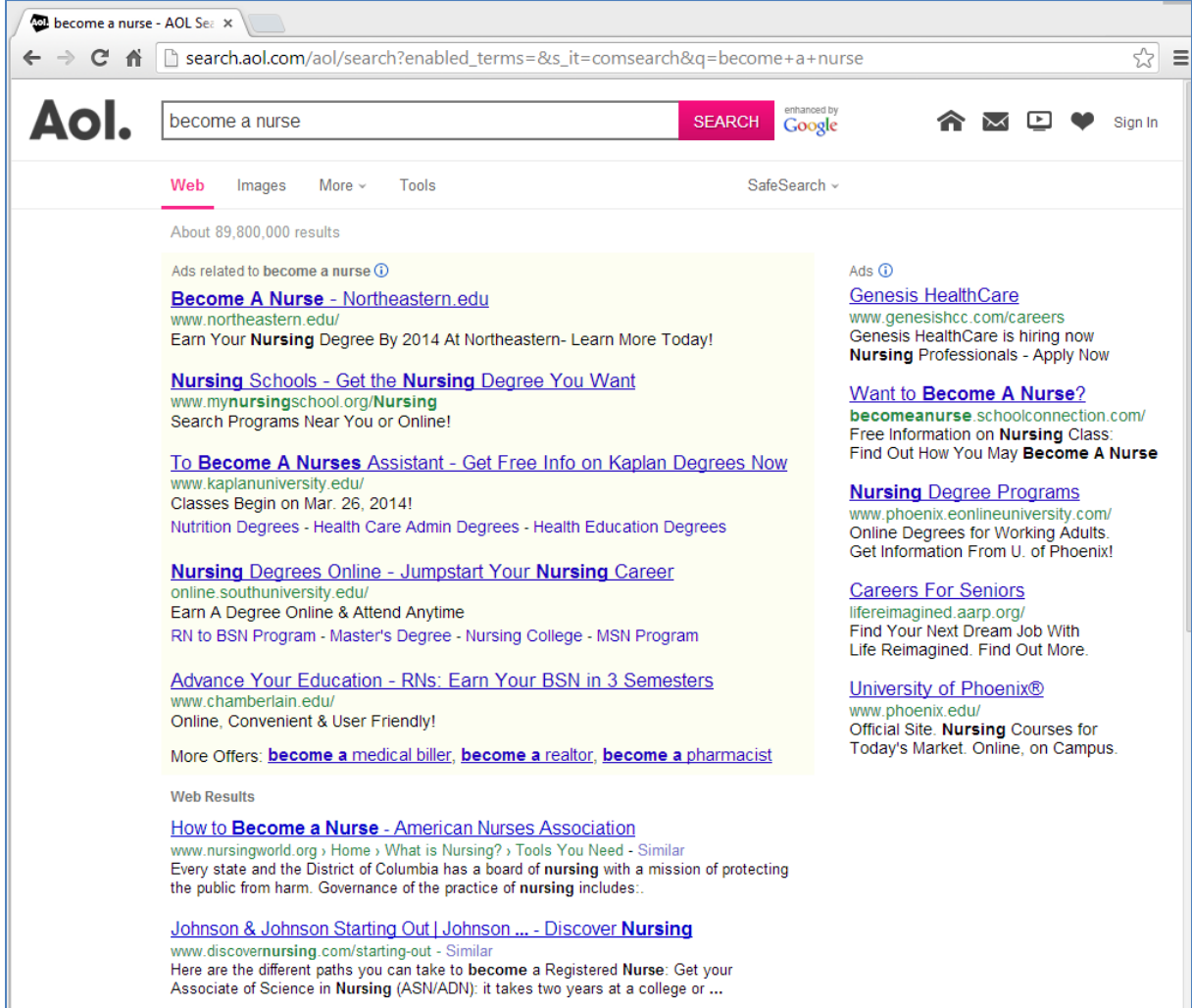
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for mail, warnings, and battery level at 40% with the time 12:40. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is 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.". The fourth result is titled "Johnson & Johnson Starting Out   Johnson ... - Discover Nursing" with the URL "www.discovernursing.com/starting-out" and the text "Here are the different ways you can take to become a nurse". At the bottom of the screen, there is a navigation bar with icons for "Web", "Images", and "Places".

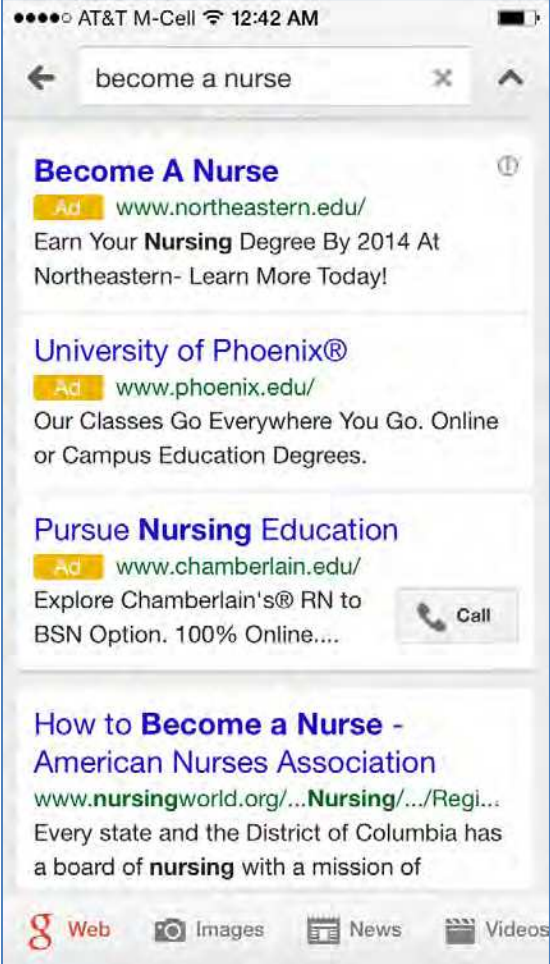
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from <a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a> and three sponsored ads. The first ad is for "Nursing Training" from <a href="http://online.southuniversity.edu/Nursing">online.southuniversity.edu/Nursing</a>, with a rating of 9.5/10. The second ad is for the "University of Phoenix® - Our Classes Go Everywhere You Go" from <a href="http://www.phoenix.edu/">www.phoenix.edu/</a>. The third ad is for "Advance Your Education" from <a href="http://www.chamberlain.edu/">www.chamberlain.edu/</a>. The bottom of the screen shows navigation icons for Web, Images, and Places.</p>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&amp;s_it=comsearch&amp;q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown. The results section shows "About 89,800,000 results". Under the heading "Ads related to become a nurse", there are several sponsored links: "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", "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, under the heading "Web Results", there are organic search results: "How to Become a Nurse - American Nurses Association" and "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nursing".</p>

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

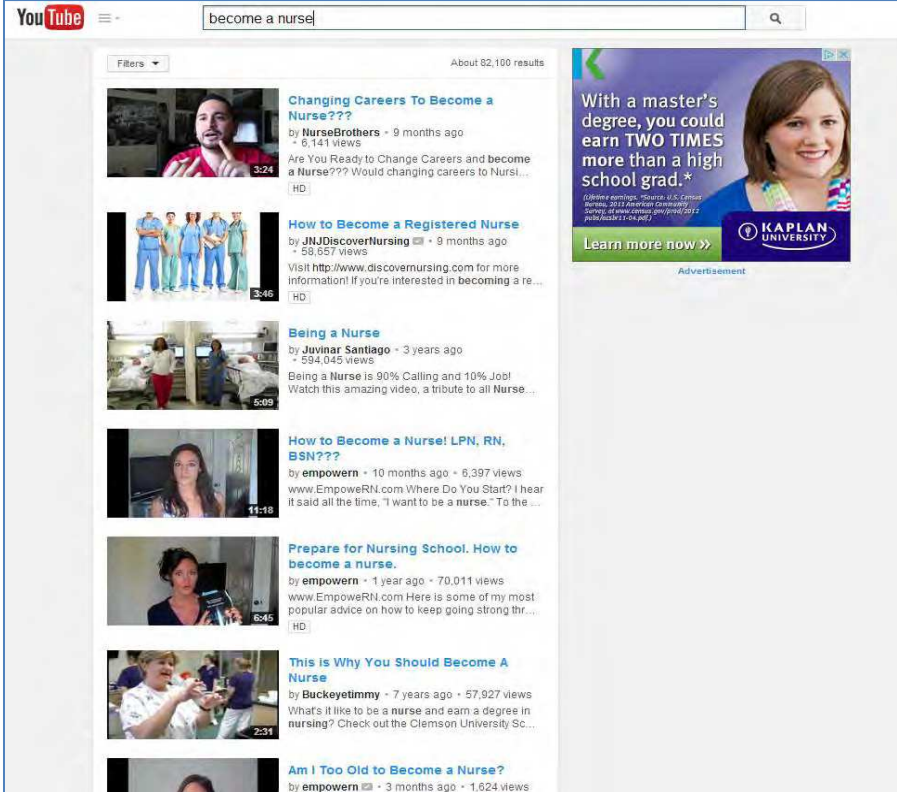
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none"><li><b>Become A Nurse</b> (Ad) from <a href="http://www.northeastern.edu/">www.northeastern.edu/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

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

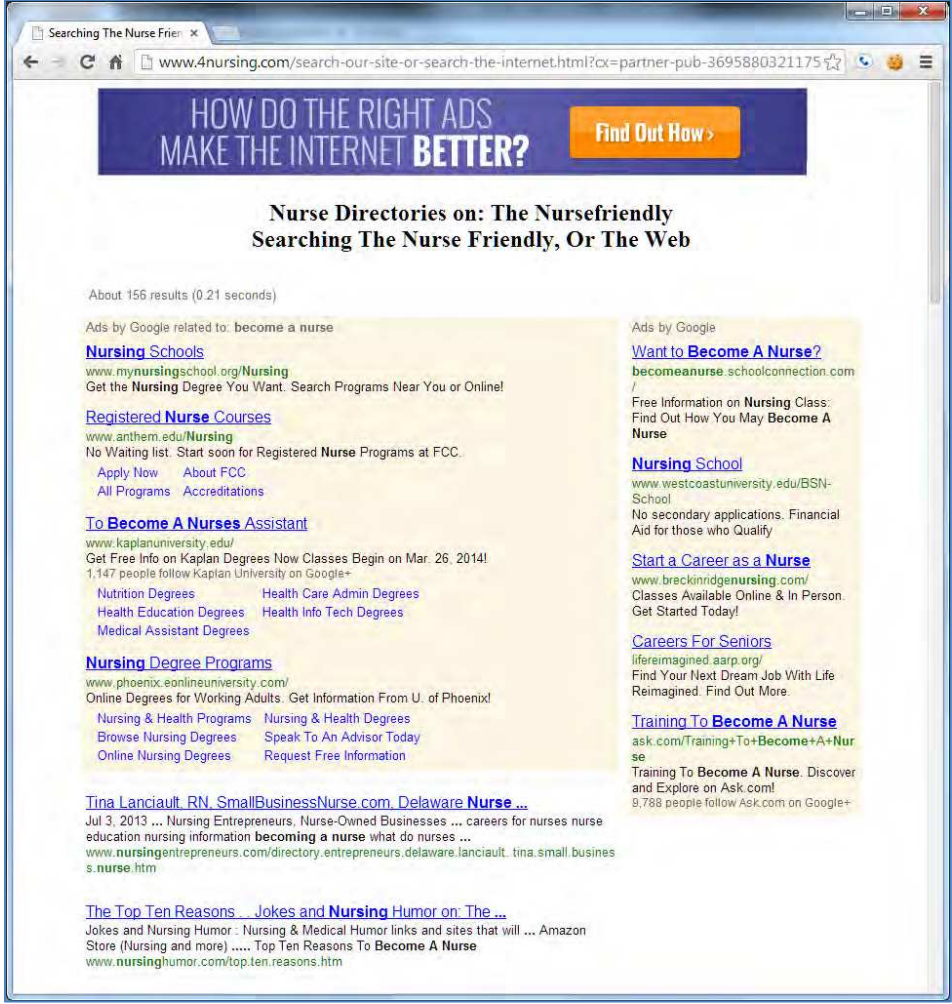
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="999 329 1551 1307"><p data-bbox="1031 375 1394 483"><b>How to Become a Nurse</b>, Qualifications Needed, Nursing Career ...</p><p data-bbox="1031 492 1499 516"><a href="http://www.learn4good.com/nursing/how_to_b...">www.learn4good.com/nursing/how_to_b...</a></p><p data-bbox="1031 524 1499 618">How to <b>Become a Nurse</b>: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1031 680 1268 712"><b>Nursing Schools</b></p><p data-bbox="1031 721 1505 745"><b>Ad</b> <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a></p><p data-bbox="1031 753 1451 813">Accredited <b>Nursing</b> Schools. Online or Campus - Get Free Info!</p><p data-bbox="1031 862 1365 894"><b>Practical Nurse Training</b></p><p data-bbox="1031 902 1402 927"><b>Ad</b> <a href="http://www.lincolntech-usa.com/">www.lincolntech-usa.com/</a></p><p data-bbox="1031 935 1381 995">Enroll at Lincoln Tech Institute to be a successful Practical <b>Nurse</b>.</p><p data-bbox="1031 1003 1467 1027"><a href="#">Programs and Campuses - Apply Online</a></p><p data-bbox="1031 1076 1398 1109"><b>Nursing Degree Programs</b></p><p data-bbox="1031 1117 1509 1141"><b>Ad</b> <a href="http://www.phoenix.eonlineuniversity.com/">www.phoenix.eonlineuniversity.com/</a></p><p data-bbox="1031 1149 1373 1243">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!</p><p data-bbox="1031 1252 1430 1276"><a href="#">Nursing Programs - Nursing Degrees</a></p></div>



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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a YouTube search results page for the query "become a nurse". The page shows a list of video results on the left and a large advertisement on the right. The video results include: <ul style="list-style-type: none"><li>"Changing Careers To Become a Nurse???" by NurseBrothers, 9 months ago, 6,141 views, 3:24 duration.</li><li>"How to Become a Registered Nurse" by JNDiscoverNursing, 9 months ago, 58,657 views, 5:46 duration.</li><li>"Being a Nurse" by Juvinar Santiago, 3 years ago, 594,045 views, 5:09 duration.</li><li>"How to Become a Nurse! LPN, RN, BSN???" by empower, 10 months ago, 6,397 views, 11:18 duration.</li><li>"Prepare for Nursing School. How to become a nurse." by empower, 1 year ago, 70,011 views, 6:46 duration.</li><li>"This is Why You Should Become A Nurse" by Buckeytimmy, 7 years ago, 57,927 views, 2:31 duration.</li><li>"Am I Too Old to Become a Nurse?" by empower, 3 months ago, 1,624 views, 2:31 duration.</li></ul> The advertisement on the right is for Kaplan University, 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 >>".

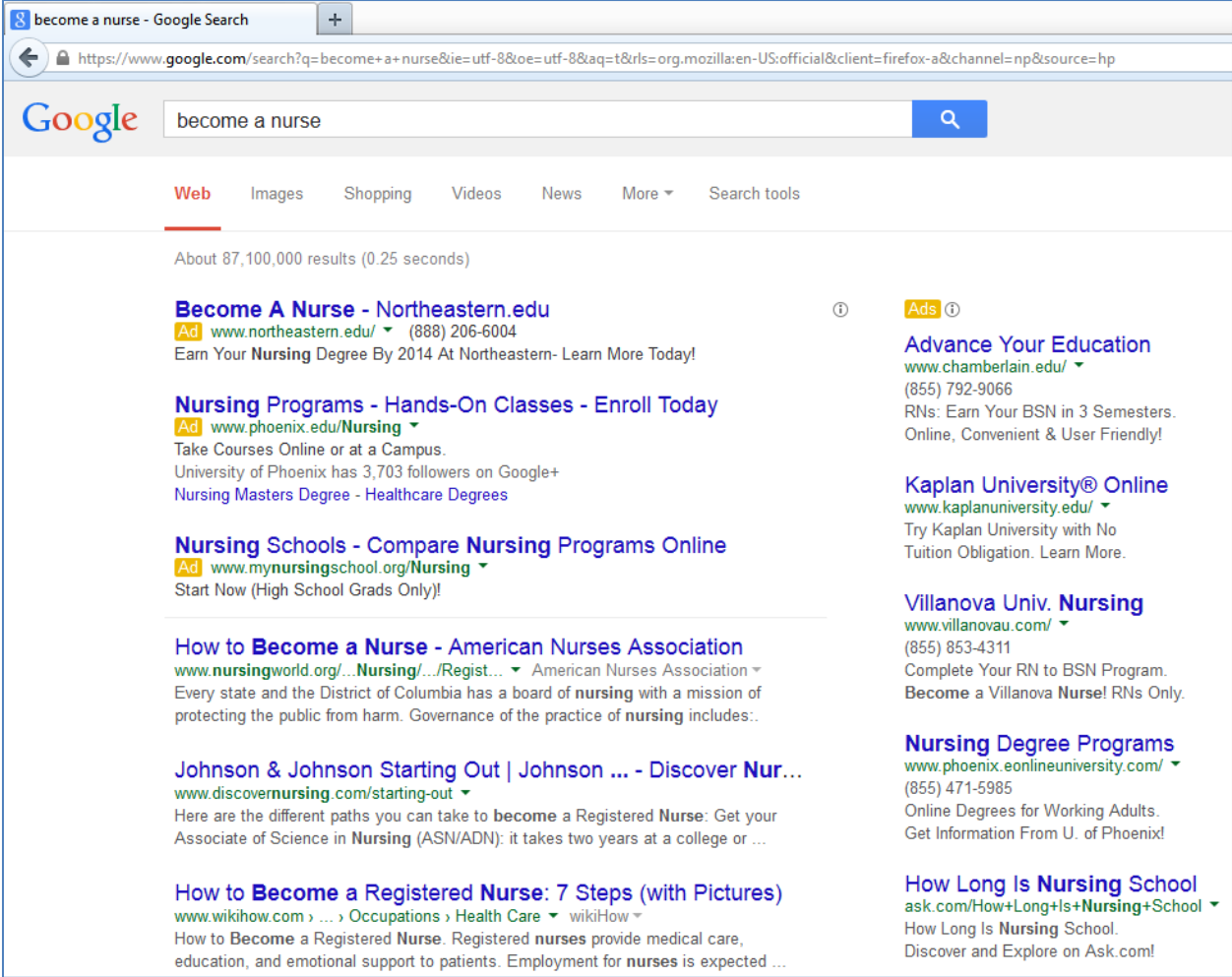
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="802 329 1747 1328"></div> <p data-bbox="1129 1328 1423 1365">Google Custom Search</p>

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U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
based upon interaction with the user, receiving search refinement input;	The Accused Instrumentalities operate a data processing device to interact with the user to receive search refinement input.

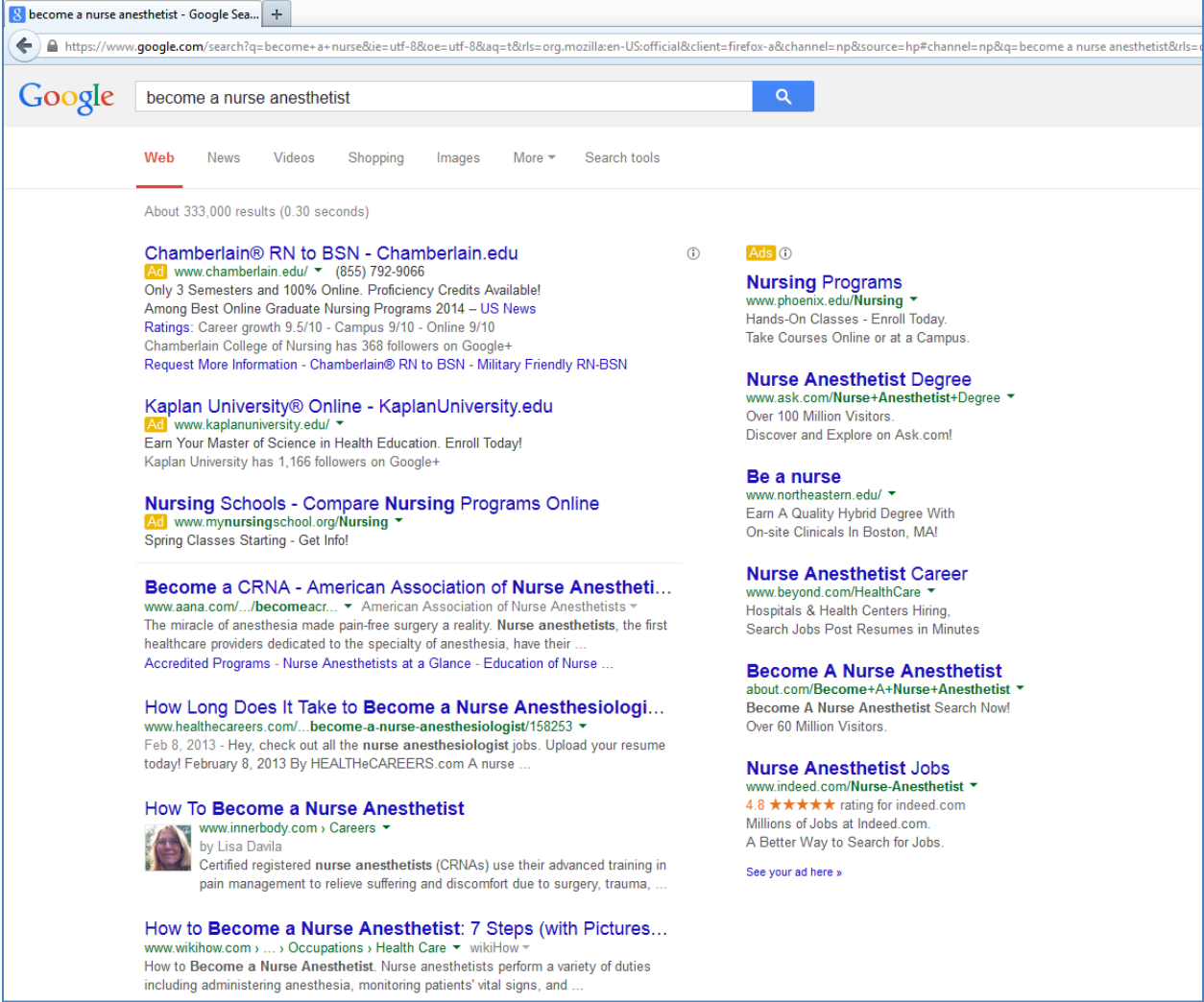
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays several search results, including advertisements for nursing programs and informational links. The results are organized into two columns. The left column contains results for "Become A Nurse - Northeastern.edu", "Nursing Programs - Hands-On Classes - Enroll Today", "Nursing Schools - Compare Nursing Programs Online", "How to Become a Nurse - American Nurses Association", "Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nur...", and "How to Become a Registered Nurse: 7 Steps (with Pictures)". The right column contains results for "Advance Your Education", "Kaplan University® Online", "Villanova Univ. Nursing", "Nursing Degree Programs", and "How Long Is Nursing School". Each result includes a title, a URL, and a brief description. The page also shows the Google search bar, navigation tabs (Web, Images, Shopping, Videos, News, More), and search tools.</p> <p><a href="https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp">https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</a></p>

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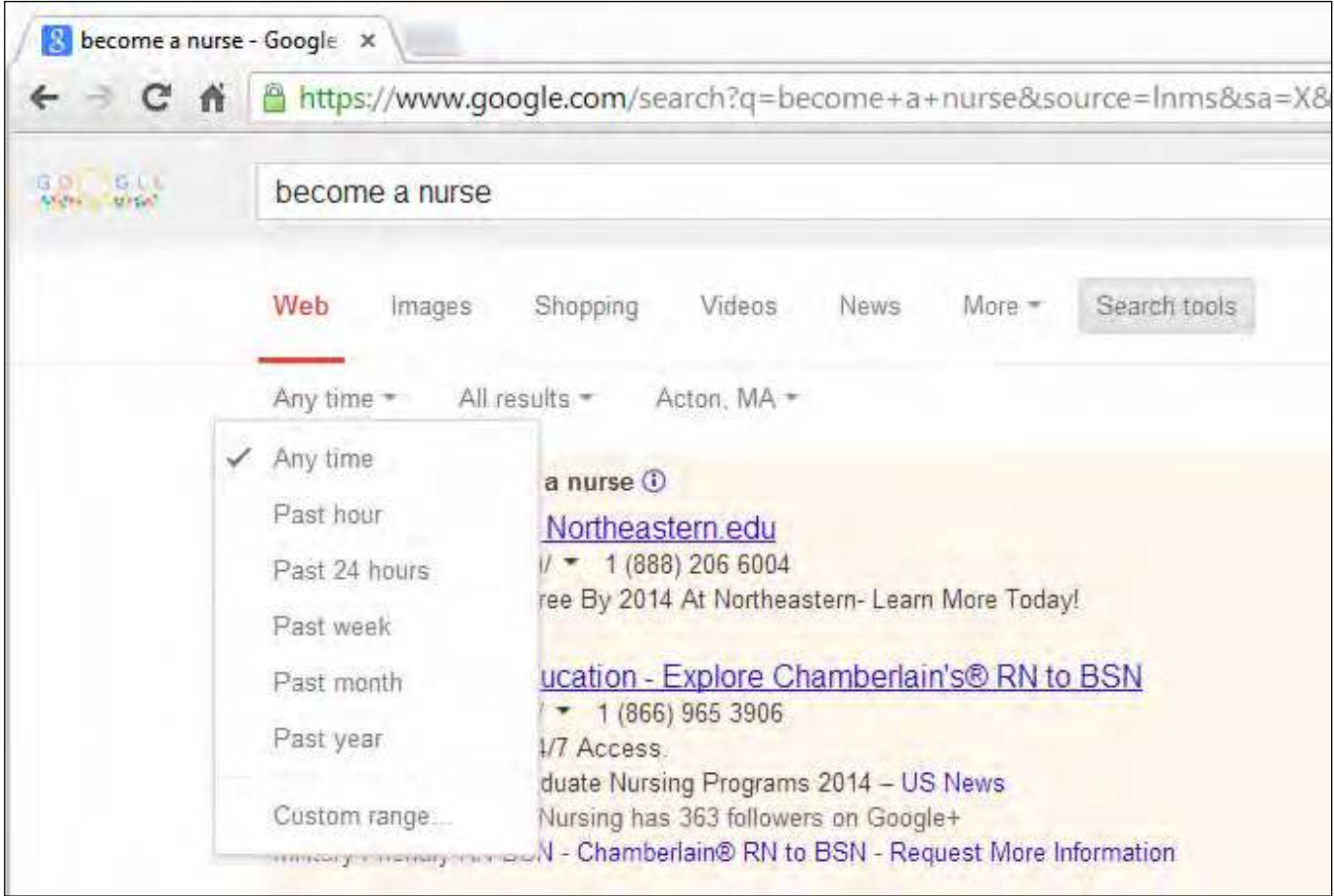
U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

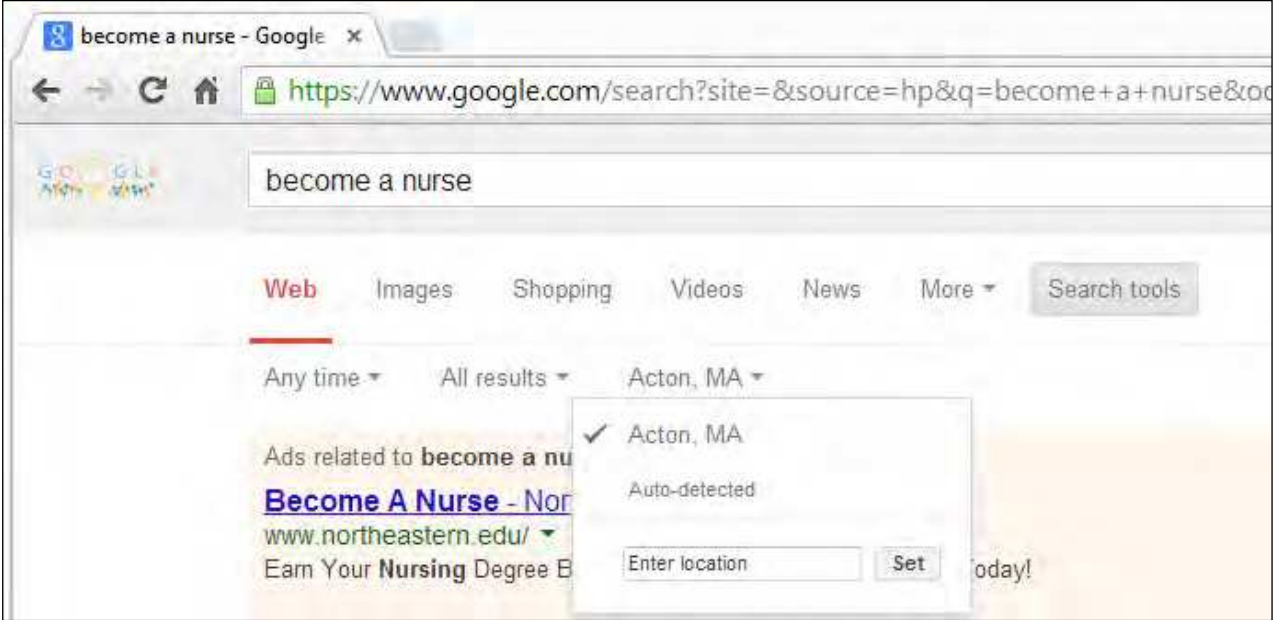
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays various search results, including advertisements for Chamberlain RN to BSN, Kaplan University Online, and Nursing Schools. It also lists organic search results from the American Association of Nurse Anesthetists, HealthCareers.com, Innerbody.com, and WikiHow. The URL at the bottom of the screenshot is https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-</p>



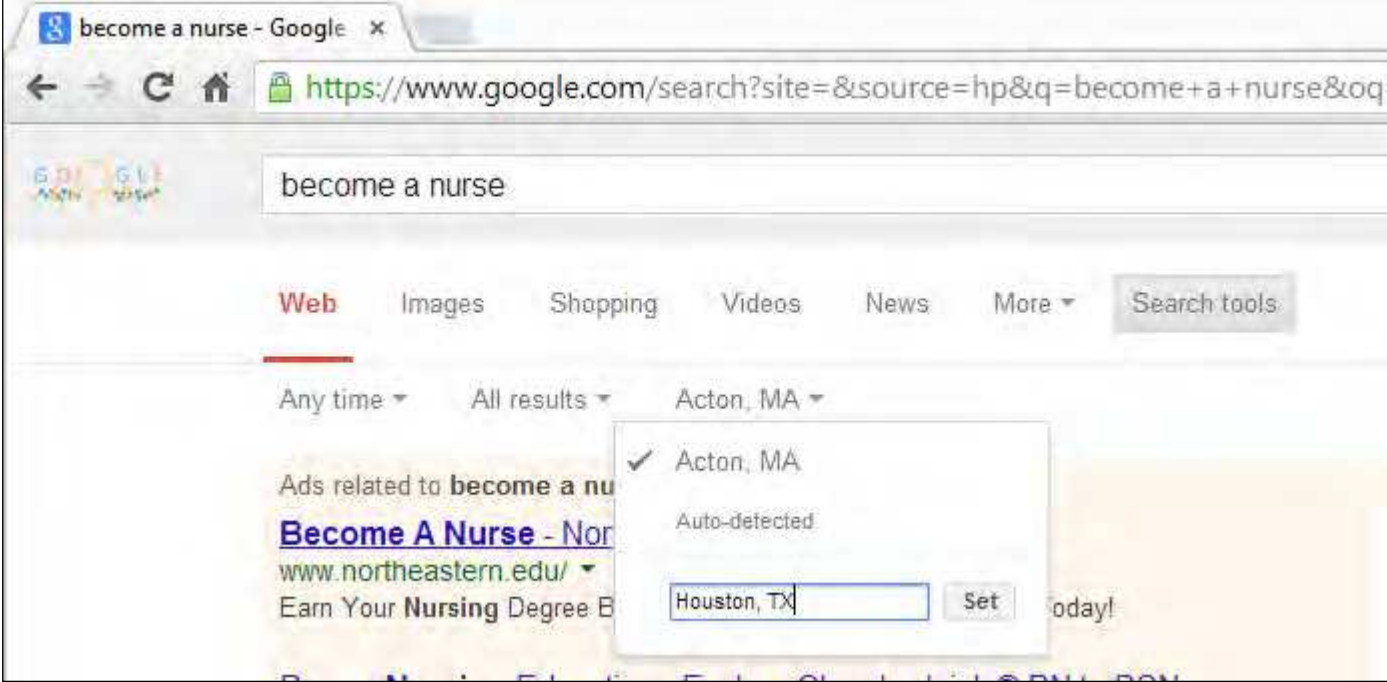
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="619 329 1955 435">US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become%20a%20nurse%20anesthetist&amp;rls=org.mozilla:en-US:official</div> <div data-bbox="598 475 1955 1388"><p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open for the "Any time" filter, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". To the right of the dropdown, there are search results. The first result is titled "a nurse" and includes a link to "Northeastern.edu". Below this, there is another result titled "Education - Explore Chamberlain's® RN to BSN" with a link to "1 (866) 965 3906". At the bottom, there is a link to "N - Chamberlain® RN to BSN - Request More Information".</p></div>

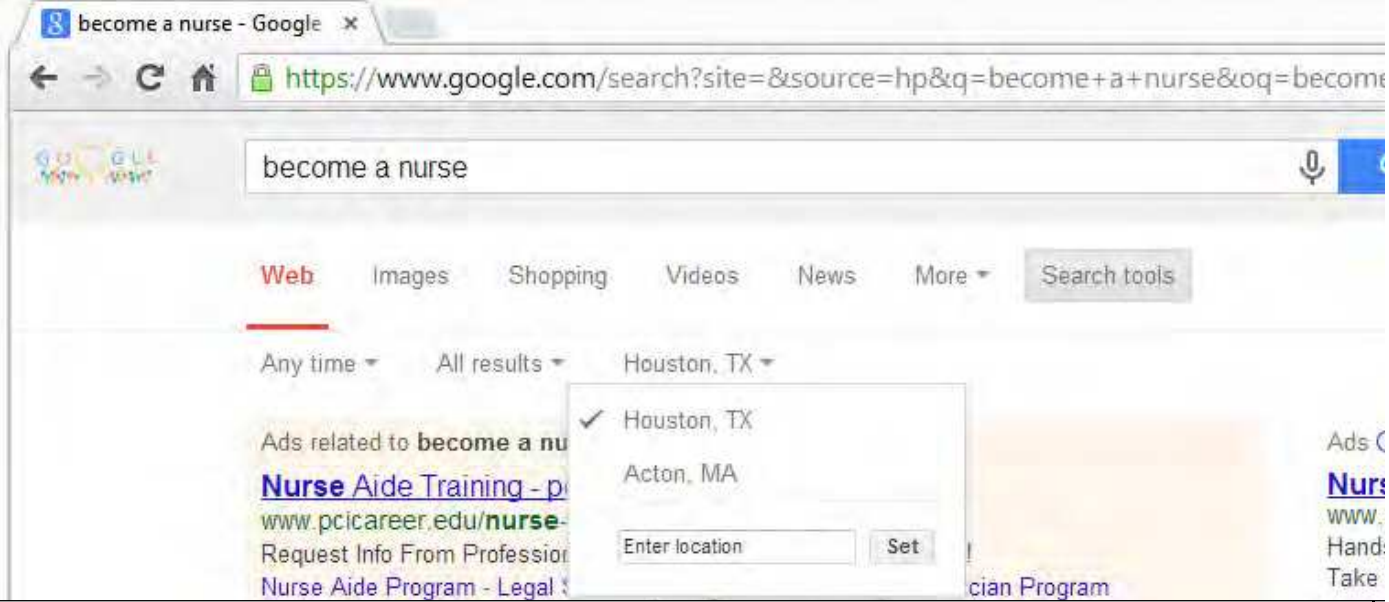
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected. The search results show an advertisement for Northeastern University with the text "Become A Nurse - Northeastern University" and "Earn Your Nursing Degree". A location dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. The URL in the address bar is "https://www.google.com/search?site=&amp;source=hp&amp;q=become+a+nurse&amp;oeq=..."</p>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open for the "Acton, MA" filter, showing a list of locations: "Acton, MA" (checked), "Auto-detected", and "Houston, TX". The "Set" button is visible next to the "Houston, TX" option. Below the filters, there is an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/" and the text "Earn Your Nursing Degree".</p>

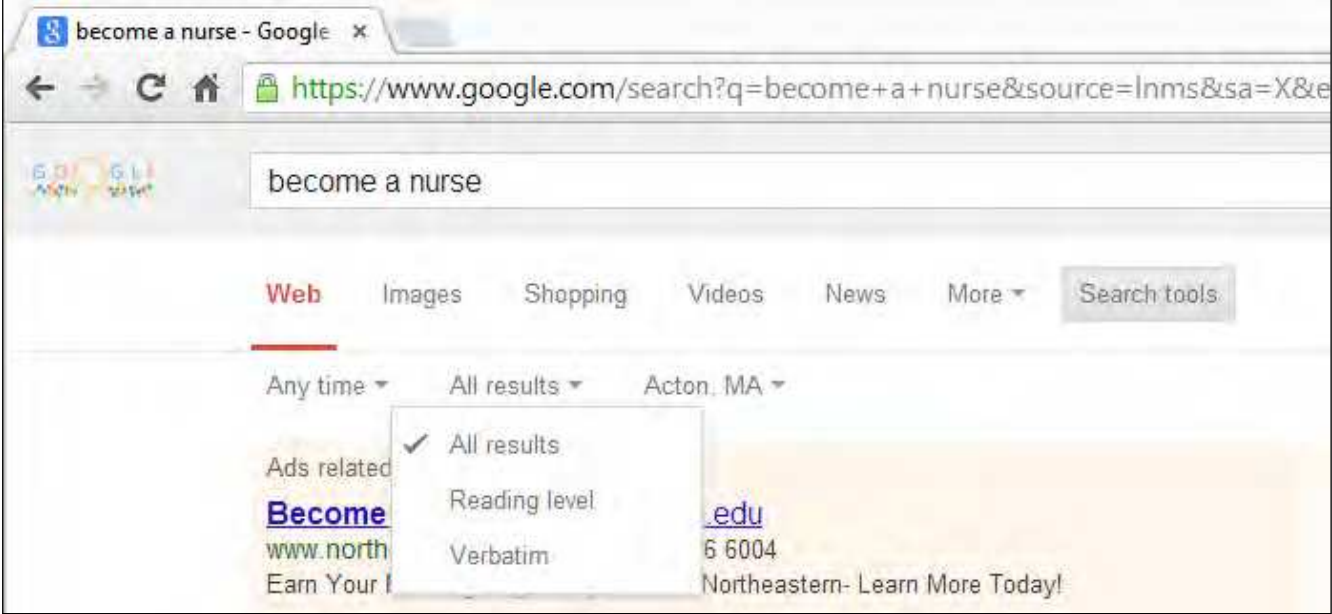
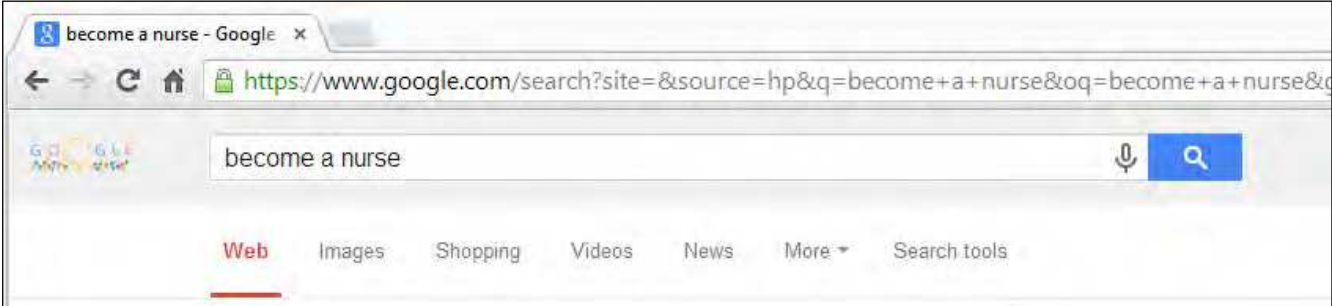
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. Below the tabs, there are filters for "Any time", "All results", and "Houston, TX". A dropdown menu is open for the "Houston, TX" filter, showing a list of locations: "Houston, TX" (selected with a checkmark), "Acton, MA", and "Enter location" with a "Set" button. Below the dropdown, there are search results for "become a nurse", including "Nurse Aide Training - p" and "www.pcicareer.edu/nurse-".

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected, and a dropdown menu is open showing options: "Maps", "Books", "Flights", and "Apps". The search results show "About 81,900,000 results (0.27 seconds)". Under the heading "Ads related to become a nurse", there are two advertisements. The first is for "Nurse Aide Training - pcicareer.edu" with the URL "www.pcareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". The second is for "Nursing Prog" with the URL "www.phoenix.ed" and the text "Hands-On Classe".</p>

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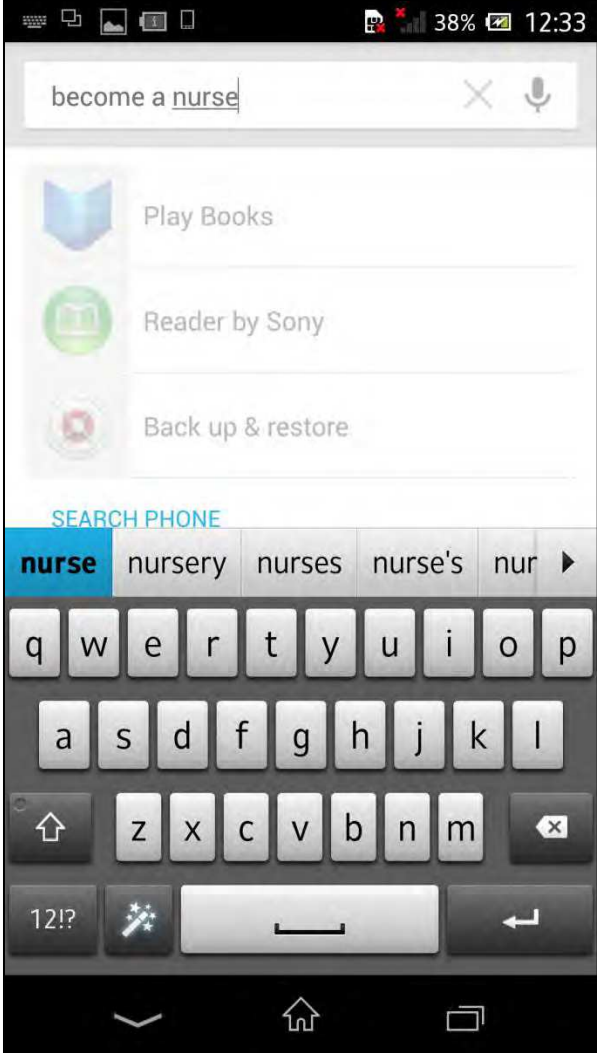
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The first screenshot shows a Google search for "become a nurse". The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected. A dropdown menu is open, showing "All results" (checked), "Reading level", and "Verbatim". The search results include a link to "Become www.north.edu" with the text "Earn Your I" and "Northeastern- Learn More Today!".</p>  <p>The second screenshot shows the same Google search for "become a nurse". The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected. The search results are not visible, but the navigation tabs (Web, Images, Shopping, Videos, News, More) and the "Search tools" button are visible.</p>



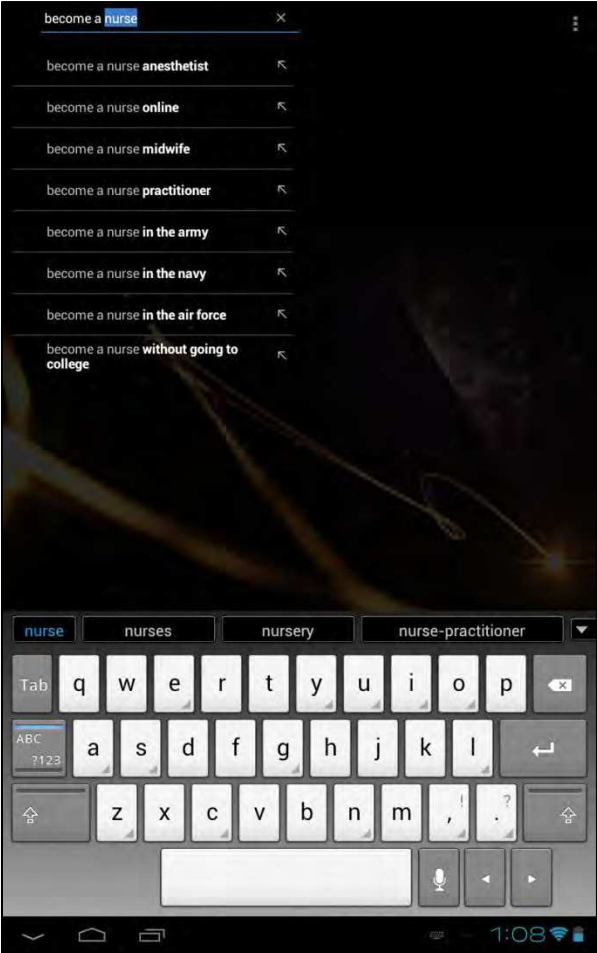
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a Google search page. The browser tab is labeled "become a nurse - Google". The address bar shows the URL "https://www.google.com/search?site=&source=hp&q=become+a+nurse&oq=become+a+nurse". The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. Below the tabs, it says "About 81,900,000 results (0.27 seconds)". There are two advertisement sections. The left one is titled "Ads related to become a nurse" and shows a link for "Nurse Aide Training - pcicareer.edu" with the URL "www.pcareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". The right one is titled "Ads" and shows a link for "Nursing Program" with the URL "www.phoenix.edu" and the text "Hands-On Classes". A dropdown menu is open over the "More" tab, showing options for "Maps", "Books", "Flights", and "Apps".


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

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 329 1518 362">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a mobile handset screen with a dark background. At the top, there is a search bar with the text "become a nurse" and a close button (X). Below the search bar, there is a list of search suggestions, each preceded by "become a nurse" and followed by a right arrow icon. The suggestions are: "nurse", "anesthetist", "online", "midwife", "practitioner", "in the army", "in the navy", "in the air force", and "without going to college". At the bottom of the screen, there is a keyboard 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 with a spacebar, a microphone icon, and navigation buttons. The status bar at the very bottom shows the time "1:08" and battery level.</p>



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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1035 332 1518 362">Tablet Device Running Android 4.0.2</p>  <p data-bbox="1018 1344 1533 1373">Google Search App Running on iOS 7.1</p>

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

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

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

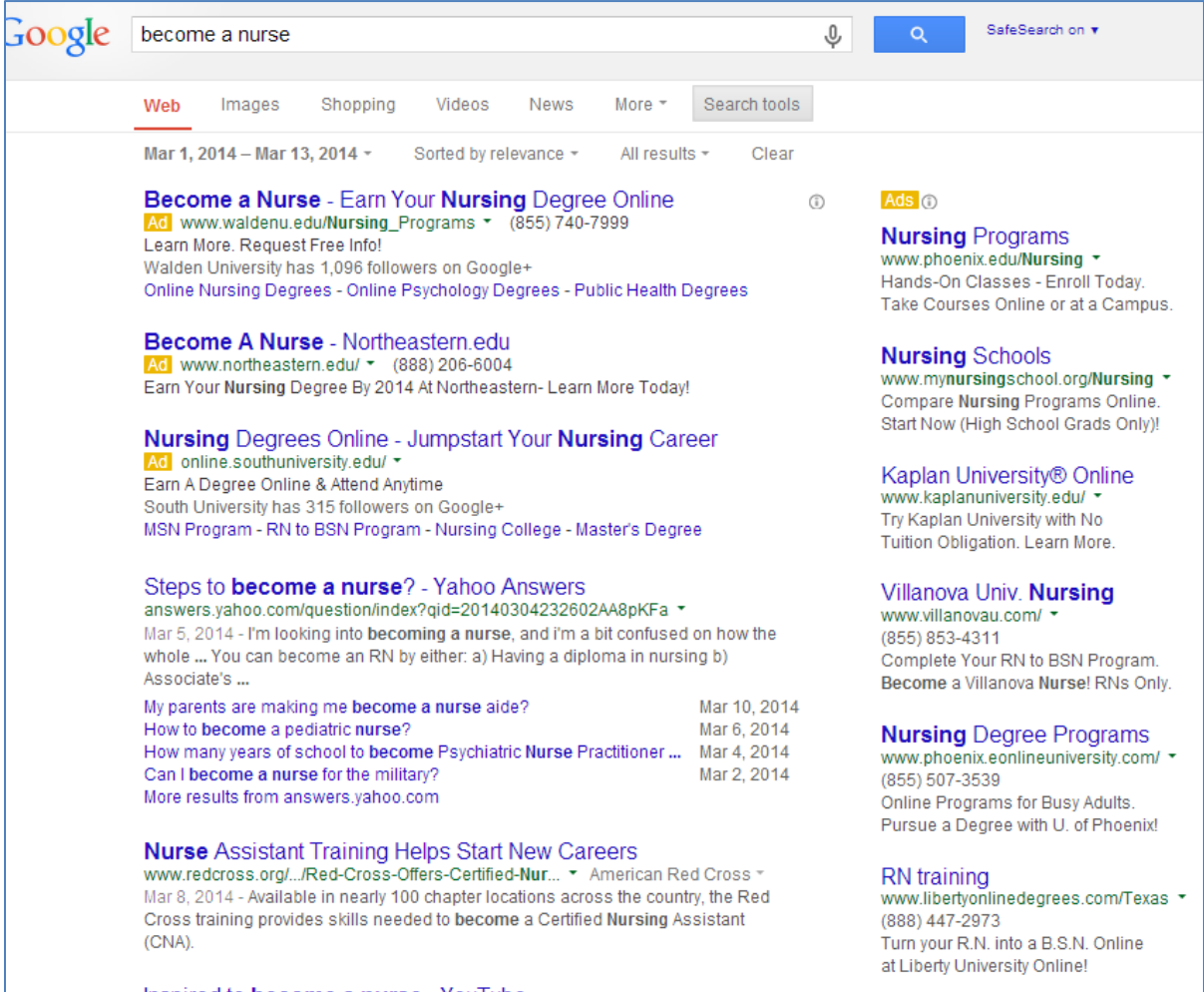
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 365 1940 1333"><h2>Filter your search results</h2><p>You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.</p><p> <b>Settings</b> Trying to change your search settings? Visit <a href="https://google.com/preferences">google.com/preferences</a> to change settings like SafeSearch, search history, results per page, languages, and location.</p><h3>How to add filters</h3><ol style="list-style-type: none"><li>1. At the top of your search results page, select a filtering option like <b>Images</b> or <b>News</b>. Click <b>More</b> to see extra choices.</li><li>2. Click <b>Search tools</b> to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.</li><li>3. Select one or more filters to narrow down your search results.</li><li>4. To go back to unfiltered results, click <b>Web</b> at the top of the search results page.</li><li>5. To remove any filters you've added through Search tools, click <b>Clear</b>.</li></ol><p><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p></div>



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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="600 475 1942 1107" style="border: 1px solid black; padding: 10px;"> <p>Search tools will vary based on the type of results you're looking at, but may include:</p> <ul style="list-style-type: none"> <li>• <b>Publish date:</b> Limit results according to when they were published on the Web.</li> <li>• <b>Verbatim:</b> Search for <a href="#">exact words or phrases</a> .</li> <li>• <b>Dictionary:</b> Find definitions, synonyms, images, and more for your search term.</li> <li>• <b>Reading level:</b> Limit your search results by <a href="#">reading comprehension level</a> .</li> <li>• <b>Private:</b> If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.</li> <li>• <b>Nearby:</b> See results for your current location.</li> <li>• <b>Visited pages/Not yet visited:</b> If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.</li> <li>• <b>Images:</b> Filter results by size, type, and color. Learn more about the <a href="#">search tools you can use with Image Search</a> .</li> <li>• <b>Videos:</b> Filter by length of video, quality, and source, like youtube.com.</li> <li>• <b>Recipes:</b> Filter by ingredients, cook time, and calories.</li> <li>• <b>Applications:</b> Choose the price and operating system, or OS, for available apps.</li> <li>• <b>Patents:</b> Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at <a href="#">patents.google.com</a> .</li> </ul> </div> <p style="text-align: right;"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>
transmitting the search refinement input to the advertising machine via the communications link;	The Accused Instrumentalities operate a data processing device to transmit the search refinement input to the advertising machine via the communications link.

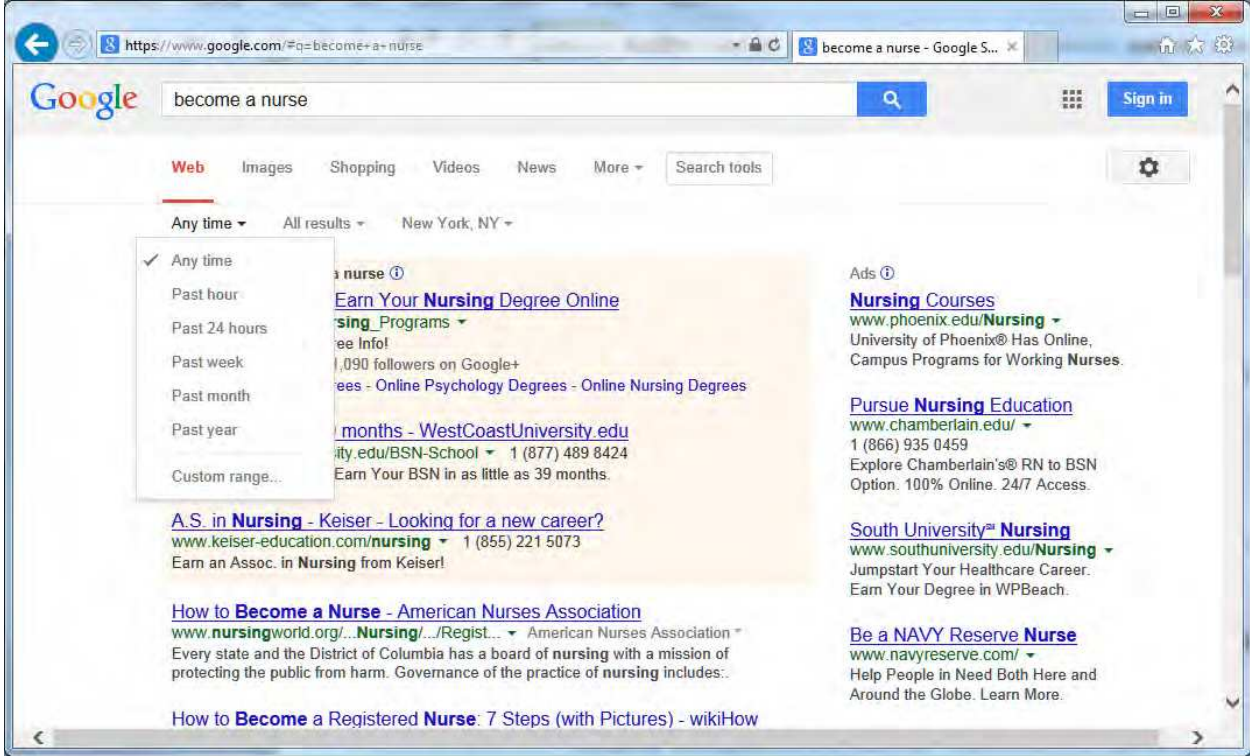
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Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" dated March 1, 2014. The results include several sponsored ads and organic search results. The ads are for Waldenu.edu, Northeastern.edu, South University, and Villanova Univ. The organic results include a Yahoo Answers question about becoming a nurse and a Red Cross article about nursing assistant training. The right sidebar contains additional links to nursing programs and schools.</p> <p><b>Google</b> become a nurse</p> <p><b>Web</b> Images Shopping Videos News More Search tools</p> <p>Mar 1, 2014 – Mar 13, 2014 Sorted by relevance All results Clear</p> <p><b>Become a Nurse - Earn Your Nursing Degree Online</b>  <b>Ad</b> <a href="http://www.waldenu.edu/Nursing_Programs">www.waldenu.edu/Nursing_Programs</a> (855) 740-7999    Learn More. Request Free Info!    Walden University has 1,096 followers on Google+  <a href="#">Online Nursing Degrees</a> - <a href="#">Online Psychology Degrees</a> - <a href="#">Public Health Degrees</a></p> <p><b>Become A Nurse - Northeastern.edu</b>  <b>Ad</b> <a href="http://www.northeastern.edu/">www.northeastern.edu/</a> (888) 206-6004    Earn Your <b>Nursing</b> Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b>  <b>Ad</b> <a href="http://online.southuniversity.edu/">online.southuniversity.edu/</a>    Earn A Degree Online &amp; Attend Anytime    South University has 315 followers on Google+  <a href="#">MSN Program</a> - <a href="#">RN to BSN Program</a> - <a href="#">Nursing College</a> - <a href="#">Master's Degree</a></p> <p><b>Steps to become a nurse? - Yahoo Answers</b>  <a href="http://answers.yahoo.com/question/index?qid=20140304232602AA8pKFa">answers.yahoo.com/question/index?qid=20140304232602AA8pKFa</a>    Mar 5, 2014 - I'm looking into becoming a nurse, and i'm a bit confused on how the whole ... You can become an RN by either: a) Having a diploma in nursing b) Associate's ...    My parents are making me become a nurse aide? Mar 10, 2014    How to become a pediatric nurse? Mar 6, 2014    How many years of school to become Psychiatric Nurse Practitioner ... Mar 4, 2014    Can I become a nurse for the military? Mar 2, 2014    More results from answers.yahoo.com</p> <p><b>Nurse Assistant Training Helps Start New Careers</b>  <a href="http://www.redcross.org/.../Red-Cross-Offers-Certified-Nur...">www.redcross.org/.../Red-Cross-Offers-Certified-Nur...</a> American Red Cross    Mar 8, 2014 - Available in nearly 100 chapter locations across the country, the Red Cross training provides skills needed to become a Certified <b>Nursing</b> Assistant (CNA).</p> <p><b>Ads</b></p> <p><b>Nursing Programs</b>  <a href="http://www.phoenix.edu/Nursing">www.phoenix.edu/Nursing</a>    Hands-On Classes - Enroll Today.    Take Courses Online or at a Campus.</p> <p><b>Nursing Schools</b>  <a href="http://www.mynursingschool.org/Nursing">www.mynursingschool.org/Nursing</a>    Compare <b>Nursing</b> Programs Online.    Start Now (High School Grads Only)!</p> <p><b>Kaplan University® Online</b>  <a href="http://www.kaplanuniversity.edu/">www.kaplanuniversity.edu/</a>    Try Kaplan University with No    Tuition Obligation. Learn More.</p> <p><b>Villanova Univ. Nursing</b>  <a href="http://www.villanovau.com/">www.villanovau.com/</a>    (855) 853-4311    Complete Your RN to BSN Program.    Become a Villanova <b>Nurse!</b> RNs Only.</p> <p><b>Nursing Degree Programs</b>  <a href="http://www.phoenixonlineuniversity.com/">www.phoenixonlineuniversity.com/</a>    (855) 507-3539    Online Programs for Busy Adults.    Pursue a Degree with U. of Phoenix!</p> <p><b>RN training</b>  <a href="http://www.libertyonlinedegrees.com/Texas">www.libertyonlinedegrees.com/Texas</a>    (888) 447-2973    Turn your R.N. into a B.S.N. Online    at Liberty University Online!</p>

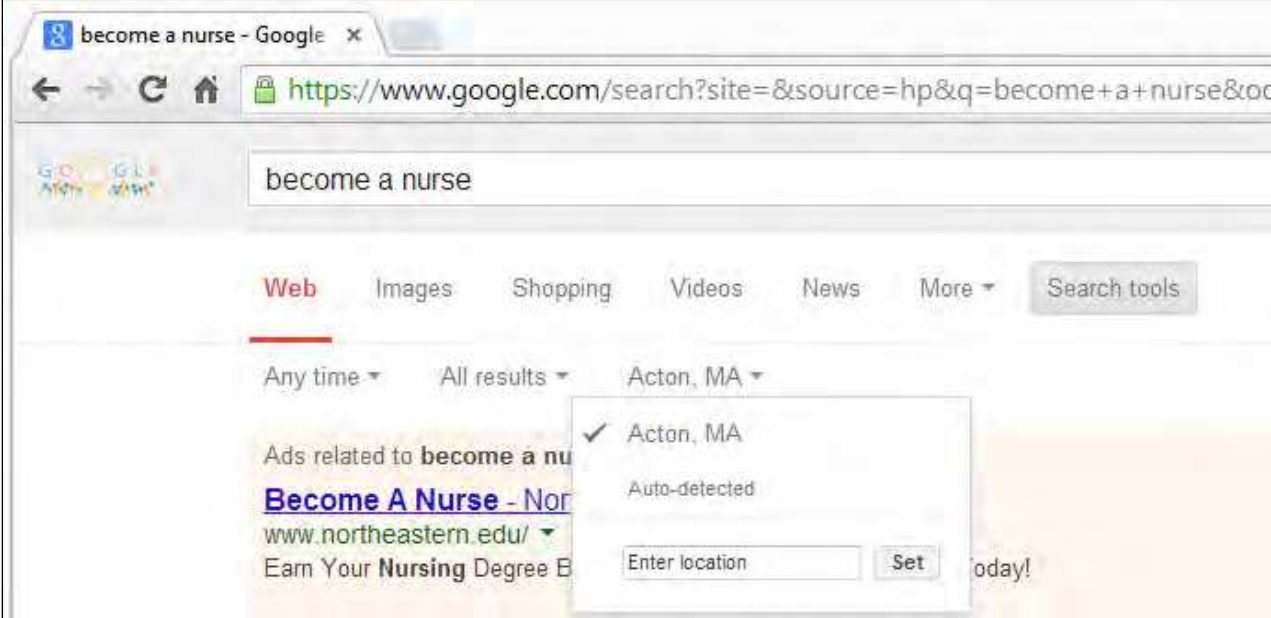
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																								
	<div><div>HeadersTextViewSyntaxViewWebFormsHexViewAuthCookiesRawJSONXML</div><div>QueryString</div><table><thead><tr><th>Name</th><th>Value</th></tr></thead><tbody><tr><td>q</td><td>become a nurse</td></tr><tr><td>safe</td><td>active</td></tr><tr><td>noj</td><td>1</td></tr><tr><td>blw</td><td>2133</td></tr><tr><td>bih</td><td>1105</td></tr><tr><td>sa</td><td>X</td></tr><tr><td>ei</td><td>LSQIU8X1DuaH0AHYpYDQCg</td></tr><tr><td>ved</td><td>0CBsQpwUoBg</td></tr><tr><td>source</td><td>Int</td></tr><tr><td>tbs</td><td>cdr:1,cd_min:3/1/2014,cd_max:3/13/2014</td></tr><tr><td>tbm</td><td></td></tr></tbody></table></div> <p>Fiddler showing search refinement input transmitted</p>	Name	Value	q	become a nurse	safe	active	noj	1	blw	2133	bih	1105	sa	X	ei	LSQIU8X1DuaH0AHYpYDQCg	ved	0CBsQpwUoBg	source	Int	tbs	cdr:1,cd_min:3/1/2014,cd_max:3/13/2014	tbm	
Name	Value																								
q	become a nurse																								
safe	active																								
noj	1																								
blw	2133																								
bih	1105																								
sa	X																								
ei	LSQIU8X1DuaH0AHYpYDQCg																								
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	 A screenshot of a Google search results page for the query "become a nurse". The browser address bar shows "https://www.google.com/#q=become+a+nurse". The search bar contains "become a nurse" and a "Sign in" button is visible. Below the search bar are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is on the right. A date filter dropdown menu is open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results are displayed below the dropdown. On the left, there are several organic search results, including "A.S. in Nursing - Keiser - Looking for a new career?", "How to Become a Nurse - American Nurses Association", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". On the right, there are paid search ads, including "Nursing Courses" from www.phoenix.edu, "Pursue Nursing Education" from www.chamberlain.edu, "South University Nursing", and "Be a NAVY Reserve Nurse".

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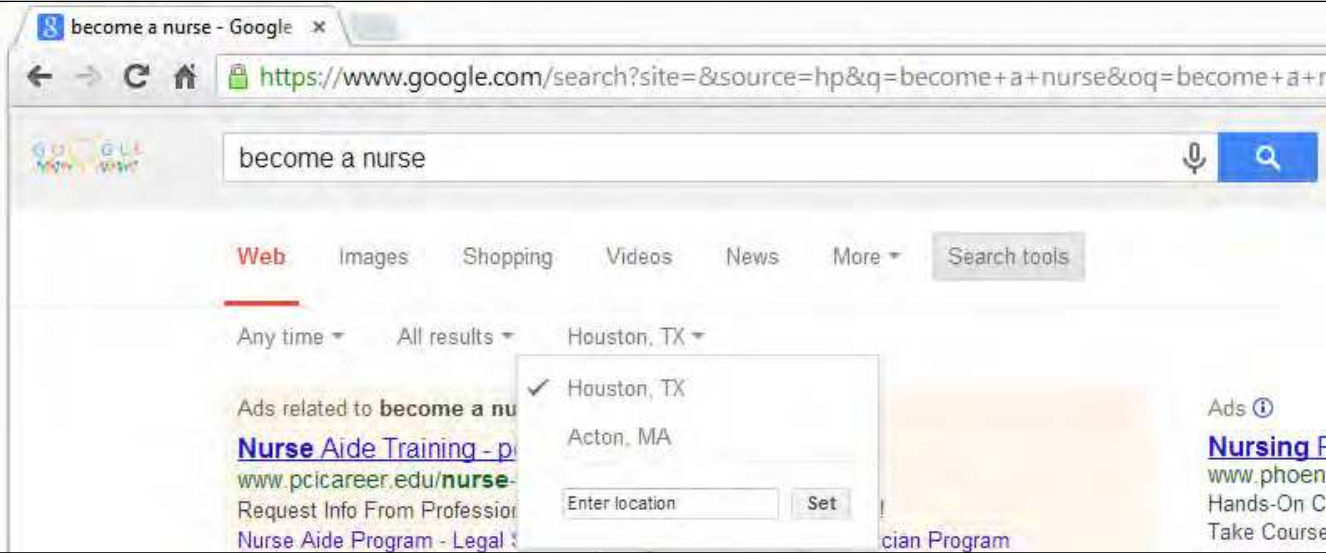
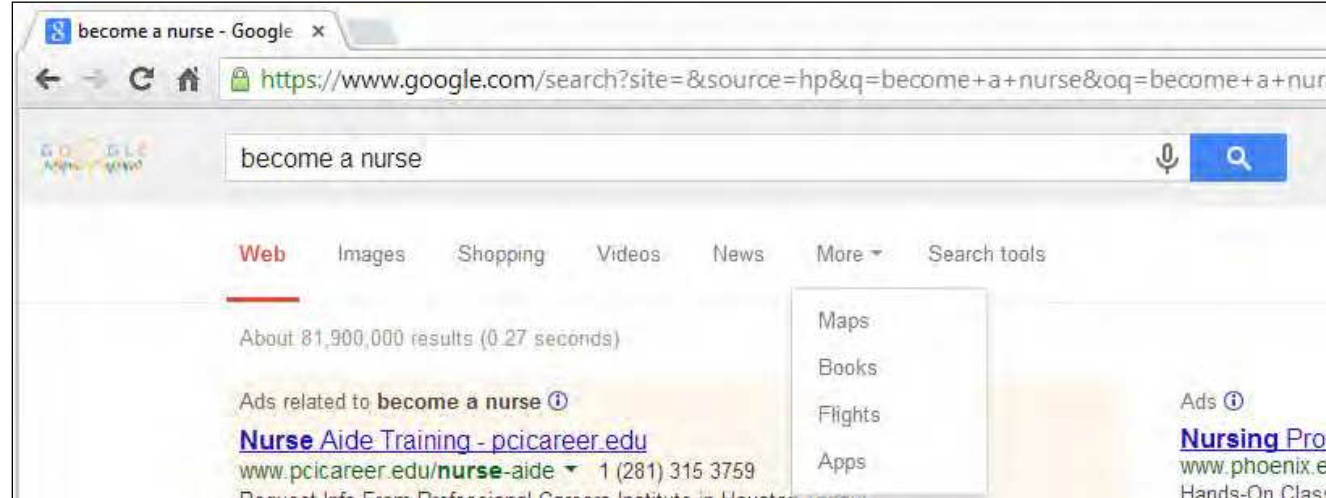
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open for "Acton, MA", showing options: "✓ Acton, MA", "Auto-detected", and "Enter location". Below the filters, there is an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/" and the text "Earn Your Nursing Degree".</p>

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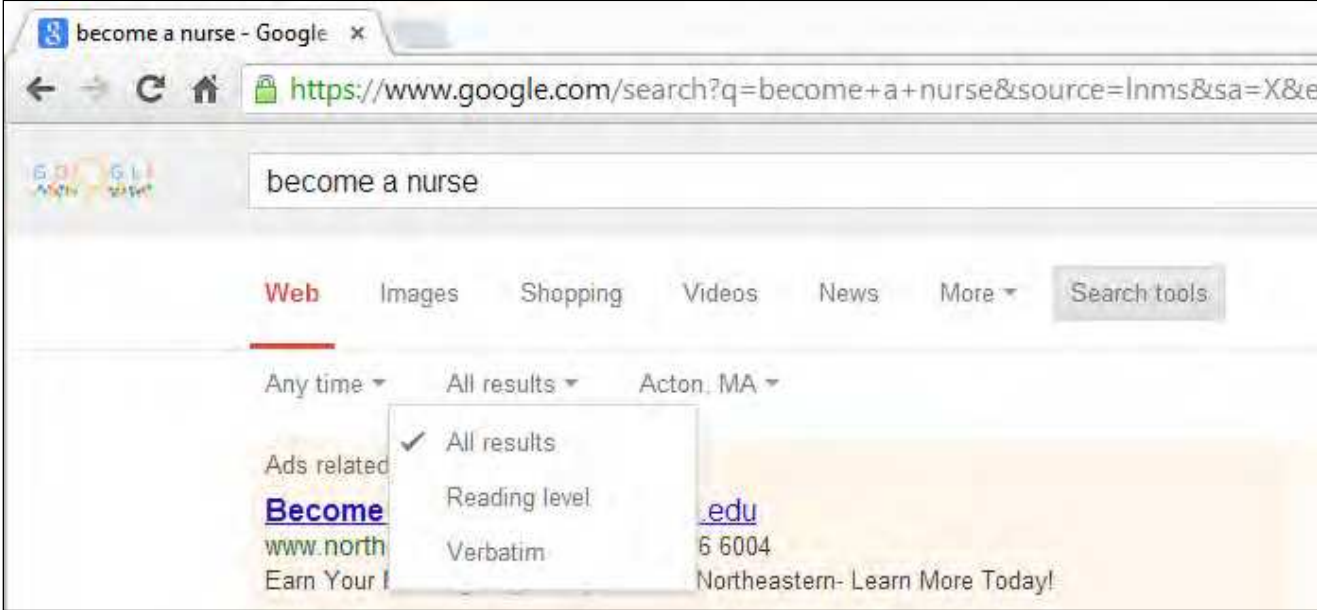
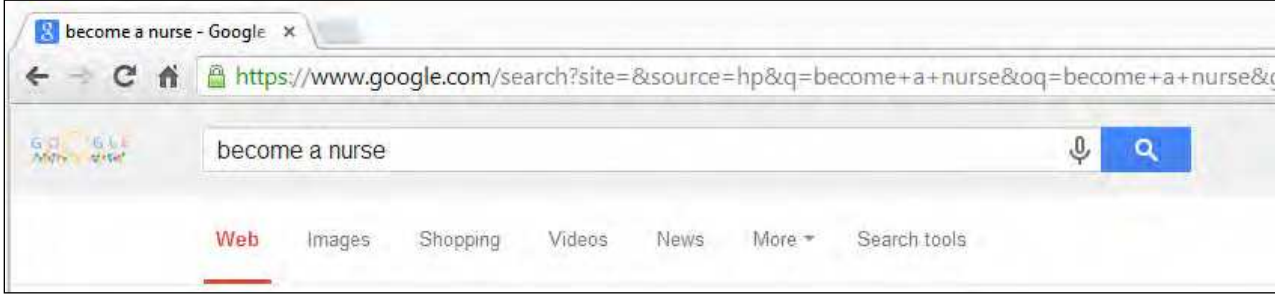
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The browser's address bar displays the URL: <code>https://www.google.com/search?site=&amp;source=hp&amp;q=become+a+nurse&amp;oq=</code>. Below the search bar, the "Web" tab is selected, and the "Search tools" button is visible. A location dropdown menu is open, showing "Acton, MA" as the selected location with a checkmark, and "Auto-detected" as an option. Below the dropdown, there is a text input field containing "Houston, TX" and a "Set" button. The search results area shows an advertisement for "Become A Nurse - Northeastern.edu" with the text "Earn Your Nursing Degree".</p>



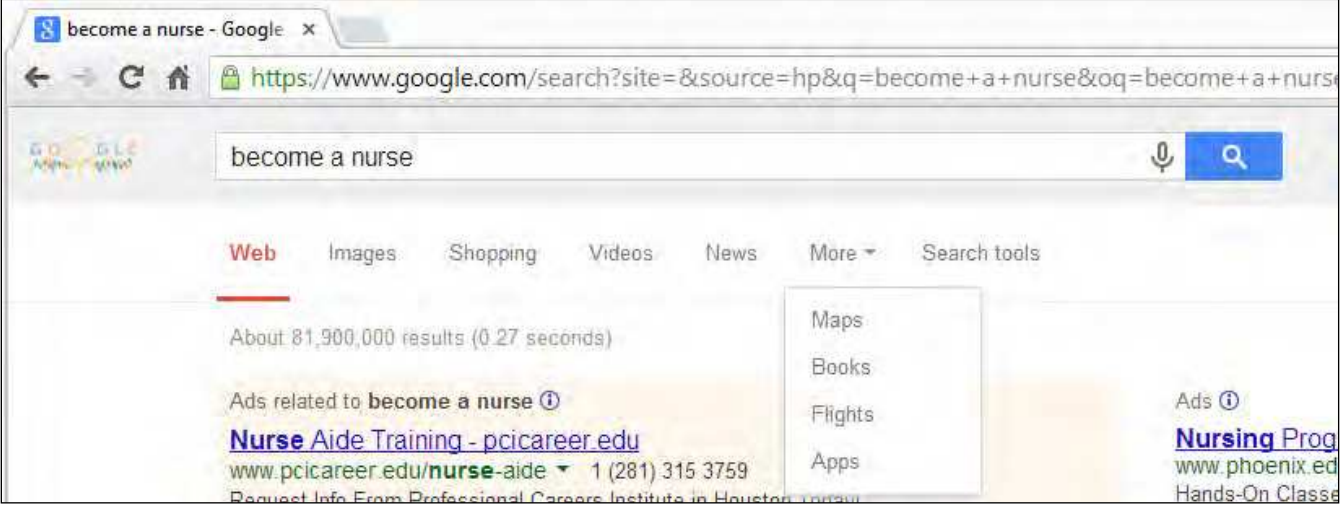
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>This screenshot shows a Google search for "become a nurse". The search results page includes a location dropdown menu that is open, displaying "Houston, TX" as the selected location. The search results list includes "Nurse Aide Training - pcicareer.edu" and "Nursing Program".</p>  <p>This screenshot shows the same Google search for "become a nurse". The search results page includes a "Search tools" dropdown menu that is open, displaying "Maps", "Books", "Flights", and "Apps". The search results list includes "Nurse Aide Training - pcicareer.edu" and "Nursing Program".</p>

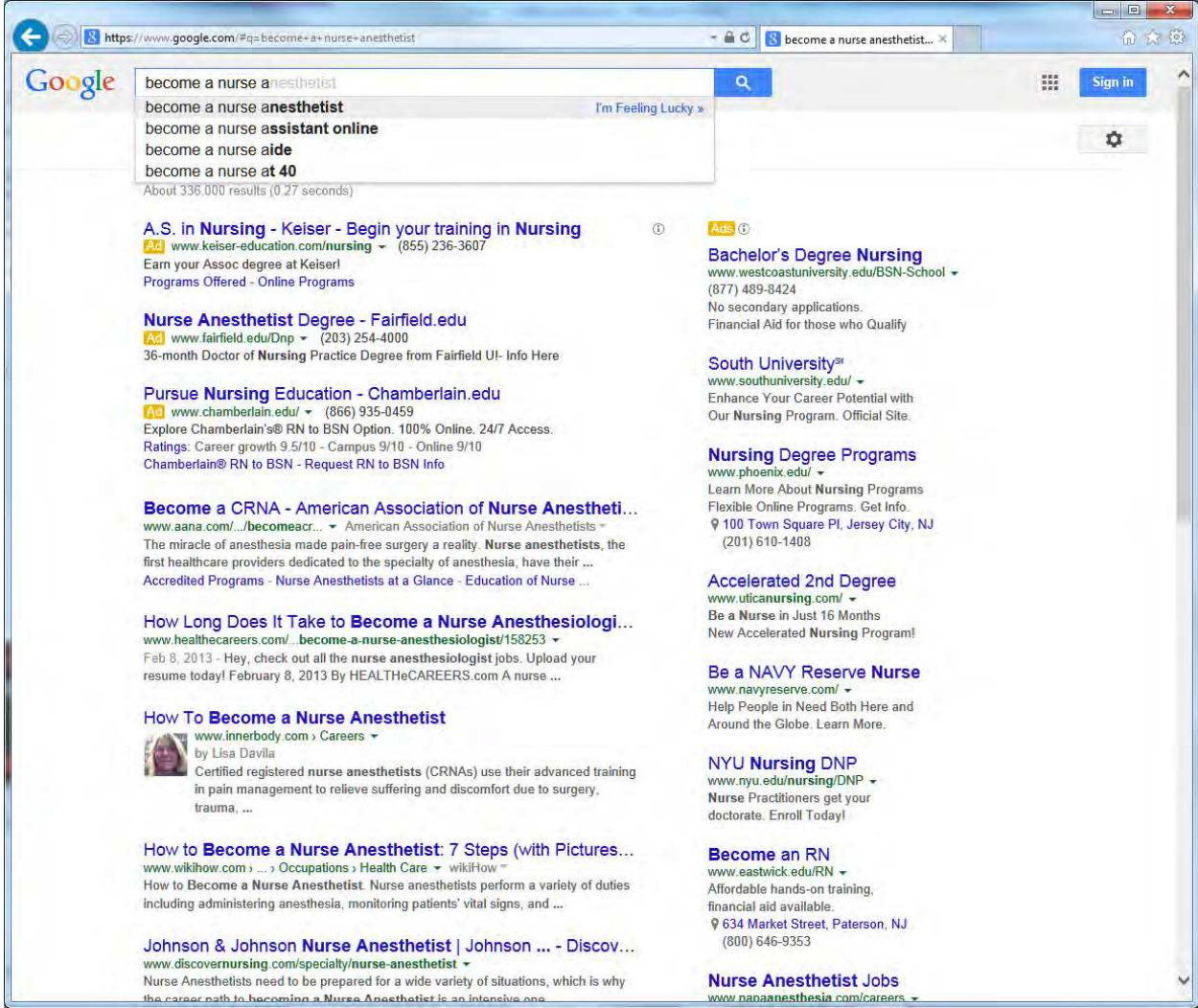
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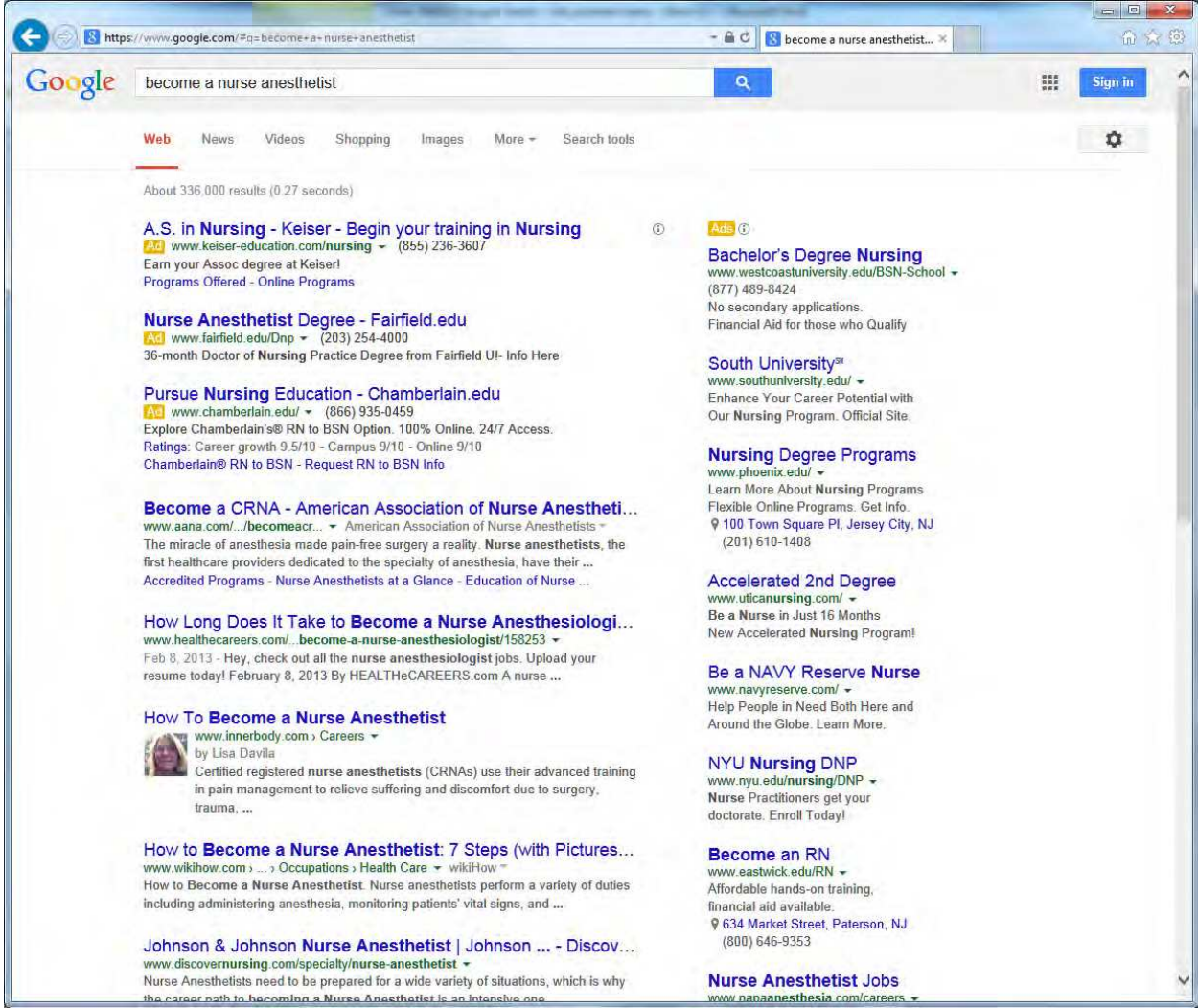
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
receiving modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input; and	The Accused Instrumentalities operate a data processing device to receive modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input.

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The search bar at the top displays the query, and the results list includes several educational and career-related links. The results are as follows:</p> <ul style="list-style-type: none"><li><b>A.S. in Nursing - Keiser - Begin your training in Nursing</b> www.keiser-education.com/nursing (855) 236-3607 Earn your Assoc degree at Keiser! Programs Offered - Online Programs</li><li><b>Nurse Anesthetist Degree - Fairfield.edu</b> www.fairfield.edu/Dnp (203) 254-4000 36-month Doctor of Nursing Practice Degree from Fairfield UI- Info Here</li><li><b>Pursue Nursing Education - Chamberlain.edu</b> www.chamberlain.edu/ (866) 935-0459 Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access. Ratings: Career growth 9.5/10 - Campus 9/10 - Online 9/10 Chamberlain® RN to BSN - Request RN to BSN Info</li><li><b>Become a CRNA - American Association of Nurse Anesthetists...</b> www.aana.com/.../becomeacrna... American Association of Nurse Anesthetists The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...</li><li><b>How Long Does It Take to Become a Nurse Anesthesiologi...</b> www.healthcareers.com/.../become-a-nurse-anesthesiologist/158253 Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse ...</li><li><b>How To Become a Nurse Anesthetist</b> www.innerbody.com &gt; Careers by Lisa Davila Certified registered nurse anesthetists (CRNAs) use their advanced training in pain management to relieve suffering and discomfort due to surgery, trauma, ...</li><li><b>How to Become a Nurse Anesthetist: 7 Steps (with Pictures...</b> www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Nurse Anesthetist. Nurse anesthetists perform a variety of duties including administering anesthesia, monitoring patients' vital signs, and ...</li><li><b>Johnson &amp; Johnson Nurse Anesthetist   Johnson ... - Discov...</b> www.discovernursing.com/specialty/nurse-anesthetist Nurse Anesthetists need to be prepared for a wide variety of situations, which is why the career path to becoming a Nurse Anesthetist is an intensive one.</li><li><b>Bachelor's Degree Nursing</b> www.westcoastuniversity.edu/BSN-School (877) 489-8424 No secondary applications. Financial Aid for those who Qualify</li><li><b>South University™</b> www.southuniversity.edu/ Enhance Your Career Potential with Our Nursing Program. Official Site.</li><li><b>Nursing Degree Programs</b> www.phoenix.edu/ Learn More About Nursing Programs Flexible Online Programs. Get Info. 100 Town Square Pl, Jersey City, NJ (201) 610-1408</li><li><b>Accelerated 2nd Degree</b> www.uticanursing.com/ Be a Nurse in Just 16 Months New Accelerated Nursing Program!</li><li><b>Be a NAVY Reserve Nurse</b> www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More.</li><li><b>NYU Nursing DNP</b> www.nyu.edu/nursing/DNP Nurse Practitioners get your doctorate. Enroll Today!</li><li><b>Become an RN</b> www.eastwick.edu/RN Affordable hands-on training, financial aid available. 634 Market Street, Paterson, NJ (800) 646-9353</li><li><b>Nurse Anesthetist Jobs</b> www.nanaesthesia.com/careers</li></ul>



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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays various search results, including educational programs, career information, and articles. The results are organized into two columns. The left column includes links to "A.S. in Nursing - Keiser", "Nurse Anesthetist Degree - Fairfield.edu", "Pursue Nursing Education - Chamberlain.edu", "Become a CRNA - American Association of Nurse Anesthetists", "How Long Does It Take to Become a Nurse Anesthesiologist", "How To Become a Nurse Anesthetist", "How to Become a Nurse Anesthetist: 7 Steps (with Pictures)", and "Johnson &amp; Johnson Nurse Anesthetist". The right column includes links to "Bachelor's Degree Nursing", "South University", "Nursing Degree Programs", "Accelerated 2nd Degree", "Be a NAVY Reserve Nurse", "NYU Nursing DNP", "Become an RN", and "Nurse Anesthetist Jobs". The page also shows the Google logo, search bar, and navigation links like "Web", "News", "Videos", "Shopping", "Images", and "More".</p>

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	<div data-bbox="709 326 1843 673"><p>Get a <b>Nursing</b> License. Tell me how to <b>become</b> a Registered <b>Nurse</b> (RN) - RN's go to college for 2-4 years and independently perform a wide range of complex ...</p><p>About the MGH Institute School of <b>Nursing</b>, Boston MA <a href="#">www.mghihp.edu</a> › Academics › School of Nursing ▾ People with an existing Bachelor's degree and no previous health care experience have two options to <b>become a nurse</b> at MGH Institute School of Nursing.</p><p>How to <b>Become</b> an RN in Massachusetts - DegreeTree.com <a href="#">www.degreetree.com</a> › Resources › Nursing ▾ In order to <b>become</b> a registered <b>nurse</b> in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ...</p></div> <div data-bbox="709 673 1843 836"></div> <div data-bbox="709 836 1843 1326"><div data-bbox="709 860 1323 893">ents Network Sources Timeline Profiles Resources Audits Console</div><pre data-bbox="850 901 1843 1326">&gt;&lt;li class="g"&gt;...&lt;/li&gt; &gt;&lt;li class="g"&gt;...&lt;/li&gt; ▼&lt;li class="g"&gt;   &lt;!--m--&gt;   ▼&lt;div class="rc" data-hveid="135"&gt;     ▼&lt;h3 class="r"&gt;       ▼&lt;a href="/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=10&amp;cad=rja&amp;uact=8&amp;ved=0CIgBEBYwCQ&amp;...s         rwt(this,'','','10','AFQjCNHIVn9wZdJRbd93LrYrhbpC3_Mu5A','','0CIgBEBYwCQ','','','eve         "How to "         &lt;em&gt;Become&lt;/em&gt;         " an RN in Massachusetts - DegreeTree.com"       &lt;/a&gt;     &lt;/h3&gt;     ▶&lt;div class="s"&gt;...&lt;/div&gt;   &lt;/div&gt;   &lt;!--n--&gt; &lt;/li&gt; &lt;/div&gt; &lt;hr class="rgsen"&gt;</pre></div>

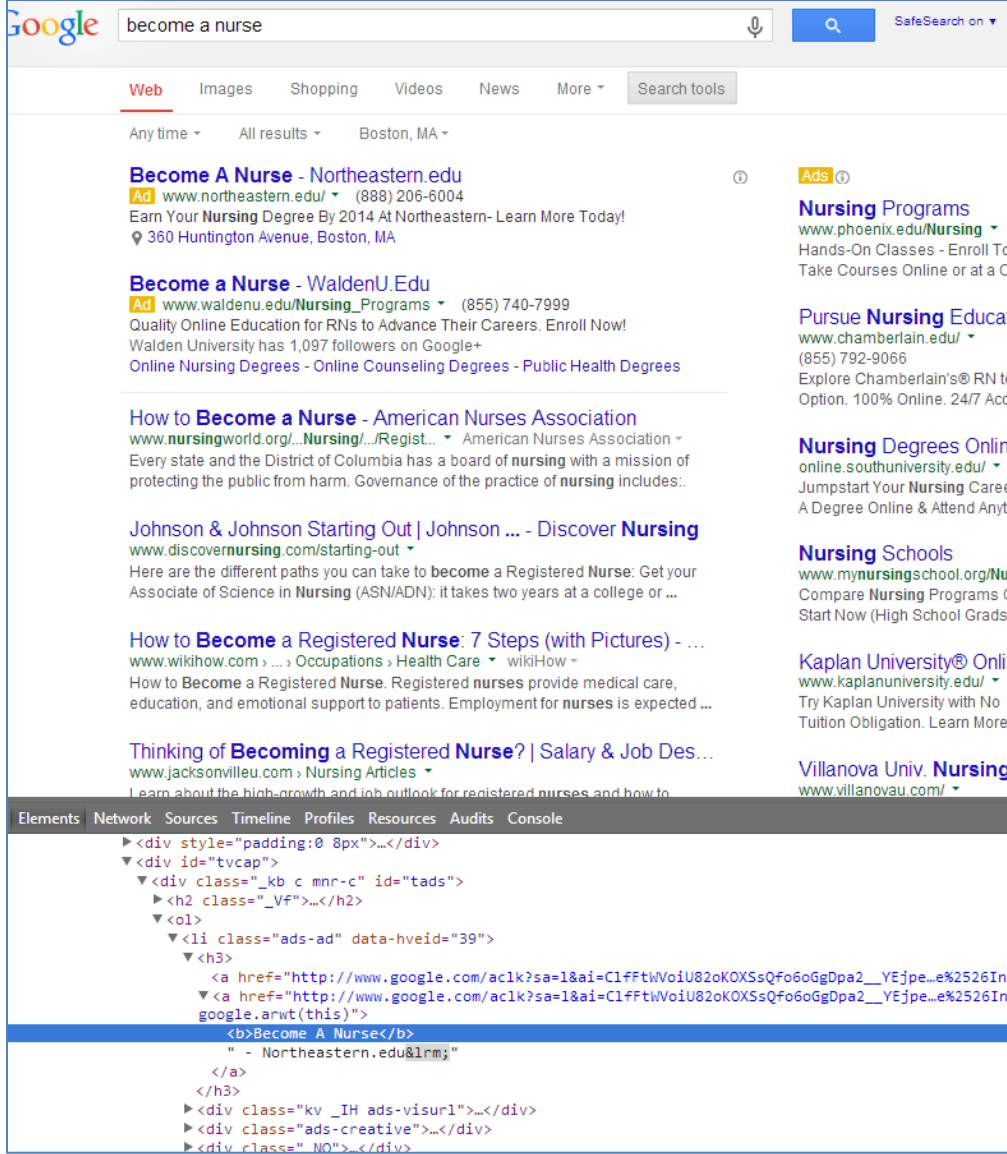


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	<div data-bbox="674 329 1883 1055"><div data-bbox="674 329 1092 633"><p><a href="#">Board of Registered Nursing - Steps to become a CARN</a> www.m.ca.gov/careers/steps.shtml - California - In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p><p><a href="#">Board of Registered Nursing - Get a Nursing License</a> www.m.ca.gov/careers/howto.shtml - California - Get a <b>Nursing License</b>. Tell me how to become a: Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p><p><a href="#">LSC-North Harris Nursing Department - Lone Star College Syst...</a> www.lonestar.edu/nursing-dept-nharris.htm - Lone Star College System - LSC-North Harris offers two options to become a Registered Nurse (RN). Combining the art of caring with the science of nursing, the Associate Degree Nursing ...</p><p><a href="#">Nursing - University of Houston-Victoria</a>  <b>nursing/</b> - University of Houston-Victoria - Feb 24, 2014 - The baccalaureate degree in nursing and master's degree in nursing at ... degree and want to become a nurse in our Second Degree program.</p></div><div data-bbox="1144 329 1354 414"><p><a href="#">Training To Be A Nurse</a> www.ask.com/Training-To-Be-A-Nurse - Over 100 Million Visitors. Discover and Explore on Ask.com!</p><p><a href="#">See your ad here &gt;</a></p></div><div data-bbox="756 665 1008 722"></div><div data-bbox="674 747 903 771"><p><a href="#">Help</a> <a href="#">Send feedback</a> <a href="#">Privacy &amp; Terms</a></p></div><div data-bbox="674 779 987 803"><p><a href="#">work</a> <a href="#">Sources</a> <a href="#">Timeline</a> <a href="#">Profiles</a> <a href="#">Resources</a> <a href="#">Audits</a> <a href="#">Console</a></p></div><div data-bbox="674 803 1883 1055"><pre>&lt;li class="s"&gt;   &lt;!--&gt;   &lt;div class="rc" data-hveid="125"&gt;     &lt;h3 class="r"&gt;       &lt;a href="/url?sa=t&amp;rc=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=10&amp;cad=rja&amp;uact=8&amp;ved=0CH4QFjA7&amp;ur...qaZ0QHcVIGYBg&amp;usg=AFQjCNE12a58AbPw0enAADzRz6H-4Y41-Q8bvm=bu.62922481,d.dmQ" onmousedown="return         rwt(this,'','','','10','AFQjCNE12a58AbPw0enAADzRz6H-4Y41-Q','','0CH4QFjA7','','','event)" data-href="https://www.uhv.edu/nursing/"&gt;         &lt;em&gt;Nursing&lt;/em&gt;         - University of Houston-Victoria"       &lt;/a&gt;     &lt;/h3&gt;     &lt;div class="s"&gt;...&lt;/div&gt;   &lt;/div&gt;   &lt;!--n--&gt; &lt;/li&gt; &lt;/div&gt; &lt;hr class="rgsep"&gt; &lt;/ol&gt; &lt;/div&gt; &lt;/li&gt;</pre></div></div>

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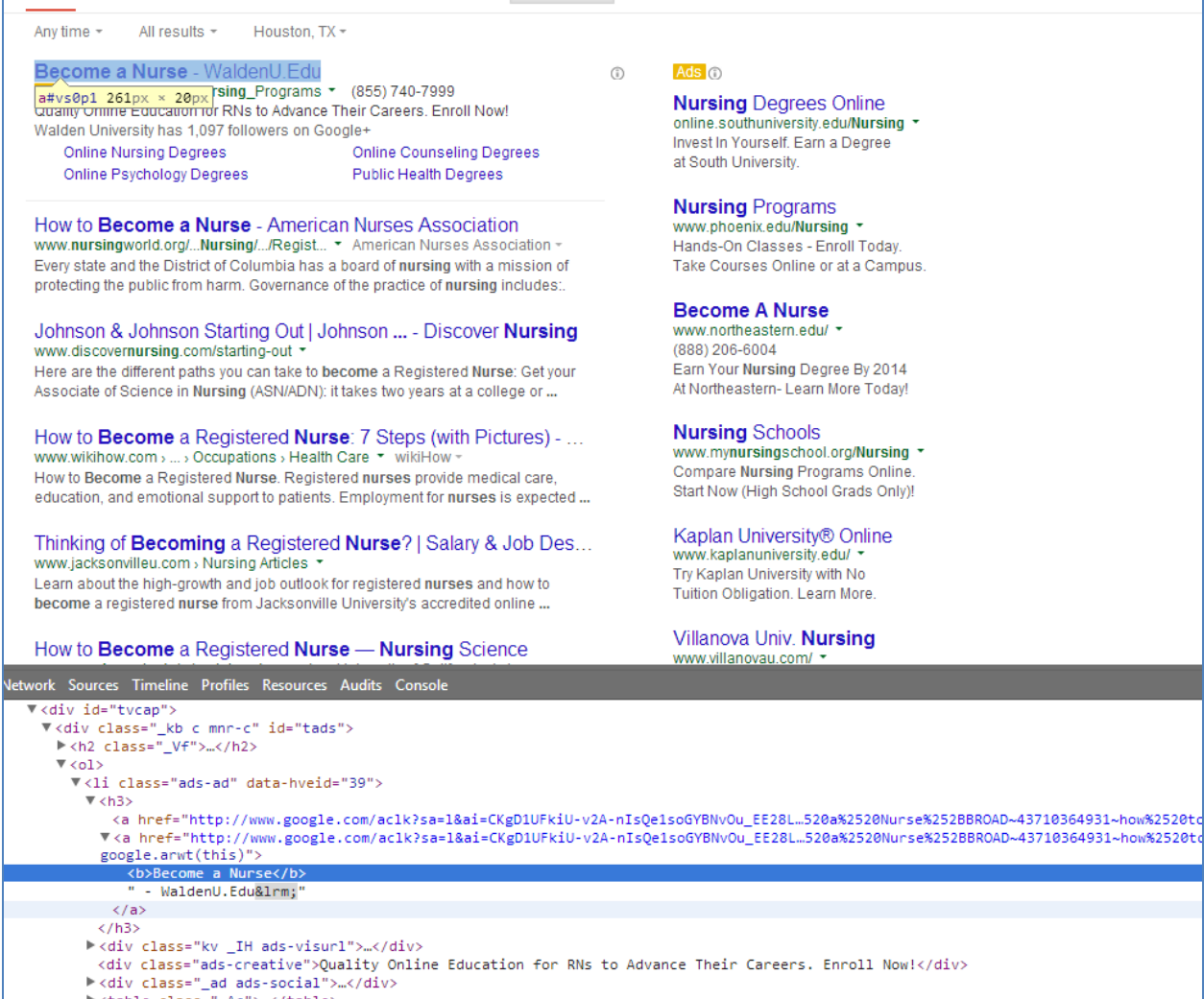
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="772 329 1772 1477"><p>The screenshot shows a Google search for "become a nurse". The search results include several links to nursing programs and information. A developer console view is open at the bottom, showing the HTML structure of an advertisement. The ad is for "Become A Nurse - Northeastern.edu" and includes a link to "www.northeastern.edu/".</p><pre>&lt;div style="padding:0 8px"&gt;...&lt;/div&gt; &lt;div id="tvcap"&gt;   &lt;div class="_kb c mnr-c" id="tads"&gt;     &lt;h2 class="_Vf"&gt;...&lt;/h2&gt;     &lt;ol&gt;       &lt;li class="ads-ad" data-hveid="39"&gt;         &lt;h3&gt;           &lt;a href="http://www.google.com/ac1k?sa=l&amp;ai=C1fFtwVoiU82oK0XSsQfo6oGgDpa2__YEjpe...e%2526In"&gt;             &lt;a href="http://www.google.com/ac1k?sa=l&amp;ai=C1fFtwVoiU82oK0XSsQfo6oGgDpa2__YEjpe...e%2526In"&gt;               google.arwt(this)"&gt;             &lt;b&gt;Become A Nurse&lt;/b&gt;             " - Northeastern.edu&amp;lrm;"           &lt;/a&gt;         &lt;/h3&gt;         &lt;div class="kv _IH ads-visurl"&gt;...&lt;/div&gt;       &lt;div class="ads-creative"&gt;...&lt;/div&gt;     &lt;div class="NO"&gt;...&lt;/div&gt;</pre></div> <div data-bbox="657 1481 1081 1620"><p>Board of Registered Nursing - Steps to Become a CA RN www.m.ca.gov/careers/steps.shtml California - In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p><p>Board of Registered Nursing - Get a Nursing License www.m.ca.gov/careers/howto.shtml California - Get a Nursing License. Tell me how to become a Registered Nurse (RN) - RN's go to college for 2-4 years and independently perform a wide range of complex ...</p></div> <div data-bbox="1136 1481 1360 1565"><p>Training To Be A Nurse www.ask.com/Training+To+Be+A+Nurse Over 100 Million Visitors. Discover and Explore on Ask.com!</p><p>See your ad here »</p></div>

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<p>displaying the modified search results and the at least one other advertisement on the display of the data processing device.</p>	<p>The Accused Instrumentalities operate a data processing device to display the modified search results and the at least one other advertisement on the display of the data processing device.</p> <div data-bbox="653 436 1896 1271" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 70%;"> <p><a href="#">I regret becoming a nurse... - Nurse Jobs   Indeed.com</a>  <a href="#">www.indeed.com</a> &gt; Forums &gt; Job &gt; Nurse &gt; Indeed.com &gt;  Dec 11, 2010 - 50 posts - 19 authors  DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ...</p> <p><a href="#">Board of Registered Nursing - Steps to Become a CA RN</a>  <a href="#">www.rn.ca.gov/careers/steps.shtml</a> &gt; California &gt;  In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p> <p><a href="#">Board of Registered Nursing - Get a Nursing License</a>  <a href="#">www.rn.ca.gov/careers/howto.shtml</a> &gt; California &gt;  Get a Nursing License. Tell me how to become a: Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p> <p><a href="#">About the MGH Institute School of Nursing, Boston MA</a>  <a href="#">www.mghihp.edu</a> &gt; Academics &gt; School of Nursing &gt;  People with an existing Bachelor's degree and no previous health care experience have two options to become a nurse at MGH Institute School of Nursing.</p> <p><a href="#">How to Become an RN in Massachusetts - DegreeTree.com</a>  <a href="#">www.degreetree.com</a> &gt; Resources &gt; Nursing &gt;  In order to become a registered nurse in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ...</p> </div> <div style="width: 25%; font-size: 0.8em;"> <p>Study for your RN Degree Online. Financial Aid Available. Learn More</p> <p><b>Lincoln Tech: Nursing</b>  <a href="#">www.lincolntech-usa.com/</a> &gt;  (800) 752-1232  Program: extended care, maternity, child development, geriatrics, more  📍 5 Middlesex Avenue, Somerville, MA</p> <p><a href="#">See your ad here »</a></p> </div> </div> <div style="text-align: center; margin-top: 20px;">  </div> </div>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Any time ▾ All results ▾ Houston, TX ▾</p> <p><b>Become a Nurse - WaldenU.Edu</b> (855) 740-7999 Quality Online Education for RNs to Advance Their Careers. Enroll Now! Walden University has 1,097 followers on Google+ Online Nursing Degrees Online Counseling Degrees Online Psychology Degrees Public Health Degrees</p> <p><b>Nursing Degrees Online</b> online.southuniversity.edu/Nursing ▾ Invest In Yourself. Earn a Degree at South University.</p> <p><b>Nursing Programs</b> www.phoenix.edu/Nursing ▾ Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</p> <p><b>Become A Nurse</b> www.northeastern.edu/ ▾ (888) 206-6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>Nursing Schools</b> www.mynursingschool.org/Nursing ▾ Compare Nursing Programs Online. Start Now (High School Grads Only)!</p> <p><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ ▾ Try Kaplan University with No Tuition Obligation. Learn More.</p> <p><b>Villanova Univ. Nursing</b> www.villanovau.com/ ▾</p> <p>Network Sources Timeline Profiles Resources Audits Console</p> <pre>&lt;div id="tvcap"&gt;   &lt;div class="_kb c mnr-c" id="tads"&gt;     &lt;h2 class="_Vf"&gt;...&lt;/h2&gt;     &lt;ol&gt;       &lt;li class="ads-ad" data-hveid="39"&gt;         &lt;h3&gt;           &lt;a href="http://www.google.com/acik?sa=1&amp;ai=CKgD1UFkiU-v2A-nIsQe1soGYBNvOu_EE28L...520a%2520Nurse%2528BROAD~43710364931~how%2520tc...&gt;             &lt;b&gt;Become a Nurse&lt;/b&gt;             - WaldenU.Edu&lt;/a&gt;           &lt;/h3&gt;           &lt;div class="kv _IH ads-visurl"&gt;...&lt;/div&gt;           &lt;div class="ads-creative"&gt;Quality Online Education for RNs to Advance Their Careers. Enroll Now!&lt;/div&gt;           &lt;div class="_ad ads-social"&gt;...&lt;/div&gt;           &lt;table class="_Ac"&gt;...&lt;/table&gt;         &lt;/li&gt;       &lt;/ol&gt;     &lt;/div&gt;   &lt;/div&gt;</pre>

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7,895,178

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The screenshot shows a Google search for "become a nurse". The search results page displays several links, including "Become A Nurse - Northeastern.edu", "Become a Nurse - WaldenU.edu", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out | Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - ...", and "Thinking of Becoming a Registered Nurse? | Salary & Job Des...". A developer console overlay is visible at the bottom of the search results, showing the HTML structure of the "Become A Nurse" link. The console shows the following code:

```
<div style="padding:0 8px">...</div>
<div id="tvcap">
  <div class="kb c mnr-c" id="tads">
    <h2 class="_Vf">...</h2>
    <ol>
      <li class="ads-ad" data-hveid="39">
        <h3>
          <a href="http://www.google.com/acik?sa=l&ai=C1fFtwVoiU82oK0XSsQfo6oGgDpa2__Yejpe...e%2526In...>
            <a href="http://www.google.com/acik?sa=l&ai=C1fFtwVoiU82oK0XSsQfo6oGgDpa2__Yejpe...e%2526In...>
              google.arwt(this)"
            <b>Become A Nurse</b>
            " - Northeastern.edu&lrm;"
          </a>
        </h3>
        <div class="kv _IH ads-visurl">...</div>
        <div class="ads-creative">...</div>
        <div class="NO">...</div>
      </li>
    </ol>
  </div>
</div>
```

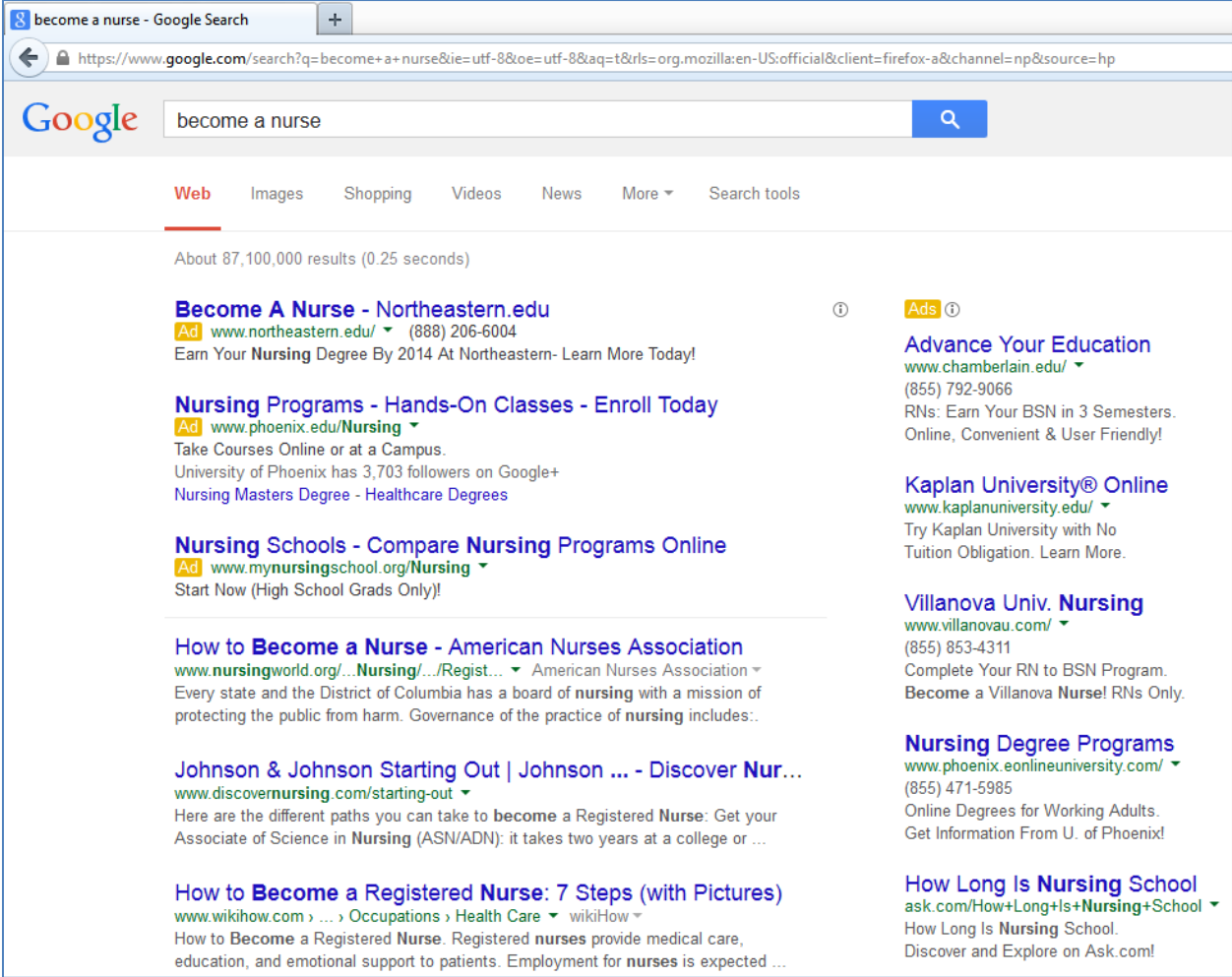
The screenshot shows a Google search for "become a nurse". The search results page displays several links, including "Become A Nurse - Northeastern.edu", "Become a Nurse - WaldenU.edu", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out | Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - ...", and "Thinking of Becoming a Registered Nurse? | Salary & Job Des...".

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<b>Claim No. 14</b>	
The method of claim 12, wherein the search refinement input comprises at least one additional search argument.	The search refinement input comprises at least one additional search argument.  See claim 5 and 12 above.



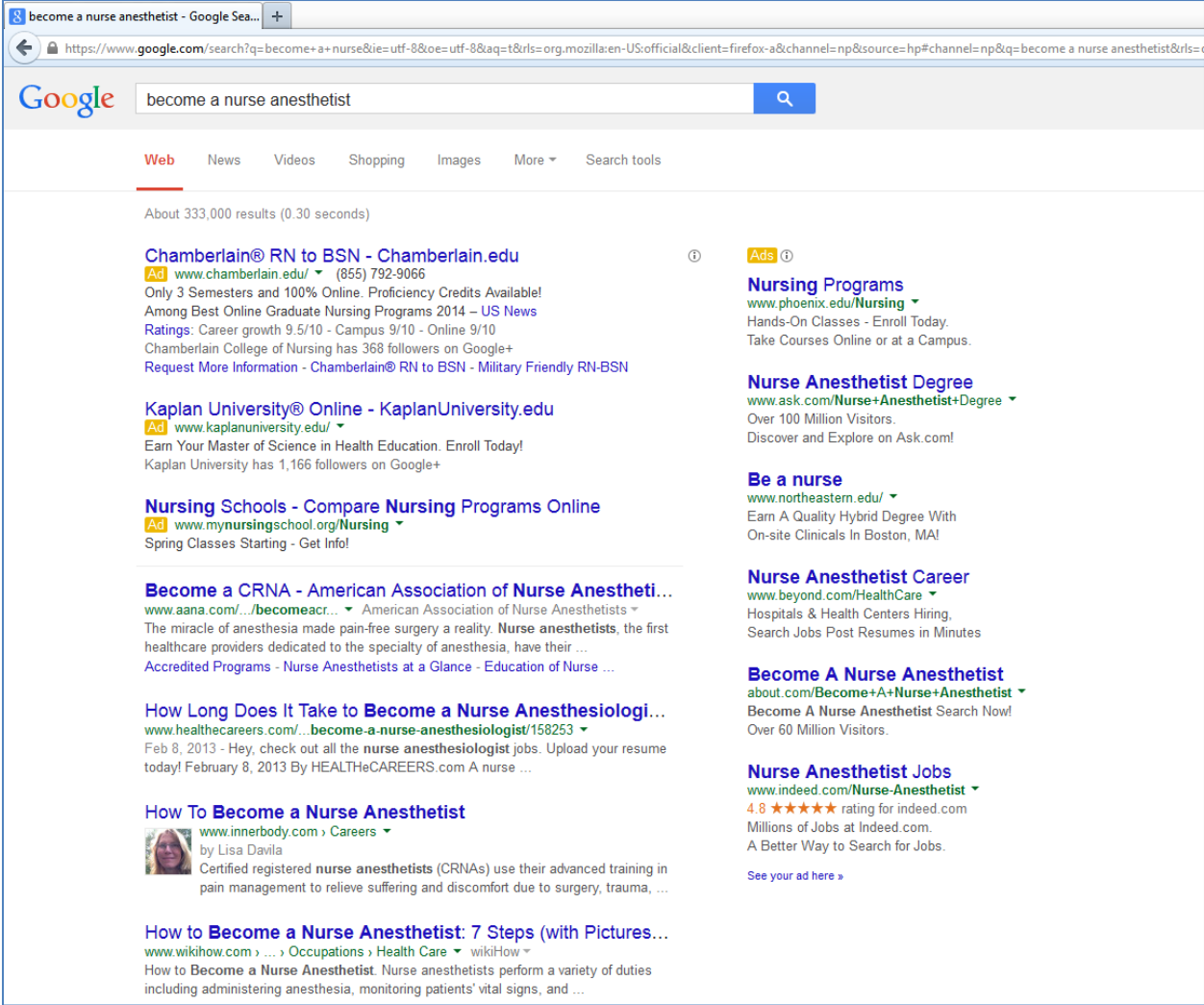
Case No. 2:13-cv-893  
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays several search results, including advertisements and organic links. The results are organized into two columns. The left column contains results from Northeastern.edu, Phoenix.edu, mynursingschool.org, American Nurses Association, Johnson &amp; Johnson, and wikiHow. The right column contains results from chamberlain.edu, Kaplan University, Villanova Univ., phoenix.eonlineuniversity.com, and ask.com. The URL bar at the bottom of the browser window shows the search query and the browser's address bar.</p> <p>become a nurse - Google Search</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p> <p>Google become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 87,100,000 results (0.25 seconds)</p> <p><b>Become A Nurse - Northeastern.edu</b> Ad www.northeastern.edu/ (888) 206-6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p><b>Nursing Programs - Hands-On Classes - Enroll Today</b> Ad www.phoenix.edu/Nursing Take Courses Online or at a Campus. University of Phoenix has 3,703 followers on Google+ Nursing Masters Degree - Healthcare Degrees</p> <p><b>Nursing Schools - Compare Nursing Programs Online</b> Ad www.mynursingschool.org/Nursing Start Now (High School Grads Only!)</p> <p><b>How to Become a Nurse - American Nurses Association</b> www.nursingworld.org/...Nursing/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.</p> <p><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nur...</b> www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p><b>How to Become a Registered Nurse: 7 Steps (with Pictures)</b> www.wikihow.com &gt; ... &gt; Occupations &gt; Health Care &gt; wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p><b>Advance Your Education</b> www.chamberlain.edu/ (855) 792-9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</p> <p><b>Kaplan University® Online</b> www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.</p> <p><b>Villanova Univ. Nursing</b> www.villanovau.com/ (855) 853-4311 Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</p> <p><b>Nursing Degree Programs</b> www.phoenix.eonlineuniversity.com/ (855) 471-5985 Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p><b>How Long Is Nursing School</b> ask.com/How+Long+Is+Nursing+School How Long Is Nursing School. Discover and Explore on Ask.com!</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp</p>

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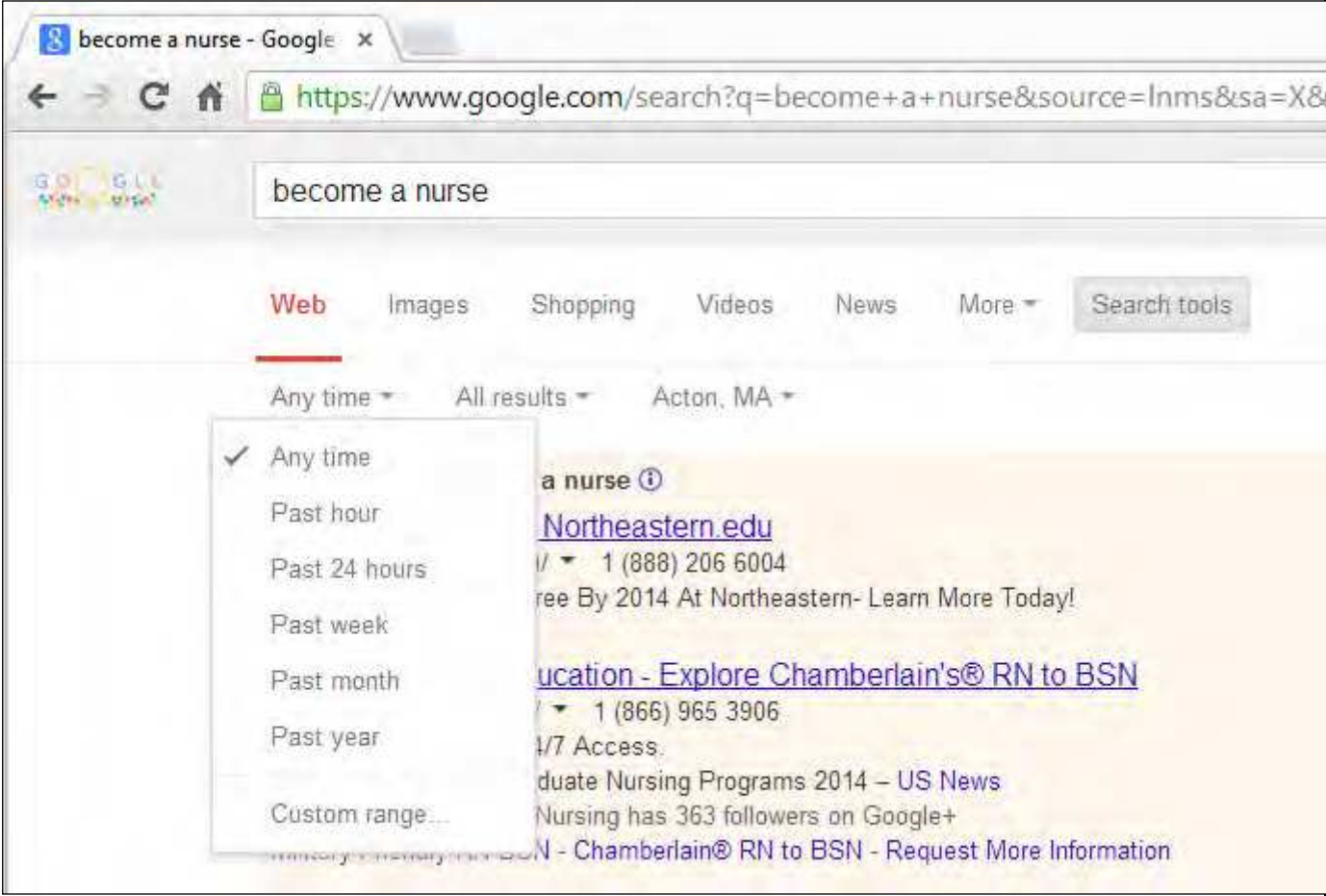
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	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 333,000 results in 0.30 seconds. The results are organized into two columns. The left column contains organic search results, including links to Chamberlain RN to BSN, Kaplan University Online, Nursing Schools comparison, Become a CRNA, How Long Does It Take to Become a Nurse Anesthesiologist, How To Become a Nurse Anesthetist (with a profile picture of Lisa Davila), and How to Become a Nurse Anesthetist: 7 Steps (with Pictures). The right column contains paid advertisements, including Nursing Programs, Nurse Anesthetist Degree, Be a nurse, Nurse Anesthetist Career, Become A Nurse Anesthetist, and Nurse Anesthetist Jobs. The URL bar at the top shows the search query and the Google search engine.</p> <p>https://www.google.com/search?q=become+a+nurse&amp;ie=utf-8&amp;oe=utf-8&amp;aq=t&amp;rls=org.mozilla:en-</p>

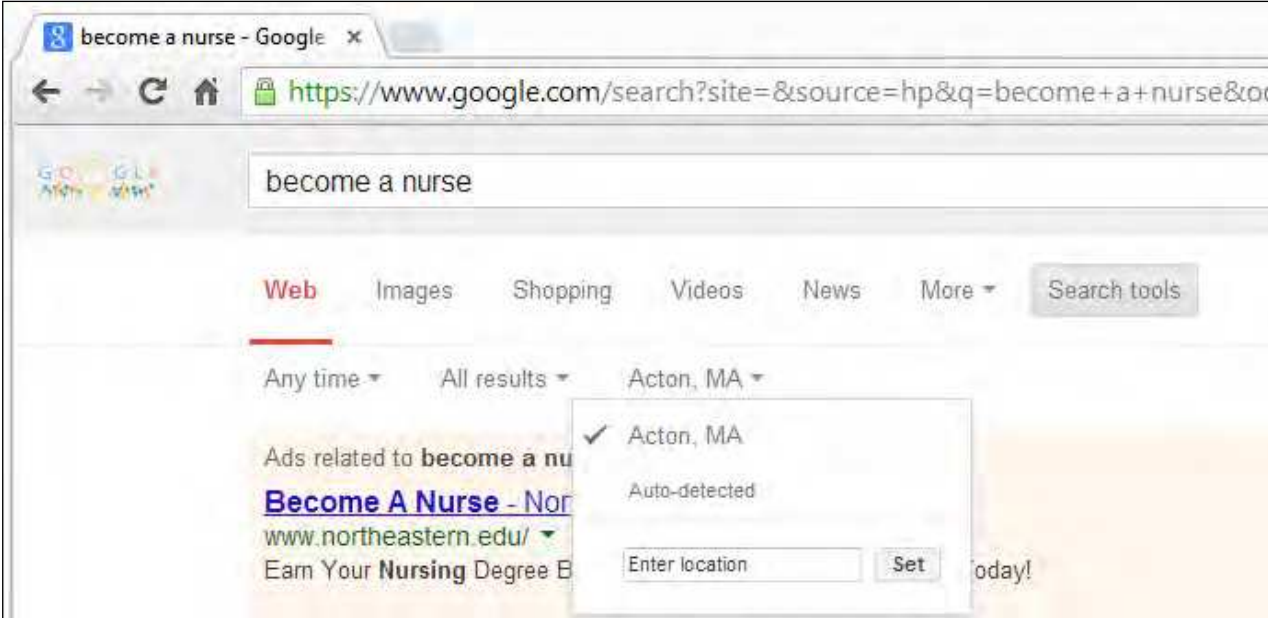
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="625 332 1955 435">US:official&amp;client=firefox-a&amp;channel=np&amp;source=hp#channel=np&amp;q=become%20a%20nurse%20anesthetist&amp;rls=org.mozilla:en-US:official</p> <div data-bbox="653 548 1896 1073"> <p data-bbox="688 560 1144 592"><b>What is stored in your Web History</b></p> <p data-bbox="688 625 1797 649">Google Web History saves information about your activity on the web, as well as details about your browser, including:</p> <ul data-bbox="711 682 1818 885" style="list-style-type: none"> <li>• Pages you visit</li> <li>• Searches on Google</li> <li>• Results that appeared, including <a href="#">private results</a> from Google products like Google+, Gmail, and Google Calendar</li> <li>• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site</li> <li>• Your IP address</li> <li>• Your browser type and language</li> </ul> <p data-bbox="688 922 898 954"><b>Browser history</b></p> <p data-bbox="688 982 1854 1047">Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on <a href="#">Chrome</a>, <a href="#">Safari</a>, <a href="#">Internet Explorer</a>, <a href="#">Toolbar</a>, and <a href="#">Firefox</a>.</p> </div> <p data-bbox="1218 1079 1955 1112"><a href="https://support.google.com/accounts/answer/54068?hl=en">https://support.google.com/accounts/answer/54068?hl=en</a></p>
Claim No. 15	
The method of claim 12, wherein the search refinement input comprises additional	The search refinement input comprises additional search criteria.  See claims 6 and 12 above.

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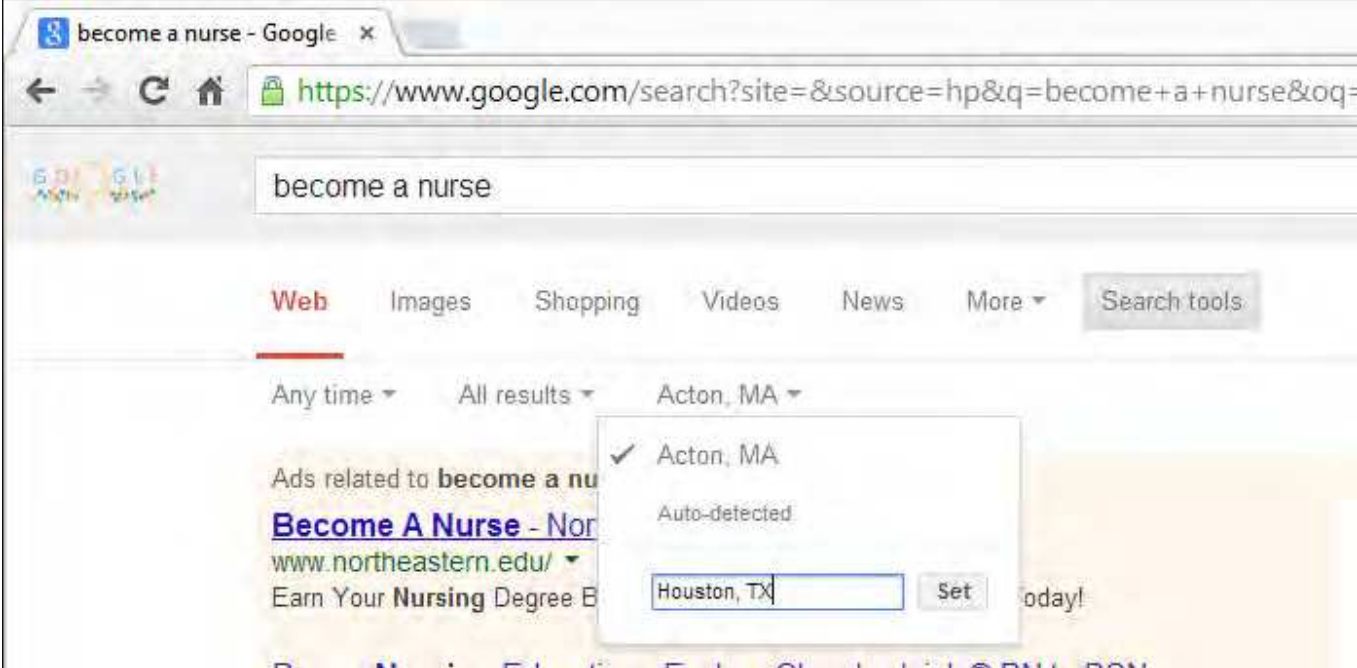
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search criteria.	 <p>The screenshot shows a Google search interface with the query "become a nurse". The search results are filtered by "Web". A dropdown menu for "Any time" is open, showing options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include a link to "Northeastern.edu" with the text "a nurse" and "1 (888) 206 6004". Other results include "Education - Explore Chamberlain's® RN to BSN" with "1 (866) 965 3906" and "US News" with "363 followers on Google+".</p>

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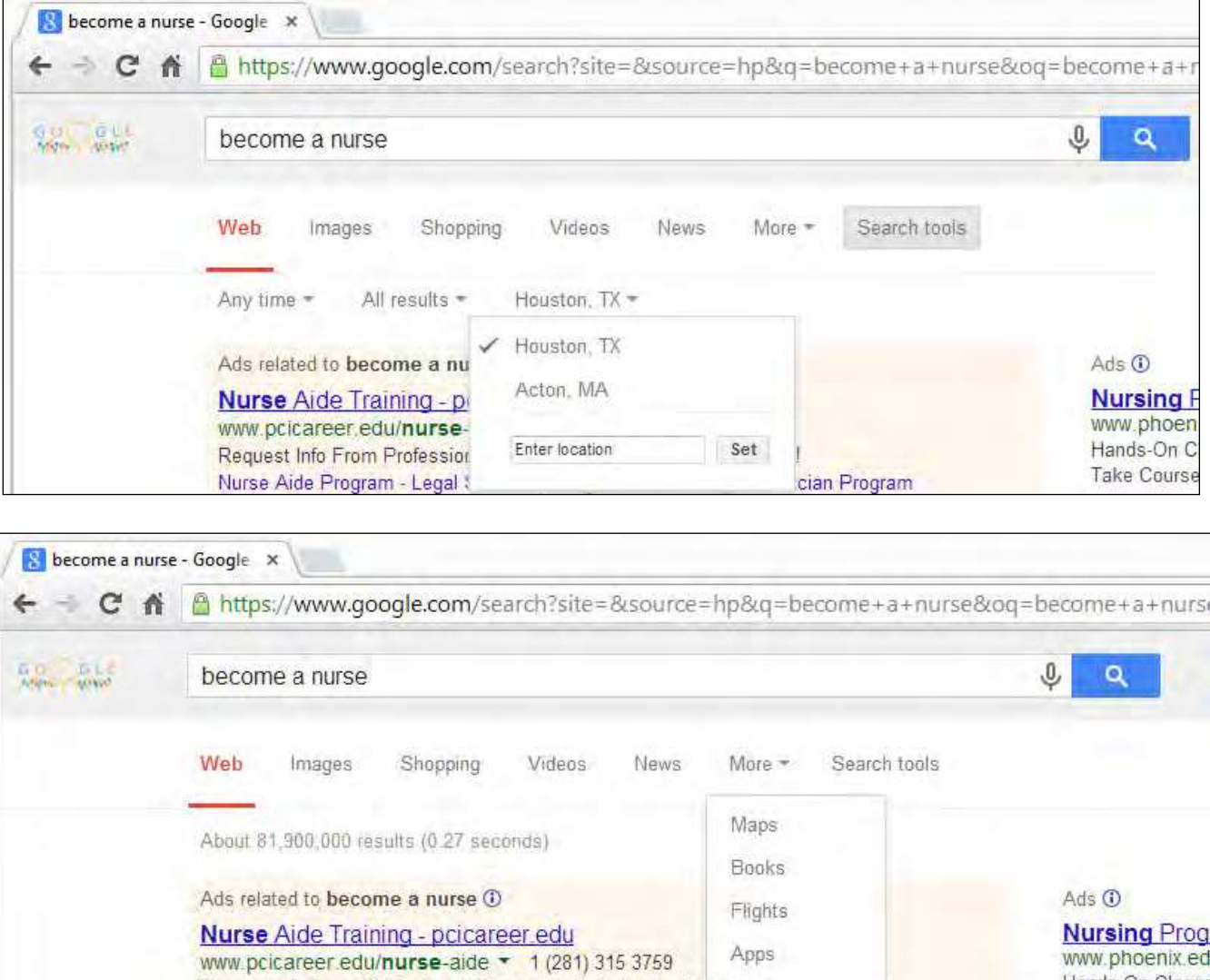
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected.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



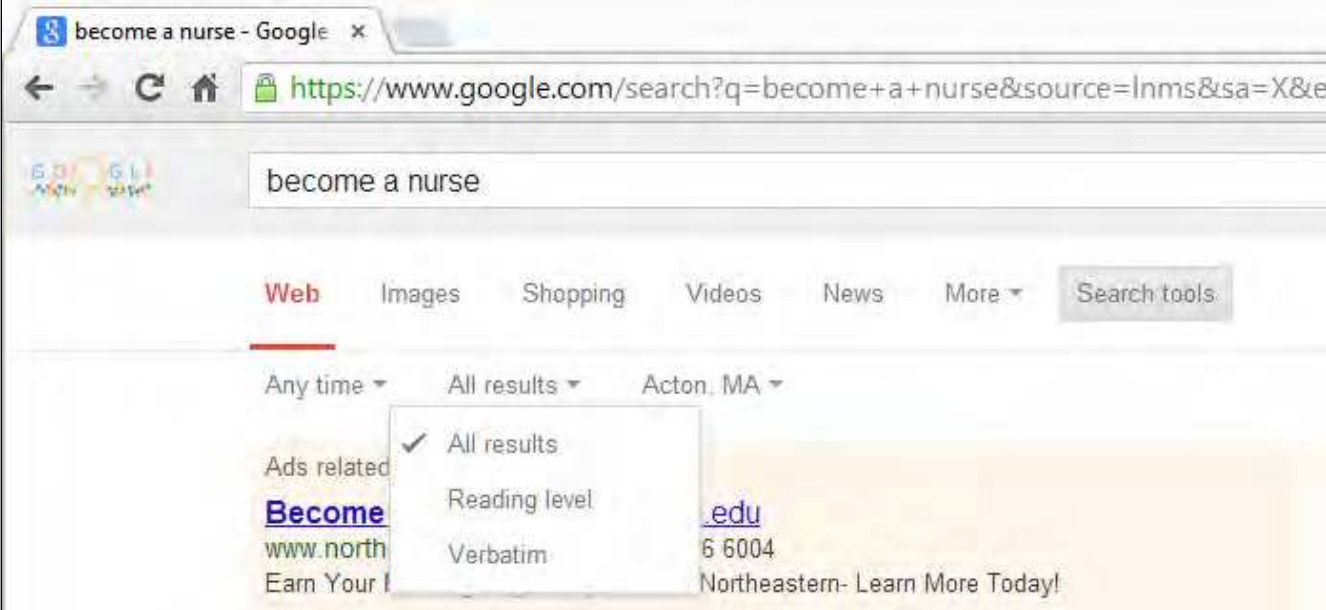
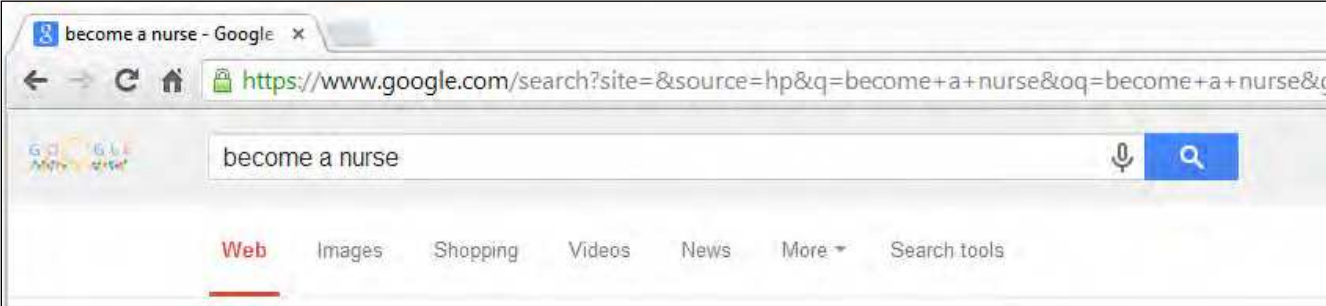
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected. The search results show an advertisement for Northeastern University with the text "Become A Nurse - Northeastern University" and "www.northeastern.edu/". A location dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. The dropdown also shows "Houston, TX" as an option. The "Set" button is visible next to the location input.</p>

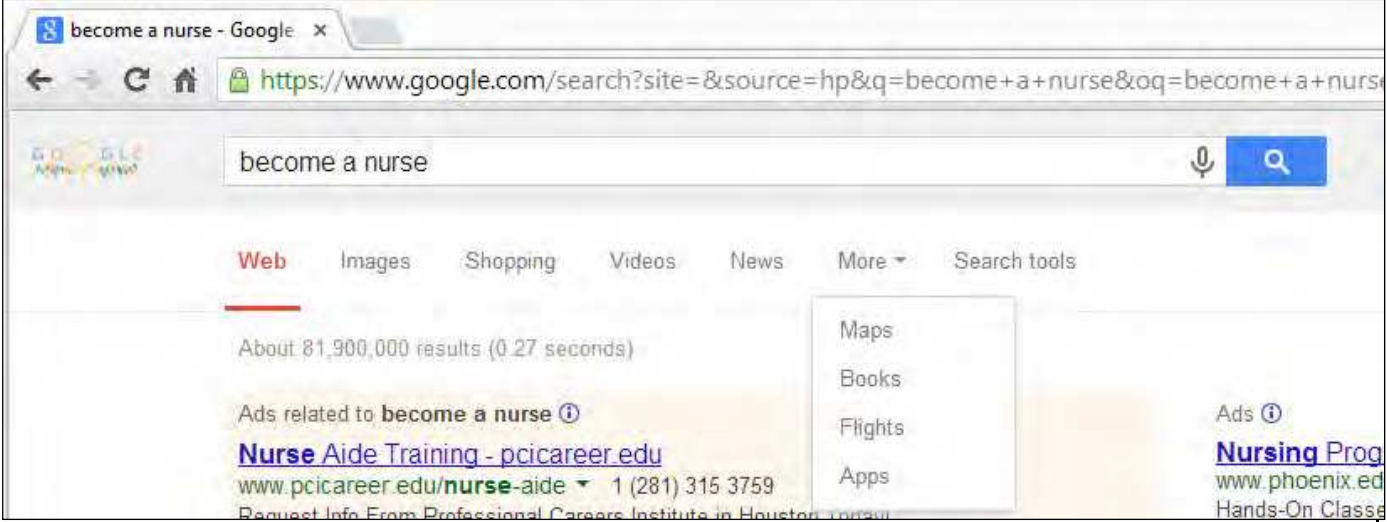
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	 <p>The image contains two screenshots of a Google search interface. The top screenshot shows the search results for 'become a nurse' with a location filter dropdown menu open, displaying 'Houston, TX' as the selected location. The bottom screenshot shows the same search results with the location filter dropdown menu closed, displaying 'About 81,900,000 results (0.27 seconds)' and a list of search results including 'Nurse Aide Training - pcicareer.edu'.</p>

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	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, the "Web" tab is selected, showing "About 81,900,000 results (0.27 seconds)". A dropdown menu is open, listing "Maps", "Books", "Flights", and "Apps". Below the dropdown, there are two advertisements. The left advertisement is for "Nurse Aide Training - pcicareer.edu" with the URL "www.picareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". The right advertisement is for "Nursing Program" with the URL "www.phoenix.edu" and the text "Hands-On Classes".</p>

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	<div data-bbox="695 329 1835 1370"><p><b>Find certain types of results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click <b>Shopping</b>. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none"><li>• Images</li><li>• Maps</li><li>• Shopping</li><li>• News</li><li>• Videos</li><li>• Books</li><li>• Flights</li><li>• Apps</li></ul><p><b>Filter your results</b></p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like <b>Web</b> or <b>Images</b>, you can filter your results even further using <b>Search tools</b>.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none"><li>1. Type <b>planets</b> in the search box.</li><li>2. Click <b>Images</b>.</li><li>3. Click <b>Search tools</b>.</li><li>4. Click <b>Color</b>, then select the red filter.</li></ol></div>

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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 365 1940 1333"><h2>Filter your search results</h2><p>You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.</p><p> <b>Settings</b> Trying to change your search settings? Visit <a href="https://google.com/preferences">google.com/preferences</a> to change settings like SafeSearch, search history, results per page, languages, and location.</p><h3>How to add filters</h3><ol style="list-style-type: none"><li>1. At the top of your search results page, select a filtering option like <b>Images</b> or <b>News</b>. Click <b>More</b> to see extra choices.</li><li>2. Click <b>Search tools</b> to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.</li><li>3. Select one or more filters to narrow down your search results.</li><li>4. To go back to unfiltered results, click <b>Web</b> at the top of the search results page.</li><li>5. To remove any filters you've added through Search tools, click <b>Clear</b>.</li></ol><p><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p></div>



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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="600 475 1932 1101"><p>Search tools will vary based on the type of results you're looking at, but may include:</p><ul style="list-style-type: none"><li>• <b>Publish date:</b> Limit results according to when they were published on the Web.</li><li>• <b>Verbatim:</b> Search for <a href="#">exact words or phrases</a> .</li><li>• <b>Dictionary:</b> Find definitions, synonyms, images, and more for your search term.</li><li>• <b>Reading level:</b> Limit your search results by <a href="#">reading comprehension level</a> .</li><li>• <b>Private:</b> If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.</li><li>• <b>Nearby:</b> See results for your current location.</li><li>• <b>Visited pages/Not yet visited:</b> If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.</li><li>• <b>Images:</b> Filter results by size, type, and color. Learn more about the <a href="#">search tools you can use with Image Search</a> .</li><li>• <b>Videos:</b> Filter by length of video, quality, and source, like youtube.com.</li><li>• <b>Recipes:</b> Filter by ingredients, cook time, and calories.</li><li>• <b>Applications:</b> Choose the price and operating system, or OS, for available apps.</li><li>• <b>Patents:</b> Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at <a href="#">patents.google.com</a> .</li></ul></div> <p data-bbox="1178 1105 1955 1138"><a href="https://support.google.com/websearch/answer/142143?hl=en">https://support.google.com/websearch/answer/142143?hl=en</a></p>

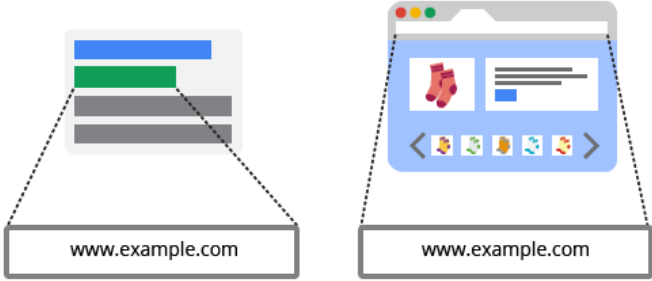
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY															
	<div><p><b>Filtering</b></p><p>Google search provides many ways for you to filter the results that are returned from your search query. In addition to the automatic filtering and language filtering described in this section, the search appliance provides filtering by <a href="#">query parameters</a>, <a href="#">query terms</a> and <a href="#">meta tags</a>, which are documented in their respective sections.</p><p>Automatic Filtering</p><p>Google uses automatic filtering to ensure the highest quality search results.</p><p>Google search uses two types of automatic filters:</p><ul style="list-style-type: none"><li>• <b>Duplicate Snippet Filter</b> - If multiple documents contain identical titles as well as the same information in their snippets in response to a query, only the most relevant document of that set is displayed in the results.</li><li>• <b>Duplicate Directory Filter</b> - If there are many results in a single web directory, then only the two most relevant results for that directory are displayed. An output flag indicates that more results are available from that directory.</li></ul><p>By default, both of these filters are enabled. You can disable or enable the filters by using the <code>filter</code> parameter settings as shown in the table.</p><table><tr><th>Filter value</th><th>Duplicate Snippet Filter</th><th>Duplicate Directory Filter</th></tr><tr><td><code>filter=1</code></td><td>Enabled (ON)</td><td>Enabled (ON)</td></tr><tr><td><code>filter=0</code></td><td>Disabled (OFF)</td><td>Disabled (OFF)</td></tr><tr><td><code>filter=s</code></td><td>Disabled (OFF)</td><td>Enabled (ON)</td></tr><tr><td><code>filter=p</code></td><td>Enabled (ON)</td><td>Disabled (OFF)</td></tr></table><p>When a search filter is enabled and removes some results, the search results output indicates that results were filtered. See <a href="#">Estimated vs. Actual Number of Results</a> for more information about how a filtered result set is identified and for recommendations for displaying the results.</p><p>Although the <code>filter=0</code> option exists, Google recommends against setting <code>filter=0</code> for typical search requests, because filtering significantly enhances the quality of most search results.</p><p>When the Google Search Appliance filters results, the top 1000 most relevant URLs are found before the filters are applied. A URL that is beyond the top 1000 most relevant results is not affected if you change the filter settings.</p><p><a href="#">Back to top</a></p><p>Language Filters</p><p>Language filters limit a search to pages in the specified languages. The Google Search Appliance has built-in language filters that detect the language of a query and return appropriate results. You can combine language filters to further restrict search results.</p></div> <div>https://developers.google.com/search-appliance/documentation/68/xml_reference#request_query_terms</div>	Filter value	Duplicate Snippet Filter	Duplicate Directory Filter	<code>filter=1</code>	Enabled (ON)	Enabled (ON)	<code>filter=0</code>	Disabled (OFF)	Disabled (OFF)	<code>filter=s</code>	Disabled (OFF)	Enabled (ON)	<code>filter=p</code>	Enabled (ON)	Disabled (OFF)
Filter value	Duplicate Snippet Filter	Duplicate Directory Filter														
<code>filter=1</code>	Enabled (ON)	Enabled (ON)														
<code>filter=0</code>	Disabled (OFF)	Disabled (OFF)														
<code>filter=s</code>	Disabled (OFF)	Enabled (ON)														
<code>filter=p</code>	Enabled (ON)	Disabled (OFF)														

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 16	
The method of claim 12, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	<p>The at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p>See claims 7 and 12 above.</p> <div><h3>Destination URL</h3><p>The URL address for the page in your website where you'd like people to be sent after they click your ad.</p><ul style="list-style-type: none"><li>• For each ad, you'll specify a <b>display URL</b> (shown to customers with your ad) and a destination URL (used to determine where people are taken when they click your ad). Google's policy is that both URLs be within the same website (meaning that they share the same domain).</li><li>• Your destination URL isn't visible in the ad, so you can use it to direct people to a specific page within your site without cluttering your ad. For example, an ad could use a clean display URL like <i>example.com</i> to show with the ad, while using a more specific destination URL like <i>example.com/camera_purchase_page.html</i> to link customers to the most relevant page.</li></ul></div> <p><a href="https://support.google.com/adwords/answer/2684490?hl=en">https://support.google.com/adwords/answer/2684490?hl=en</a></p>

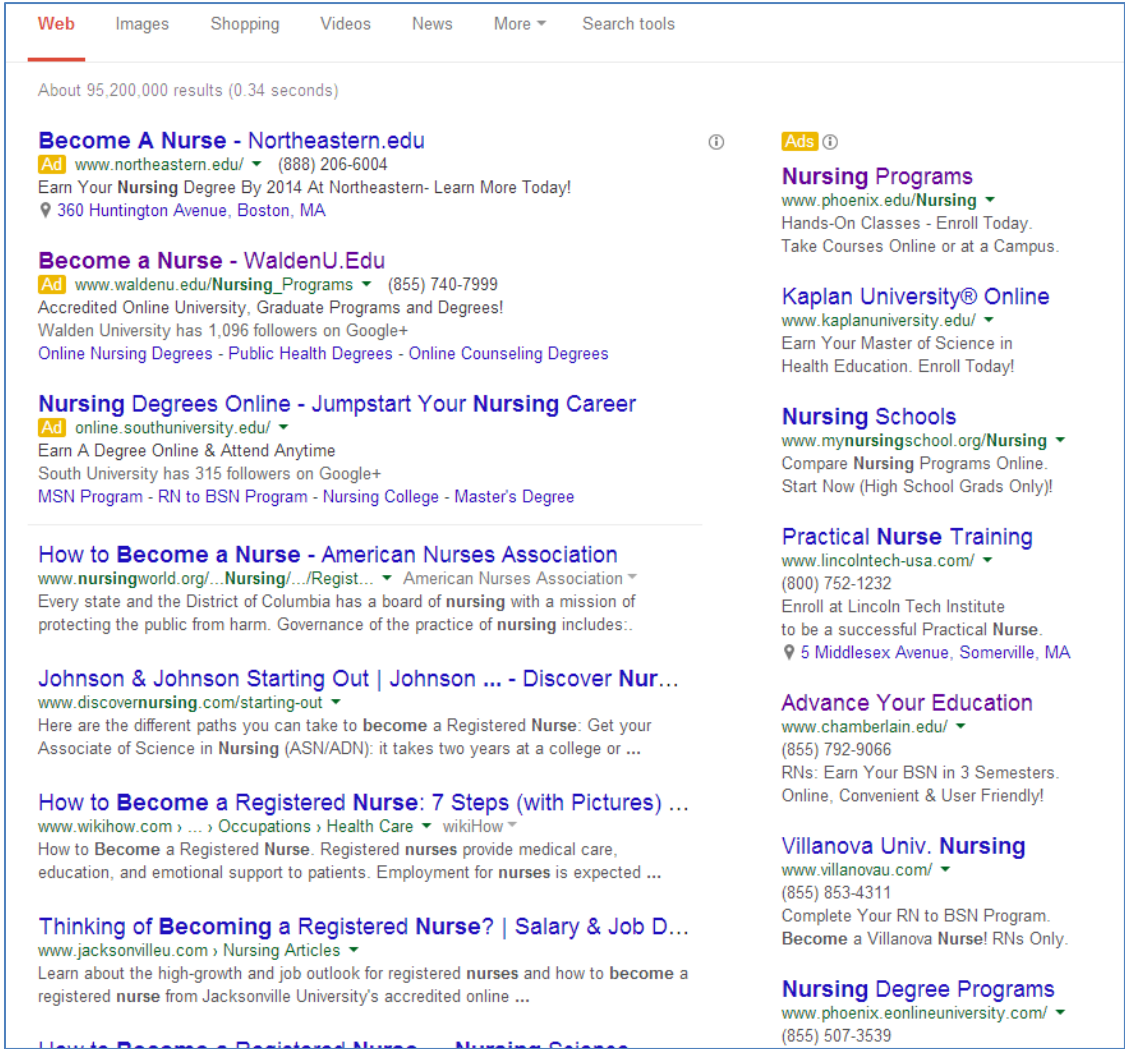
Case No. 2:13-cv-893  
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="779 329 1770 1484"><h2>Destination URL</h2><h3>What's the policy?</h3><p>The <b>destination URL</b> is the URL that loads when a user clicks your ad. The <b>landing page URL</b> 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>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>Requirements</h3><h4>Link to a functional site</h4><ul style="list-style-type: none"><li>• 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.</li><li>• Your landing page must work properly for all locations, regardless of where you're targeting your ad.</li><li>• 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.</li><li>• 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).</li><li>• If you're using <a href="#">dynamic tracking URLs</a>, they must lead to a valid URL and meet all of the requirements listed here for destination URLs.</li></ul><h4>Match the domain of your ad's display URL</h4><ul style="list-style-type: none"><li>• 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."</li></ul><div data-bbox="936 1192 1583 1471"></div></div>
	<p>Page 241 of 248 <a href="https://support.google.com/adwordspolicy/answer/1310892?rd=1">https://support.google.com/adwordspolicy/answer/1310892?rd=1</a></p> <div data-bbox="600 1528 1978 1617"><div><input type="text" value="Search"/></div><div><div>✓ Select campaign settings</div><div>Create an ad group</div></div><div>Billing and Help have moved   A new home for notifications... View</div><div>All online campaigns &lt;&lt;</div><div>Type: Search Network with Display Select - Standard</div></div>

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

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<b>Claim No. 17</b>	
The method of claim 12, further comprising: determining that the user does not select the at least one advertisement; and	Upon information and belief, the Accused Instrumentalities determine that the user does not select the at least one advertisement.  See claims 8 and 12 above.


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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the following elements:</p> <ul style="list-style-type: none"> <li><b>Navigation Bar:</b> Web (selected), Images, Shopping, Videos, News, More, Search tools.</li> <li><b>Results Summary:</b> About 95,200,000 results (0.34 seconds).</li> <li><b>Left Column (Organic Results):</b> <ul style="list-style-type: none"> <li><b>Become A Nurse - Northeastern.edu</b> (Ad): www.northeastern.edu/ (888) 206-6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! 360 Huntington Avenue, Boston, MA.</li> <li><b>Become a Nurse - WaldenU.Edu</b> (Ad): www.waldenu.edu/Nursing_Programs (855) 740-7999. Accredited Online University, Graduate Programs and Degrees! Walden University has 1,096 followers on Google+ Online Nursing Degrees - Public Health Degrees - Online Counseling Degrees.</li> <li><b>Nursing Degrees Online - Jumpstart Your Nursing Career</b> (Ad): online.southuniversity.edu/. Earn A Degree Online &amp; Attend Anytime South University has 315 followers on Google+ MSN Program - RN to BSN Program - Nursing College - Master's Degree.</li> <li><b>How to Become a Nurse - American Nurses Association</b>: www.nursingworld.org/...Nursing/.../Regist... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..</li> <li><b>Johnson &amp; Johnson Starting Out   Johnson ... - Discover Nur...</b>: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</li> <li><b>How to Become a Registered Nurse: 7 Steps (with Pictures) ...</b>: www.wikihow.com/... Occupations Health Care wikiHow. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</li> <li><b>Thinking of Becoming a Registered Nurse?   Salary &amp; Job D...</b>: www.jacksonvilleu.com Nursing Articles. Learn about the high-growth and job outlook for registered nurses and how to become a registered nurse from Jacksonville University's accredited online ...</li> </ul> </li> <li><b>Right Column (Sponsored Results):</b> <ul style="list-style-type: none"> <li><b>Nursing Programs</b>: www.phoenix.edu/Nursing. Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</li> <li><b>Kaplan University® Online</b>: www.kaplanuniversity.edu/. Earn Your Master of Science in Health Education. Enroll Today!</li> <li><b>Nursing Schools</b>: www.mynursingschool.org/Nursing. Compare Nursing Programs Online. Start Now (High School Grads Only!).</li> <li><b>Practical Nurse Training</b>: www.lincolntech-usa.com/. (800) 752-1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 5 Middlesex Avenue, Somerville, MA.</li> <li><b>Advance Your Education</b>: www.chamberlain.edu/. (855) 792-9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient &amp; User Friendly!</li> <li><b>Villanova Univ. Nursing</b>: www.villanovau.com/. (855) 853-4311. Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</li> <li><b>Nursing Degree Programs</b>: www.phoenix.eonlineuniversity.com/. (855) 507-3539.</li> </ul> </li> </ul>



U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="657 329 1896 951"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> <li>CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li> <li>Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a> ↗</li> <li>A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li> <li>You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li> </ul> </div> <div data-bbox="1188 992 1955 1027"> <a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a> </div> <div data-bbox="657 1031 1896 1385"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <math display="block">\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%</math> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div>

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

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a>
transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.	<p>Upon information and belief, the Accused Instrumentalities transmit the indication to the advertising machine via the communications link that the user does not select the at least one advertisement.</p> <p>See claims 8 and 12 above.</p> <div data-bbox="653 769 1896 1386"><h3>Clickthrough rate (CTR)</h3><p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p><ul style="list-style-type: none"><li>• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li><li>• Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a> </li><li>• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li><li>• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li></ul></div>

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

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <math display="block">\text{CTR} = ( \text{Clicks} / \# \text{ of impressions, views, or queries} ) * 100\%</math> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div> <p style="text-align: right;"><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p>
Claim No. 18	
The method of claim 12, further comprising: receiving user input to indicate selection of the at least one advertisement; and	The Accused instrumentalities receive user input to indicate selection of the at least one advertisement.  See claim 12 above.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 328 1896 950"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> <li>CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)</li> <li>Each of your ads and keywords have their own CTRs that you can see listed in your account. <a href="#">Find them on your Campaigns tab</a> ↗</li> <li>A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's <b>Quality Score</b> which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.</li> <li>You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</li> </ul> </div> <p data-bbox="1188 954 1955 990"><a href="https://support.google.com/adwords/answer/2615875?hl=en">https://support.google.com/adwords/answer/2615875?hl=en</a></p> <div data-bbox="655 993 1896 1349"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <math display="block">\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%</math> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div> <p data-bbox="1213 1354 1955 1390"><a href="https://support.google.com/adsense/answer/112025?hl=en">https://support.google.com/adsense/answer/112025?hl=en</a></p>

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

U.S. PATENT NO. <b>7,895,178</b>	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	<p>The Accused Instrumentalities operate a data processing device to transmit the indication to the advertising machine via the communications link that the user selects the at least one advertisement.</p> <p>See claim 12 above.</p> <pre> &lt;script&gt;&gt;window.googleJavaScriptRedirect=1&lt;/script&gt;&lt;script&gt;var m={navigateTo:function(b,a,d){ if(b!=a&amp;&amp;b.google){if(b.google.r){b.google.r=0;b.location.href=d;a.location.replace( "about:blank");}}else{a.location.replace(d);}}}; m.navigateTo(parent&gt;window, "http://www.googleadservices.com/pagead/aclk?sa\x3dL\x26ai\x3dC-flIlesnU6_KM5HKswf2hYHYBYCSvNE H2Ozb77kBv4b0CAGAEAEoA1DZ7qyg_v____8BYMmGr4fco5QROAH43e05A8gBAaoEKE_Q_zQaCicHd9t6Cb3rToxZo3w1N el0c9JG7dX3tyLfDmp7L498VFuAB_ChNEaQBwM\x26ved\x3d0CCgQ0Qw\x26val\x3dChBiNmMwM2VhNjg0Yjg0MmQ5EIv si5kFGgh9NL0Cmy9yKyABKAAw36D6pa3FwoWwATiL7IuZBUCL7IuZBQ\x26sig\x3dAOD64_1LAWPmBsZ00CGn2kfmBgS _gcr0WQ\x26adurl\x3dhttp://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliat e_Name%3DPlattformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26S ource_Code%3DPPCPlattform%26TrackingCode%3DsWNB2VoZK_dc%7Cpcrid%7C49849304008%7Cpkw%7Cnursing% 2520training%7Cpmt%7Cb"); &lt;/script&gt;&lt;noscript&gt;&lt;META http-equiv="refresh" content= "0;URL='http://www.googleadservices.com/pagead/aclk?sa=L&amp;ai=C-flIlesnU6_KM5HKswf2hYHYBYCSv NEH2Ozb77kBv4b0CAGAEAEoA1DZ7qyg_v____8BYMmGr4fco5QROAH43e05A8gBAaoEKE_Q_zQaCicHd9t6Cb3rToxZo3w 1Nel0c9JG7dX3tyLfDmp7L498VFuAB_ChNEaQBwM&amp;ved=0CCgQ0Qw&amp;val=ChBiNmMwM2VhNjg0Yjg0MmQ5EIvsi 5kFGgh9NL0Cmy9yKyABKAAw36D6pa3FwoWwATiL7IuZBUCL7IuZBQ&amp;sig=AOD64_1LAWPmBsZ00CGn2kfmBgS_gcr 0WQ&amp;adurl=http://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliate_Name %3DPlattformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26Source_ Code%3DPPCPlattform%26TrackingCode%3DsWNB2VoZK_dc%7Cpcrid%7C49849304008%7Cpkw%7Cnursing%2520tr aining%7Cpmt%7Cb'"&gt; &lt;/noscript&gt; </pre> <p>Fiddler capture showing that Accused Instrumentalities transmit the indication that the user selects an advertisement</p>