

Exhibit 16

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

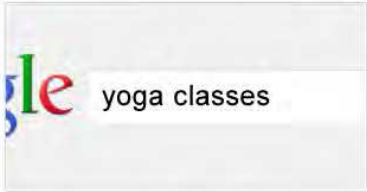

The following analysis shows how each claim element is literally present. In the event that a claim element is deemed to be missing under a literal infringement analysis (e.g., due to claim construction), Rockstar reserves the right to demonstrate the presence of a substantial equivalent of such an element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

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

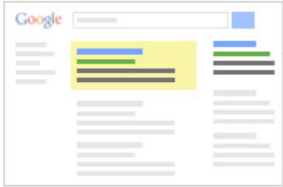
The screenshots below constitute exemplary results of the Accused Instrumentalities' algorithms and source code and do not serve to limit the scope of alleged infringement. Rockstar alleges infringement by the Accused Instrumentalities at each applicable level of abstraction, i.e., source code, algorithms,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

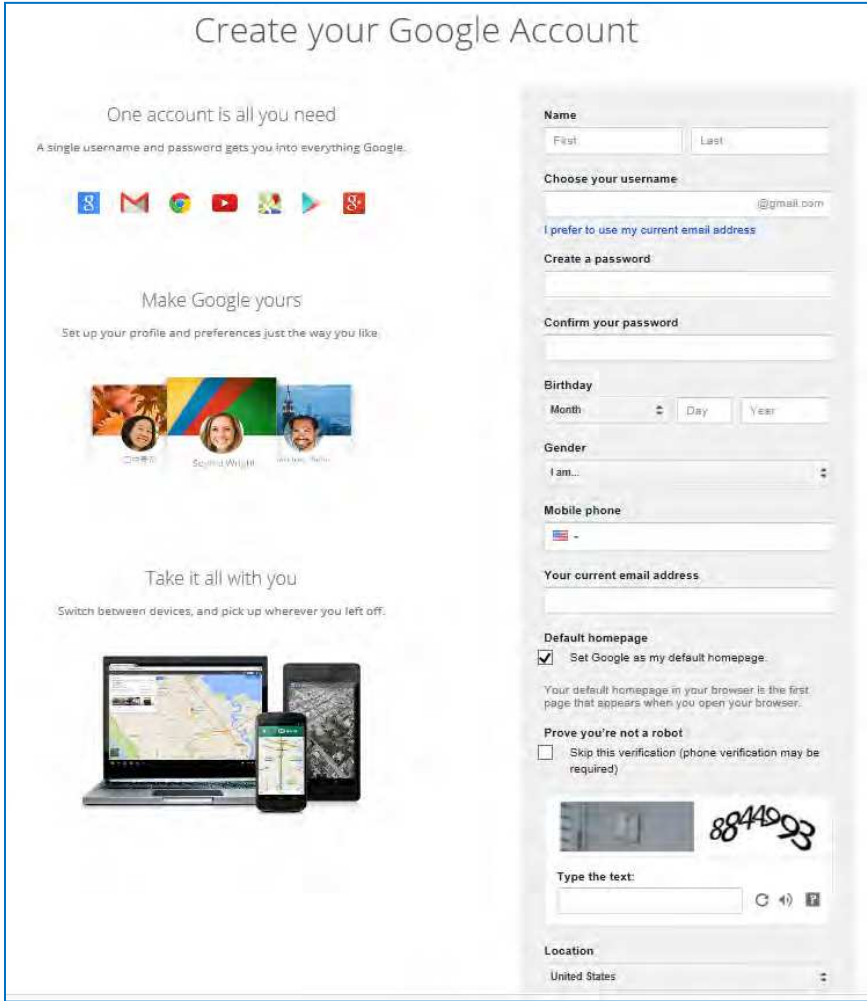
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	Google's advertising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

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

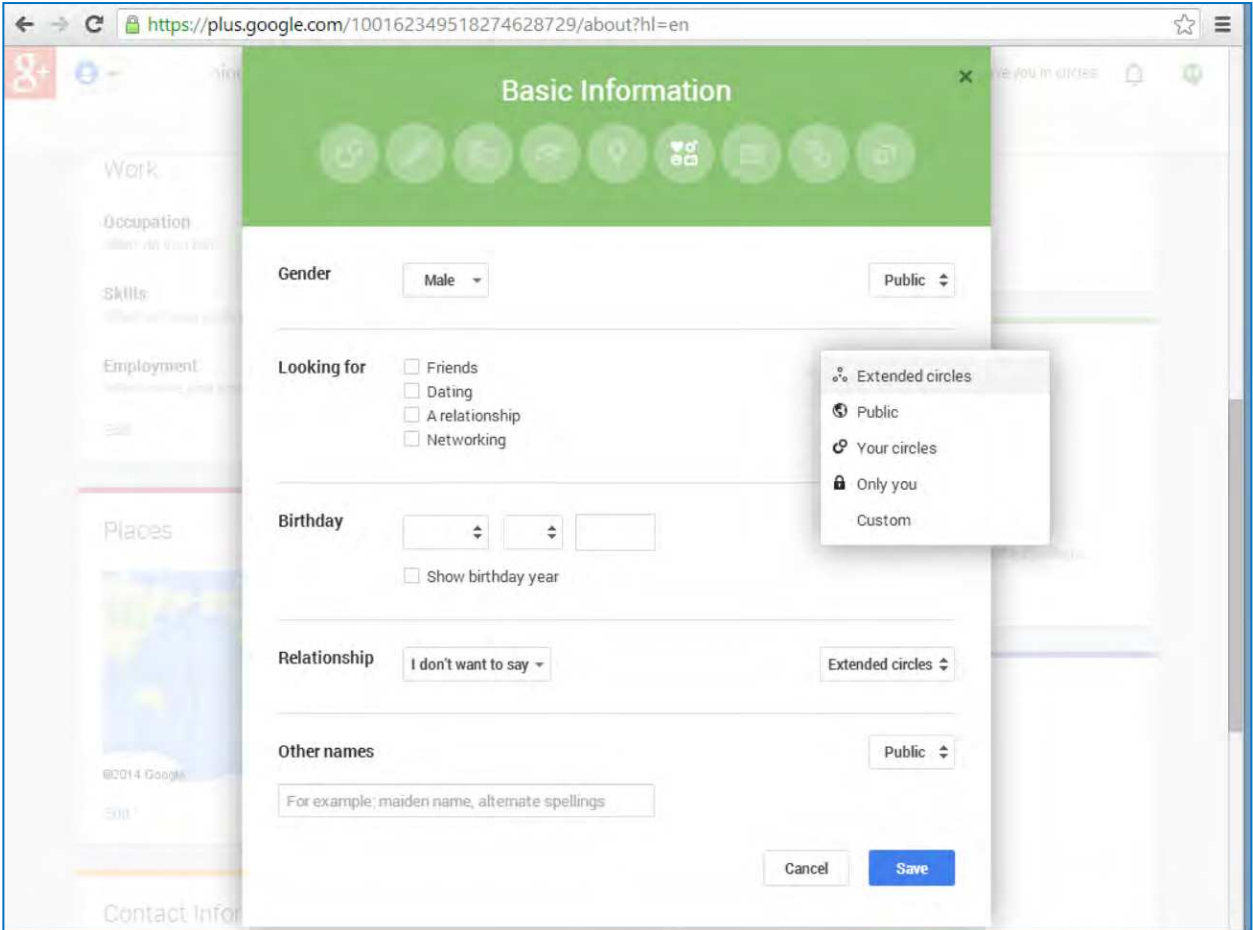
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 834"> <p>Ads on Google Target your ads Ad types Costs FAQ</p> <h3>A quick look at ads on Google</h3> <p>Here's how ads on Google can help you get you more interested visitors to your website.</p> <div>  <div> <p>Yoga for beginners www.vinashiyoga.com Start your journey today Special – 10 classes for \$100 (354) 555-0111 - Directions</p> </div> </div> <div> <p>1. People search on Google People use keywords (or search terms) to search for specific products and services.</p> </div> <div> <p>2. They see your ad If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. Learn more</p> </div> <div> <p>3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</p> </div> <div> <p>Get started now For free support call: 1-800-877-2981*</p>  </div> </div> <p>http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

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

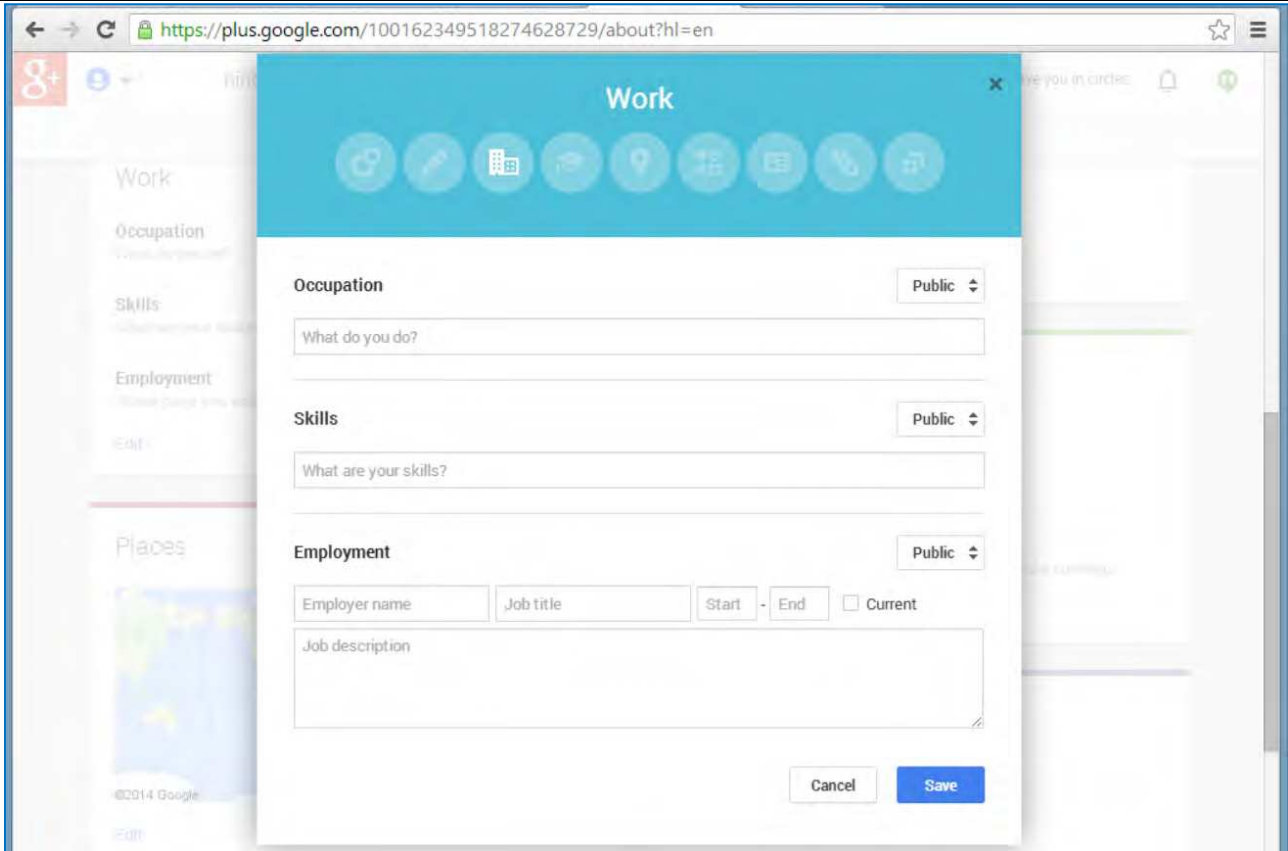
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 293 1906 1344"><h2 data-bbox="793 315 1186 367">Search Network</h2><p data-bbox="793 427 1871 483">A group of search-related websites where your ads can appear. These include Google search sites and non-Google search sites (like AOL) that partner with Google to show search ads, called <u>search partners</u>.</p><p data-bbox="793 717 1839 774">When you advertise on the Search Network, your ad can show next to search results when someone searches for your products or services using terms related to one of your <u>keywords</u>.</p><ul data-bbox="810 805 1885 995" style="list-style-type: none">• The Search Network includes Google Search, Shopping, Maps, Images, and Groups, as well as search partner sites like AOL.• Ads are matched to search results pages based on the terms or phrases someone searches. For example, a search on Google for "home plumbing repair" might show an ad that uses that phrase as a keyword.• The Search Network is part of the Google Network, our name for all the webpages and apps where AdWords ads can appear.<h3 data-bbox="793 1027 1192 1053">When to use the Search Network</h3><p data-bbox="793 1088 1866 1144">When you create a new campaign, you'll be asked to choose a campaign type which, among other things, determines the networks where your ads can show. Think about your business goals when deciding which networks to use.</p><p data-bbox="793 1175 1482 1198">Here are some general recommendations for when to use the Search Network:</p><ul data-bbox="810 1229 1533 1320" style="list-style-type: none">• You're relatively new to AdWords• You want your ads to appear next to Google search results• You only want to reach customers searching for your specific product or service</div> <p data-bbox="1192 1349 1955 1382">https://support.google.com/adwords/answer/90956?ctx=tltp</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
creating user profile data for the user;	<p>The Accused Instrumentalities create user profile data for the user.</p>  <p>https://accounts.google.com/SignUp</p>

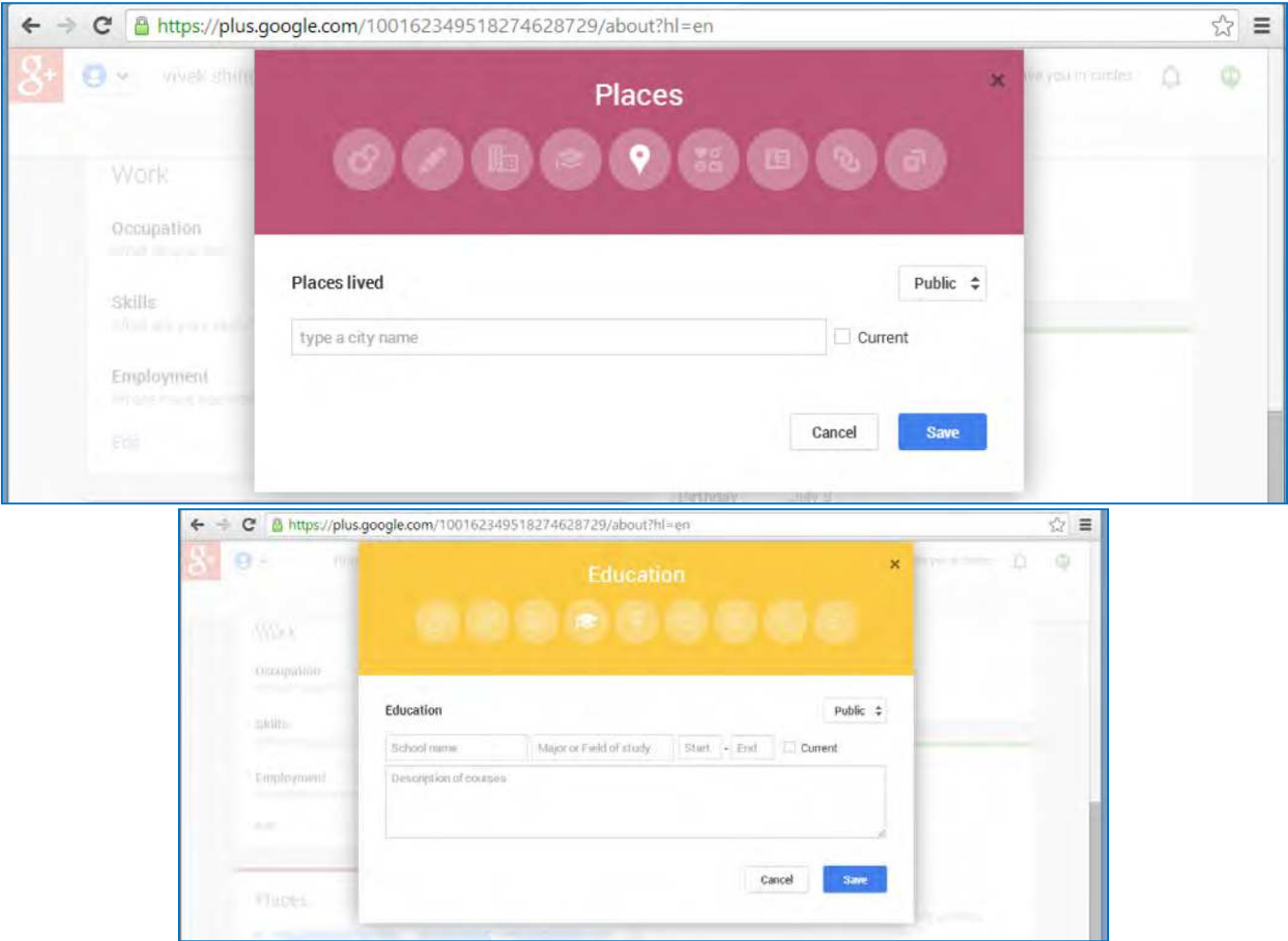
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot 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">Gender: Set to 'Male' with a dropdown arrow.Looking for: A section with checkboxes for 'Friends', 'Dating', 'A relationship', and 'Networking'.Birthday: Fields for month, day, and year, with a 'Show birthday year' checkbox.Relationship: A dropdown menu set to 'I don't want to say'.Other names: A text input field with a placeholder 'For example: maiden name, alternate spellings'. <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 highlighted in blue at the bottom right of the form.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a web browser window with the URL https://plus.google.com/100162349518274628729/about?hl=en. The page is titled 'Work' and features a blue header with icons for various categories. The main content area is divided into three sections: 'Occupation', 'Skills', and 'Employment'. Each section has a 'Public' dropdown menu and a text input field. The 'Occupation' section has a text input field labeled 'What do you do?'. The 'Skills' section has a text input field labeled 'What are your skills?'. The 'Employment' section has a text input field labeled 'Job description' and a 'Current' checkbox. The 'Employment' section also includes fields for 'Employer name', 'Job title', 'Start', and 'End'. The 'Current' checkbox is currently unchecked. The 'Save' button is highlighted in blue, and the 'Cancel' button is in white. The background of the page shows a map and other profile information.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots of a Google+ profile page, illustrating the 'Places' and 'Education' sections. The top screenshot shows the 'Places' section with a red header and a list of icons. Below the header, there is a 'Places lived' section with a text input field labeled 'type a city name', a 'Public' dropdown menu, and a 'Current' checkbox. The bottom screenshot shows the 'Education' section with an orange header and a list of icons. Below the header, there is an 'Education' section with a text input field for 'School name', a 'Major or Field of study' dropdown menu, 'Start' and 'End' date pickers, a 'Current' checkbox, and a 'Description of courses' text area. Both screenshots show the Google+ logo and the user's profile information on the left side of the page.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="590 367 1948 1370"><h3>How Google uses cookies</h3><p>A cookie is a small piece of text sent to your browser by a website you visit. It helps the website to remember information about your visit, like your preferred language and other settings. That can make your next visit easier and the site more useful to you. Cookies play an important role. Without them, using the web would be a much more frustrating experience.</p><p>We use cookies for many purposes. We use them, for example, to remember your safe search preferences, to make the ads you see more relevant to you, to count how many visitors we receive to a page, to help you sign up for our services and to protect your data.</p><p>You can see a list of the types of cookie used by Google and also find out how Google uses cookies in advertising. Our privacy policy explains how we protect your privacy in our use of cookies and other information.</p></div> <p data-bbox="1257 1377 1948 1409">http://www.google.com/policies/technologies/cookies/</p>

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


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="617 337 1142 370">How Google uses cookies in advertising</div> <p data-bbox="617 391 1955 451">Cookies help to make advertising more effective – and that is what keeps thousands of websites free of charge. Without cookies, it's harder for an advertiser to reach its audience, or to know how many ads were shown and how many clicks they received.</p> <p data-bbox="617 477 1955 570">Many websites, such as news sites and blogs, partner with Google to show ads to their visitors. Working with our partners, we may use cookies for a number of purposes, such as to stop you seeing the same ad over and over again, to detect and stop click fraud, and to show ads that are likely to be more relevant (such as ads based on websites you have visited).</p> <p data-bbox="617 594 1955 719">We store a record of the ads we serve in our logs. These server logs typically include your web request, IP address, browser type, browser language, the date and time of your request, and one or more cookies that may uniquely identify your browser. We store this data for a number of reasons, the most important of which are to improve our services and to maintain the security of our systems. We anonymize this log data by removing part of the IP address (after 9 months) and cookie information (after 18 months).</p> <div data-bbox="617 753 896 781">Our advertising cookies</div> <p data-bbox="617 802 1955 894">To help our partners manage their advertising and websites, we offer many products, including AdSense, AdWords, Google Analytics, and a range of DoubleClick-branded services. When you visit a page that uses one of these products, either on one of Google's sites or one of our partners', various cookies may be sent to your browser.</p> <p data-bbox="617 919 1955 1044">These may be set from a few different domains, including google.com, doubleclick.net, invitemedia.com, admeld.com, googlesyndication.com, or googleadservices.com. Some of our advertising products enable our partners to use other services in conjunction with ours (like an ad measurement and reporting service) and these services may send their own cookies to your browser. These cookies will be set from their domains.</p> <p data-bbox="617 1068 1568 1096">See more detail about the types of cookie used by Google and our partners, and how we use them.</p>

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

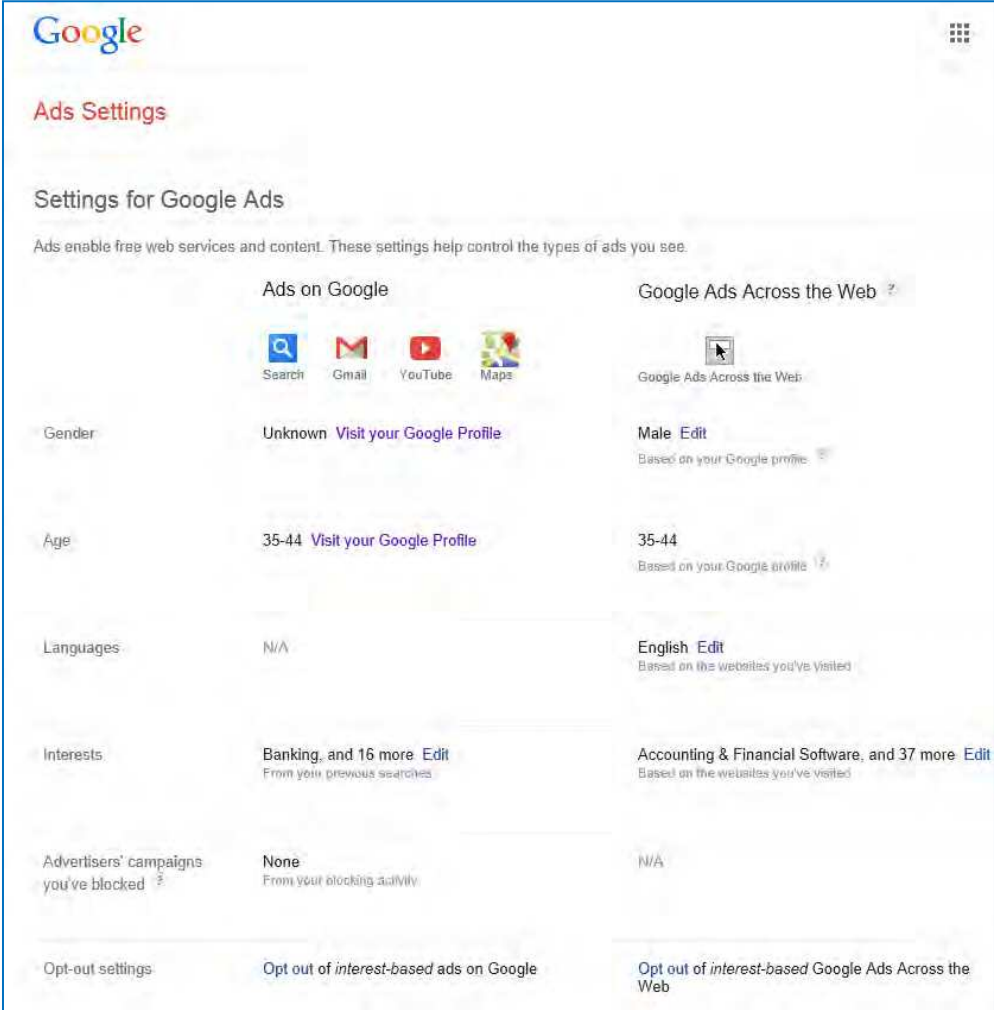
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Other technologies used in advertising</p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example,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

Case No. 2:13-cv-893

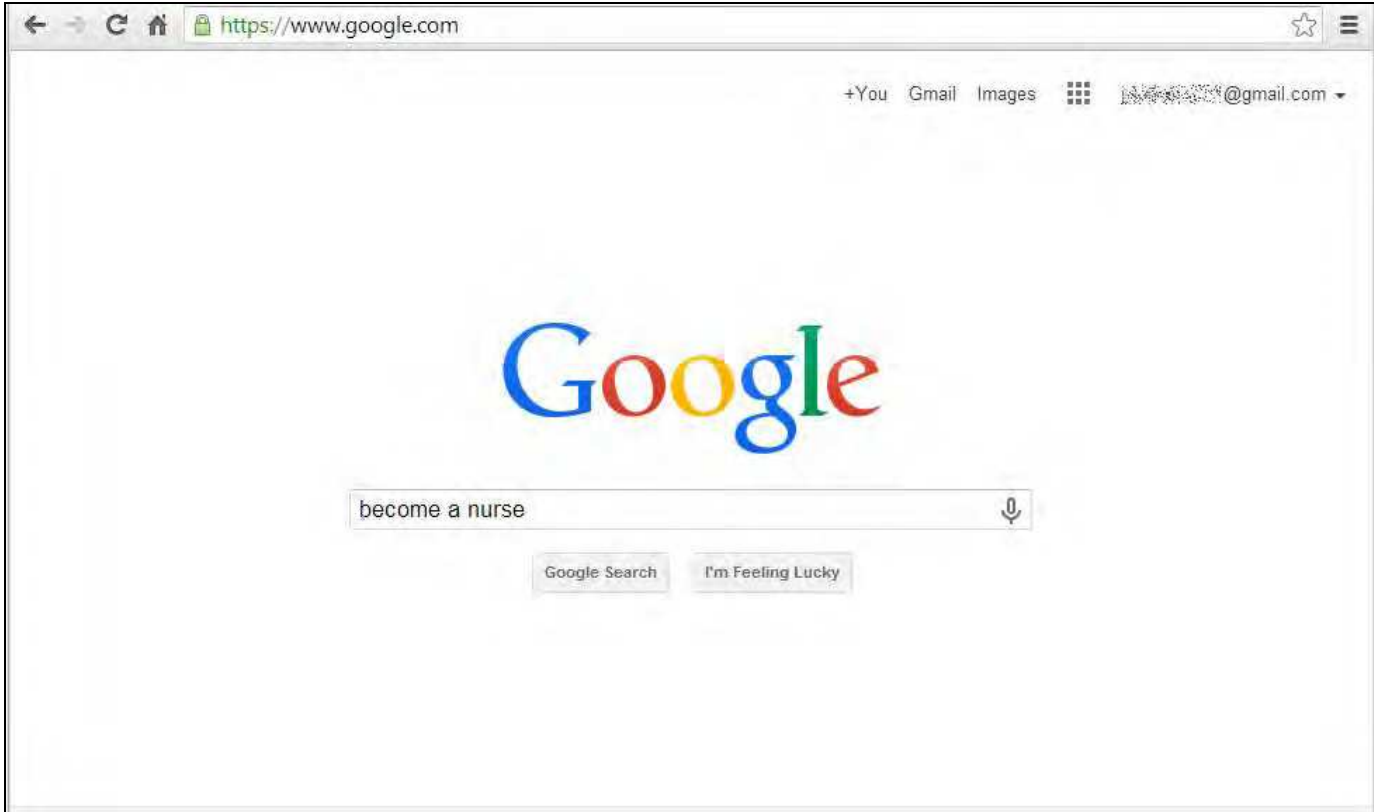
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 1214"><div><div>About</div><div><div><div>Story</div><div><div>Tagline</div><div>A brief description of you.</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><div>Places</div><div><div>©2014 Google</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><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>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><div>Education</div><div><div>Where have you gone to school?</div><div>Edit</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>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the 'Ads Settings' page for a Google account. At the top, the Google logo is visible, followed by the 'Ads Settings' title. Below this, the section 'Settings for Google Ads' is introduced, stating that ads enable free web services and content, and these settings help control the types of ads seen. The settings are organized into two columns. The left column includes 'Ads on Google' (with icons for Search, Gmail, YouTube, and Maps), 'Gender' (Unknown, with a link to 'Visit your Google Profile'), 'Age' (35-44, with a link to 'Visit your Google Profile'), 'Languages' (N/A), 'Interests' (Banking, and 16 more, with a link to 'Edit' and a note 'From your previous searches'), 'Advertisers' campaigns you've blocked' (None, with a note 'From your blocking activity'), and 'Opt-out settings' (Opt out of interest-based ads on Google). The right column includes 'Google Ads Across the Web' (with a link to '?'), 'Male' (with a link to 'Edit' and a note 'Based on your Google profile'), '35-44' (with a link to 'Edit' and a note 'Based on your Google profile'), 'English' (with a link to 'Edit' and a note 'Based on the websites you've visited'), 'Accounting & Financial Software, and 37 more' (with a link to 'Edit' and a note 'Based on the websites you've visited'), and 'N/A' for the bottom opt-out setting ('Opt out of interest-based Google Ads Across the Web').</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument.</p>  A screenshot of a web browser displaying the Google homepage. The address bar shows 'https://www.google.com'. The page features the Google logo in its multi-colored font. Below the logo is a search bar containing the text 'become a nurse'. To the right of the search bar is a microphone icon. Below the search bar are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The top of the browser window shows navigation icons (back, forward, refresh, home) and a user profile section with '+You', 'Gmail', 'Images', and a user email address '@gmail.com'.

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Google 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. The page title is "Google Advanced Search".

Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

To do this in the search box

Type the important words: tricolor rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words you don't want: ~rodent, ~"Jack Russell"

Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

Then narrow your results by...

language: Find pages in the language you select.

region: Find pages published in a particular region.

last update: Find pages updated within the time you specify.

site or domain: Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing: Search for terms in the whole page, page title, or web address, or links to the page you're looking for.

SafeSearch: Tell SafeSearch whether to filter sexually explicit content.

reading level: Find pages at one reading level or just view the level info.

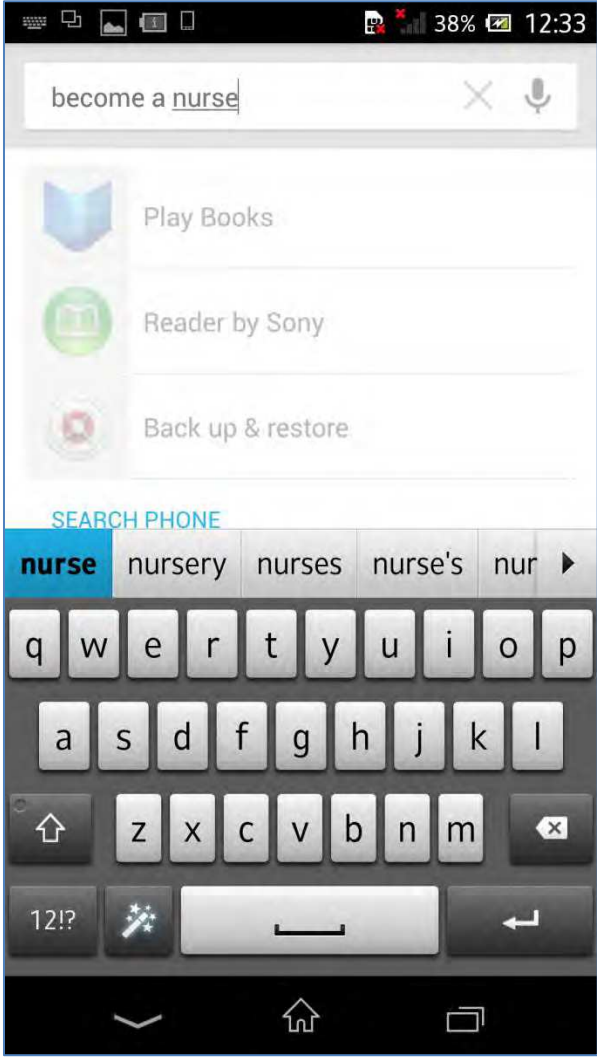
file type: Find pages in the format you prefer.

usage rights: Find pages you are free to use yourself.

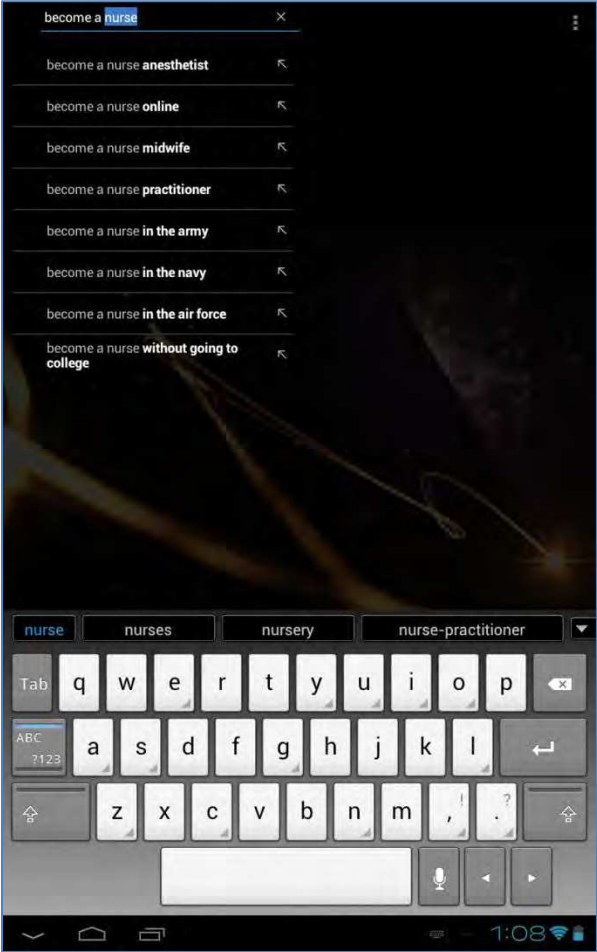
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

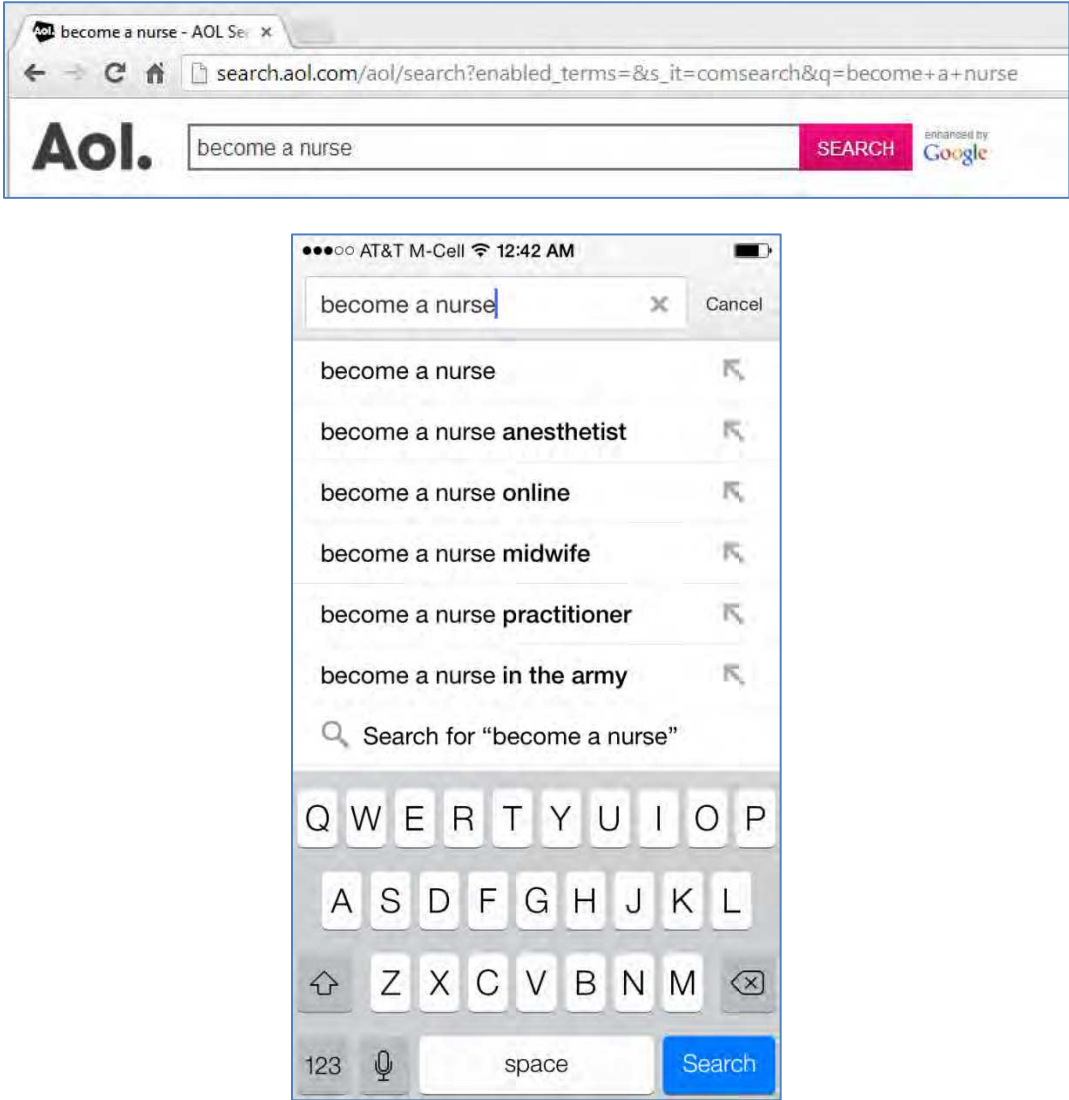
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of an Android phone screen. At the top, the status bar shows icons for keyboard, camera, battery, and signal, along with the time 12:33 and 38% battery. Below the status bar is a search bar containing the text "become a nurse". To the right of the search bar are a close button (X) and a microphone icon. Below the search bar, there are three 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" label in blue. Underneath is a search bar with the word "nurse" 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 button, and a recent apps button.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1026 293 1512 326">Mobile Handset Running Android 4.2</p>  <p data-bbox="1031 1344 1509 1377">Tablet Device Running Android 4.02</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots related to a search for "become a nurse". The top screenshot is a desktop browser view of the AOL search page. The address bar shows the URL "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is on the left, and the search input field contains the text "become a nurse". A red "SEARCH" button is to the right of the input field, and a "enhanced by Google" logo is further right. The bottom screenshot is a mobile interface, likely from an AT&T M-Cell phone, showing a search bar with the text "become a nurse" and a "Cancel" button. Below the search bar is a list of suggestions: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". At the bottom of the list is a magnifying glass icon and the text "Search for 'become a nurse'". Below the list is a QWERTY keyboard with a "Search" button in the bottom right corner.</p>

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

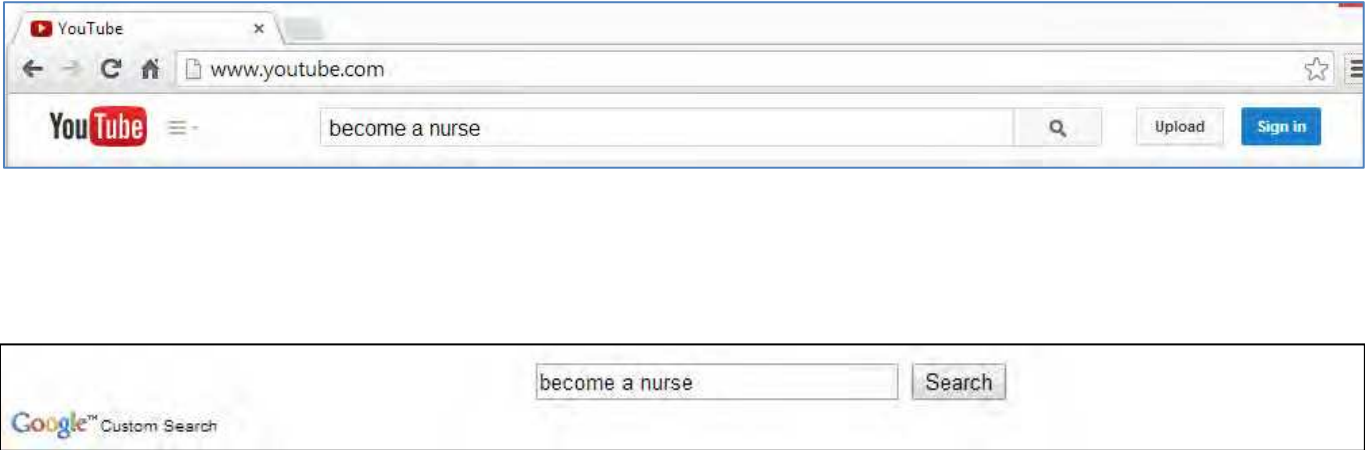
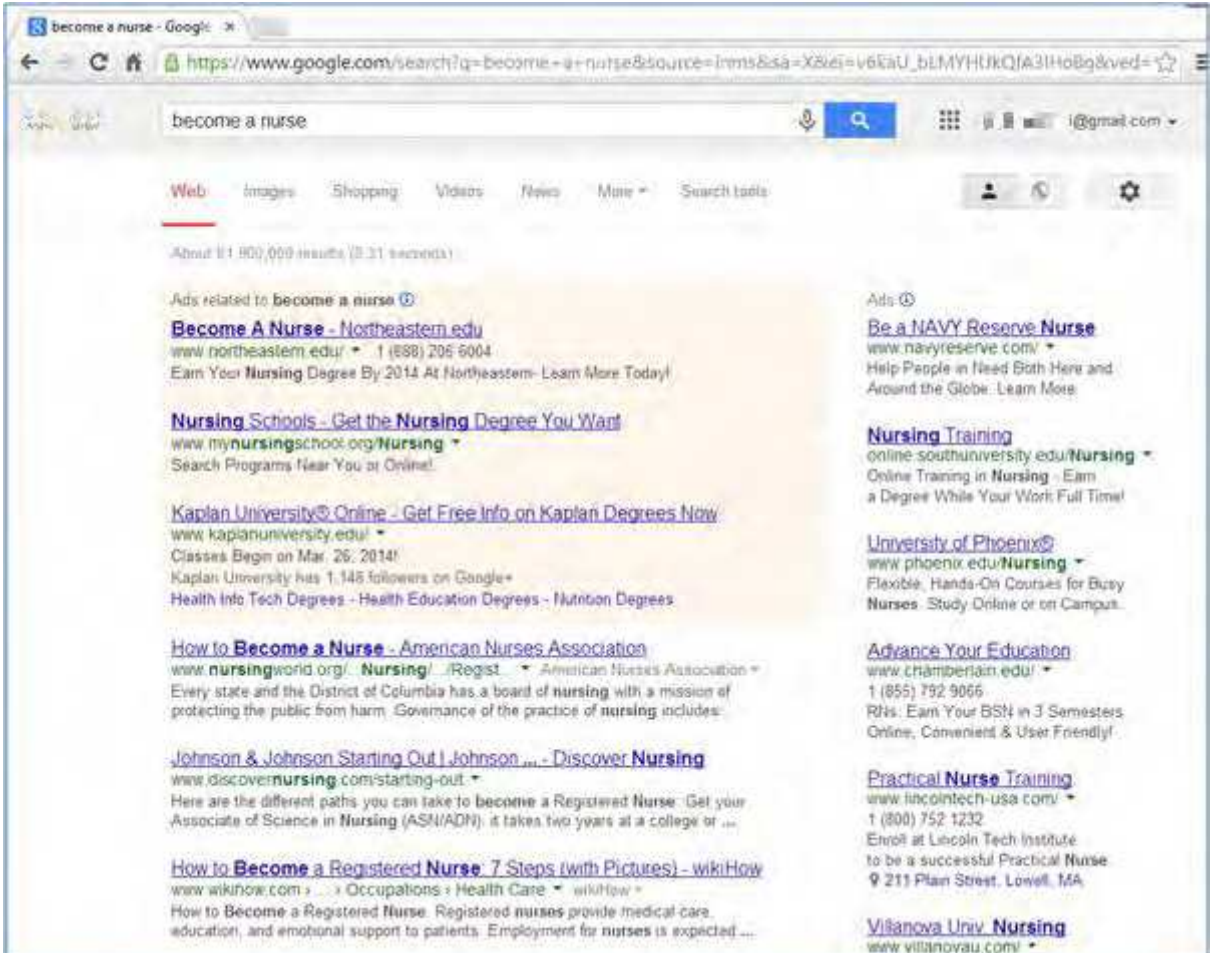
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1010 293 1524 329">Google Search App Running on iOS 7.1</p>  <p data-bbox="1073 813 1955 849">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

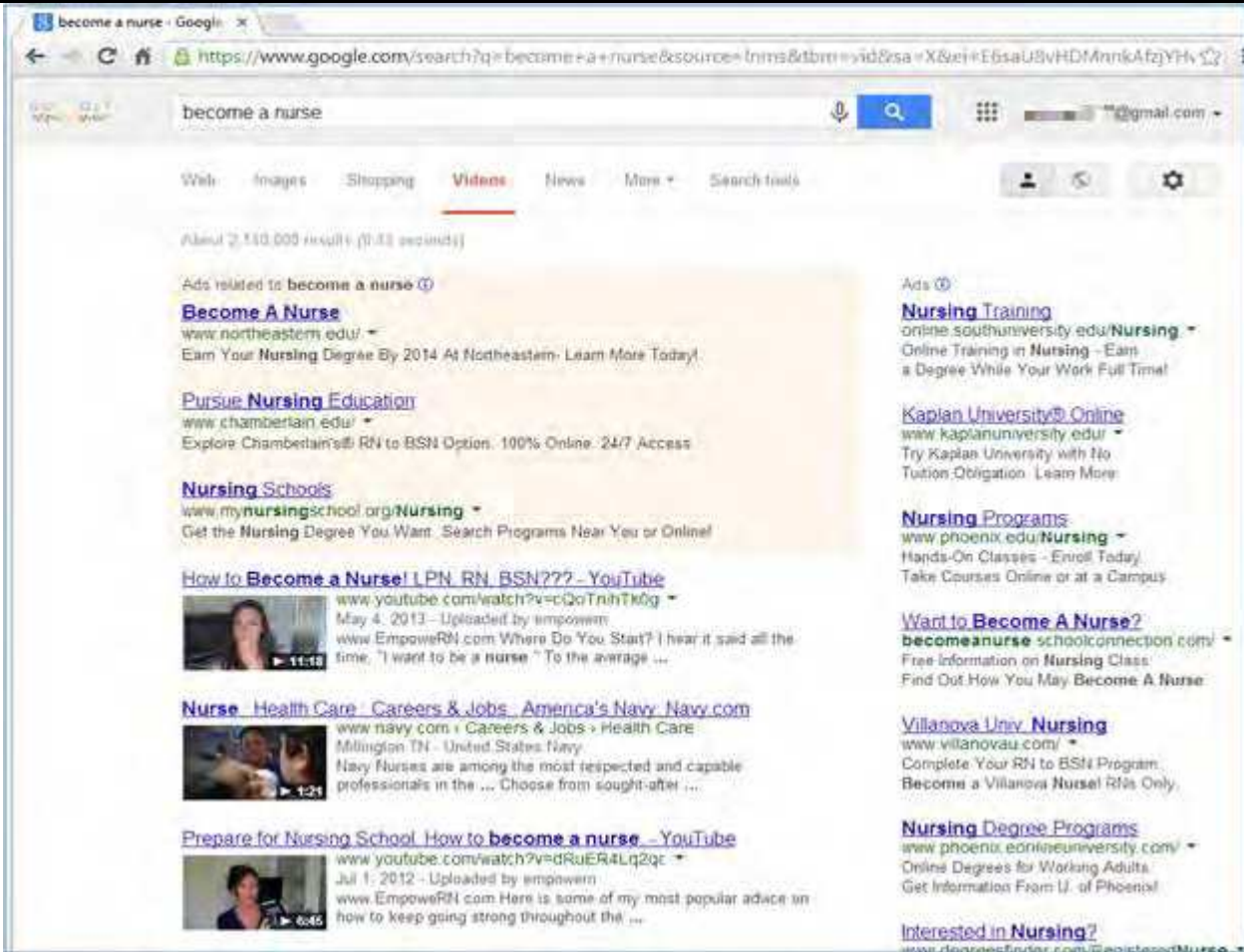
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?ugexp=chm_pq_q%2Chms2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&scient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaacf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtH2bqMfj5GXTUdV8kM_idWYag3a9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_Xj8Oo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jr8PaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXi2Dv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBpPUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkc2x1PW4aYSFuT_3BRUegqm5 </pre>
searching at least one database having data network related information using the search argument to generate	<p style="text-align: center;">GET “search request” of Advanced Search</p> <p>The Accused Instrumentalities search at least one database having data network related information using the search argument to generate search results.</p> <p>See above.</p>

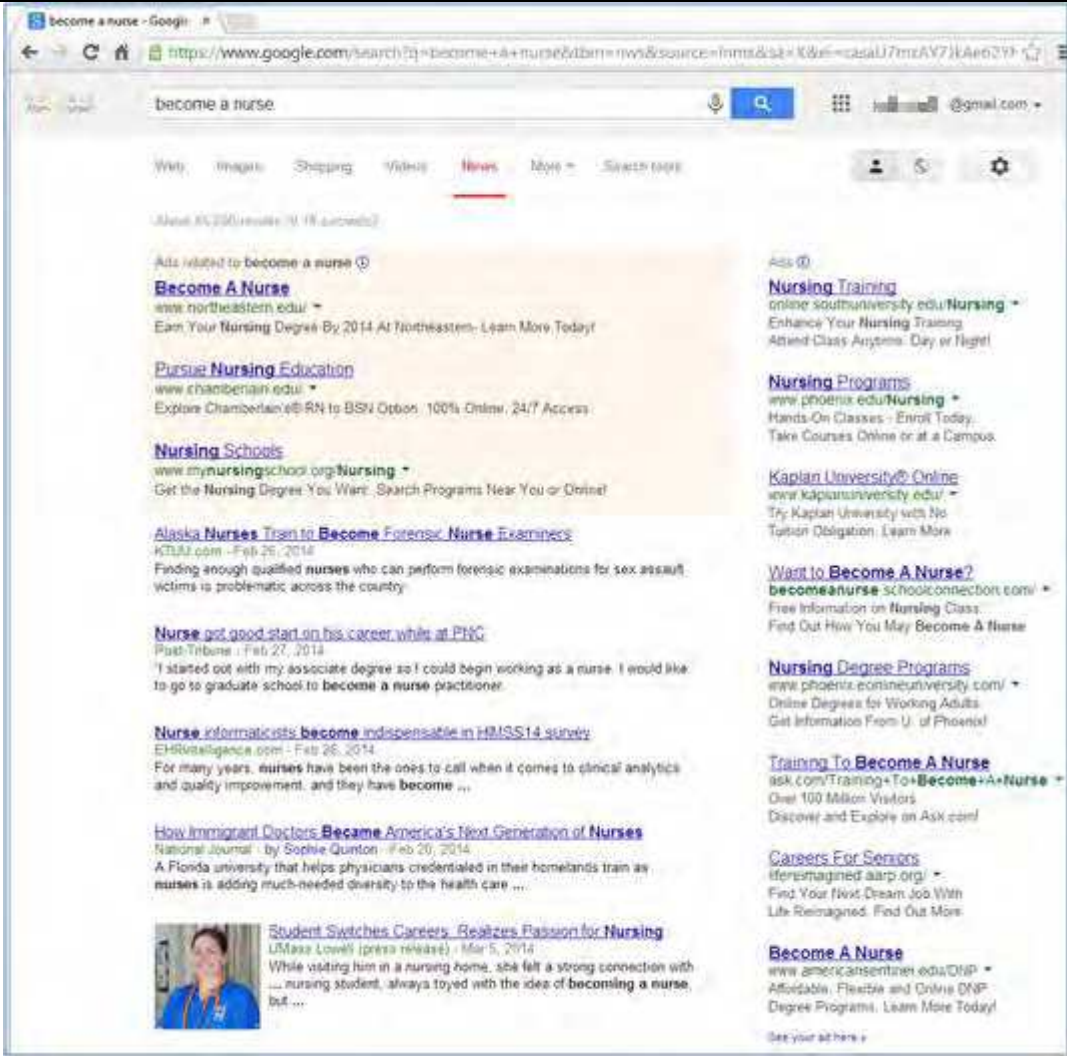
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search results;	 <p>The screenshot displays a Google search for "become a nurse". The search results are organized into two columns. The left column features several organic search results, including links to Northeastern.edu, mynursingschool.org, Kaplan University, nursingworld.org, and Johnson & Johnson. The right column contains a section for "Ads related to become a nurse" with links to Navy Reserve Nurse, Nursing Training, University of Phoenix, and Practical Nurse Training. The interface includes standard Google search elements like the search bar, navigation tabs (Web, Images, Shopping, etc.), and a user profile icon.</p>

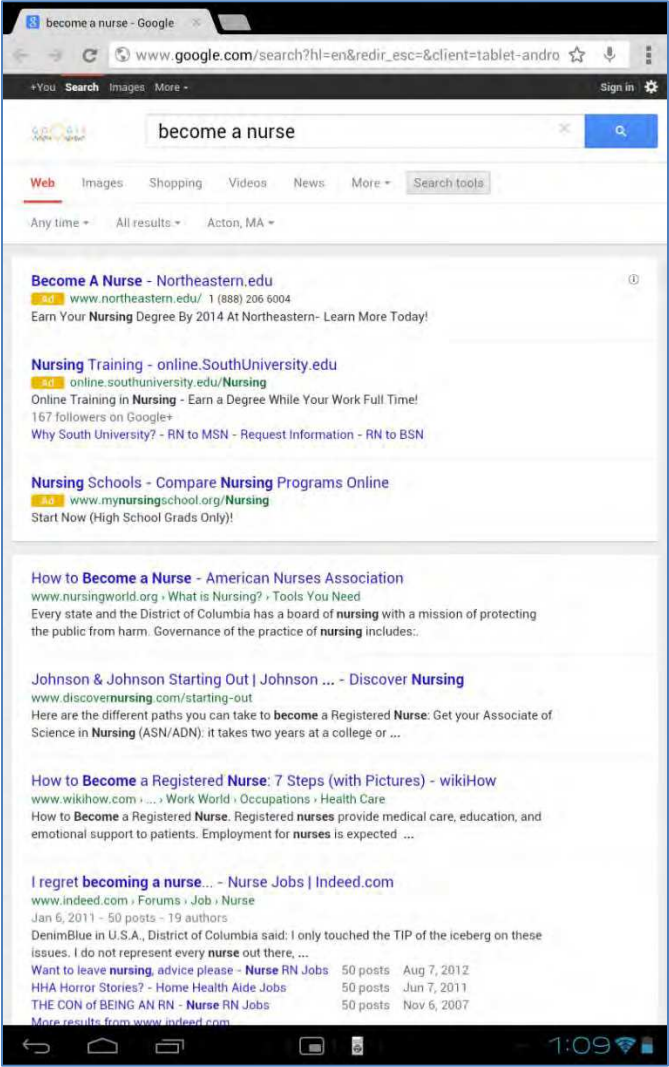
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: https://www.google.com/search?q=become+a+nurse&source=lnms&btn=>id&sa=X&ei=E6saUSvHDMnnkAtzYH4. 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 2,140,000 results in 0.13 seconds. On the left side, there are several search results including "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???", "Nurse Health Care Careers & Jobs America's Navy", and "Prepare for Nursing School How to become a nurse". On the right side, there are more search results including "Nursing Training" from online.southuniversity.edu, "Kaplan University Online", "Nursing Programs" from www.phoenix.edu, "Want to Become A Nurse?", "Villanova Univ. Nursing", "Nursing Degree Programs" from www.phoenixonlineuniversity.com, and "Interested in Nursing?".</p>

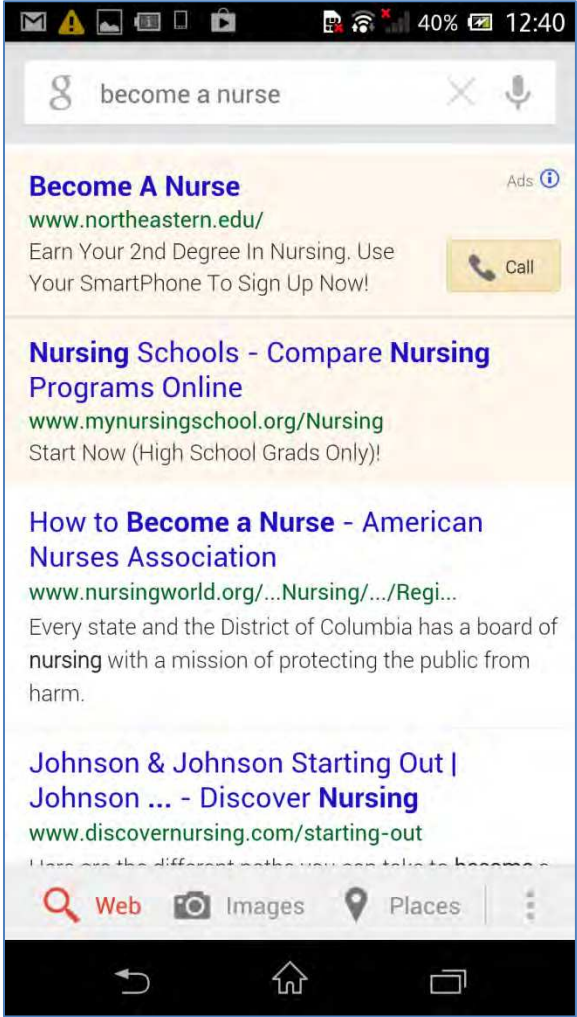
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: https://www.google.com/search?q=become+a+nurse&btn=tw&source=fnms&sa=X&oeq=csaU7mzAY7kAe6Z9P. The search results are organized into several sections:</p> <ul style="list-style-type: none">Ads related to become a nurse: This section contains several sponsored links, including "Become A Nurse" from www.northeastern.edu, "Pursue Nursing Education" from www.chamberlain.edu, "Nursing Schools" from www.mynursingschool.org, "Alaska Nurses Train to Become Forensic Nurse Examiners" from KTLA.com, "Nurse got good start on his career while at PNC" from Post-Tribune, "Nurse informaticists become indispensable in HMS14 study" from EHRintelligence.com, "How Immigrant Doctors Become America's Next Generation of Nurses" from National Journal, "Student Switches Careers, Realizes Passion for Nursing" from UMass Lowell, "Nursing Training" from online.southuniversity.edu, "Nursing Programs" from www.phoenix.edu, "Kaplan University Online" from www.kaplanuniversity.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnectors.com, "Nursing Degree Programs" from www.phoenix.collegeuniversity.com, "Training To Become A Nurse" from ask.com, "Careers For Seniors" from iferesimagined.aarp.org, and "Become A Nurse" from www.americancentennial.edu.News: This section contains several news articles, including "Alaska Nurses Train to Become Forensic Nurse Examiners", "Nurse got good start on his career while at PNC", "Nurse informaticists become indispensable in HMS14 study", "How Immigrant Doctors Become America's Next Generation of Nurses", and "Student Switches Careers, Realizes Passion for Nursing".

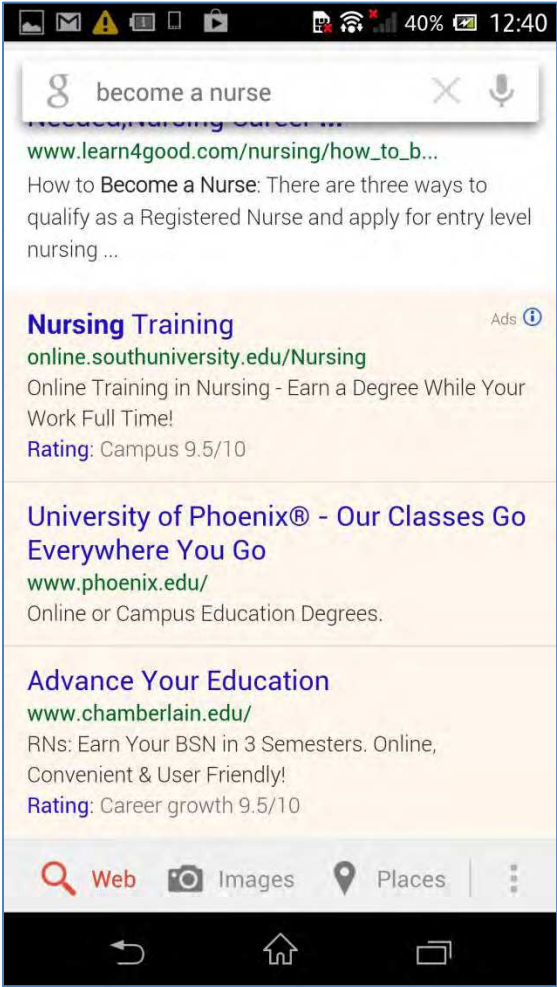
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

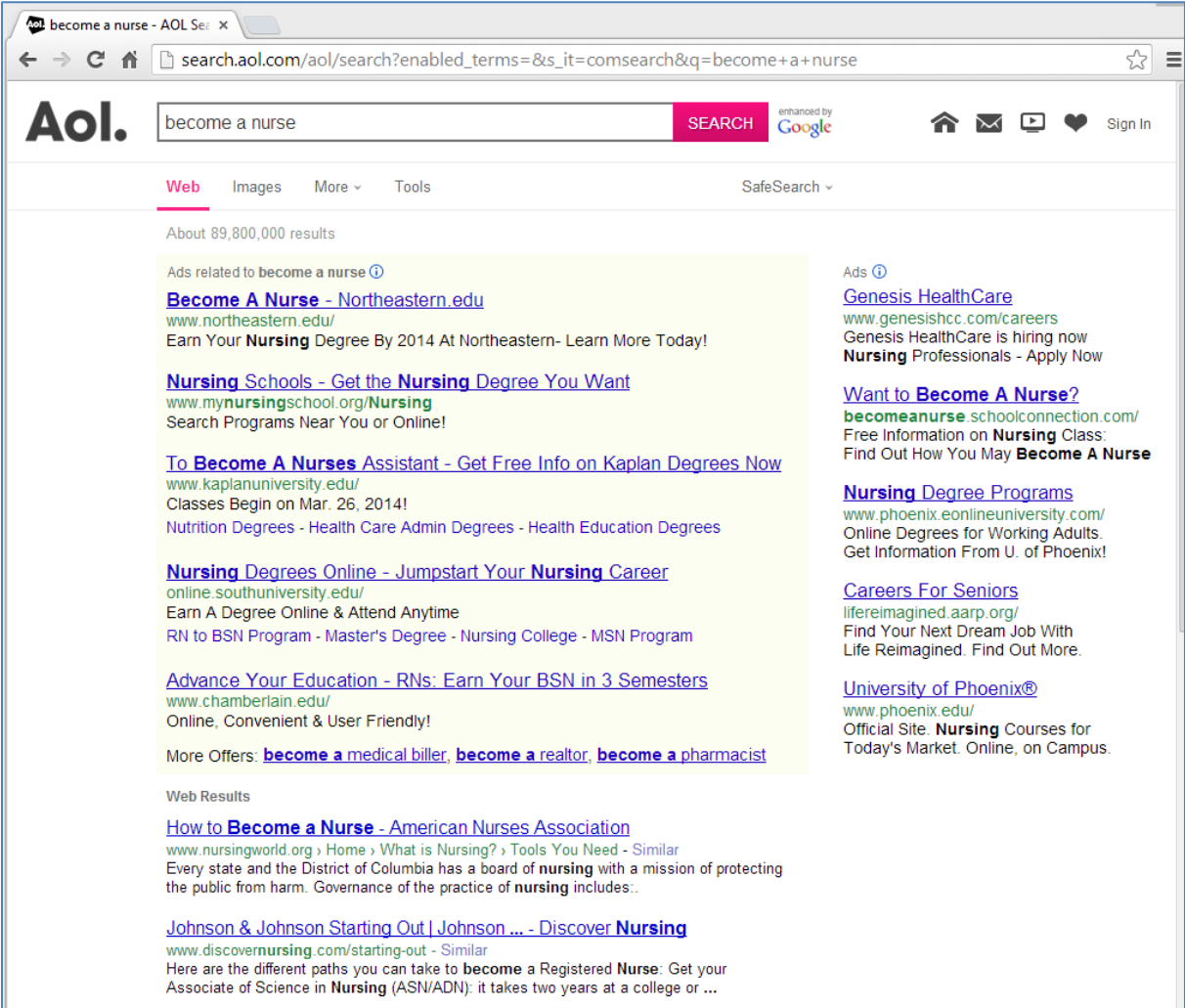
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

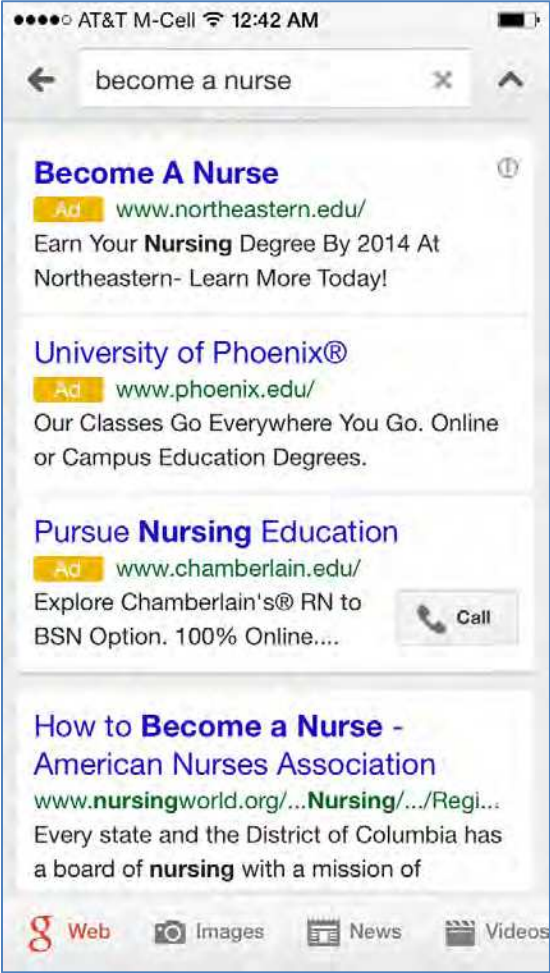
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers. The top result is an advertisement for "Become A Nurse" from www.northeastern.edu/, which includes a "Call" button. Below it is a link to "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org/Nursing. The third result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com/starting-out. The bottom of the screen shows a navigation bar with icons for Web, Images, and Places, and a home button.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads. The first ad is titled "Nursing Training" and links to online.southuniversity.edu/Nursing, with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Rating: Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and links to www.phoenix.edu/, with the text "Online or Campus Education Degrees." The third ad is titled "Advance Your Education" and links to www.chamberlain.edu/, with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Rating: Career growth 9.5/10". The bottom of the screen shows navigation icons for Web, Images, and Places.</p>

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

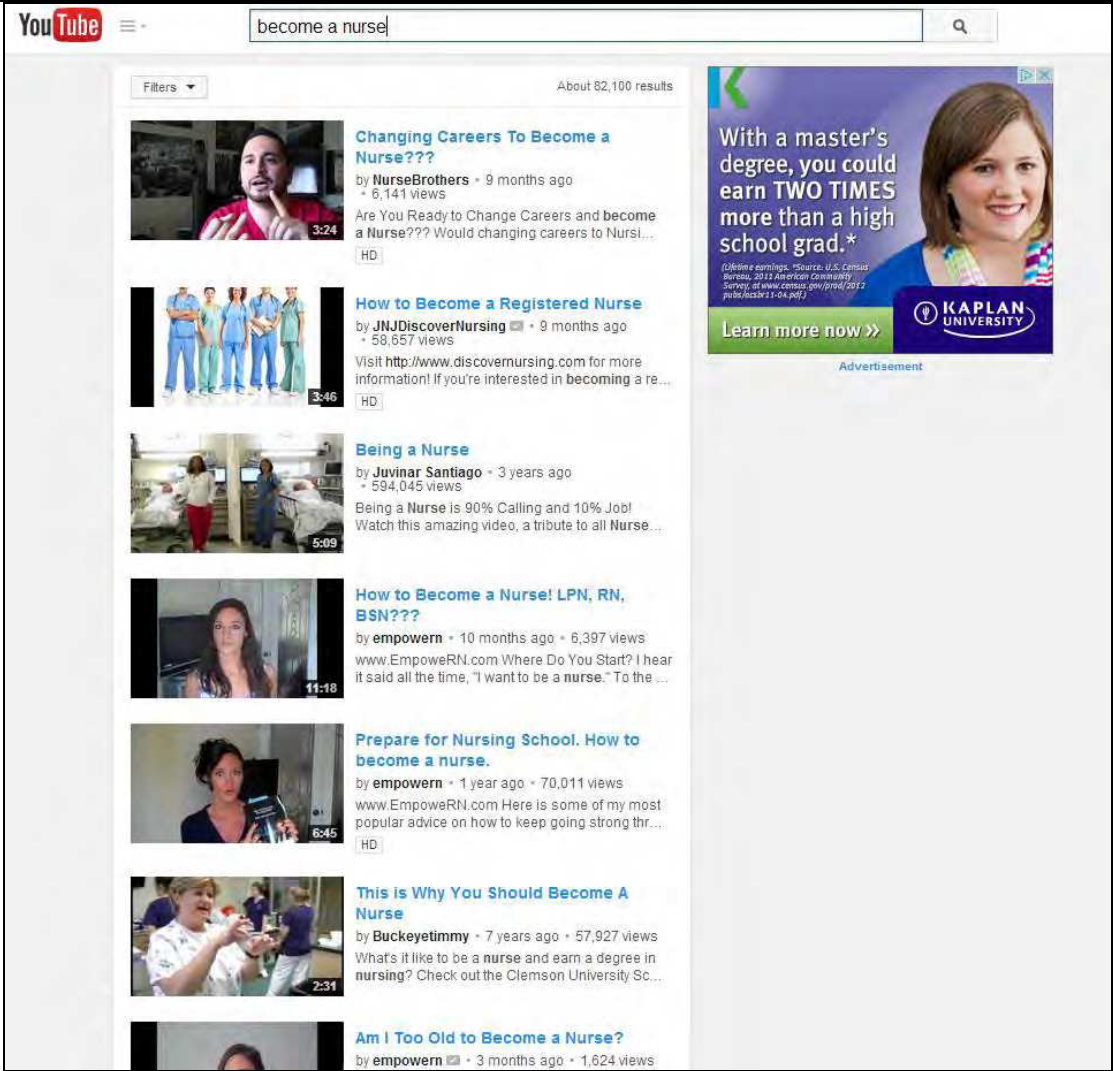
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is on the left, and 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 search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacist <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) from www.phoenix.edu/: Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) from www.chamberlain.edu/: Explore Chamberlain's® RN to BSN Option. 100% Online....How to Become a Nurse - American Nurses Association from www.nursingworld.org/...Nursing/.../Regi...: Every state and the District of Columbia has a board of nursing with a mission of <p>The bottom of the screen shows navigation tabs for Web, Images, News, and Videos.</p>

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

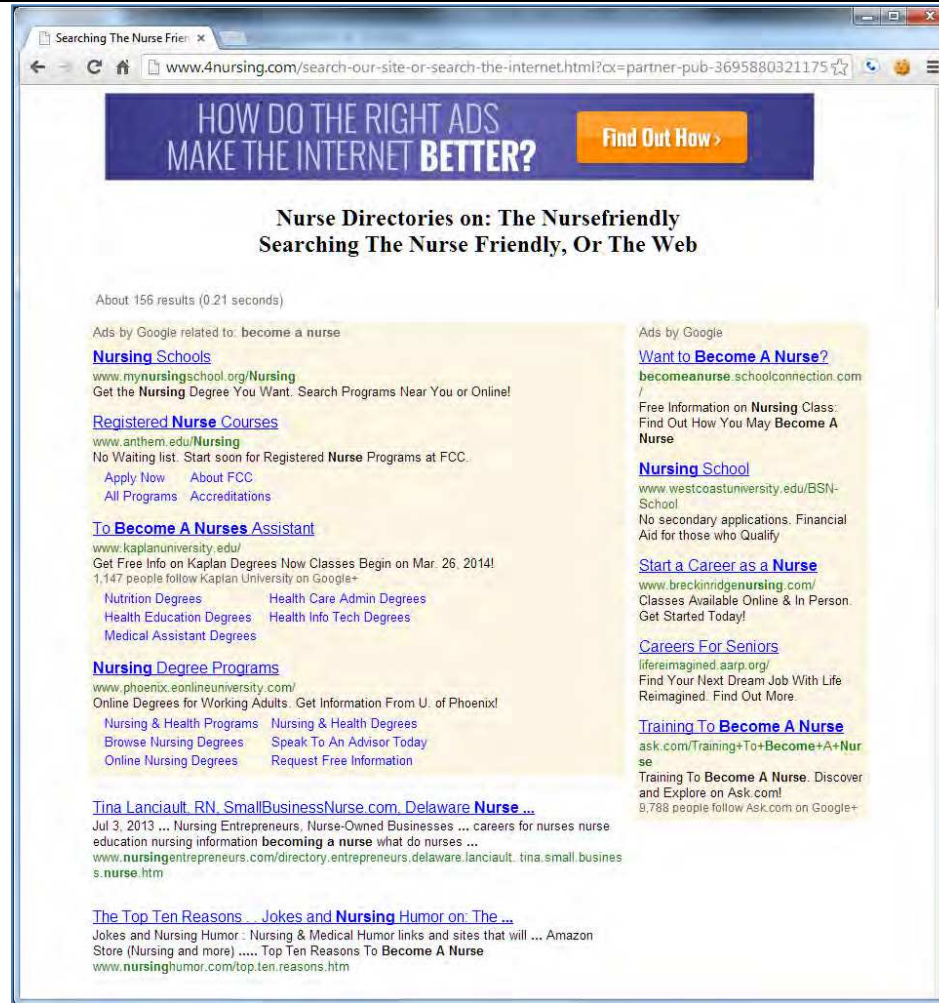
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="993 293 1547 1274"><p data-bbox="1024 337 1388 444">How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1024 646 1501 779">Nursing Schools Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p data-bbox="1024 824 1501 995">Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse. Programs and Campuses - Apply Online</p><p data-bbox="1024 1040 1501 1247">Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <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 list several videos:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."How to Become a Nurse! LPN, RN, BSN??? by empower • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the ..."Prepare for Nursing School. How to become a nurse. by empower • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."Am I Too Old to Become a Nurse? by empower • 3 months ago • 1,624 views. <p>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 >>". Below the text is the Kaplan University logo. A small "Advertisement" label is visible at the bottom of the ad.</p>

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

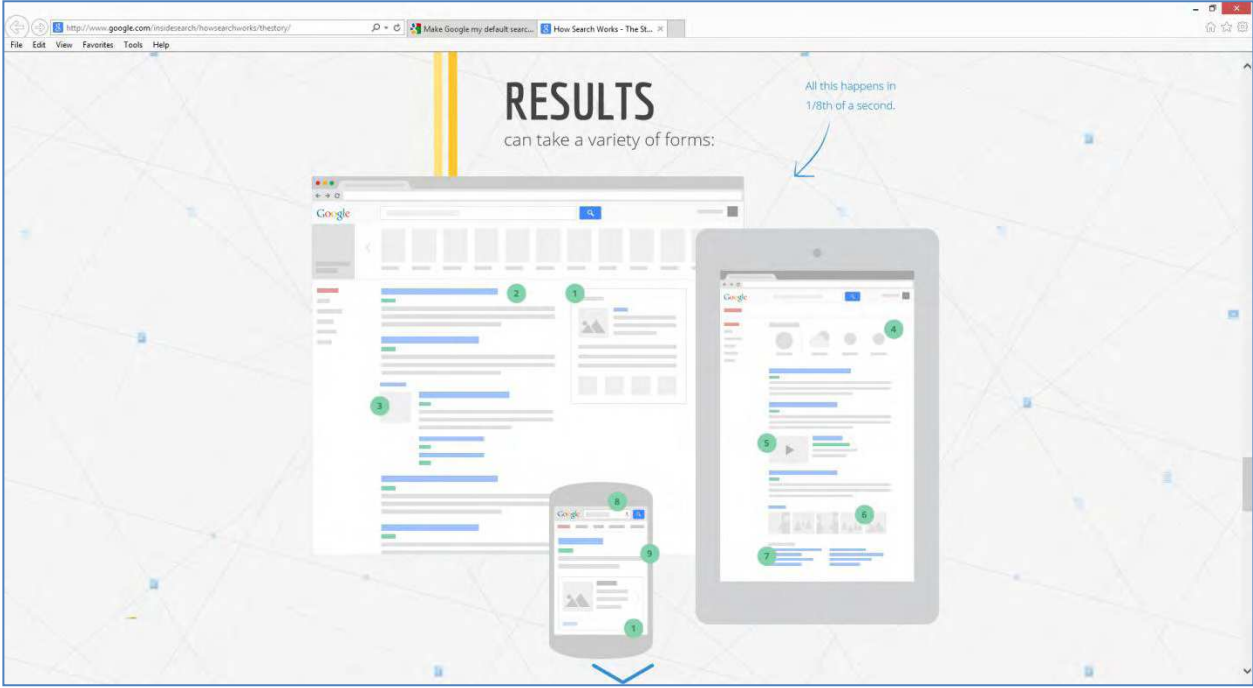
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table><tr><td data-bbox="604 297 1255 943"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1255 297 1938 943"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="850 948 1948 984">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>	<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>① BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over 100,000,000 gigabytes</p> <p>We've spent over 1million computing hours building the index so far</p> <p>https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1140 979 1955 1015">http://www.google.com/insidesearch/howsearchworks/thestory/</p>
selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	<p data-bbox="583 1092 1955 1166">The Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user profile data.</p> <p data-bbox="583 1203 827 1235">See claim 1 above.</p>



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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="722 305 1058 363"><h2>Ad relevance</h2></div> <div data-bbox="722 422 1478 448"><p>A keyword status that measures how closely related your keyword is to your ads.</p></div> <div data-bbox="739 477 1873 1114"><ul style="list-style-type: none">• This status describes how well your keyword matches the message in your ads. For example, if someone searches for your keyword and your ad shows up, would your ad seem directly relevant to their search?• There are three possible statuses you can get: above average, average, or below average.<ul style="list-style-type: none">◦ Having an "average" or "above average" status means that there are no major problems with this keyword's ad relevance when compared to all other keywords across AdWords.◦ A "below average" status means that your ad or keyword may not be specific enough or that your ad group may cover too many topics. Try creating tightly-themed ad groups by making sure that your ads are closely related to a smaller group of keywords.• Use this status to help identify keywords that might not be relevant enough to your ads to perform well.• It's possible for a keyword to have a high Quality Score and low ad relevance (or vice versa) because AdWords looks at a number of different quality factors when determining Quality Score. Even if your overall Quality Score is high, looking at the individual factors can help you identify potential areas for improvement.• To see the ad relevance status for your keywords, go to the Keywords tab on your Campaigns page and hover over the speech bubble icon next that's next to a keyword.• Paused keywords will retain whatever scores they had when they were last active. Therefore, it may not be useful to look at these scores over time. We encourage advertisers to focus on active keywords when looking at their Quality Score sub-metrics, since these scores will be constantly updated.</div> <div data-bbox="953 1140 1961 1175"><p>https://support.google.com/adwords/answer/1659752?hl=en&ref_topic=24937</p></div>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="837 321 1577 418"><h2>How ads are matched to geographic locations</h2></div> <div data-bbox="856 467 1719 626"><ul style="list-style-type: none">• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).• You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).</div> <div data-bbox="846 659 1236 682"><div> Where your users are located (physical location)</div></div> <div data-bbox="884 732 1705 807"><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></div> <div data-bbox="900 833 1008 850"><ul style="list-style-type: none">• IP address:</div> <div data-bbox="917 876 1726 924"><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></div> <div data-bbox="917 948 1722 1023"><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></div> <div data-bbox="900 1047 1045 1065"><ul style="list-style-type: none">• Device location:</div> <div data-bbox="917 1091 1734 1138"><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></div> <div data-bbox="932 1164 1726 1294"><ul style="list-style-type: none">• GPS: Accuracy varies depending on GPS signal and connection.• Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router.• Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</div> <div data-bbox="1188 1326 1955 1359"><p>https://support.google.com/adwords/answer/2453995?hl=en</p></div>

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

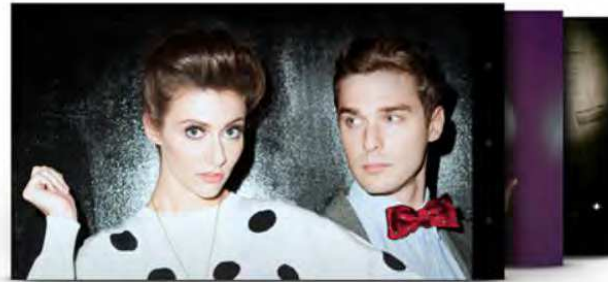
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1927 1219"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="724 430 1365 641"><p>Search ad Gmail ad Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited ↗ that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<div data-bbox="745 1079 798 1120"></div><h4>Example</h4><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="982 1222 1955 1258">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1205 391"><h2>About Ads Settings</h2></div> <div data-bbox="653 444 1890 513"><p>Ads Settings is a Google tool that helps you control the ads you see on Google services and on websites that partner with Google such as through Google's <u>Display Network</u>.</p></div> <div data-bbox="653 548 932 583"><p>What it lets you do</p></div> <div data-bbox="680 615 1904 881"><ul style="list-style-type: none">• Find out why you may see particular ads. Ads Settings can give you insight into what's being used to show you ads, such as your demographic details and some of your interests.• Make the ads you see more relevant. Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.• Remove unwanted ads. Block specific advertisers. Or, use Ads Settings to opt out of interest-based ads altogether. You'll still see ads, but they won't be interest-based.</div> <div data-bbox="1241 943 1955 980"><p>https://support.google.com/ads/answer/2662856?hl=en</p></div>

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



Reach your ideal customer

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.

<http://www.youtube.com/yt/advertise/why-it-works.html>

About YouTube

Contact us
Company blog
Press room
Company History
YouTube Merchandise
Jobs

YouTube Interest-based Advertising and You

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](#).


To learn more or edit your advertising preferences, please go to [Ads Settings](#).

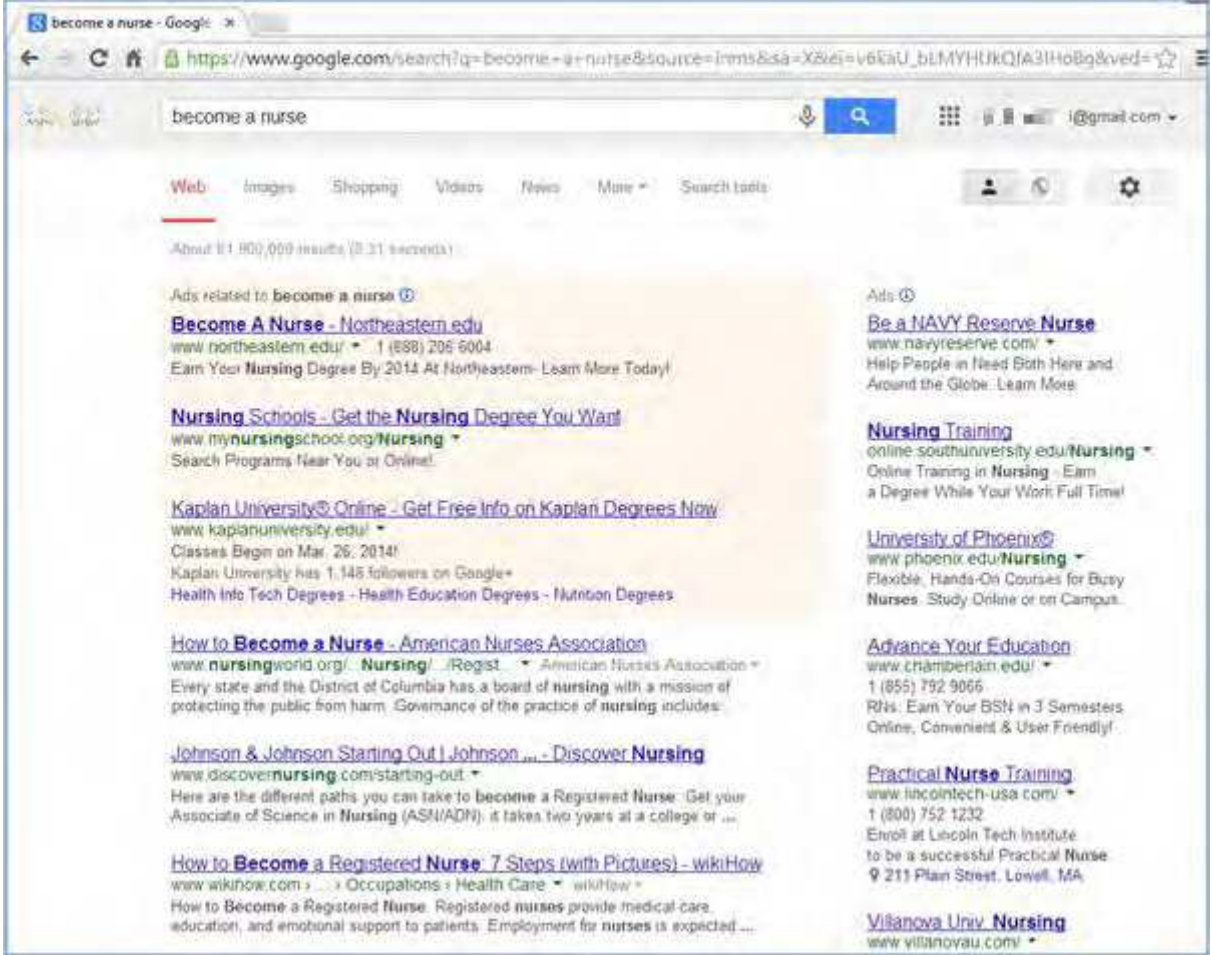
For additional information about these ads on YouTube, please visit the [FAQ](#); to learn about advertising opportunities on YouTube, please visit [our brand channel](#).

http://www.youtube.com/t/ads_preferences

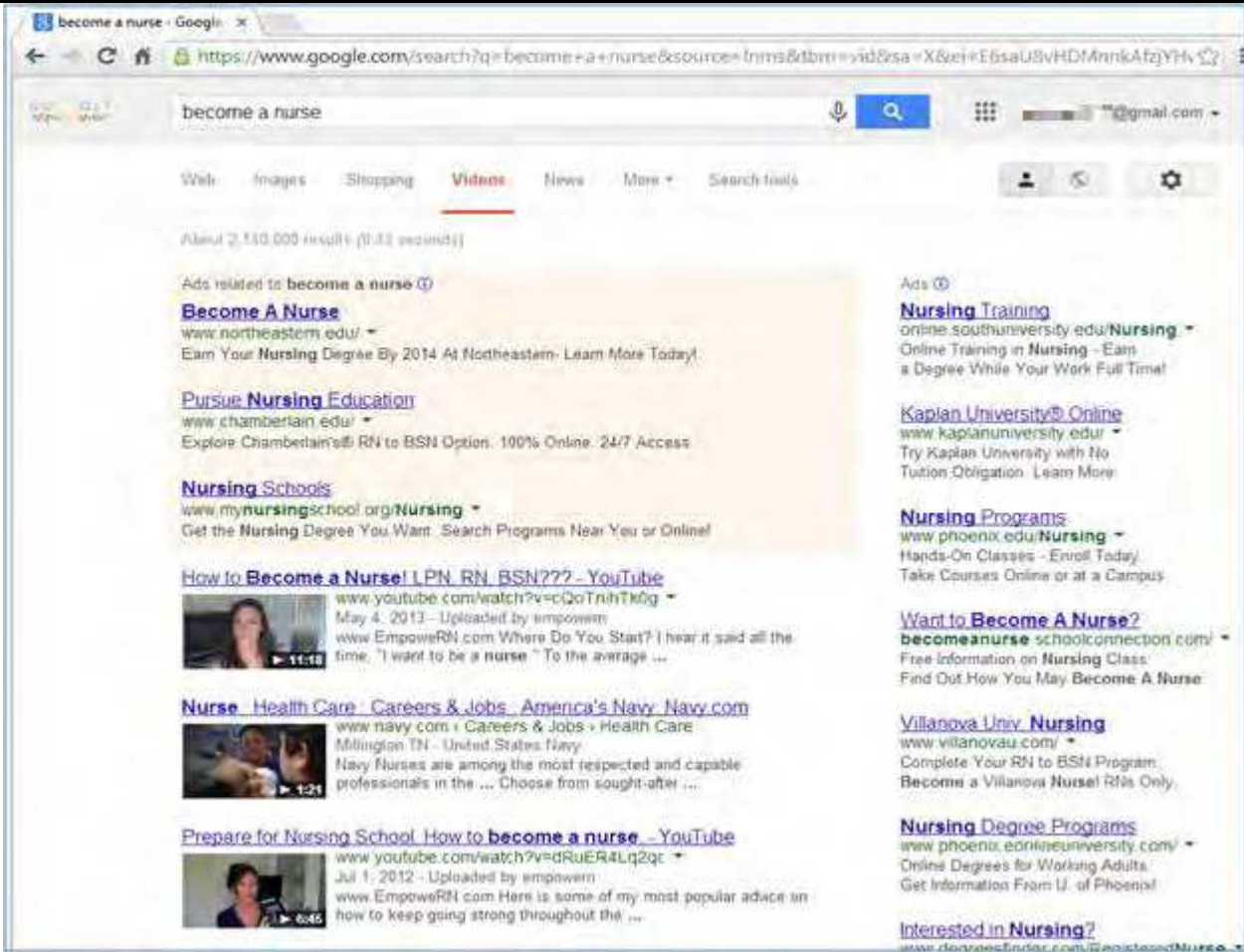
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1927 1174"><p>About targeting groups</p><p>A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p><p>A single targeting group can contain the following types of targets:</p><ul style="list-style-type: none">• Demographics: Age and gender.• Topics: YouTube video or Google Display Network content targeted by category or sub-category.• Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul style="list-style-type: none">◦ Channels (YouTube Partner Channels)◦ Videos (YouTube Videos)◦ Sites (Google Display Network - includes YouTube.com as a publisher site)• Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.• Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</div> <p data-bbox="1194 1179 1955 1214">https://support.google.com/youtube/answer/2454017?hl=en</p>

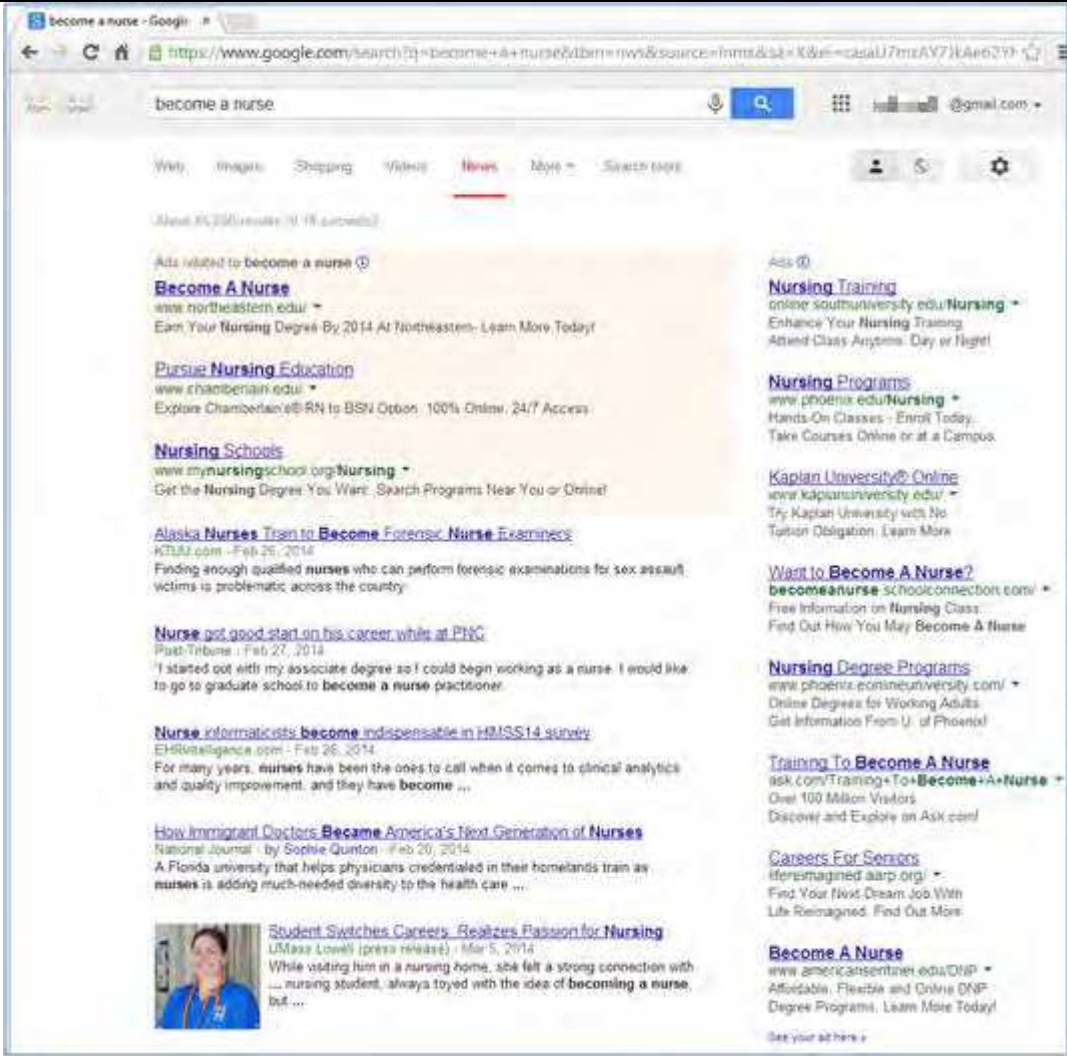
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>2. Target people who are searching (TrueView in-search):</p> <ul style="list-style-type: none"> ▫ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p>Note</p> <p>Only In-Search ads will be targeted with these keywords.</p> <p>To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p>https://support.google.com/youtube/answer/2454017?hl=en</p>
transmitting the search results together with the at least one advertisement via the	The Accused Instrumentalities transmit the search results together with the at least advertisement via the communications link to the data processing device.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
communications link to the data processing device.	<p>See above.</p>  <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 training programs. The results are organized into 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", and "Johnson & Johnson Starting Out Johnson... - Discover Nursing". 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". Each link is accompanied by a brief description of the program or institution.</p>

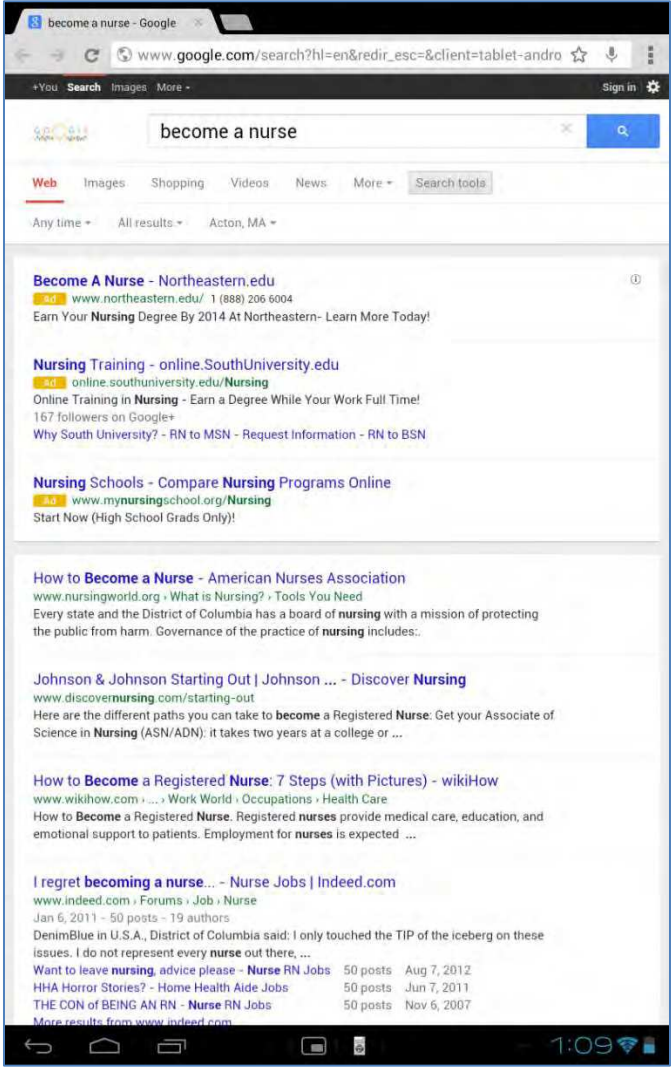
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: id&sa=X&ei=E6saUSvHDMnnkAtzYH4">https://www.google.com/search?q=become+a+nurse&source=lnms&btn=>id&sa=X&ei=E6saUSvHDMnnkAtzYH4. 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 search results show approximately 2,140,000 results in 0.13 seconds. The results are organized into two columns. The left column includes links to "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "How to Become a Nurse! LPN, RN, BSN???", "Nurse Health Care Careers & Jobs America's Navy", and "Prepare for Nursing School How to become a nurse". The right column includes links to "Nursing Training" (online.southuniversity.edu), "Kaplan University Online" (www.kaplanuniversity.edu), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse?", "Villanova Univ. Nursing" (www.villanova.edu), "Nursing Degree Programs" (www.phoenixonlineuniversity.com), and "Interested in Nursing?". Each link is accompanied by a brief description of the resource.</p>

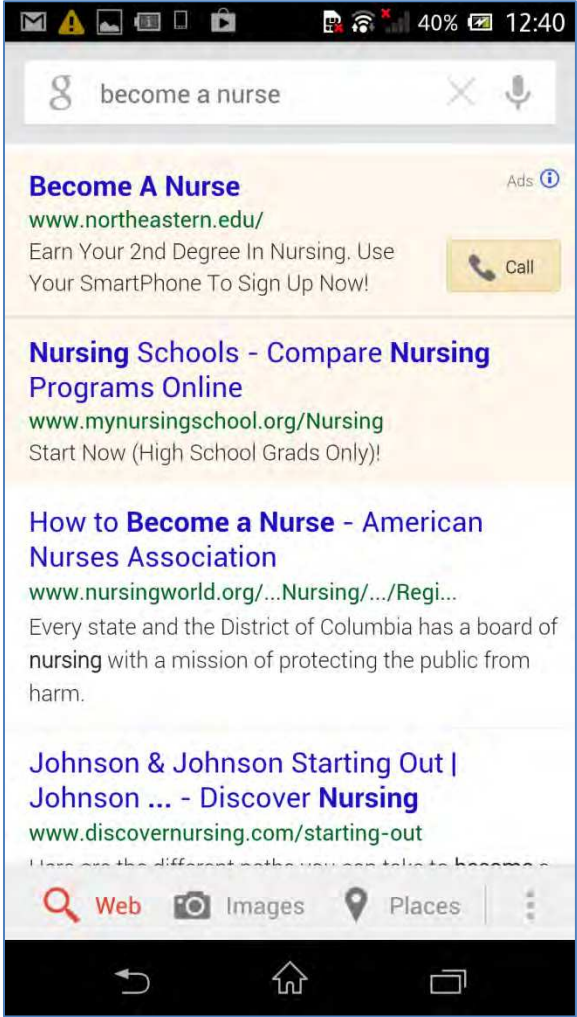
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including advertisements and news articles. The search bar at the top shows the query "become a nurse" and the URL "https://www.google.com/search?q=become+a+nurse&btn=tw&source=fnms&sa=X&oeq=csaU7mzAY7kAe6Z9". The search results are organized into sections: "Ads related to become a nurse", "Nursing Training", "Nursing Programs", "Kaplan University Online", "Want to Become A Nurse?", "Nursing Degree Programs", "Training To Become A Nurse", "Careers For Seniors", and "Become A Nurse". Each section contains links to various websites and brief descriptions of the content.</p>

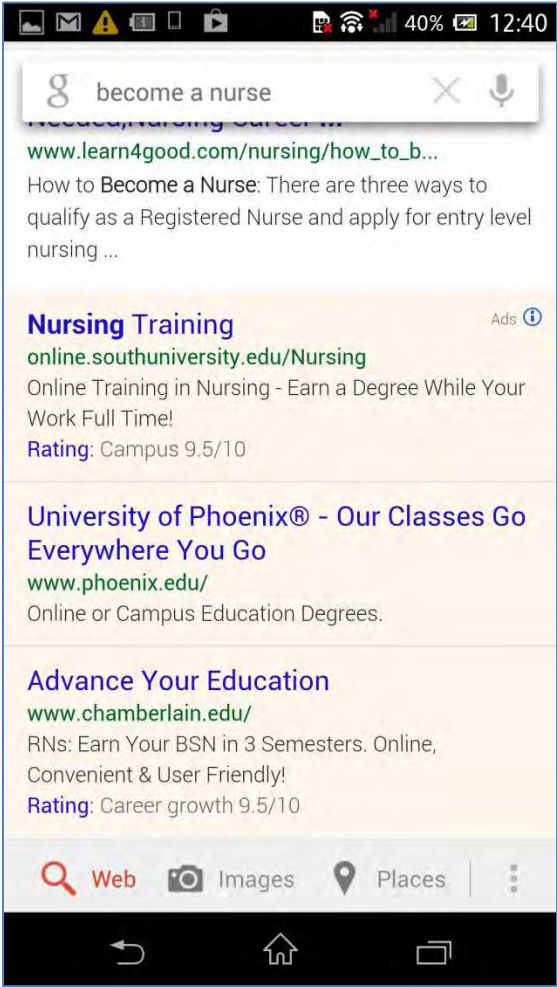
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a dark background. The top of the screen shows the Google search bar with the query "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are listed below the tabs. The first result is "Become A Nurse - Northeastern.edu" with a link to "www.northeastern.edu/". 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". The fifth result is "Johnson & 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". The seventh result is "I regret becoming a nurse... - Nurse Jobs Indeed.com" with a link to "www.indeed.com". 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>

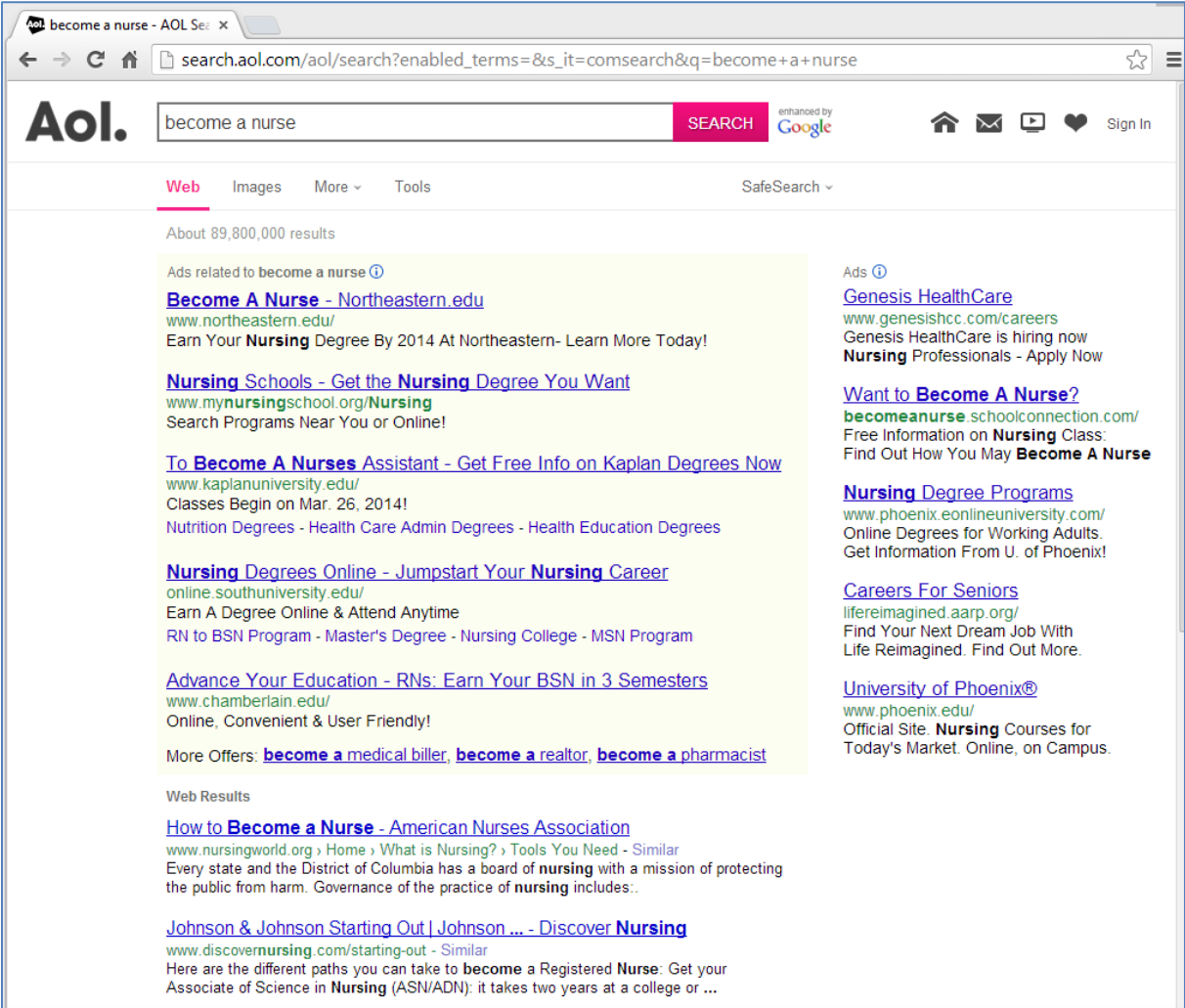
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a 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 "Become A Nurse" from www.northeastern.edu/, which includes a "Call" button. Below it is a link to "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org/Nursing. The third result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows a navigation bar with icons for Web, Images, and Places, and a home button.</p>

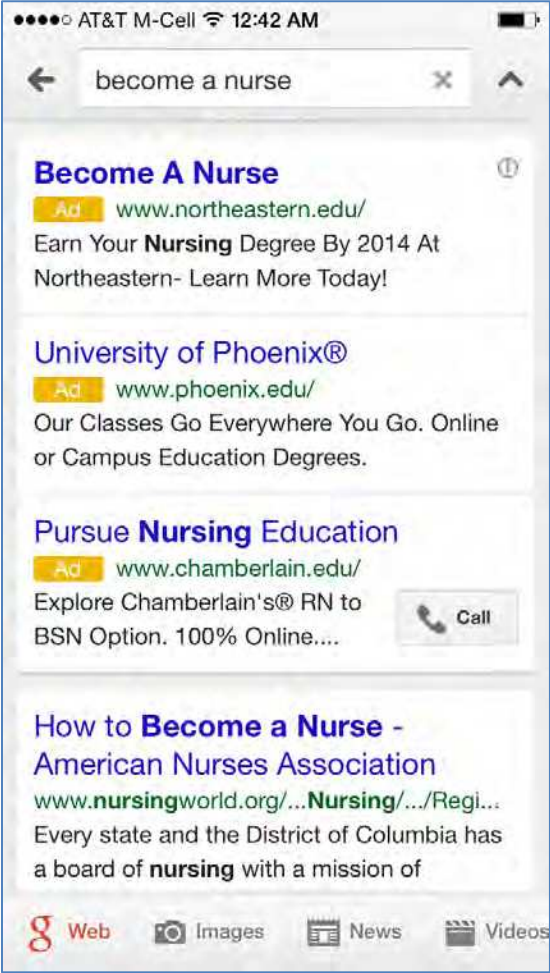
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for mail, alarm, and other notifications, along with signal strength, Wi-Fi, and a 40% battery level at 12:40. The search bar contains the text "become a nurse" with a clear button and a microphone icon. 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 sponsored search results (ads) with orange backgrounds. The first ad is titled "Nursing Training" and links to "online.southuniversity.edu/Nursing", with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Rating: Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and links to "www.phoenix.edu/", with the text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and links to "www.chamberlain.edu/", with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Rating: Career growth 9.5/10". At the bottom of the screen, there is a navigation bar with icons for "Web", "Images", and "Places", and a bottom-most bar with back, home, and recent apps icons.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&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 search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacist <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button.How to Become a Nurse - American Nurses Association from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of" <p>The bottom of the screen shows navigation tabs for "Web", "Images", "News", and "Videos".</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="993 293 1547 1274"><p data-bbox="1024 337 1388 444">How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1024 646 1501 781">Nursing Schools Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p data-bbox="1024 824 1501 995">Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse. Programs and Campuses - Apply Online</p><p data-bbox="1024 1039 1501 1247">Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY


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

- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."
- How to Become a Registered Nurse** by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit <http://www.discovernursing.com> for more information! If you're interested in becoming a re..."
- Being a Nurse** by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."
- How to Become a Nurse! LPN, RN, BSN???** by empowern • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the ..."
- Prepare for Nursing School. How to become a nurse.** by empowern • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."
- This is Why You Should Become A Nurse** by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

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



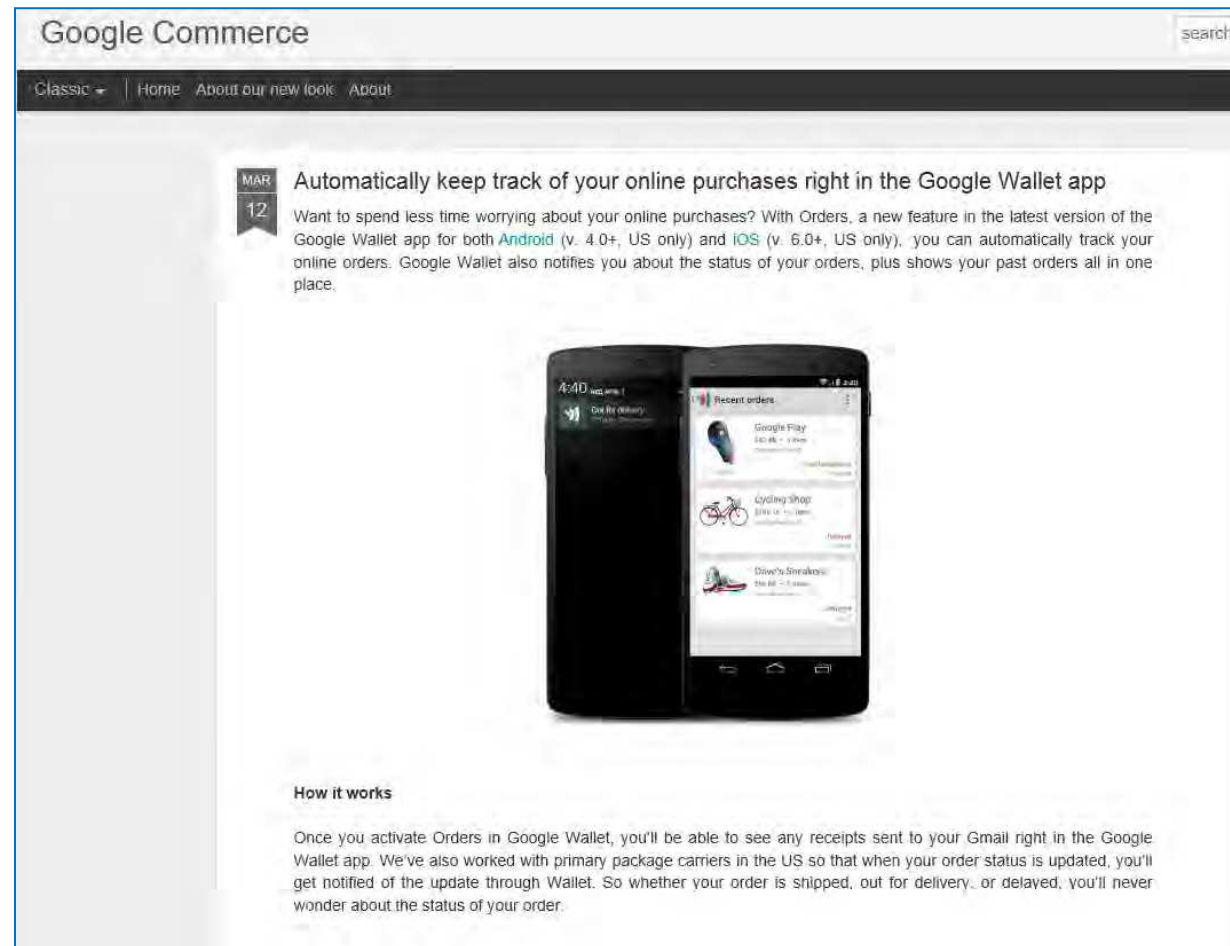
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 2	
<p>The method of claim 1, wherein the user profile data includes prior purchasing information regarding the user.</p>	<p>Upon information and belief, user profile data includes prior purchasing information regarding the user.</p> <p>See claim 1 above.</p> <div data-bbox="646 532 1892 792"><h2>Using Google Wallet for purchases</h2><p>To make purchases on Google Play, you'll need a Google Wallet  account. Google Wallet stores your payment information, transaction history, and is free to use.</p></div> <p>https://support.google.com/googleplay/answer/2411788?hl=en</p> <div data-bbox="646 967 1892 1333"><ul style="list-style-type: none">• Transaction information - When you use Google Wallet to conduct a transaction, we may collect information about the transaction, including: Date, time and amount of the transaction, a description provided by the seller of the goods or services purchased, any photo you choose to associate with the transaction, the names and email addresses of the seller and buyer (or sender and recipient), the type of payment method used, your description of the reason for the transaction, and the offer associated with the transaction, if any.<h3>How we use the information we collect</h3><p>In addition to the uses listed in the Google Privacy Policy, we use the information you provide us, as well as information about you from third parties, in order to provide you with Google Wallet services, and to protect you from fraud, phishing or other misconduct. Such information may also be used to assist third parties in the provision of products or services that you request from them.</p><p>Your registration information is stored in association with your Google Account and your registration of a payment method will be stored on Google's servers. In addition, certain data elements may also be stored on your mobile device in encrypted form.</p></div>

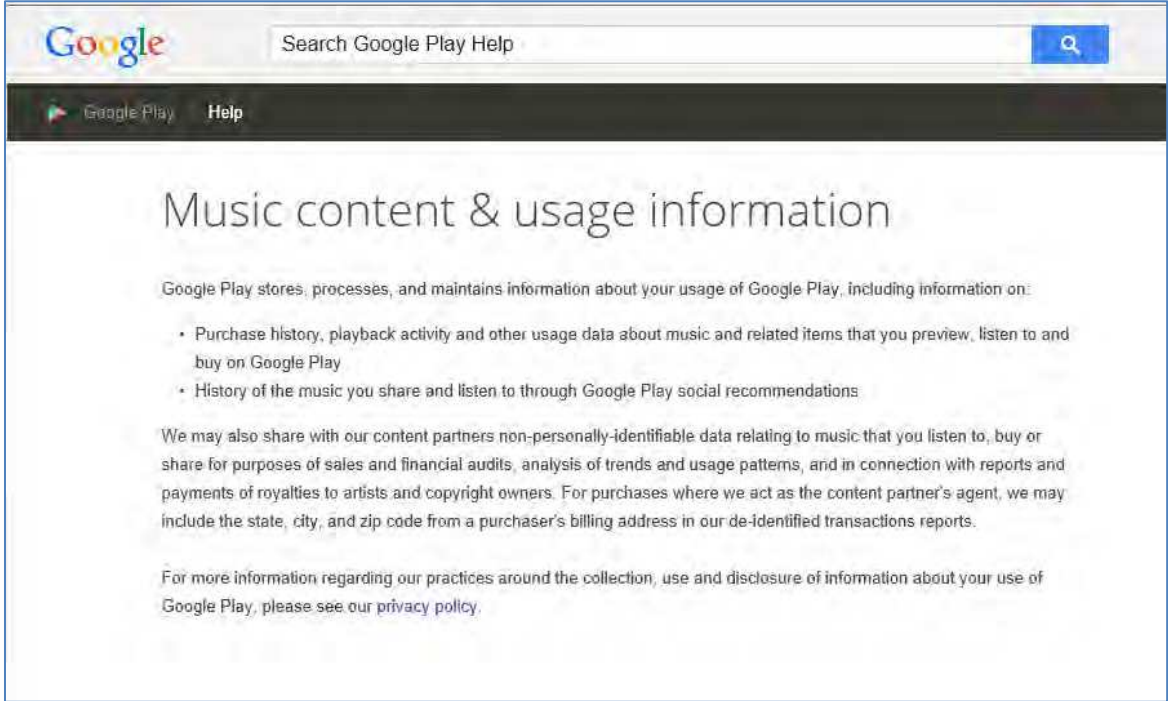
U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

<https://wallet.google.com/legaldocument?family=0.privacynotice>



<http://googlecommerce.blogspot.com/2014/03/automatically-keep-track-of-your-online.html>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="688 293 1848 989">A screenshot of a Google Play Help page. At the top is the Google logo and a search bar labeled 'Search Google Play Help'. Below the logo is a dark bar with 'Google Play' and 'Help' links. The main heading is 'Music content & usage information'. The text states: 'Google Play stores, processes, and maintains information about your usage of Google Play, including information on:' followed by a bulleted list: '• Purchase history, playback activity and other usage data about music and related items that you preview, listen to and buy on Google Play' and '• History of the music you share and listen to through Google Play social recommendations'. Below this, it says: 'We may also share with our content partners non-personally-identifiable data relating to music that you listen to, buy or share for purposes of sales and financial audits, analysis of trends and usage patterns, and in connection with reports and payments of royalties to artists and copyright owners. For purchases where we act as the content partner's agent, we may include the state, city, and zip code from a purchaser's billing address in our de-identified transactions reports.' At the bottom, it says: 'For more information regarding our practices around the collection, use and disclosure of information about your use of Google Play, please see our privacy policy.'</div> <p data-bbox="1150 1029 1955 1063">https://support.google.com/googleplay/answer/2566449?hl=en</p>
















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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 293 1745 1312"><h2>About Google Web History</h2><p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3>View and manage your Web History</h3><p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history ↗. Learn how to delete your Web History ↗, save your Web History ↗, or edit your Web History on your mobile device ↗.</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none">• Pages you visit• Searches on Google• Results that appeared, including private results ↗ from Google products like Google+, Gmail, and Google Calendar• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site• Your IP address• Your browser type and language<h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on Chrome ↗, Safari ↗, Internet Explorer ↗, Toolbar ↗, and Firefox ↗.</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none">1. Visit google.com/history/optout ↗ when not signed in to a Google Account.2. Click Disable customizations based on search activity. This will turn the setting off for anyone who uses the same browser and computer as you.</div> <p data-bbox="1297 1317 1955 1354">https://support.google.com/accounts/answer/54068</p>

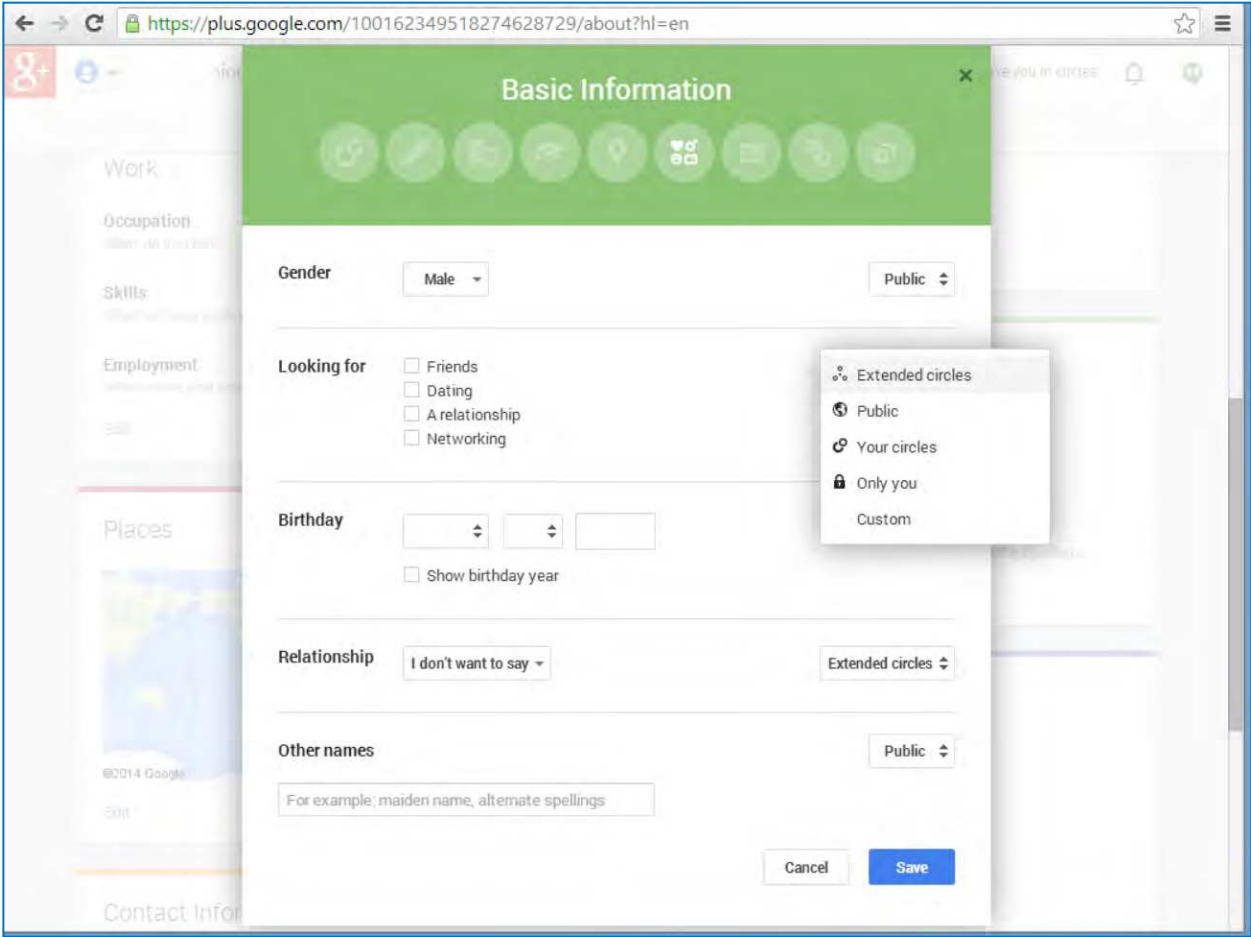
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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






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

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

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


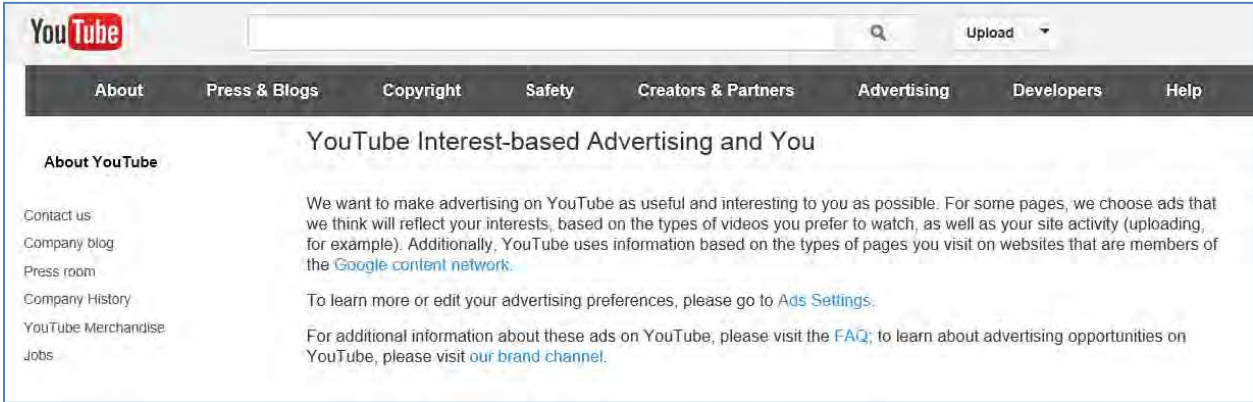
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 329 1927 1255"><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></div><p>Search ad Gmail ad Display ad</p><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited  that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<div> Example</div><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="982 1263 1955 1295">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1205 391"><h2>About Ads Settings</h2></div> <div data-bbox="653 444 1890 513"><p>Ads Settings is a Google tool that helps you control the ads you see on Google services and on websites that partner with Google such as through Google's <u>Display Network</u>.</p></div> <div data-bbox="653 548 932 583"><p>What it lets you do</p></div> <div data-bbox="680 615 1902 881"><ul style="list-style-type: none">• Find out why you may see particular ads. Ads Settings can give you insight into what's being used to show you ads, such as your demographic details and some of your interests.• Make the ads you see more relevant. Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.• Remove unwanted ads. Block specific advertisers. Or, use Ads Settings to opt out of interest-based ads altogether. You'll still see ads, but they won't be interest-based.</div> <div data-bbox="1241 943 1955 980"><p>https://support.google.com/ads/answer/2662856?hl=en</p></div>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 293 1940 685">  <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 690 1955 724">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="646 763 1890 1162">  <p>About YouTube</p> <p>Contact us Company blog Press room Company History YouTube Merchandise Jobs</p> <h3>YouTube Interest-based Advertising and You</h3> <p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p> <p>To learn more or edit your advertising preferences, please go to Ads Settings.</p> <p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p> </div> <p data-bbox="1402 1170 1955 1205">http://www.youtube.com/t/ads_preferences</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1927 1170"><p>About targeting groups</p><p>A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p><p>A single targeting group can contain the following types of targets:</p><ul style="list-style-type: none">• Demographics: Age and gender.• Topics: YouTube video or Google Display Network content targeted by category or sub-category.• Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories.• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include:<ul style="list-style-type: none">◦ Channels (YouTube Partner Channels)◦ Videos (YouTube Videos)◦ Sites (Google Display Network - includes YouTube.com as a publisher site)• Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube.• Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube.</div> <p data-bbox="1194 1179 1955 1211">https://support.google.com/youtube/answer/2454017?hl=en</p>






U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>2. Target people who are searching (TrueView in-search):</p> <ul style="list-style-type: none"> ▫ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p>Note</p> <p>Only In-Search ads will be targeted with these keywords.</p> <p>To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p>https://support.google.com/youtube/answer/2454017?hl=en</p>
Claim No. 4	
The method of claim 1, wherein storing the user	The Accused Instrumentalities store the user profile data on the data processing device.

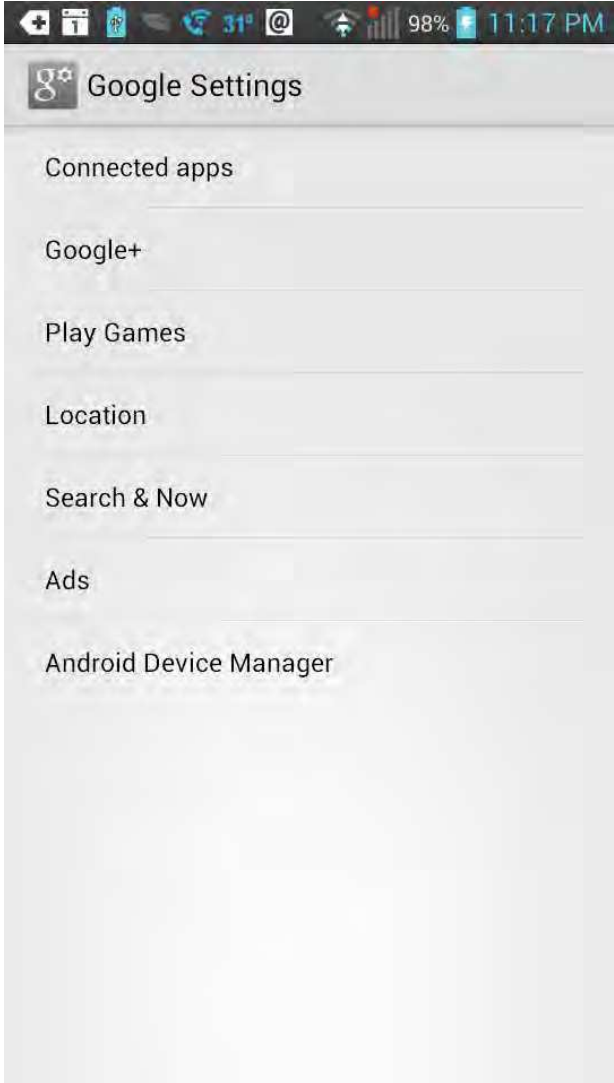
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
profile data comprises storing the user profile data on the data processing device.	<p data-bbox="583 297 827 326">See claim 1 above.</p> <div data-bbox="646 363 1892 578"><p>Unique device identifier</p><p>A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p data-bbox="915 613 1955 646">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

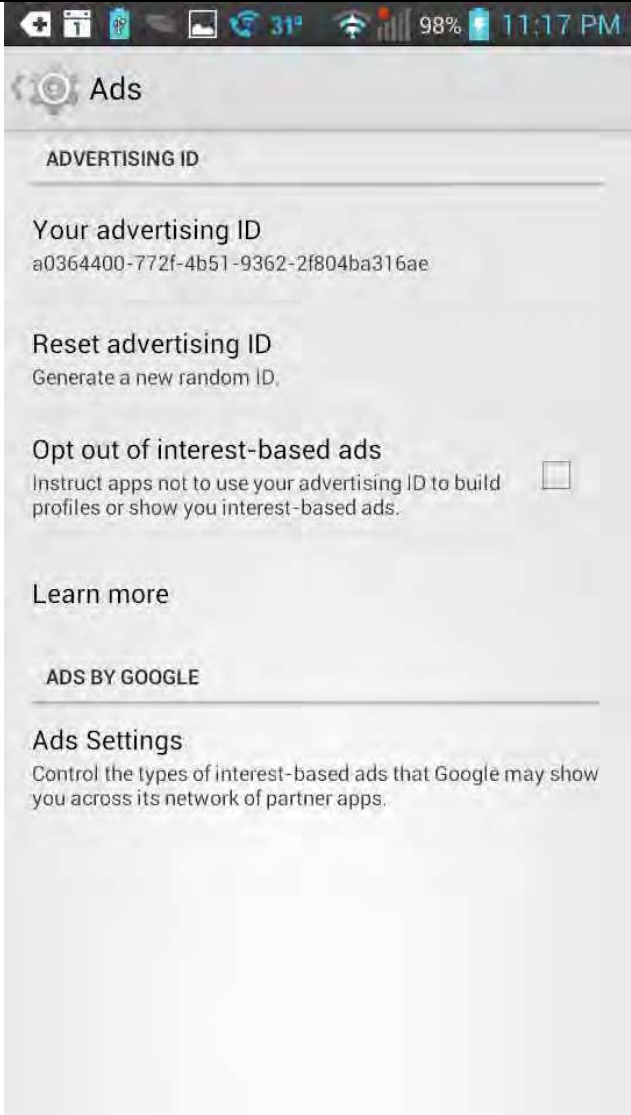
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="732 293 1803 1414"><h2 data-bbox="800 331 1283 383">Why sign in to Chrome</h2><p data-bbox="800 428 1749 594">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 data-bbox="800 613 1068 639"> Chrome OS</div><div data-bbox="800 651 942 699"></div><div data-bbox="974 664 1732 745">Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin</div><h3 data-bbox="800 792 1306 818">Learn how to sign in to Chrome and enable sync</h3><ul data-bbox="800 842 1127 922" style="list-style-type: none">• Windows, Mac, and Linux instructions• Chrome device instructions• Mobile device instructions<p data-bbox="800 948 1163 967">Getting a sync error? Troubleshoot sync issues</p><div data-bbox="800 992 1749 1089"><p data-bbox="873 1006 1749 1084">Don't sign in to Chrome if you're using a public or untrusted computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.</p></div><h3 data-bbox="800 1127 1136 1153">How your information is synced</h3><ul data-bbox="800 1177 1316 1198" style="list-style-type: none">• Your settings and data are saved to your Google Account.<p data-bbox="835 1224 1749 1305">When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account . When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p><p data-bbox="835 1330 1749 1378">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 data-bbox="800 1403 1142 1422" style="list-style-type: none">• Changes are synced instantaneously</div>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1178 297 1955 329">https://support.google.com/chrome/answer/165139?hl=en</p> 

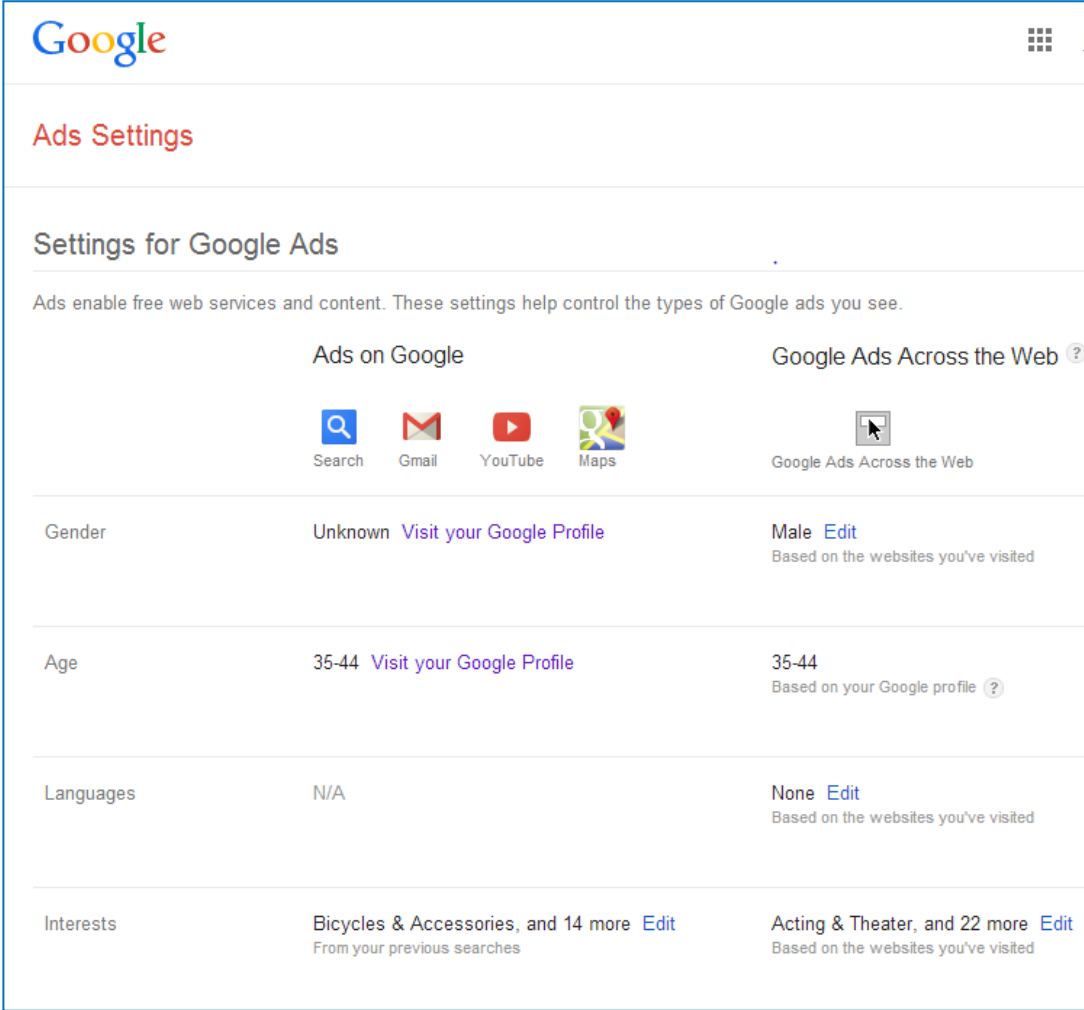
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

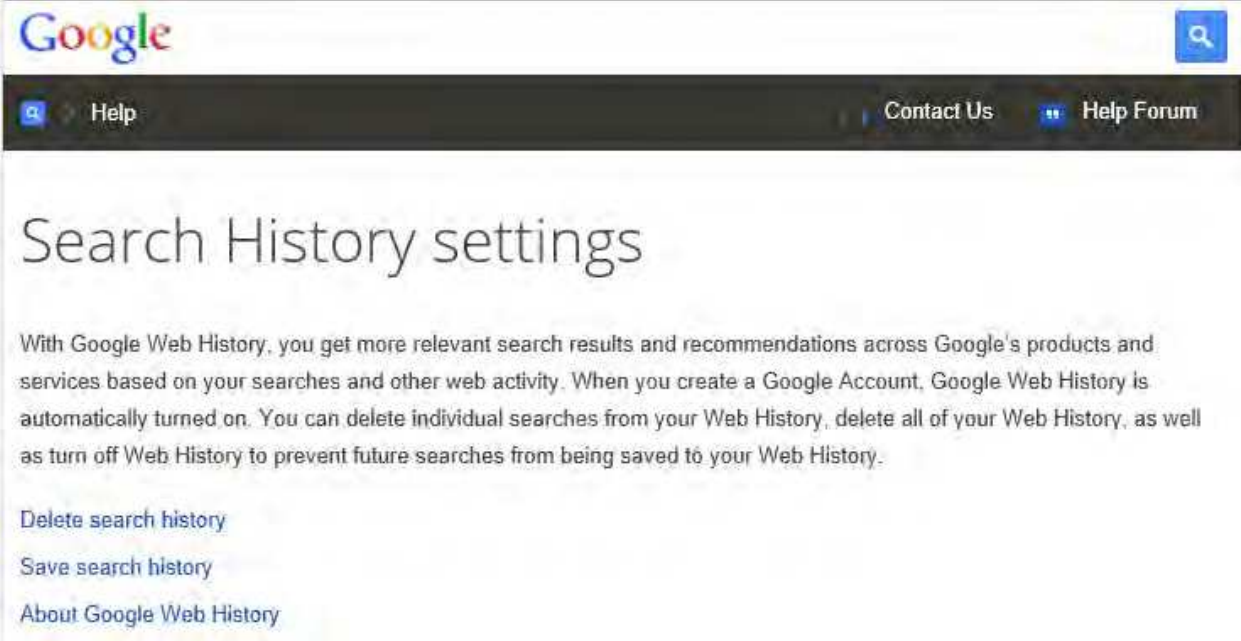
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

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

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

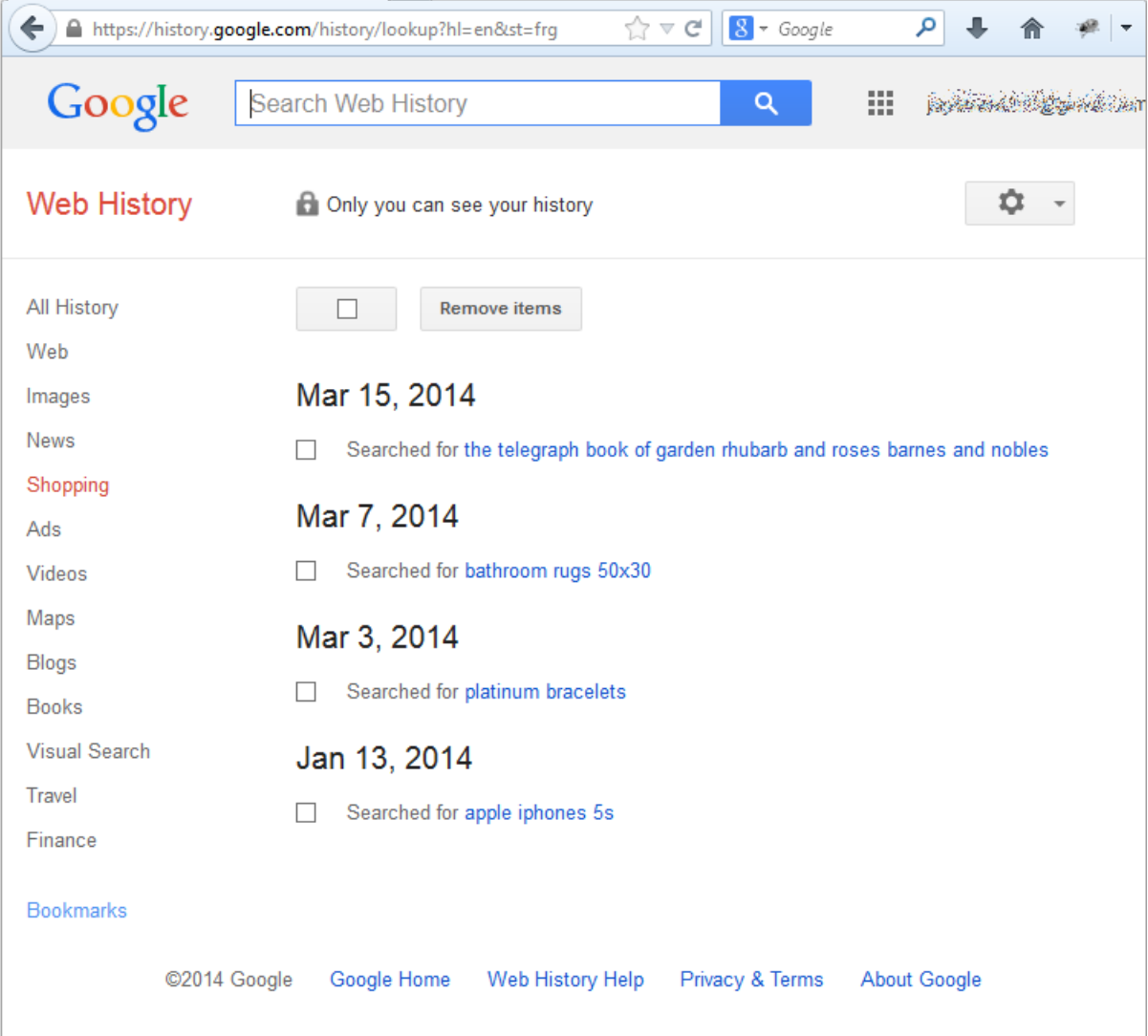
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 293 1759 1297">A screenshot of the Google Ads Settings page. At the top is the Google logo and a hamburger menu icon. Below is the 'Ads Settings' section. The main heading is 'Settings for Google Ads', followed by a subtext: 'Ads enable free web services and content. These settings help control the types of Google ads you see.' There are two main categories: 'Ads on Google' and 'Google Ads Across the Web'. 'Ads on Google' includes icons for Search, Gmail, YouTube, and Maps. 'Google Ads Across the Web' includes an icon for Google Ads Across the Web. Below these are several rows of settings: Gender (Unknown, Visit your Google Profile, Male, Edit, Based on the websites you've visited), Age (35-44, Visit your Google Profile, 35-44, Based on your Google profile), Languages (N/A, None, Edit, Based on the websites you've visited), and Interests (Bicycles & Accessories, and 14 more, Edit, From your previous searches; Acting & Theater, and 22 more, Edit, Based on the websites you've visited).</div> <p data-bbox="1199 1304 1955 1336">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 293 1944 513"> <p>Interests</p> <p>Bicycles & Accessories, and 14 more Edit</p> <p>From your previous searches</p> </div> <p data-bbox="1201 521 1955 553">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p> <div data-bbox="646 592 1892 1239">  <p>The screenshot shows the Google Search History settings page. At the top is the Google logo and a search bar. Below the logo is a navigation bar with 'Help', 'Contact Us', and 'Help Forum' links. The main heading is 'Search History settings'. The text explains that Google Web History provides more relevant search results and recommendations based on search history. It also mentions that users can delete individual searches, delete all history, or turn off Web History. At the bottom, there are three links: 'Delete search history', 'Save search history', and 'About Google Web History'.</p> </div> <p data-bbox="919 1247 1955 1279">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 293 1745 1312"><h2>About Google Web History</h2><p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p><p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p><h3>View and manage your Web History</h3><p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history ↗. Learn how to delete your Web History ↗, save your Web History ↗, or edit your Web History on your mobile device ↗.</p><h3>What is stored in your Web History</h3><p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p><ul style="list-style-type: none">• Pages you visit• Searches on Google• Results that appeared, including private results ↗ from Google products like Google+, Gmail, and Google Calendar• Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site• Your IP address• Your browser type and language<h3>Browser history</h3><p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on Chrome ↗, Safari ↗, Internet Explorer ↗, Toolbar ↗, and Firefox ↗.</p><h3>How history works when you're signed out</h3><p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p><ol style="list-style-type: none">1. Visit google.com/history/optout ↗ when not signed in to a Google Account.2. Click Disable customizations based on search activity. This will turn the setting off for anyone who uses the same browser and computer as you.</div> <p data-bbox="1299 1320 1955 1352">https://support.google.com/accounts/answer/54068</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main 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", "Finance", and "Bookmarks". The main content area shows a list of search history items grouped by date: "Mar 15, 2014" with a search for "the telegraph book of garden rhubarb and roses barnes and nobles"; "Mar 7, 2014" with a search for "bathroom rugs 50x30"; "Mar 3, 2014" with a search for "platinum bracelets"; and "Jan 13, 2014" with a search for "apple iphones 5s". Each item has a checkbox to its left. At the bottom, there is a "Remove items" button and a copyright notice "©2014 Google". Navigation links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google" are also present.</p>

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

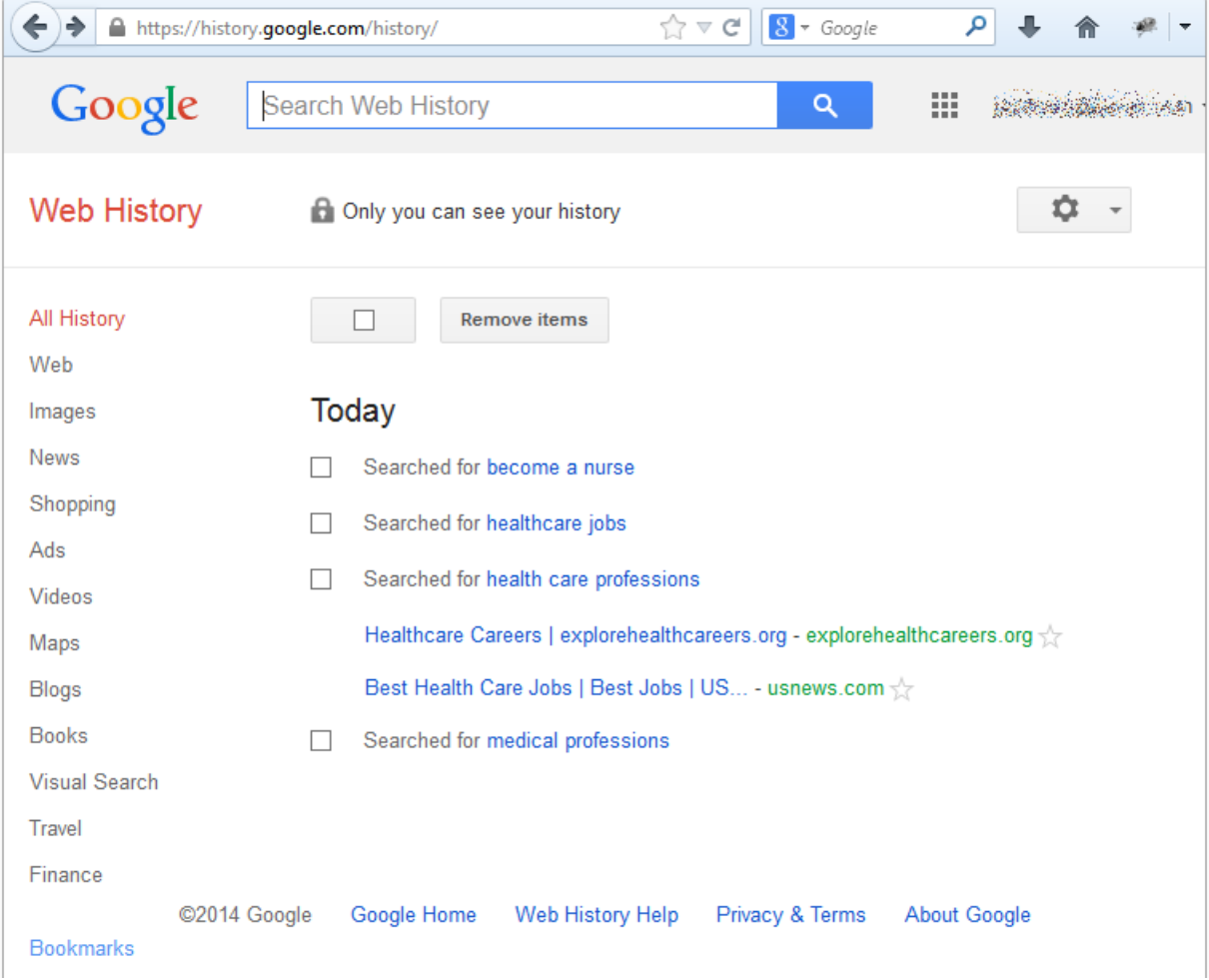
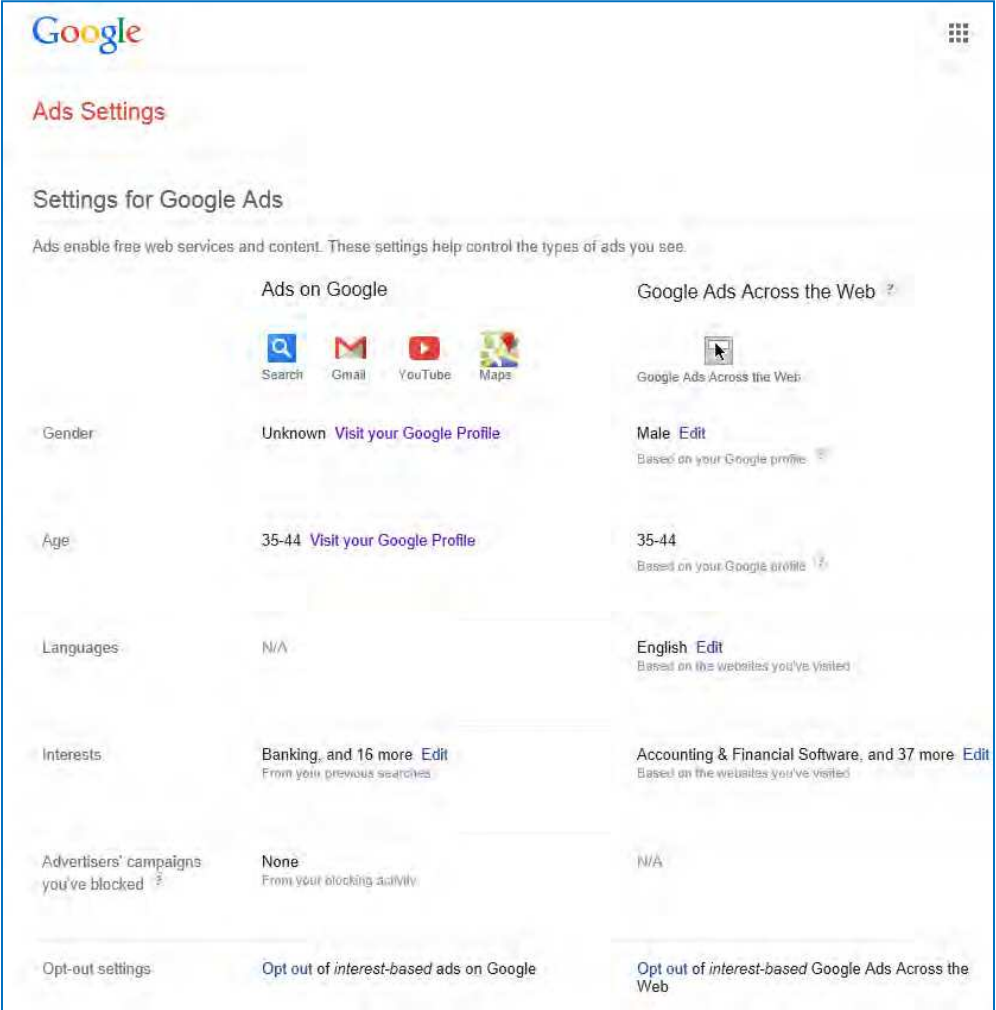
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. The address bar shows the URL https://history.google.com/history/. The page title is "Web History" with a sub-header "Only you can see your history". A sidebar on the left lists various Google services: Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area, titled "Today", lists search history items with checkboxes for removal:</p> <ul style="list-style-type: none"><input type="checkbox"/> Searched for become a nurse<input type="checkbox"/> Searched for healthcare jobs<input type="checkbox"/> Searched for health care professionsHealthcare Careers explorehealthcareers.org - explorehealthcareers.org ☆Best Health Care Jobs Best Jobs US... - usnews.com ☆<input type="checkbox"/> Searched for medical professions <p>At the bottom, there are links for "©2014 Google", "Google Home", "Web History Help", "Privacy & Terms", "About Google", and "Bookmarks".</p>
Claim No. 6	

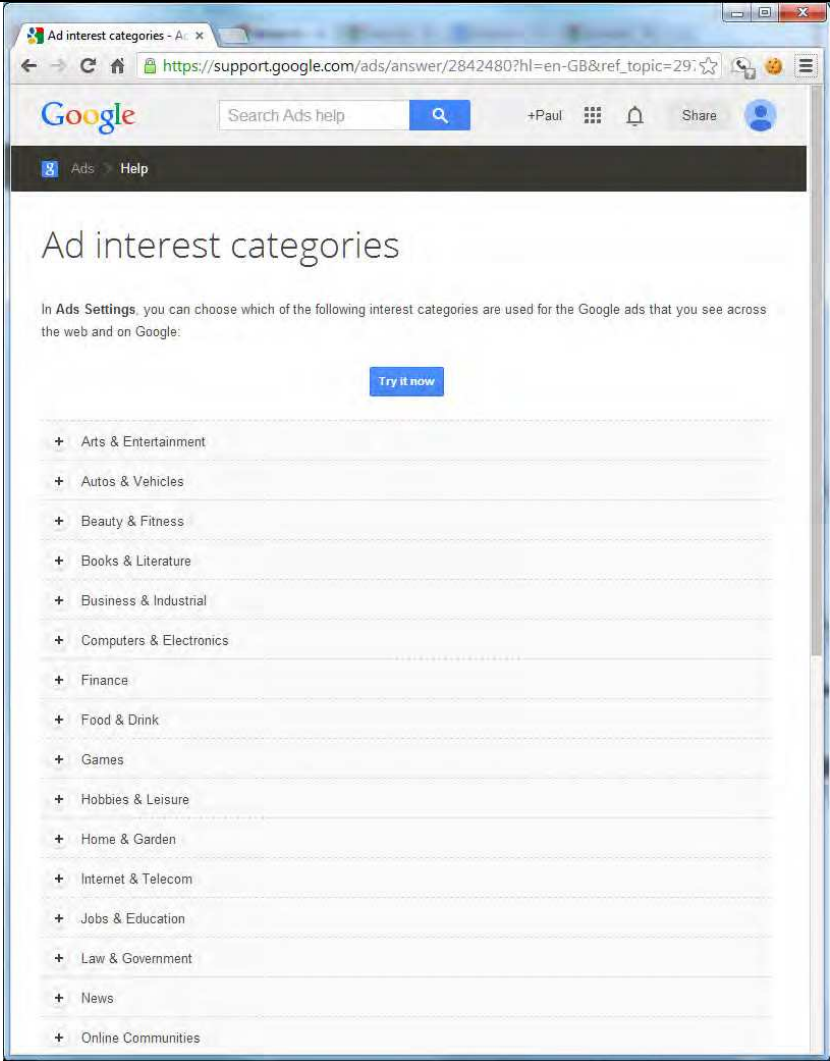
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

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

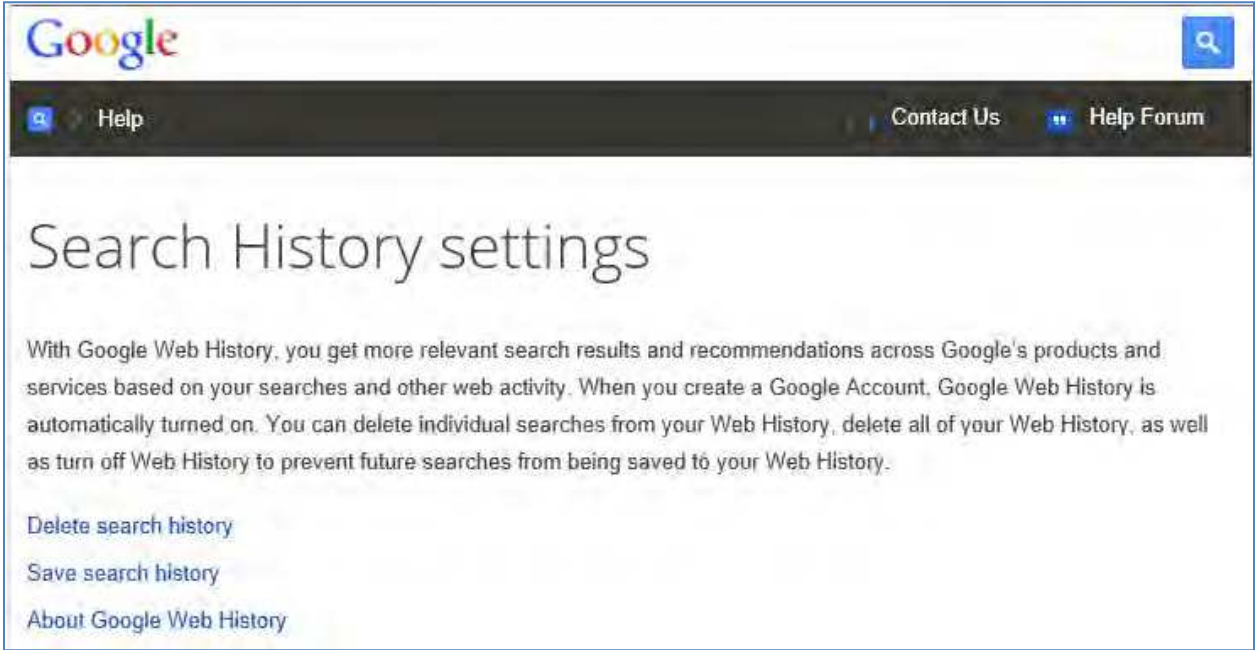
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="823 293 1812 1297">A screenshot of the Google Ads Settings page. The page is titled "Ads Settings" and "Settings for Google Ads". It contains various settings for Google Ads, including "Ads on Google" (Search, Gmail, YouTube, Maps), "Google Ads Across the Web", "Gender" (Unknown), "Age" (35-44), "Languages" (N/A), "Interests" (Banking, and 16 more), "Advertisers' campaigns you've blocked" (None), and "Opt-out settings" (Opt out of interest-based ads on Google, Opt out of interest-based Google Ads Across the Web). The page is in English and is based on the user's Google profile.</div> <p data-bbox="1199 1304 1955 1336">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a web browser displaying the Google Ad interest categories page. The browser's address bar shows the URL: https://support.google.com/ads/answer/2842480?hl=en-GB&ref_topic=297. The page title is "Ad interest categories". Below the title, there is a paragraph: "In Ads Settings, you can choose which of the following interest categories are used for the Google ads that you see across the web and on Google:". A blue button labeled "Try it now" is positioned below the paragraph. A list of interest categories follows, each preceded by a plus sign in a square: Arts & Entertainment, Autos & Vehicles, Beauty & Fitness, Books & Literature, Business & Industrial, Computers & Electronics, Finance, Food & Drink, Games, Hobbies & Leisure, Home & Garden, Internet & Telecom, Jobs & Education, Law & Government, News, and Online Communities.

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

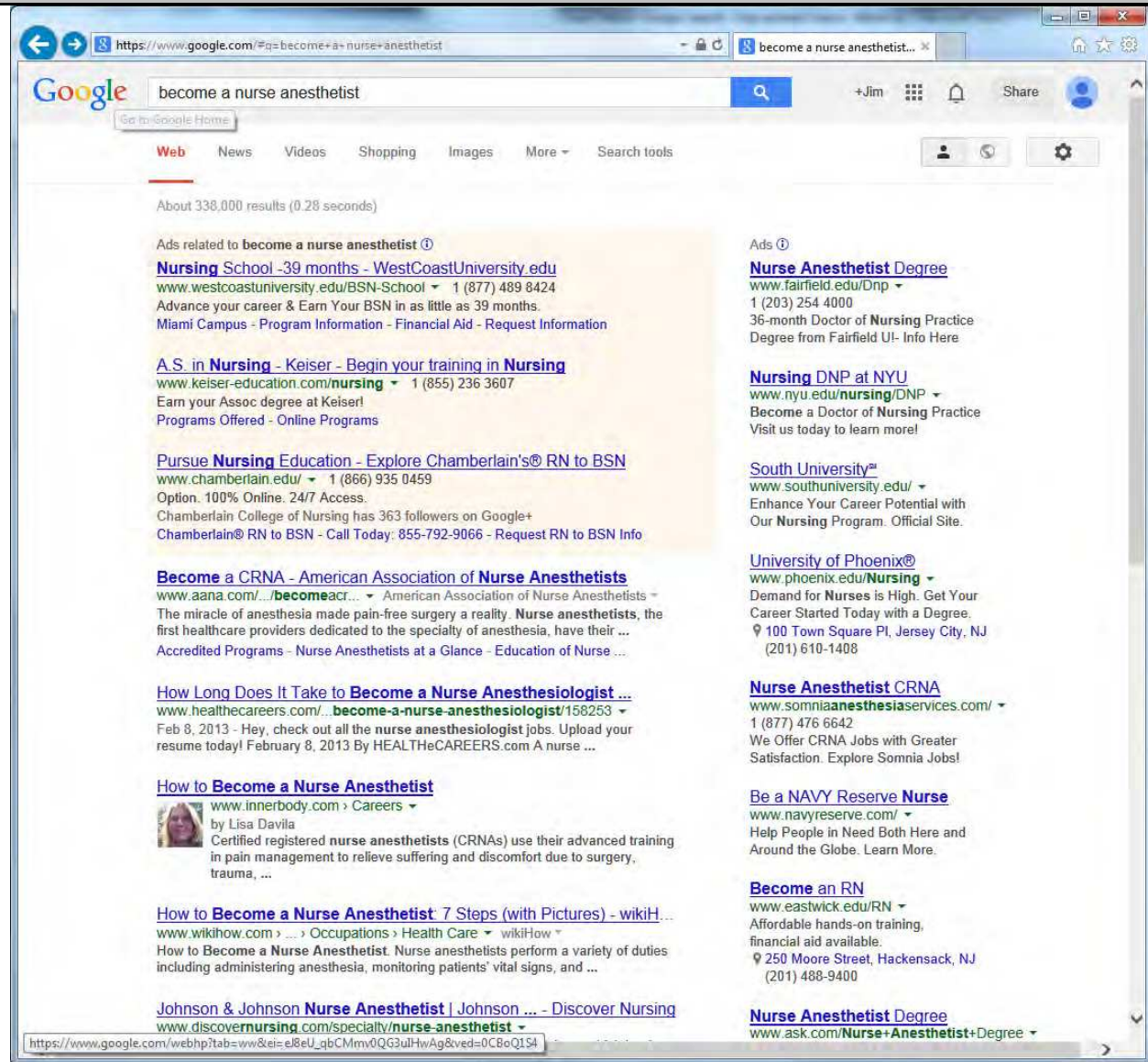
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
The method of claim 1, further comprising updating the user profile data based upon the search argument.	<p>The Accused Instrumentalities update the user profile data based upon the search argument.</p> <p>See claim 1 above.</p> <div data-bbox="751 565 1881 760"><p>Interests</p><p>Bicycles & Accessories, and 14 more Edit</p><p>From your previous searches</p></div> <p>https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 938">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 magnifying glass icon, the word "Help", and links for "Contact Us" and "Help Forum". 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="919 976 1955 1013">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

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

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

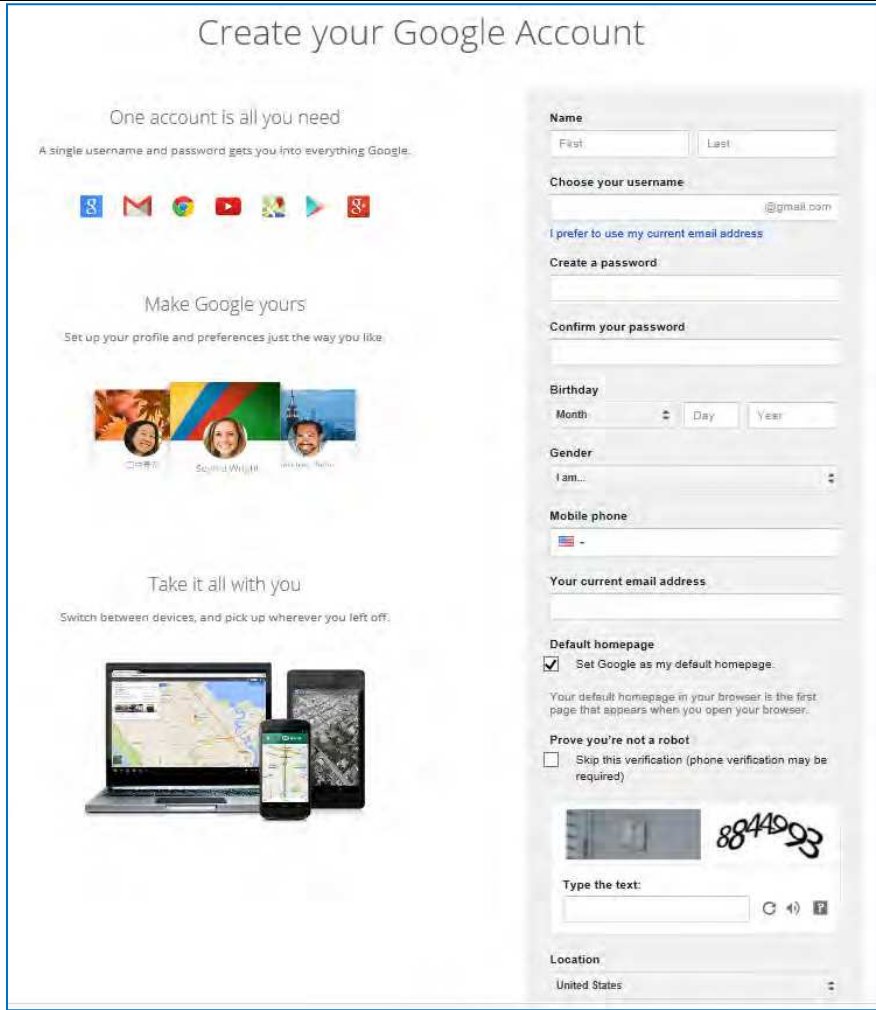
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



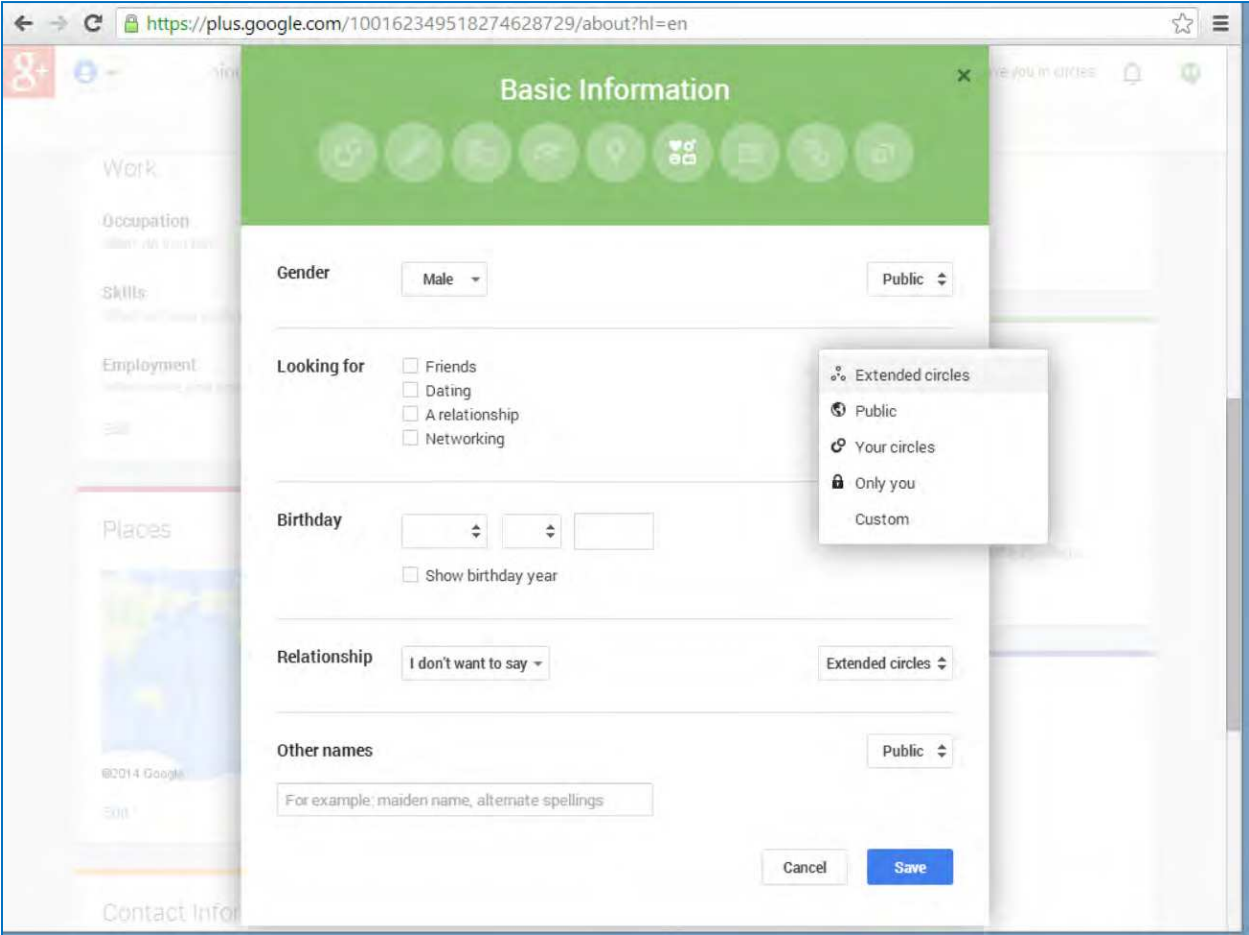
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

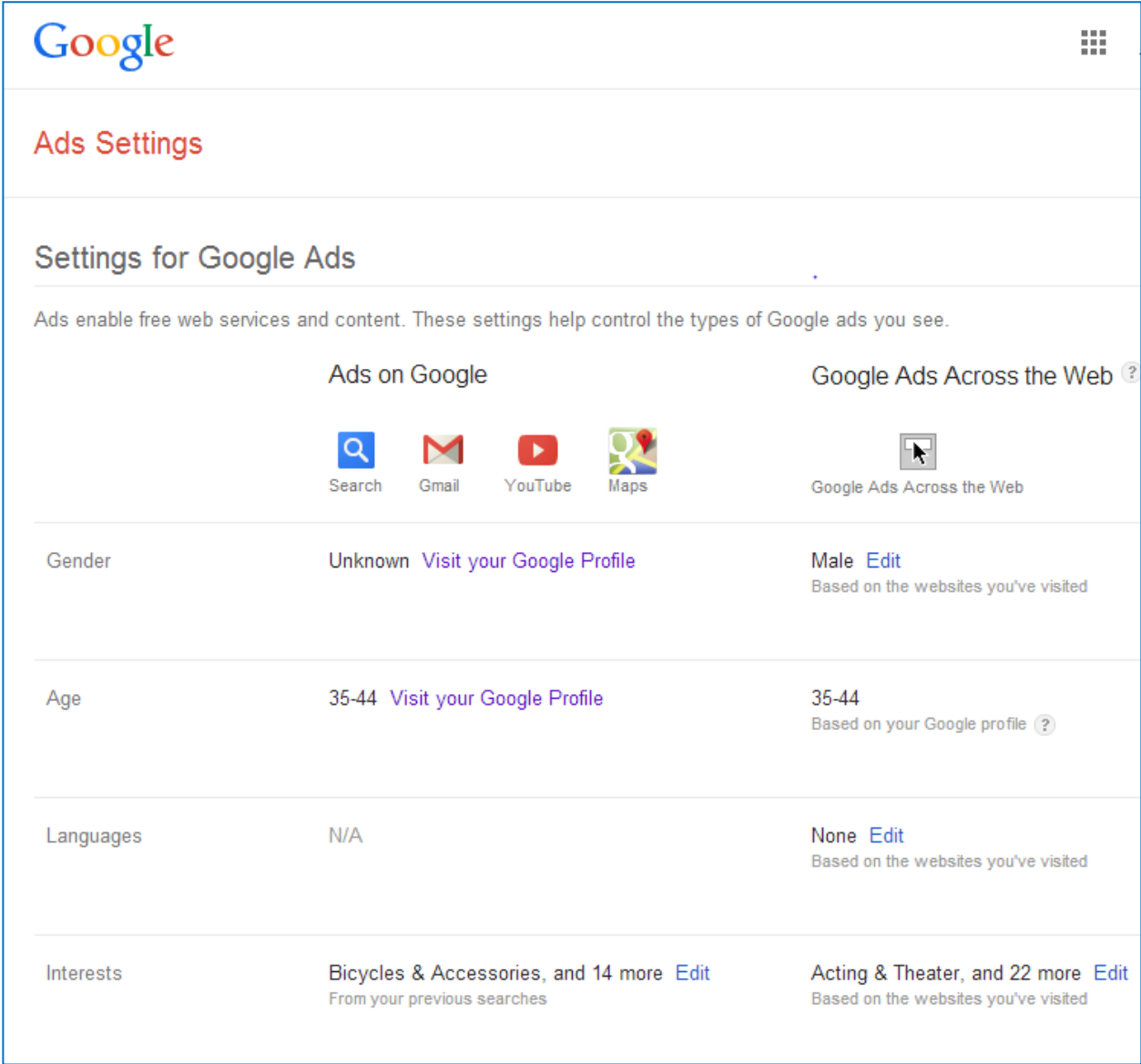
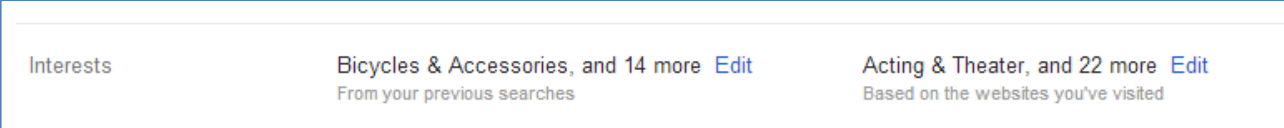
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="879 290 1749 1294"></div> <p data-bbox="1486 1300 1955 1333">https://accounts.google.com/SignUp</p>

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

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

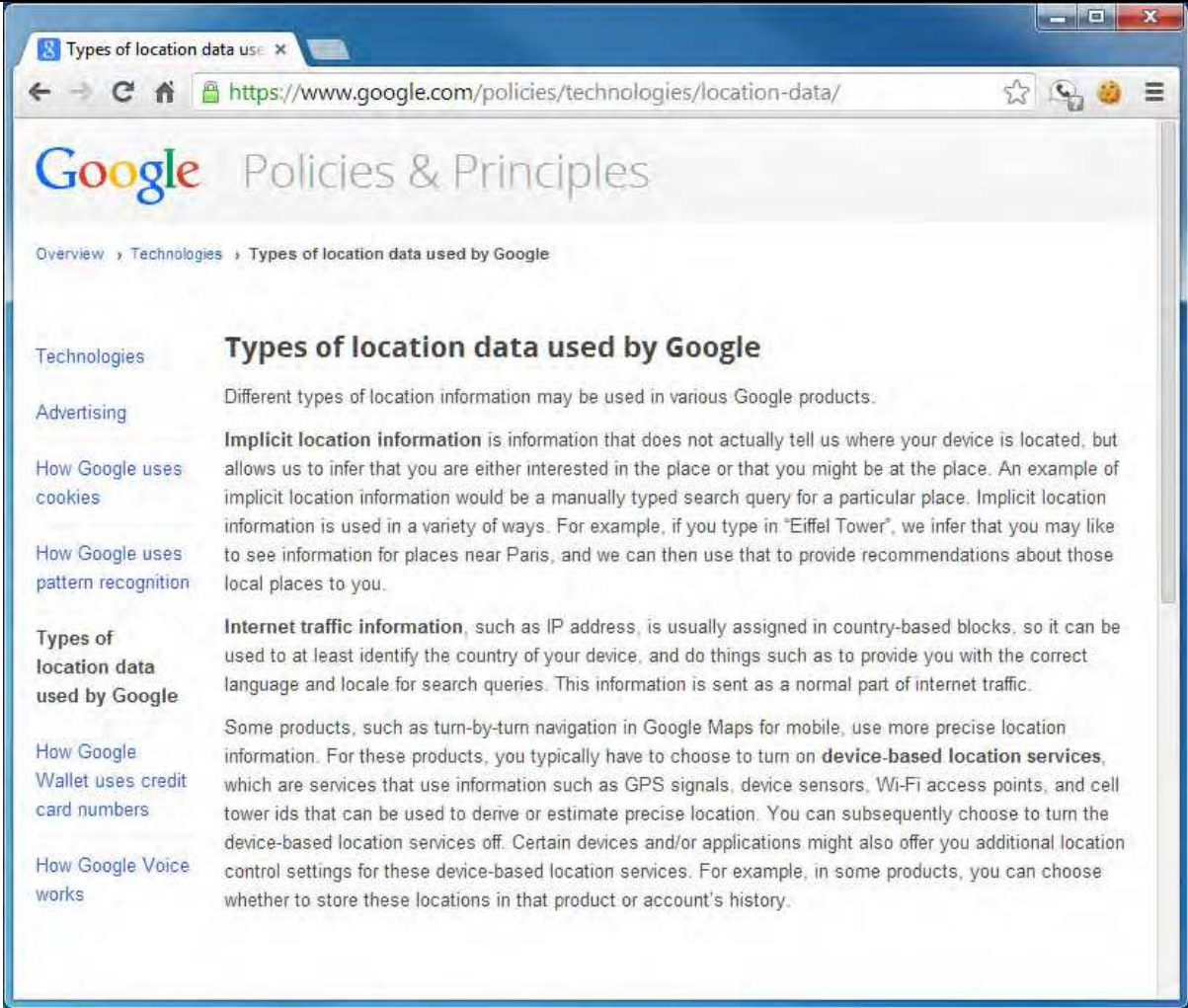
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 292 1927 1453"><p>The screenshot shows the Google Ads Settings page. At the top is the Google logo and a hamburger menu icon. Below is the 'Ads Settings' section, followed by 'Settings for Google Ads'. A descriptive sentence states: 'Ads enable free web services and content. These settings help control the types of Google ads you see.' The settings are organized into two columns. The left column, 'Ads on Google', includes icons for Search, Gmail, YouTube, and Maps. The right column, 'Google Ads Across the Web', includes an icon for Google Ads Across the Web. Below these are rows for Gender (Unknown, Male), Age (35-44), Languages (N/A, None), and Interests (Bicycles & Accessories, and 14 more; Acting & Theater, and 22 more). Each row has an 'Edit' link. The URL at the bottom is https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx.</p></div> <div data-bbox="672 1497 1948 1624"><p>This block shows a partial view of the bottom of the Google Ads Settings page, specifically the 'Interests' section. It displays the same interest categories and 'Edit' links as the main screenshot above.</p></div>

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

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

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

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

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

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

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

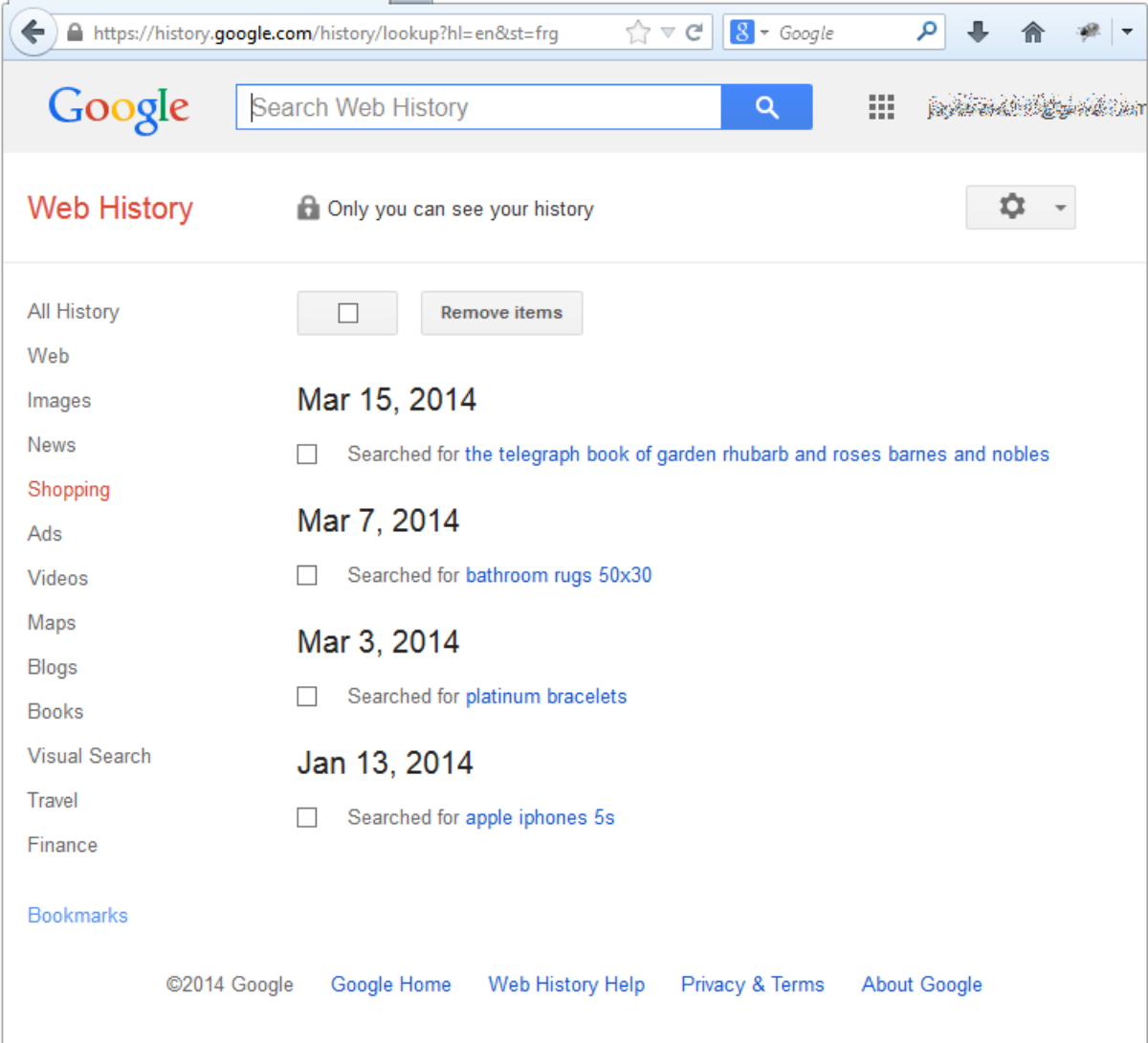
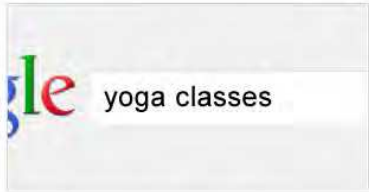


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main 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", "Finance", and "Bookmarks". The main content area shows a list of search history items grouped by date. The first group is dated "Mar 15, 2014" and contains one item: "Searched for the telegraph book of garden rhubarb and roses barnes and nobles". The second group is dated "Mar 7, 2014" and contains one item: "Searched for bathroom rugs 50x30". The third group is dated "Mar 3, 2014" and contains one item: "Searched for platinum bracelets". The fourth group is dated "Jan 13, 2014" and contains one item: "Searched for apple iphones 5s". At the bottom of the page, there is a footer with the text "©2014 Google" and links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

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



U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 10	
<p>The method of claim 1, wherein searching at least one database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.</p>	<p>Upon information and belief, the Accused Instrumentalities search at least one search related database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.</p> <p>See claims 1 and 9 above.</p>
Claim No. 11	
<p>A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:</p>	<p>Google's advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities").</p>

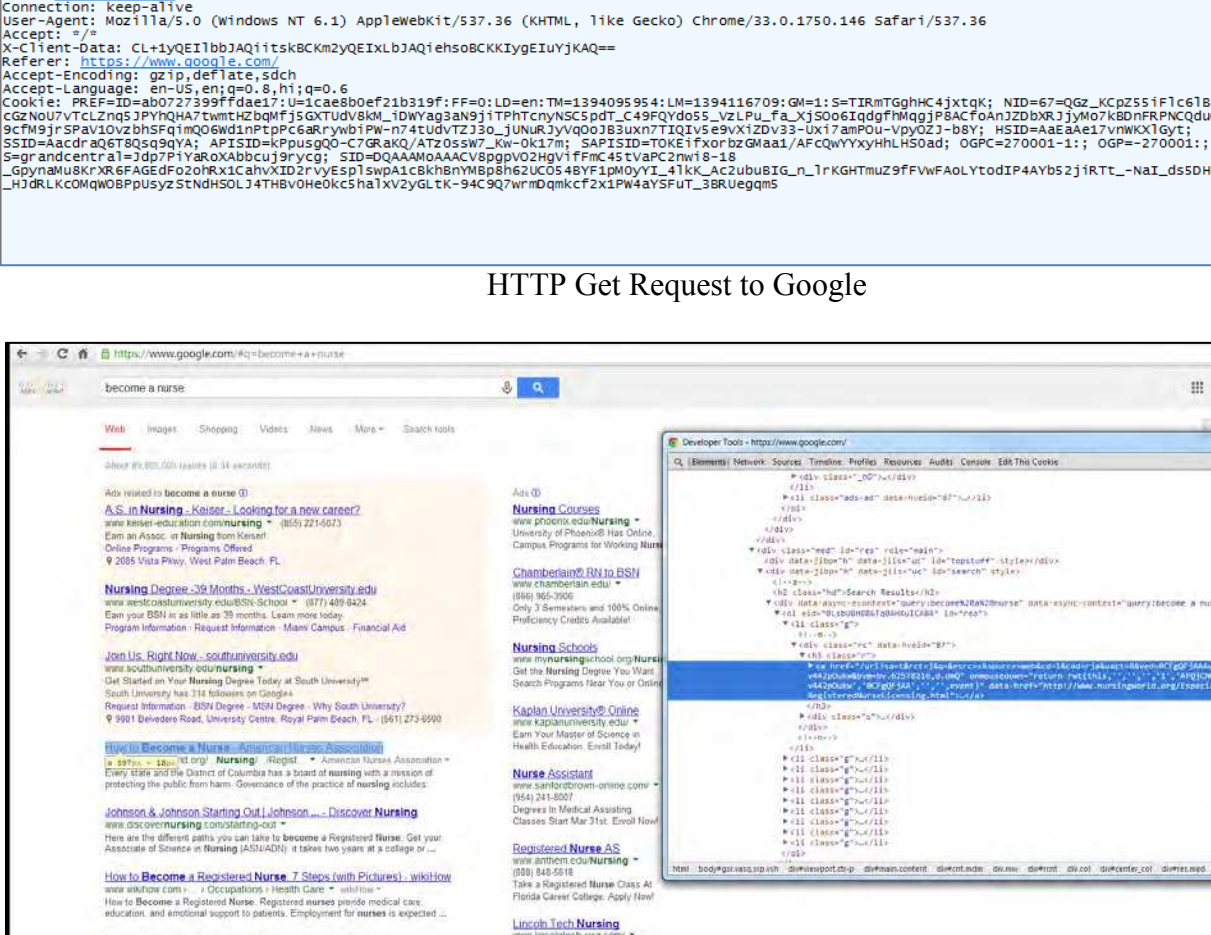
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 834"><div data-bbox="661 302 1108 321">Ads on Google Target your ads Ad types Costs FAQ</div><div data-bbox="661 375 1005 404">A quick look at ads on Google</div><div data-bbox="661 431 1268 451">Here's how ads on Google can help you get you more interested visitors to your website.</div><div data-bbox="1457 423 1591 451">Get started now</div><div data-bbox="1614 418 1764 462">For free support call: 1-800-877-2981*</div><div data-bbox="661 487 1026 677">A screenshot of a Google search for "yoga classes". The Google logo is partially visible on the left, and the text "yoga classes" is in the center.</div><div data-bbox="1058 487 1421 677">A screenshot of a Google Ad for "Yoga for beginners" from www.vinashiyoga.com. The ad text includes "Start your journey today", "Special - 10 classes for \$100", and a phone number (354) 555-0111 with a "Directions" link. A mouse cursor is pointing at the ad.</div><div data-bbox="1457 487 1820 677">A screenshot of the Vinashi Yoga Studio website showing a person performing a yoga pose (Urdhva Dhanurasana or Upward Bow Pose) on a wooden floor.</div><div data-bbox="661 706 917 730">1. People search on Google</div><div data-bbox="661 743 1026 787">People use keywords (or search terms) to search for specific products and services.</div><div data-bbox="1058 706 1241 730">2. They see your ad</div><div data-bbox="1058 743 1421 812">If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. Learn more</div><div data-bbox="1457 706 1709 730">3. You get more customers</div><div data-bbox="1457 743 1820 787">When people click on your ad, they'll go to your website to learn more or buy.</div></div> <p data-bbox="1096 841 1955 875">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="667 315 1640 448"><h2>Advertising on Google AdWords: An overview</h2></div> <div data-bbox="701 526 737 574"></div> <div data-bbox="751 532 798 566">Tip</div> <div data-bbox="749 583 1730 615"><p>New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p></div> <div data-bbox="680 660 1860 803"><ul style="list-style-type: none">• AdWords, Google's online advertising program, lets you reach new customers and grow your business.• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.• There's no minimum spending commitment. You can pause or stop anytime.• Get started at https://adwords.google.com.</div> <div data-bbox="823 813 1955 852"><p>https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p></div>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="777 293 1764 1325"><p data-bbox="827 318 1318 341">- Showing your ads on Google Search and other search sites</p><p data-bbox="863 394 1749 475">If you use keywords to target your ads, you select a set of keywords related to the product or service you'd like to advertise. Then, when people search using the words or phrases you picked, your text ads can appear alongside or above search results.</p><ul data-bbox="877 500 1755 553" style="list-style-type: none">• On Google search sites: Your ads can appear on Google Search, Shopping, Maps, Images, and Groups when someone searches on your keywords. Here's an example, for the keyword "cupcakes":<ul data-bbox="877 870 1755 1008" style="list-style-type: none">• On other search sites that are part of the Search Network: When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages.• On mobile search: Your ads can appear on http://m.google.com, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search:<p data-bbox="898 1284 1310 1304">AdWords ad on mobile version of Google Search</p></div> <p data-bbox="835 1333 1948 1364">https://support.google.com/adwords/answer/3464133?hl=en&ref_topic=3121763&rd=1</p>

<p>U.S. PATENT NO. 7,933,883</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p>The screenshot displays a web browser window at the URL https://www.google.com/?q=become+a+nurse. The search results page lists several links related to nursing education, such as "A.S. in Nursing - Keiser - Looking for a new career?", "Nursing Degree >39 Months - WestCoastUniversity.edu", and "How to Become a Nurse - American Nurses Association". A Developer Tools window is open on the right side of the browser, showing the Network tab with a request to google.com. The console shows JavaScript code snippets, including document.getElementById("search") and document.getElementById("results").</p>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays a Google search results page for the query "become a nurse". The search results include several links to nursing programs and schools, such as "A.S. in Nursing - Keiser - Looking for a new career?", "Nursing Degree - 30 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".

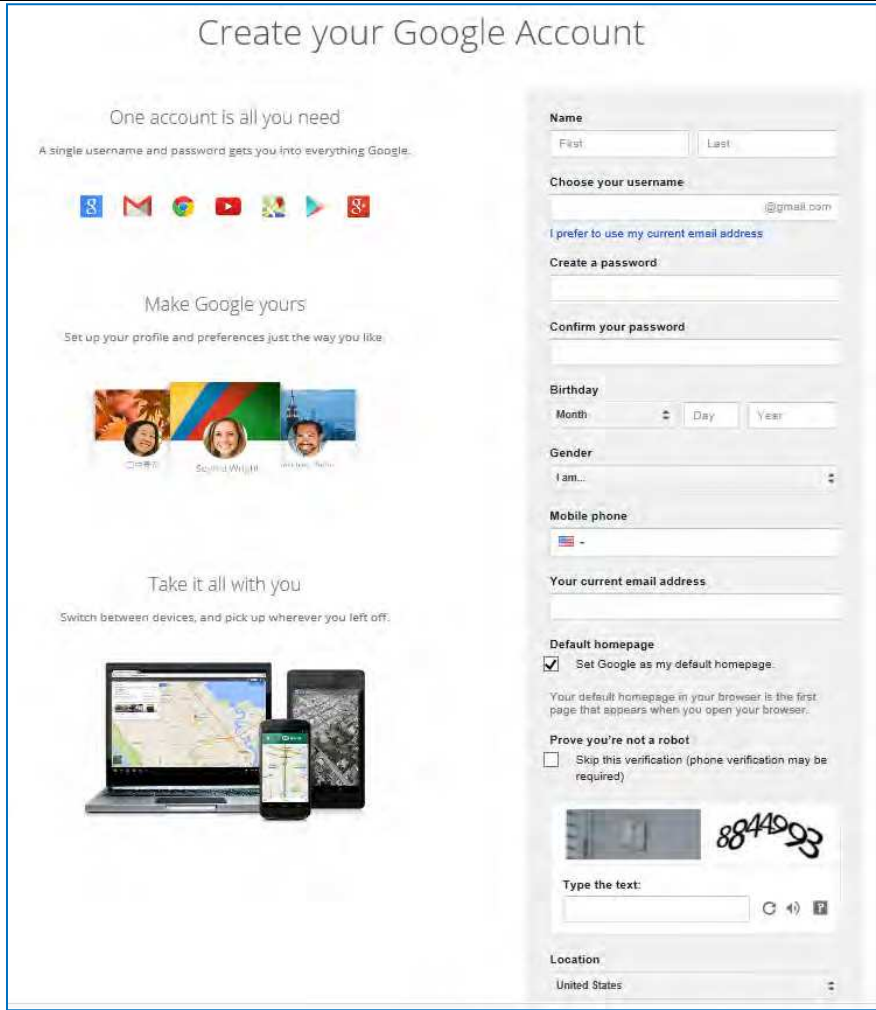
On the right side of the page, the "Developer Tools" window is open, showing the "Elements" tab. The selected element is a search result snippet for "Nursing Degree - 30 Months - WestCoastUniversity.edu". The HTML code for this snippet is visible, showing the structure of the search result, including the title, URL, and description.

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

[illegible]

Page 95 of 177

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="879 290 1749 1294"></div> <p data-bbox="1486 1300 1955 1333">https://accounts.google.com/SignUp</p>

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

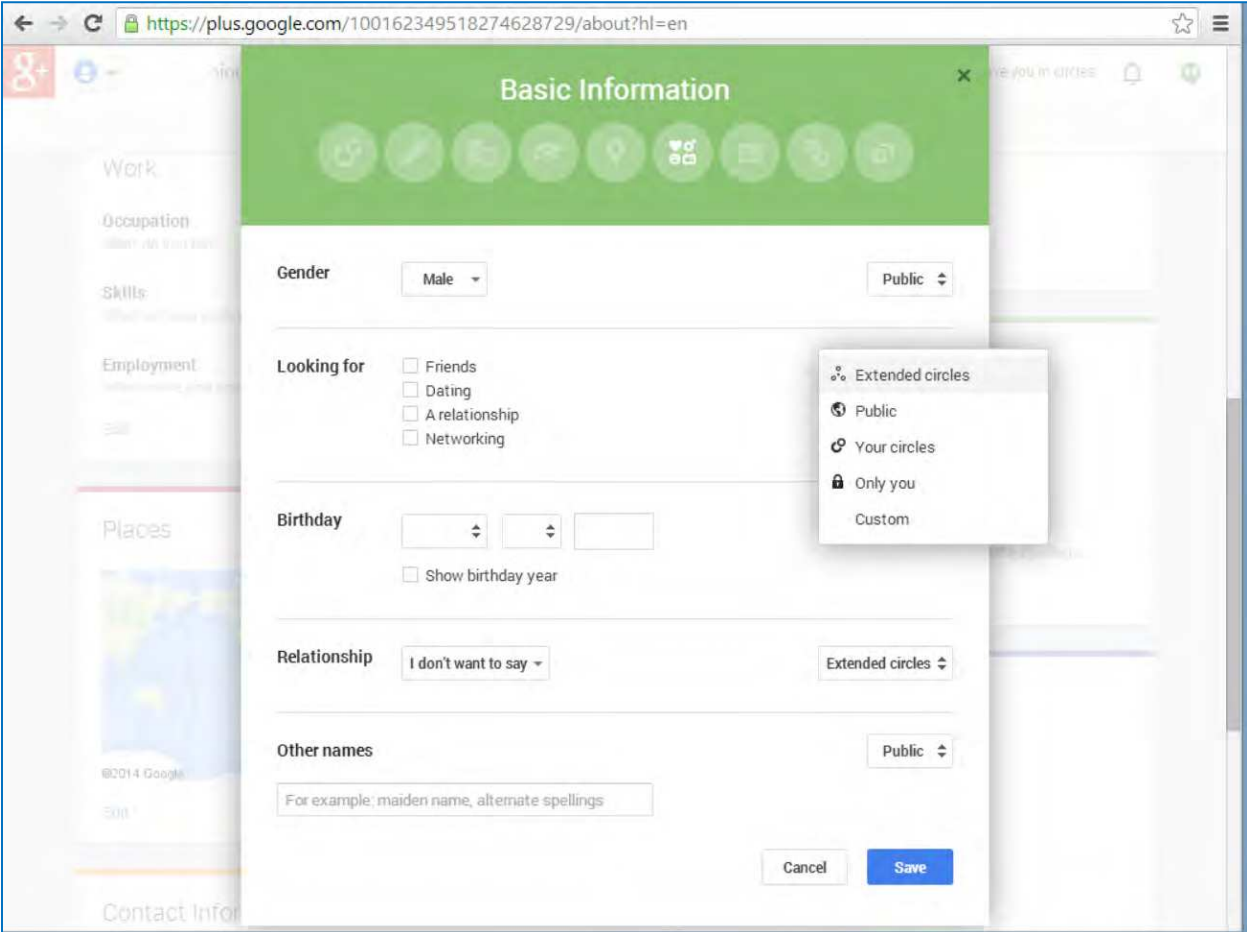
U.S. PATENT NO.
7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

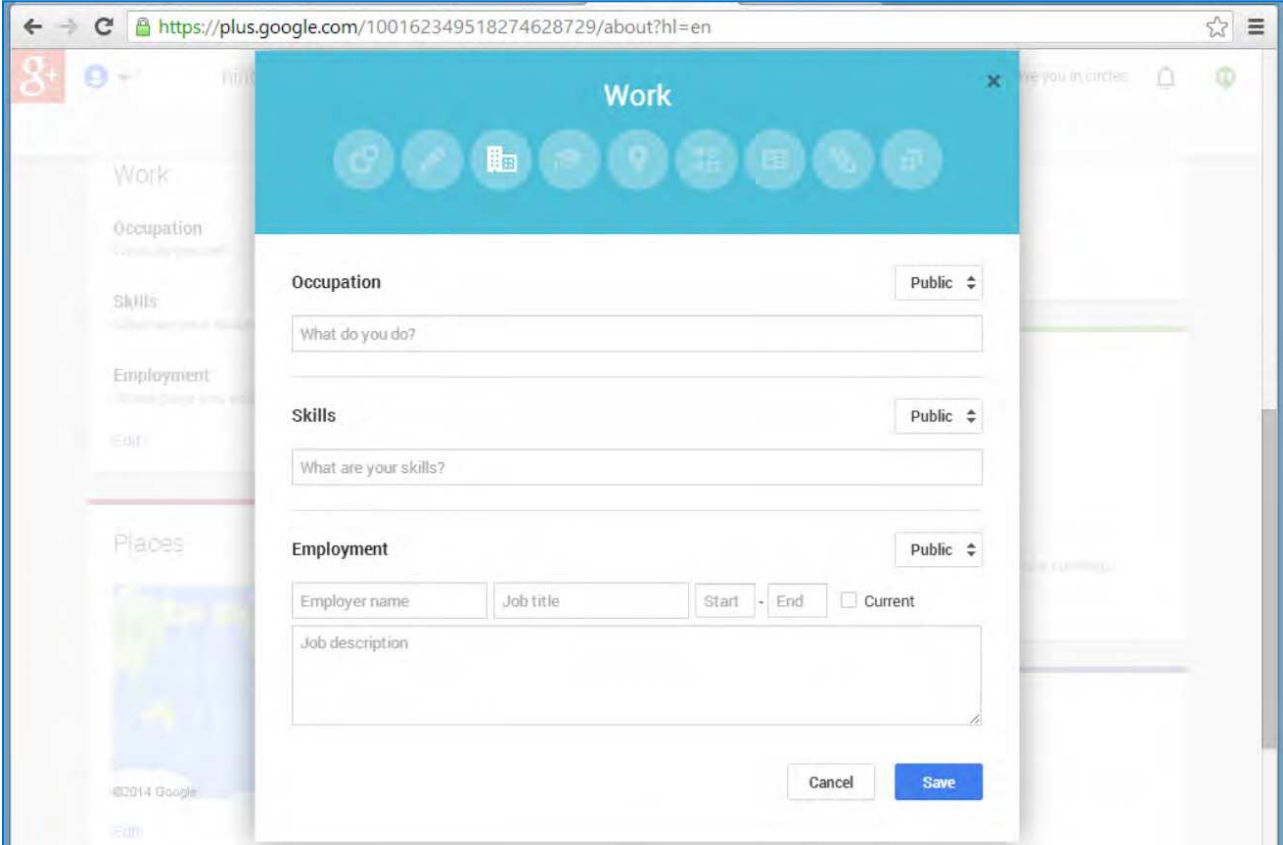
The screenshot displays the Fiddler web proxy interface. On the left, a list of network requests is shown, including various HTTP and HTTPS calls to accounts.google.com, fonts.googleapis.com, and ssl.gstatic.com. The selected request (number 18) is an HTTPS call to fonts.googleapis.com. The right pane shows the details of this request, including the Request Headers, Client information (Accept, Accept-Encoding, Accept-Language, User-Agent), Cookies/Login, and the raw response body. The response body is an HTML document fragment containing form elements and error messages, such as 'name="GmailAddress" id="GmailAddress" value=""' and 'You can use letters, numbers, and periods.'

Fiddler Capture of Google Accounts Signup Page

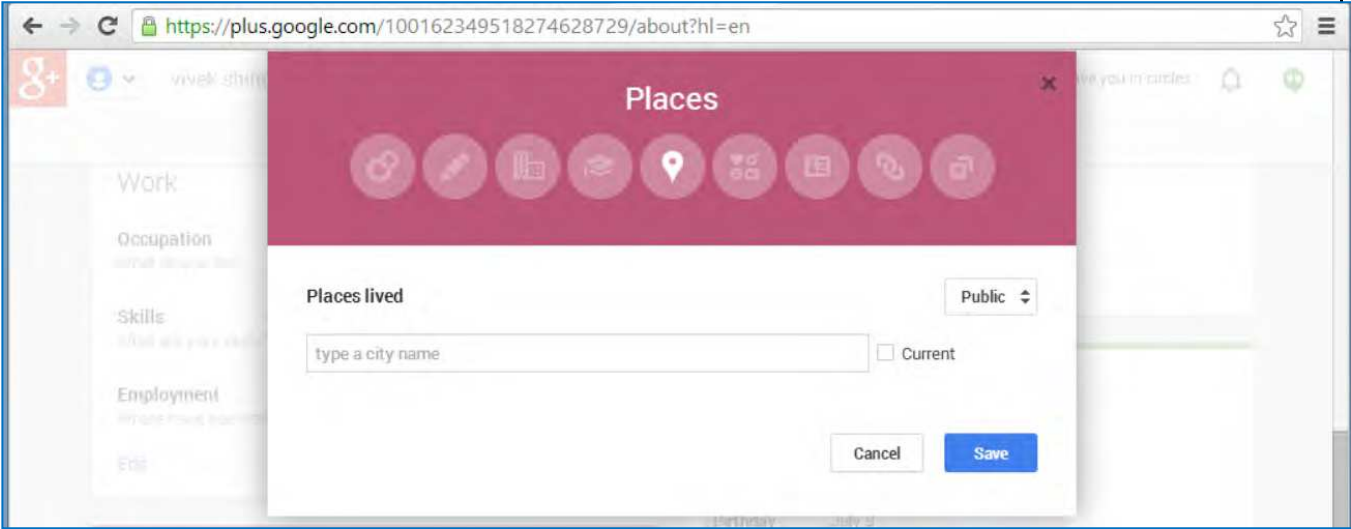
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays 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">Gender: Set to 'Male' with a dropdown arrow.Looking for: A list of checkboxes for 'Friends', 'Dating', 'A relationship', and 'Networking'.Birthday: Fields for month, day, and year, with a 'Show birthday year' checkbox.Relationship: A dropdown menu set to 'I don't want to say'.Other names: A text input field with a placeholder 'For example: maiden name, alternate spellings'. <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 highlighted in blue at the bottom right of the form.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google+ 'Work' profile page. The page is titled 'Work' and features a blue header with various icons. Below the header, there are three main sections: 'Occupation', 'Skills', and 'Employment'. Each section has a 'Public' dropdown menu. The 'Occupation' section has a text input field labeled 'What do you do?'. The 'Skills' section has a text input field labeled 'What are your skills?'. The 'Employment' section has a form with fields for 'Employer name', 'Job title', 'Start', 'End', and a checkbox for 'Current'. Below these fields is a larger text input field for 'Job description'. At the bottom right of the form are 'Cancel' and 'Save' buttons. The background of the page shows a map and other profile information.</p>

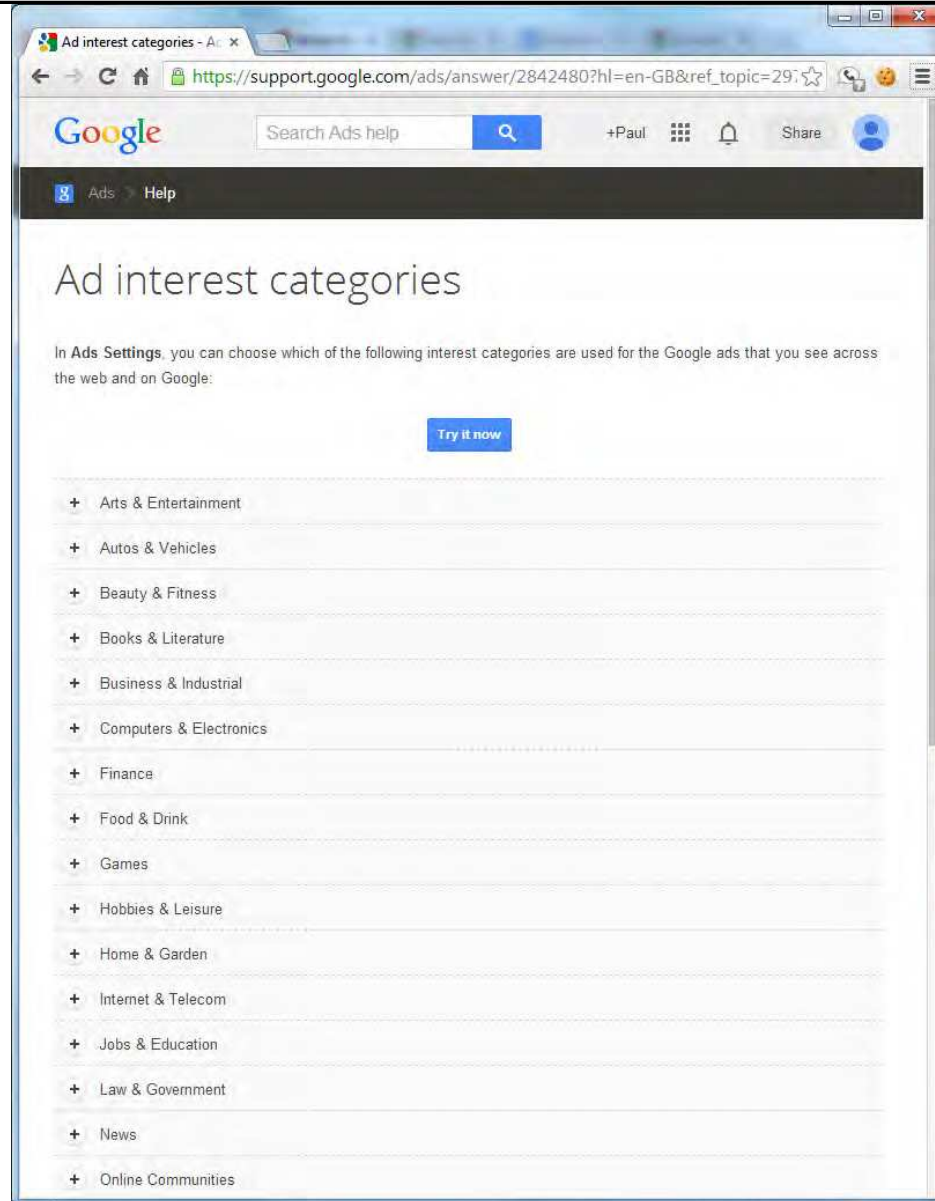
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



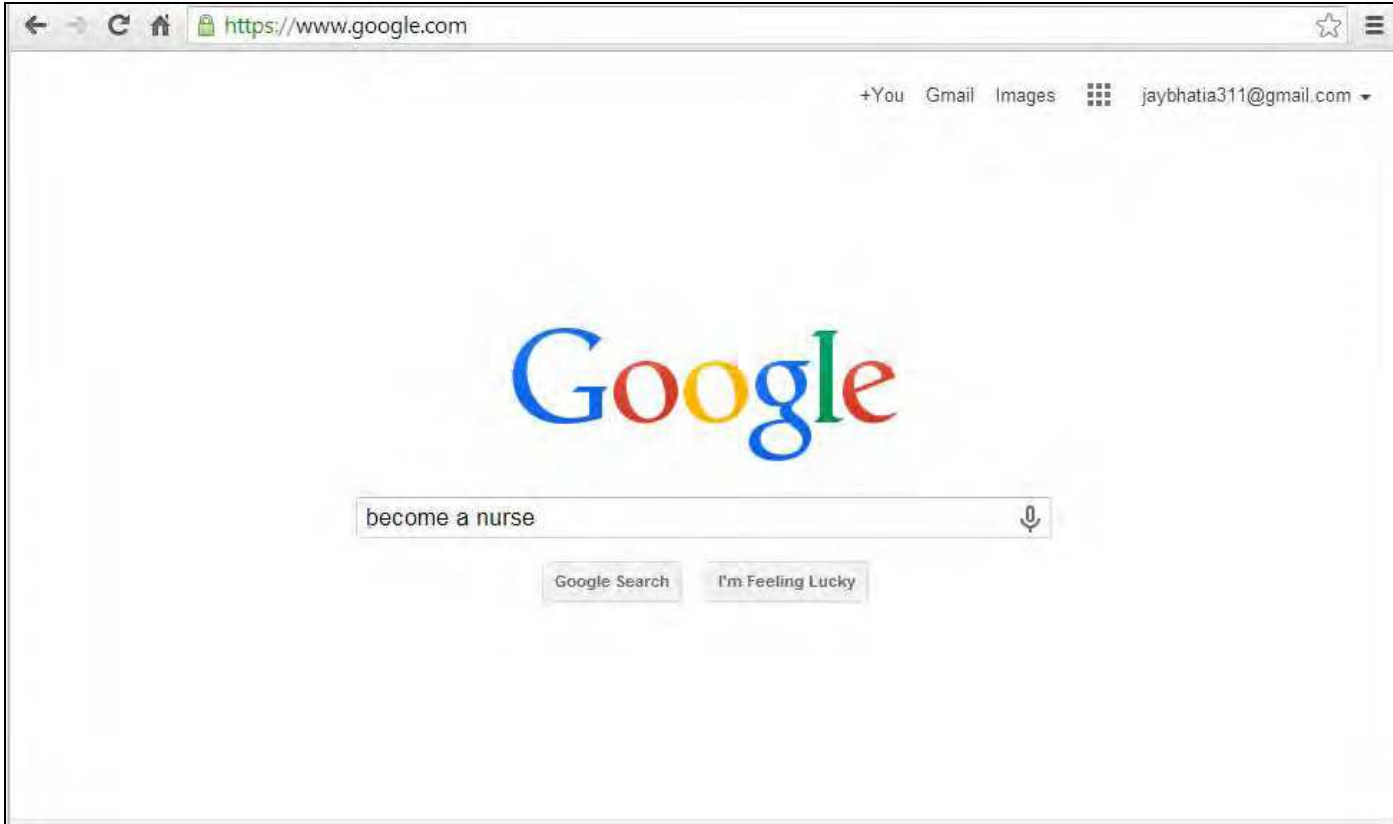
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>transmitting to the advertising machine via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to transmit to the advertising machine via the communications link a search request that includes a search argument.</p> <p>See claim 1 above.</p> 

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

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

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

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

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. The page title is "Google Advanced Search".

Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

To do this in the search box

Type the important words: tricolor rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words you don't want: ~rodent, ~"Jack Russell"

Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

Then narrow your results by...

language: Find pages in the language you select.

region: Find pages published in a particular region.

last update: Find pages updated within the time you specify.

site or domain: Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing: Search for terms in the whole page, page title, or web address, or links to the page you're looking for.

SafeSearch: Tell SafeSearch whether to filter sexually explicit content.

reading level: Find pages at one reading level or just view the level info.

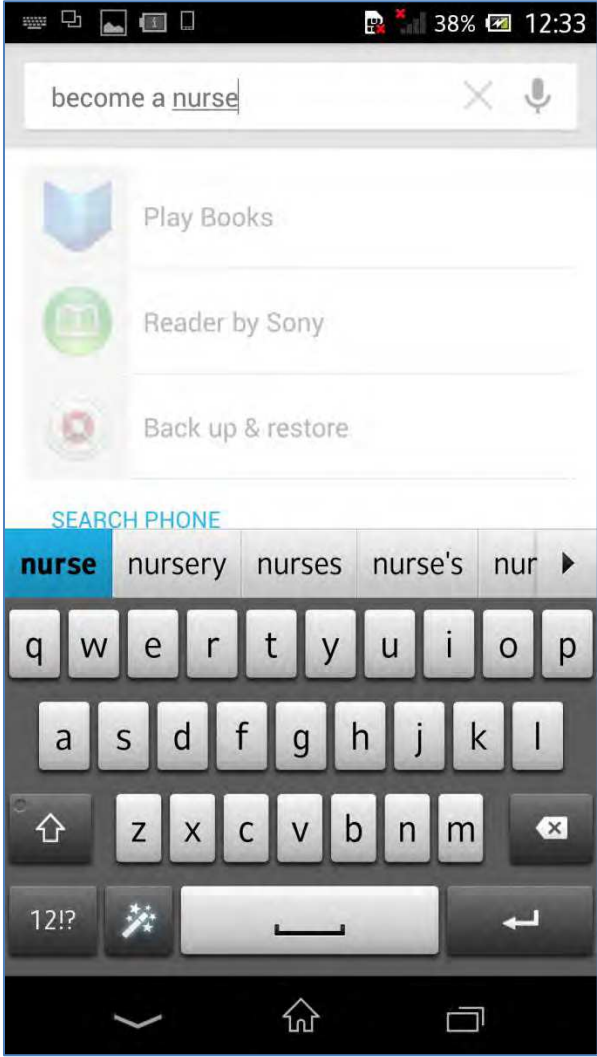
file type: Find pages in the format you prefer.

usage rights: Find pages you are free to use yourself.

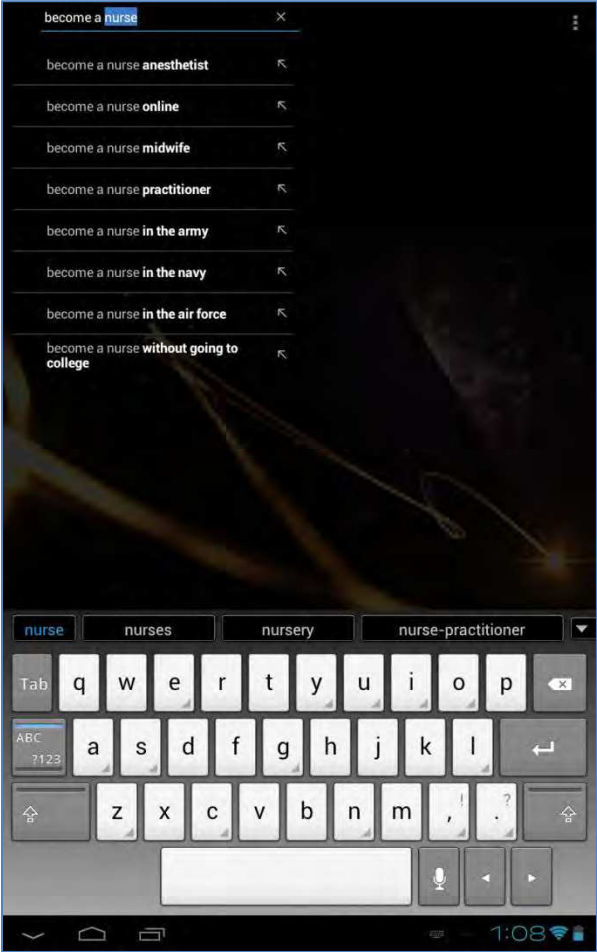
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of an Android phone screen. At the top, the status bar shows icons for keyboard, camera, battery, and signal, along with 38% battery and 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. The word "nurse" is highlighted in blue, and a list of suggestions follows: "nursery", "nurses", "nurse's", and "nur". Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a back arrow, a home button, and a recent apps button.

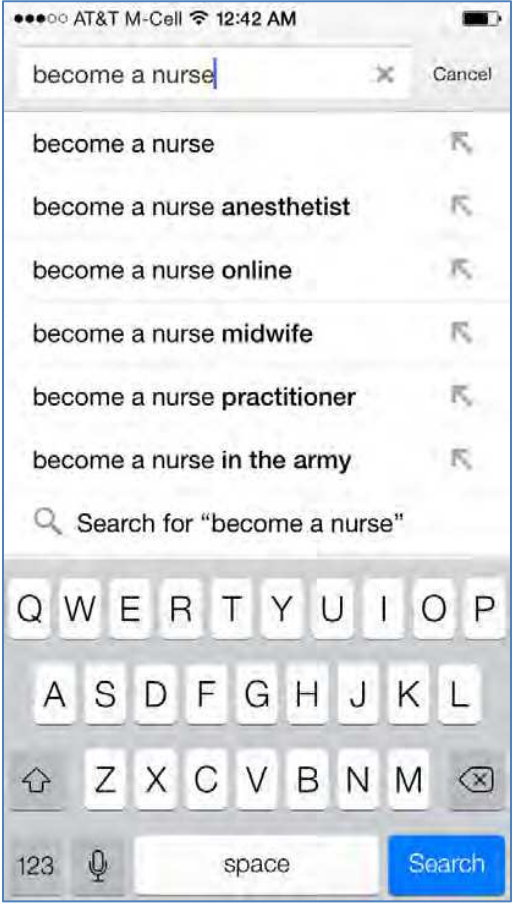
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1026 293 1514 326">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on an Android 4.2 mobile handset. 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". Below the suggestions, there is a row of four buttons: "nurse", "nurses", "nursery", and "nurse-practitioner". At the bottom of the screen, a QWERTY keyboard is visible, and the status bar at the very bottom shows the time as 1:08 and various icons.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1026 293 1512 326">Tablet Device Running Android 4.0.2</p> 

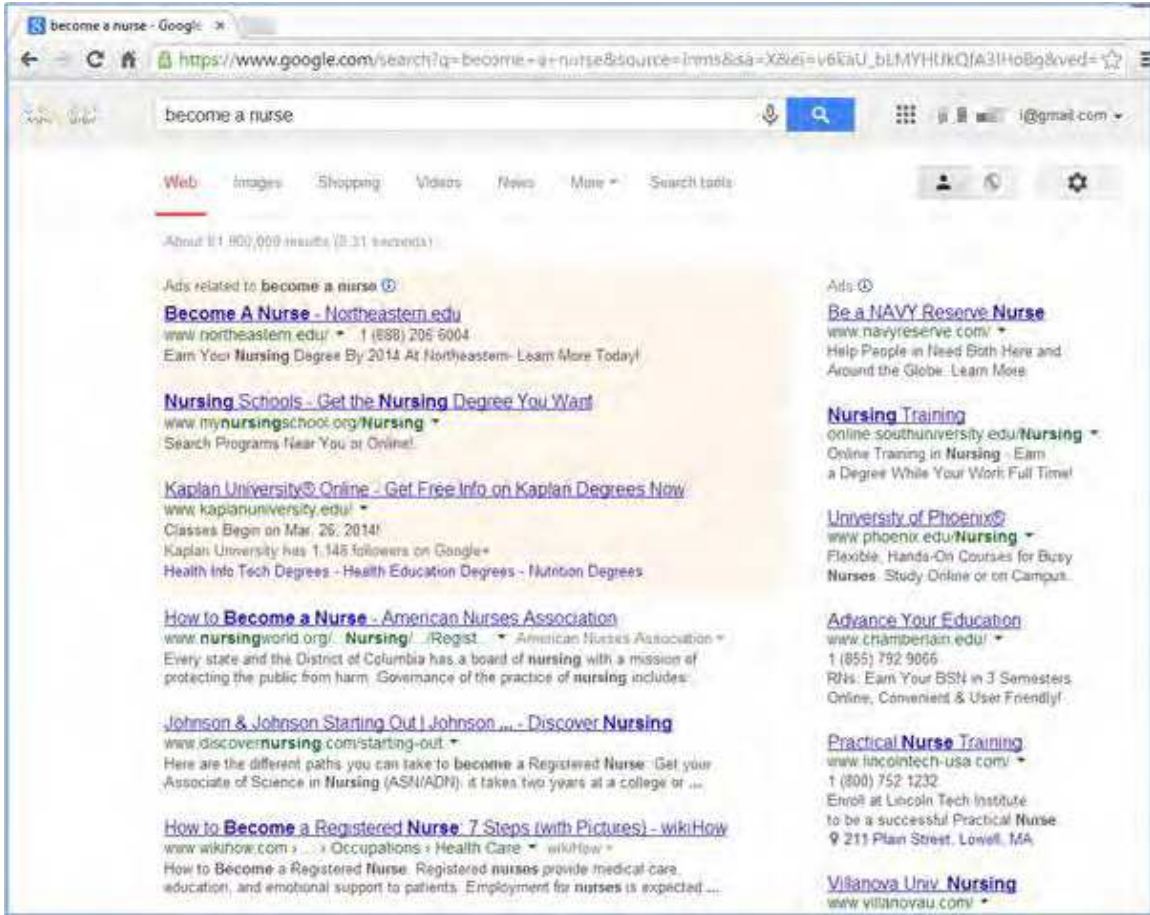
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Google Search App Running on iOS 7.1</p>

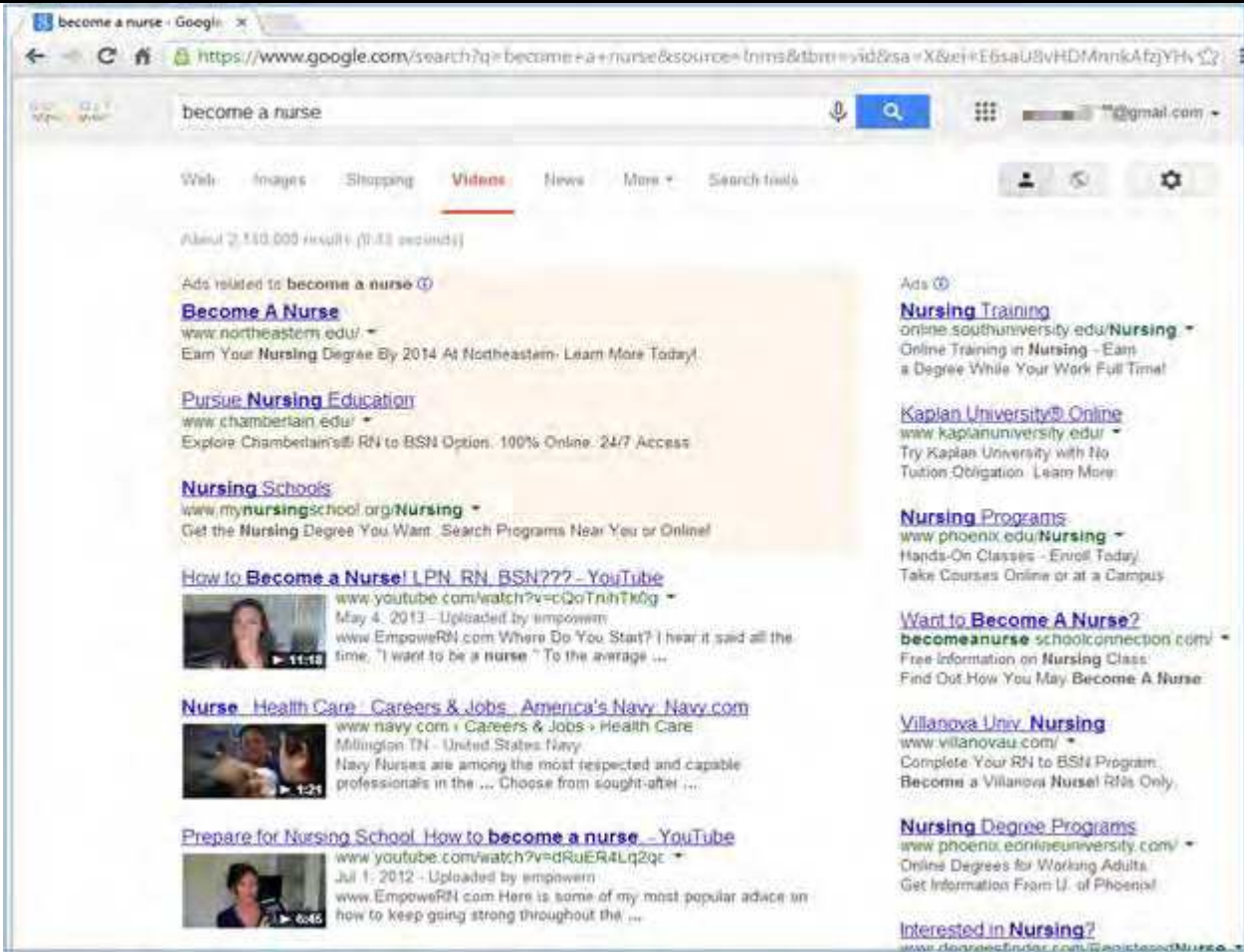
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="617 293 1923 453">A screenshot of a web browser window displaying the YouTube homepage. The address bar shows 'www.youtube.com'. The search bar contains the text 'become a nurse'. To the right of the search bar are buttons for 'Upload' and 'Sign in'.</div> <div data-bbox="590 488 1625 597">A screenshot of a Google Custom Search interface. It features a search bar with the text 'become a nurse' and a 'Search' button. The Google logo and 'Custom Search' text are visible on the left.</div> <div data-bbox="1073 602 1955 638">http://www.4nursing.com/search-our-site-or-search-the-internet.html</div>

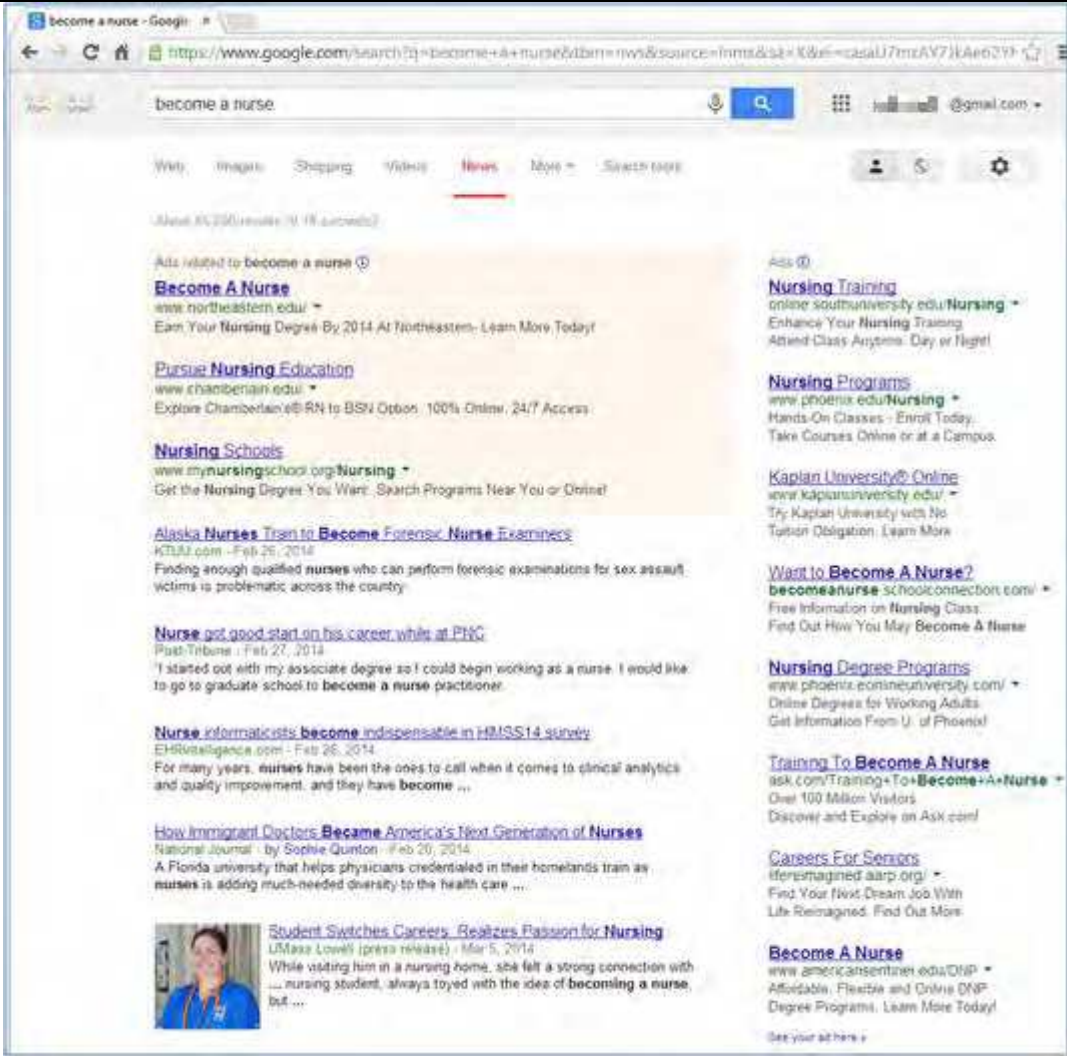
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEilbbJAQiitskBCKm2yQEiXlbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: 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- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0kl7m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1:; OGP=- 270001:; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPPUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDgmkc2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET “search request” of Advanced Search</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>receiving search results and at least one advertisement via the communications link from the advertising machine;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a Google search results page for the query 'become a nurse'. The page displays several search results and advertisements. The search results include 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 & Johnson Starting Out Johnson ... - Discover Nursing', and 'How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow'. The advertisements include 'Be a NAVY Reserve Nurse', 'Nursing Training', 'University of Phoenix', 'Advance Your Education', 'Practical Nurse Training', and 'Villanova Univ Nursing'.</p>

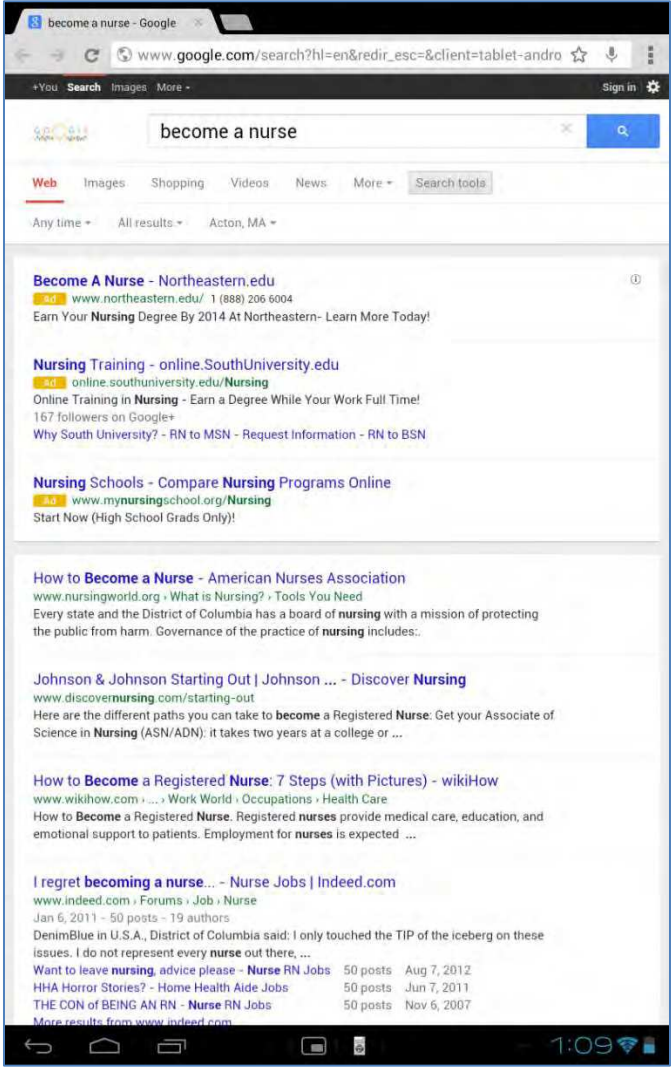
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

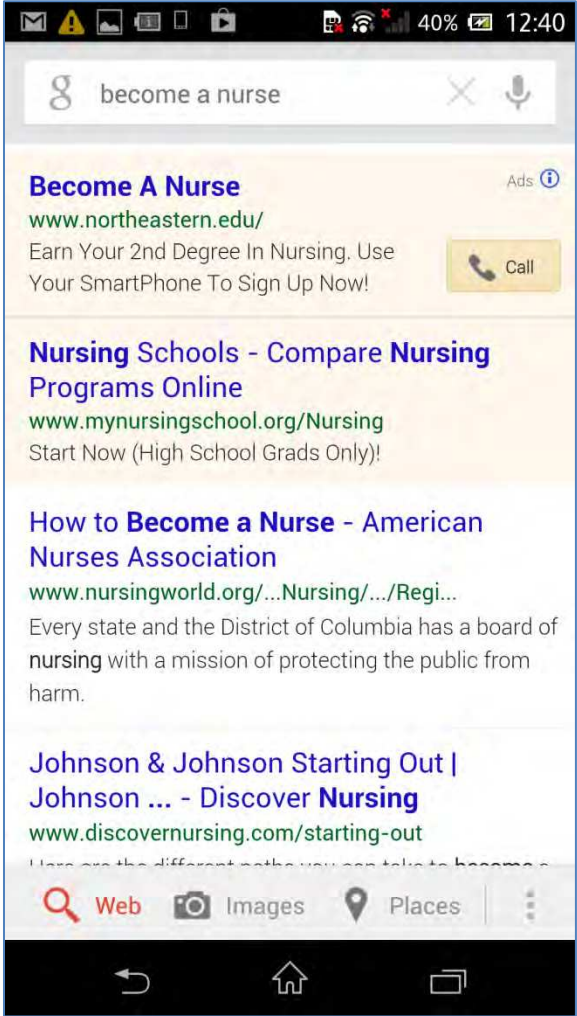
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search results page for the query "become a nurse". The page includes a search bar at the top with the query entered. Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Videos" tab is selected. The search results are organized into two columns. The left column contains several links and video thumbnails, including "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "How to Become a Nurse! LPN, RN, BSN???", "Nurse Health Care Careers & Jobs America's Navy", and "Prepare for Nursing School How to become a nurse". The right column contains links such as "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?", "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenixonlineuniversity.com, and "Interested in Nursing?". The page also shows the number of results (About 2,140,000 results) and the time taken to display the results (0.13 seconds).</p>

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

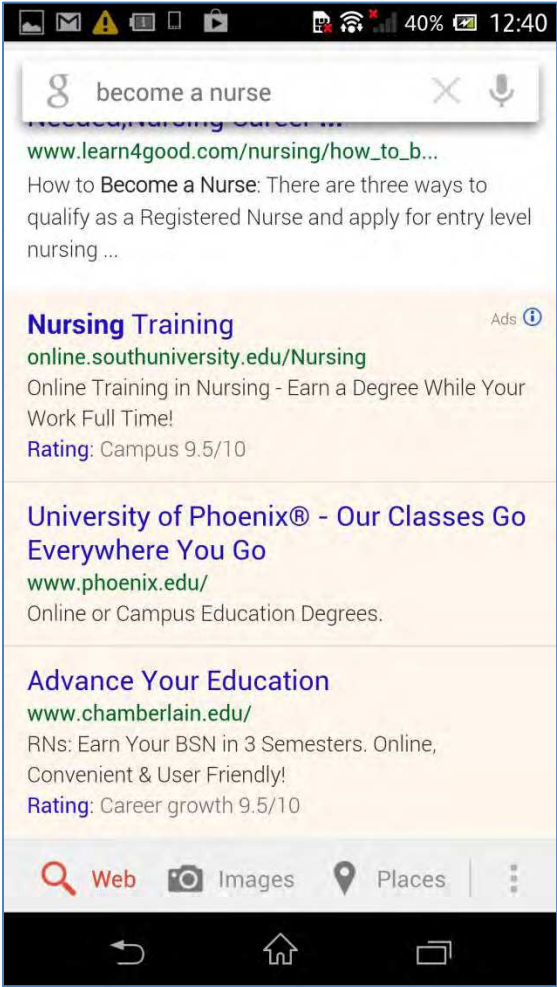
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: https://www.google.com/search?q=become+a+nurse&btn=tw&source=fnms&sa=X&oeq=csaU7mzAY7kAe6Z9P. The search results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online, 24/7 Access.Nursing Schools www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners KTUU.com - Feb 26, 2014 Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC Post-Tribune - Feb 27, 2014 "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HMS14 study EHRintelligence.com - Feb 26, 2014 For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Become America's Next Generation of Nurses National Journal - by Sophie Quntion - Feb 20, 2014 A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing UMass Lowell (press release) - Mar 5, 2014 While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>News</p> <ul style="list-style-type: none">Nursing Training online.southuniversity.edu/Nursing - Enhance Your Nursing Training. Attend Class Anytime, Day or Night!Nursing Programs www.phoenix.edu/Nursing - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University® Online www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? becomeanurse.schoolconnection.com/ - Free Information on Nursing Class. Find Out How You May Become A Nurse.Nursing Degree Programs www.phoenix.collegeuniversity.com/ - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse ask.com/Training+To+Become+A+Nurse - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors ifereimagined.aarp.org/ - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse www.americancentennial.edu/DNP - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>See your ad here ></p>

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

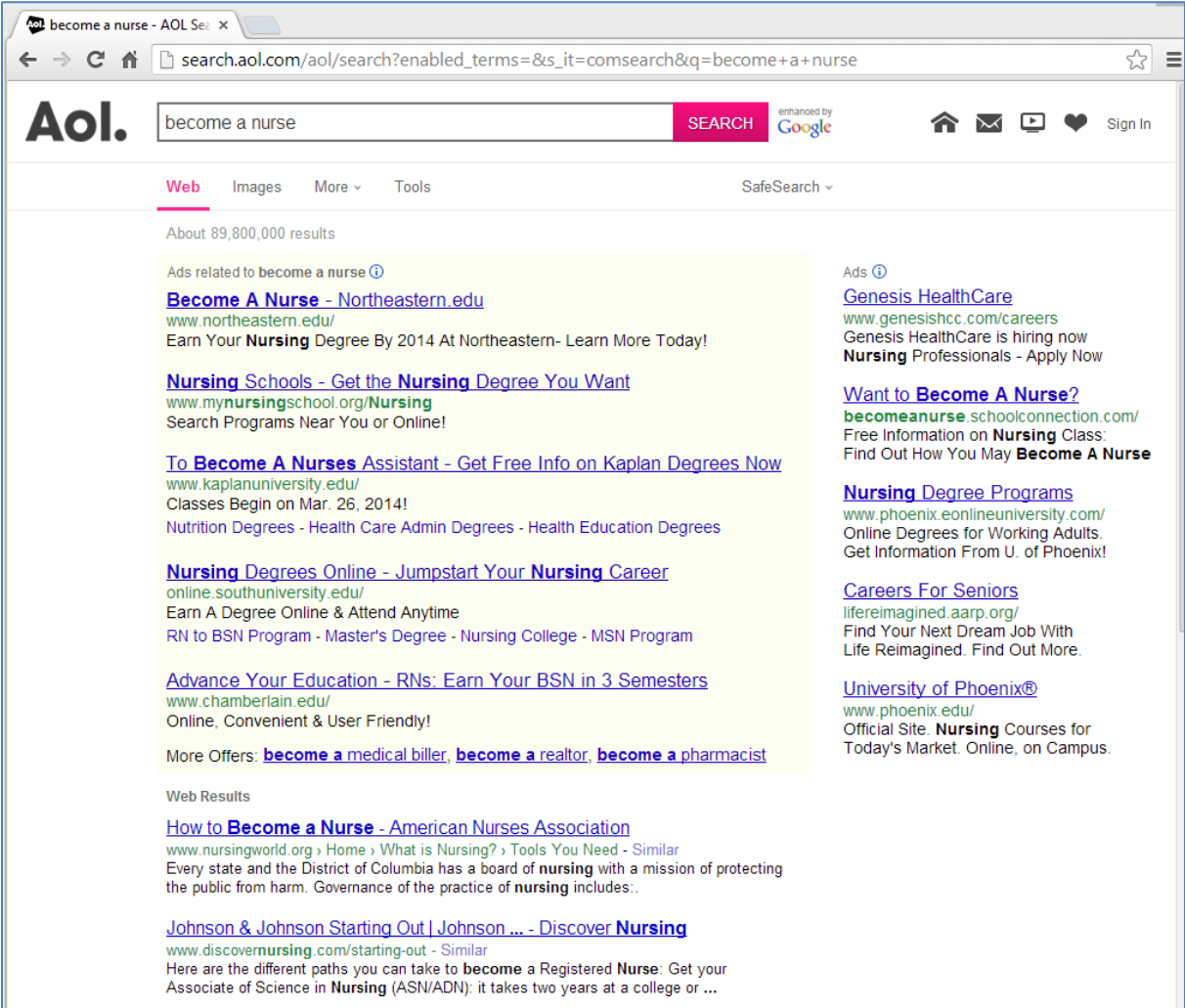
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a dark background. The top of the screen shows the Google search bar with the query "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results are listed below the tabs. The first result is "Become A Nurse - Northeastern.edu" with a link to "www.northeastern.edu/". 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". The fifth result is "Johnson & 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". The seventh result is "I regret becoming a nurse... - Nurse Jobs Indeed.com" with a link to "www.indeed.com". 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>

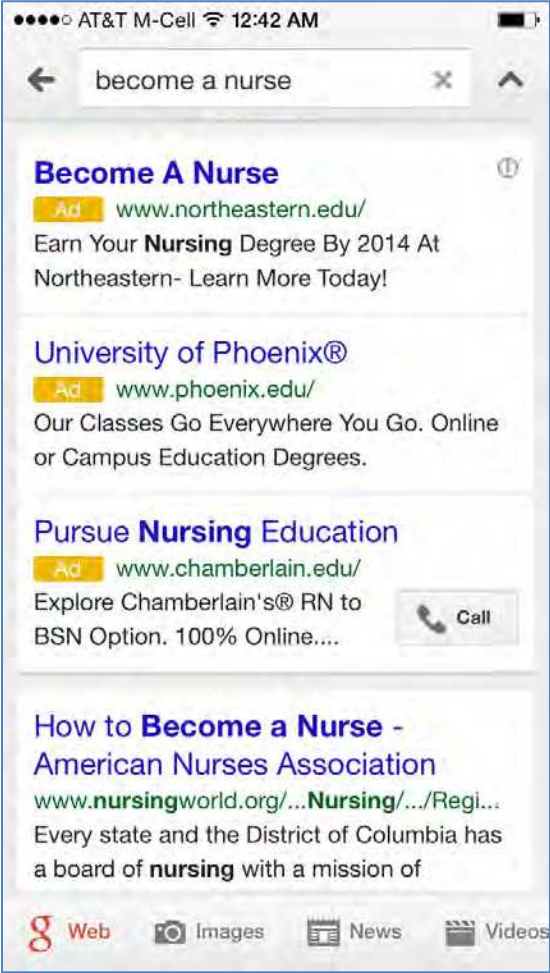
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers. The top result is an advertisement for "Become A Nurse" from www.northeastern.edu/, which includes a "Call" button. Below it is a link to "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org/Nursing. The third result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows a navigation bar with icons for Web, Images, and Places, and a home button.</p>

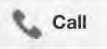

Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. The status bar at the top shows icons for mail, warnings, and battery, with a 40% battery level and a time of 12:40. The search bar contains the text "become a nurse". Below the search bar, there is a snippet from "www.learn4good.com/nursing/how_to_b..." with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this, there are three search results, each with a title, a URL, and a rating. 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 the text "Online or Campus Education Degrees.". The third result is "Advance Your Education" from "www.chamberlain.edu/" with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Career growth 9.5/10". 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 G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&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 search results are categorized into "Ads related to become a nurse" and "Web Results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacist <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results are a list of educational advertisements. The first ad is from Northeastern University, the second from the University of Phoenix, and the third from Chamberlain University. A fourth result is a link to the American Nurses Association. The interface includes a status bar at the top showing "AT&T M-Cell" and "12:42 AM", and a bottom navigation bar with icons for "Web", "Images", "News", and "Videos".</p> <p>AT&T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p>Become A Nurse ⓘ Ad www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>University of Phoenix® Ad www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p>Pursue Nursing Education Ad www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... Call</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of</p> <p>g Web Images News Videos</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="993 293 1547 1274"><p data-bbox="1024 337 1388 444">How to Become a Nurse,Qualifications Needed,Nursing Career ...</p><p data-bbox="1024 456 1493 477">www.learn4good.com/nursing/how_to_b...</p><p data-bbox="1024 488 1480 581">How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p data-bbox="1024 646 1262 675">Nursing Schools ⓘ</p><p data-bbox="1024 686 1499 711">Ad www.mynursingschool.org/Nursing</p><p data-bbox="1024 722 1444 776">Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p data-bbox="1024 824 1356 854">Practical Nurse Training</p><p data-bbox="1024 865 1394 889">Ad www.lincolntech-usa.com/</p><p data-bbox="1024 901 1377 954">Enroll at Lincoln Tech Institute to be a successful Practical Nurse. </p><p data-bbox="1024 966 1461 993">Programs and Campuses - Apply Online</p><p data-bbox="1024 1042 1392 1071">Nursing Degree Programs</p><p data-bbox="1024 1083 1499 1107">Ad www.phoenix.eonlineuniversity.com/</p><p data-bbox="1024 1118 1367 1211">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! </p><p data-bbox="1024 1222 1423 1247">Nursing Programs - Nursing Degrees</p></div>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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




- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Video duration: 3:24.
- How to Become a Registered Nurse** by JNJDiscoverNursing • 9 months ago • 58,657 views. Video duration: 3:46.
- Being a Nurse** by Juvinar Santiago • 3 years ago • 594,045 views. Video duration: 5:09.
- How to Become a Nurse! LPN, RN, BSN???** by empowern • 10 months ago • 6,397 views. Video duration: 11:18.
- Prepare for Nursing School. How to become a nurse.** by empowern • 1 year ago • 70,011 views. Video duration: 6:45.
- This is Why You Should Become A Nurse** by Buckeyetimmy • 7 years ago • 57,927 views. Video duration: 2:31.
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*". Below this, it says "Learn more now >>" and "Advertisement". A small note at the bottom of the ad reads: "(Lifetime earnings. *Source: U.S. Census Bureau, 2013 American Community Survey, at www.census.gov/ipeds/data/pubs/pubs13-04.pdf)".

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

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>the search results obtained from at least one database having data network related information based upon the search argument; and</p>	<p>The Accused Instrumentalities obtain search results from at least one database having data network related information based upon the search argument</p> <p>See above.</p> <p>See claim 1 above.</p> <div data-bbox="611 548 1927 1187" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Finding information by crawling</p> <p>We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is called "Googlebot." Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google's servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn't accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that's what's best for users and, therefore, our business.</p> </div> <div style="width: 48%;"> <p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>
<p>the at least one advertisement obtained from at least one database having advertisement information based upon the search</p>	<p>The Accused Instrumentalities obtain at least one advertisement from at least one database having advertisement information based upon the search argument and the user profile data.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
argument and the user profile data.	<div data-bbox="646 293 1892 1227"> <h3>Why you may see particular ads</h3> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div data-bbox="701 435 1339 641">  <div> <div>Search ad</div> <div>Gmail ad</div> <div>Display ad</div> </div> </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"> • Recent, previous searches related to your current search • Google Web History • Websites you've visited  that belong to businesses that advertise with Google • Non-personally identifying information in your Google account, like your age and gender • Previous interactions with Google's ads or advertising services <hr/> <div data-bbox="722 1089 772 1128">  </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>https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

Case No. 2:13-cv-893

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div><div><div><div><div>Search</div><div>All online campaigns</div><div><div>Campaign #1</div></div></div><div><div>Shared library</div><div>Bulk operations</div><div>Reports and uploads</div><div>Labels</div></div></div><div><div>All online campaigns</div><div>Last 7 days: Mar 4, 2014 - Mar 10, 2014</div><div><div>Campaigns</div><div>Ad groups</div><div>Settings</div><div>Ads</div><div>Keywords</div><div>Ad extensions</div><div>Dimensions</div></div><div><div>All but deleted ads</div><div>Segment</div><div>Filter</div><div>Columns</div><div><div></div></div><div>Search</div></div><div><div>Clicks</div><div>VS</div><div>None</div><div>Daily</div><div>View Change History</div></div><div><div>Tuesday, March 4, 2014</div><div>Monday, March 10, 2014</div></div><div><div>Select an ad group</div><div>Choose...</div><div>New text ad</div><div>Write your text ad below. Remember to be clear and specific. Learn how to write a great text ad</div><div><div>Headline</div><div>Description line 1</div><div>Description line 2</div><div>Display URL</div><div>Destination URL</div><div>Device preference</div></div><div><div>Ad preview</div><div>Side ad</div><div>Top ad</div><div>Ad extensions</div></div></div><div><div>Character limits for ads targeting Eastern European and Asian countries</div><div>What happens next?</div><div>Your new ad will be reviewed by Google, and might not run until that review is complete. We review most ads within 1 business day. Learn more</div></div></div></div></div>
Claim No. 12	

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

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

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

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

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

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


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 19	
<p>The method of claim 11, wherein the search results and the at least one advertisement comprise: search results obtained from at least one database that stores network related information; and</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement; where in the search results are obtained from at least one database that stores network related information.</p> <p>See claim 11 above.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p style="text-align: center;">Finding information by crawling</p> <p>We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is called "Googlebot." Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google's servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn't accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that's what's best for users and, therefore, our business.</p> </div> <div style="width: 48%;"> <p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> </div> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>
<p>the at least one advertisement was obtained from at least one differing database that stores advertisement information.</p>	<p>The Accused Instrumentalities obtain at least one advertisement from at least one differing database that stores advertisement information.</p> <p>See claims 10 and 11 above.</p>

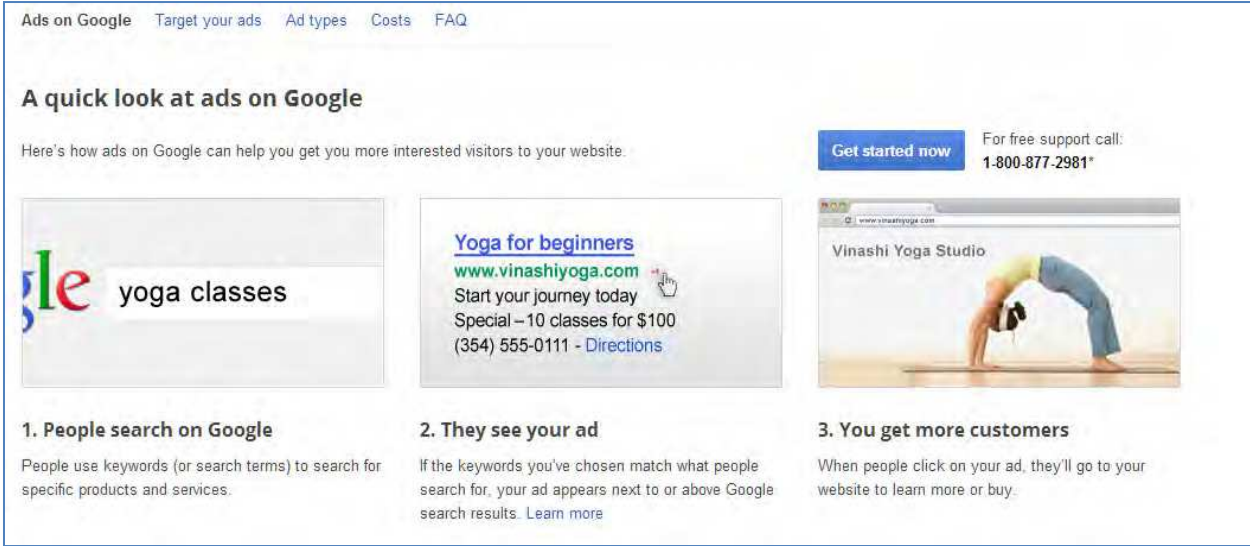
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div><div><div>Search</div><div>All online campaigns Campaign #1 New ad group</div></div><div><div>✓ Select campaign settings</div><div>Create an ad group</div><div>Billing and Help have moved A new home for notifications... View all</div></div><div><div>Type: Search Network with Display Select - Standard</div><div>Name this ad group</div><div>An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. Learn more about how to structure your account.</div><div>Ad group name: Ad Group #1</div><div>Create an ad</div><div>To get started, write your first ad below. Remember, you can always create more ads later. Learn how to write a great text ad</div><div><div>Headline</div><div>Description line 1</div><div>Description line 2</div><div>Display URL ?</div><div>Destination URL ? http://</div></div><div><div>Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. Learn more</div><div>Side ad New York Budget Hotel www.example.com Clean and close to subway. Students save 20%!</div><div>Top ad New York Budget Hotel - Clean and close to subway. www.example.com Students save 20%!</div></div></div></div>

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

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="648 293 1892 1349"><p>Benefits of advertising with Google AdWords</p><p>A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:</p><p>Reach people at the precise moment they're searching for what you offer</p><ul style="list-style-type: none">• Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.• You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).• The <u>Google Display Network</u> (GDN) alone reaches 80% of Internet users in the US.<p>Control your budget</p><ul style="list-style-type: none">• With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad, not when your ad appears. There are a variety of bidding options you can choose from.• You decide how much or little you want to spend monthly, and you'll never be charged more than that amount.• There's no minimum spending commitment.<p>See exactly what's working in your ad, and build on it</p><ul style="list-style-type: none">• View a report of how your ad is doing -- see how many new customers connect to your business from your ad, where they're coming from, and more.• Use AdWords tools to edit and improve your ad, and increase the number of potential customers who contact your business.<hr/><p> Example</p><p>Let's say you run a bicycle repair shop near Boston. Set your ad to appear to customers in just that location, and when someone living or visiting there searches Google for "bike repair near Boston," they could see your ad and click it to connect to your business.</p></div> <p data-bbox="1102 1354 1948 1390">https://support.google.com/adwords/answer/3464111?hl=en&rd=1</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 20	
<p>An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:</p>	<p>Google's advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities").</p> <p>See claims 1 and 11 above.</p> <div data-bbox="646 719 1887 1261">  <p>Ads on Google Target your ads Ad types Costs FAQ</p> <p>A quick look at ads on Google</p> <p>Here's how ads on Google can help you get you more interested visitors to your website.</p> <p>1. People search on Google People use keywords (or search terms) to search for specific products and services.</p> <p>2. They see your ad If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. Learn more</p> <p>3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</p> </div> <p>http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Make sure your business shows up on Google

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.

Computer



Tablet



Mobile phone



With both AdWords and AdWords Express advertising products, you control your costs. You only pay for clicks, and you can start and stop running your ads any time.

AdWords

You'll be able to manage your own campaigns, run additional ad formats, and use the full suite of tracking and performance tools. [Learn more.](#)


[Get started with AdWords](#)

AdWords Express


Don't have a website? No problem. And best of all, it takes under 10 minutes to set up your new account. [Learn more.](#)

[Get started with AdWords Express](#)


<http://www.google.com/ads/searchads>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 1015"> <h2>How AdWords works</h2> <p>To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p> <h3>How keywords trigger your ad to appear</h3> <p>Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the Google Network that are related to fresh flower delivery.</p> <div data-bbox="806 716 1631 1010"> <p> Tip</p> <p>Create a list of keywords that are most relevant to your business -- rather than more general keywords -- to reach people who are most interested in your product or service. For example, use "fresh flower delivery" rather than simply "flower." This improves your ad's performance.</p> <p>Placements: Advertising on non-search websites Read more</p> </div> </div> <p>https://support.google.com/adwords/answer/2497976?hl=en</p>
a communications interface operable to interface with the data processing device of the user via the communications link;	<p>The Accused Instrumentalities include a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claims 1 and 11 above.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="648 293 1892 784"> <h2 style="text-align: center;">Advertising on Google AdWords: An overview</h2> <hr/> <div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> Tip New to AdWords? Register for our Online Marketing 101 course to maximize your business online. </div> </div> <hr/> <ul style="list-style-type: none"> AdWords, Google's online advertising program, lets you reach new customers and grow your business. Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad. There's no minimum spending commitment. You can pause or stop anytime. Get started at https://adwords.google.com. </div> <p style="text-align: center;">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>
a database search engine operable to: receive from the data processing device via the communications interface a search request that includes a search argument; and	<p>The Accused Instrumentalities include a database search engine operable to receive from the data processing device via the communications interface a search request that includes a search argument.</p> <p>See claims 1 and 11 above.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of the Google homepage as it appeared in the mid-2000s. The browser's address bar shows the URL 'https://www.google.com'. The page features the multi-colored Google logo at the top center. Below the logo is a search bar containing the text 'become a nurse'. To the right of the search bar is a microphone icon. Below the search bar are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The top right of the page includes links for '+You', 'Gmail', and 'Images', along with a user profile picture and the text '@gmail.com'.

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Google 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. The page title is "Google Advanced Search".

Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from: to

To do this in the search box

Type the important words: tricolor rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words you don't want: -rodent, -"Jack Russell"

Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

Then narrow your results by...

language: Find pages in the language you select.

region: Find pages published in a particular region.

last update: Find pages updated within the time you specify.

site or domain: Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing: Search for terms in the whole page, page title, or web address, or links to the page you're looking for.

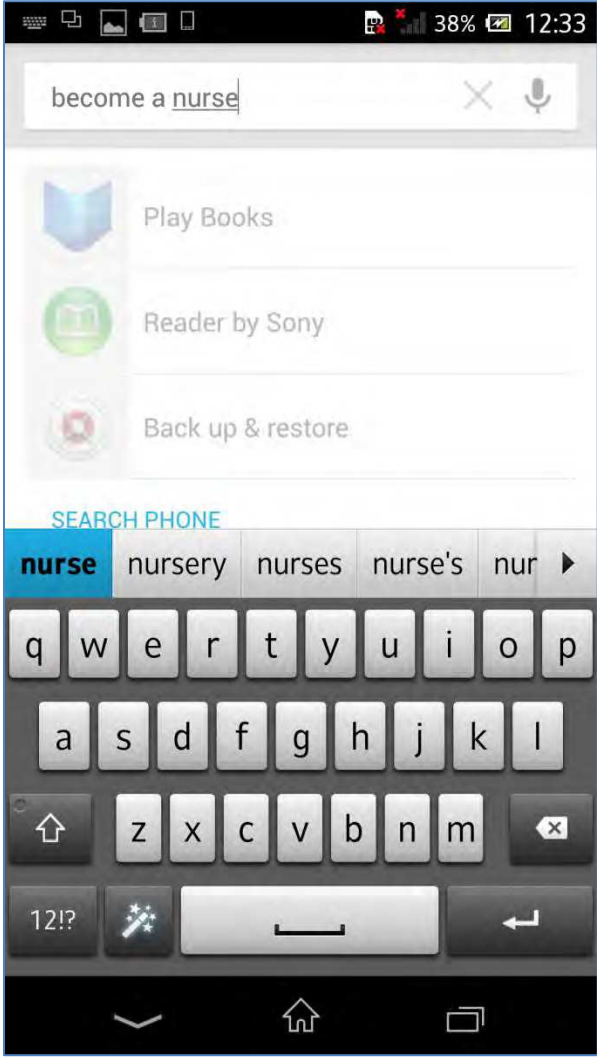
SafeSearch: Tell SafeSearch whether to filter sexually explicit content.

reading level: Find pages at one reading level or just view the level info.

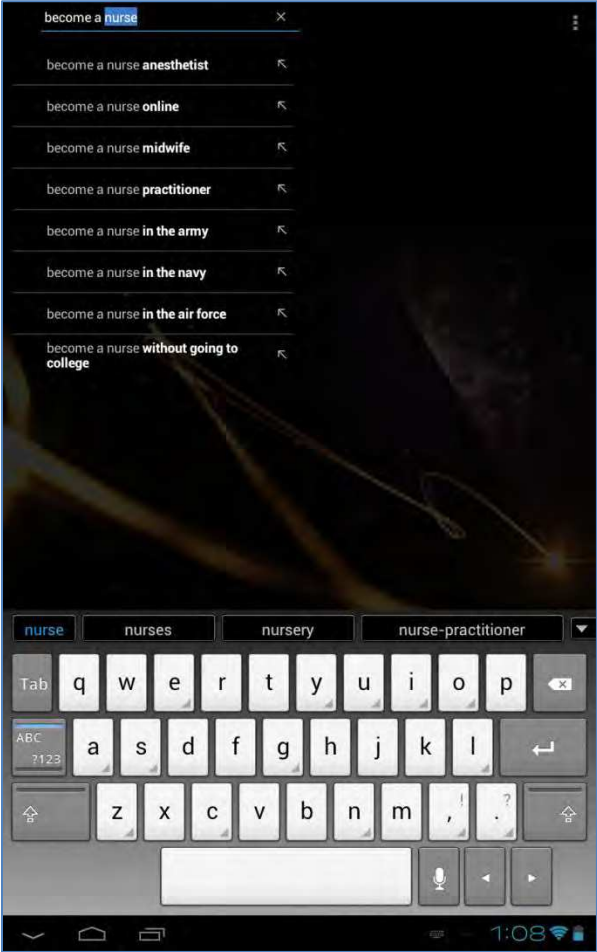
file type: Find pages in the format you prefer.

usage rights: Find pages you are free to use yourself.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of an Android phone screen. At the top, the status bar shows icons for keyboard, camera, battery, and time (12:33). Below the status bar is a search bar with the text "become a nurse". Below the search bar are three suggestions: "Play Books", "Reader by Sony", and "Back up & restore". Below these suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse", "nursery", "nurses", "nurse's", and "nur". The "nurse" suggestion is highlighted in blue. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a back arrow, a home button, and a recent apps button.


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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1026 293 1514 326">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar contains the text 'become a nurse'. Below the search bar, a list of suggestions is displayed, each 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'. Below the suggestions, there is a row of tabs labeled 'nurse', 'nurses', 'nursery', and 'nurse-practitioner'. At the bottom of the screen, a QWERTY keyboard is visible, and the status bar at the very bottom shows the time as 1:08 and various icons.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1026 293 1514 326">Tablet Device Running Android 4.0.2</p> 

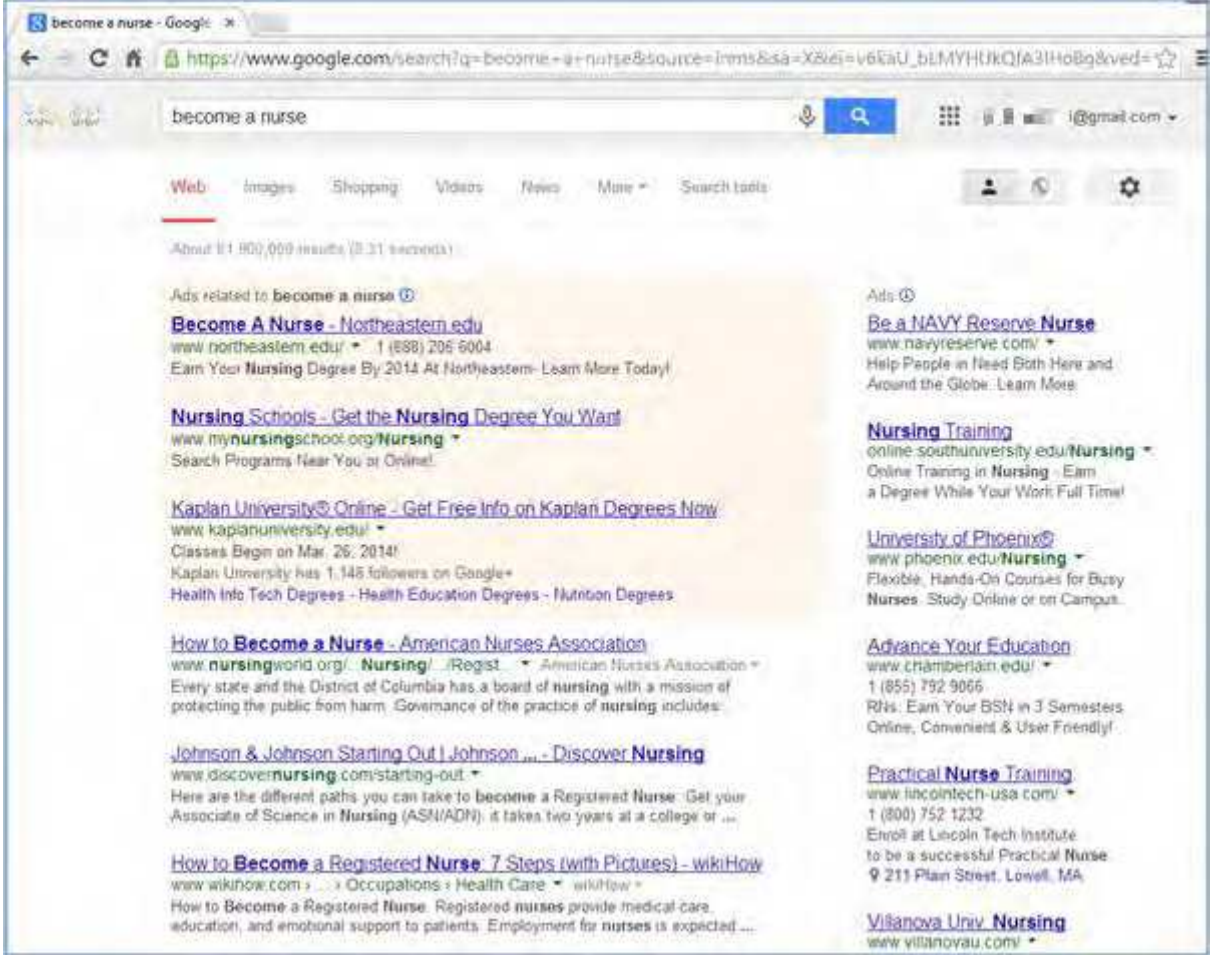
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&T M-Cell' and '12:42 AM'. The search bar contains the text 'become a nurse'. Below the search bar, a list of suggestions is displayed: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. At the bottom of the suggestions list is a search button labeled 'Search for "become a nurse"'. Below the suggestions list is a QWERTY keyboard. At the bottom of the keyboard is a blue 'Search' button.</p> <p>Google Search App Running on iOS 7.1</p>

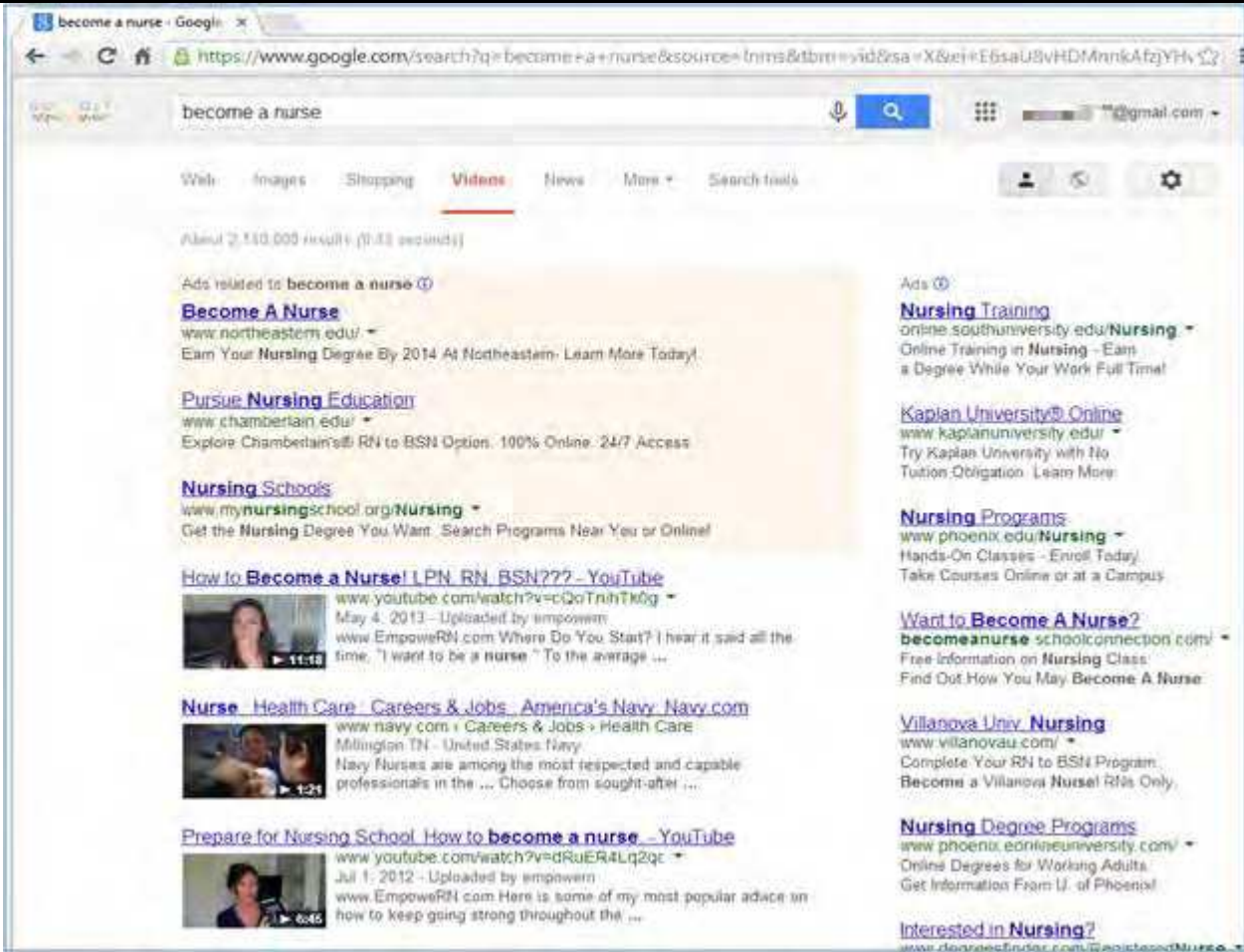
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="617 293 1923 453">A screenshot of a web browser window displaying the YouTube homepage. The address bar shows 'www.youtube.com'. The search bar contains the text 'become a nurse'. To the right of the search bar are buttons for 'Upload' and 'Sign in'.</div> <div data-bbox="590 488 1625 597">A screenshot of a Google Custom Search interface. The search bar contains the text 'become a nurse'. To the right of the search bar is a 'Search' button. The Google logo and 'Custom Search' text are visible on the left.</div> <div data-bbox="1073 602 1955 638">http://www.4nursing.com/search-our-site-or-search-the-internet.html</div>

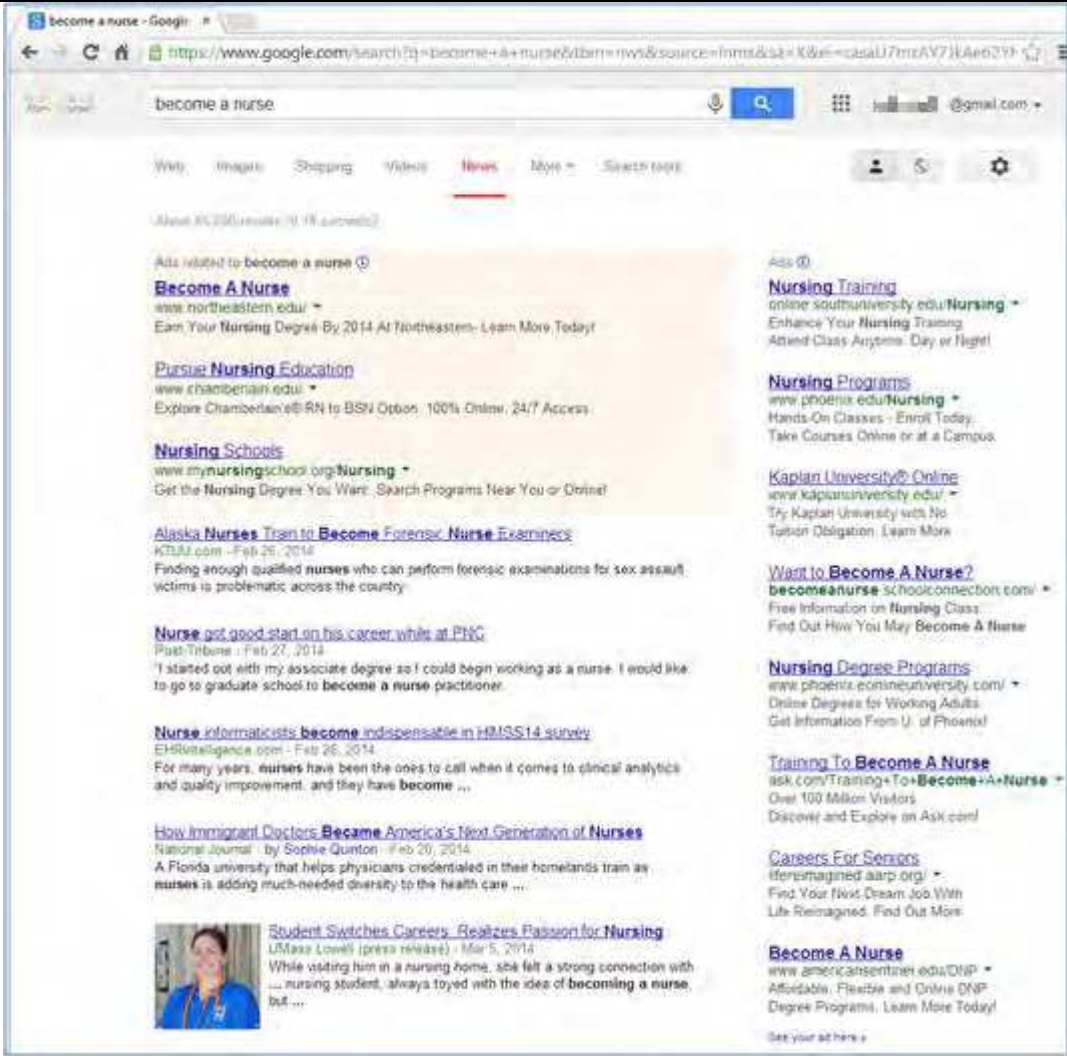
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEilbbJAQiitskBCKm2yQEiXlbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: 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- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1:; OGP=- 270001:; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPPUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDgmkcfc2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET “search request” of Advanced Search</p>

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

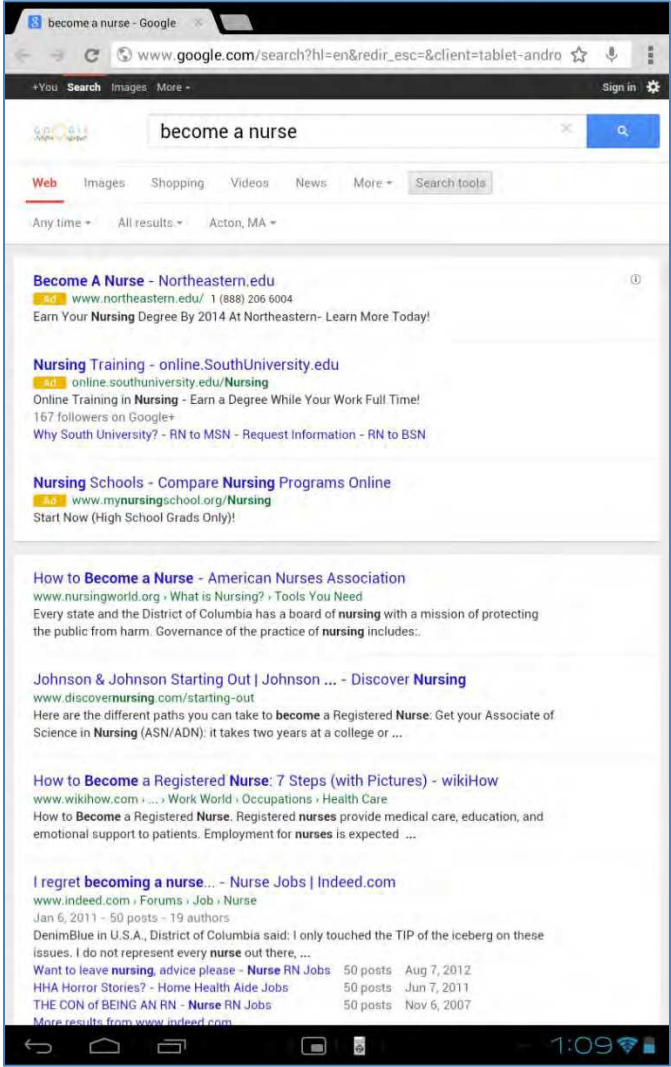
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

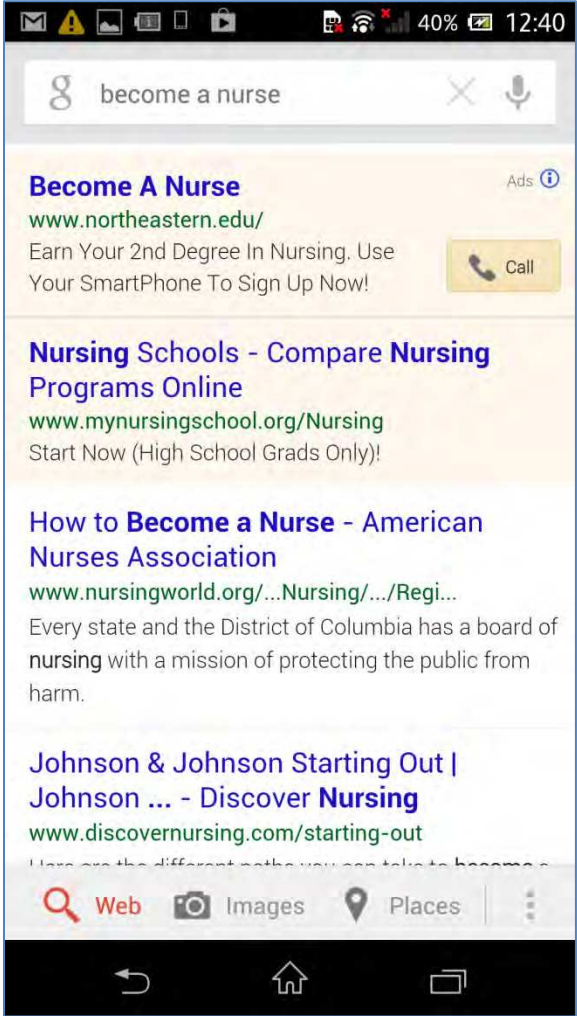
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: https://www.google.com/search?q=become+a+nurse&source=lnms&btn=>id&sa=X&ei=E6saUSvHDMnnkAtzYH4. 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 several video thumbnails with titles and descriptions. On the right side, there are several text-based advertisements for nursing programs, including "Become A Nurse" from Northeastern University, "Pursue Nursing Education" from Chamberlain University, "Nursing Schools" from MyNursingSchool.org, "How to Become a Nurse! LPN, RN, BSN???", "Nurse Health Care Careers & Jobs America's Navy", "Prepare for Nursing School How to become a nurse", "Nursing Training" from South University, "Kaplan University Online", "Nursing Programs" from Phoenix University, "Want to Become A Nurse?", "Villanova Univ. Nursing", "Nursing Degree Programs" from Phoenix University, and "Interested in Nursing?".</p>

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

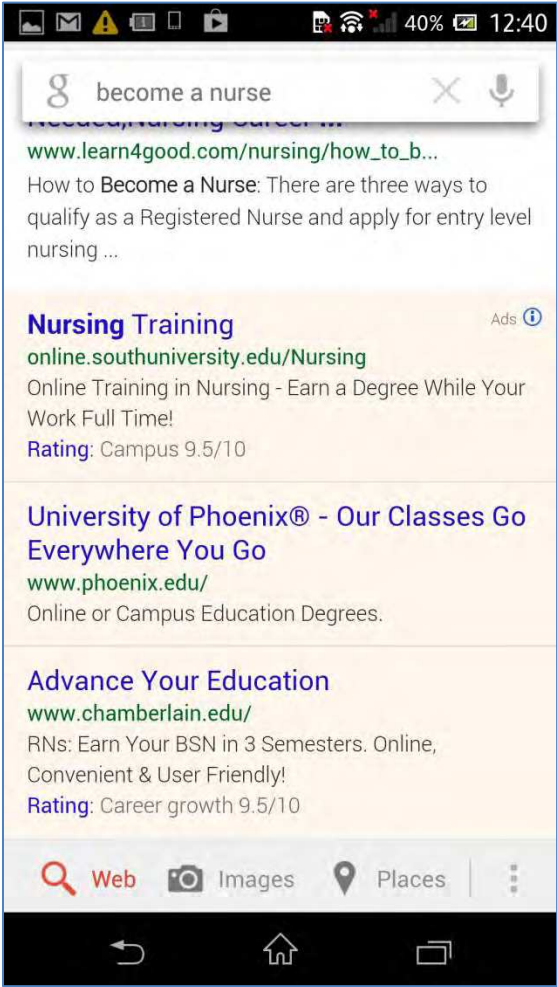
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads are for nursing programs and education, such as "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "Alaska Nurses Train to Become Forensic Nurse Examiners" from KTLU.com, "Nurse got good start on his career while at PNC" from Post-Tribune, "Nurse informaticists become indispensable in HMS14 study" from EHRintelligence.com, "How Immigrant Doctors Become America's Next Generation of Nurses" from National Journal, "Student Switches Careers, Realizes Passion for Nursing" from UMass Lowell, "Nursing Training" from southuniversity.edu, "Nursing Programs" from phoenix.edu, "Kaplan University Online" from kaplanuniversity.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnectors.com, "Nursing Degree Programs" from phoenix.collegeuniversity.com, "Training To Become A Nurse" from ask.com, "Careers For Seniors" from iferesimagined.aarp.org, and "Become A Nurse" from americansentinel.edu. The organic search results include "Alaska Nurses Train to Become Forensic Nurse Examiners" from KTLU.com, "Nurse got good start on his career while at PNC" from Post-Tribune, "Nurse informaticists become indispensable in HMS14 study" from EHRintelligence.com, "How Immigrant Doctors Become America's Next Generation of Nurses" from National Journal, and "Student Switches Careers, Realizes Passion for Nursing" from UMass Lowell.</p>

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

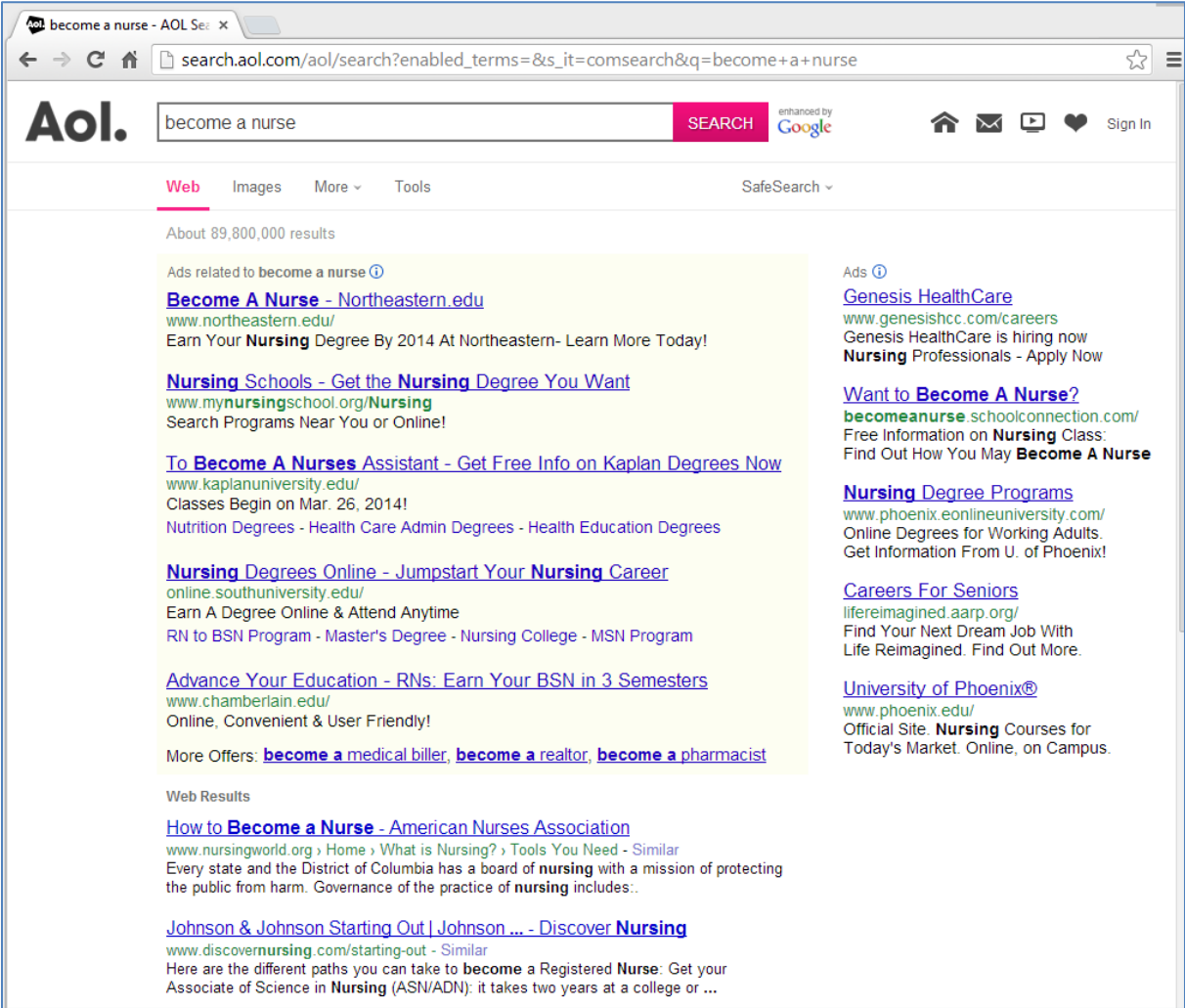
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

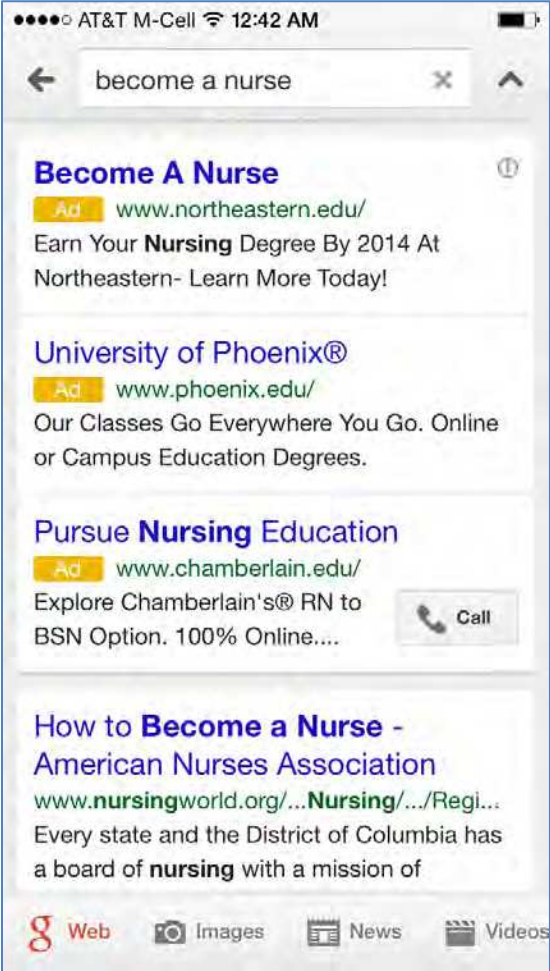
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers. The top result is an advertisement for "Become A Nurse" from www.northeastern.edu/, which includes a "Call" button. Below it is a link to "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org/Nursing. The third result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows the mobile OS navigation bar with icons for back, home, and recent apps.</p>

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

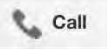
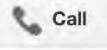
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for mail, alarm, and other notifications, along with signal strength, Wi-Fi, and a 40% battery level at 12:40. The search bar contains the text "become a nurse" with a Google logo on the left and a microphone icon on the right. Below the search bar, there is a snippet from "www.learn4good.com/nursing/how_to_b..." with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this, there are three sponsored search results (ads) with orange backgrounds. The first ad is titled "Nursing Training" and links to "online.southuniversity.edu/Nursing", with the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Rating: Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and links to "www.phoenix.edu/", with the text "Online or Campus Education Degrees." The third ad is titled "Advance Your Education" and links to "www.chamberlain.edu/", with the text "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!" and a rating of "Rating: Career growth 9.5/10". At the bottom of the search results, there are tabs for "Web", "Images", and "Places". The very bottom of the screen shows the Android navigation bar with back, home, and recent apps icons.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Navigation links for "Web", "Images", "More", and "Tools" are visible, along with a "SafeSearch" dropdown. The results section indicates "About 89,800,000 results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacist <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus. <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) from www.phoenix.edu/: Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) from www.chamberlain.edu/: Explore Chamberlain's® RN to BSN Option. 100% Online....How to Become a Nurse - American Nurses Association from www.nursingworld.org/...Nursing/.../Regi...: Every state and the District of Columbia has a board of nursing with a mission of <p>The bottom of the screen shows navigation tabs for Web, Images, News, and Videos.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="993 293 1547 1274"><p>How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."
- How to Become a Registered Nurse** by JNUDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit <http://www.discovernursing.com> for more information! If you're interested in becoming a re..."
- Being a Nurse** by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."
- How to Become a Nurse! LPN, RN, BSN???** by empowern • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the ..."
- Prepare for Nursing School. How to become a nurse.** by empowern • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."
- This is Why You Should Become A Nurse** by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.
















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

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

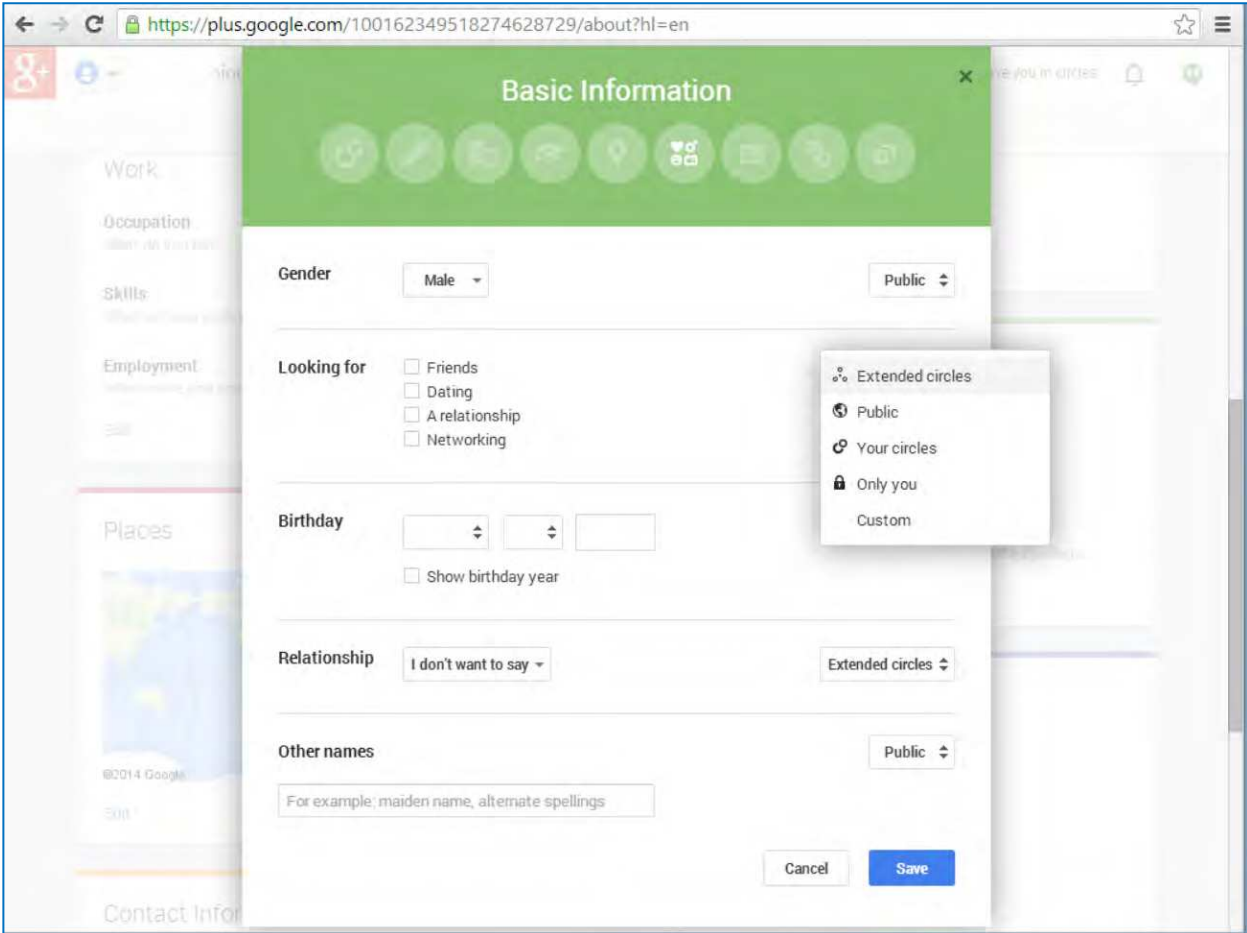
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

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

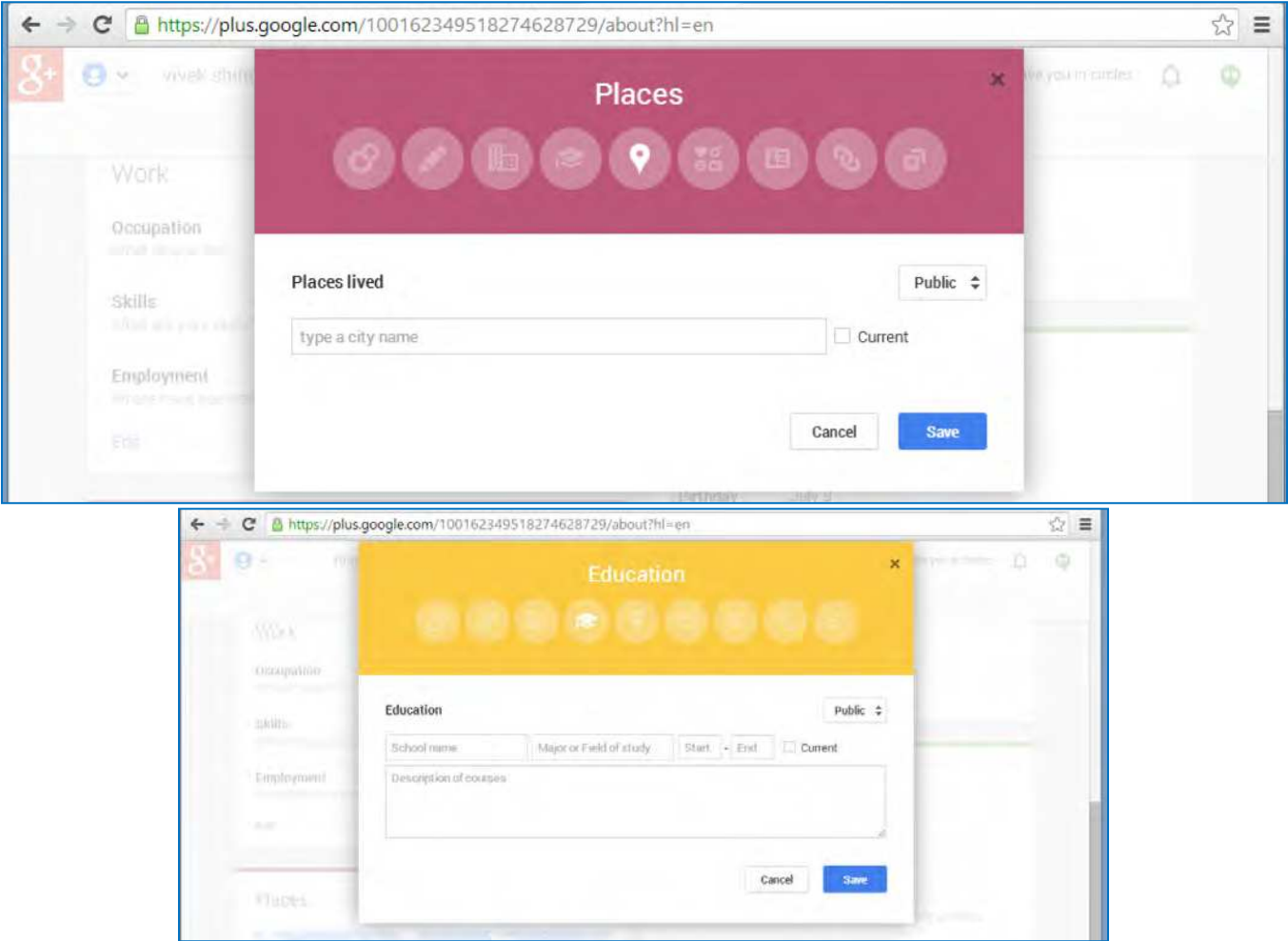
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="846 293 1696 1276"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><div></div><p>Make Google yours Set up your profile and 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>Name</p><div><input type="text" value="First"/></div><div><input type="text" value="Last"/></div><p>Choose your username</p><div><input type="text" value="@gmail.com"/></div><p>I prefer to use my current email address</p><p>Create a password</p><div><input type="password"/></div><p>Confirm your password</p><div><input type="password"/></div><p>Birthday</p><div><div>Month</div><div>Day</div><div>Year</div></div><p>Gender</p><div><input type="text" value="I am..."/></div><p>Mobile phone</p><div><div></div><div><input type="text" value="-"/></div></div><p>Your current email address</p><div><input type="text"/></div><p>Default homepage</p><p><input checked="" type="checkbox"/> Set Google as my default homepage.</p><p>Your default homepage in your browser is the first page that appears when you open your browser.</p><p>Prove you're not a robot</p><p><input type="checkbox"/> Skip this verification (phone verification may be required)</p><div><div>8844993</div></div><p>Type the text:</p><div><input type="text"/></div><p>Location</p><div><input type="text" value="United States"/></div></div></div>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page. The main content area is titled "Basic Information" and contains several fields for user data. The "Gender" field is set to "Male". The "Looking for" section has checkboxes for "Friends", "Dating", "A relationship", and "Networking". The "Birthday" field is empty, with a "Show birthday year" checkbox below it. The "Relationship" field is set to "I don't want to say". The "Other names" field is empty, with a "Public" privacy setting dropdown next to it. A dropdown menu is open for the "Public" privacy setting, showing options: "Extended circles", "Public", "Your circles", "Only you", and "Custom". The background shows a map of the United States and a sidebar with "Work", "Occupation", "Skills", "Employment", and "Places".</p>

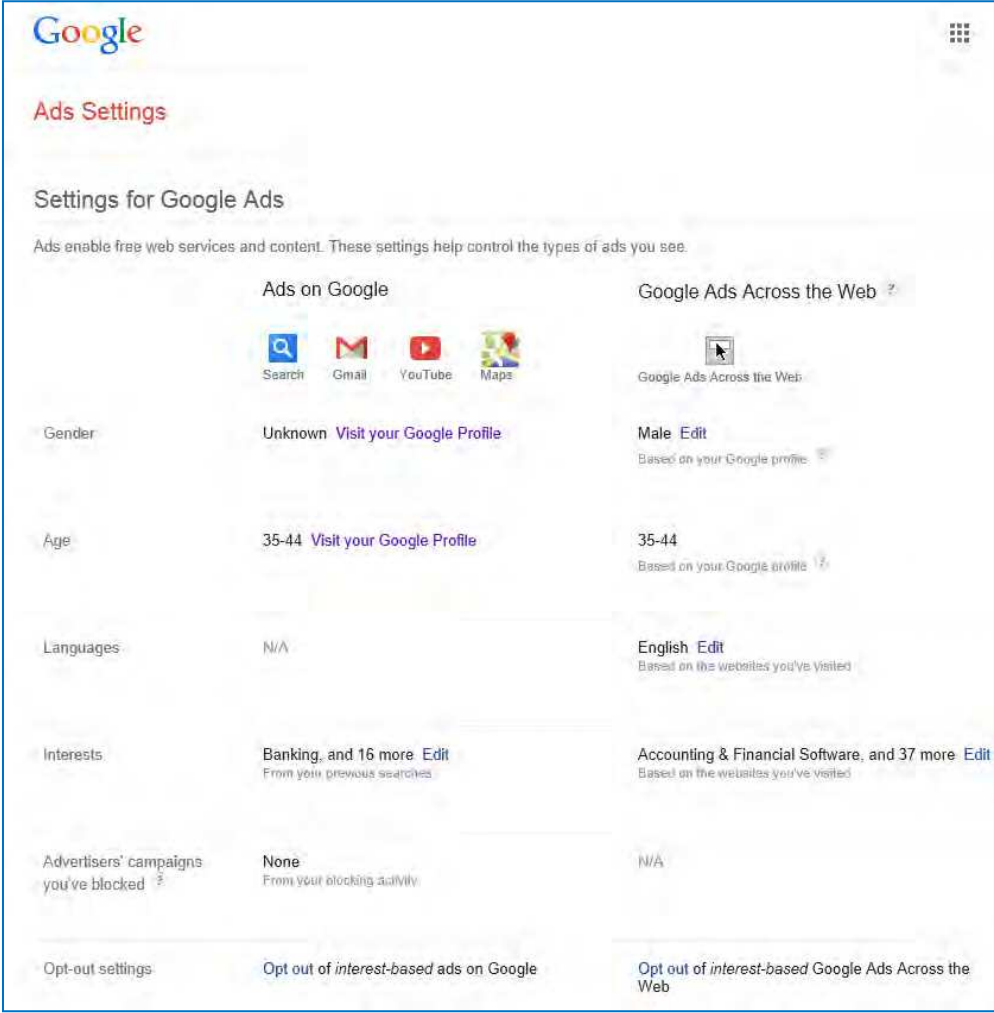
A screenshot of a Google+ profile page, specifically the 'Work' tab. The browser address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The profile header is blue with the word 'Work' in white. Below the header is a row of circular icons representing different work-related categories. The main content area is divided into three sections: 'Occupation', 'Skills', and 'Employment'. Each section has a title, a public/private toggle, and a text input field. The 'Occupation' section has a toggle set to 'Public' and a text field containing 'What do you do?'. The 'Skills' section has a toggle set to 'Public' and a text field containing 'What are your skills?'. The 'Employment' section has a toggle set to 'Public' and a form with fields for 'Employer name', 'Job title', 'Start', 'End', and a checkbox for 'Current'. Below these fields is a larger text area for 'Job description'. At the bottom right of the form are 'Cancel' and 'Save' buttons. The background of the page is a blurred view of the profile's other sections, including 'Work', 'Occupation', 'Skills', 'Employment', and 'Places'.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots of a Google+ profile page, illustrating the 'Places' and 'Education' sections. The top screenshot shows the 'Places' section with a red header and a form for adding a new location. The bottom screenshot shows the 'Education' section with an orange header and a form for adding a new educational institution.</p> <p>Places Section: The form includes a 'Places lived' input field, a 'Public' dropdown menu, a 'Current' checkbox, and 'Cancel' and 'Save' buttons.</p> <p>Education Section: The form includes a 'School name' input field, a 'Major or Field of study' input field, 'Start' and 'End' date pickers, a 'Current' checkbox, a 'Description of courses' text area, and 'Cancel' and 'Save' buttons.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="588 297 1934 1055"><p>Other technologies used in advertising</p><p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p><p>Anonymous identifiers on mobile devices</p><p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use anonymous identifiers. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p><p>Android</p><ol style="list-style-type: none">1. Open the Google Settings app on your device2. Select Ads<p>iOS</p><p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the Settings menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p><ol style="list-style-type: none">1. Open the Google Search app on your device2. Press the Settings icon3. Go to Ads Preferences</div> <p data-bbox="1312 1060 1948 1092">http://www.google.com/policies/technologies/ads/</p>

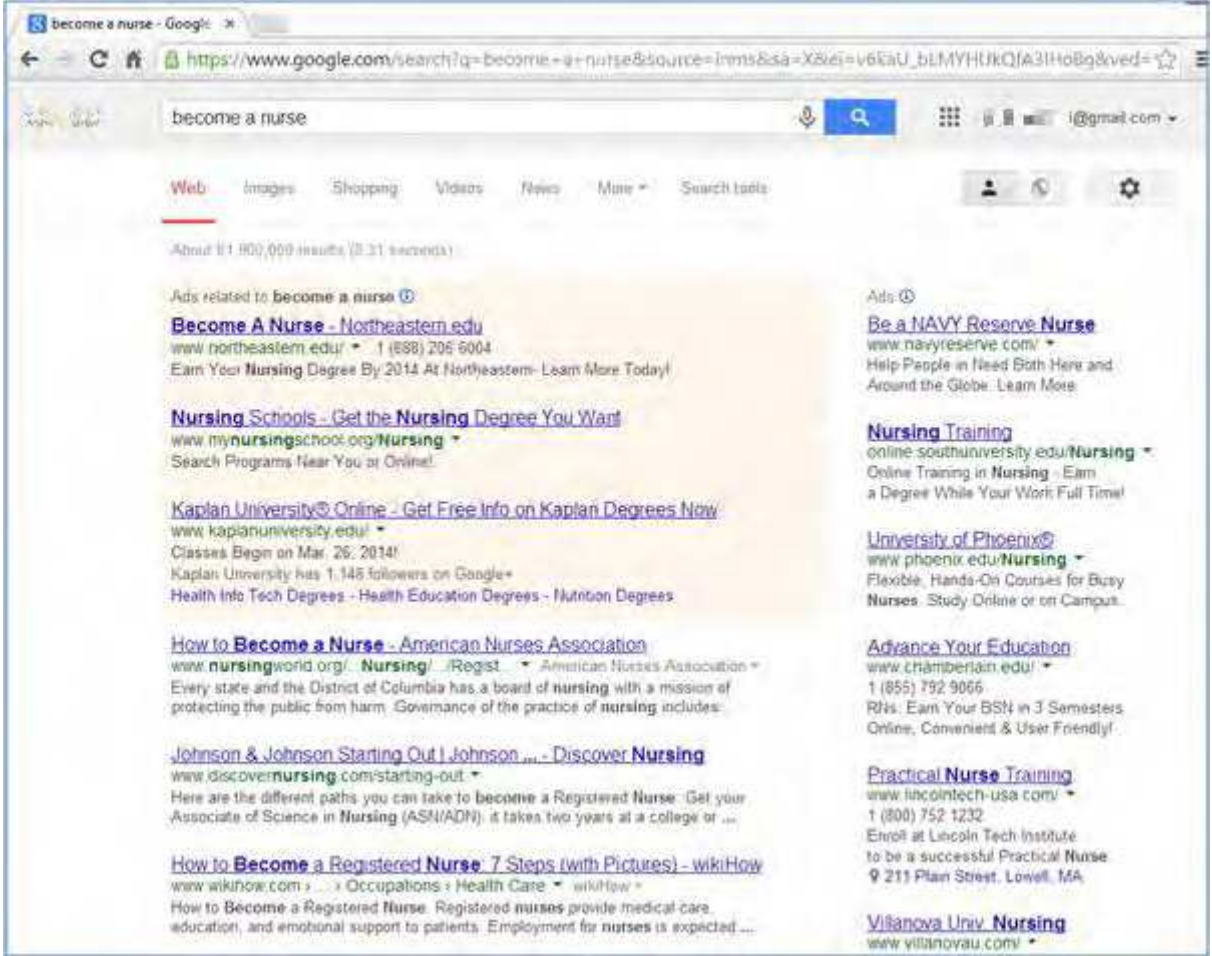
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the 'Settings for Google Ads' page. It includes sections for 'Ads on Google' (with links to Search, Gmail, YouTube, and Maps), 'Google Ads Across the Web', and various user profile attributes: Gender (Unknown), Age (35-44), Languages (N/A), Interests (Banking, and 16 more), Advertisers' campaigns you've blocked (None), and Opt-out settings. The page also shows 'Edit' links for several settings and a note that settings are based on the user's Google profile and website visits.</p>
store the user profile data; and	<p>The Accused Instrumentalities include an associative search engine operable to store the user profile data.</p> <p>See above and claim 3 above.</p>

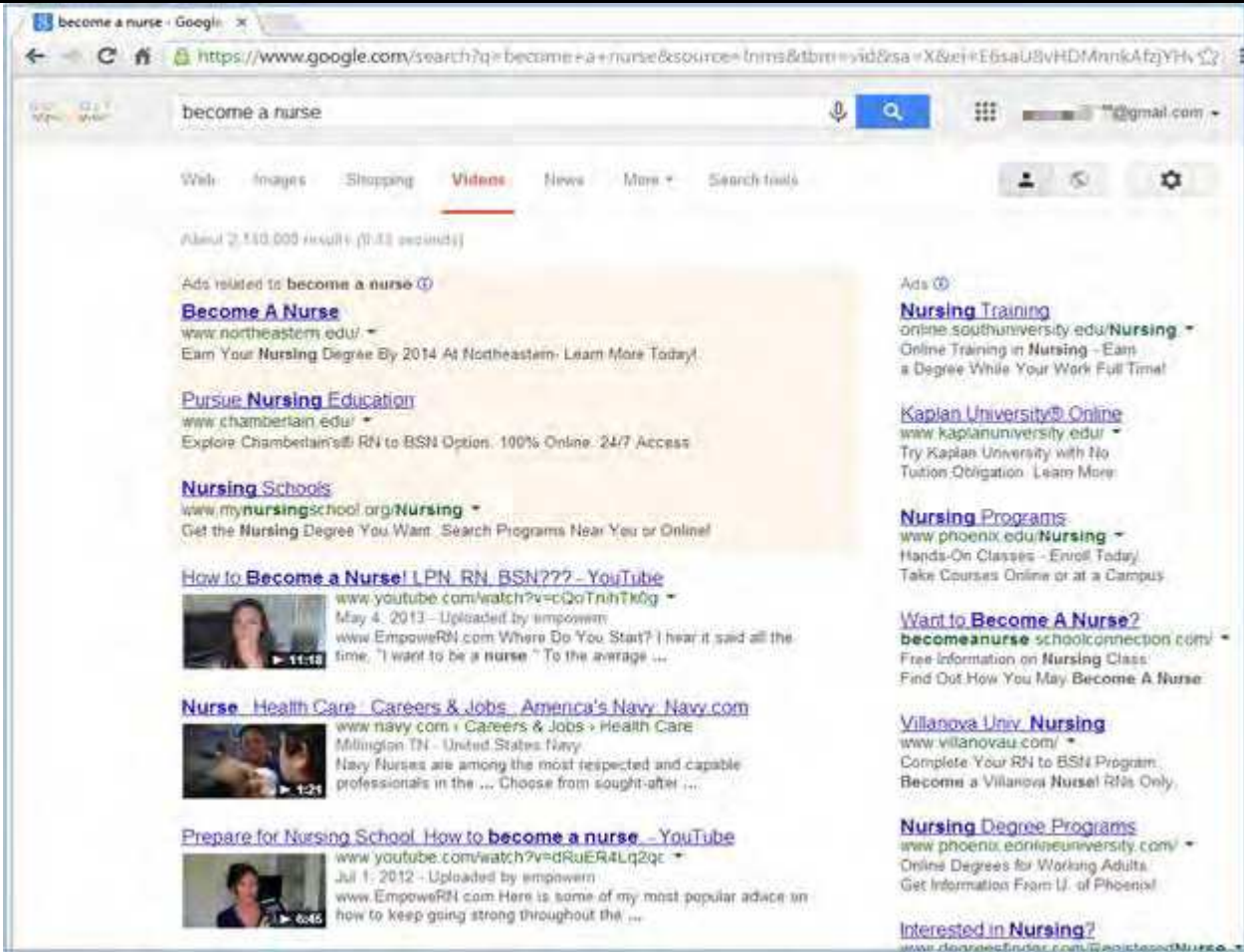
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

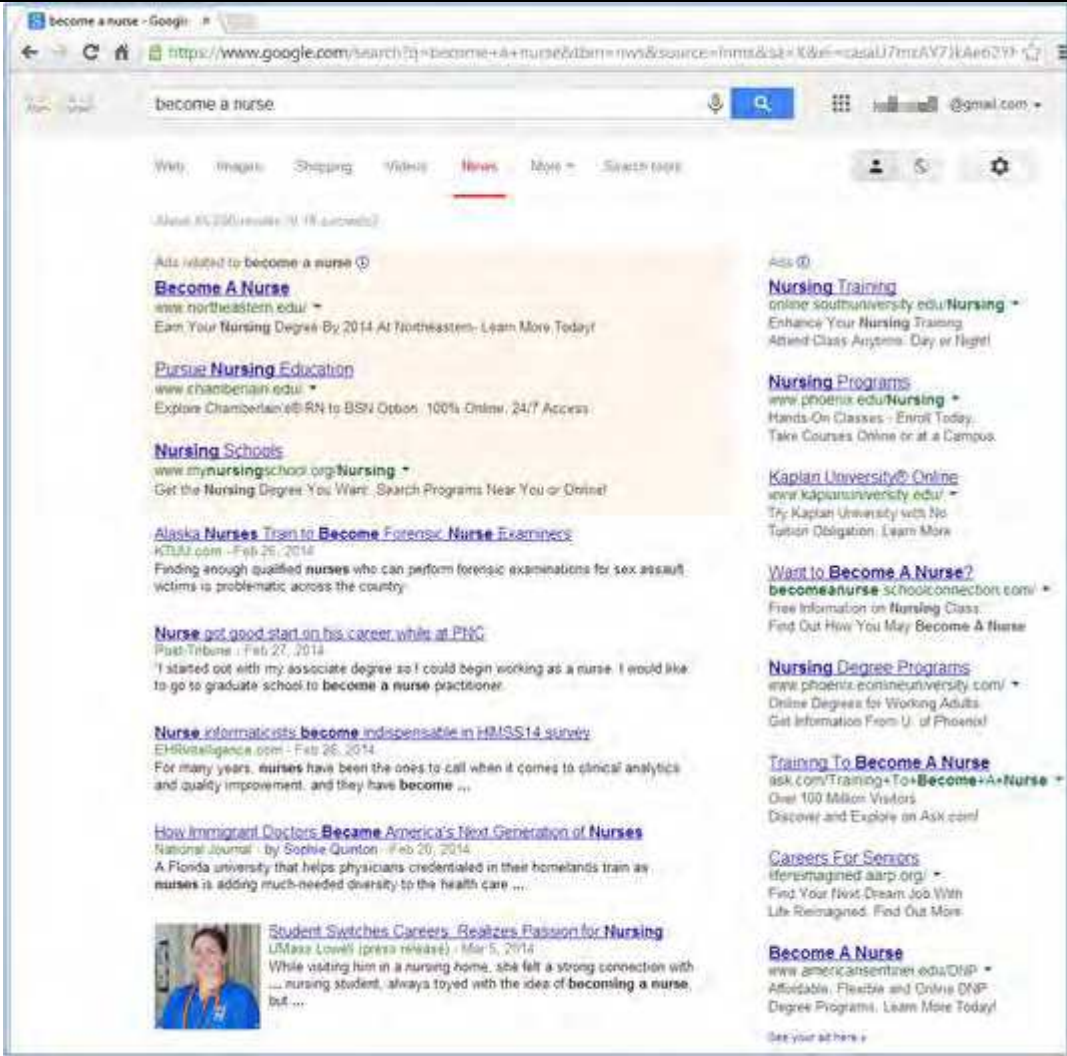
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including links to nursing schools, universities, and professional organizations. The results are organized into a main column on the left and a right-hand column containing advertisements. The main 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 & Johnson Starting Out Johnson ... - Discover Nursing", and "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". The right-hand column contains advertisements for "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".</p>

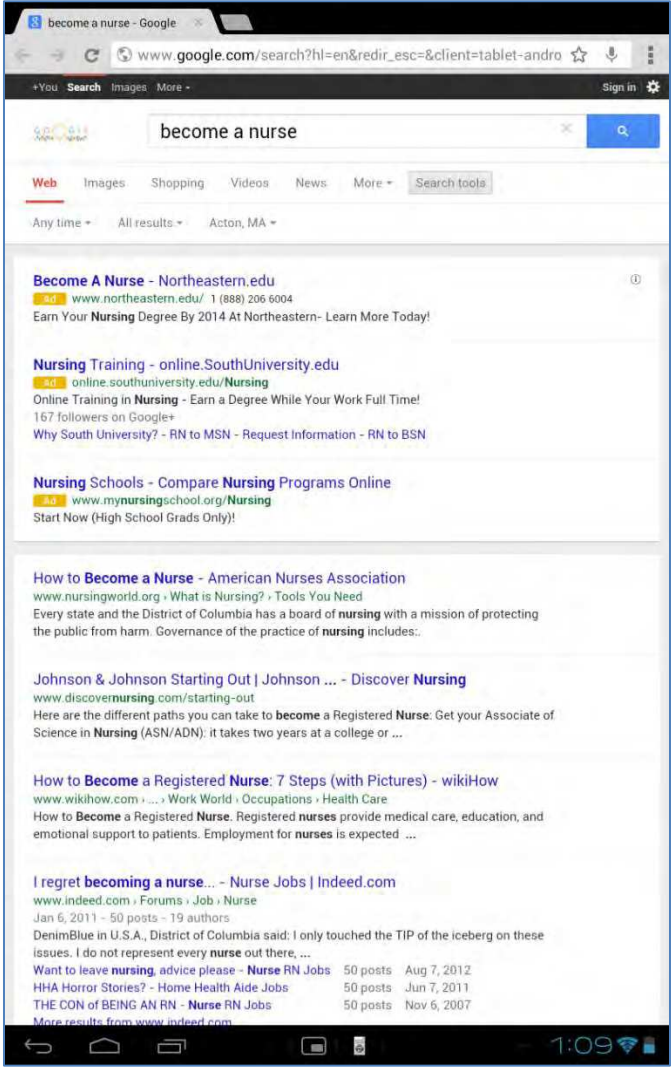
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The browser address bar displays the URL: id&sa=X&ei=E6saUSvHDMnnkAtzYH4">https://www.google.com/search?q=become+a+nurse&source=lnms&btn=>id&sa=X&ei=E6saUSvHDMnnkAtzYH4. 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 search results show approximately 2,140,000 results in 0.13 seconds. 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 links to various websites and YouTube videos related to nursing education and careers.</p>

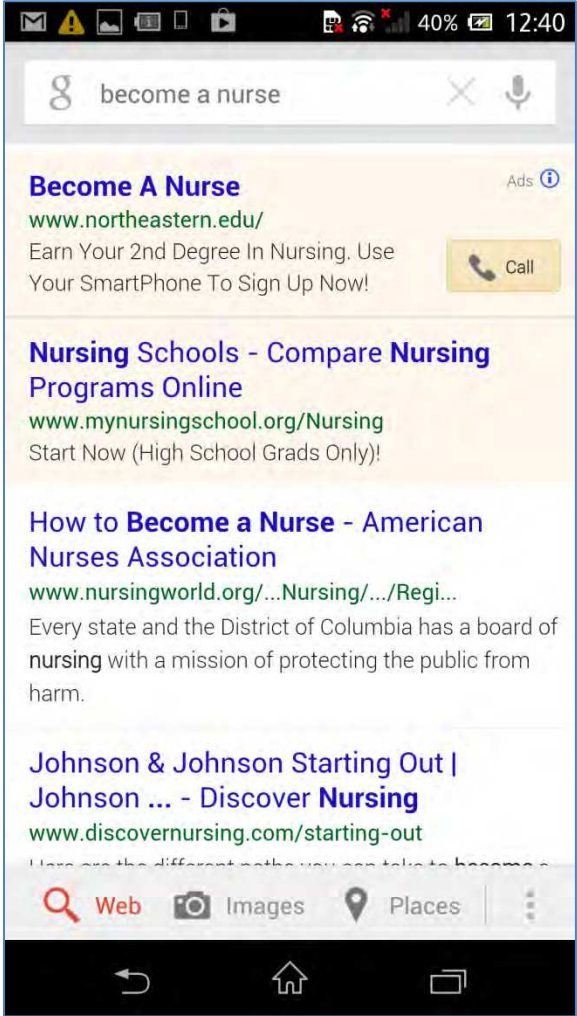
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page includes a search bar at the top with the query "become a nurse" and a search button. Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", "Maps", and "More". The "Web" tab is selected. The search results are displayed in a list format, with each result including a title, a URL, and a brief description. The results are as follows:</p> <ul style="list-style-type: none">Ad related to become a nurse<ul style="list-style-type: none">Become A Nurse www.northeastern.edu Earn Your Nursing Degree By 2014 At Northeastern. Learn More Today!Pursue Nursing Education www.chamberlain.edu Explore Chamberlain's RN to BSN Option. 100% Online, 24/7 Access.Nursing Schools www.mynursingschool.org Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners KTUU.com - Feb 25, 2014 Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC Post-Tribune - Feb 27, 2014 "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner."Nurse informaticists become indispensable in HMS14 study EHRintelligence.com - Feb 26, 2014 For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses National Journal - by Sophie Quntion - Feb 20, 2014 A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing UMass Lowell (press release) - Mar 5, 2014 While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ...Ads<ul style="list-style-type: none">Nursing Training online.southuniversity.edu Enhance Your Nursing Training. Attend Class Anytime, Day or Night!Nursing Programs www.phoenix.edu Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University Online www.kaplanuniversity.edu Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? becomeanurse.schoolconnection.com Free Information on Nursing Class. Find Out How You May Become A Nurse.Nursing Degree Programs www.phoenix.collegeuniversity.com Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors ifereimagined.aarp.org Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse www.americancentennial.edu Affordable, Flexible and Online DNP Degree Programs. Learn More Today!

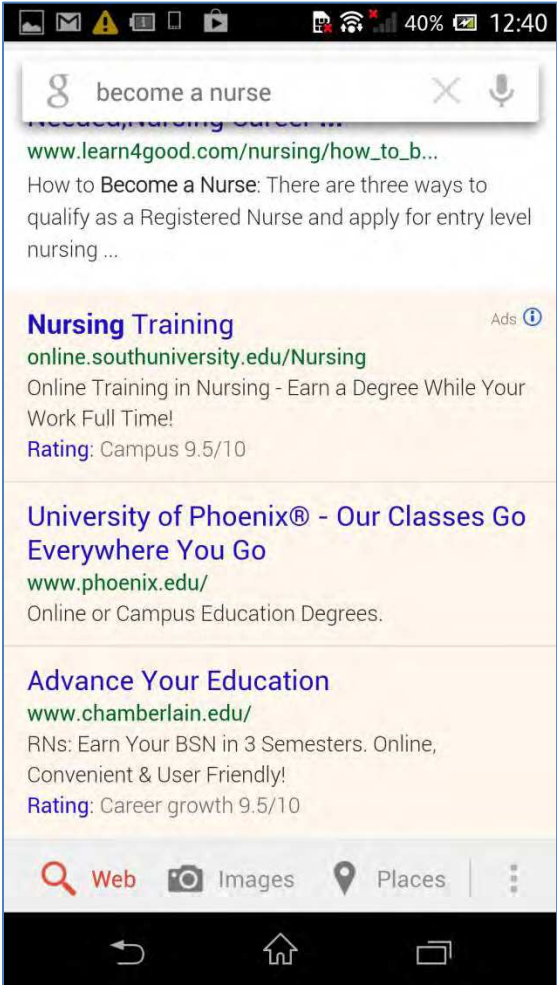
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

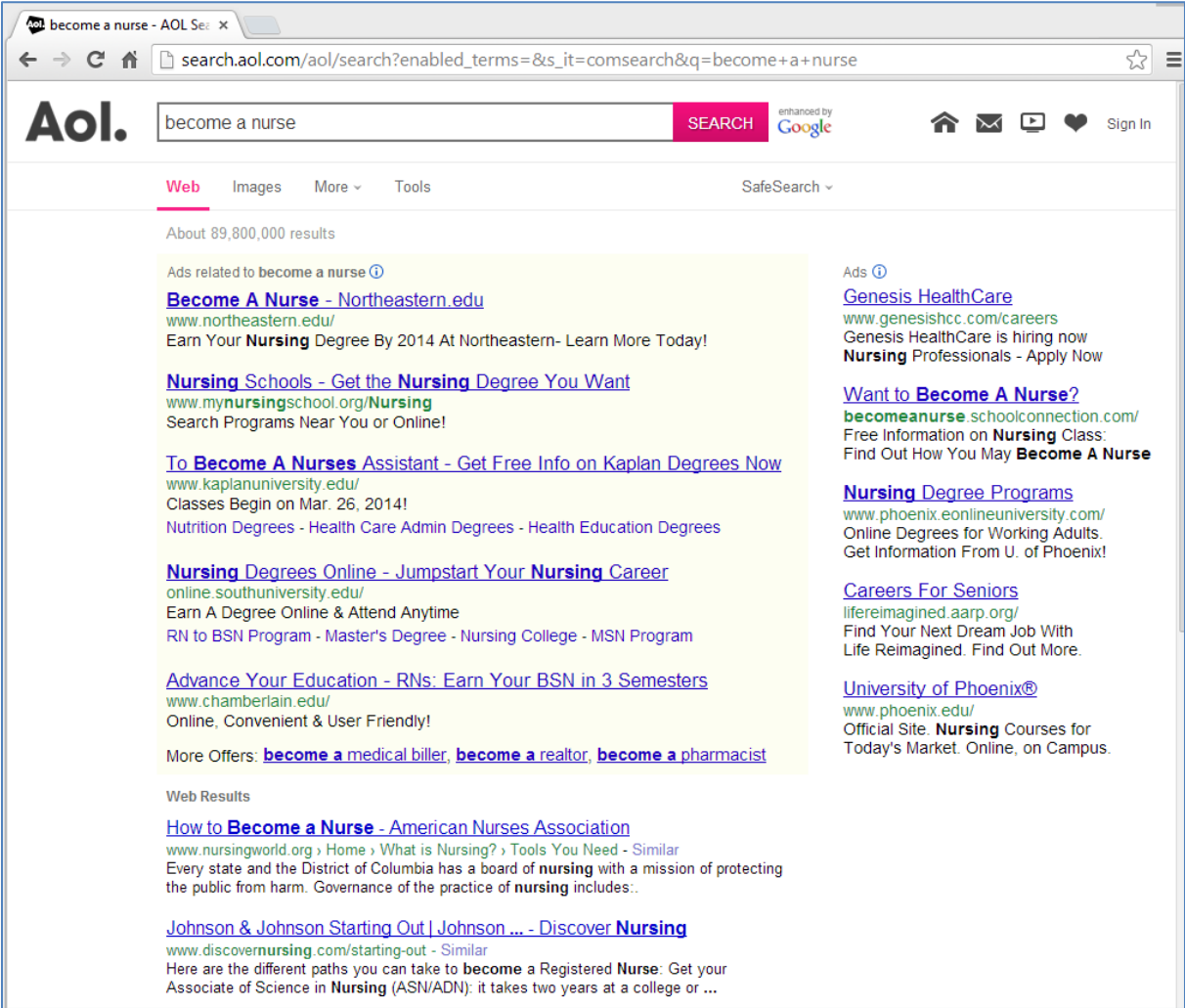
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a 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 "Become A Nurse" from www.northeastern.edu/, which includes a "Call" button. Below it is a link to "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org/Nursing. The third result is "How to Become a Nurse - American Nurses Association" from www.nursingworld.org. The fourth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" from www.discovernursing.com. The bottom of the screen shows a navigation bar with icons for Web, Images, and Places.</p>

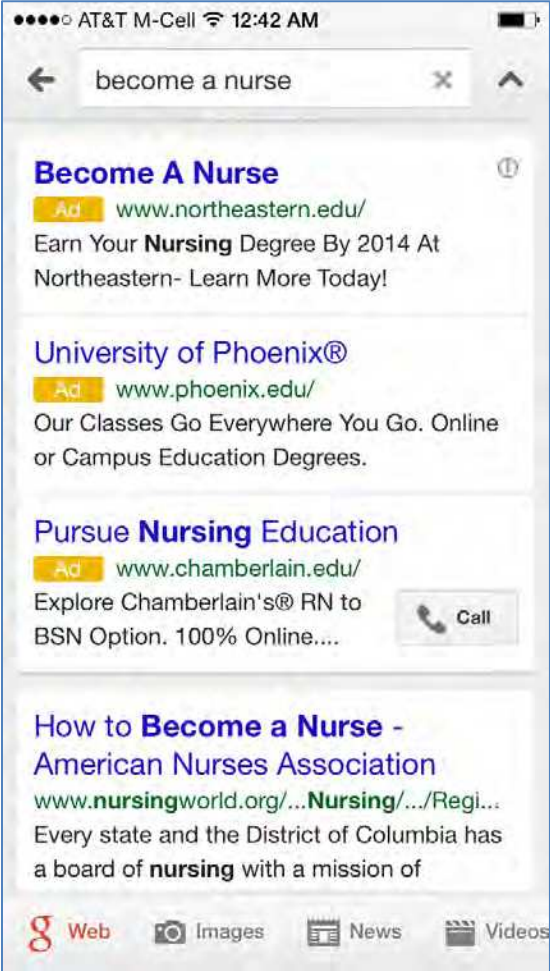
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from learn4good.com and three sponsored advertisements. The first ad is for "Nursing Training" from southuniversity.edu, the second is for the "University of Phoenix" (www.phoenix.edu), and the third is for "Advance Your Education" from chamberlain.edu. The interface includes a status bar at the top with icons for mail, warnings, and battery, and a bottom navigation bar with icons for back, home, and recent apps.</p>

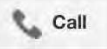
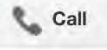
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is on the left, and the search bar contains "become a nurse" with a "SEARCH" button. Navigation links for "Web", "Images", "More", and "Tools" are visible, along with a "SafeSearch" dropdown. The results section indicates "About 89,800,000 results".</p> <p>Ads related to become a nurse</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online!To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education DegreesNursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN ProgramAdvance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly!More Offers: become a medical biller, become a realtor, become a pharmacist <p>Ads</p> <ul style="list-style-type: none">Genesis HealthCare www.genesishcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply NowWant to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A NurseNursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus. <p>Web Results</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results are a list of sponsored advertisements. The first ad is from Northeastern University, the second from the University of Phoenix, and the third from Chamberlain College of Nursing. Each ad includes a yellow "Ad" label, a link to the institution's website, and a brief description of their nursing programs. A "Call" button is visible next to the Chamberlain ad. Below the ads is a link to the American Nurses Association. The bottom of the screen shows the Google search bar and navigation icons for Web, Images, News, and Videos.</p> <p>AT&T M-Cell 12:42 AM</p> <p>← become a nurse × ^</p> <p>Become A Nurse ⓘ Ad www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>University of Phoenix® Ad www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.</p> <p>Pursue Nursing Education Ad www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... Call</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of</p> <p>g Web Images News Videos</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="993 293 1547 1274"><p>How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."
- How to Become a Registered Nurse** by JNDiscoverNursing • 9 months ago • 56,657 views. Description: "Visit <http://www.discovernursing.com> for more information! If you're interested in becoming a re..."
- Being a Nurse** by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."
- How to Become a Nurse! LPN, RN, BSN???** by empowern • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.' To the ..."
- Prepare for Nursing School. How to become a nurse.** by empowern • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."
- This is Why You Should Become A Nurse** by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

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



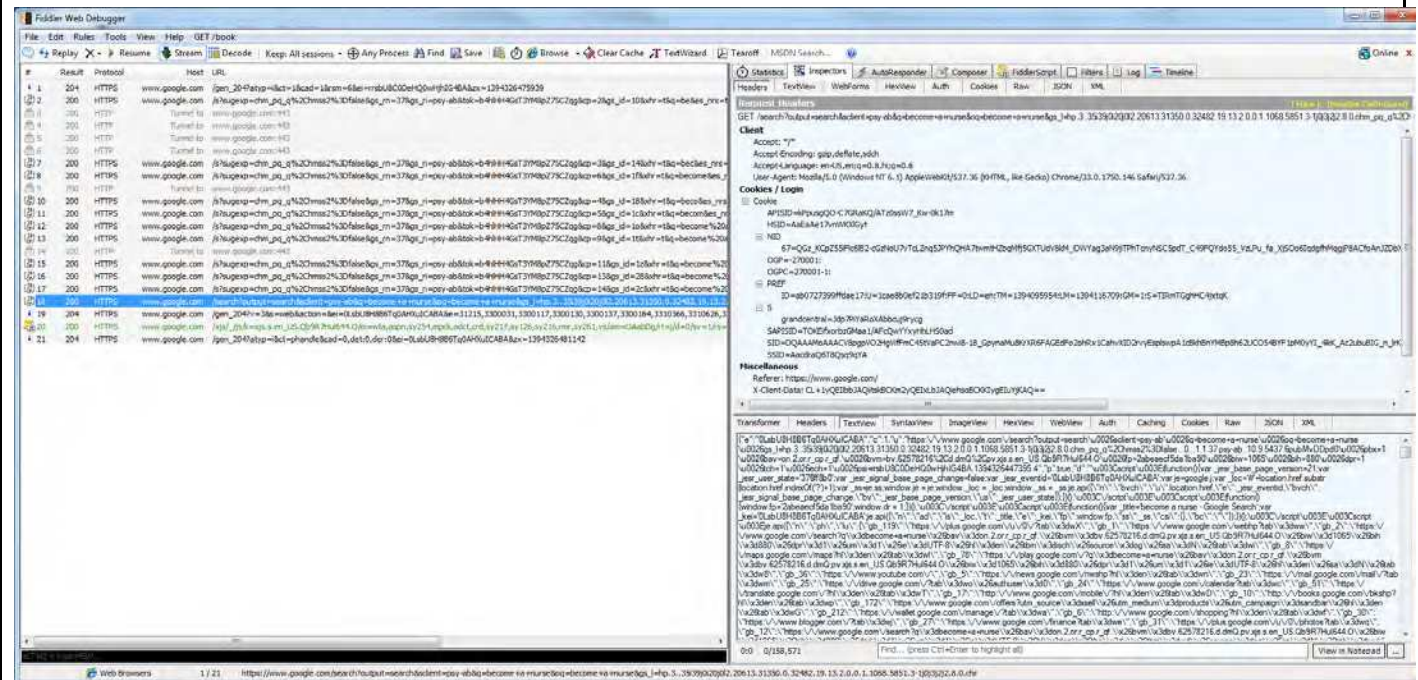
**U.S. PATENT NO.
7,933,883**

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

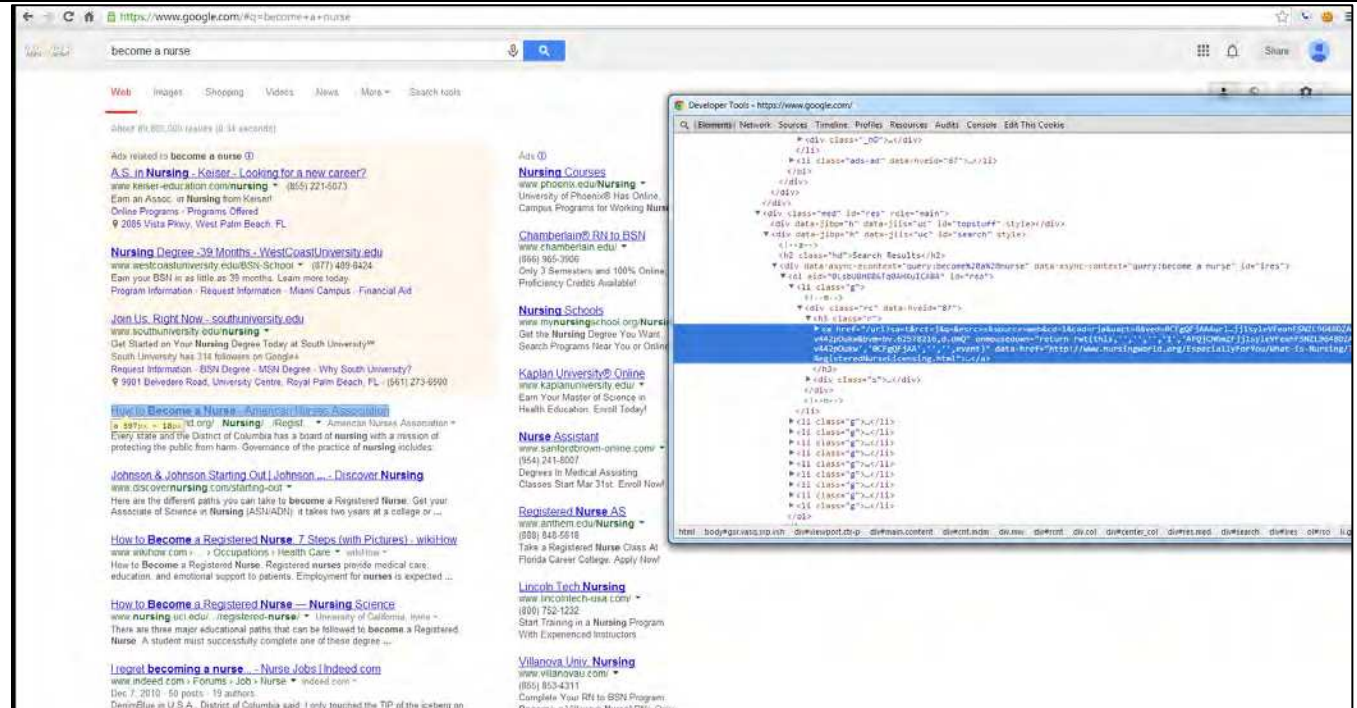
See above.



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


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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaef5da1ba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aAn9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdghMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaVlOvzbhSFqimQO6WdlnPtpPc6aRrywbipW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEIfxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcfc2x1PW4aYSFuT_3BRUegqm5 </pre>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="995 293 1541 326">GET “search request” of Advanced Search</p> <div data-bbox="762 367 1871 1214"> <h3 data-bbox="816 399 1608 456">About the Google Search Network</h3> <p data-bbox="816 501 1820 618">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> <h4 data-bbox="816 651 1129 675">Where your ads can appear</h4> <p data-bbox="816 704 1797 760">When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p> <ul data-bbox="837 789 1780 841" style="list-style-type: none"> • On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.  <ul data-bbox="837 1141 1835 1193" style="list-style-type: none"> • On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our <u>search partners'</u> sites, such as AOL. </div> <p data-bbox="919 1222 1948 1255">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>
Claim No. 21	

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
The advertising machine of claim 20, wherein the user profile data includes prior purchasing information regarding the user.	The user profile data includes prior purchasing information regarding the user. See claims 2 and 20 above.
Claim No. 22	
The advertising machine of claim 20 , wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.	The associative search engine of the Accused Instrumentalities is operable to store the user profile data in a user profile database of the advertising machine. See claims 3 and 20 above.
Claim No. 23	
The advertising machine of claim 20, wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage.	Upon information and belief, the associative search engine of the Accused Instrumentalities is operable to transmit the user profile data via the communications interface to the data processing device for storage. See claims 4 and 20 above.

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

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

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

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