

EXHIBIT 3

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

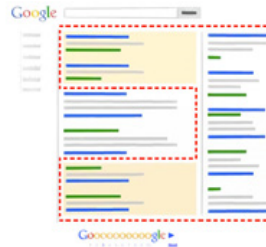
The following analysis shows how each claim element is literally present. In the event that a claim element is deemed to be missing under a literal infringement analysis (e.g., due to claim construction), Rockstar reserves the right to demonstrate the presence of a substantial equivalent of such an element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

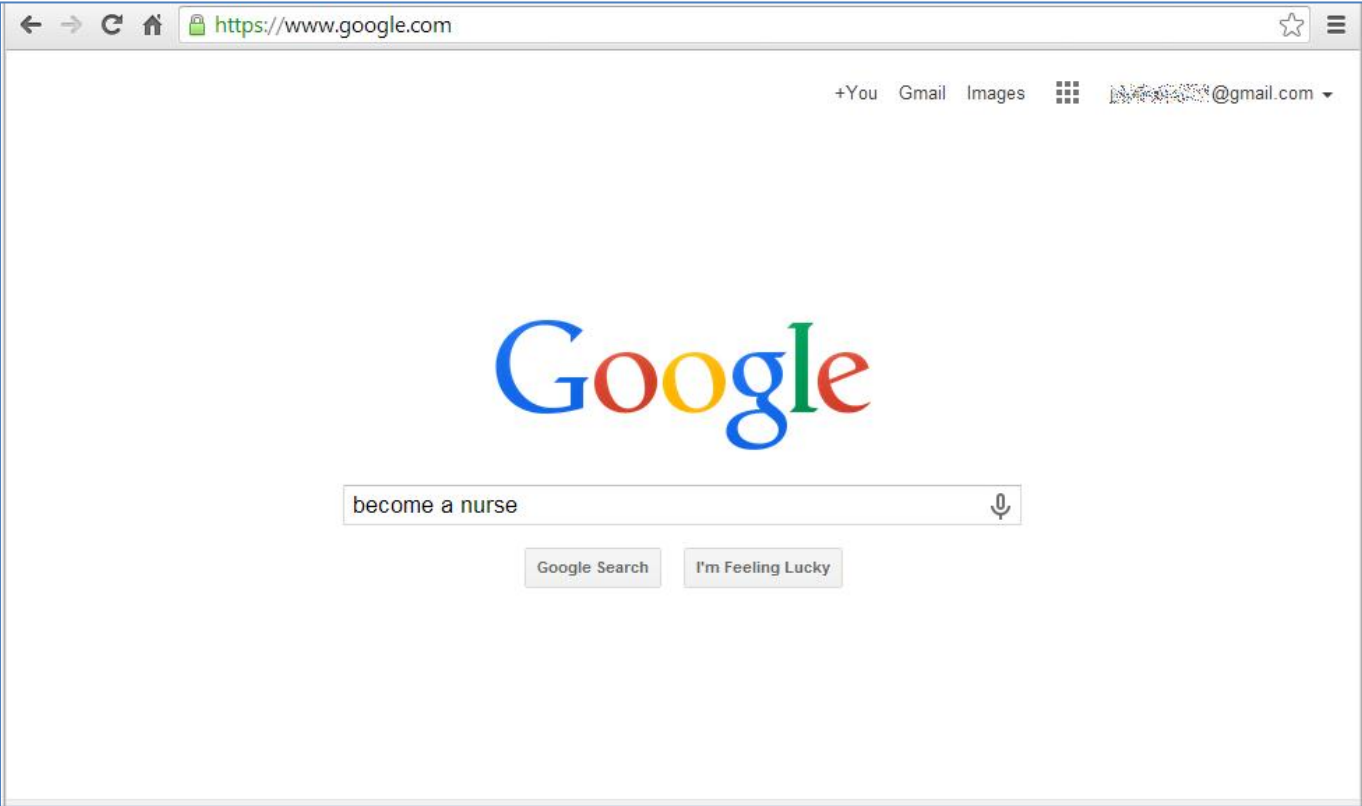
The screenshots below constitute exemplary results of the Accused Instrumentalities' algorithms and source code and do not serve to limit the scope of alleged infringement. Rockstar alleges infringement by the Accused Instrumentalities at each applicable level of abstraction, *i.e.*, source code, algorithms, 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. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	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

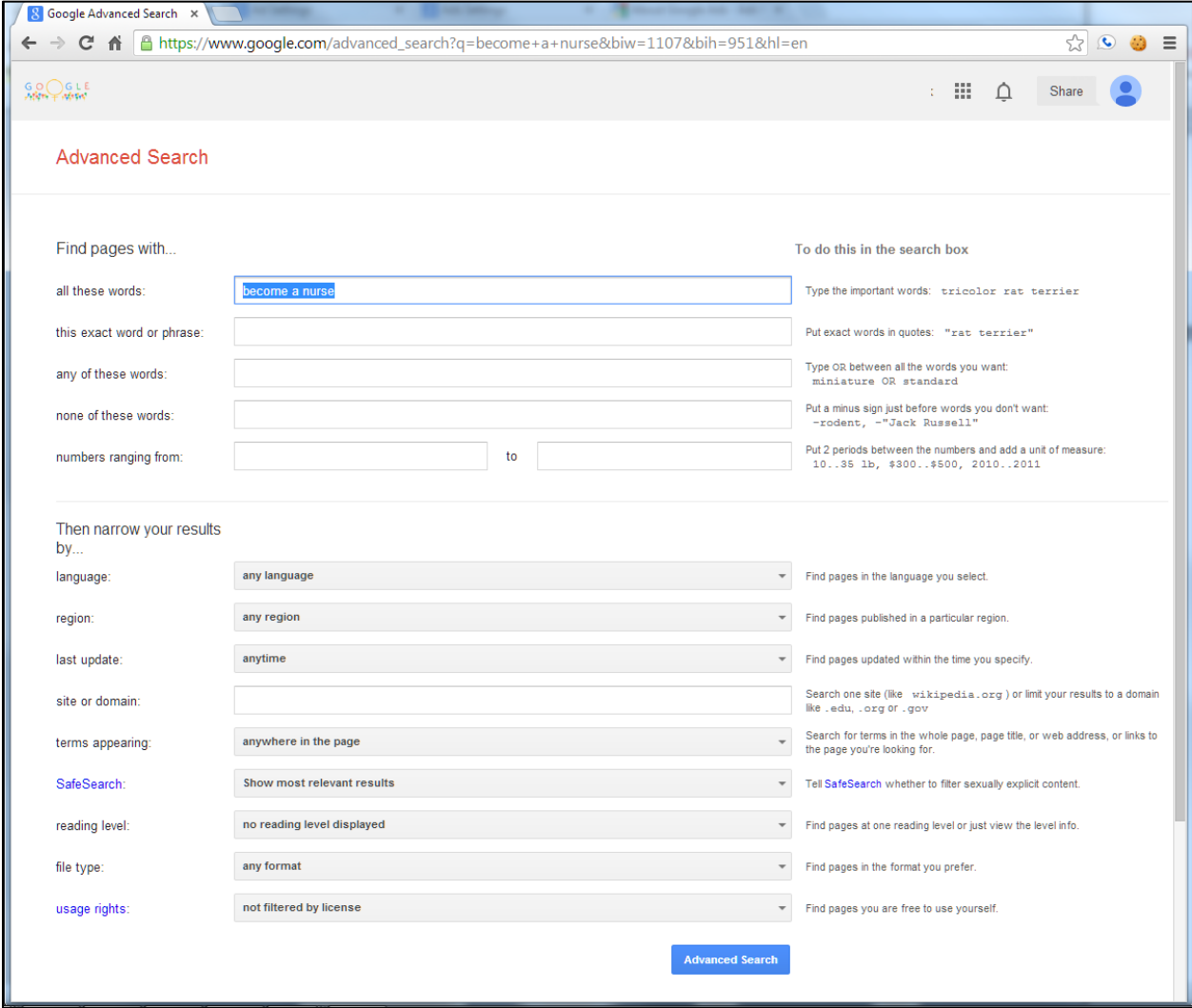
¹ Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="821 354 1627 412"> <h2>About the Google Search Network</h2> </div> <div data-bbox="821 456 1837 574"> <p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p> </div> <div data-bbox="821 602 1146 633"> <h3>Where your ads can appear</h3> </div> <div data-bbox="821 657 1812 714"> <p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p> </div> <div data-bbox="840 738 1799 795"> <ul style="list-style-type: none"> • On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups. </div> <div data-bbox="865 820 1129 1065">  </div> <div data-bbox="840 1091 1856 1148"> <ul style="list-style-type: none"> • On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our <u>search partners'</u> sites, such as AOL. </div> <div data-bbox="930 1174 1988 1209"> <p>https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p> </div>
receiving, from the user, a search request including a search argument corresponding	The Accused Instrumentalities receive, from the user, a search request including a search argument corresponding to the desired information.

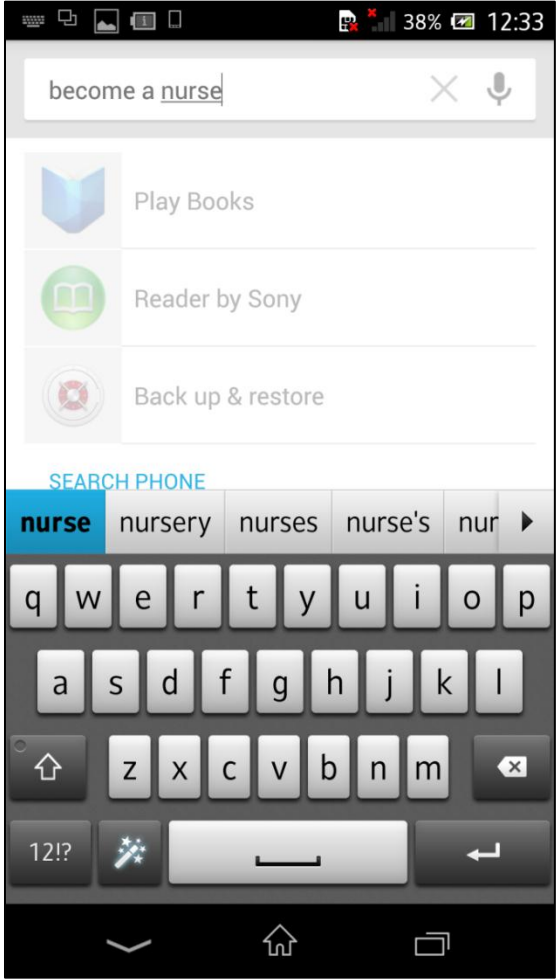
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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
to the desired information;	 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 right of the page shows links for '+You', 'Gmail', and 'Images', along with a user profile picture and an '@gmail.com' email address.

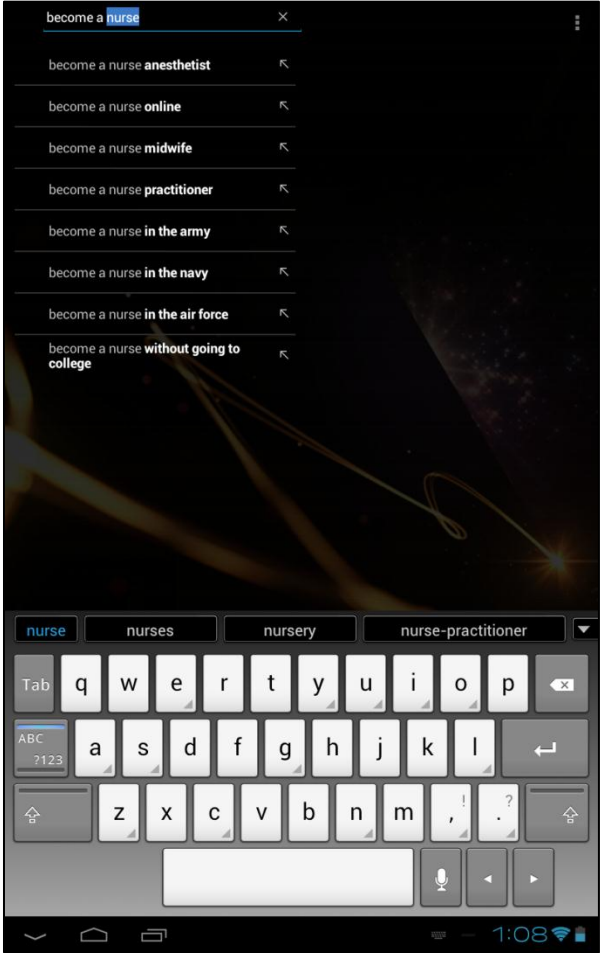
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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Advanced Search page in a web browser. The address bar shows the URL: https://www.google.com/advanced_search?q=become+a+nurse&biw=1107&bih=951&hl=en. The page title is "Google Advanced Search".</p> <p>Find pages with...</p> <ul style="list-style-type: none">all these words: <input type="text" value="become a nurse"/>this exact word or phrase: <input type="text"/>any of these words: <input type="text"/>none of these words: <input type="text"/>numbers ranging from: <input type="text"/> to <input type="text"/> <p>To do this in the search box</p> <ul style="list-style-type: none">Type the important words: tricolor rat terrierPut exact words in quotes: "rat terrier"Type OR between all the words you want: miniature OR standardPut a minus sign just before words you don't want: -rodent, -"Jack Russell"Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011 <p>Then narrow your results by...</p> <ul style="list-style-type: none">language: <input type="text" value="any language"/> Find pages in the language you select.region: <input type="text" value="any region"/> Find pages published in a particular region.last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .govterms appearing: <input type="text" value="anywhere in the page"/> Search for terms in the whole page, page title, or web address, or links to the page you're looking for.SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.file type: <input type="text" value="any format"/> Find pages in the format you prefer.usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself. <p><input type="button" value="Advanced Search"/></p>

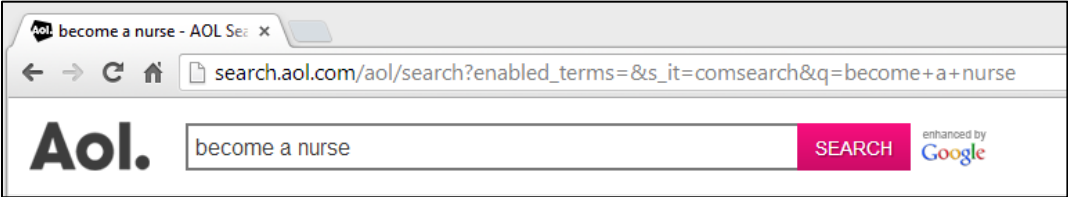
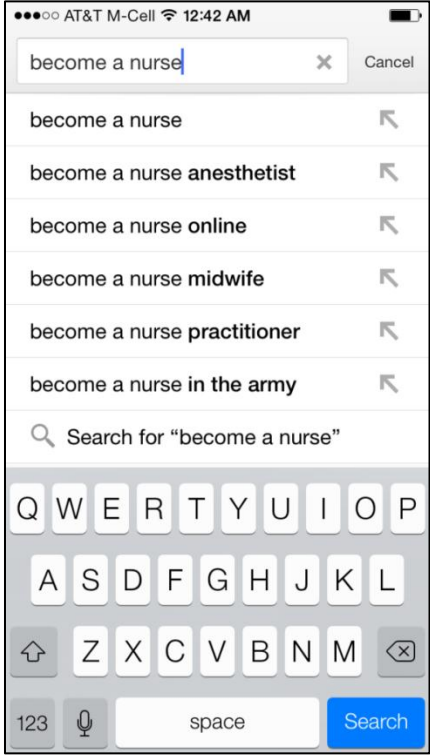
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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android 4.2 mobile handset interface. At the top, the status bar displays icons for keyboard, camera, and battery, along with the text '38%' and '12:33'. Below the status bar is a search bar containing the text 'become a nurse'. Under the search bar, there are three suggestions: 'Play Books', 'Reader by Sony', and 'Back up & restore'. Below these suggestions is a section labeled 'SEARCH PHONE' 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 is a dock with three icons: a home button, a back button, and a recent apps button.</p> <p>Mobile Handset Running Android 4.2</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a tablet screen with a dark background featuring a glowing orange line. A 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-pointing arrow. The suggestions are: "nurse", "anesthetist", "online", "midwife", "practitioner", "in the army", "in the navy", "in the air force", and "without going to college". At the bottom of the screen, a QWERTY keyboard is visible, with the word "nurse" highlighted in the search bar above it. The status bar at the very bottom shows the time as 1:08 and various icons.</p> <p>Tablet Device Running Android 4.0.2</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="751 321 1812 516">A screenshot of an AOL web browser window. The address bar shows 'search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse'. The search bar contains the text 'become a nurse' and a pink 'SEARCH' button. To the right of the search bar is a small logo that says 'enhanced by Google'.</div> <div data-bbox="1066 552 1493 1304">A screenshot of the Google Search App running on an iPhone. The status bar at the top shows 'AT&T M-Cell' and '12:42 AM'. The search bar at the top contains 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'. Below the suggestions is a search bar with the text 'Search for "become a nurse"'. At the bottom is a QWERTY keyboard with a 'Search' button.</div> <p data-bbox="1045 1336 1514 1369">Google Search App Running on iOS 7.1</p>

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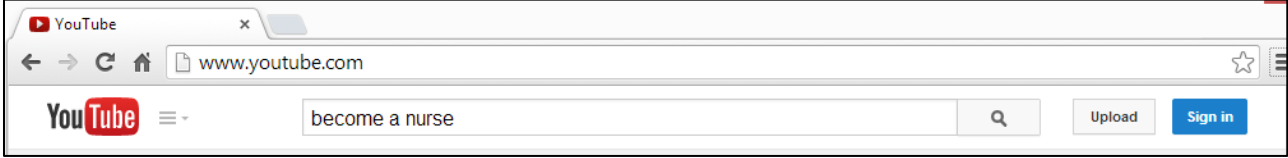
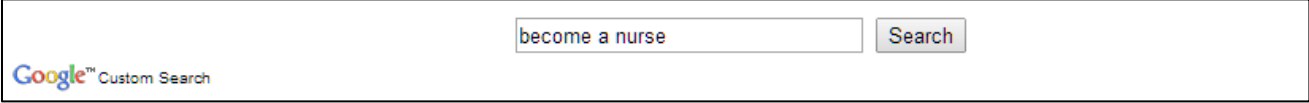
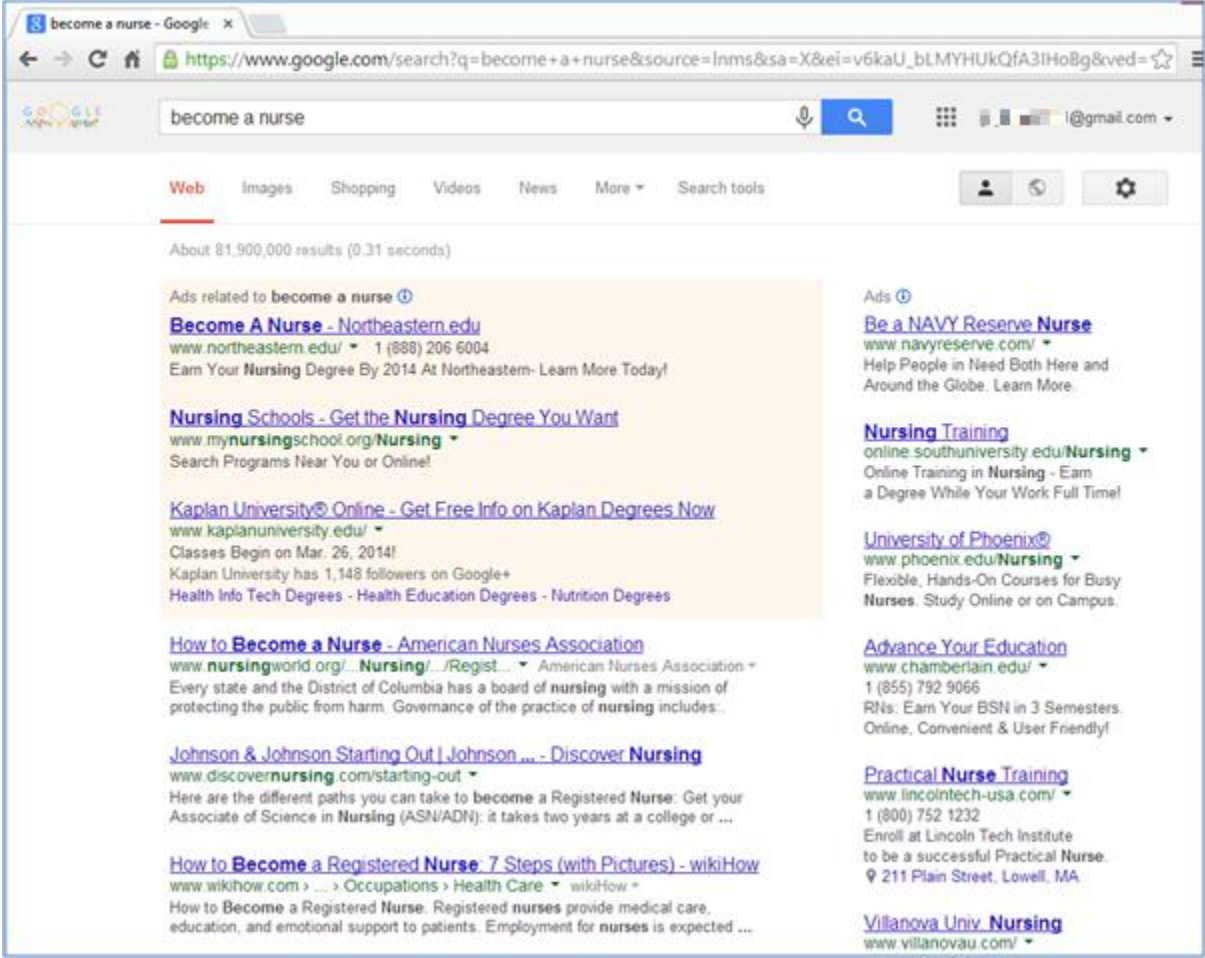
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="642 323 1921 479"></div> <div data-bbox="632 518 1932 620"></div> <p data-bbox="1171 625 1978 657">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

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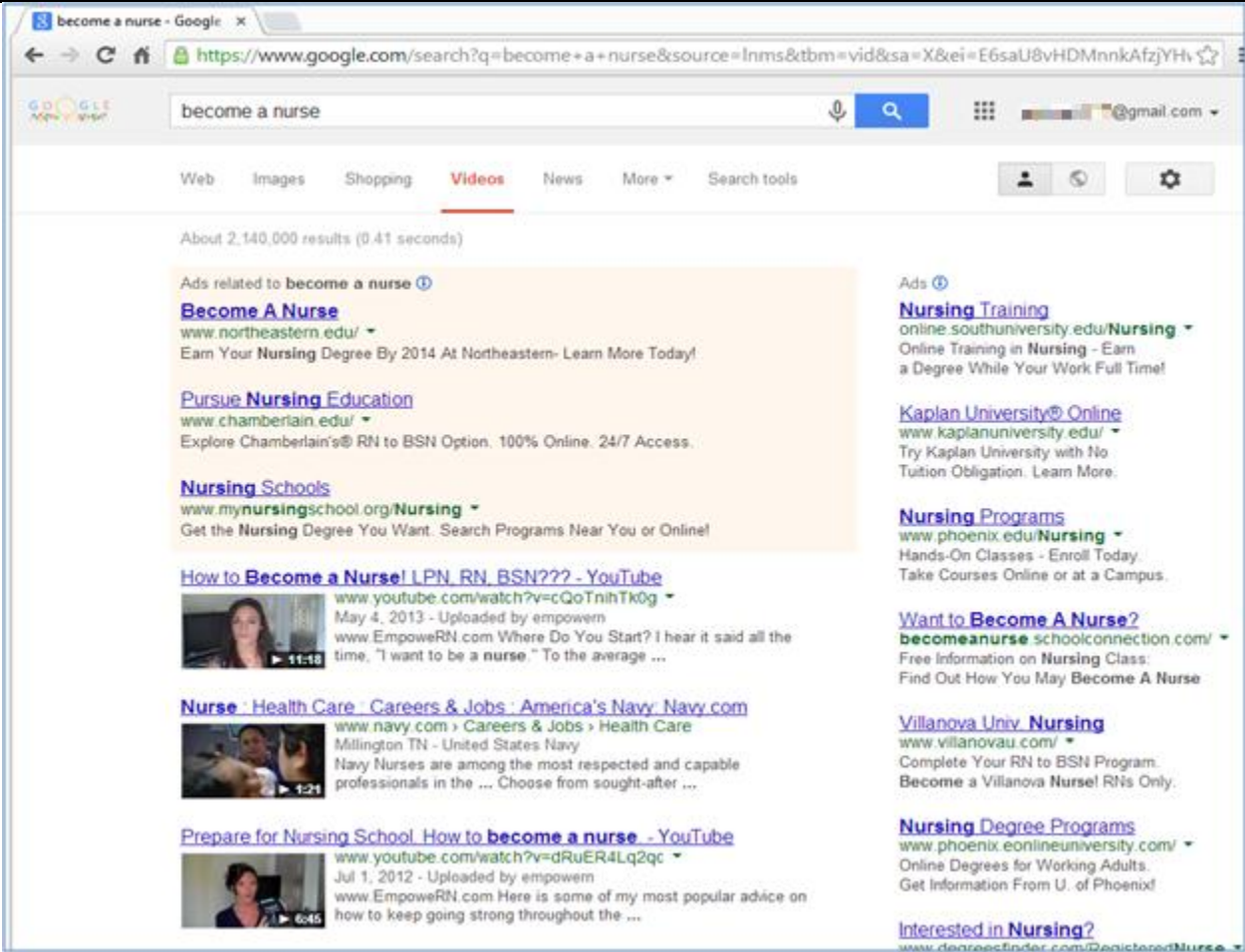
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chms2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaef5dalba90&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_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfm9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMAa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET request of “Advanced Search”</p>

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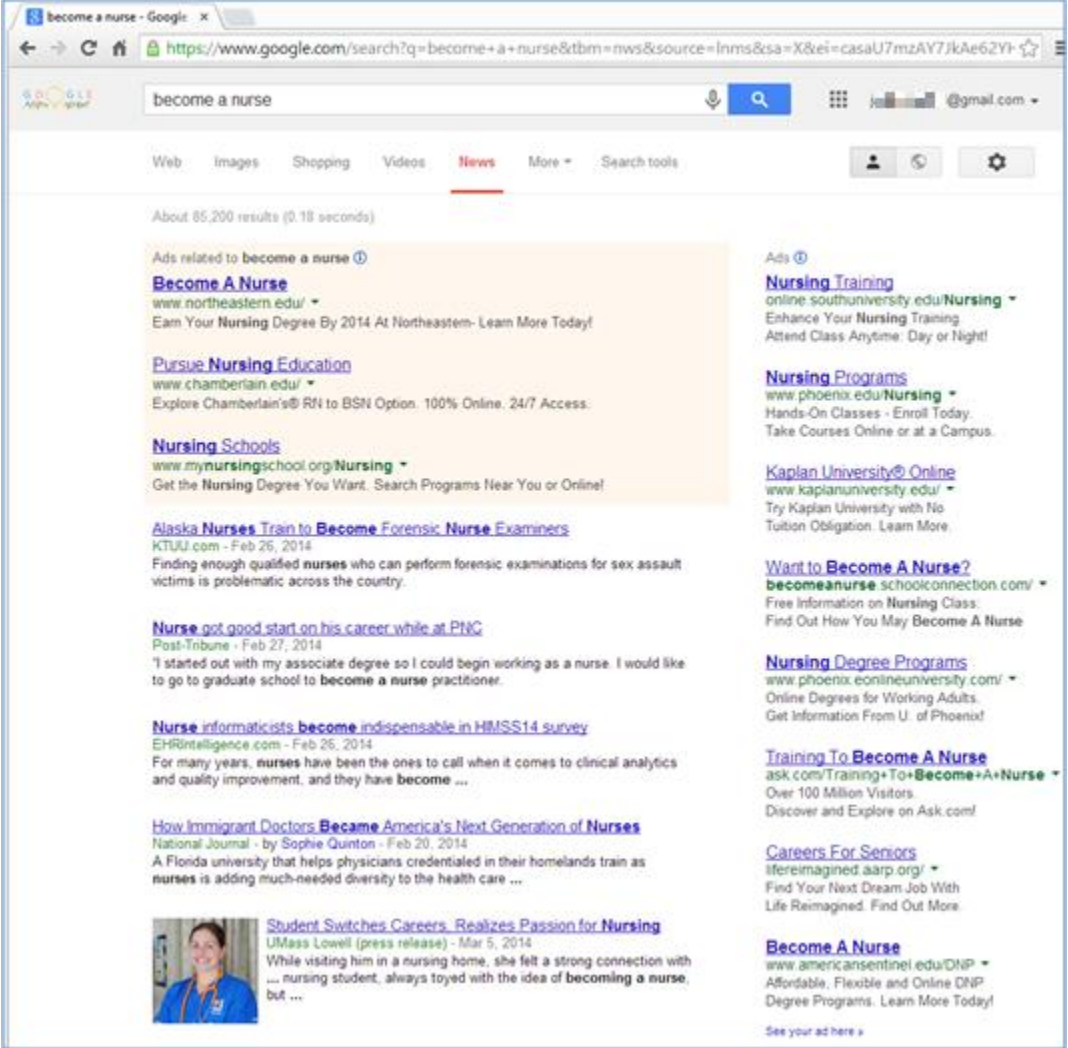
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
searching, based upon the received search argument, a first database having data network related information to generate search results;	The Accused Instrumentalities search, based upon the received search argument, a first database having data network related information to generate search results.

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 81,900,000 results in 0.31 seconds. The results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online! Kaplan University® Online - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees · Health Education Degrees · Nutrition Degrees How to Become a Nurse - American Nurses Association www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes: Johnson & Johnson Starting Out Johnson... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com/...> Occupations > Health Care > wikiHow How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>Ads:</p> <ul style="list-style-type: none"> Be a NAVY Reserve Nurse www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More. Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! University of Phoenix® www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus. Advance Your Education www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Practical Nurse Training www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA Villanova Univ. Nursing www.villanovau.com/

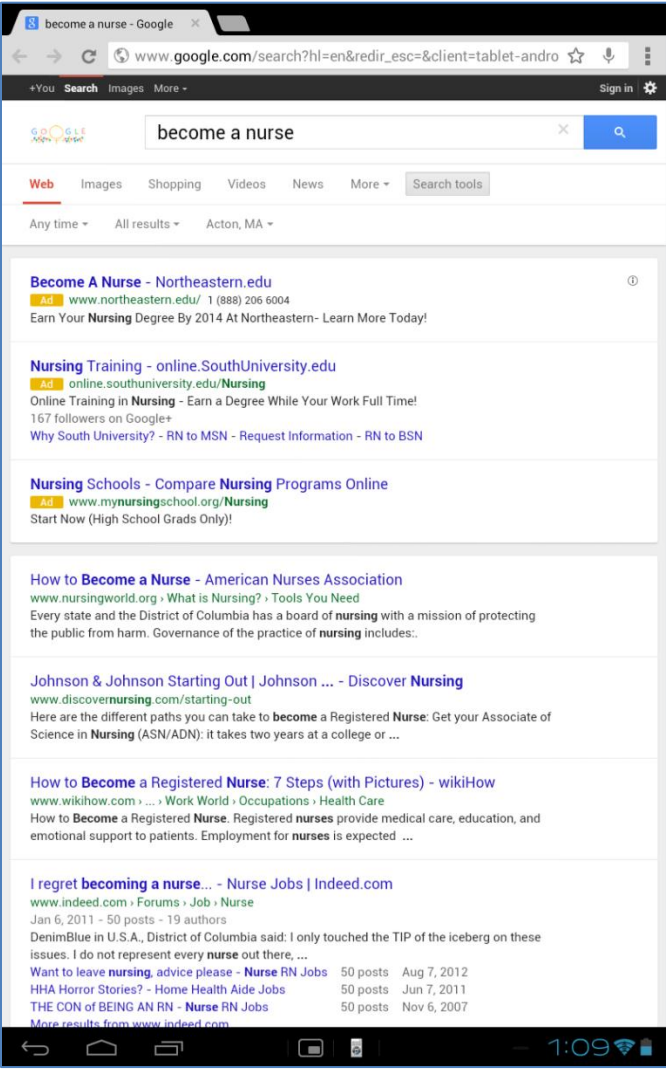
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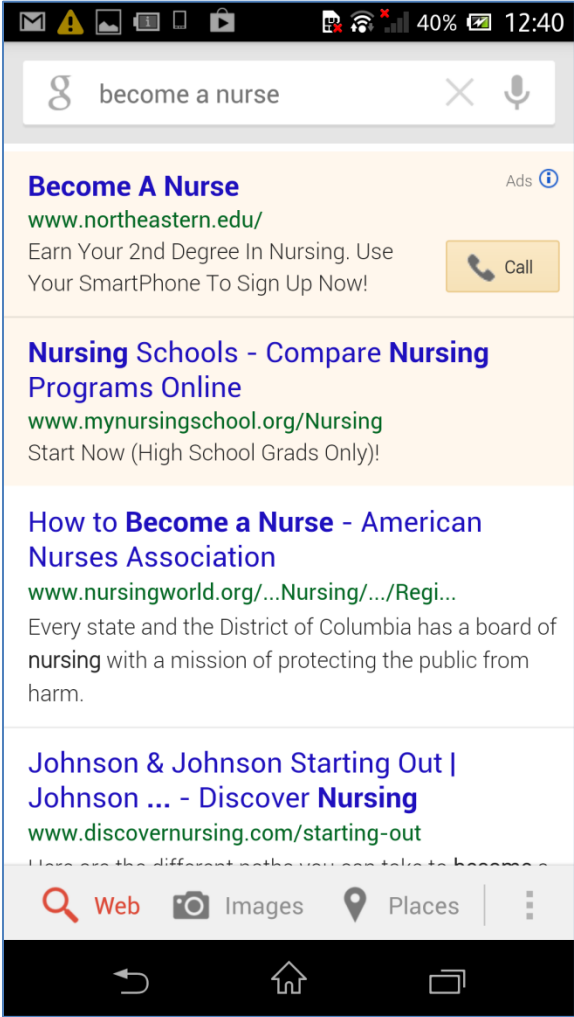
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads, videos, and organic search results. The ads section on the left includes links to "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, and "Nursing Schools" from mynursingschool.org. The videos section includes a video titled "How to Become a Nurse! LPN, RN, BSN???" from YouTube. The organic search results on the right include links to "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.eonlineuniversity.com, and "Interested in Nursing?" from donnectfinder.com.</p>

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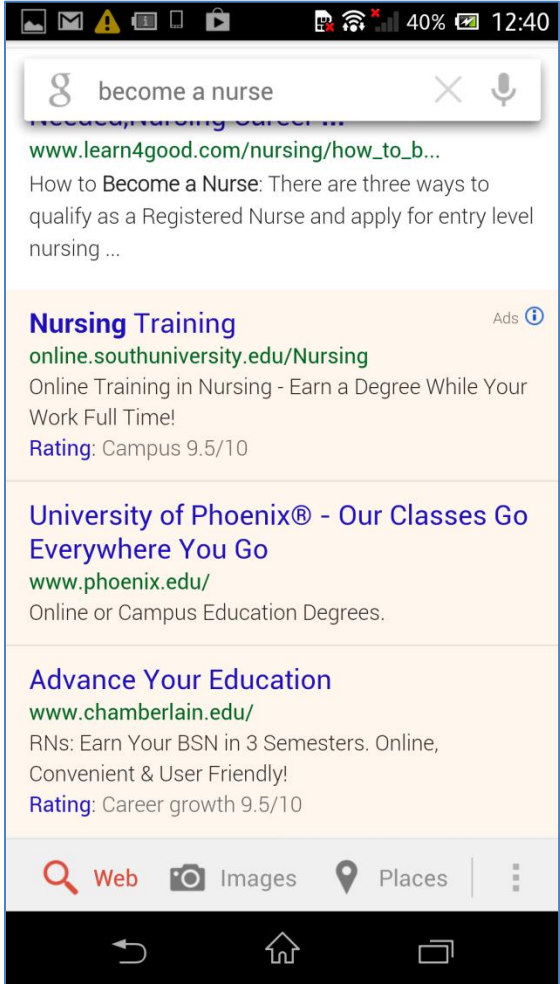
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section on the left includes links to "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), and "Nursing Schools" (www.mynursingschool.org). The organic search results section includes links to "Alaska Nurses Train to Become Forensic Nurse Examiners", "Nurse got good start on his career while at PHC", "Nurse informaticists become indispensable in HIMSS14 survey", "How Immigrant Doctors Became America's Next Generation of Nurses", and "Student Switches Careers, Realizes Passion for Nursing". The right sidebar contains additional ads for "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".</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed on a screen with a black status bar at the top showing the time as 1:09. The search bar at the top of the results page contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. The search results are listed below the tabs, with the first result being "Become A Nurse - Northeastern.edu". The second result is "Nursing Training - online.SouthUniversity.edu". The third result is "Nursing Schools - Compare Nursing Programs Online". The fourth result is "How to Become a Nurse - American Nurses Association". The fifth result is "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The sixth result is "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow". The seventh result is "I regret becoming a nurse... - Nurse Jobs Indeed.com".</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads and organic links related to nursing education and careers. The top ad is from northeastern.edu, followed by a link to mynursingschool.org, and then a link from the American Nurses Association. The bottom of the screen shows the mobile navigation bar with icons for back, home, and recent apps.</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for signal, Wi-Fi, battery at 40%, and time 12:40. Below the status bar is a search bar with the text "become a nurse" and a microphone icon. The first search result is a link to "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 text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and links to "www.phoenix.edu/", with text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and links to "www.chamberlain.edu/", with 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 search results are tabs for "Web", "Images", and "Places". The very bottom of the screen shows a black navigation bar with icons for back, home, and recent apps.

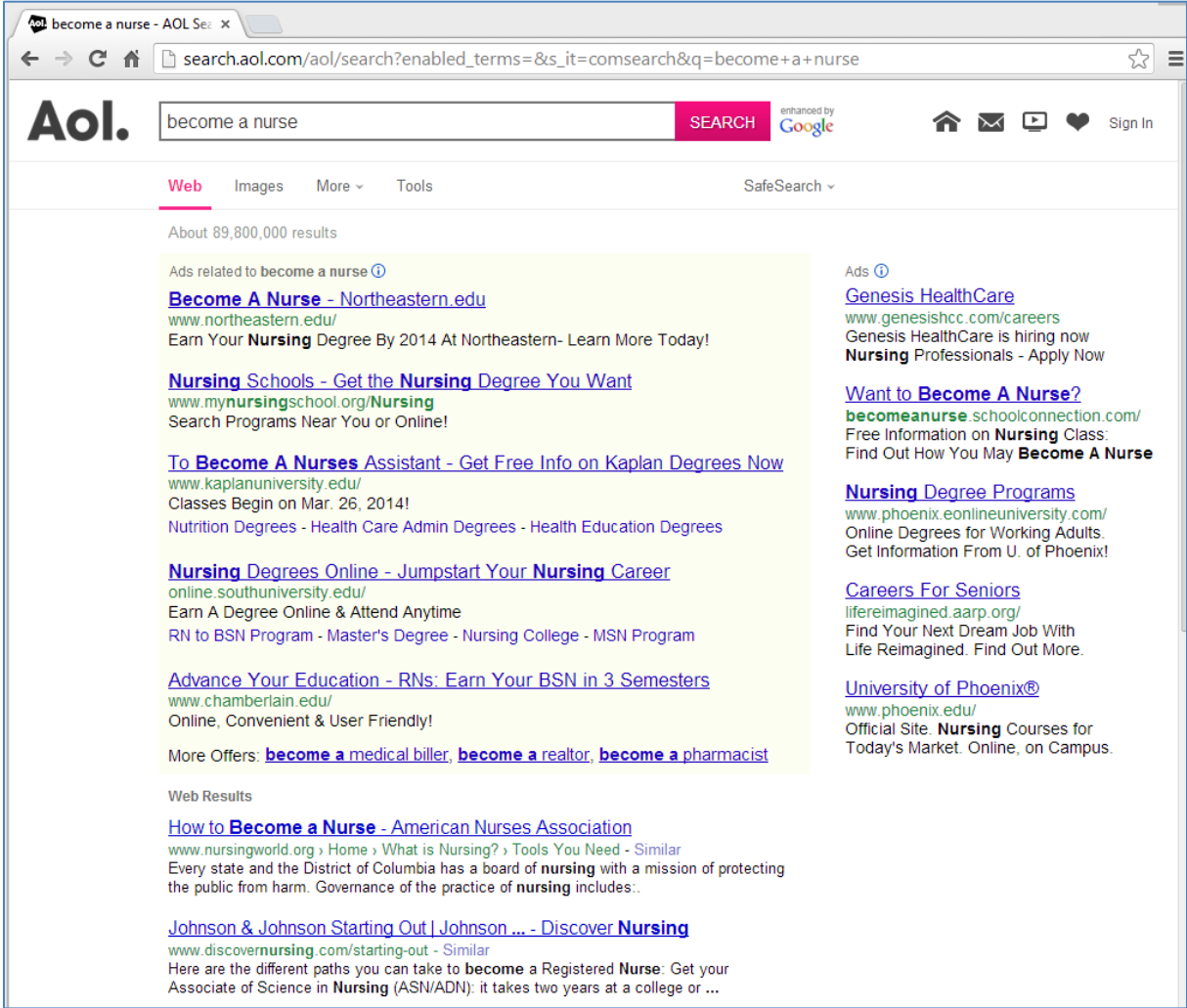
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is visible on the left, and the search bar contains the text "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". 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 Degrees Nursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program Advance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly! <p>More Offers: become a medical biller, become a realtor, become a pharmacist</p> <p>Web Results</p> <ul style="list-style-type: none"> How to Become a Nurse - American Nurses Association www.nursingworld.org › Home › What is Nursing? › Tools You Need - Similar Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:. Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out - Similar Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads</p> <ul style="list-style-type: none"> Genesis HealthCare www.genesisihcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A Nurse Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More. University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

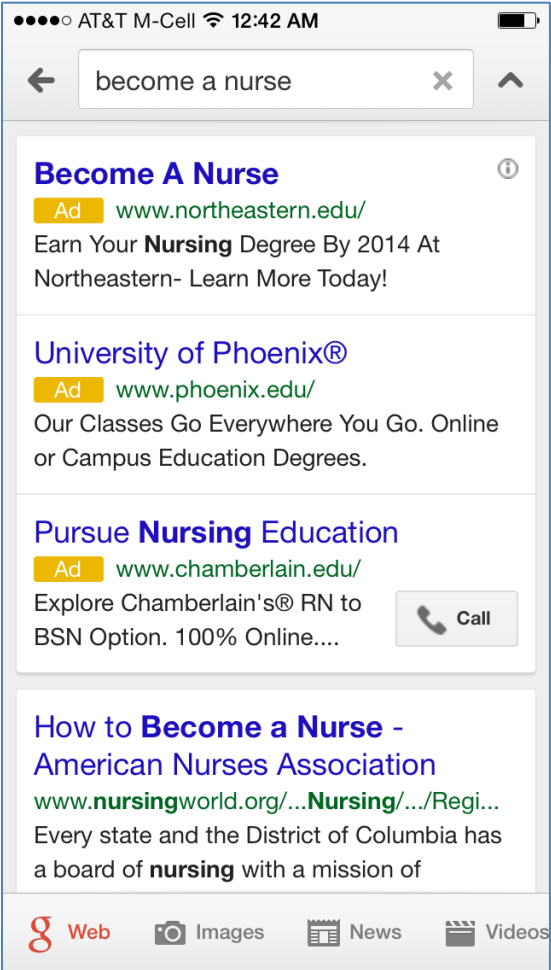
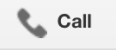
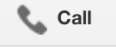
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none"> Become A Nurse (Ad): www.northeastern.edu/. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! University of Phoenix® (Ad): www.phoenix.edu/. Our Classes Go Everywhere You Go. Online or Campus Education Degrees. Pursue Nursing Education (Ad): www.chamberlain.edu/. Explore Chamberlain's® RN to BSN Option. 100% Online.... 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>The bottom of the screen shows a navigation bar with icons for Web, Images, News, and Videos.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1008 324 1558 1300"><div data-bbox="1035 367 1503 613"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p></div><div data-bbox="1035 670 1528 808"><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p></div><div data-bbox="1035 854 1528 1024"><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p></div><div data-bbox="1035 1070 1528 1276"><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></div>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

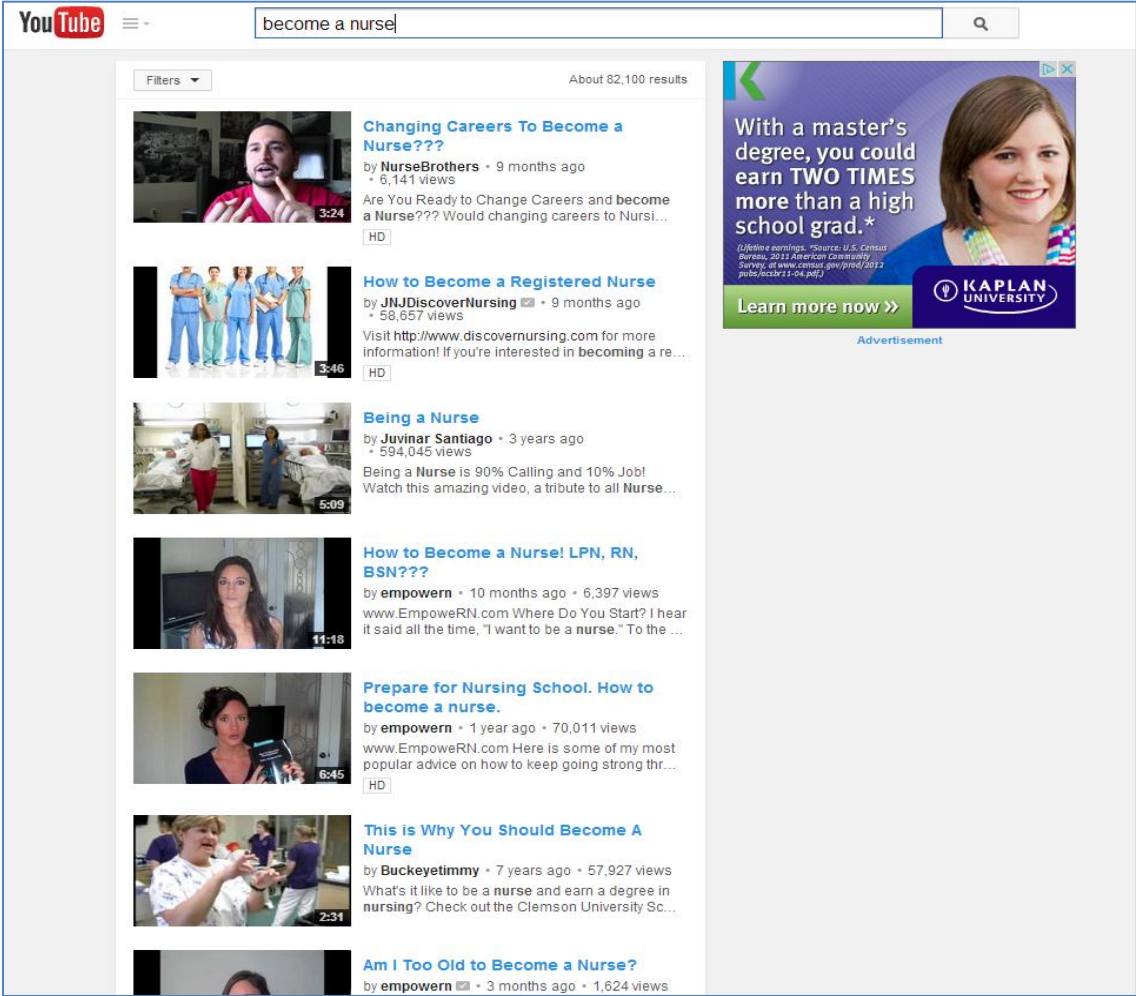
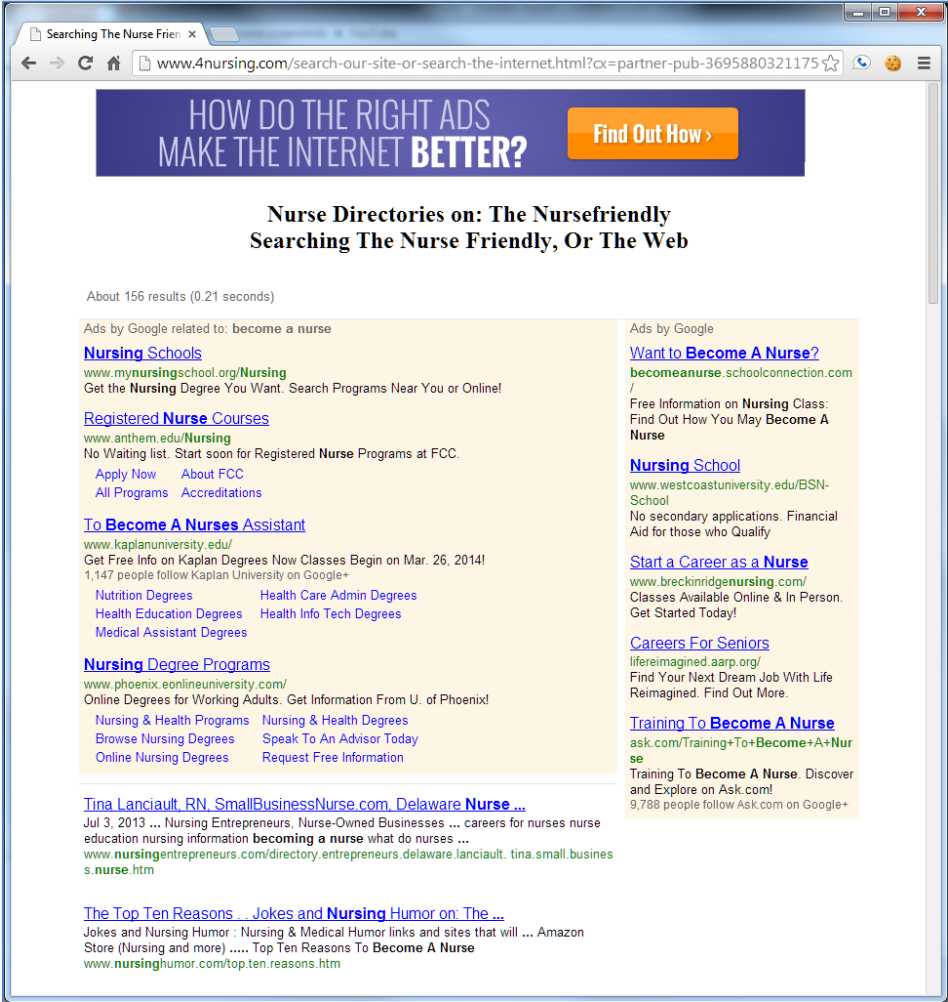
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results are listed in a column on the left, each with a video thumbnail, title, channel name, and view count. The titles of the videos are: "Changing Careers To Become a Nurse???", "How to Become a Registered Nurse", "Being a Nurse", "How to Become a Nurse! LPN, RN, BSN???", "Prepare for Nursing School. How to become a nurse.", "This is Why You Should Become A Nurse", and "Am I Too Old to Become a Nurse?". To the right of the video results is a large advertisement for Kaplan University. The advertisement features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*", "Learn more now >>", and the Kaplan University logo. The advertisement also includes a small text block: "(Lifetime earnings. *Source: U.S. Census Bureau, 2011 American Community Survey, at www.census.gov/prod/2012 pub/accr/11-04.pdf)".</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

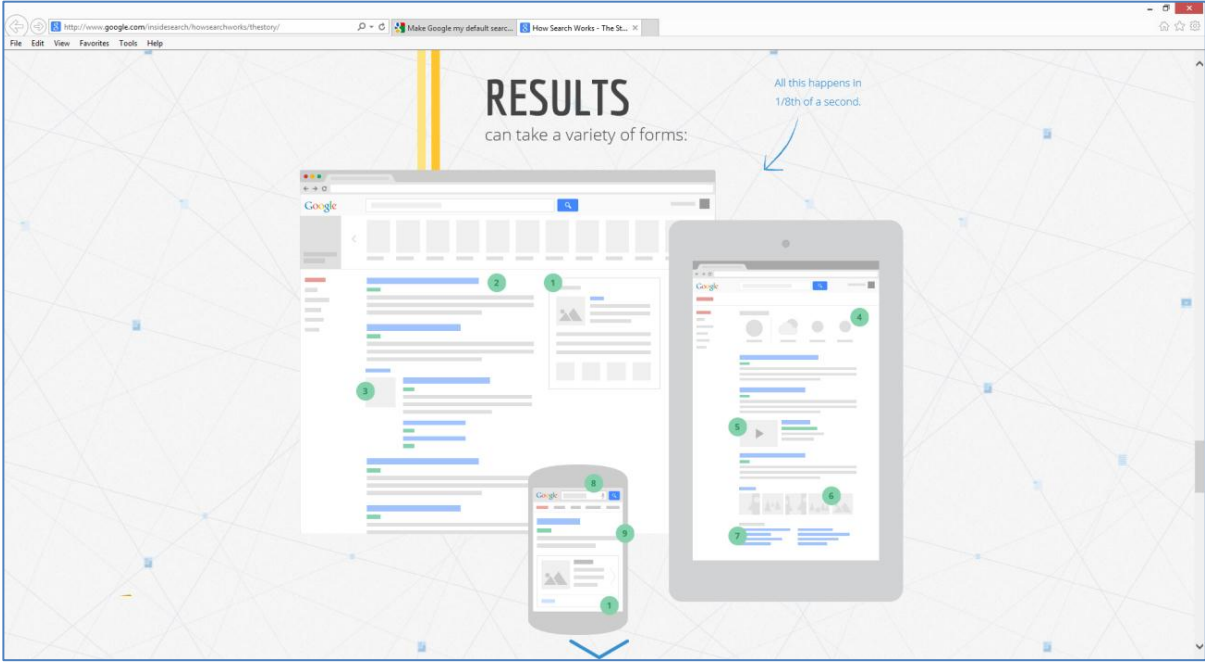
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Google Custom Search Results Page</p>

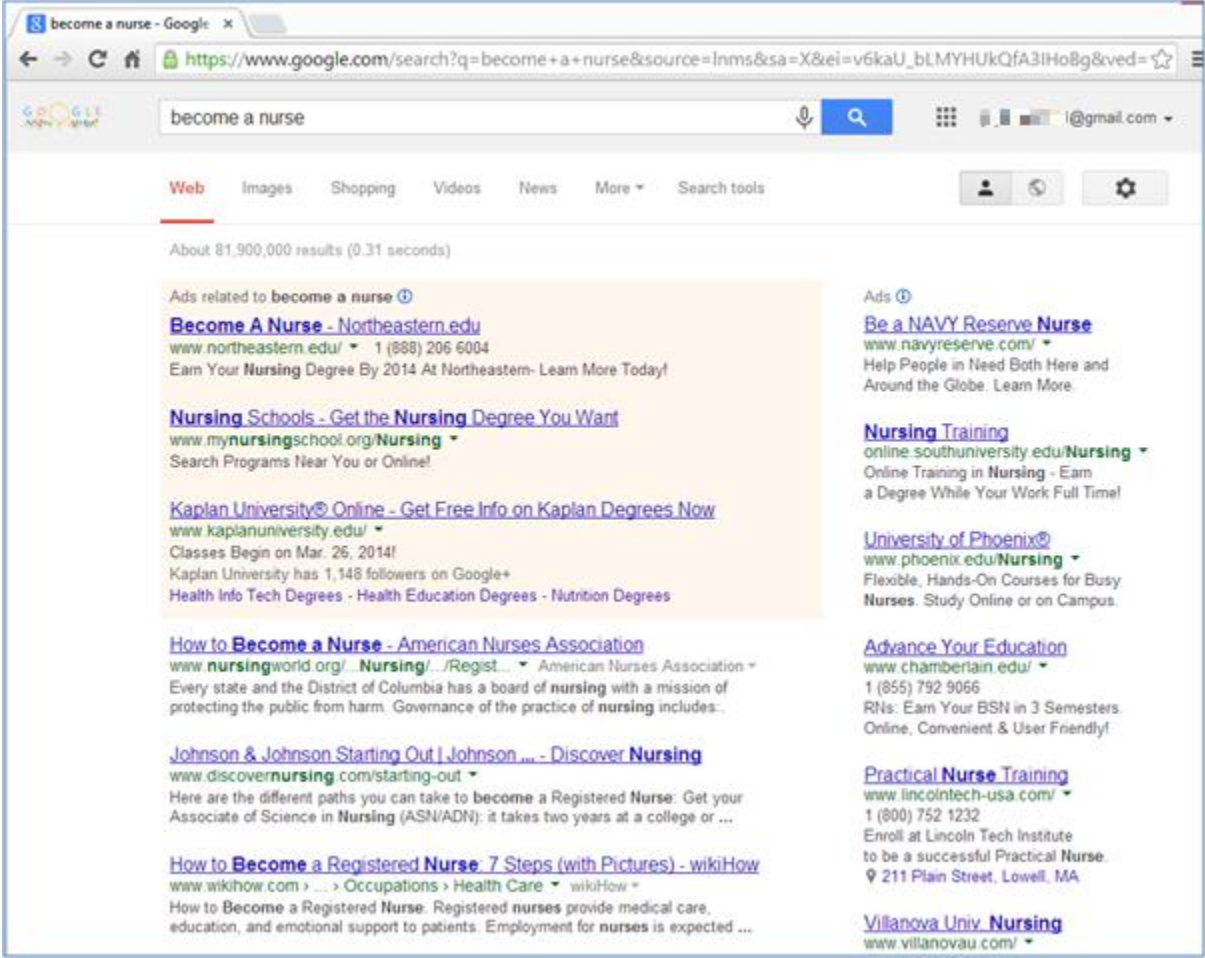
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table><tr><td data-bbox="615 329 1255 971"><p>Finding information by crawling</p><p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p><p>The crawl process begins with a list of web addresses from past crawls and 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 329 1948 971"><p>Organizing information by indexing</p><p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr></table> <p data-bbox="873 976 1978 1008">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>		

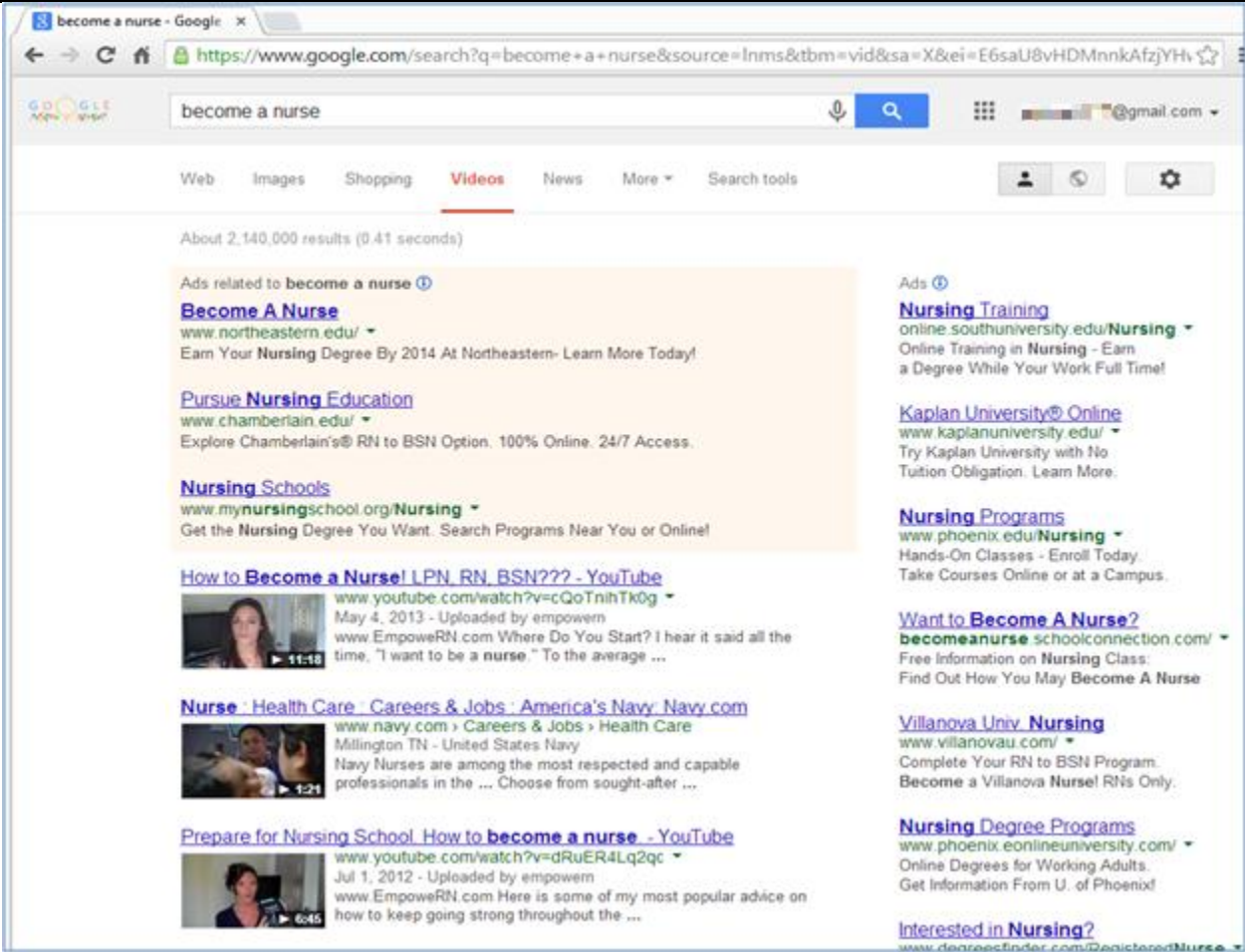
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1114"> <h1 data-bbox="730 370 1675 461">1 BEFORE YOU SEARCH</h1> <p data-bbox="701 493 1835 695">The journey of a search query begins long before you type your search into Google. We use software 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> <hr data-bbox="701 714 1835 722"/> <p data-bbox="701 737 1835 889">Our index is well over 100,000,000 gigabytes</p> <hr data-bbox="701 906 1835 914"/> <p data-bbox="701 932 1835 1101">We've spent over 1million computing hours building the index so far</p> </div> <p data-bbox="592 1117 1978 1188">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

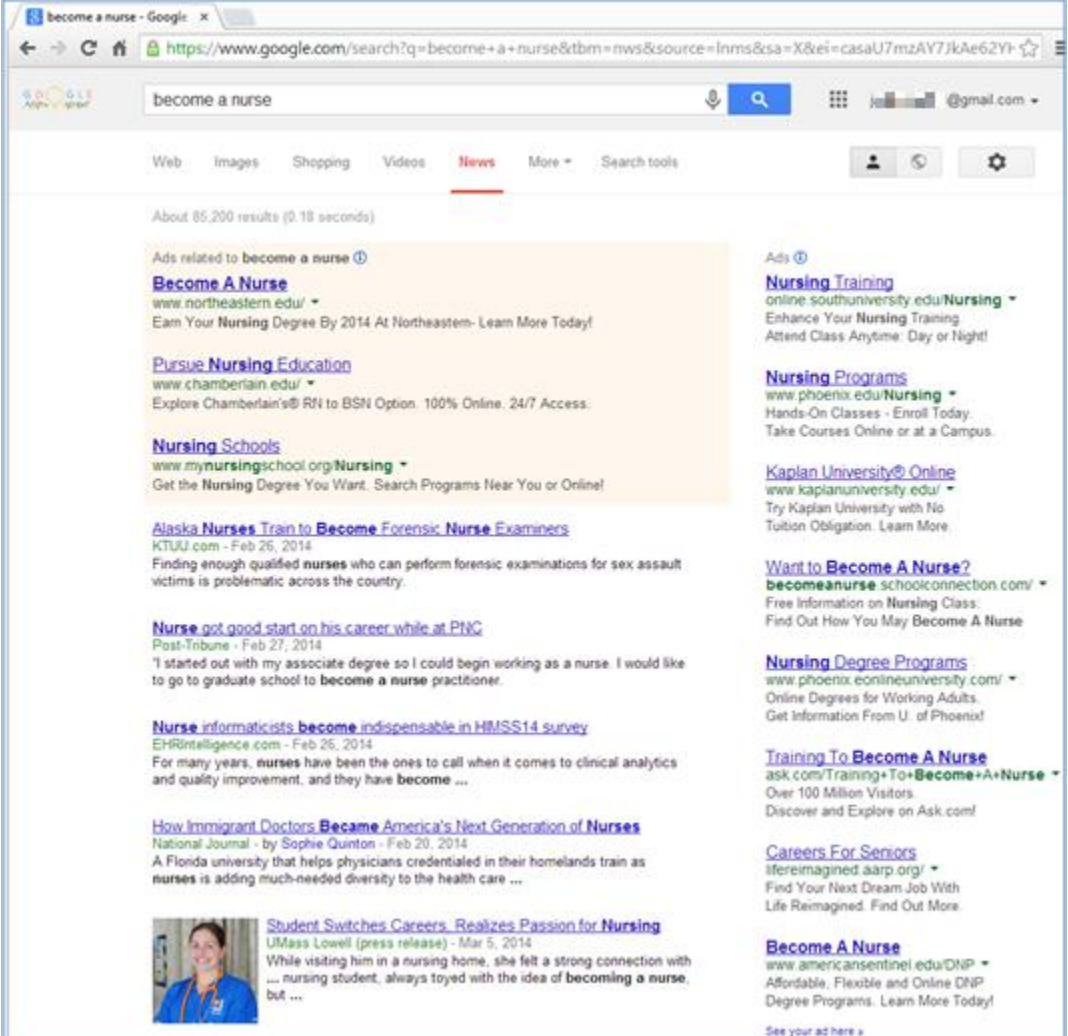
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1163 982 1982 1015">http://www.google.com/insidesearch/howsearchworks/thestory/</p>
<p>correlating the received search argument to a particular advertisement in a second database having advertisement related information; and</p>	<p>Upon information and belief, the Accused Instrumentalities correlate the received search argument to a particular advertisement in a second database having advertisement related information.</p> <p>See above.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>become a nurse - Google x</p> <p>← → ↻ 🔍 https://www.google.com/search?q=become+a+nurse&source=lnms&sa=X&ei=v6kaU_bLMYHUKQfA3IH08g&ved=☆</p> <p>become a nurse 🔍</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 81,900,000 results (0.31 seconds)</p> <p>Ads related to become a nurse ⓘ</p> <p>Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing ▼ Search Programs Near You or Online!</p> <p>Kaplan University® Online - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ ▼ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees · Health Education Degrees · Nutrition Degrees</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/ · Nursing/.../Regist... ▼ American Nurses Association ▼ Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:</p> <p>Johnson & Johnson Starting Out Johnson... - Discover Nursing www.discovernursing.com/starting-out ▼ Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com > ... > Occupations > Health Care ▼ wikiHow ▼ How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p>Ads ⓘ</p> <p>Be a NAVY Reserve Nurse www.navyreserve.com/ ▼ Help People in Need Both Here and Around the Globe. Learn More.</p> <p>Nursing Training online.southuniversity.edu/Nursing ▼ Online Training in Nursing - Earn a Degree While Your Work Full Time!</p> <p>University of Phoenix® www.phoenix.edu/Nursing ▼ Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</p> <p>Advance Your Education www.chamberlain.edu/ ▼ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!</p> <p>Practical Nurse Training www.lincolntech-usa.com/ ▼ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. ♣ 211 Plain Street, Lowell, MA</p> <p>Villanova Univ Nursing www.villanovau.com/ ▼</p>

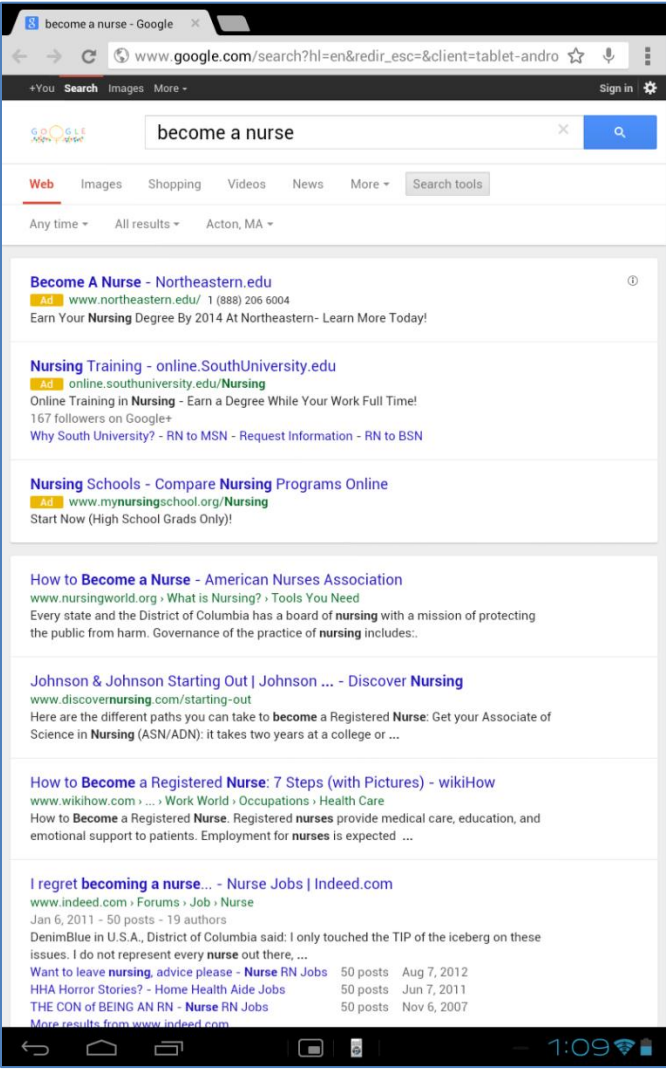
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

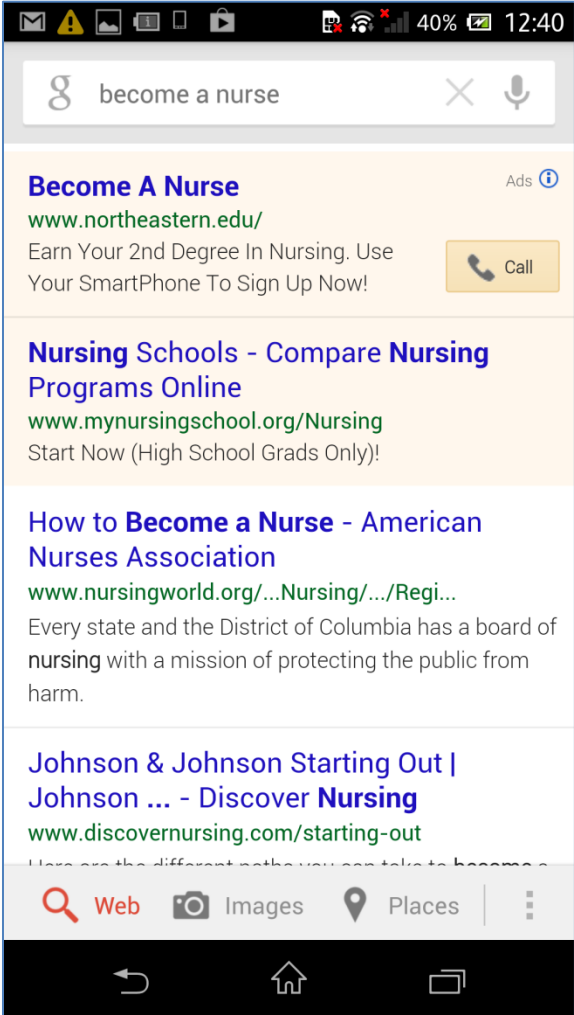
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section on the left includes:</p> <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu/): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Pursue Nursing Education (www.chamberlain.edu/): Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access. Nursing Schools (www.mynursingschool.org/Nursing): Get the Nursing Degree You Want. Search Programs Near You or Online! How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g): May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ... Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com (www.navy.com): Careers & Jobs > Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ... Prepare for Nursing School How to become a nurse - YouTube (www.youtube.com/watch?v=dRuER4Lq2qc): Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>The ads section on the right includes:</p> <ul style="list-style-type: none"> Nursing Training (online.southuniversity.edu/Nursing): Online Training in Nursing - Earn a Degree While Your Work Full Time! Kaplan University® Online (www.kaplanuniversity.edu/): Try Kaplan University with No Tuition Obligation. Learn More. Nursing Programs (www.phoenix.edu/Nursing): Hands-On Classes - Enroll Today. Take Courses Online or at a Campus. Want to Become A Nurse? becomeanurse.schoolconnection.com/: Free Information on Nursing Class: Find Out How You May Become A Nurse Villanova Univ. Nursing (www.villanovau.com/): Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only. Nursing Degree Programs (www.phoenix.eonlineuniversity.com/): Online Degrees for Working Adults. Get Information From U. of Phoenix! Interested in Nursing? (www.donnectfinder.com/DonnectedNurse/)

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

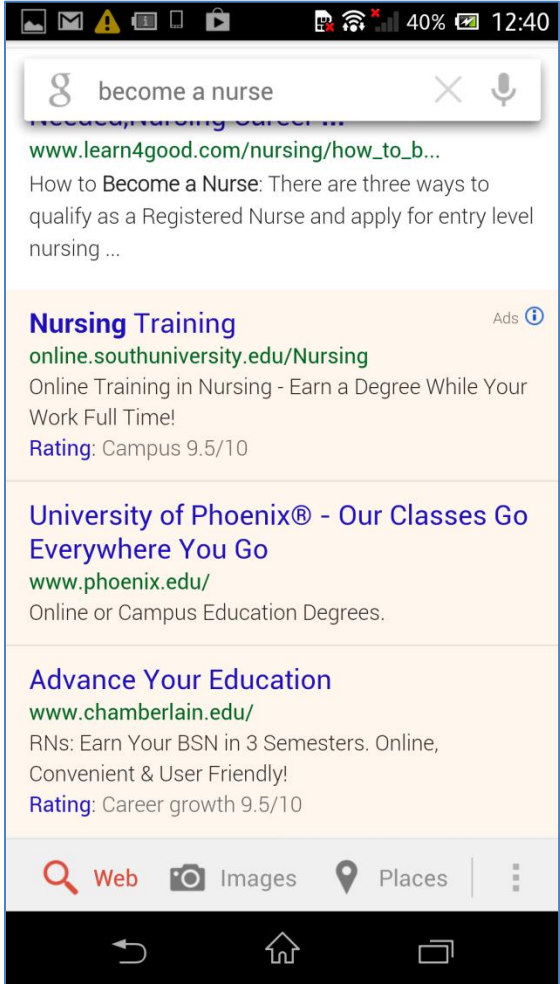
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section on the left includes links to "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), and "Nursing Schools" (www.mynursingschool.org). The organic search results section includes links to "Alaska Nurses Train to Become Forensic Nurse Examiners", "Nurse got good start on his career while at PHC", "Nurse informaticists become indispensable in HIMSS14 survey", "How Immigrant Doctors Became America's Next Generation of Nurses", and "Student Switches Careers, Realizes Passion for Nursing". The right sidebar contains additional links such as "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".</p>

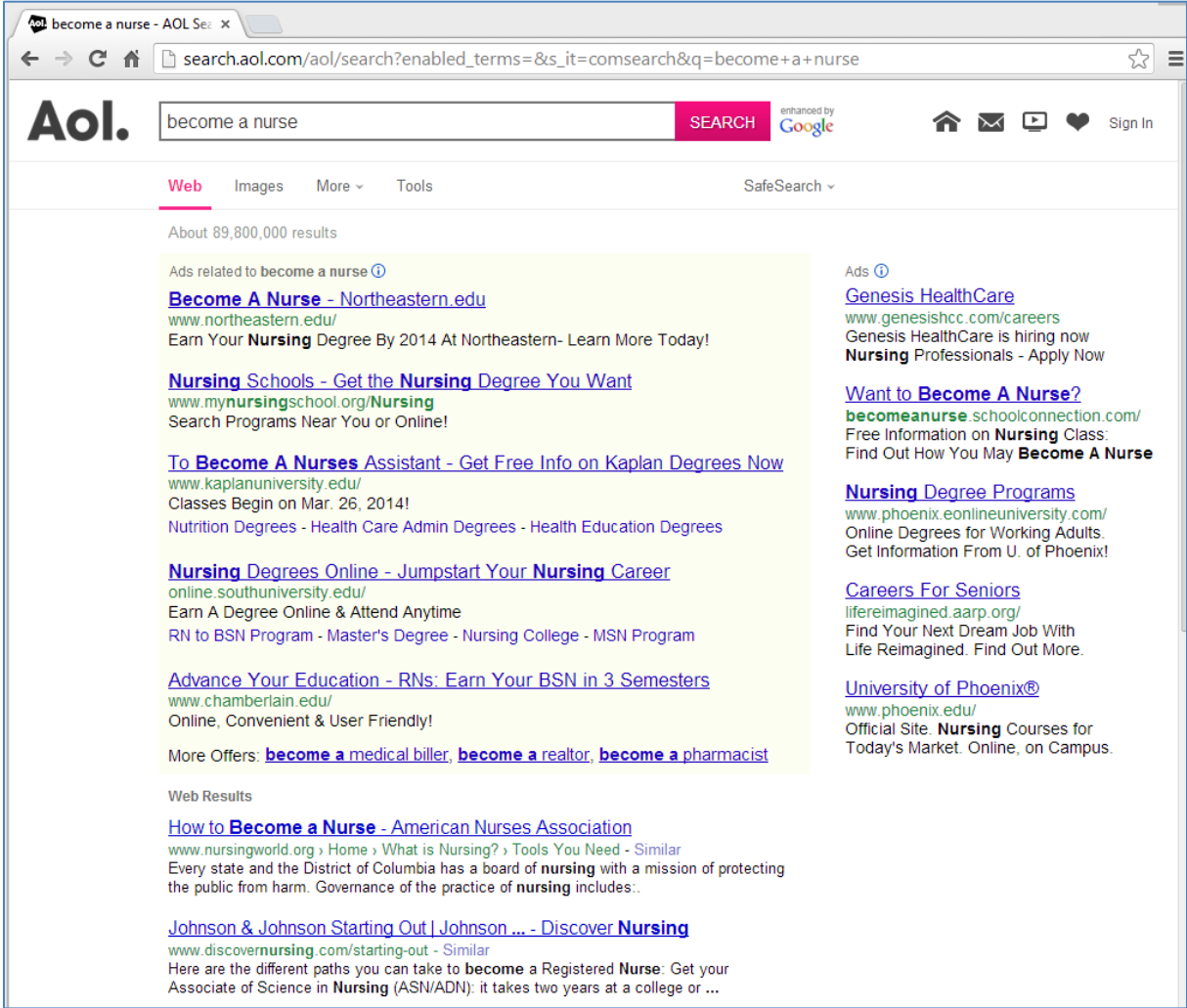
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized as "Web" and include several links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: A link to www.northeastern.edu/ with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".Nursing Training - online.SouthUniversity.edu: A link to online.southuniversity.edu/Nursing. The text below the link says "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN".Nursing Schools - Compare Nursing Programs Online: A link to www.mynursingschool.org/Nursing. The text below the link says "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: A link to www.nursingworld.org/WhatIsNursing?ToolsYouNeed. The text below the link says "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".Johnson & Johnson Starting Out Johnson ... - Discover Nursing: A link to www.discovernursing.com/starting-out. The text below the link says "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...".How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: A link to www.wikihow.com/WorkWorld/Occupations/HealthCare/HowtoBecomeaRegisteredNurse. The text below the link says "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...".I regret becoming a nurse... - Nurse Jobs Indeed.com: A link to www.indeed.com/Forums/Job/Nurse. The text below the link says "Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows various icons and a 40% battery level. The search bar contains the text "become a nurse". Below the search bar, there are four search results. The first result is an advertisement titled "Become A Nurse" with the URL "www.northeastern.edu/" and a "Call" button. The second result is titled "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing". The third result is titled "How to Become a Nurse - American Nurses Association" with the URL "www.nursingworld.org/...Nursing/.../Regi...". The fourth result is titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with the URL "www.discovernursing.com/starting-out". At the bottom, there is a navigation bar with icons for Web, Images, Places, and a menu icon.

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for signal, Wi-Fi, battery at 40%, and time 12:40. Below the status bar is a search bar with the text "become a nurse" and a microphone icon. The search results show 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 "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 "Career growth 9.5/10". At the bottom of the search results 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.

U.S. PATENT NO. 7,236,969	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 visible on the left, and the search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The "Web" tab is selected. The results section shows "About 89,800,000 results". On the left side, there are several ads related to becoming a nurse, including links to "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". On the right side, there are more ads, including "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

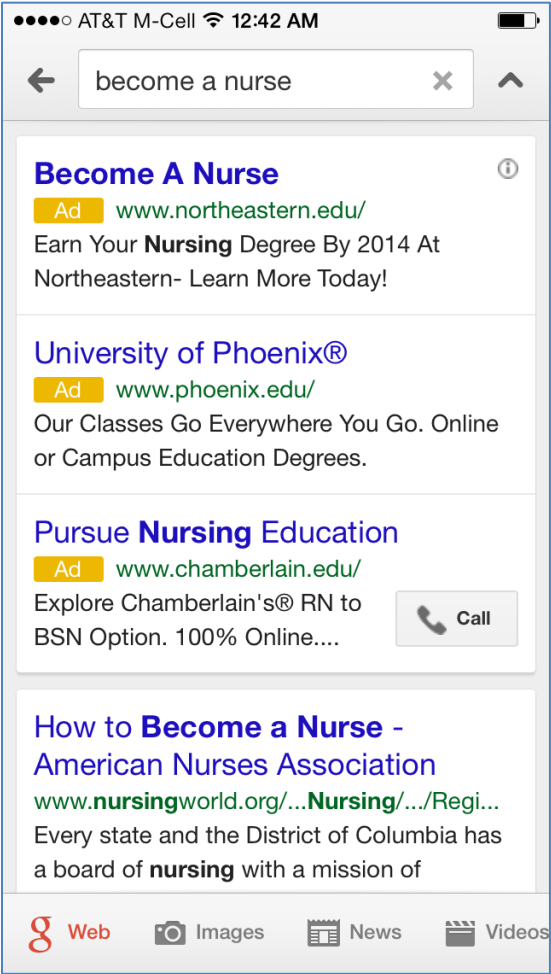
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none"> Become A Nurse (Ad): www.northeastern.edu/. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! University of Phoenix® (Ad): www.phoenix.edu/. Our Classes Go Everywhere You Go. Online or Campus Education Degrees. Pursue Nursing Education (Ad): www.chamberlain.edu/. Explore Chamberlain's® RN to BSN Option. 100% Online.... 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>The interface also shows a status bar at the top with "AT&T M-Cell" and "12:42 AM", and a bottom navigation bar with icons for Web, Images, News, and Videos.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

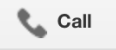
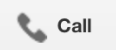
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1024 337 1543 634"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1024 651 1543 829"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1024 846 1543 1040"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1024 1057 1543 1292"> <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>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

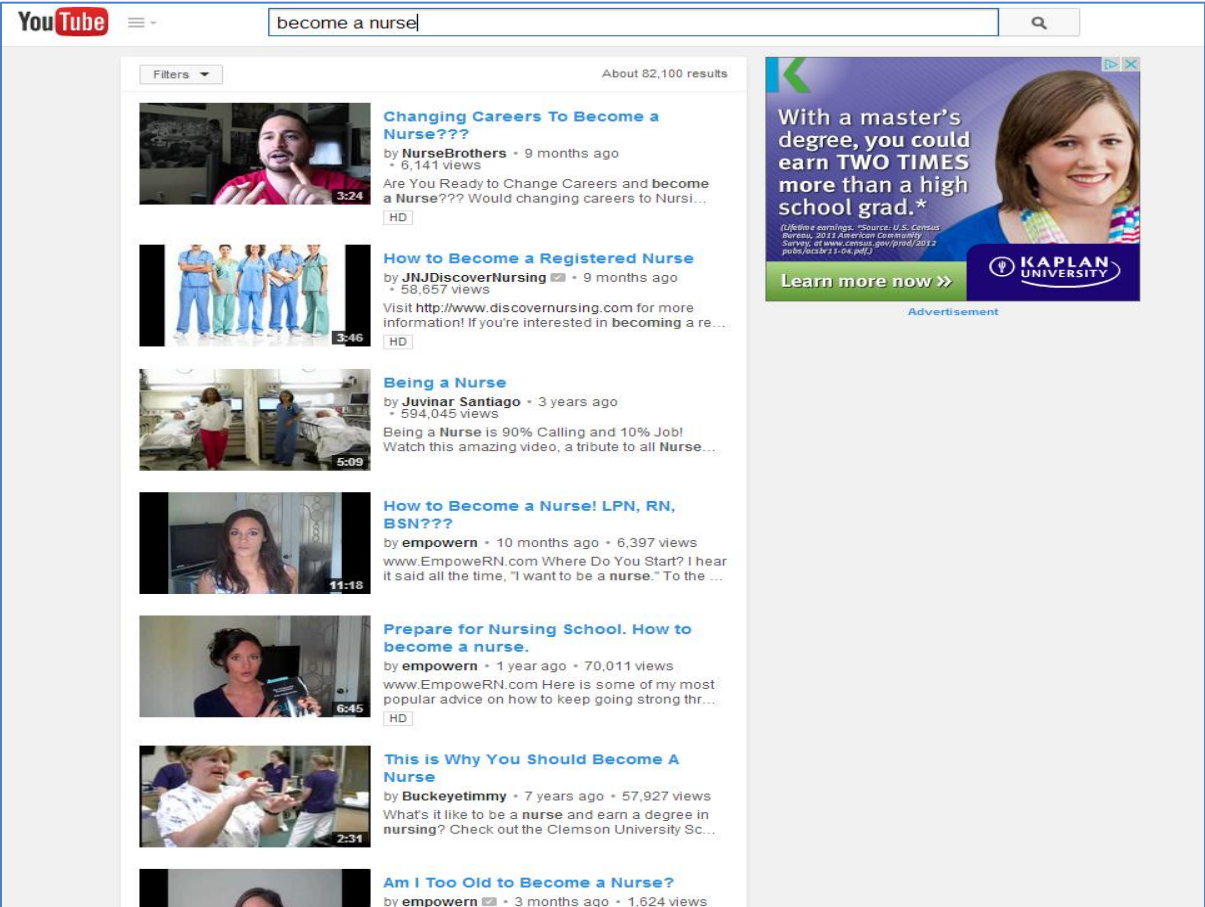
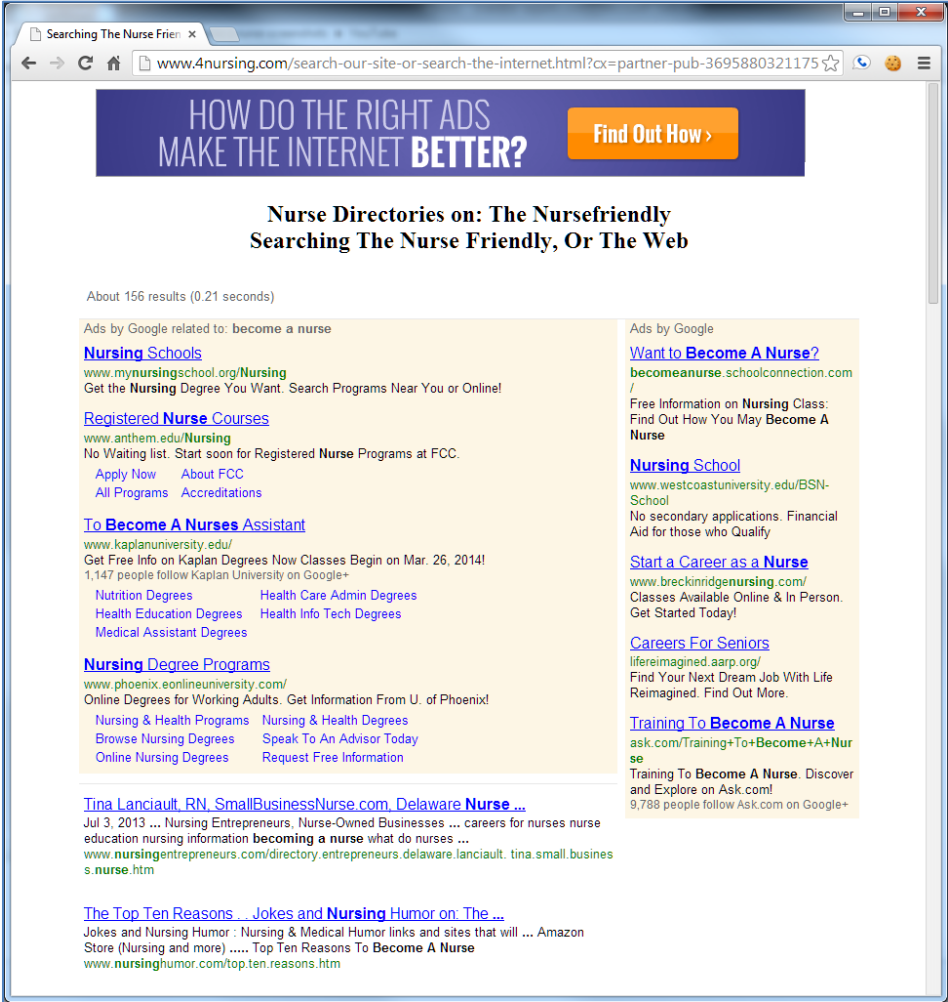
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top displays the query and indicates "About 82,100 results". The results are listed in a grid format, showing video thumbnails, titles, and brief descriptions. The first video is titled "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. The second video is "How to Become a Registered Nurse" by JNDiscoverNursing, with 58,657 views. The third video is "Being a Nurse" by Juvinar Santiago, with 594,045 views. The fourth video is "How to Become a Nurse! LPN, RN, BSN???" by empowern, with 6,397 views. The fifth video is "Prepare for Nursing School. How to become a nurse." by empowern, with 70,011 views. The sixth video is "This is Why You Should Become A Nurse" by Buckettimmy, with 57,927 views. The seventh video is "Am I Too Old to Become a Nurse?" by empowern, with 1,624 views. On the right side of the page, there is a large advertisement for Kaplan University, featuring a woman's face and the text "With a master's degree, you could earn TWO TIMES more than a high school grad.*".</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

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	 <p>Google Custom Search Results Page</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="718 358 1892 867"><h3 data-bbox="762 380 1591 440">Using keyword matching options</h3><ul data-bbox="785 492 1864 621" style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p data-bbox="762 651 1850 711">Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p data-bbox="762 740 1877 837">In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1213 873 1976 906">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 945 1902 1313"><h3 data-bbox="695 966 1732 1089">How similar keywords match to search terms</h3><p data-bbox="695 1154 1875 1289">Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1213 1320 1976 1352">https://support.google.com/adwords/answer/2756257?hl=en</p>

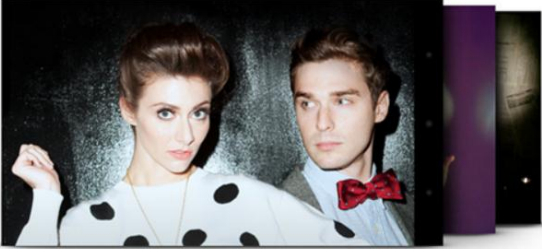
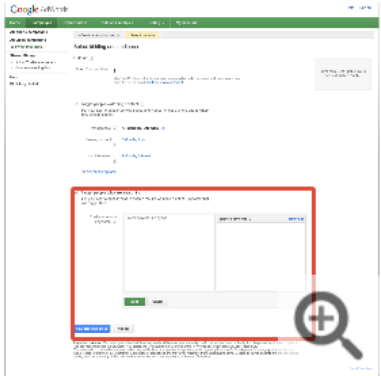




U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 397 1795 747"><p data-bbox="1312 483 1696 516">Reach your ideal customer</p><p data-bbox="1312 548 1789 654">Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p><p data-bbox="1255 755 1978 787">http://www.youtube.com/yt/advertise/why-it-works.html</p></div>

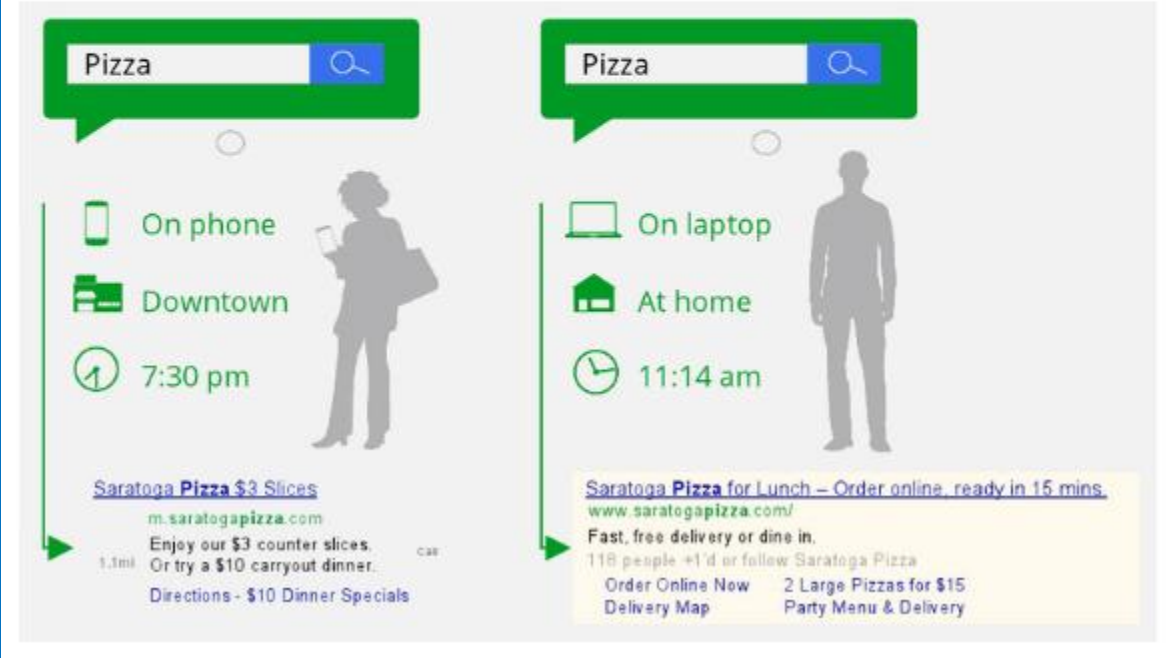
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="768 321 1892 1117" style="border: 1px solid black; padding: 10px;"> <p>About targeting groups</p> <p>A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p>A single targeting group can contain the following types of targets:</p> <ul style="list-style-type: none"> • Demographics: Age and gender. • Topics: YouTube video or Google Display Network content targeted by category or sub-category. • Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories. • Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include: <ul style="list-style-type: none"> ◦ Channels (YouTube Partner Channels) ◦ Videos (YouTube Videos) ◦ Sites (Google Display Network - includes YouTube.com as a publisher site) • Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube. • Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos). • Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. </div> <p data-bbox="1215 1122 1976 1154">https://support.google.com/youtube/answer/2454017?hl=en</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 331 1400 358">2. Target people who are searching (TrueView in-search):</div> <div data-bbox="848 389 1736 417"><ul style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</div> <div data-bbox="867 482 1245 855"></div> <div data-bbox="827 956 875 980">Note</div> <div data-bbox="827 1006 1377 1034"><p>Only In-Search ads will be targeted with these keywords.</p></div> <div data-bbox="827 1055 1850 1122"><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></div> <div data-bbox="1281 1148 1978 1182"><p>https://support.google.com/youtube/answer/2454017?hl=en</p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="764 321 1894 1166"><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><div><p>Search ad</p><p>Gmail ad</p><p>Display ad</p></div><h3>On Google Search</h3><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• 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><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></div> <p data-bbox="1003 1206 1978 1242">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The diagram illustrates how Google Ads optimize for user context. It shows two scenarios: a mobile user on a phone in downtown at 7:30 pm, and a laptop user at home at 11:14 am. Each scenario shows a search for 'Pizza' and a corresponding ad for Saratoga Pizza with tailored extensions like location, time, and specific offers.</p> <p>Mobile User Context (Left):</p> <ul style="list-style-type: none"> Search: Pizza Device: On phone Location: Downtown Time: 7:30 pm Ad: Saratoga Pizza \$3 Slices Link: m.saratogapizza.com Text: Enjoy our \$3 counter slices. Or try a \$10 carryout dinner. Extension: 1.3mi, Directions - \$10 Dinner Specials <p>Laptop User Context (Right):</p> <ul style="list-style-type: none"> Search: Pizza Device: On laptop Location: At home Time: 11:14 am Ad: Saratoga Pizza for Lunch – Order online, ready in 15 mins. Link: www.saratogapizza.com/ Text: Fast, free delivery or dine in. 118 people +1'd or follow Saratoga Pizza Extensions: Order Online Now, Delivery Map, 2 Large Pizzas for \$15, Party Menu & Delivery <p>http://www.google.com/think/products/enhanced-campaigns.html</p>

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7,236,969

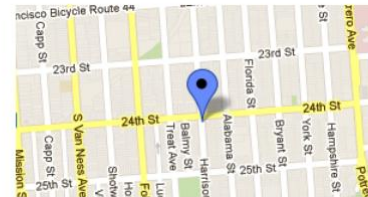
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How AdWords Express works

Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.

Get Started

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



People search on Google

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

They see your ad

We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. [Learn more](#)

You get more customers

When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.

http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et

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](#).

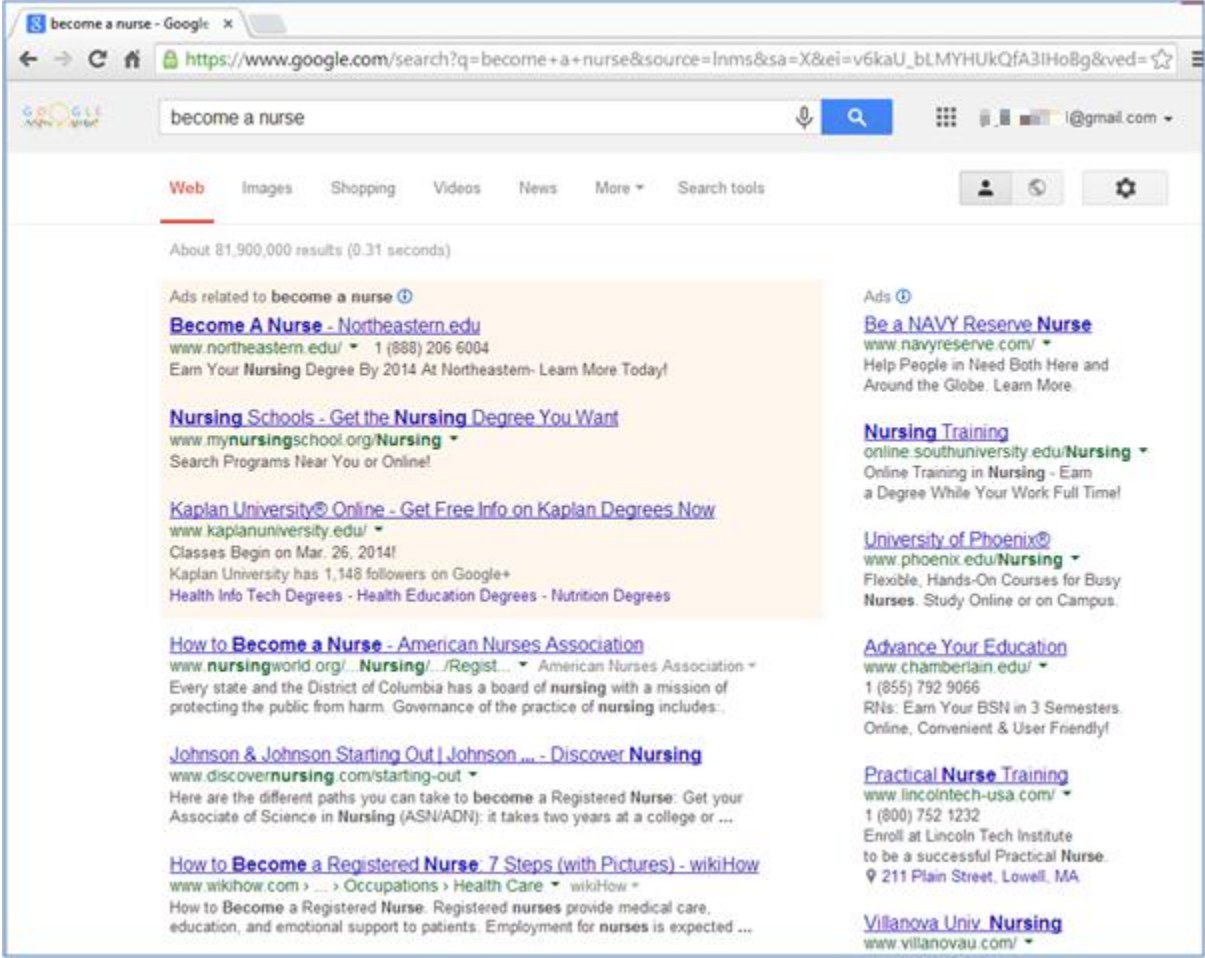
To learn more or edit your advertising preferences, please go to [Ads Settings](#).

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

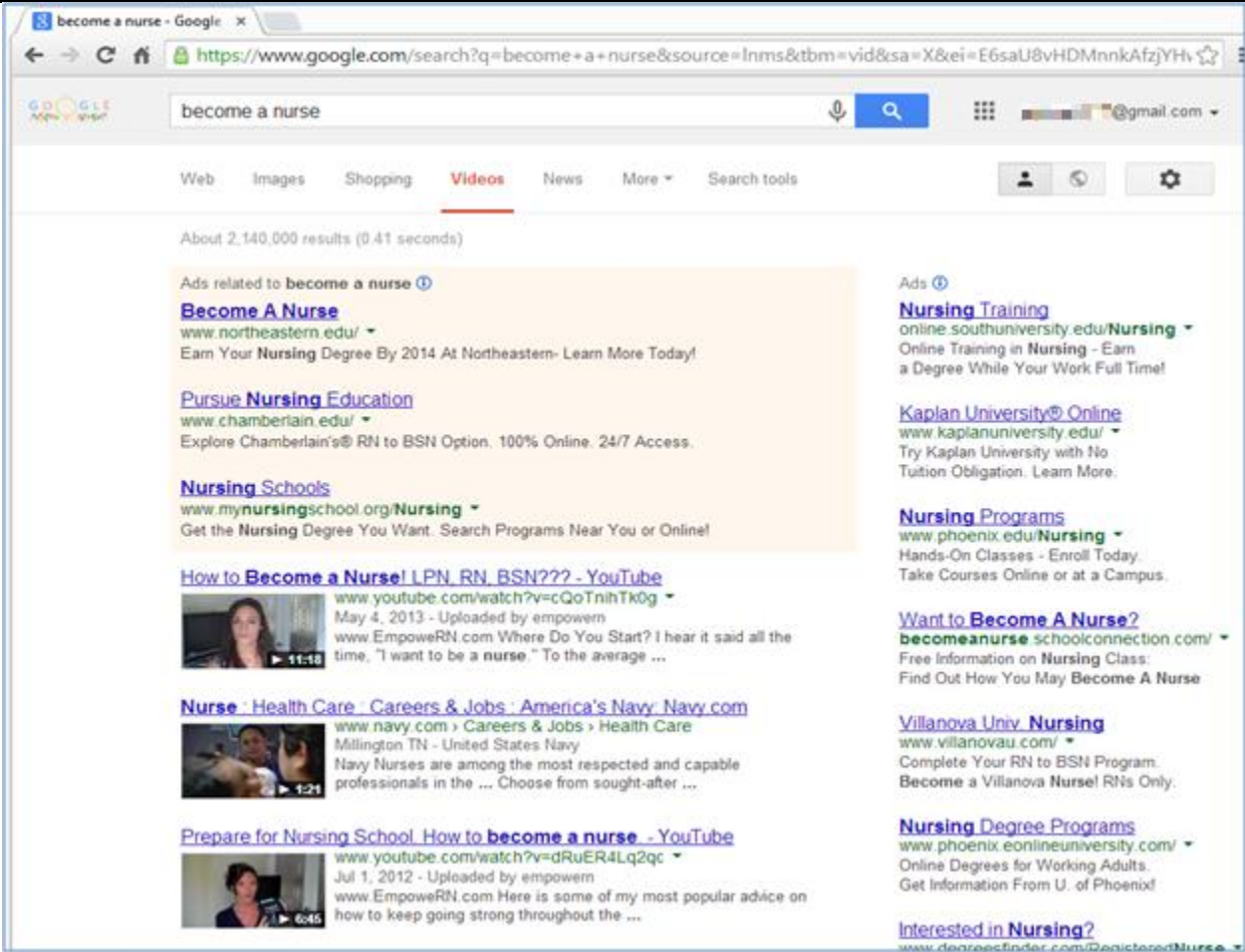
http://www.youtube.com/t/ads_preferences

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

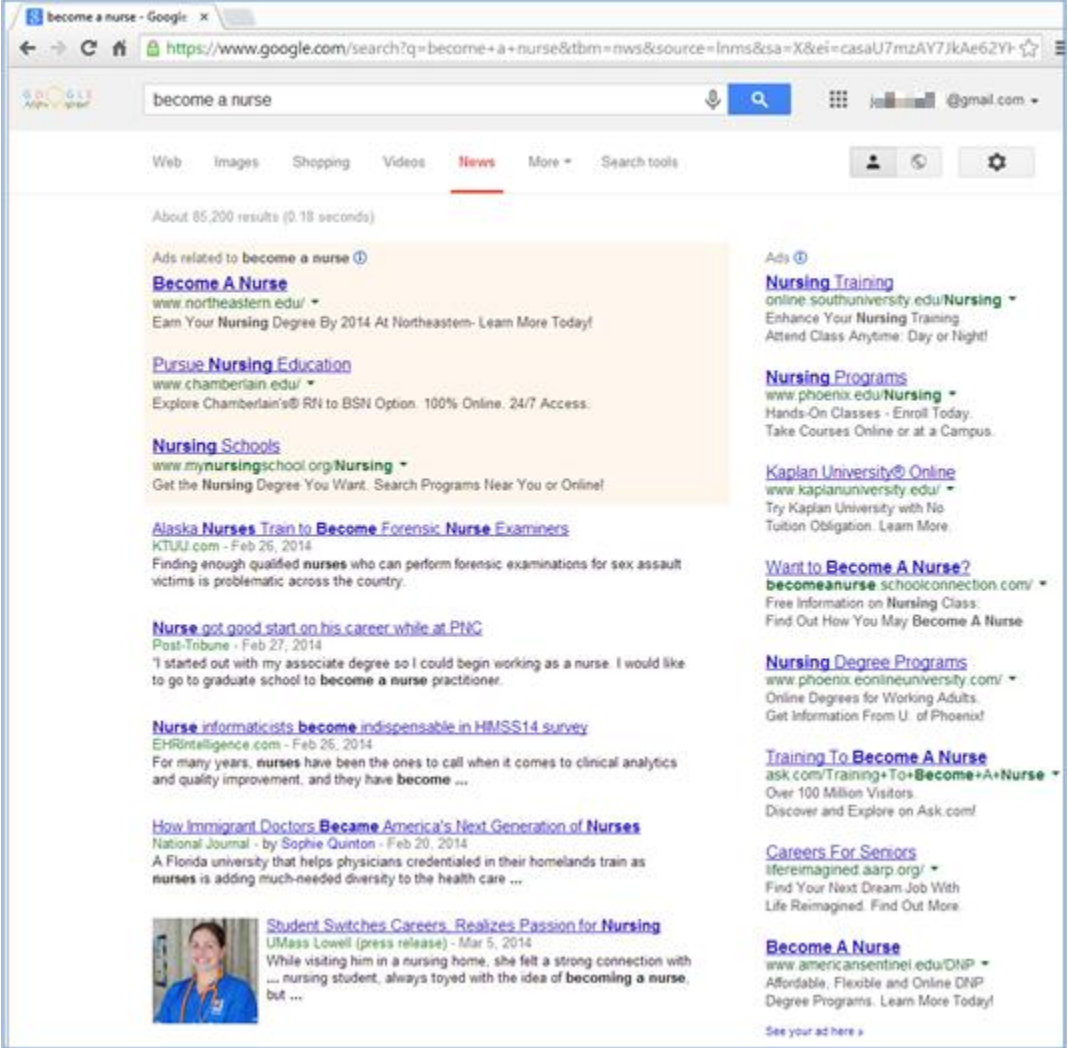
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
providing the search results together with the particular advertisement to the user.	The Accused Instrumentalities provide the search results together with the particular advertisement to the user. See above

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	 <p>become a nurse - Google x</p> <p>← → ↻ 🔍 https://www.google.com/search?q=become+a+nurse&source=lnms&sa=X&ei=v6kaU_bLMYHUKQfA3IH08g&ved=☆</p> <p>become a nurse 🔍</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 81,900,000 results (0.31 seconds)</p> <p>Ads related to become a nurse ⓘ</p> <p>Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing ▾ Search Programs Near You or Online!</p> <p>Kaplan University® Online - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ ▾ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees · Health Education Degrees · Nutrition Degrees</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/.../Nursing/.../Regist... ▾ American Nurses Association ▾ Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:</p> <p>Johnson & Johnson Starting Out Johnson... - Discover Nursing www.discovernursing.com/starting-out ▾ Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow Occupations>Health Care">www.wikihow.com/...>Occupations>Health Care ▾ wikiHow ▾ How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p>Ads ⓘ</p> <p>Be a NAVY Reserve Nurse www.navyreserve.com/ ▾ Help People in Need Both Here and Around the Globe. Learn More.</p> <p>Nursing Training online.southuniversity.edu/Nursing ▾ Online Training in Nursing - Earn a Degree While Your Work Full Time!</p> <p>University of Phoenix® www.phoenix.edu/Nursing ▾ Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</p> <p>Advance Your Education www.chamberlain.edu/ ▾ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!</p> <p>Practical Nurse Training www.lincolntech-usa.com/ ▾ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. ♣ 211 Plain Street, Lowell, MA</p> <p>Villanova Univ Nursing www.villanovau.com/ ▾</p>

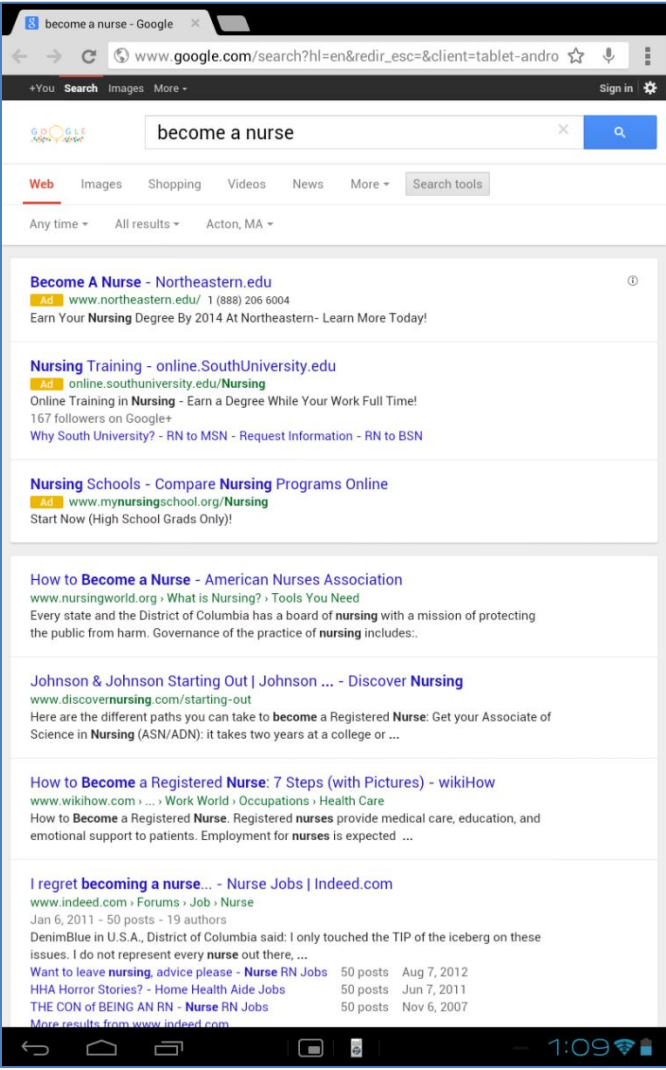
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

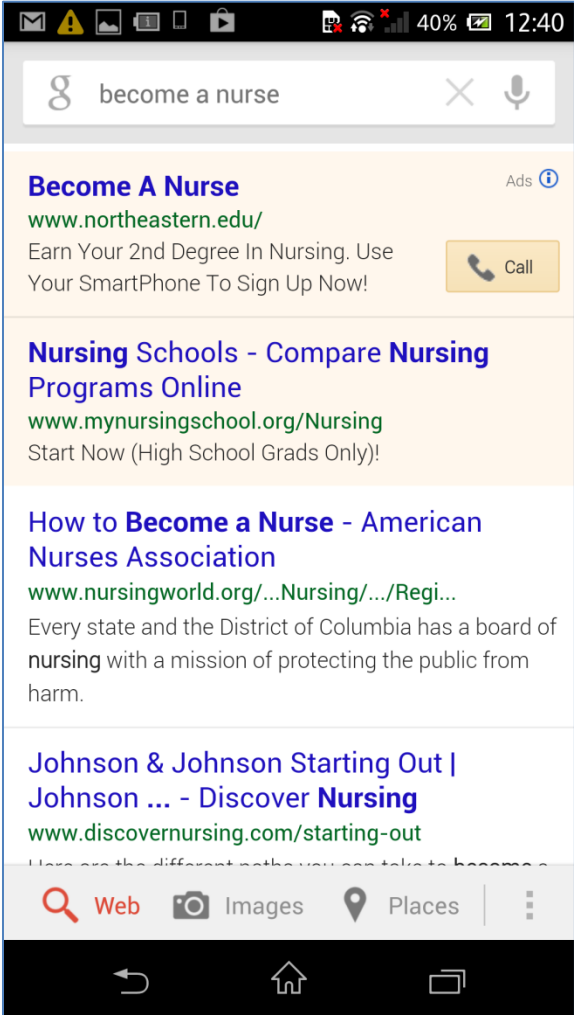
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads, videos, and organic search results. The ads section on the left includes links to "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, and "Nursing Schools" from mynursingschool.org. The videos section includes a video titled "How to Become a Nurse! LPN, RN, BSN??? - YouTube" and another titled "Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com". The organic search results on the right include "Nursing Training" from online.southuniversity.edu, "Kaplan University® Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.eonlineuniversity.com, and "Interested in Nursing?" from donnectfinder.com.</p>

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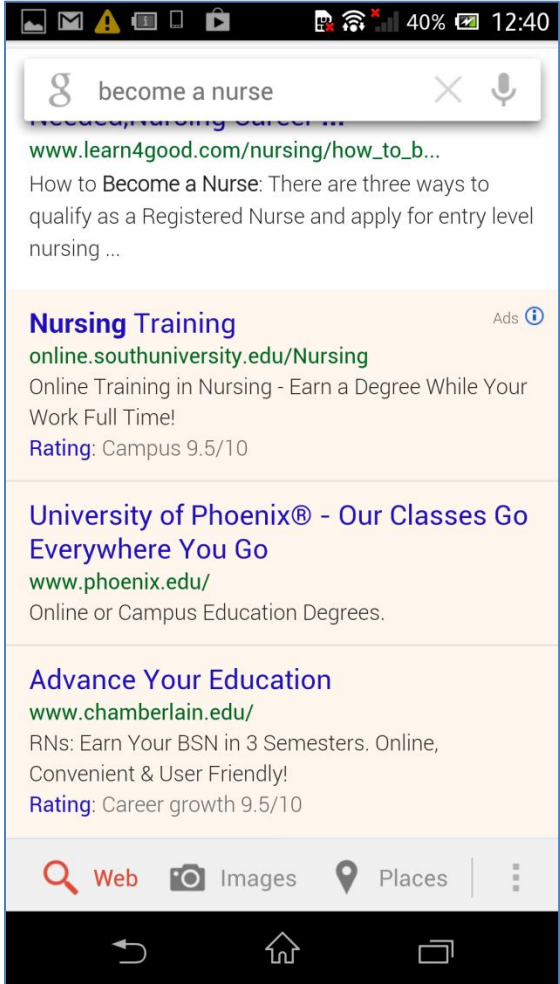
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several ads and organic search results. The ads are:</p> <ul style="list-style-type: none"> Become A Nurse: www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Pursue Nursing Education: www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 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 HIMSS14 survey: EHRIntelligence.com - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ... How Immigrant Doctors Became America's Next Generation of Nurses: National Journal - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ... Student Switches Careers, Realizes Passion for Nursing: UMass Lowell (press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>On the right side, there are more ads:</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.eonlineuniversity.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: lifereimagined.aarp.org/ - Find Your Next Dream Job With Life Reimagined. Find Out More. Become A Nurse: www.americasentinel.edu/DNP - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>At the bottom right, there is a link: "See your ad here >".</p>

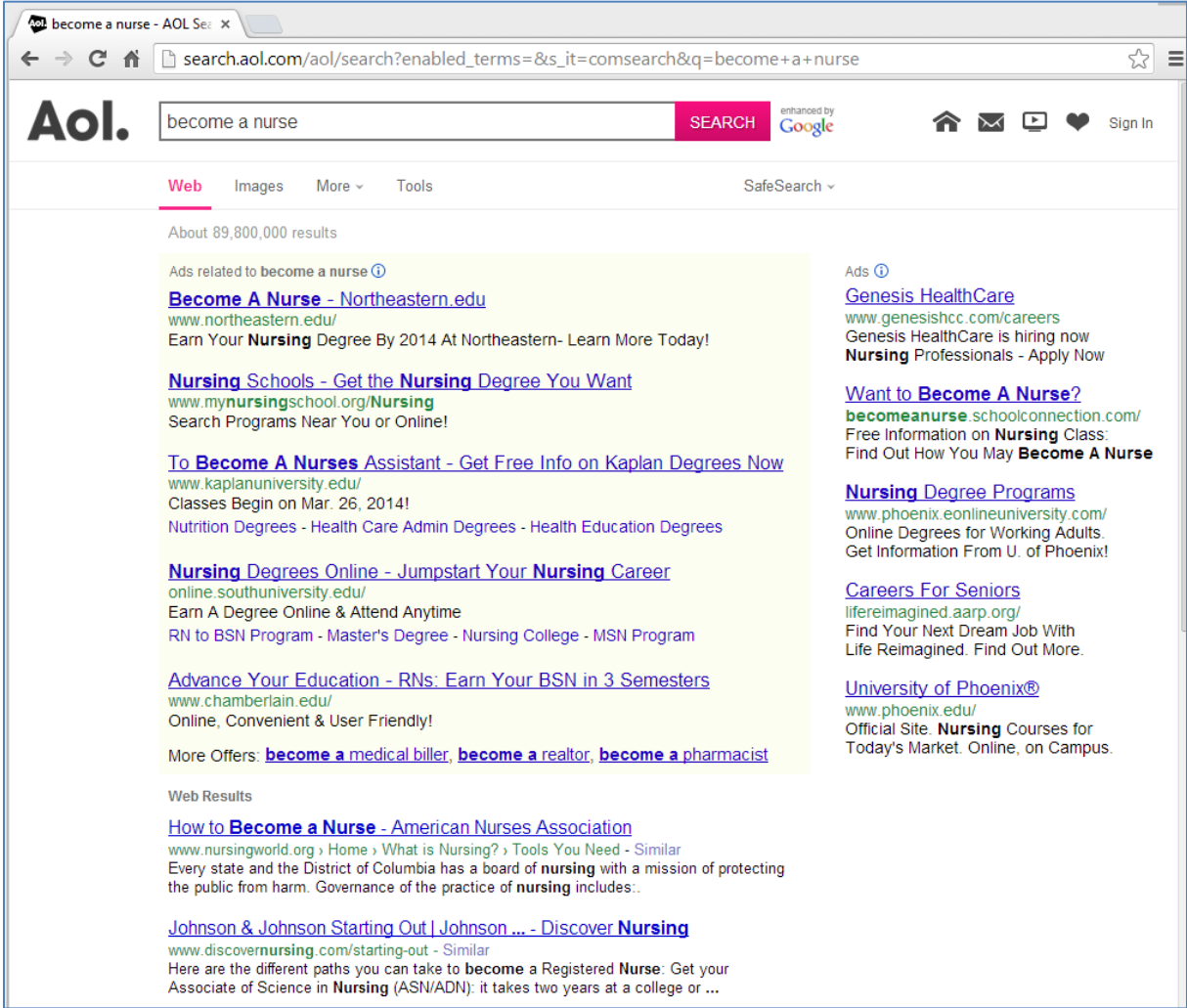
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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: A link to www.northeastern.edu/ with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".Nursing Training - online.SouthUniversity.edu: A link to online.southuniversity.edu/Nursing. The text below the link says "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN".Nursing Schools - Compare Nursing Programs Online: A link to www.mynursingschool.org/Nursing. The text below the link says "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: A link to www.nursingworld.org/WhatIsNursing?ToolsYouNeed. The text below the link says "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".Johnson & Johnson Starting Out Johnson ... - Discover Nursing: A link to www.discovernursing.com/starting-out. The text below the link says "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...".How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: A link to www.wikihow.com/WorkWorld/Occupations/HealthCare/HowtoBecomeaRegisteredNurse. The text below the link says "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...".I regret becoming a nurse... - Nurse Jobs Indeed.com: A link to www.indeed.com/Forums/Job/Nurse. The text below the link says "Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing. advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads and organic links. The first ad is from northeastern.edu, titled "Become A Nurse", with the text "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!" and a "Call" button. The second ad is from mynursingschool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the text "Start Now (High School Grads Only)!". The third result is from nursingworld.org, titled "How to Become a Nurse - American Nurses Association", with the text "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm." The fourth result is from discovernursing.com, titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a dock with back, home, and recent apps icons.</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing, with a rating of 9.5/10. The second ad is for the "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/, with a rating of 9.5/10. The interface includes a status bar at the top with icons for battery, signal, and time (12:40), and a bottom navigation bar with icons for back, home, and recent apps.</p>

U.S. PATENT NO. 7,236,969	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 visible on the left, and the search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The "Web" tab is selected. The results section shows "About 89,800,000 results". On the left side, there are several search results, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". On the right side, there are "Ads related to become a nurse" and "Ads" for "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix".</p>

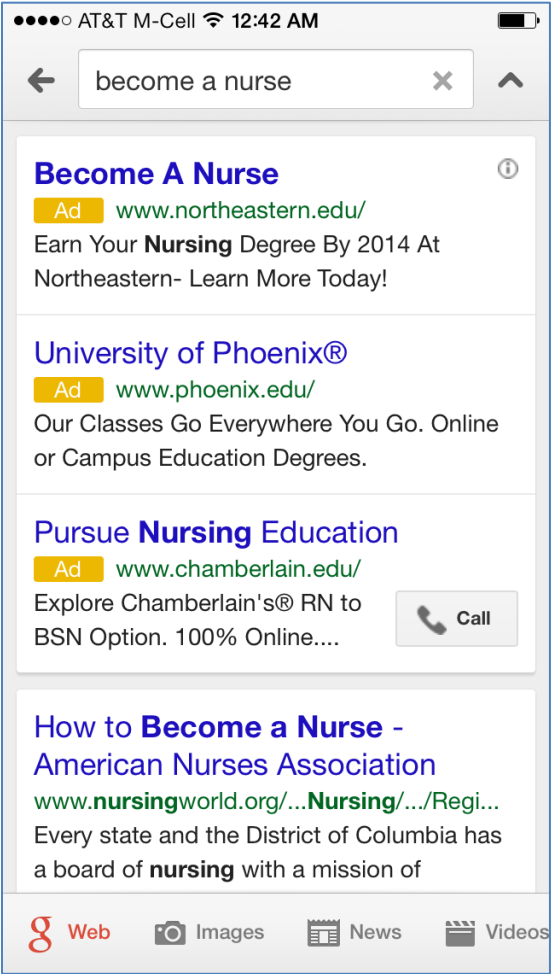


U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several educational advertisements:</p> <ul style="list-style-type: none"> Become A Nurse (Ad): www.northeastern.edu/. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! University of Phoenix® (Ad): www.phoenix.edu/. Our Classes Go Everywhere You Go. Online or Campus Education Degrees. Pursue Nursing Education (Ad): www.chamberlain.edu/. Explore Chamberlain's® RN to BSN Option. 100% Online.... 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>The bottom of the screen shows a navigation bar with icons for Web, Images, News, and Videos.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1008 324 1558 1300"><div data-bbox="1035 367 1398 475">How to Become a Nurse, Qualifications Needed, Nursing Career ...</div><div data-bbox="1035 483 1503 509">www.learn4good.com/nursing/how_to_b...</div><div data-bbox="1035 516 1491 613">How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</div><div data-bbox="1035 672 1274 706">Nursing Schools ⓘ</div><div data-bbox="1035 712 1512 740">Ad www.mynursingschool.org/Nursing</div><div data-bbox="1035 747 1457 808">Accredited Nursing Schools. Online or Campus - Get Free Info!</div><div data-bbox="1035 854 1371 888">Practical Nurse Training</div><div data-bbox="1035 894 1409 920">Ad www.lincolntech-usa.com/</div><div data-bbox="1035 927 1390 989">Enroll at Lincoln Tech Institute to be a successful Practical Nurse.</div><div data-bbox="1409 933 1526 982"> Call</div><div data-bbox="1035 995 1476 1024">Programs and Campuses - Apply Online</div><div data-bbox="1035 1070 1407 1104">Nursing Degree Programs</div><div data-bbox="1035 1110 1514 1136">Ad www.phoenix.eonlineuniversity.com/</div><div data-bbox="1035 1143 1381 1239">Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!</div><div data-bbox="1409 1149 1526 1198"> Call</div><div data-bbox="1035 1245 1436 1274">Nursing Programs - Nursing Degrees</div></div>

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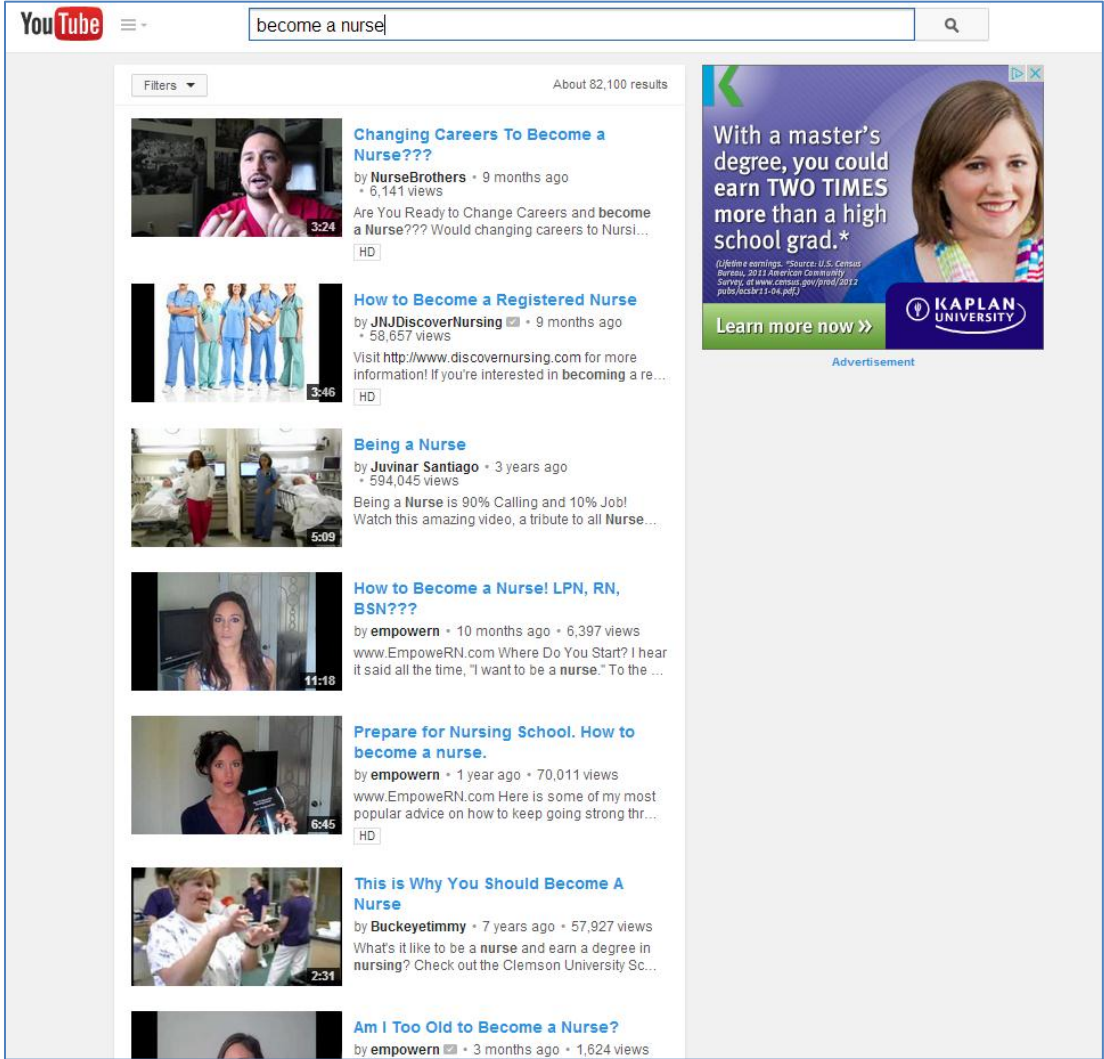
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top displays the text "become a nurse" and indicates "About 82,100 results". The results are listed in a vertical column on the left, each with a video thumbnail, title, channel name, and view count. The videos include:</p> <ul style="list-style-type: none"> Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views Am I Too Old to Become a Nurse? by empowern • 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 ad, the word "Advertisement" is visible.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

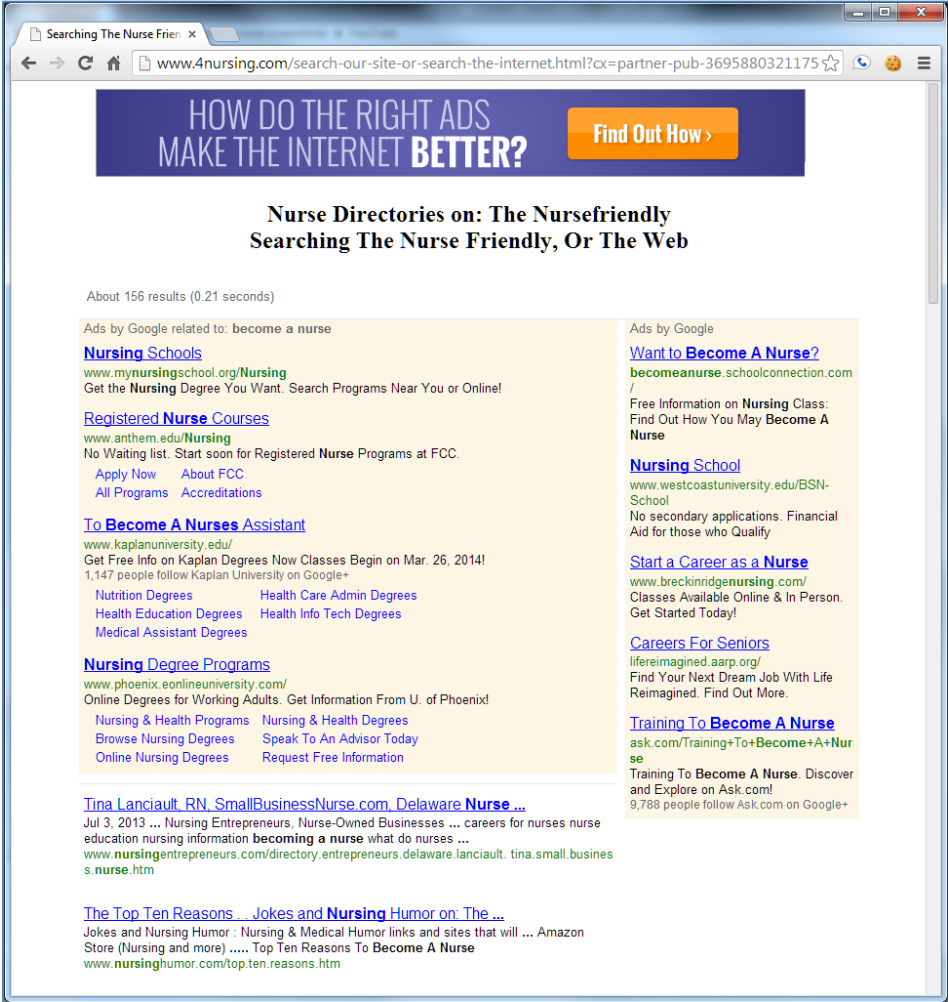
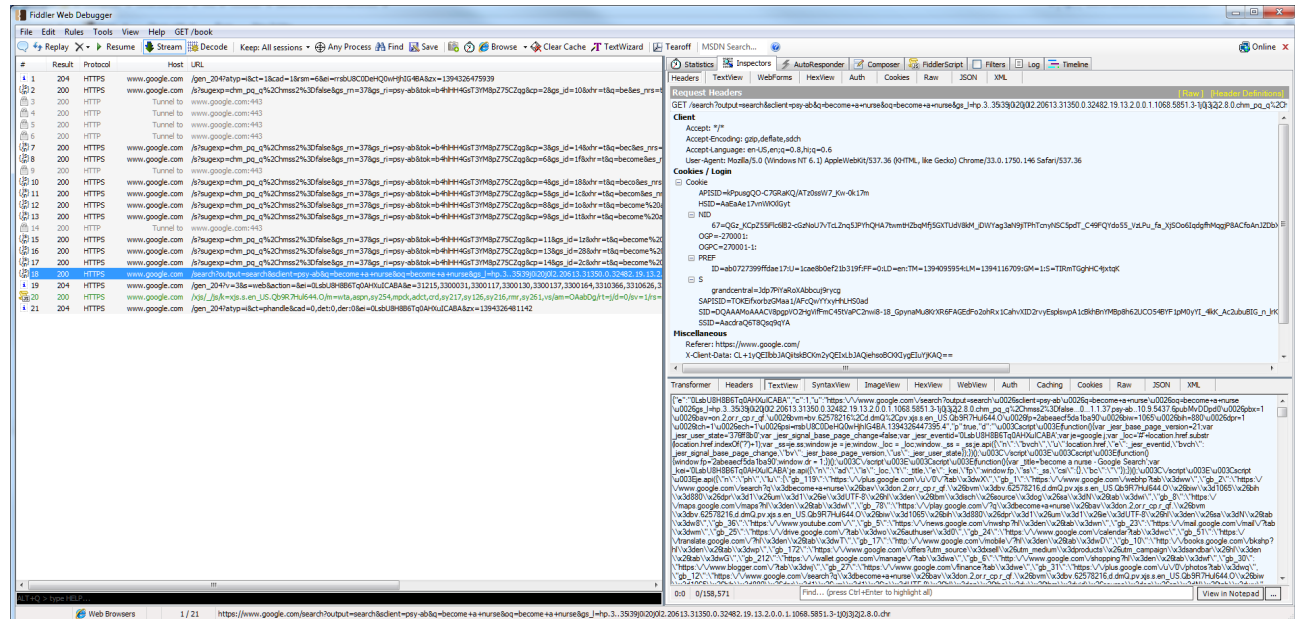
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Google Custom Search Results Page</p>

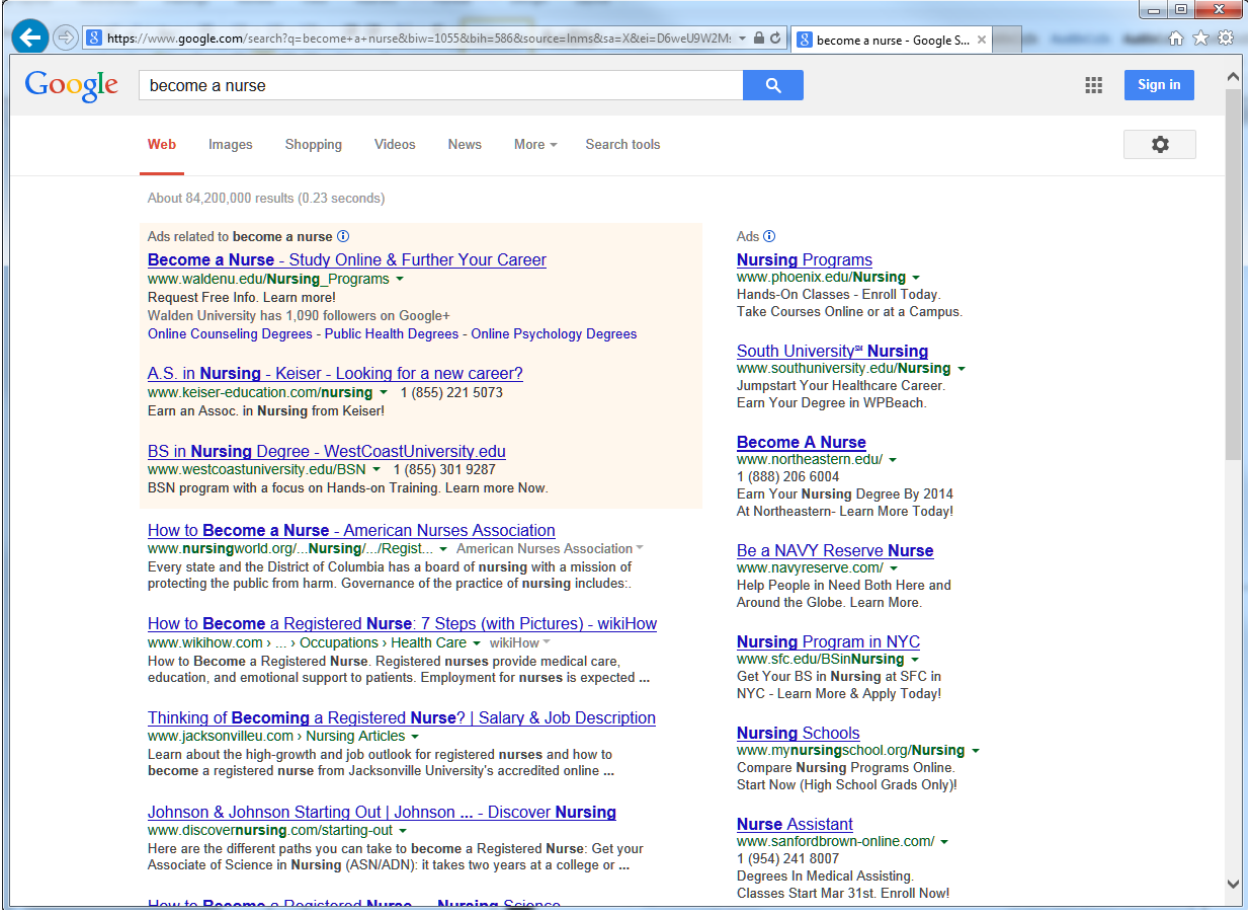
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO.
7,236,969

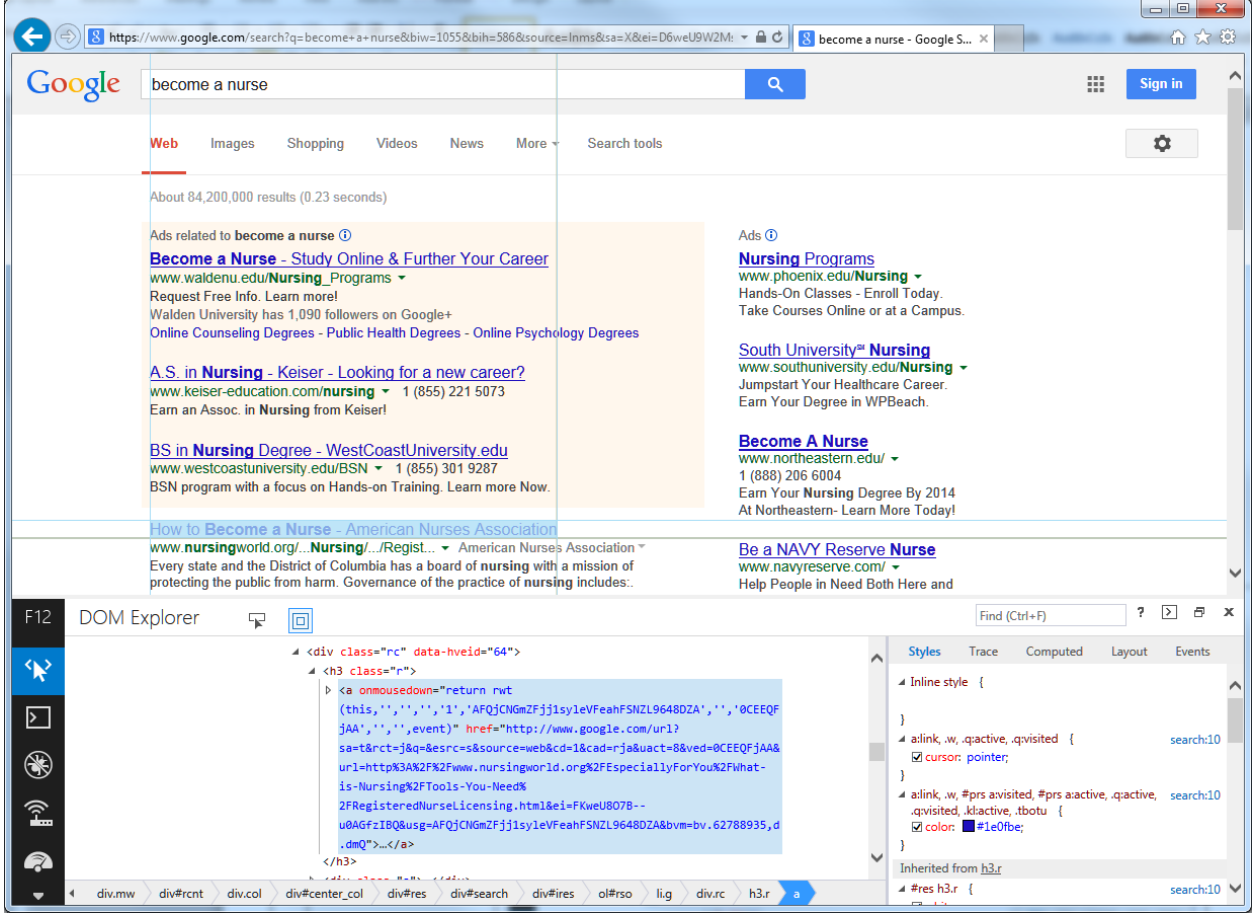
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



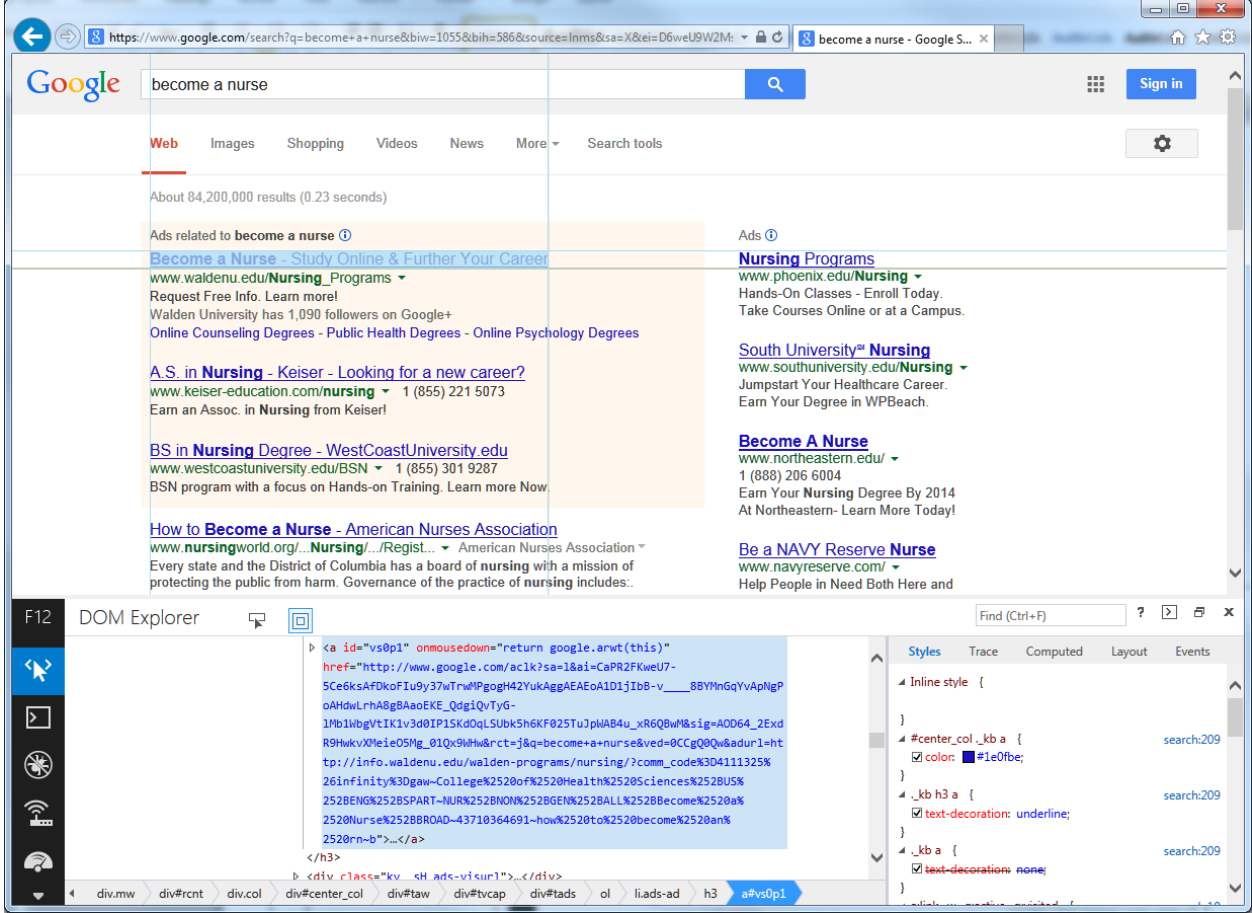
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 84,200,000 results in 0.23 seconds. The search results are organized into two main columns: organic search results on the left and sponsored ads on the right. The organic results include links to Walden University, Keiser University, West Coast University, the American Nurses Association, wikiHow, Jacksonville University, and Discover Nursing. The sponsored ads include links to Nursing Programs from phoenix.edu, South University, Northeastern University, Navy Reserve Nurse, SFC in NYC, MyNursingSchool.org, and Sanford Brown Online. The browser's address bar shows the search URL, and the Google logo and search bar are visible at the top of the page.</p>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface for the query "become a nurse". The search results page shows approximately 84,200,000 results in 0.23 seconds. Several search results are visible, including advertisements for nursing programs from Walden University, Phoenix.edu, South University, and West Coast University. Below the search results, the DOM Explorer window is open, showing the HTML structure of the page. The selected element is a link with the text "Become a Nurse - Study Online & Further Your Career". The DOM Explorer shows the following HTML code:</p> <pre><div class="rc" data-hveid="64"> <h3 class="r"> ... </h3> </div></pre> <p>The DOM Explorer also shows the styles for the selected element, including the inline style and the #res h3.r class.</p>


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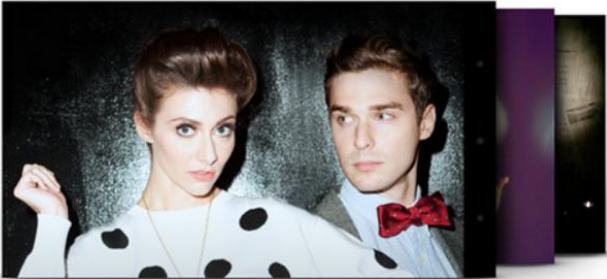
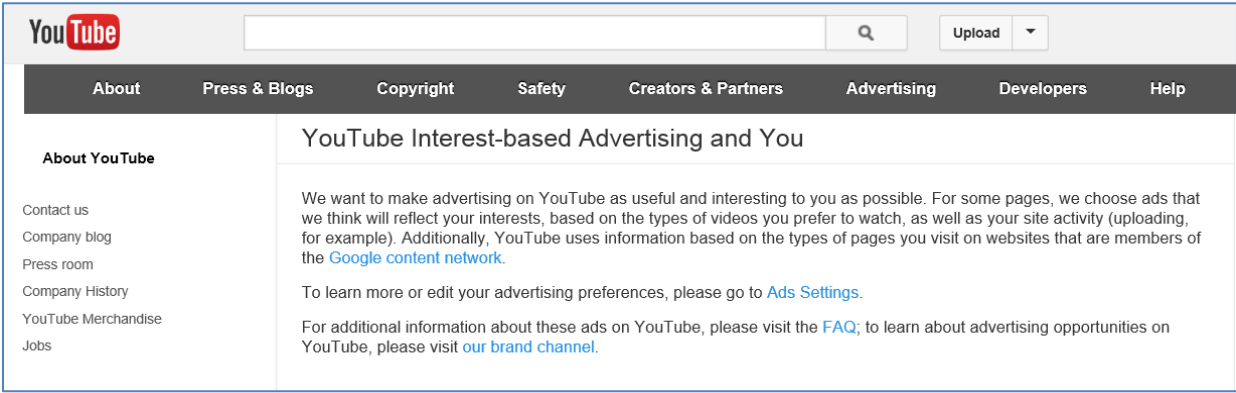
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface for the query "become a nurse". The search results page shows approximately 84,200,000 results in 0.23 seconds. The results include several advertisements and organic links. The DOM Explorer window is open at the bottom, showing the HTML structure of the page. The selected element is an anchor tag with the ID "vs0p1", which is part of a list of search results. The DOM Explorer shows the following HTML code for the selected element:</p> <pre></pre> <p>The DOM Explorer also shows the CSS styles for the selected element, including the "center_col_kb a" class, which has a color of "#1e0fbf" and a text-decoration of "underline".</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 2	
<p>A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p>	<p>The Accused Instrumentalities correlate the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p> <p>See claim 1 above.</p> <div data-bbox="659 594 1902 1133" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Using keyword matching options</h3> <ul style="list-style-type: none"> Use matching options with your keywords to help control which searches can trigger your ad. When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches. Use the search terms report to monitor which keyword variations triggered your ads. <p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p> <p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p> </div> <p style="text-align: right;">https://support.google.com/adwords/answer/2497836?hl=en</p>

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	<div data-bbox="659 321 1902 690"><p>How similar keywords match to search terms</p><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1213 695 1978 732">https://support.google.com/adwords/answer/2756257?hl=en</p>

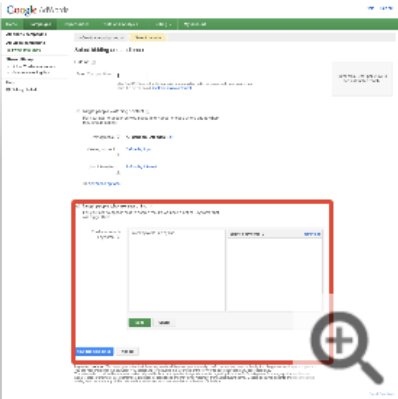
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google




U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="804 321 1759 1352"><h3>How ads are matched to geographic locations</h3><ul style="list-style-type: none">• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).• You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).<div data-bbox="829 673 1726 727"> Where your users are located (physical location)</div><p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul style="list-style-type: none">• IP address:<p>Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p>If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul style="list-style-type: none">• Device location:<p>If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul style="list-style-type: none">• 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="1199 1352 1988 1393">https://support.google.com/adwords/answer/2453995?hl=en</div>

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	<div data-bbox="682 321 1927 714">  <p>Reach your ideal customer</p> <p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p> </div> <p data-bbox="1255 719 1978 755">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="667 792 1894 1182">  <p data-bbox="1423 1187 1978 1222">http://www.youtube.com/t/ads_preferences</p> </div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1203"> <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="1215 1203 1976 1240">https://support.google.com/youtube/answer/2454017?hl=en</p>

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	<div data-bbox="684 326 1879 1200"><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></div> <p data-bbox="1281 1242 1978 1271">https://support.google.com/youtube/answer/2454017?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1247"> <h3>Why you may see particular ads</h3> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div data-bbox="730 464 1360 665">  <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="751 1107 793 1149">  </div> <h3>Example</h3> <p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p> </div> <p data-bbox="1008 1291 1974 1321">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="684 321 1955 906"> <h3>Types of cookies used by Google</h3> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser (though browsers for mobile devices may not offer this visibility).</p> <table> <tr> <th>Category of use</th><th>Example</th></tr> <tr> <td>Preferences</td><td> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td></tr> </table> </div>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"> <tr> <td data-bbox="684 326 879 1192">Advertising</td><td data-bbox="879 326 1927 1192"> <p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p> </td></tr> </table> <p>http://www.google.com/policies/technologies/types/</p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called ' __gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="711 321 1852 1198"><h2 data-bbox="779 358 1545 415">Set up your ad's target language</h2><p data-bbox="779 464 1803 583">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="779 613 1833 699">With the AdWords language targeting feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="779 730 1715 751">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="779 784 1276 813">How language targeting works in AdWords</h3><p data-bbox="779 844 1827 963">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the Google Display Network (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="779 987 1833 990"/><div data-bbox="800 1008 842 1040"></div><p data-bbox="856 1011 936 1032">Example</p><p data-bbox="856 1057 1755 1175">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <div data-bbox="1197 1203 1988 1240">https://support.google.com/adwords/answer/1722078?hl=en</div>

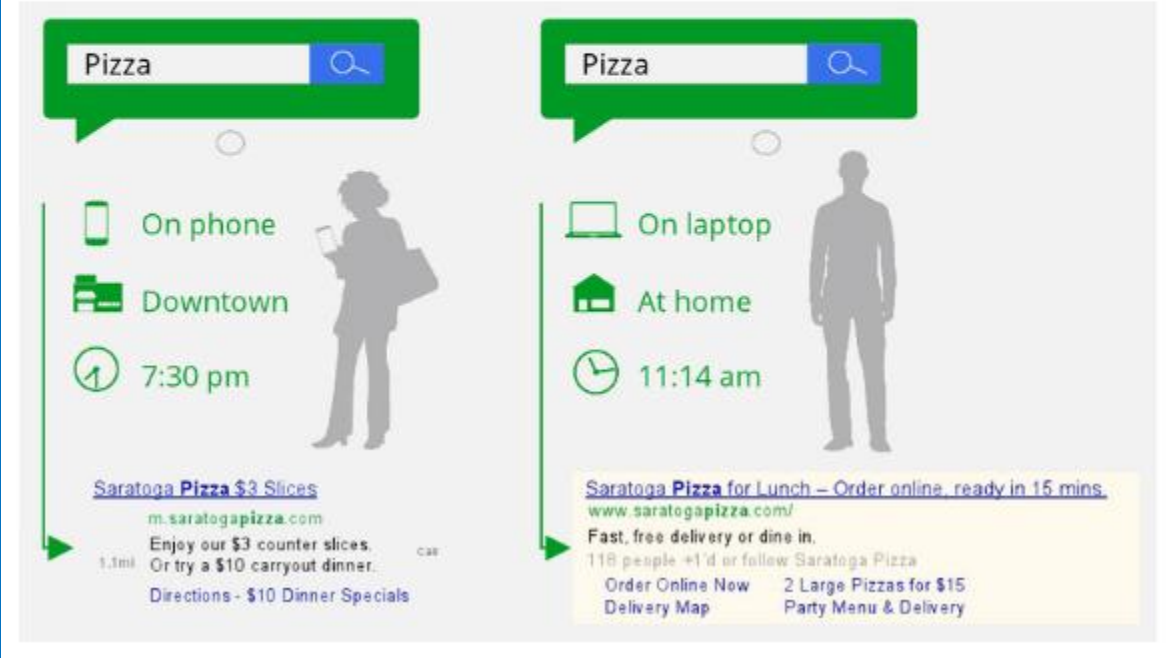
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The diagram illustrates how Google Ads optimize for user context. It shows two scenarios: a mobile user on a phone in a downtown area at 7:30 pm, and a laptop user at home at 11:14 am. Each scenario shows a search for 'Pizza' and a corresponding ad for Saratoga Pizza with tailored offers and extensions.</p> <p>Mobile User Context (Left):</p> <ul style="list-style-type: none"> Search: Pizza Device: On phone Location: Downtown Time: 7:30 pm Ad: Saratoga Pizza \$3 Slices Sitelink: m.saratogapizza.com Text: Enjoy our \$3 counter slices. Or try a \$10 carryout dinner. Extension: 1.3mi, Directions - \$10 Dinner Specials <p>Laptop User Context (Right):</p> <ul style="list-style-type: none"> Search: Pizza Device: On laptop Location: At home Time: 11:14 am Ad: Saratoga Pizza for Lunch – Order online, ready in 15 mins. Sitelink: www.saratogapizza.com/ Text: Fast, free delivery or dine in. 118 people +1'd or follow Saratoga Pizza Extensions: Order Online Now, Delivery Map, 2 Large Pizzas for \$15, Party Menu & Delivery <p>http://www.google.com/think/products/enhanced-campaigns.html</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google


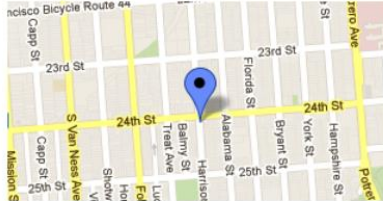

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 844"> <h3>How AdWords Express works</h3> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p>Get Started For free setup help call: 1-855-500-2762*</p> <div>    </div> <div> <p>People search on Google</p> <p>People search on Google for products and services that you have to offer.</p> </div> <div> <p>They see your ad</p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> </div> <div> <p>You get more customers</p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p>http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et</p> <div data-bbox="659 951 1902 1084"> <p>Where geographically will people see my ad?</p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p>http://www.google.com/adwords/express/faq.html</p>

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	<div data-bbox="678 321 1887 570"><p>4. Better location matching for customers</p><p>Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p></div> <p data-bbox="1068 602 1976 634">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</p>

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

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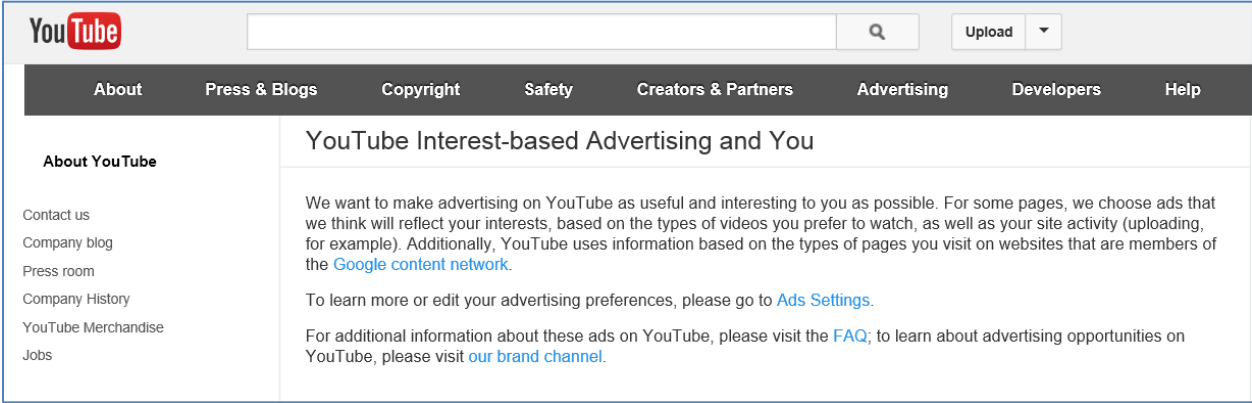
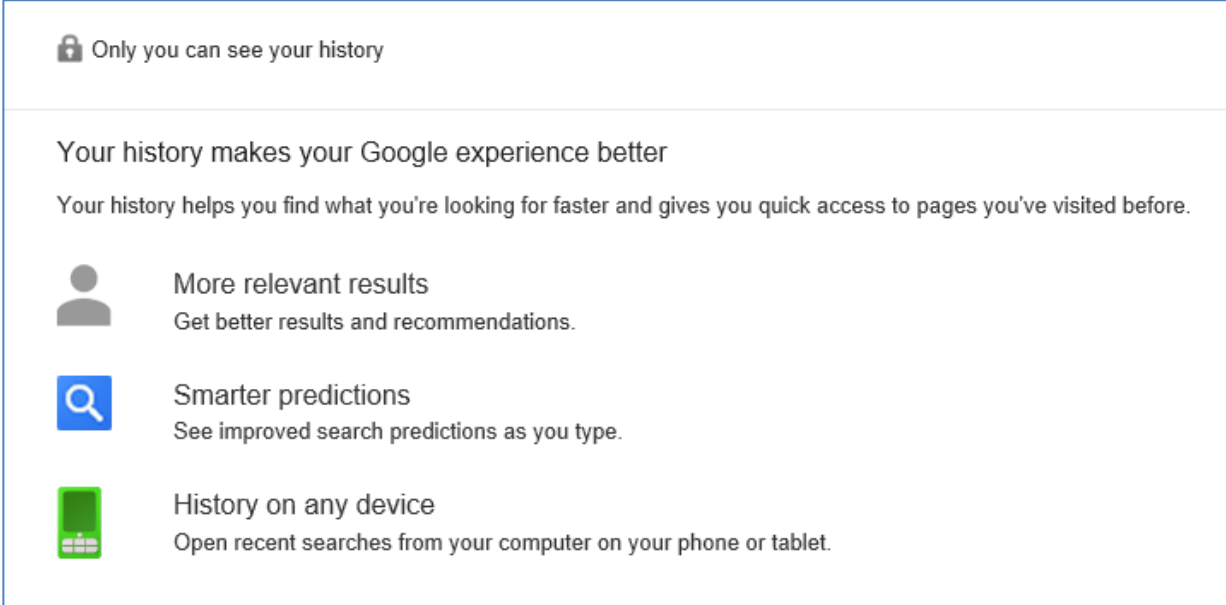
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 721"><p>The screenshot shows the YouTube homepage with the 'About YouTube' sidebar on the left and the 'YouTube Interest-based Advertising and You' section on the right. The sidebar includes links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main section explains that YouTube uses information to show relevant ads and provides links to 'Ads Settings', 'FAQ', and 'our brand channel'.</p></div> <p data-bbox="1438 727 1978 760">http://www.youtube.com/t/ads_preference</p> <div data-bbox="682 802 1900 1404"><p>The screenshot shows the Google search history page. It features a header stating 'Only you can see your history' and a main heading 'Your history makes your Google experience better'. Below this, it explains that history helps find things faster and provides quick access to visited pages. Three benefits are listed with icons: 'More relevant results' (person icon), 'Smarter predictions' (magnifying glass icon), and 'History on any device' (mobile phone icon).</p></div>

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	<p data-bbox="1535 326 1978 354">https://history.google.com/history/</p> <div data-bbox="659 394 1902 609"><p data-bbox="669 407 968 435">Unique device identifier</p><p data-bbox="669 456 1892 597">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="940 646 1978 673">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

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7,236,969

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Why sign in to Chrome

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.



Chrome OS

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>

Learn how to sign in to Chrome and enable sync

- [Windows, Mac, and Linux instructions](#)
- [Chrome device instructions](#)
- [Mobile device instructions](#)

Getting a sync error? [Troubleshoot sync issues](#)



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.

How your information is synced

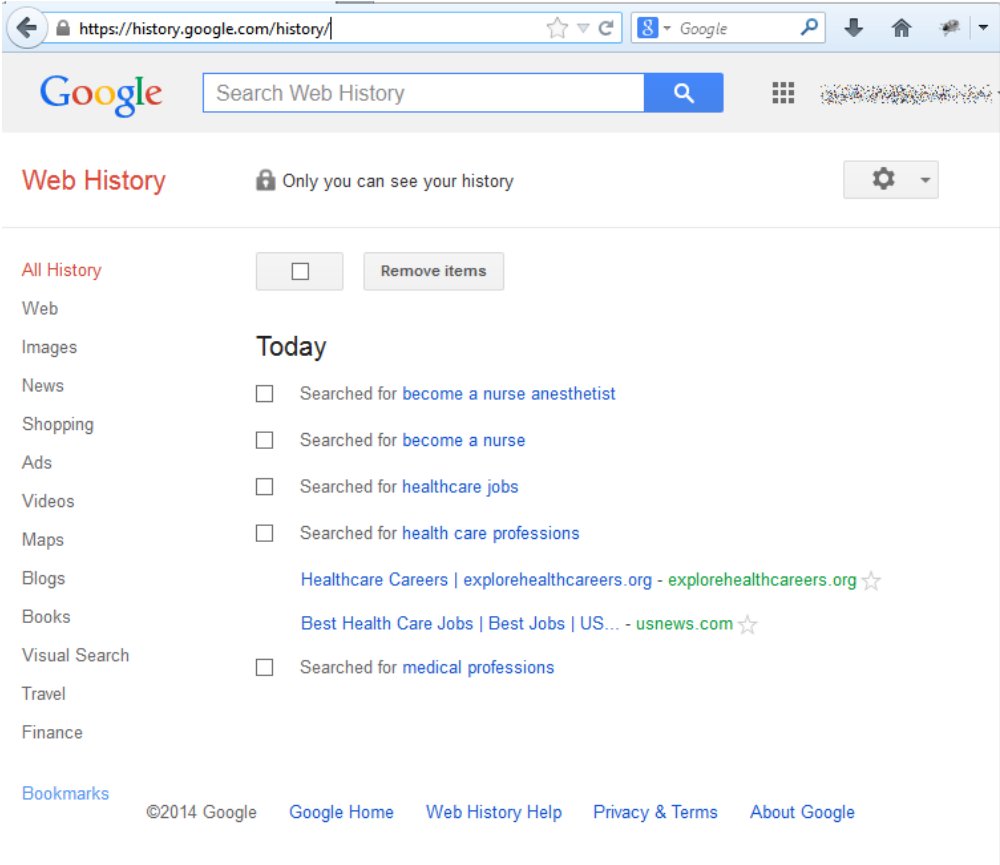
- Your settings and data are saved to your Google Account.

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.

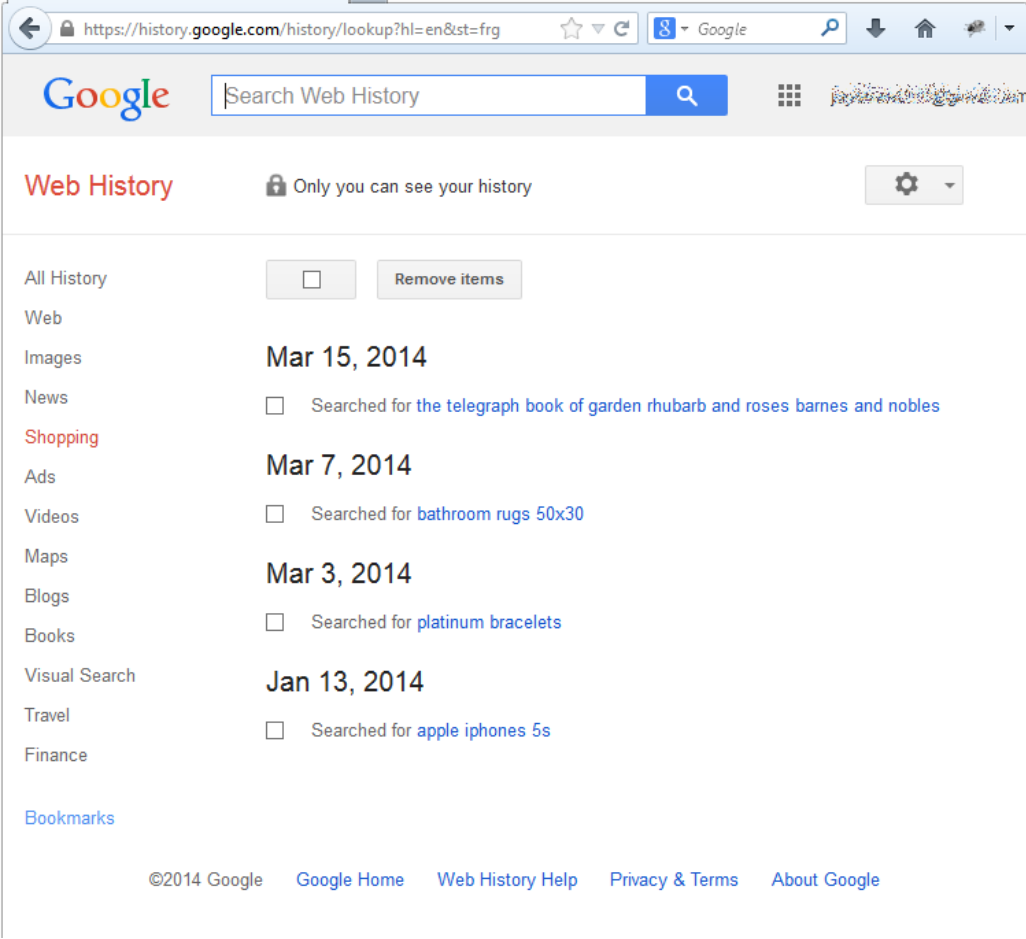
Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.

- [Changes are synced instantaneously.](#)

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 3	
<p>A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.</p>	<p>The user profile data include selections of the user from previous search arguments.</p> <p>See claims 1 and 2 above.</p>  <p>The screenshot shows a Google Web History page. The address bar displays 'https://history.google.com/history/'. The page title is 'Web History' with a sub-header 'Only you can see your history'. On the left, there is a sidebar with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area is titled 'Today' and lists several search entries, each with a checkbox and a description: 'Searched for become a nurse anesthetist', 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org', 'Best Health Care Jobs Best Jobs US... - usnews.com', and 'Searched for medical professions'. At the bottom, there is a footer with copyright information and links to Google Home, Web History Help, Privacy & Terms, and About Google.</p>



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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

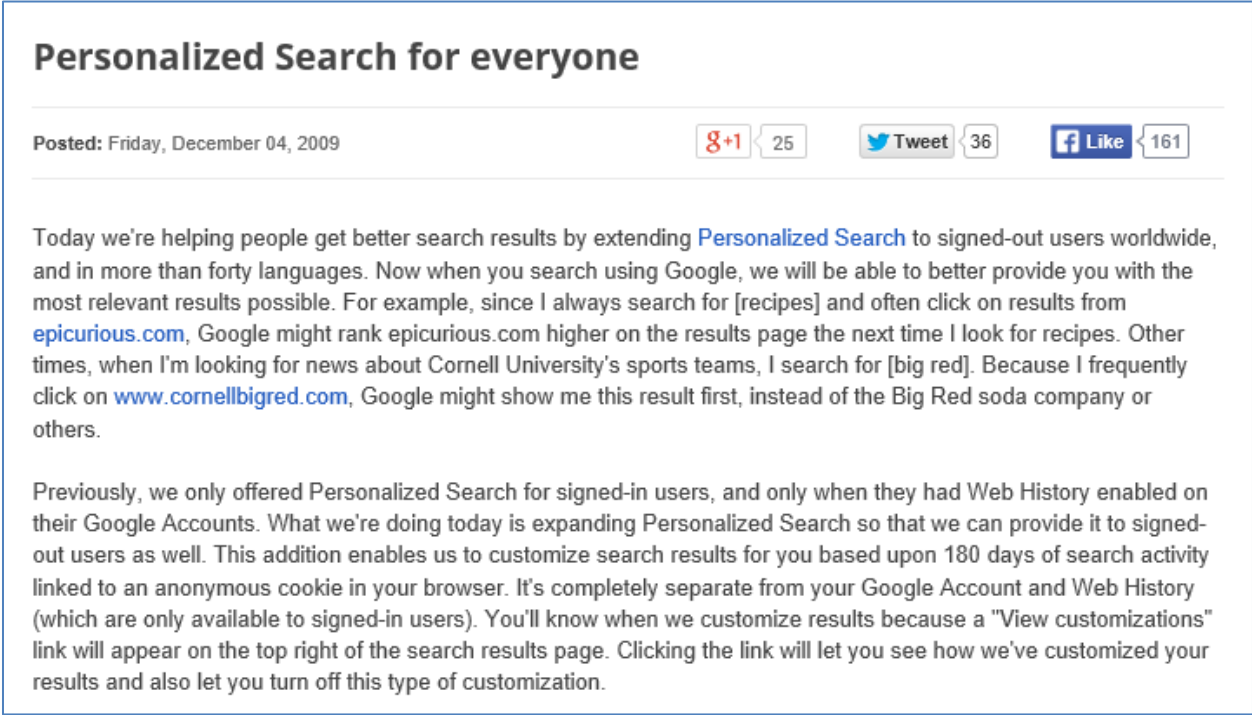
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar 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 side, 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. Each item has a checkbox to its left and a "Remove items" button at the top right. The items are: "Mar 15, 2014" with the search "Searched for the telegraph book of garden rhubarb and roses barnes and nobles"; "Mar 7, 2014" with "Searched for bathroom rugs 50x30"; "Mar 3, 2014" with "Searched for platinum bracelets"; and "Jan 13, 2014" with "Searched for apple iphones 5s". The footer contains copyright information "©2014 Google" and links to "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

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	<div data-bbox="661 321 1902 618"><p>Search history</p><p>When signed in, you can receive more relevant results and recommendations based on your search activity. You can turn off or edit your search history at any time.</p><hr/><div><div>Save</div><div>Cancel</div></div></div> <div data-bbox="651 660 1915 865"><p>Search History settings</p><p>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.</p></div> <p>https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="690 321 1908 928"><p> Only you can see your history</p><hr/><p>Your history makes your Google experience better</p><p>Your history helps you find what you're looking for faster and gives you quick access to pages you've visited before.</p><div> More relevant results Get better results and recommendations.</div><div> Smarter predictions See improved search predictions as you type.</div><div> History on any device Open recent searches from your computer on your phone or tablet.</div></div> <p data-bbox="1535 935 1976 967">https://history.google.com/history/</p> <div data-bbox="659 1005 1902 1219"><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="938 1255 1976 1287">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="745 321 1818 1450"><h2>Why sign in to Chrome</h2><p>With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.</p><div><p>Chrome OS</p><p>Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin</p></div><h3>Learn how to sign in to Chrome and enable sync</h3><ul style="list-style-type: none">Windows, Mac, and Linux instructionsChrome device instructionsMobile device instructions<p>Getting a sync error? Troubleshoot sync issues</p><div><p>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>How your information is synced</h3><ul style="list-style-type: none">Your settings and data are saved to your Google Account.<p>When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account. When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p><p>Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.</p><ul style="list-style-type: none">Changes are synced instantaneously.</div>



U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 4	
<p>A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.</p>	<p>Upon information and belief, the user profile data include selections of the user from previous search results.</p> <p>See claims 1 and 3 above.</p> <div data-bbox="659 513 1902 1224">  <p>Personalized Search for everyone</p> <p>Posted: Friday, December 04, 2009 g+1 25 Tweet 36 Like 161</p> <p>Today we're helping people get better search results by extending Personalized Search to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from epicurious.com, Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on www.cornellbigred.com, Google might show me this result first, instead of the Big Red soda company or others.</p> <p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p> </div> <p>http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</p>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 324 1806 1344"><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="1329 1349 1978 1385">https://support.google.com/accounts/answer/54068</p>




Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 324 1902 534"><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="1024 570 1978 597">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="745 321 1818 1450"><h2>Why sign in to Chrome</h2><p>With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.</p><div><p>Chrome OS</p><p>Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin</p></div><h3>Learn how to sign in to Chrome and enable sync</h3><ul style="list-style-type: none">Windows, Mac, and Linux instructionsChrome device instructionsMobile device instructions<p>Getting a sync error? Troubleshoot sync issues</p><div><p>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>How your information is synced</h3><ul style="list-style-type: none">Your settings and data are saved to your Google Account.<p>When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account. When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p><p>Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.</p><ul style="list-style-type: none">Changes are synced instantaneously.</div>






Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 5	
A method as claimed in claim 4, wherein the user profile data includes user specified preferences.	<p>The profile data include user specified preferences.</p> <p>See claims 1 and 4 above.</p> <div data-bbox="659 513 1902 1282"><p>Then narrow your results by...</p><p>language: English</p><p>region: United States</p><p>last update: anytime</p><p>site or domain: google.com</p><p>terms appearing: anywhere in the page</p><p>SafeSearch: Filter explicit results</p><p>reading level: no reading level displayed</p><p>file type: any format</p><p>usage rights: not filtered by license</p><p>Advanced Search</p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1032"> <h3>Personalized Search for everyone</h3> <p>Posted: Friday, December 04, 2009</p> <p>  25  Tweet 36  Like 161 </p> <p>Today we're helping people get better search results by extending Personalized Search to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from epicurious.com, Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on www.cornellbigred.com, Google might show me this result first, instead of the Big Red soda company or others.</p> <p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p> </div> <p data-bbox="961 1036 1978 1071">http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="653 324 1911 901"> <h3>Types of cookies used by Google</h3> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser (though browsers for mobile devices may not offer this visibility).</p> <table border="1"> <thead> <tr> <th>Category of use</th><th>Example</th></tr> </thead> <tbody> <tr> <td>Preferences</td><td> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td></tr> </tbody> </table> </div> <p>http://www.google.com/policies/technologies/types/</p> <div data-bbox="709 979 1854 1300"> <h3>Types of location data used by Google</h3> <p>Different types of location information may be used in various Google products.</p> <p>Implicit location information is information that does not actually tell us where your device is located, but allows us to infer that you are either interested in the place or that you might be at the place. An example of implicit location information would be a manually typed search query for a particular place. Implicit location information is used in a variety of ways. For example, if you type in "Eiffel Tower", we infer that you may like to see information for places near Paris, and we can then use that to provide recommendations about those local places to you.</p> <p>Internet traffic information, such as IP address, is usually assigned in country-based blocks, so it can be used to at least identify the country of your device, and do things such as to provide you with the correct language and locale for search queries. This information is sent as a normal part of internet traffic.</p> </div> <p>https://www.google.com/intl/en/policies/technologies/location-data/</p>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="795 321 1768 1360"><h2>Change your location on Google</h2><p> This article covers how to change your search location on your computer or tablet. Learn how to update your search location on your phone .</p><p>To find results for a specific area, you can set your location. For example, if you're traveling in Barcelona and you've set your location to that city, search for restaurants to see restaurants near you.</p><h3>Change your location</h3><p>To change your location on your computer or tablet, follow these steps:</p><ol style="list-style-type: none">1. Open your local Google search page, like google.com or google.fr, and do any search.2. Click Search Tools under the search box.3. Click the current location.4. Type your new location in the box that says "Enter location."5. Click Set.<p>Note: You can only set a location within the country of your current Google domain. For example, it's not possible to set a U.S. address on www.google.es, the Google domain for Spain.</p><h3>See results from a certain location</h3><div><div></div> See results near a certain location</div><div><div></div> See results from your country</div><div><div></div> Search on Google.com instead of your local Google domain</div></div> <h3>How location is auto-detected</h3> <p>If you don't set your location, Google shows an approximate location based on the following things to help provide you with the most relevant results:</p> <ul style="list-style-type: none">• Your IP address.• Google Toolbar's My Location feature if it's turned on.

<https://support.google.com/websearch/answer/179386?hl=en>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 357 1902 571"><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="1024 604 1978 634">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>



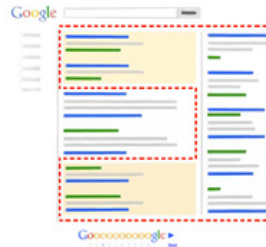
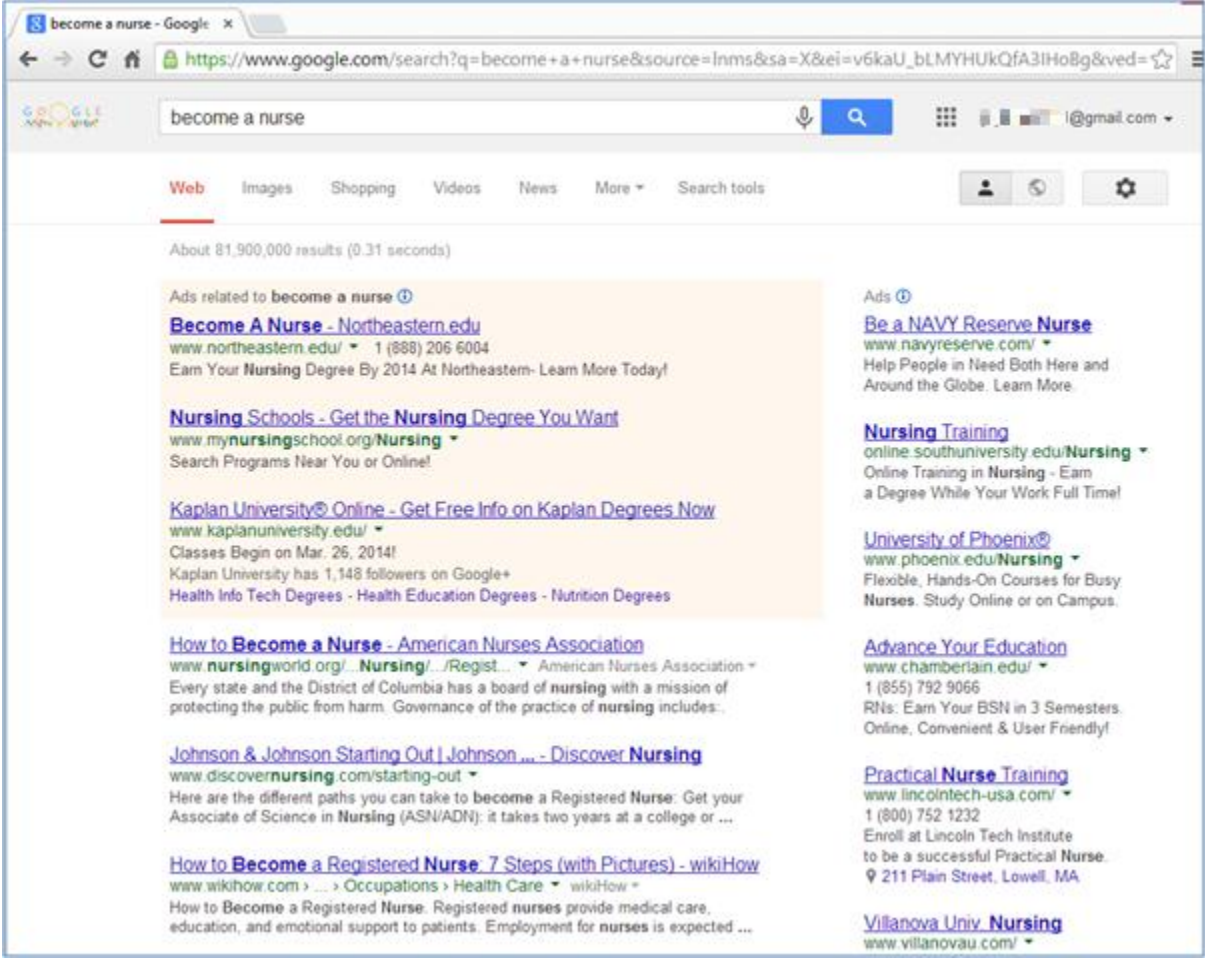
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="743 321 1818 1448"> <h2>Why sign in to Chrome</h2> <p>With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.</p> <div data-bbox="814 646 970 766">  </div> <p>Chrome OS</p> <p>Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin</p> <h3>Learn how to sign in to Chrome and enable sync</h3> <ul style="list-style-type: none"> Windows, Mac, and Linux instructions Chrome device instructions Mobile device instructions <p>Getting a sync error? Troubleshoot sync issues</p> <div data-bbox="827 1029 869 1078">  </div> <p>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> <h3>How your information is synced</h3> <ul style="list-style-type: none"> Your settings and data are saved to your Google Account. <p>When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account. When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p> <p>Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.</p> <ul style="list-style-type: none"> Changes are synced instantaneously. </div>

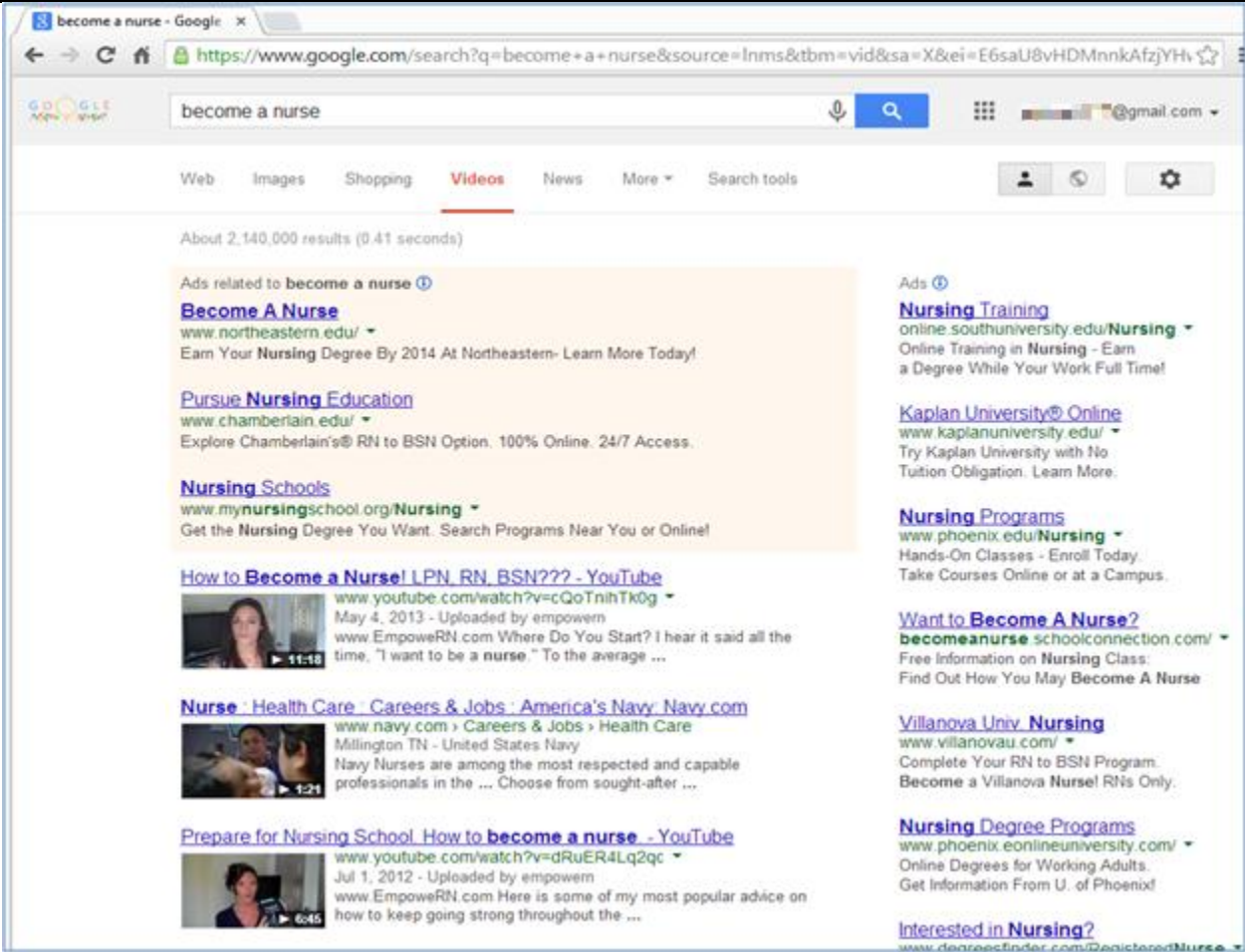
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.	<p>Upon information and belief, the Accused Instrumentalities provide the search results and the particular advertisement to the user including displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <p>See claim 1 above.</p>

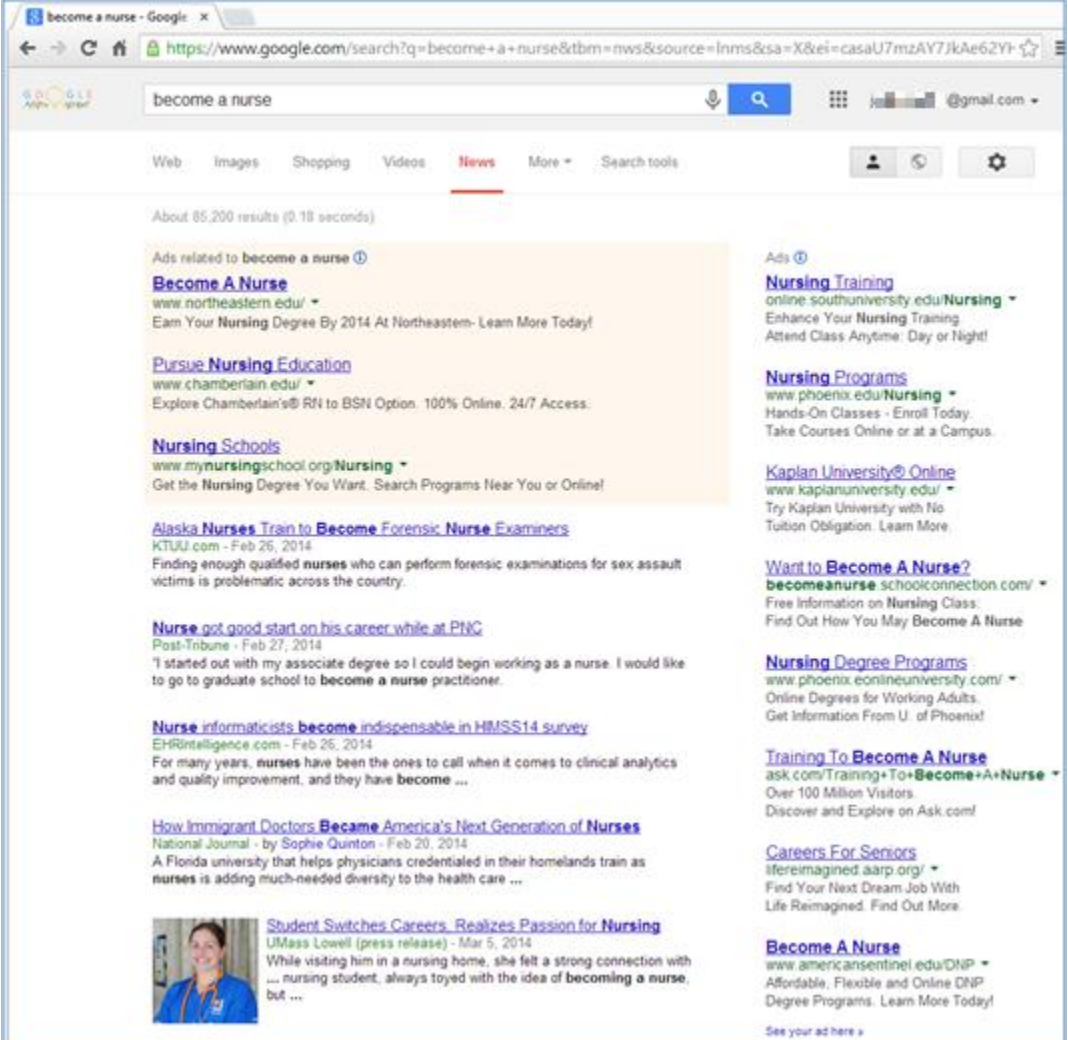
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="823 354 1627 414"><h2>About the Google Search Network</h2></div> <div data-bbox="823 457 1837 576"><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p></div> <div data-bbox="823 604 1144 636"><h3>Where your ads can appear</h3></div> <div data-bbox="823 660 1812 717"><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p></div> <div data-bbox="840 742 1799 799"><ul style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.</div> <div data-bbox="865 821 1129 1066"></div> <div data-bbox="840 1092 1858 1149"><ul style="list-style-type: none">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our <u>search partners'</u> sites, such as AOL.</div> <div data-bbox="930 1175 1988 1213"><p>https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Web" and "Ads".</p> <p>Web Results:</p> <ul style="list-style-type: none"> Ads related to become a nurse <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online! Kaplan University® Online - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees · Health Education Degrees · Nutrition Degrees How to Become a Nurse - American Nurses Association www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:. Johnson & Johnson Starting Out Johnson... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com > ... > Occupations > Health Care > wikiHow How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>Ads:</p> <ul style="list-style-type: none"> Be a NAVY Reserve Nurse www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More. Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! University of Phoenix® www.phoenix.edu/Nursing Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus. Advance Your Education www.chamberlain.edu/ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Practical Nurse Training www.lincolntech-usa.com/ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA Villanova Univ. Nursing www.villanovau.com/

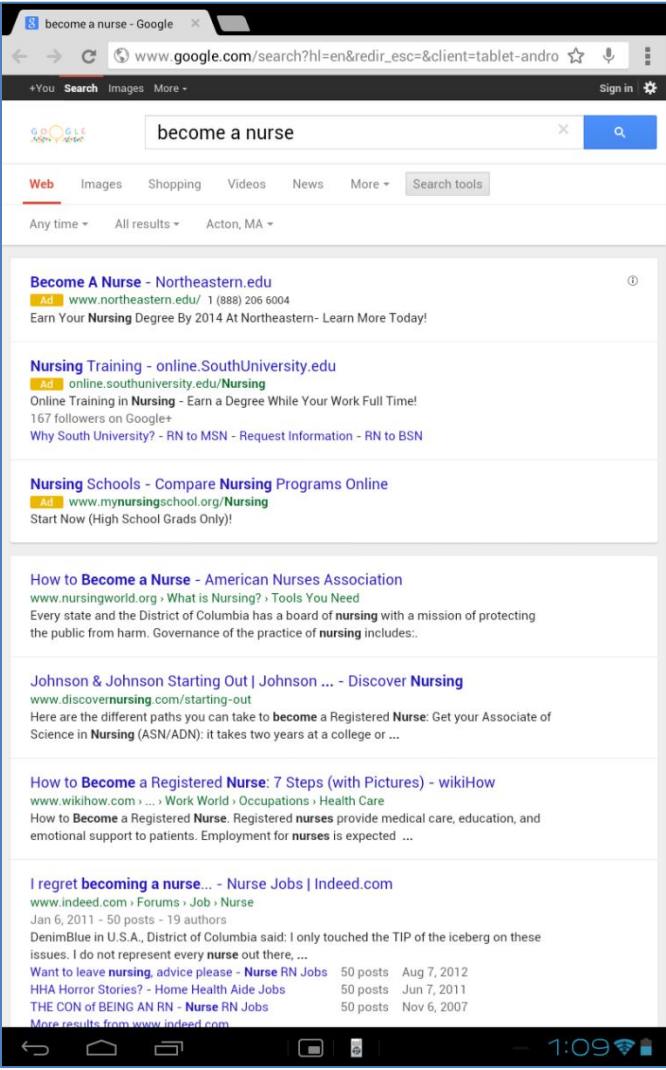
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

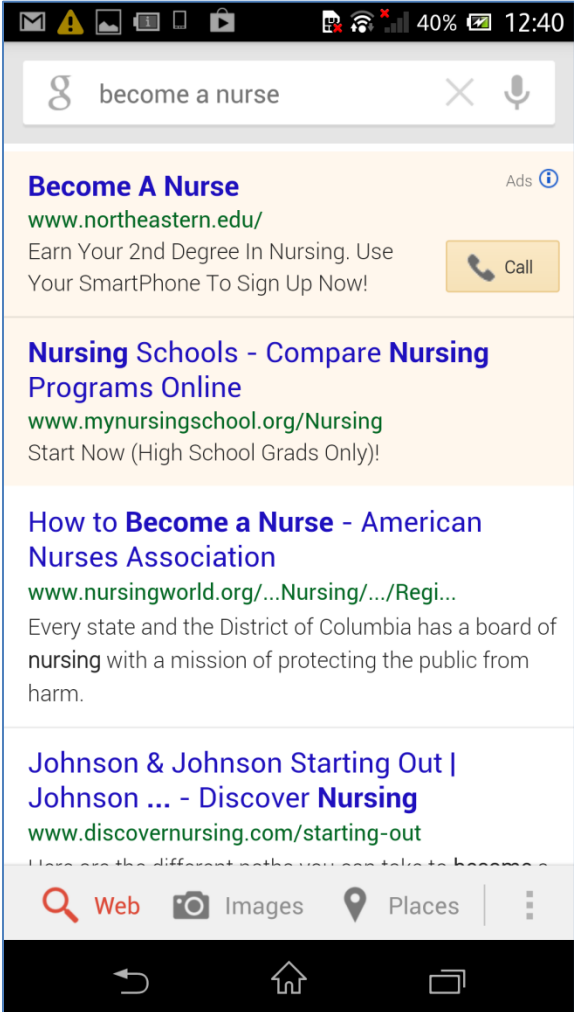
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The page displays several video results and links to nursing programs and schools. Key elements include:</p> <ul style="list-style-type: none"> Search Bar: "become a nurse" Navigation: Web, Images, Shopping, Videos (selected), News, More, Search tools Results: <ul style="list-style-type: none"> Ads related to become a nurse: <ul style="list-style-type: none"> Become A Nurse: www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Pursue Nursing Education: www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access. Nursing Schools: www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online! How to Become a Nurse! LPN, RN, BSN??? - YouTube: www.youtube.com/watch?v=cQoTnihTk0g - May 4, 2013 - Uploaded by empowern. www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ... Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com: www.navy.com > Careers & Jobs > Health Care. Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ... Prepare for Nursing School How to become a nurse - YouTube: www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowern. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ...

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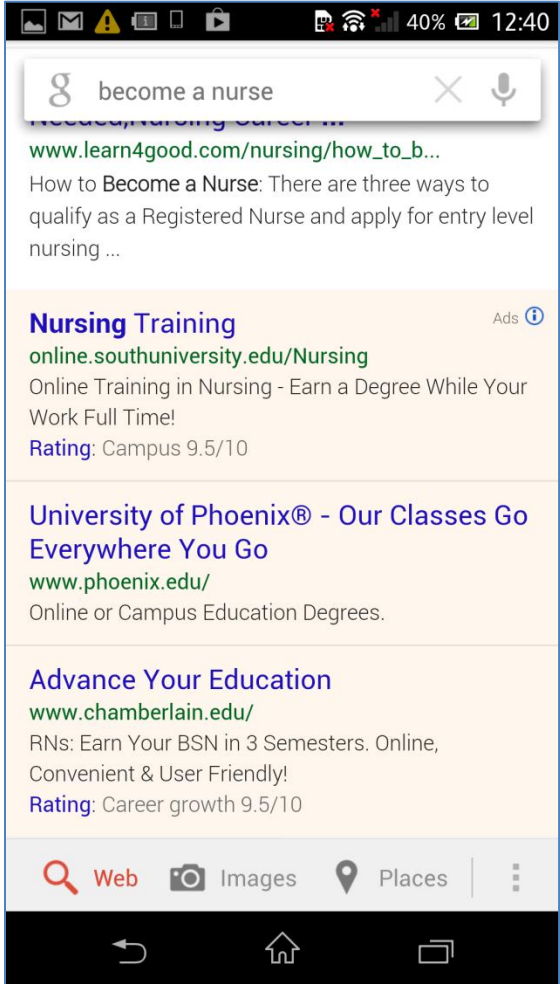
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the Google homepage. The search results page displays approximately 85,200 results in 0.18 seconds. The results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu/): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Pursue Nursing Education (www.chamberlain.edu/): Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access. Nursing Schools (www.mynursingschool.org/Nursing): Get the Nursing Degree You Want. Search Programs Near You or Online! 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 PHC (Post-Tribune - Feb 27, 2014): "I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner." Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com - Feb 26, 2014): For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ... How Immigrant Doctors Became America's Next Generation of Nurses (National Journal - by Sophie Quinton - Feb 20, 2014): A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ... Student Switches Careers, Realizes Passion for Nursing (UMass Lowell (press release) - Mar 5, 2014): While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Ads:</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.phoenixonlineuniversity.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 (lifereimagined.aarp.org/): Find Your Next Dream Job With Life Reimagined. Find Out More. Become A Nurse (www.americasentinel.edu/DNP): Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>See your ad here »</p>

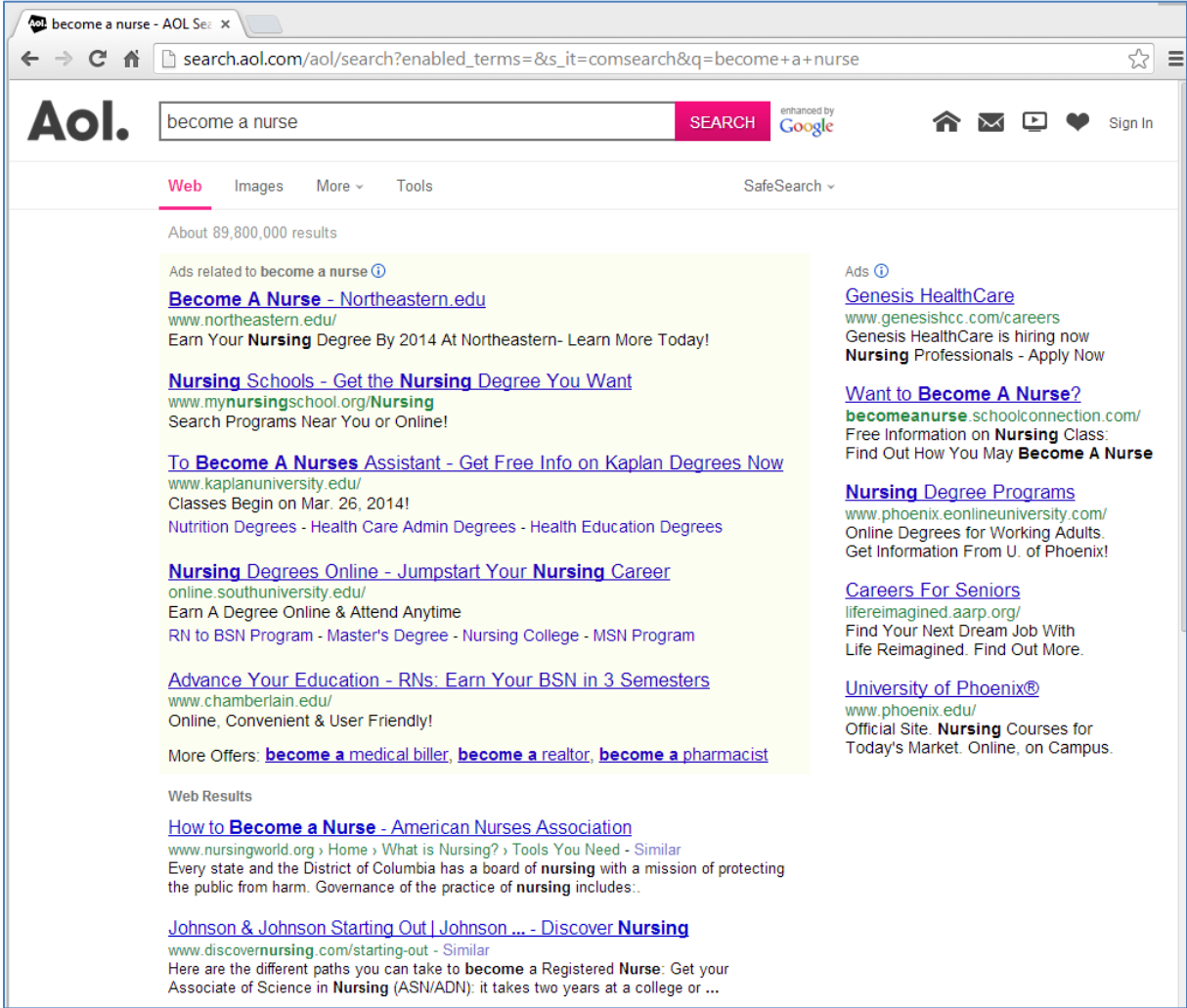
Case No. 2:13-cv-893
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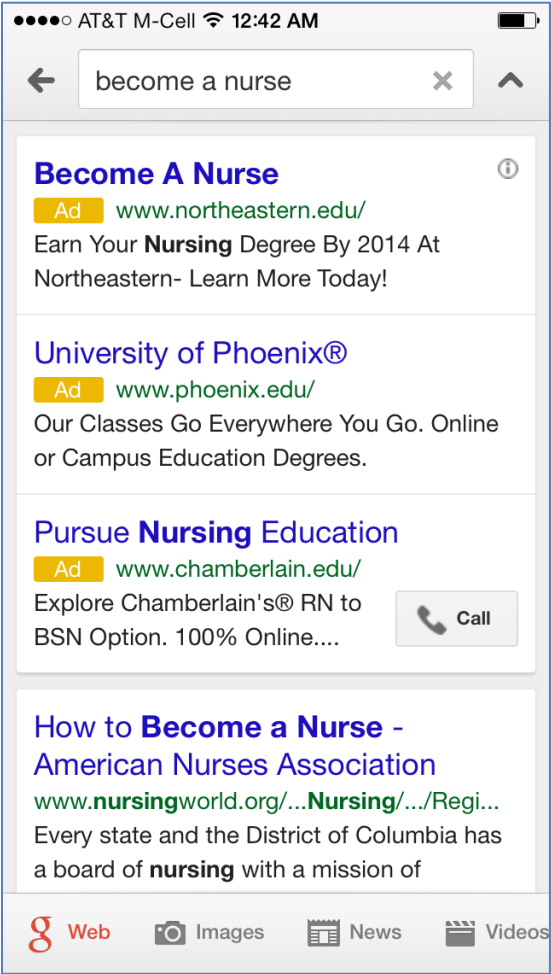
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized as "Web" and include several links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: A link to www.northeastern.edu/ with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".Nursing Training - online.SouthUniversity.edu: A link to online.southuniversity.edu/Nursing. The text below the link says "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN".Nursing Schools - Compare Nursing Programs Online: A link to www.mynursingschool.org/Nursing. The text below the link says "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: A link to www.nursingworld.org/WhatIsNursing?ToolsYouNeed. The text below the link says "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".Johnson & Johnson Starting Out Johnson ... - Discover Nursing: A link to www.discovernursing.com/starting-out. The text below the link says "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...".How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: A link to www.wikihow.com/WorkWorld/Occupations/HealthCare/HowtoBecomeaRegisteredNurse. The text below the link says "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...".I regret becoming a nurse... - Nurse Jobs Indeed.com: A link to www.indeed.com/Forums/Job/Nurse. The text below the link says "Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing. advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".

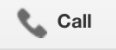
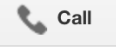
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several ads and organic links. The first ad is from northeastern.edu, titled "Become A Nurse", with the text "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!" and a "Call" button. The second ad is from mynursingschool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the text "Start Now (High School Grads Only)!". The third result is from nursingworld.org, titled "How to Become a Nurse - American Nurses Association", with the text "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm." The fourth result is from discovernursing.com, titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The bottom of the screen shows a navigation bar with "Web", "Images", and "Places" tabs, and a dock with back, home, and recent apps icons.</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for signal, Wi-Fi, battery at 40%, and time 12:40. Below the status bar is a search bar with the text "become a nurse" and a microphone icon. The first search result is a link to "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 text "Online Training in Nursing - Earn a Degree While Your Work Full Time!" and a rating of "Campus 9.5/10". The second ad is titled "University of Phoenix® - Our Classes Go Everywhere You Go" and links to "www.phoenix.edu/", with text "Online or Campus Education Degrees.". The third ad is titled "Advance Your Education" and links to "www.chamberlain.edu/", with 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 is a navigation bar with icons for "Web", "Images", "Places", and a menu icon.

U.S. PATENT NO. 7,236,969	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 visible on the left, and the search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The "Web" tab is selected. The results section shows "About 89,800,000 results". On the left side, there are several ads related to becoming a nurse, including links to "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". On the right side, there are more ads, including "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are web results, including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p>

U.S. PATENT NO. 7,236,969	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): www.northeastern.edu/. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! University of Phoenix® (Ad): www.phoenix.edu/. Our Classes Go Everywhere You Go. Online or Campus Education Degrees. Pursue Nursing Education (Ad): www.chamberlain.edu/. Explore Chamberlain's® RN to BSN Option. 100% Online.... 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>The bottom of the screen shows a navigation bar with icons for Web, Images, News, and Videos.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1008 324 1558 1300"><div data-bbox="1035 367 1503 613"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p></div><div data-bbox="1035 670 1528 808"><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p></div><div data-bbox="1035 854 1528 1024"><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p></div><div data-bbox="1035 1070 1528 1276"><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></div>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

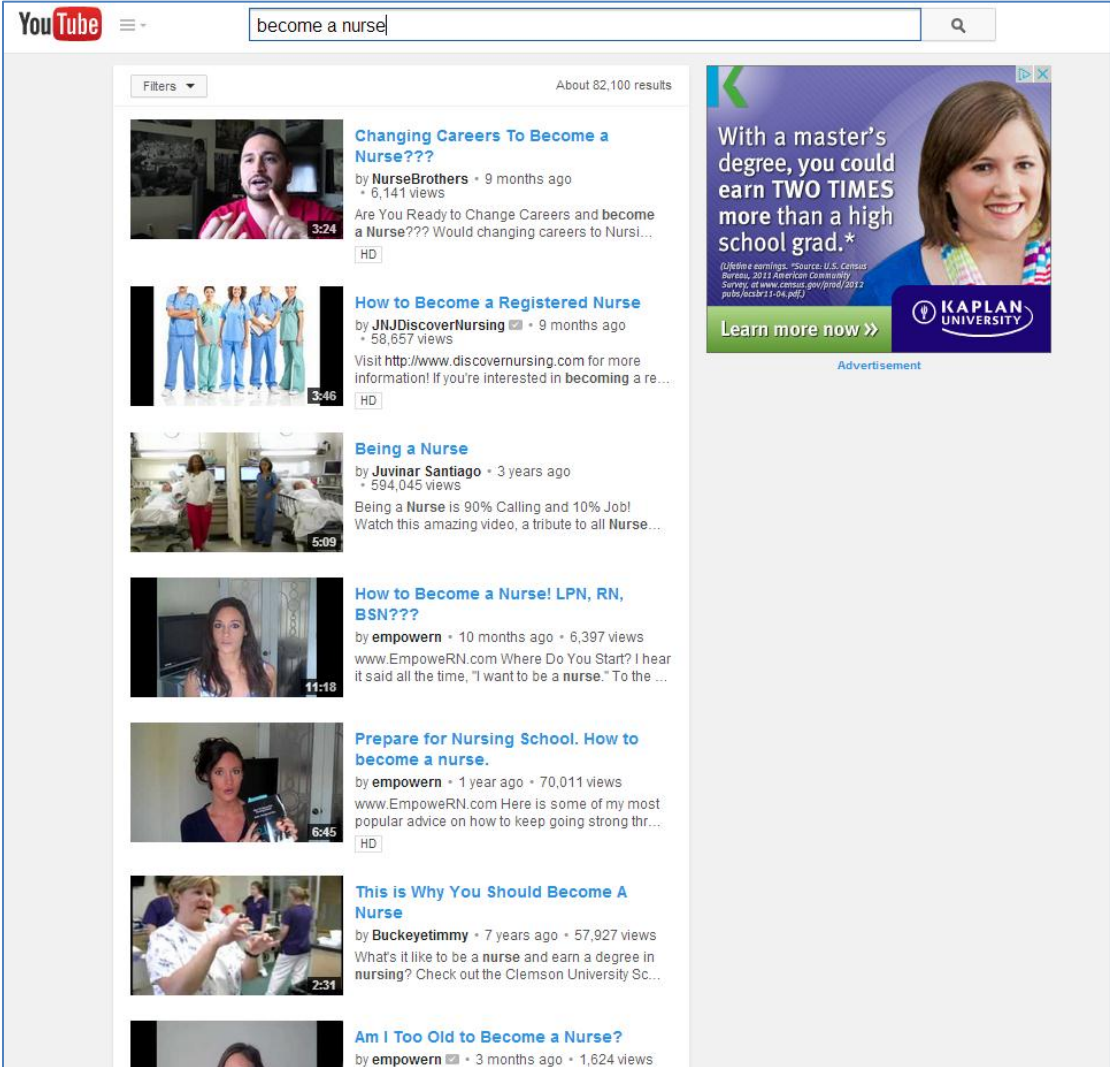
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results are listed in a vertical column on the left, each with a video thumbnail, title, channel name, and view count. The first video is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. The second is "How to Become a Registered Nurse" by JNJDiscoverNursing, with 58,657 views. The third is "Being a Nurse" by Juvinar Santiago, with 594,045 views. The fourth is "How to Become a Nurse! LPN, RN, BSN???" by empower, with 6,397 views. The fifth is "Prepare for Nursing School. How to become a nurse." by empower, with 70,011 views. The sixth is "This is Why You Should Become A Nurse" by Bucketetimmy, with 57,927 views. The seventh is "Am I Too Old to Become a Nurse?" by empower, with 1,624 views. On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*", "Learn more now >>", and the Kaplan University logo. Below the ad, the word "Advertisement" is written.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

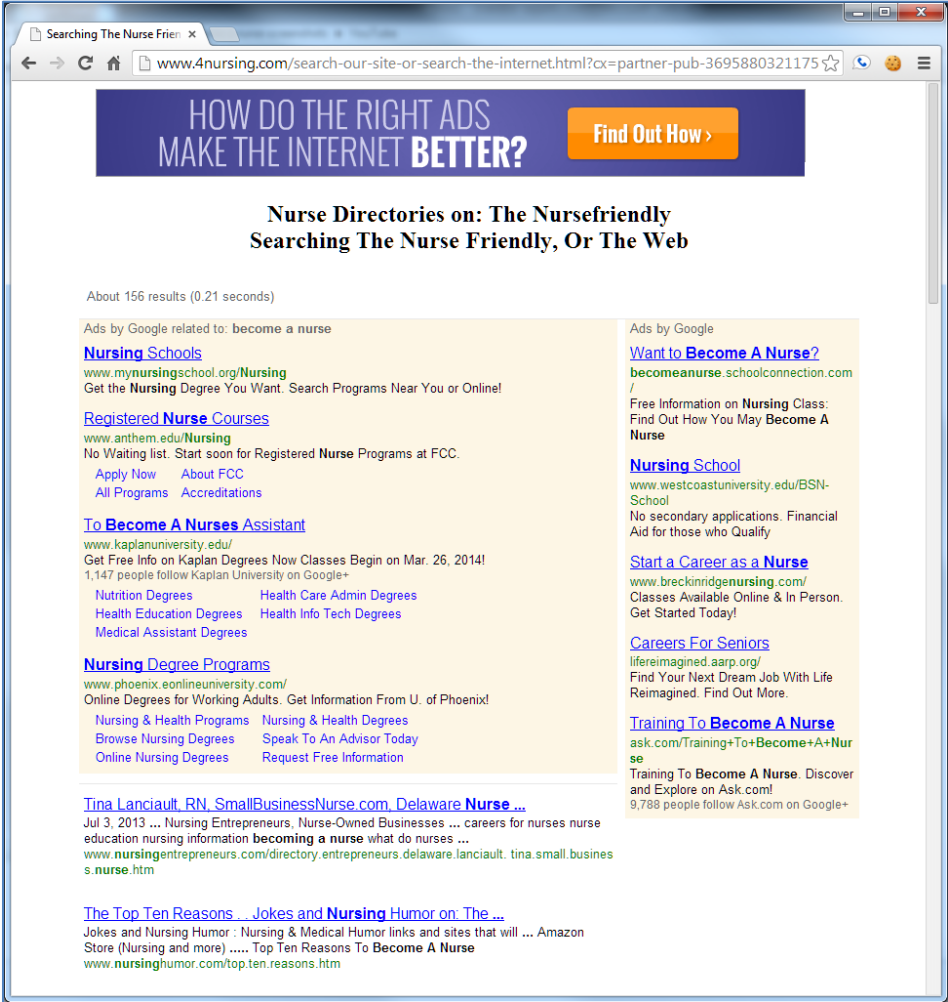
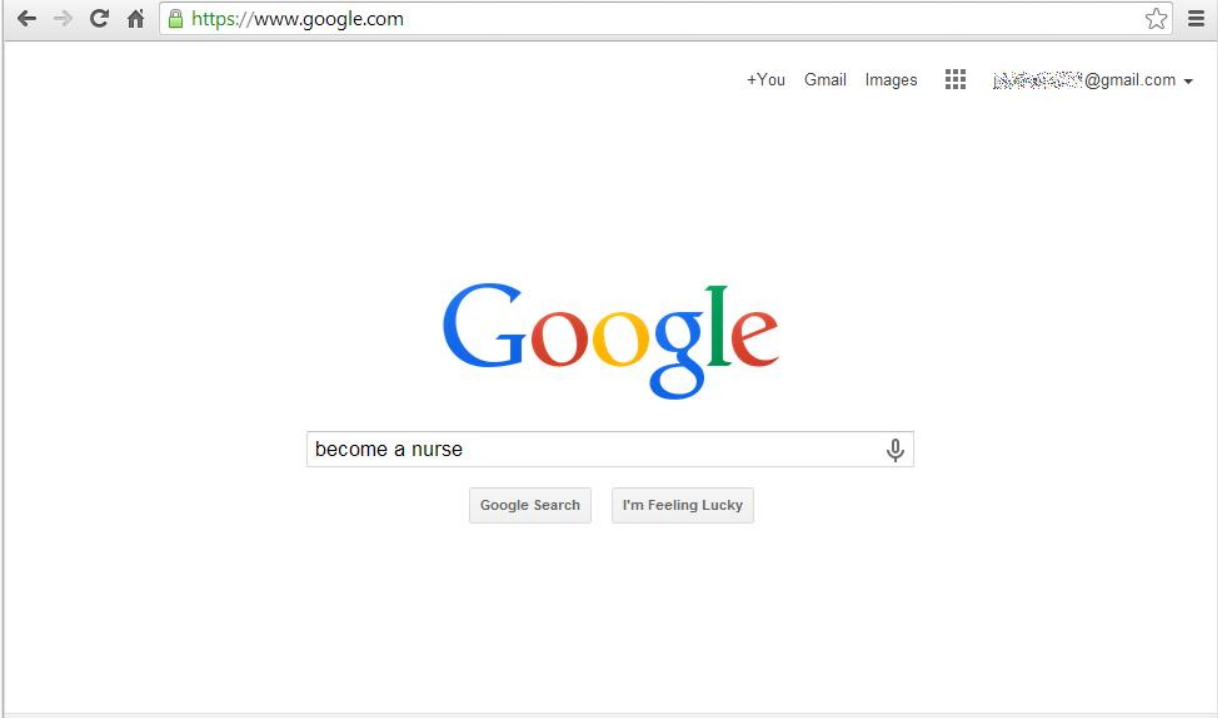
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google Custom Search interface. At the top, a banner asks 'HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?' with a 'Find Out How >' button. Below this, the search query is 'Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web'. The results show 'About 156 results (0.21 seconds)'. The main content area is divided into two columns of search results. The left column includes links to 'Nursing Schools' (www.mynursingschool.org/Nursing), 'Registered Nurse Courses' (www.anthem.edu/Nursing), 'To Become A Nurses Assistant' (www.kaplanuniversity.edu/), and 'Nursing Degree Programs' (www.phoenixonlineuniversity.com/). The right column includes 'Want to Become A Nurse?' (becomeanurse.schoolconnection.com), 'Nursing School' (www.westcoastuniversity.edu/BSN-School), 'Start a Career as a Nurse' (www.breckinridgenursing.com/), 'Careers For Seniors' (lifereimagined.aarp.org/), and 'Training To Become A Nurse' (ask.com/Training+To+Become+A+Nurse). At the bottom, there are additional links like 'Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ...' and 'The Top Ten Reasons ... Jokes and Nursing Humor on The ...'.</p> <p>Google Custom Search Results Page</p>

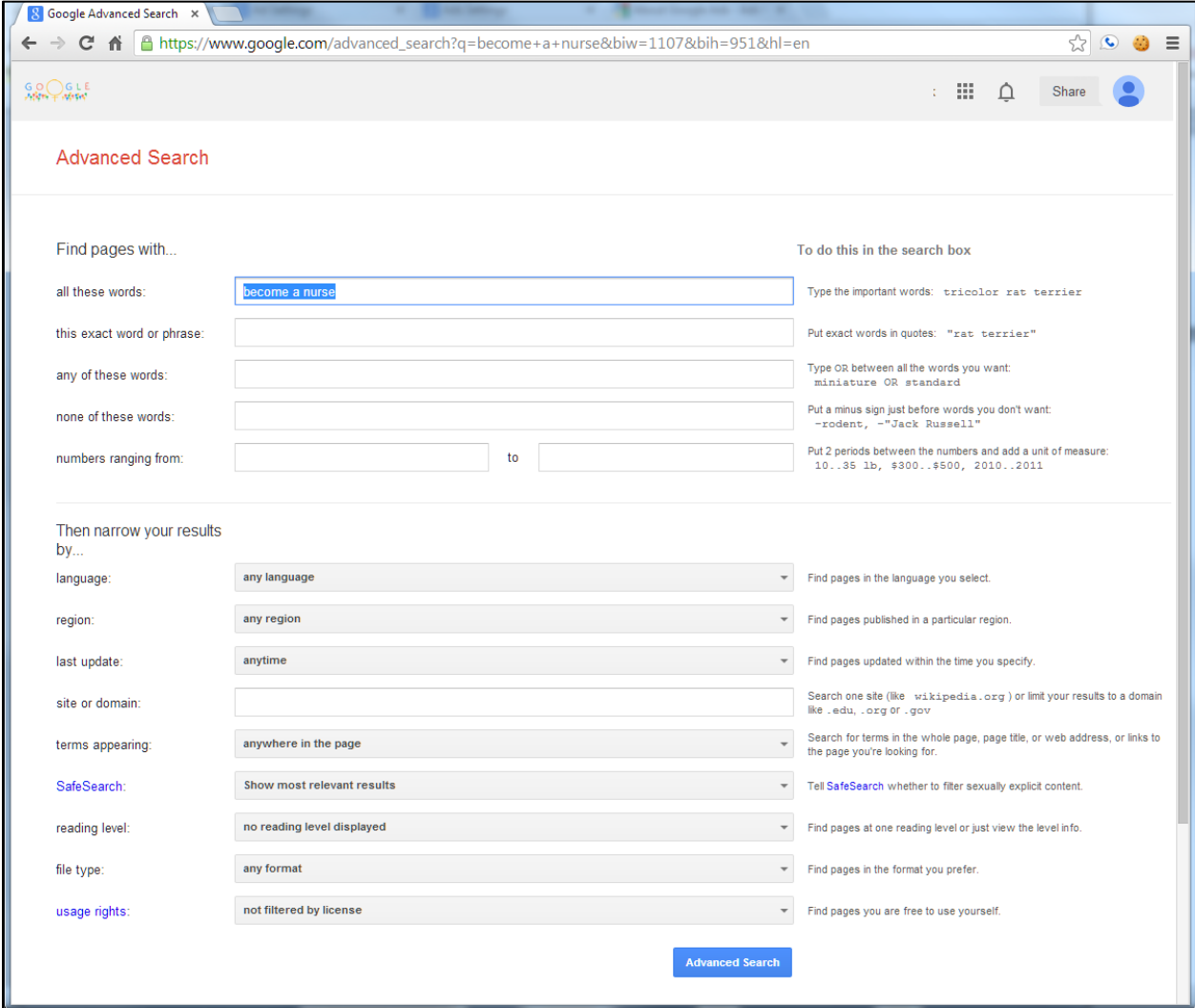
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 8	
A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	<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 Cstom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the "Accused Instrumentalities").</p> <p>See claim 1 above.</p>
receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;	<p>The Accused Instrumentalities receive, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information at a server.</p> <p>See claim 1 above.</p>

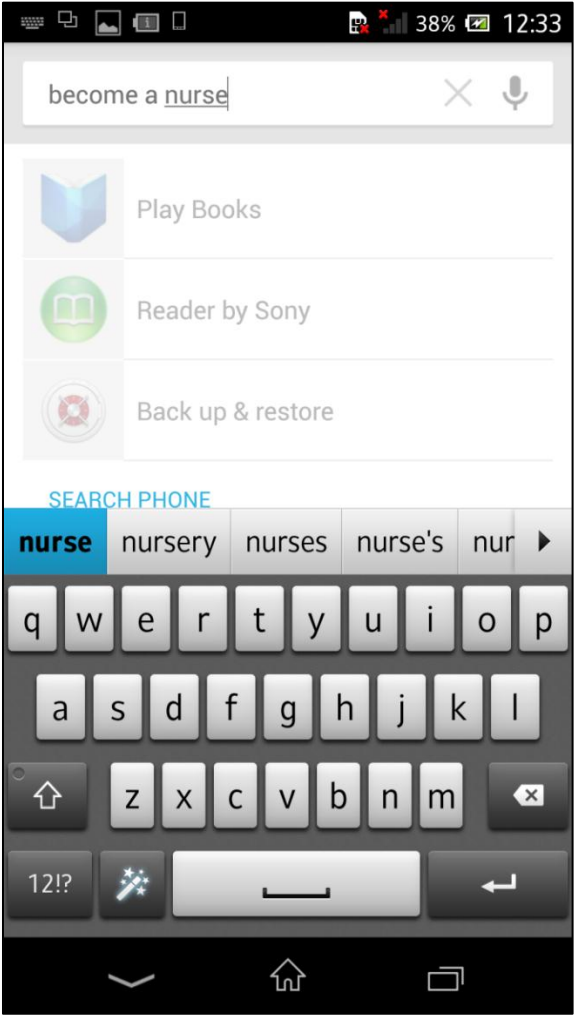
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of the Google homepage as it appeared in a web browser. The browser's address bar at the top shows the URL 'https://www.google.com'. Below the address bar, there are links for '+You', 'Gmail', and 'Images', followed by a grid icon and a user profile icon labeled '@gmail.com'. The center of the page features the multi-colored Google logo. 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'.

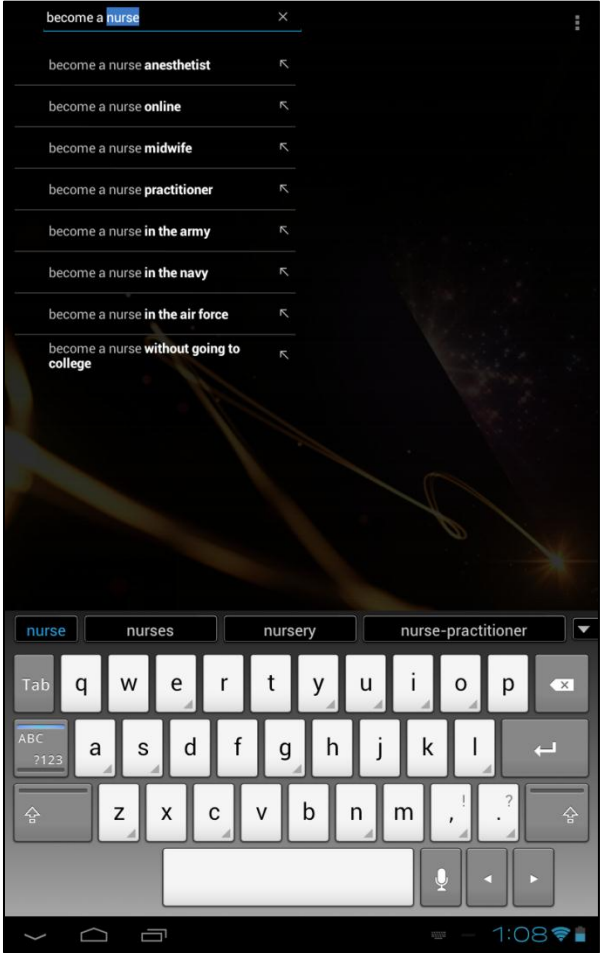
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>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". The main heading is "Advanced Search".</p> <p>Find pages with...</p> <ul style="list-style-type: none">all these words: <input type="text" value="become a nurse"/>this exact word or phrase: <input type="text"/>any of these words: <input type="text"/>none of these words: <input type="text"/>numbers ranging from: <input type="text"/> to <input type="text"/> <p>To do this in the search box</p> <ul style="list-style-type: none">Type the important words: tricolor rat terrierPut exact words in quotes: "rat terrier"Type OR between all the words you want: miniature OR standardPut a minus sign just before words you don't want: -rodent, -"Jack Russell"Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011 <p>Then narrow your results by...</p> <ul style="list-style-type: none">language: <input type="text" value="any language"/> Find pages in the language you select.region: <input type="text" value="any region"/> Find pages published in a particular region.last update: <input type="text" value="anytime"/> Find pages updated within the time you specify.site or domain: <input type="text"/> Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .govterms appearing: <input type="text" value="anywhere in the page"/> Search for terms in the whole page, page title, or web address, or links to the page you're looking for.SafeSearch: <input type="text" value="Show most relevant results"/> Tell SafeSearch whether to filter sexually explicit content.reading level: <input type="text" value="no reading level displayed"/> Find pages at one reading level or just view the level info.file type: <input type="text" value="any format"/> Find pages in the format you prefer.usage rights: <input type="text" value="not filtered by license"/> Find pages you are free to use yourself. <p><input type="button" value="Advanced Search"/></p>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="997 321 1566 1331">A screenshot of an Android 4.2 mobile handset. The status bar at the top shows icons for Wi-Fi, signal strength, battery at 38%, and the time 12:33. Below the status bar is a search bar containing the text "become a nurse". Below the search bar are three suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red circular icon. Below these suggestions is a "SEARCH PHONE" section. The word "nurse" is highlighted in blue, and a list of suggestions follows: "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three capacitive touch icons: a back arrow, a home house icon, and a recent apps icon.</div> <p data-bbox="1058 1360 1505 1393">Mobile Handset Running Android 4.2</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a tablet screen with a dark background featuring a glowing orange line. A 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-pointing arrow. The suggestions are: 'nurse', 'anesthetist', 'online', 'midwife', 'practitioner', 'in the army', 'in the navy', 'in the air force', and 'without going to college'. At the bottom of the screen, a QWERTY keyboard is visible, with the word 'nurse' highlighted in the search bar above it. The status bar at the very bottom shows the time as 1:08 and various icons.</p> <p>Tablet Device Running Android 4.0.2</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

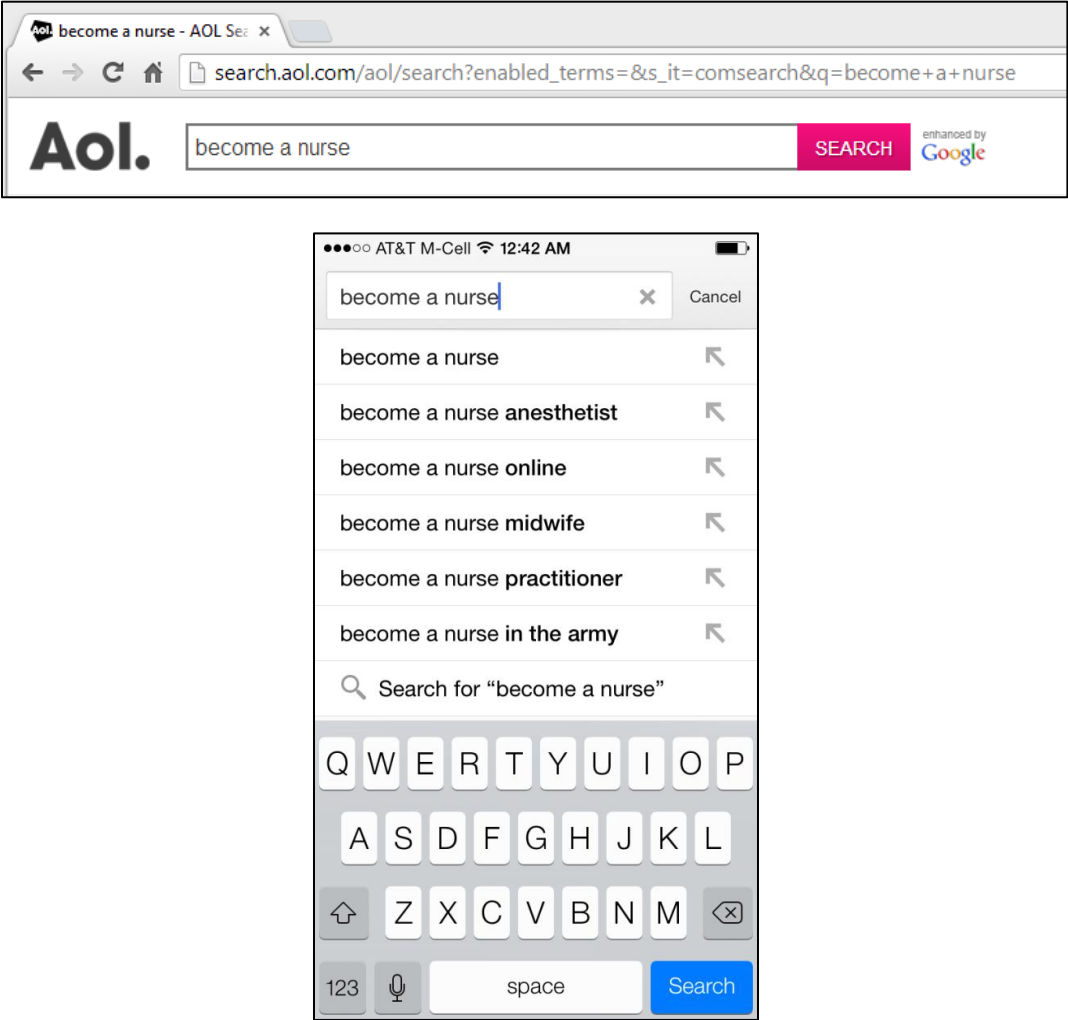
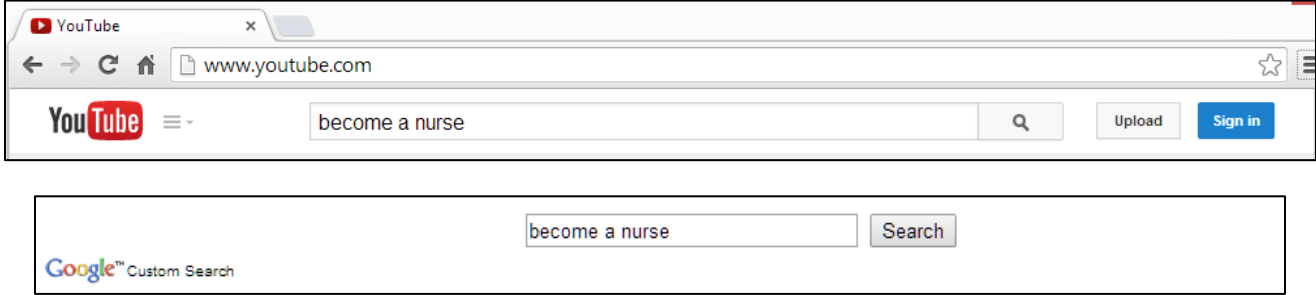
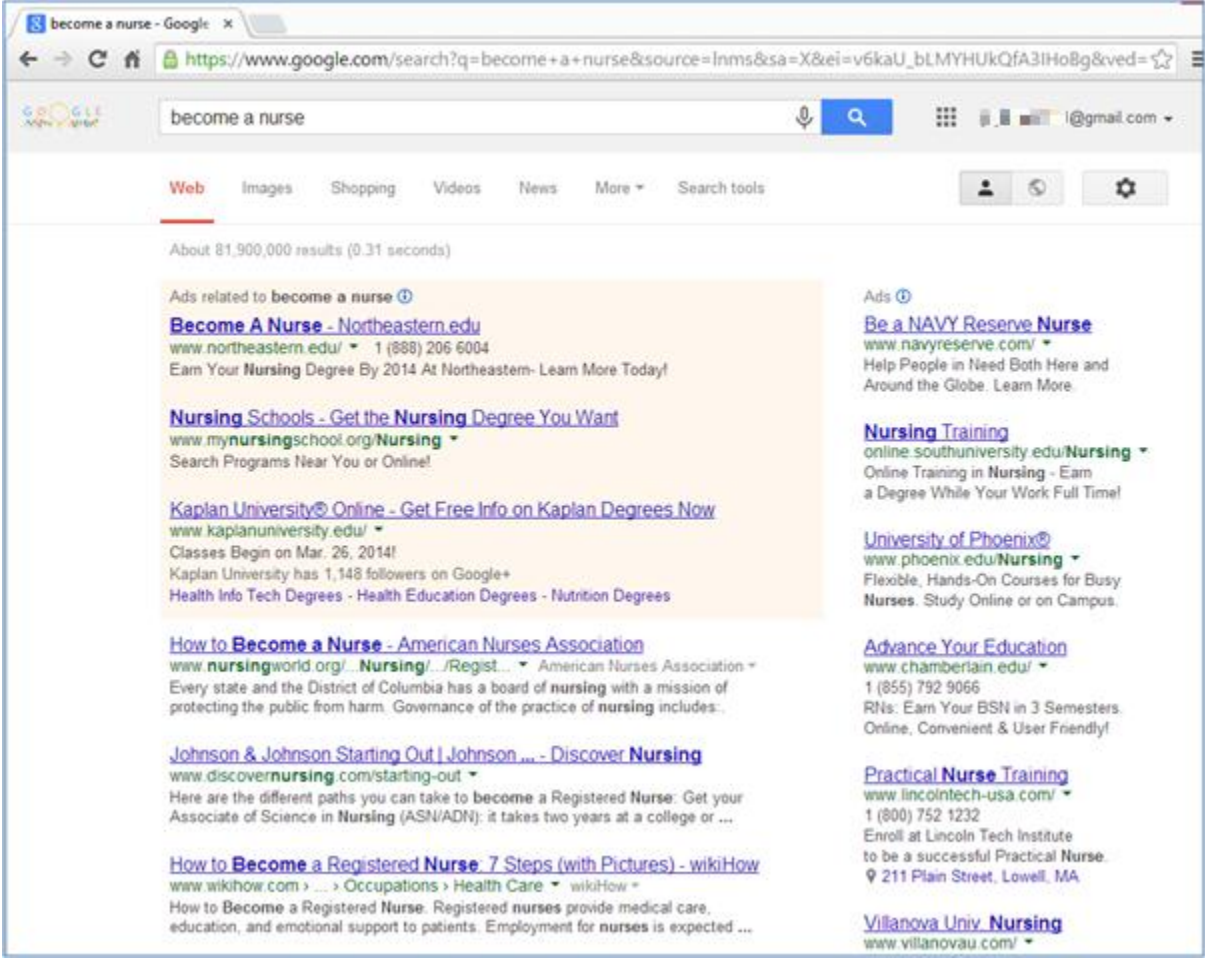
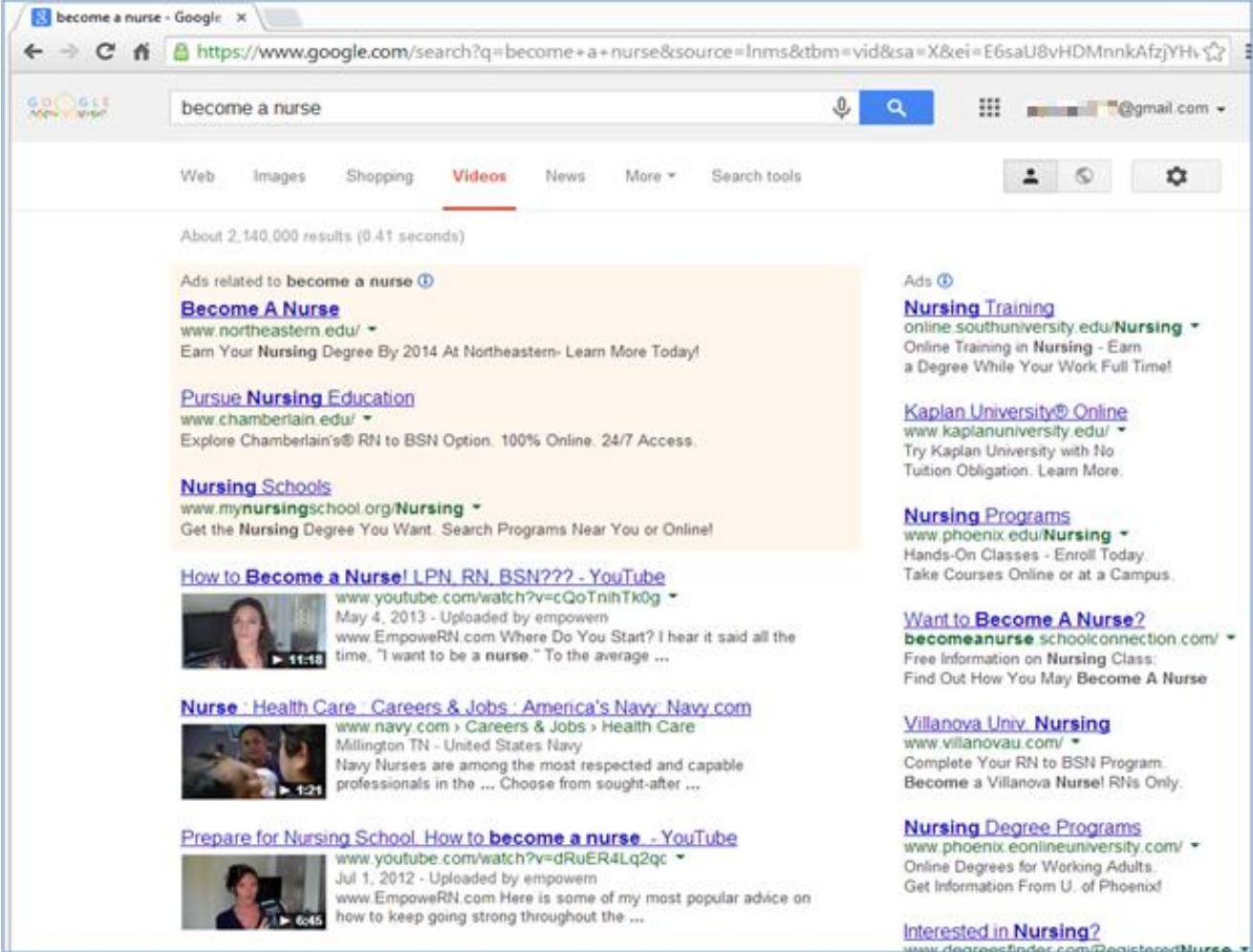
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image shows a screenshot of an AOL search interface. The browser window title is "become a nurse - AOL Search". The address bar shows the URL "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains the text "become a nurse" and a pink "SEARCH" button. 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 with a "Search" button at the bottom right.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

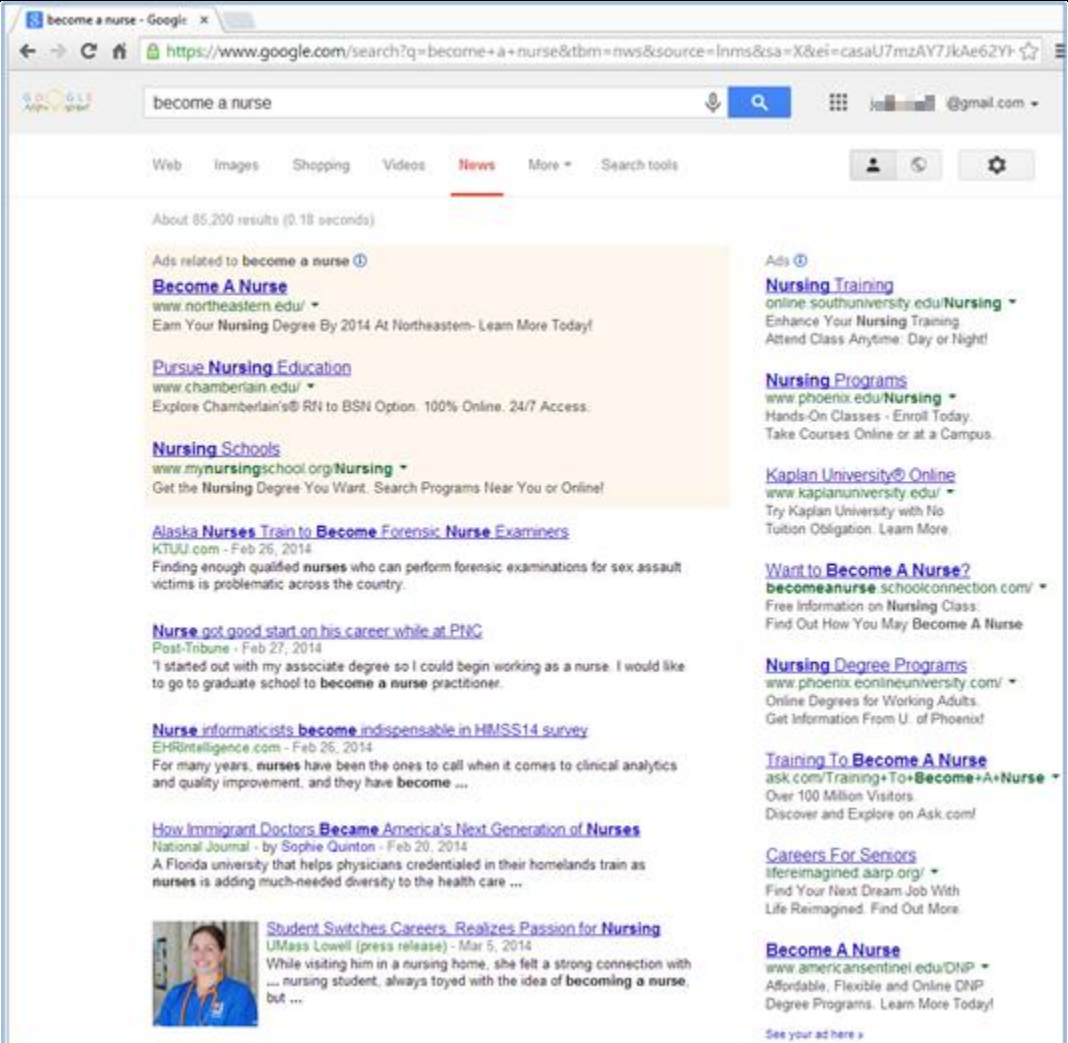
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Google Search App Running on iOS 7.1</p>  <p style="text-align: right;">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>
<p>searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;</p>	<p>The Accused Instrumentalities search, by the server computer based upon the received search argument, a first database to generate search results, the first database has data network related information and is contained on the server computer.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>become a nurse - Google x</p> <p>← → ↻ 🔍 https://www.google.com/search?q=become+a+nurse&source=lnms&sa=X&ei=v6kaU_bLMYHUKQfA3IH08g&ved=☆</p> <p>become a nurse 🔍</p> <p>Web Images Shopping Videos News More ▾ Search tools</p> <p>About 81,900,000 results (0.31 seconds)</p> <p>Ads related to become a nurse ⓘ</p> <p>Become A Nurse - Northeastern.edu www.northeastern.edu/ ▾ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing ▾ Search Programs Near You or Online!</p> <p>Kaplan University® Online - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ ▾ Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ Health Info Tech Degrees · Health Education Degrees · Nutrition Degrees</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/ ▾ Nursing/.../Regist... ▾ American Nurses Association ▾ Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:</p> <p>Johnson & Johnson Starting Out Johnson... - Discover Nursing www.discovernursing.com/starting-out ▾ Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p>How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow www.wikihow.com ▾ ... ▾ Occupations ▾ Health Care ▾ wikiHow ▾ How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p>Ads ⓘ</p> <p>Be a NAVY Reserve Nurse www.navyreserve.com/ ▾ Help People in Need Both Here and Around the Globe. Learn More.</p> <p>Nursing Training online.southuniversity.edu/Nursing ▾ Online Training in Nursing - Earn a Degree While Your Work Full Time!</p> <p>University of Phoenix® www.phoenix.edu/Nursing ▾ Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.</p> <p>Advance Your Education www.chamberlain.edu/ ▾ 1 (855) 792 9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!</p> <p>Practical Nurse Training www.lincolntech-usa.com/ ▾ 1 (800) 752 1232 Enroll at Lincoln Tech Institute to be a successful Practical Nurse. ♣ 211 Plain Street, Lowell, MA</p> <p>Villanova Univ Nursing www.villanovau.com/ ▾</p>

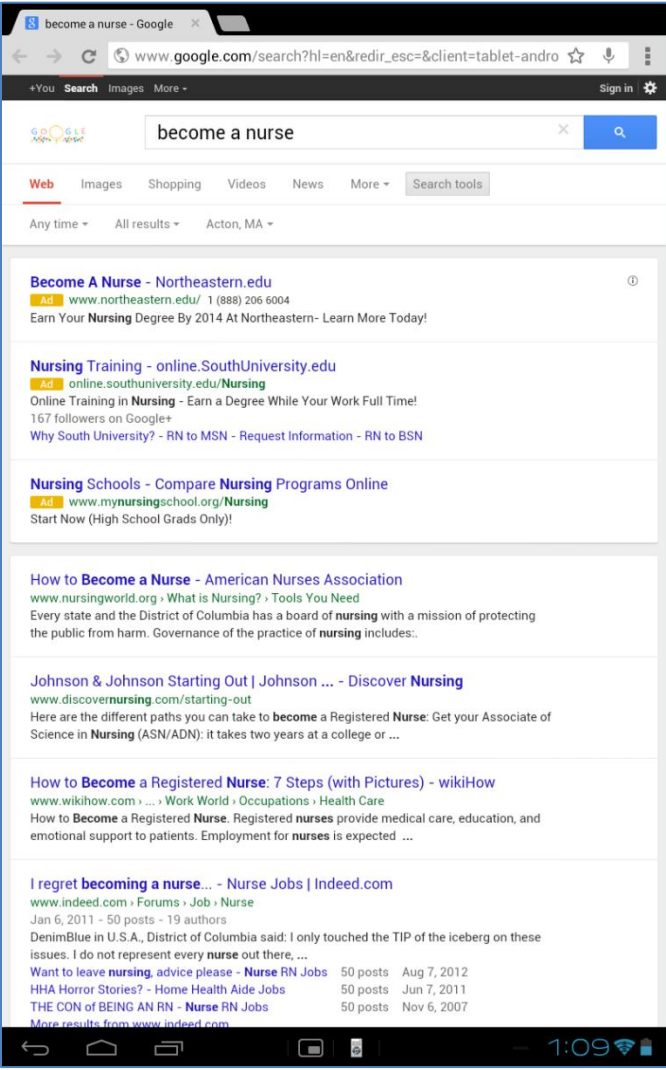
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

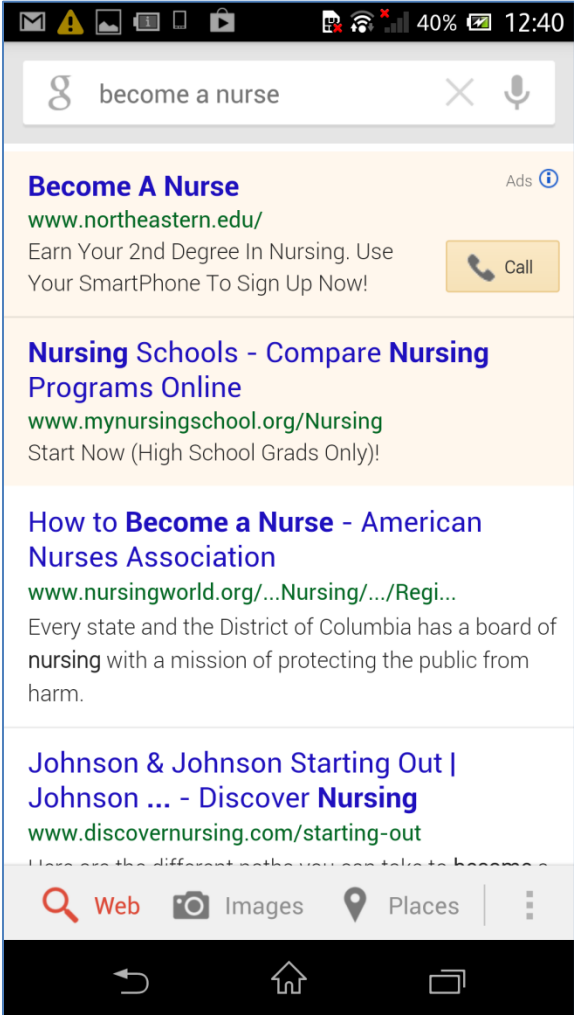
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and organic search results. The ads section on the left includes links to "Become A Nurse" (www.northeastern.edu/), "Pursue Nursing Education" (www.chamberlain.edu/), and "Nursing Schools" (www.mynursingschool.org/Nursing). The organic search results section includes a video titled "How to Become a Nurse! LPN, RN, BSN??? - YouTube" and a link to "Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com". The right sidebar contains additional ads for "Nursing Training", "Kaplan University® Online", "Nursing Programs", "Want to Become A Nurse?", "Villanova Univ. Nursing", "Nursing Degree Programs", and "Interested in Nursing?".</p>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

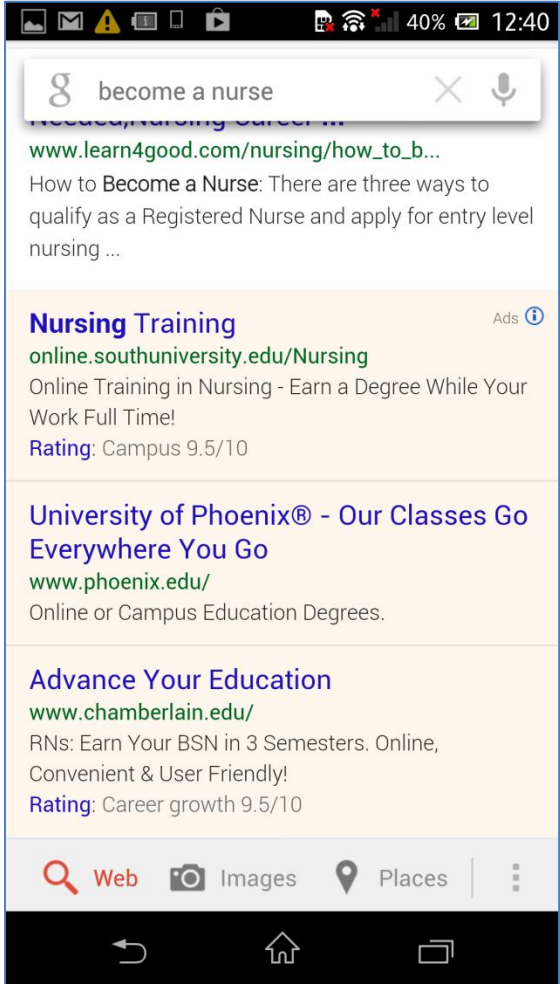
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search results page for the query "become a nurse". The page includes a search bar at the top with the text "become a nurse" and a navigation bar with tabs for Web, Images, Shopping, Videos, News, and More. The search results are organized into several sections:</p> <ul style="list-style-type: none"> Ads related to become a nurse: This section includes links to "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), and "Nursing Schools" (www.mynursingschool.org). Nursing Training: This section includes a link to "Nursing Training" (online.southuniversity.edu/Nursing). Nursing Programs: This section includes a link to "Nursing Programs" (www.phoenix.edu/Nursing). Kaplan University Online: This section includes a link to "Kaplan University Online" (www.kaplanuniversity.edu). Want to Become A Nurse?: This section includes a link to "Want to Become A Nurse?" (becomeanurse.schoolconnection.com). Nursing Degree Programs: This section includes a link to "Nursing Degree Programs" (www.phoenixonlineuniversity.com). Training To Become A Nurse: This section includes a link to "Training To Become A Nurse" (ask.com/Training+To+Become+A+Nurse). Careers For Seniors: This section includes a link to "Careers For Seniors" (lifereimagined.aarp.org). Become A Nurse: This section includes a link to "Become A Nurse" (www.americasentinel.edu/DNP). <p>The search results also include several news articles and a video thumbnail. The news articles include "Alaska Nurses Train to Become Forensic Nurse Examiners", "Nurse got good start on his career while at PHC", "Nurse informaticists become indispensable in HIMSS14 survey", and "How Immigrant Doctors Became America's Next Generation of Nurses". The video thumbnail shows a woman in a nursing uniform.</p>

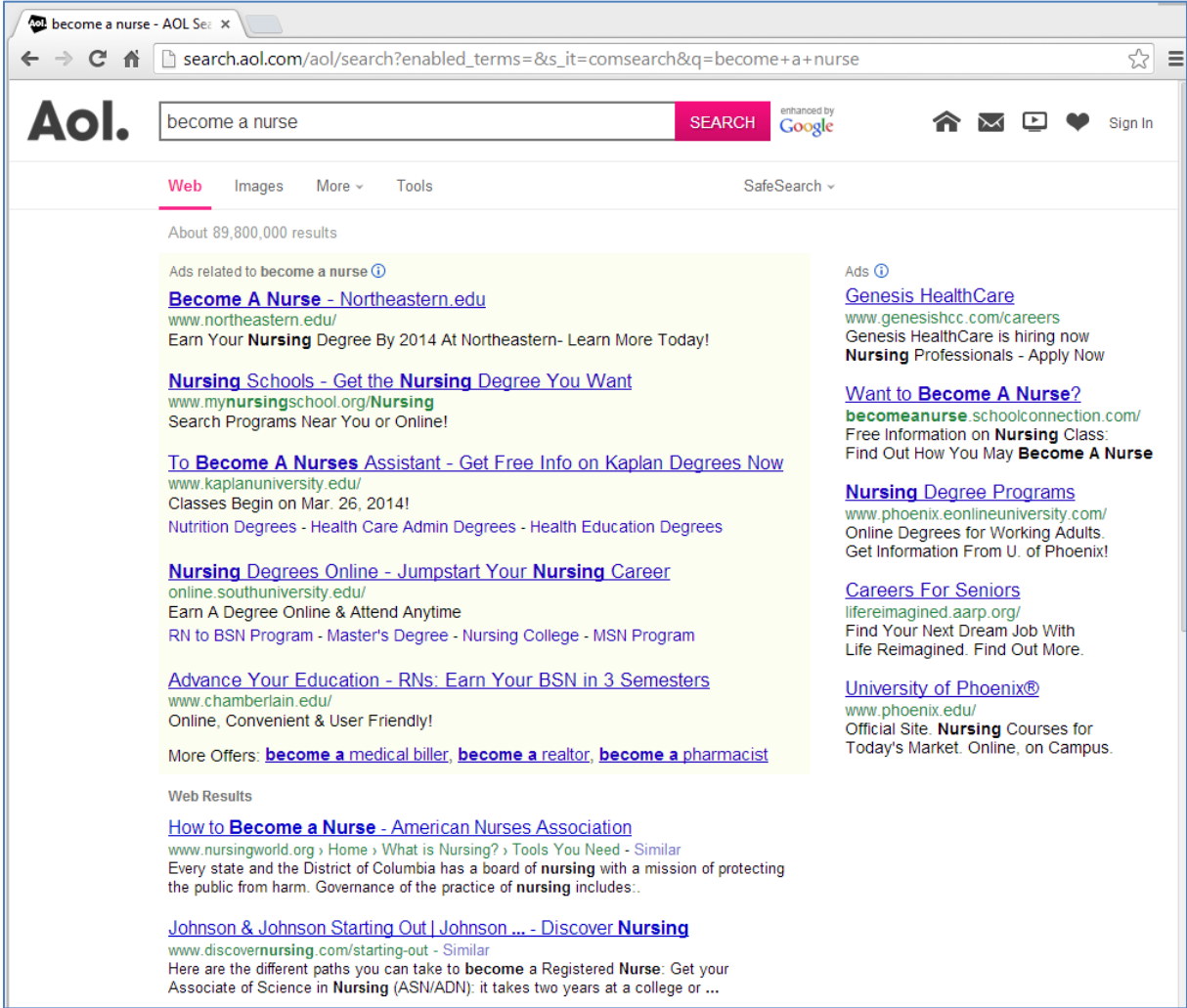
Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized as "Web" and include several links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: A link to www.northeastern.edu/ with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".Nursing Training - online.SouthUniversity.edu: A link to online.southuniversity.edu/Nursing. The text below the link says "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN".Nursing Schools - Compare Nursing Programs Online: A link to www.mynursingschool.org/Nursing. The text below the link says "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: A link to www.nursingworld.org/WhatIsNursing?ToolsYouNeed. The text below the link says "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".Johnson & Johnson Starting Out Johnson ... - Discover Nursing: A link to www.discovernursing.com/starting-out. The text below the link says "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...".How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: A link to www.wikihow.com/WorkWorld/Occupations/HealthCare/HowtoBecomeaRegisteredNurse. The text below the link says "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...".I regret becoming a nurse... - Nurse Jobs Indeed.com: A link to www.indeed.com/Forums/Job/Nurse. The text below the link says "Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers, such as "Become A Nurse" from northeastern.edu, "Nursing Schools - Compare Nursing Programs Online" from mynursingschool.org, and "How to Become a Nurse - American Nurses Association" from nursingworld.org. The interface also features a "Call" button and a bottom navigation bar with icons for Web, Images, and Places.</p>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 A screenshot of a mobile search results page. At the top, the status bar shows icons for signal, Wi-Fi, battery at 40%, and time 12:40. Below the status bar is a search bar with the text "become a nurse" and a microphone icon. The first search result is a link to "www.learn4good.com/nursing/how_to_b..." with the snippet "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored 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 "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 "Career growth 9.5/10". At the bottom of the screen is a navigation bar with icons for "Web", "Images", "Places", and a menu icon.

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	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar displays "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The AOL logo is visible on the left, and the search bar contains the text "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools", and a "SafeSearch" dropdown menu. The results section indicates "About 89,800,000 results".</p> <p>On the left side of the results, there is a list of "Ads related to become a nurse":</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want www.mynursingschool.org/Nursing Search Programs Near You or Online! To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now www.kaplanuniversity.edu/ Classes Begin on Mar. 26, 2014! Nutrition Degrees - Health Care Admin Degrees - Health Education Degrees Nursing Degrees Online - Jumpstart Your Nursing Career online.southuniversity.edu/ Earn A Degree Online & Attend Anytime RN to BSN Program - Master's Degree - Nursing College - MSN Program Advance Your Education - RNs: Earn Your BSN in 3 Semesters www.chamberlain.edu/ Online, Convenient & User Friendly! <p>Below the ads, there is a section for "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>On the right side of the results, there is a list of "Ads":</p> <ul style="list-style-type: none"> Genesis HealthCare www.genesisihcc.com/careers Genesis HealthCare is hiring now Nursing Professionals - Apply Now Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A Nurse Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Careers For Seniors lifereimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More. University of Phoenix® www.phoenix.edu/ Official Site. Nursing Courses for Today's Market. Online, on Campus.

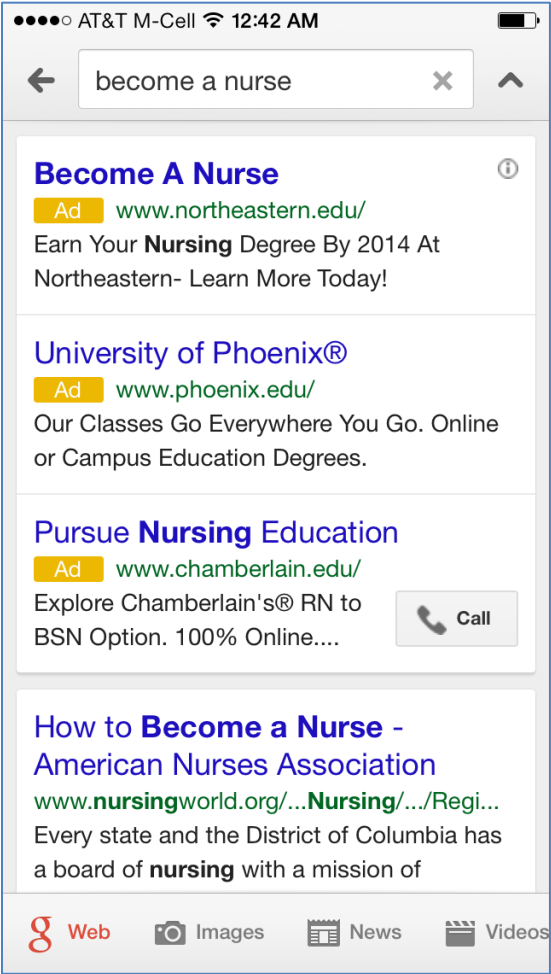
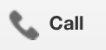
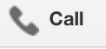
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Top status bar: AT&T M-Cell, 12:42 AM, battery icon.Search bar: "become a nurse" with a back arrow on the left and a close button on the right.Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... CallHow to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission of Bottom navigation bar: Google logo, Web, Images, News, Videos.

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	<div data-bbox="1008 324 1558 1302"> <p>How to Become a Nurse,Qualifications Needed,Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p> </div>

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7,236,969

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The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results are listed in a vertical column, each with a video thumbnail, title, channel name, and view count. The first video is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. The second is "How to Become a Registered Nurse" by JNJDiscoverNursing, with 58,657 views. The third is "Being a Nurse" by Juvinar Santiago, with 594,045 views. The fourth is "How to Become a Nurse! LPN, RN, BSN???" by empowern, with 6,397 views. The fifth is "Prepare for Nursing School. How to become a nurse." by empowern, with 70,011 views. The sixth is "This is Why You Should Become A Nurse" by Buckeyetimmy, with 57,927 views. The seventh is "Am I Too Old to Become a Nurse?" by empowern, with 1,624 views. On the right side of the page, there is a large advertisement for Kaplan University, featuring a woman's face and the text "With a master's degree, you could earn TWO TIMES more than a high school grad.*".

The screenshot shows a web browser window with a search results page for "become a nurse". The browser's address bar shows the URL "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The page features a large banner at the bottom with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button labeled "Find Out How".

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<p>correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and</p>	<p>Upon information and belief, the Accused Instrumentalities correlate the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See claim 1 above.</p> <div data-bbox="659 505 1902 1044" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Using keyword matching options</h3> <ul style="list-style-type: none"> • Use matching options with your keywords to help control which searches can trigger your ad. • When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches. • Use the search terms report to monitor which keyword variations triggered your ads. <p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p> <p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p> </div> <p style="text-align: right;">https://support.google.com/adwords/answer/2497836?hl=en</p>

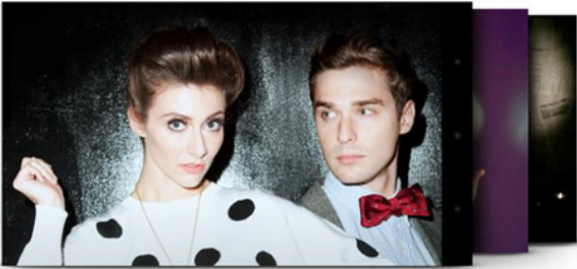
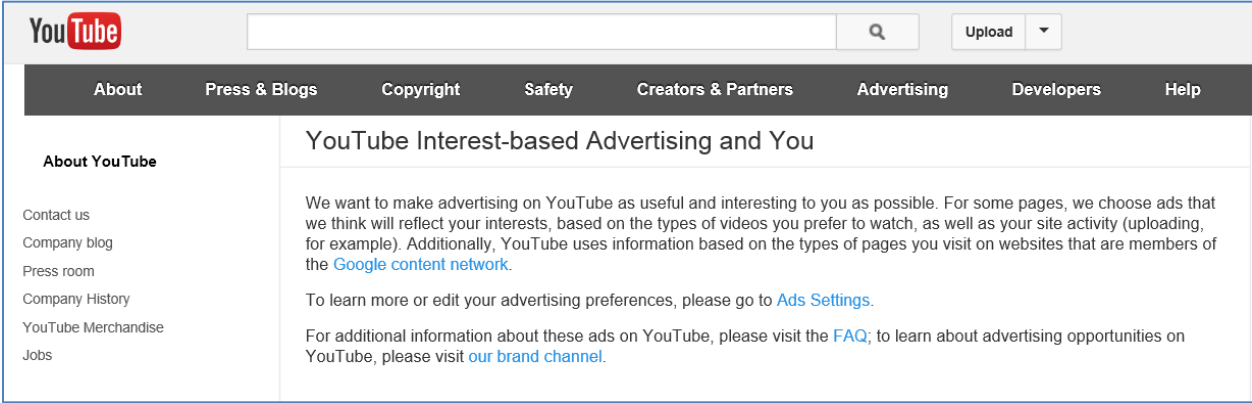
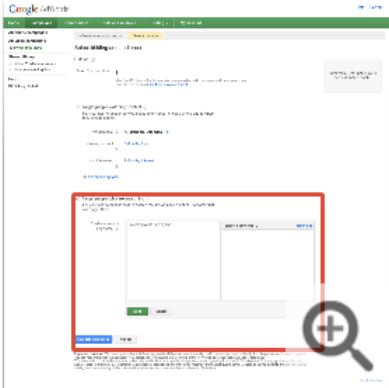
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 690"> <h3>How similar keywords match to search terms</h3> <p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p> </div> <p data-bbox="1213 695 1978 732">https://support.google.com/adwords/answer/2756257?hl=en</p> <div data-bbox="737 841 1923 1218">  <h3>Reach your ideal customer</h3> <p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p> </div> <p data-bbox="1255 1222 1978 1260">http://www.youtube.com/yt/advertise/why-it-works.html</p>




Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google


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	<div data-bbox="659 321 1902 722"><p>The screenshot shows the YouTube homepage. At the top is the YouTube logo, a search bar, and an 'Upload' button. Below this is a navigation bar with links: About, Press & Blogs, Copyright, Safety, Creators & Partners, Advertising, Developers, and Help. The 'About YouTube' section is visible on the left, listing links like 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network. 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.'</p></div> <p data-bbox="1425 727 1976 763">http://www.youtube.com/t/ads_preferences</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1869 1159"> <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="1215 1166 1978 1198">https://support.google.com/youtube/answer/2454017?hl=en</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="709 332 1333 360">2. Target people who are searching (TrueView in-search):</div> <div data-bbox="766 393 1684 420"><ul style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.</div> <div data-bbox="787 488 1173 873"></div> <div data-bbox="743 977 793 1005">Note</div> <div data-bbox="743 1031 1312 1058"><p>Only In-Search ads will be targeted with these keywords.</p></div> <div data-bbox="743 1083 1801 1149"><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></div> <div data-bbox="1281 1177 1978 1205">https://support.google.com/youtube/answer/2454017?hl=en</div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1927 1247"> <h3>Why you may see particular ads</h3> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div data-bbox="730 464 1360 665">  <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="751 1107 903 1149">  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="1008 1291 1978 1323">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

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	<div data-bbox="714 321 1852 1198"><h2 data-bbox="777 357 1543 414">Set up your ad's target language</h2><p data-bbox="777 462 1806 584">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="777 609 1837 706">With the AdWords language targeting feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="777 730 1711 755">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="777 787 1270 812">How language targeting works in AdWords</h3><p data-bbox="777 844 1827 966">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the Google Display Network (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="777 982 1827 990"/><div data-bbox="798 1006 840 1039"></div><b data-bbox="850 1015 934 1039">Example<p data-bbox="850 1055 1753 1177">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <div data-bbox="1197 1201 1984 1242">https://support.google.com/adwords/answer/1722078?hl=en</div>


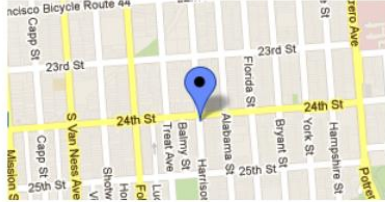

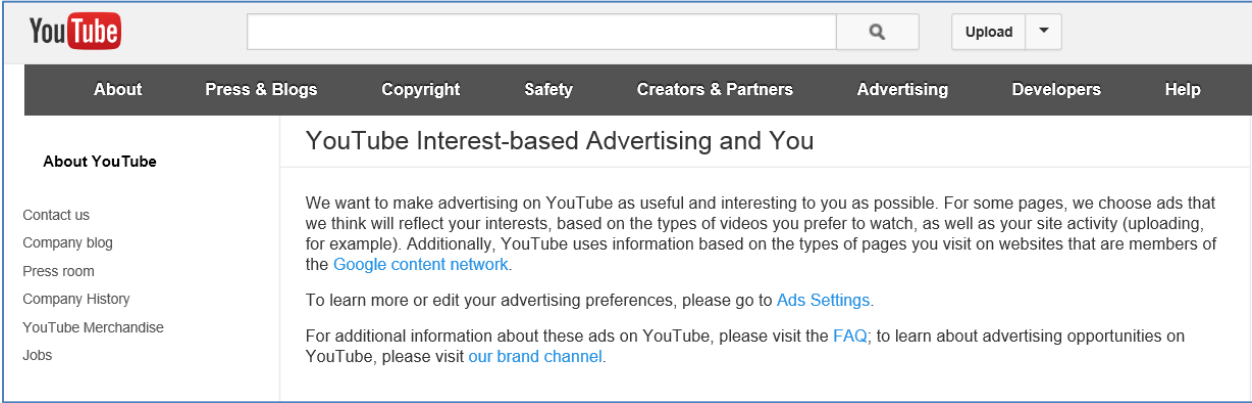
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="667 321 1902 844"> <h3>How AdWords Express works</h3> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p>Get Started For free setup help call: 1-855-500-2762*</p> <div>    </div> <div> <p>People search on Google</p> <p>People search on Google for products and services that you have to offer.</p> </div> <div> <p>They see your ad</p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> </div> <div> <p>You get more customers</p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p>http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

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

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 722"><p>The screenshot shows the YouTube homepage. At the top is the YouTube logo, a search bar, and an 'Upload' button. Below this is a navigation bar with links: About, Press & Blogs, Copyright, Safety, Creators & Partners, Advertising, Developers, and Help. The 'About YouTube' section is visible on the left, listing links like 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The main content area is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network. 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.'</p></div> <p data-bbox="1438 727 1978 763">http://www.youtube.com/t/ads_preference</p>

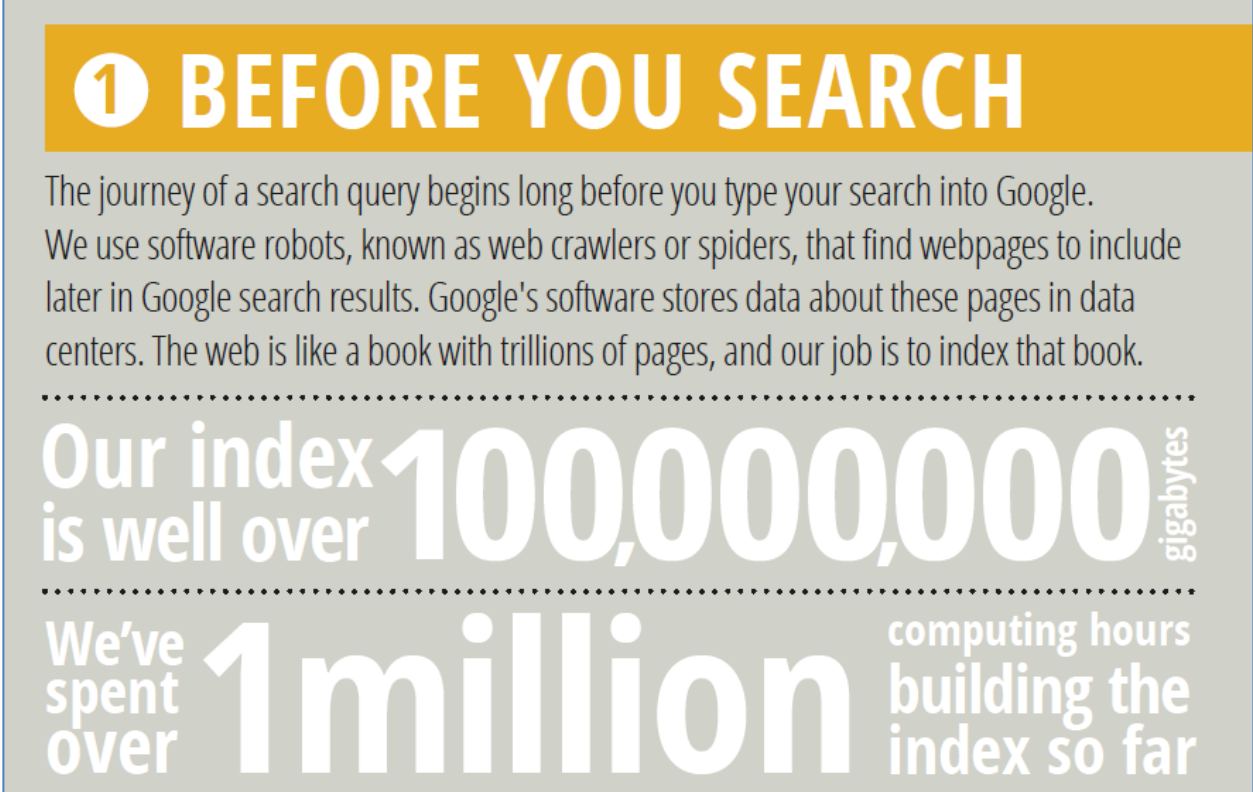
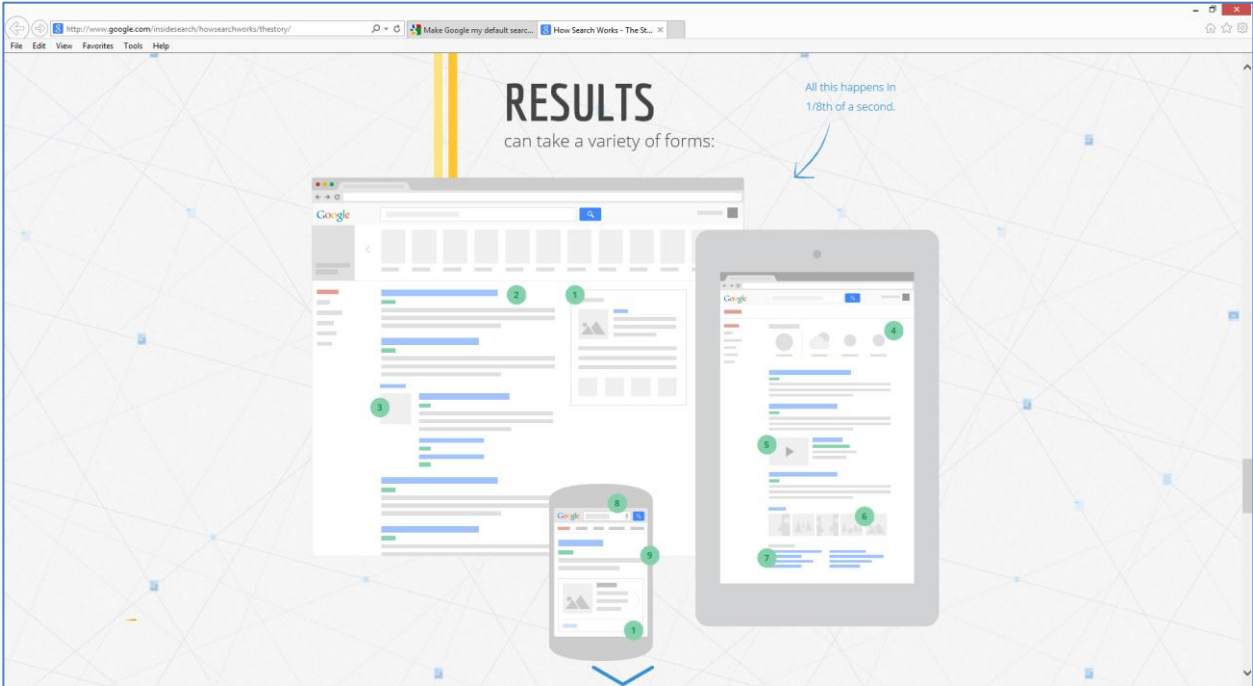
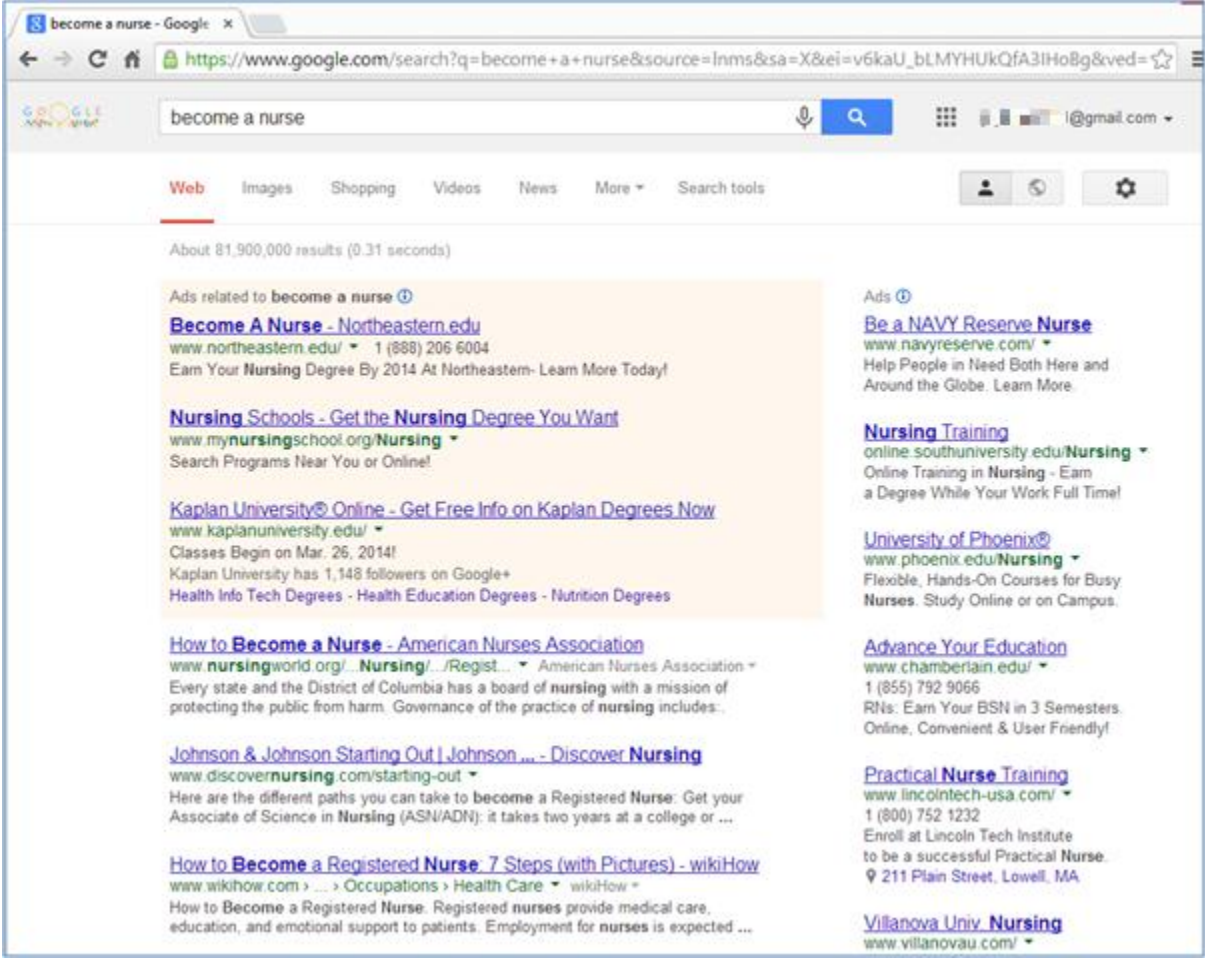
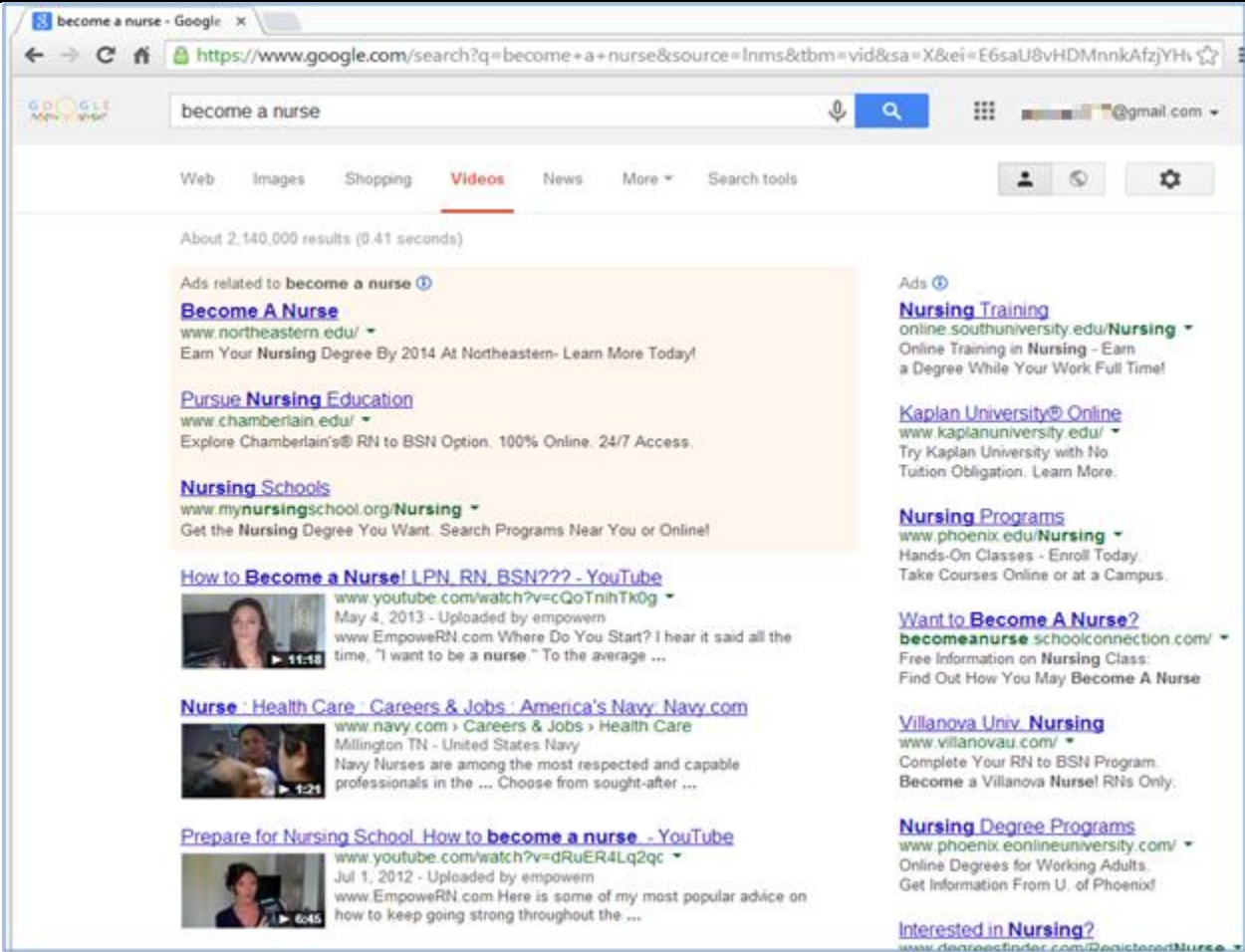
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>① BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <p>Our index is well over 100,000,000 gigabytes</p> <p>We've spent over 1million computing hours building the index so far</p> <p>https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>

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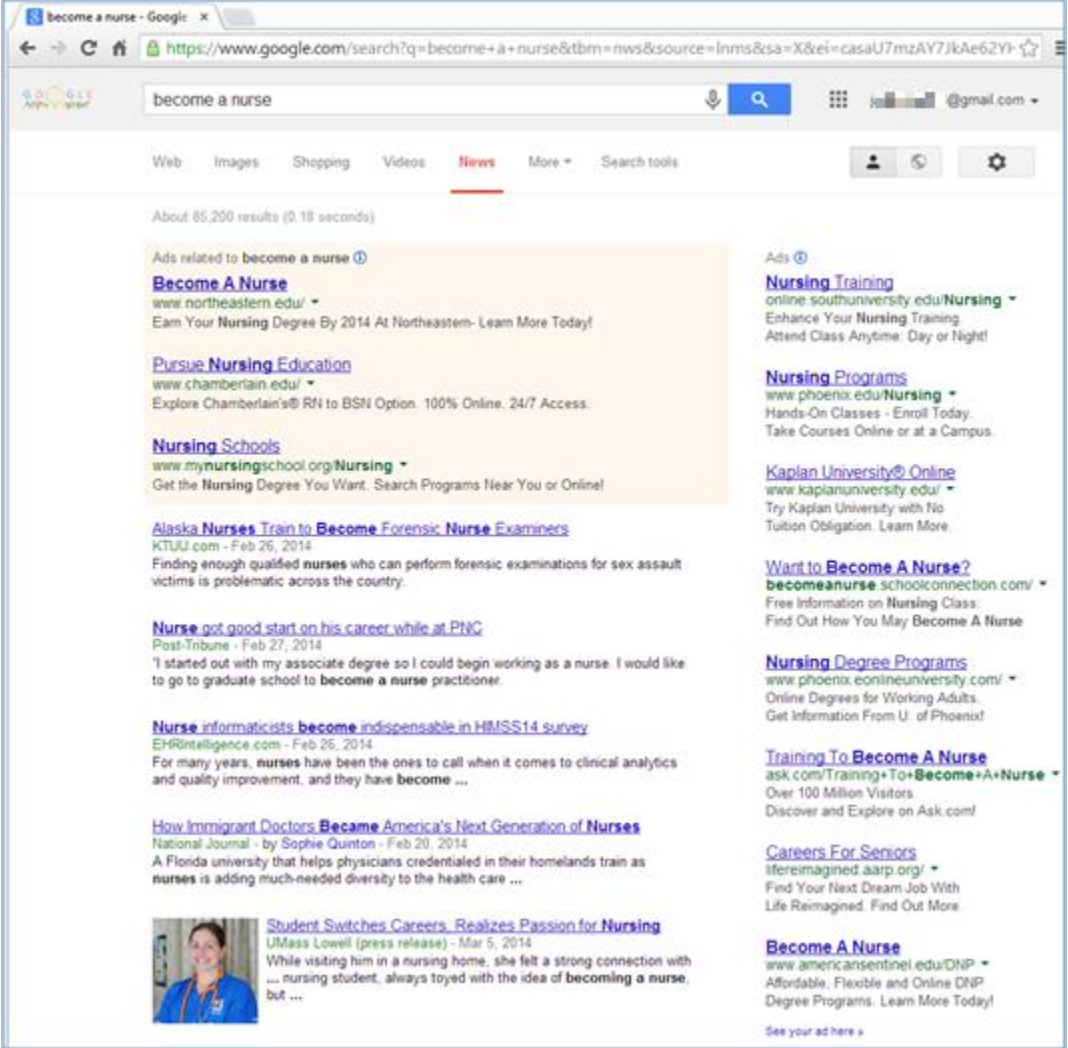
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	 <p data-bbox="1163 1011 1978 1044">http://www.google.com/insidesearch/howsearchworks/thestory/</p>
<p>providing the search results together with the particular advertisement to the user.</p>	<p>The Accused Instrumentalities provide the search results together with the particular advertisement to the user.</p> <p>See claim 1 above.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 81,900,000 results in 0.31 seconds. The search bar at the top contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. The results are organized into two columns. The left column contains several organic search results, including 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 column contains a section for "Ads" with several sponsored links, including "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ Nursing".</p>

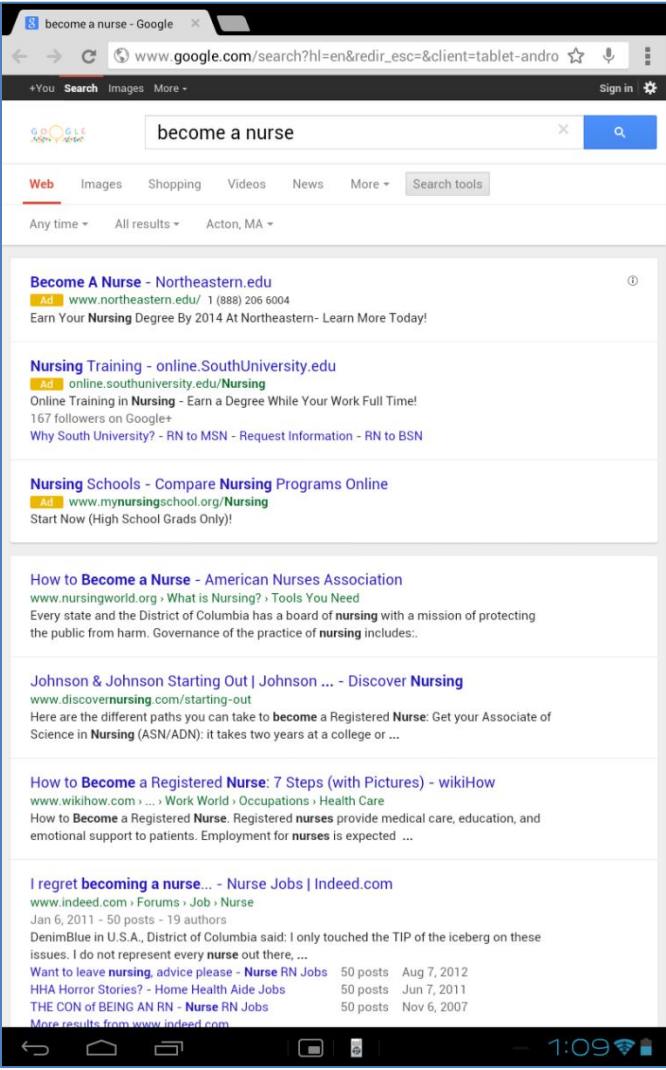
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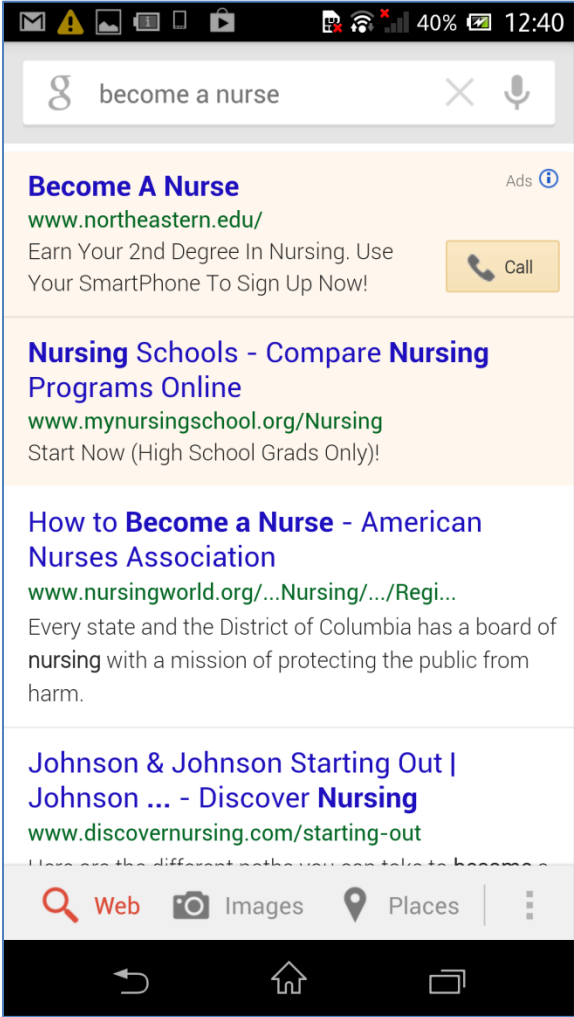
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays various search results, including ads and video thumbnails. The ads section on the left lists several nursing programs and schools, such as "Become A Nurse" from www.northeastern.edu, "Pursue Nursing Education" from www.chamberlain.edu, and "Nursing Schools" from www.mynursingschool.org. The video section on the left shows thumbnails for "How to Become a Nurse! LPN, RN, BSN??? - YouTube" and "Nurse - Health Care - Careers & Jobs - America's Navy - Navy.com". The right side of the page also features ads for "Nursing Training" from online.southuniversity.edu, "Kaplan University Online", "Nursing Programs" from www.phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from www.phoenixonlineuniversity.com, and "Interested in Nursing?" from www.donnectfinder.com.</p>

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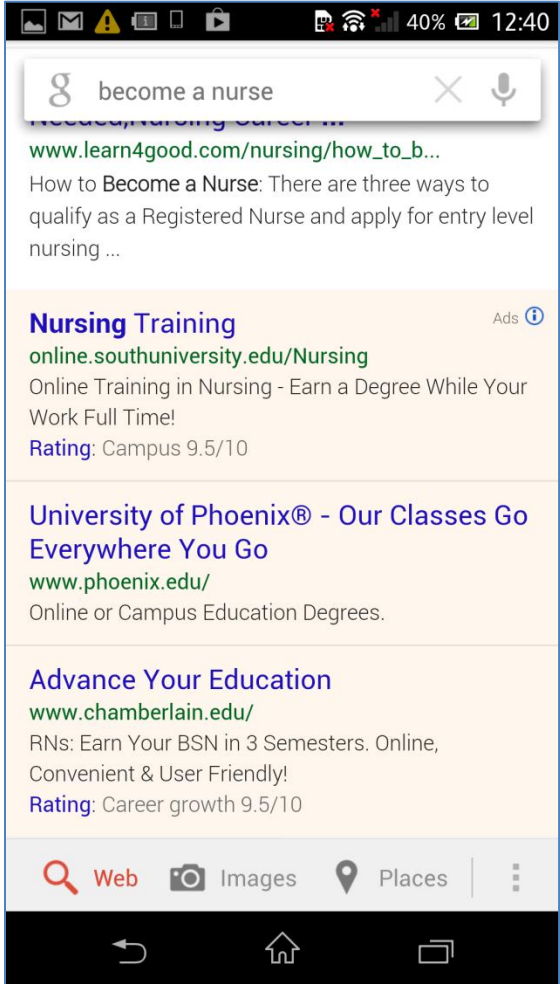
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	 <p>The screenshot displays a Google search interface on a mobile device. The search query is "become a nurse". The results are categorized under "Web" and include several links:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: A link to www.northeastern.edu/ with a phone number (888) 206 6004. The text below the link says "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!".Nursing Training - online.SouthUniversity.edu: A link to online.southuniversity.edu/Nursing. The text below the link says "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN".Nursing Schools - Compare Nursing Programs Online: A link to www.mynursingschool.org/Nursing. The text below the link says "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: A link to www.nursingworld.org/WhatIsNursing?ToolsYouNeed. The text below the link says "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:..".Johnson & Johnson Starting Out Johnson ... - Discover Nursing: A link to www.discovernursing.com/starting-out. The text below the link says "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...".How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: A link to www.wikihow.com/WorkWorld/Occupations/HealthCare/HowtoBecomeaRegisteredNurse. The text below the link says "How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...".I regret becoming a nurse... - Nurse Jobs Indeed.com: A link to www.indeed.com/Forums/Job/Nurse. The text below the link says "Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com".

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several links related to nursing education and careers, such as "Become A Nurse" from northeastern.edu, "Nursing Schools - Compare Nursing Programs Online" from mynursingschool.org, and "How to Become a Nurse - American Nurses Association" from nursingworld.org. The interface also features a "Call" button and a bottom navigation bar with icons for Web, Images, and Places.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing. The second ad is for the "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/. The interface includes a status bar at the top with icons for signal, battery (40%), and time (12:40), and a navigation bar at the bottom with icons for back, home, and recent apps.</p>

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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 visible on the left, and the search bar contains the text "become a nurse" with a "SEARCH" button. Below the search bar, there are tabs for "Web", "Images", "More", and "Tools". The "Web" tab is selected. The results section shows "About 89,800,000 results". On the left side, there are several ads related to becoming a nurse, including links to "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "To Become A Nurses Assistant - Get Free Info on Kaplan Degrees Now", "Nursing Degrees Online - Jumpstart Your Nursing Career", and "Advance Your Education - RNs: Earn Your BSN in 3 Semesters". On the right side, there are more ads, including "Genesis HealthCare", "Want to Become A Nurse?", "Nursing Degree Programs", "Careers For Seniors", and "University of Phoenix". Below the ads, there are "Web Results" including "How to Become a Nurse - American Nurses Association" and "Johnson & Johnson Starting Out | Johnson ... - Discover Nursing".

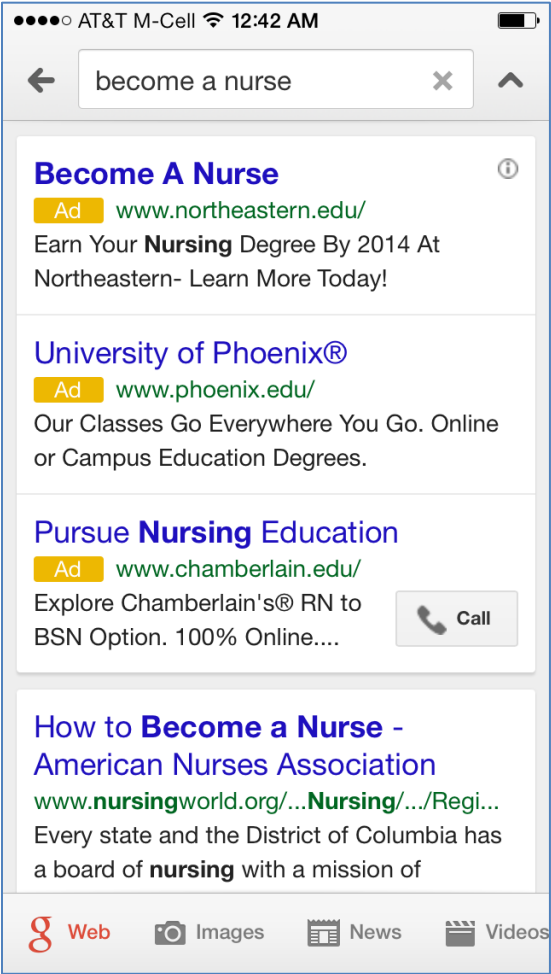
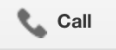
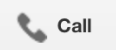
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Top status bar: AT&T M-Cell, 12:42 AM, battery icon.Search bar: "become a nurse" with a back arrow on the left and a close button on the right.Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (Ad) www.phoenix.edu/ Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (Ad) www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online.... [Call button]How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regi... Every state and the District of Columbia has a board of nursing with a mission ofBottom navigation bar: Google logo, Web, Images, News, Videos.

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1024 337 1543 634"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1024 651 1543 829"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1024 846 1543 1040"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1024 1057 1543 1292"> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p> </div>

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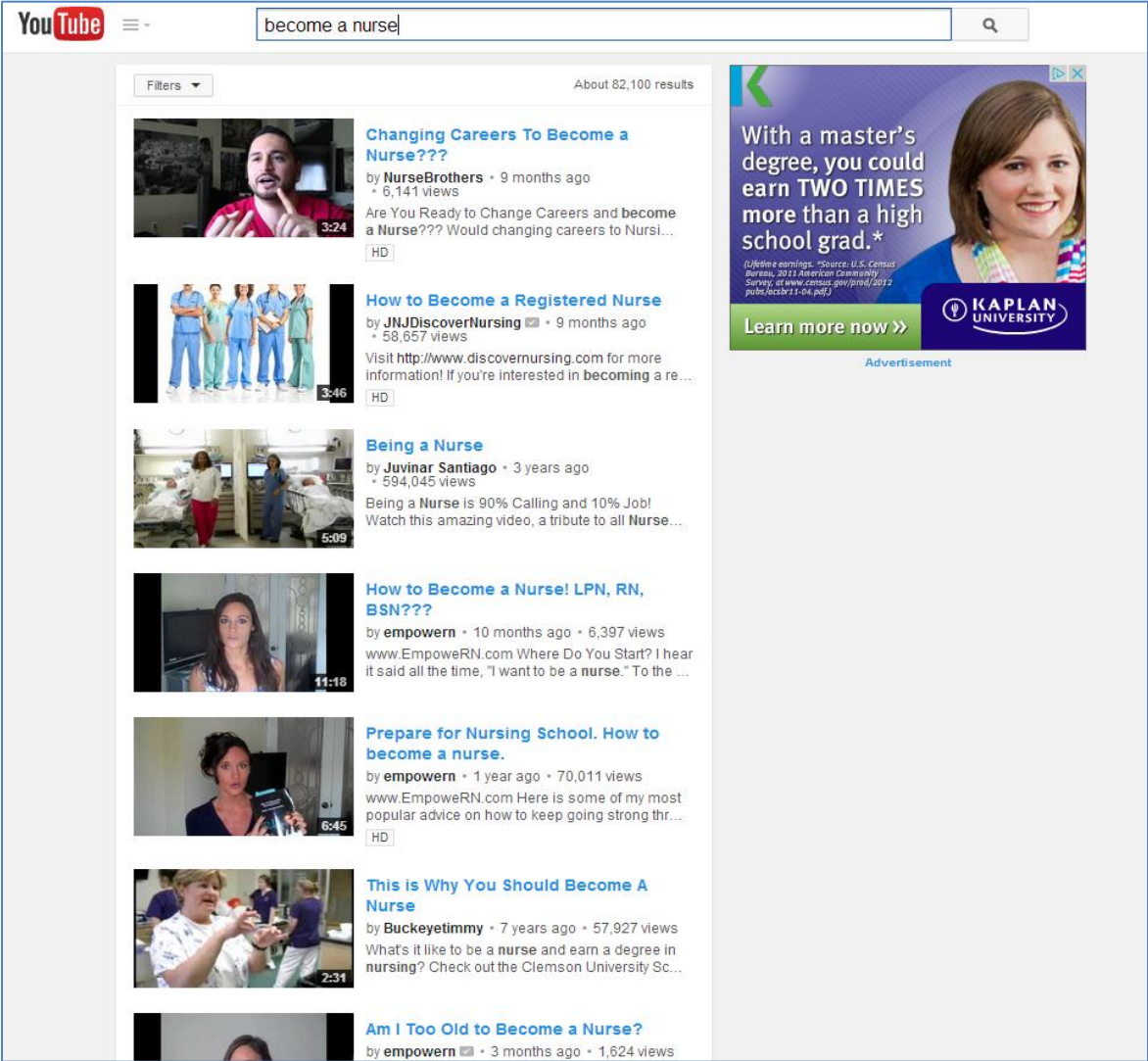
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top displays the text "become a nurse" and indicates "About 82,100 results". The results are listed in a vertical column on the left, each with a video thumbnail, title, channel name, and view count. The videos include:</p> <ul style="list-style-type: none"> Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views Am I Too Old to Become a Nurse? by empowern • 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.*". It includes a link "Learn more now >>" and is labeled "Advertisement".</p>

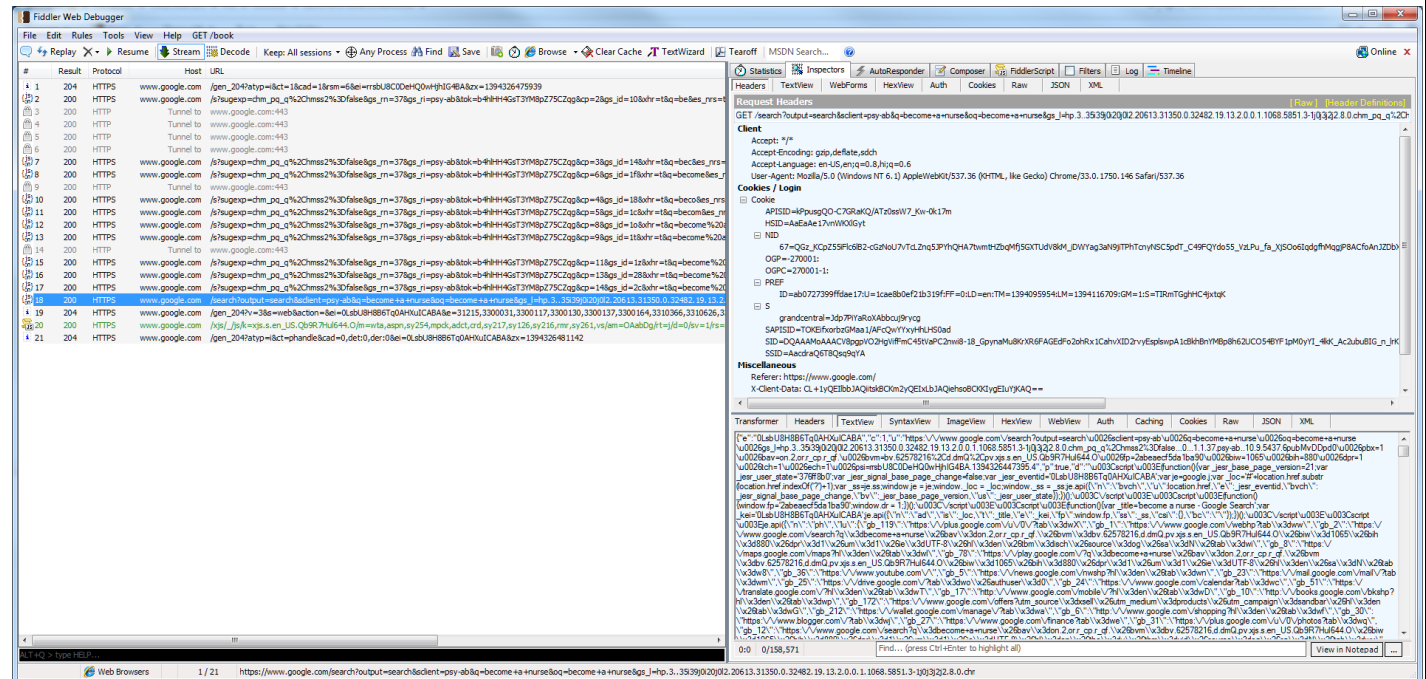
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	 <p>Google Custom Search Results Page</p>

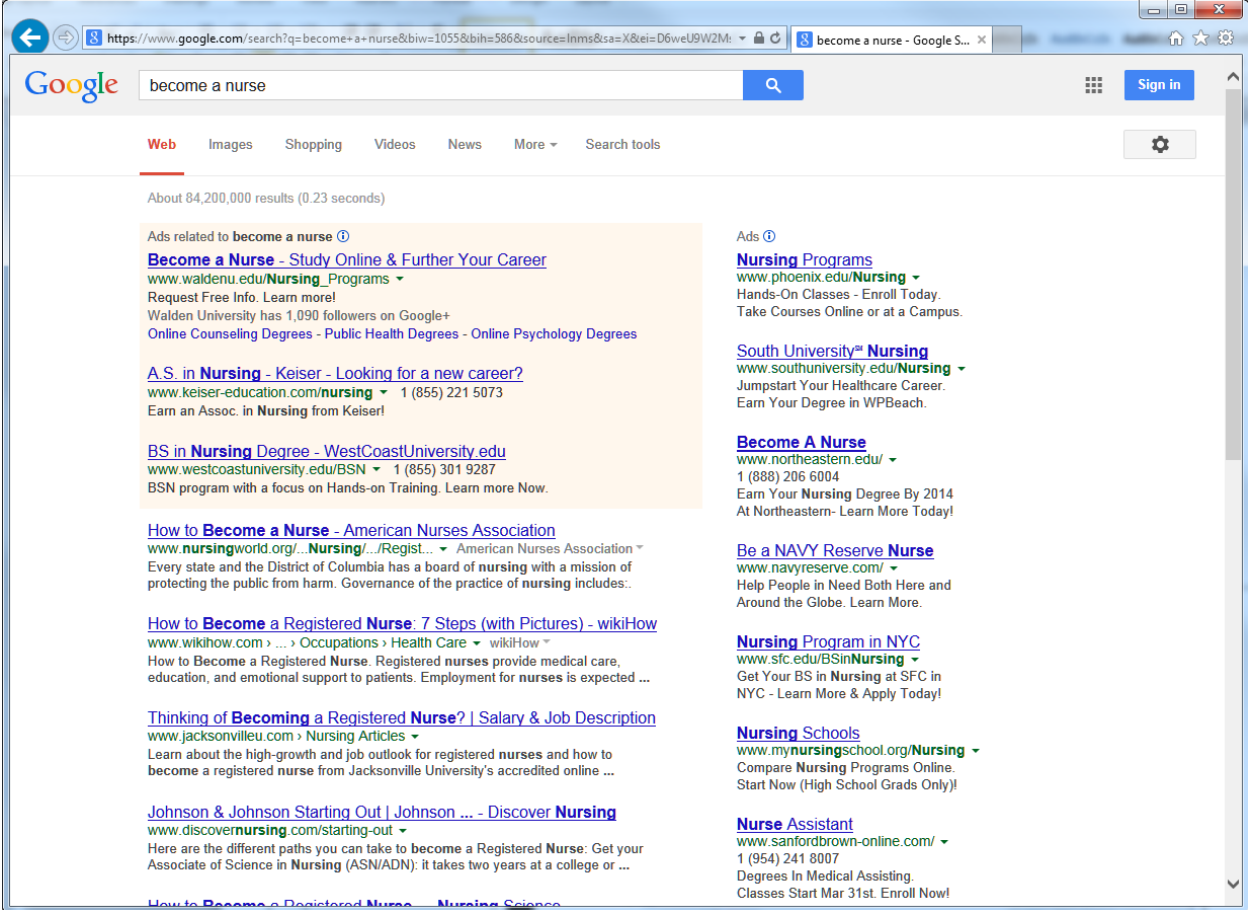
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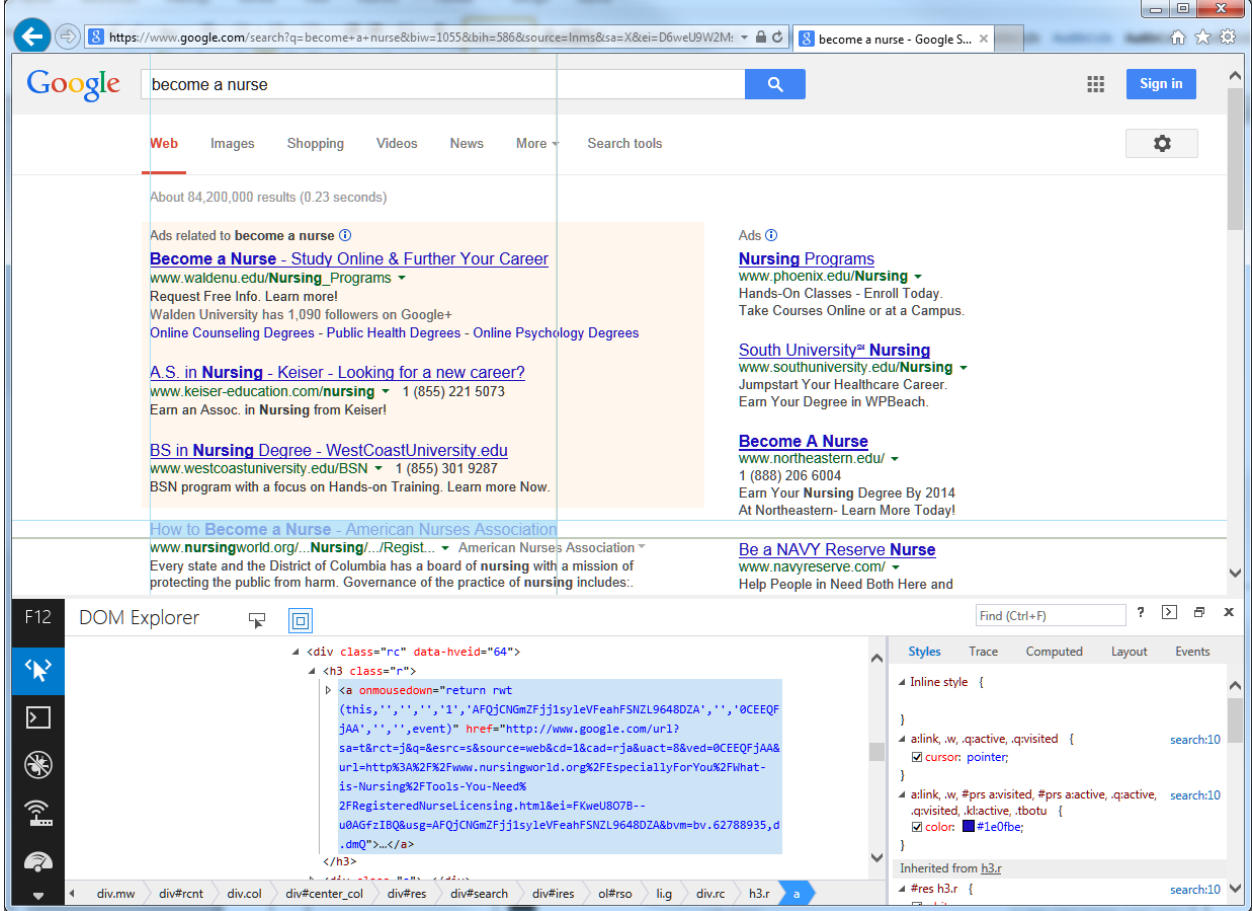
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



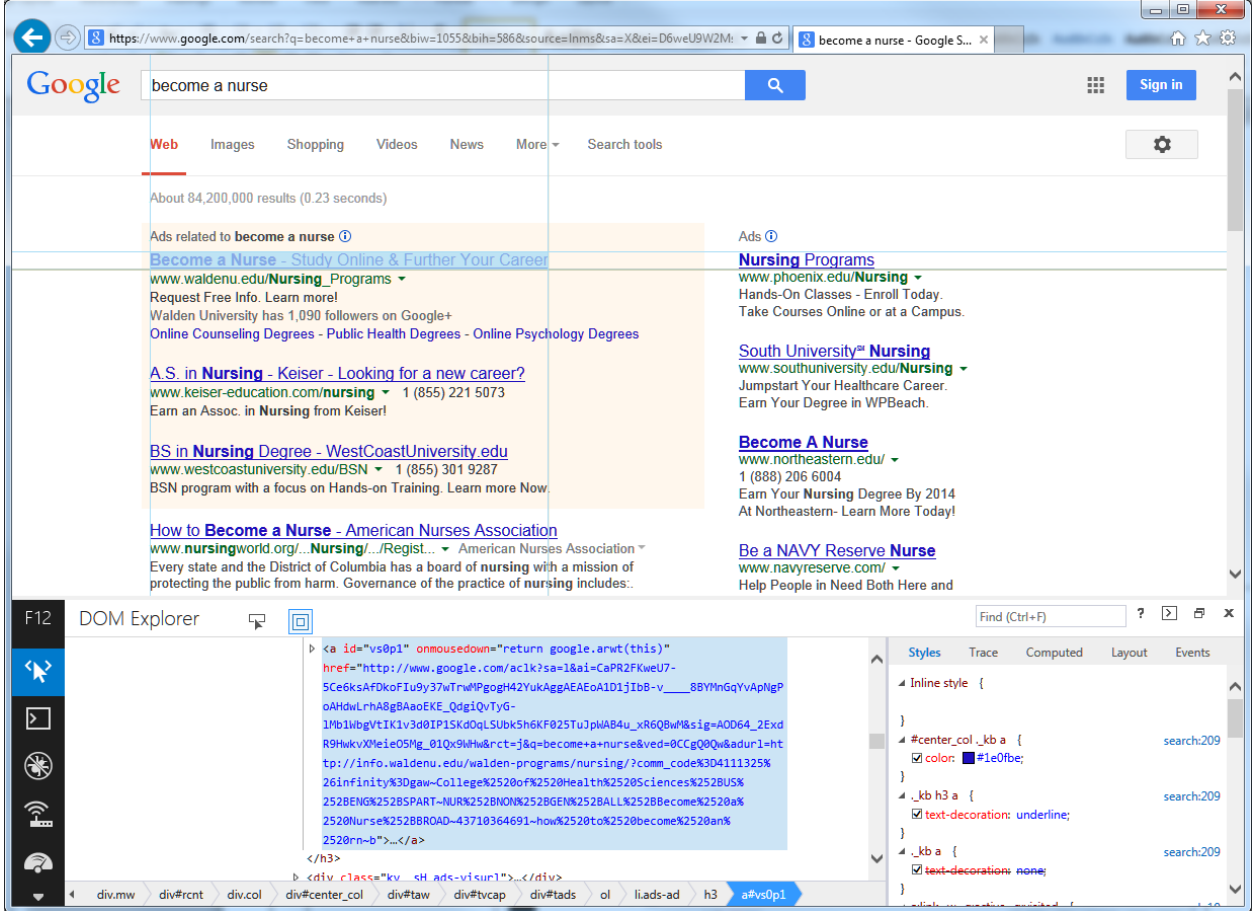
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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse". The page displays approximately 84,200,000 results in 0.23 seconds. The search results are organized into two main columns. The left column contains several organic search results, including links to Walden University, Keiser University, West Coast University, the American Nurses Association, wikiHow, Jacksonville University, and Discover Nursing. The right column contains several paid advertisements, including links to Phoenix.edu, South University, Northeastern.edu, Navy Reserve, SFC in NYC, MyNursingSchool.org, and Sanford Brown Online. The browser's address bar shows the URL "https://www.google.com/search?q=become+a+nurse&biw=1055&bih=586&source=lnms&sa=X&ei=D6weU9WZM:".</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface for the query "become a nurse". The search results page shows approximately 84,200,000 results in 0.23 seconds. Several search results are visible, including advertisements for nursing programs from Walden University, Phoenix College, South University, and West Coast University. Below the search results, the DOM Explorer window is open, showing the HTML structure of the page. The selected element is a link within a search result, and the DOM Explorer displays the corresponding HTML code, including the href attribute which points to a Google search result page.</p>

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U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google search interface for the query "become a nurse". The search results page shows approximately 84,200,000 results in 0.23 seconds. The results include several advertisements and organic links to nursing programs and resources. A DOM Explorer window is open at the bottom, showing the HTML structure of the page. The selected element is an anchor tag with the ID "vs0p1", which is part of a list of nursing programs. The DOM Explorer shows the following HTML code for the selected element:</p> <pre></pre> <p>The DOM Explorer also shows the CSS styles for the selected element, including the inline style and the #center_col_kb a class.</p>


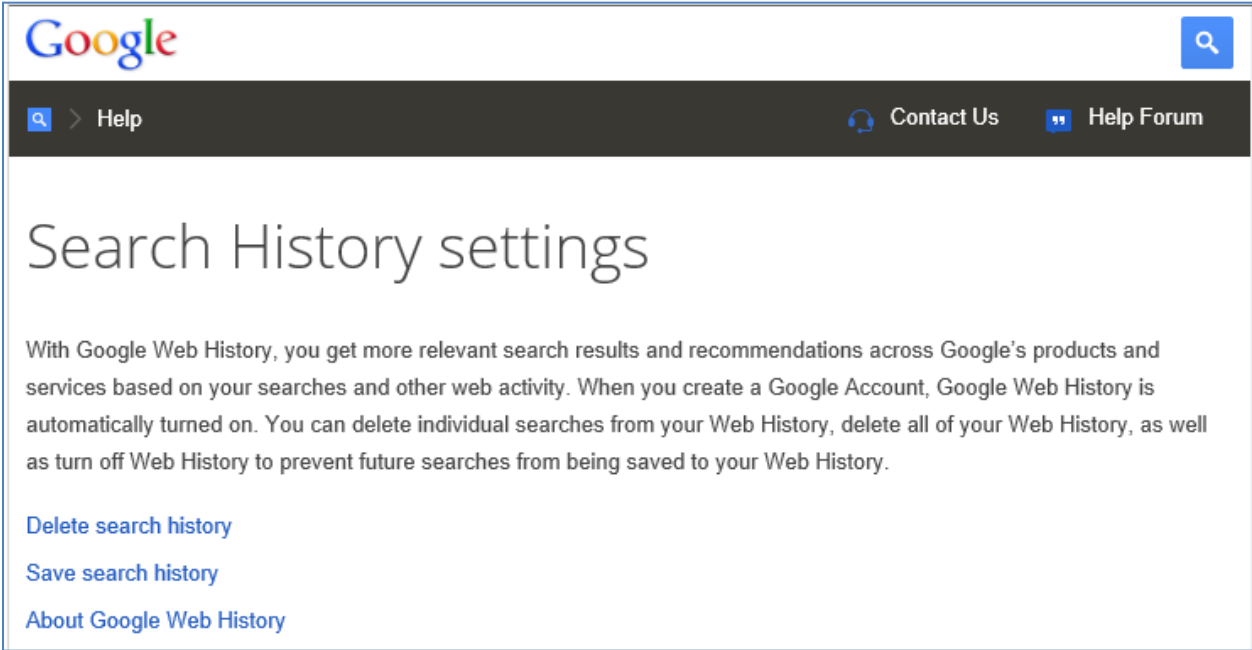
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	<div data-bbox="821 354 1627 412">About the Google Search Network</div> <p data-bbox="821 456 1837 574">The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p> <p data-bbox="821 605 1144 634">Where your ads can appear</p> <p data-bbox="821 660 1810 716">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="846 742 1793 797" 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="846 1096 1848 1151" 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. <p data-bbox="934 1177 1976 1211">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>
Claim No. 9	
A method as claimed in claim 8, wherein the step of correlating the received search	Upon information and belief, the Accused Instrumentalities correlate the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.

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argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.	See claims 2 and 8 above.
Claim No. 10	
A method as claimed in claim 9, wherein the user profile data is based partially upon previous search arguments of the user.	Upon information and belief, the user profile data is based partially upon previous search arguments of the user. See claims 3 and 9 above.

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	<div data-bbox="659 321 1902 967">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 navigation bar with a magnifying glass icon, a right arrow, and the word "Help". To the right of the navigation bar are links for "Contact Us" and "Help Forum". The main heading is "Search History settings". Below the heading is a paragraph 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." Below the paragraph are three links: "Delete search history", "Save search history", and "About Google Web History".</div> <p data-bbox="942 1003 1976 1040">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

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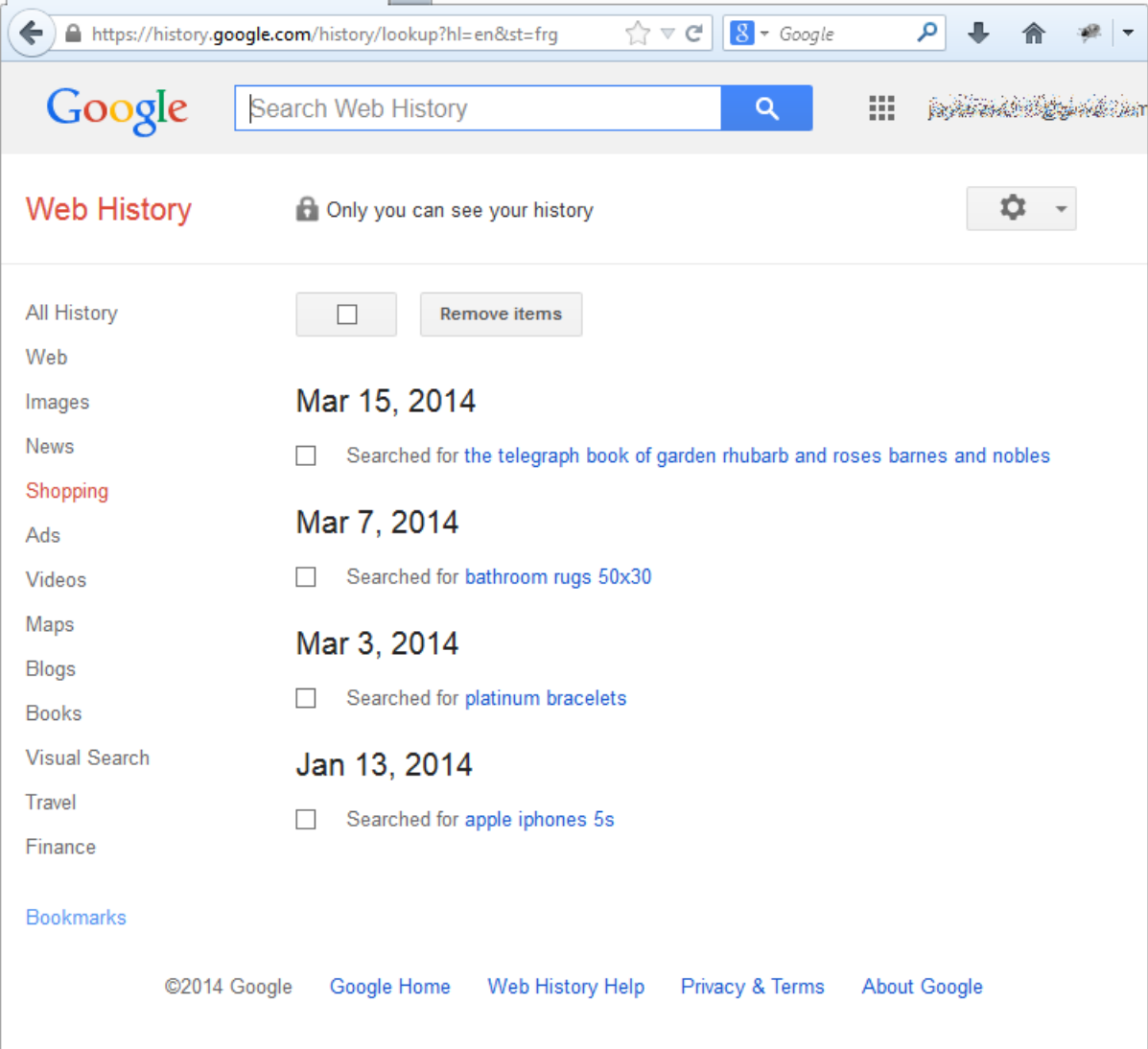



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	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar labeled "Search Web History". 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 side, a vertical list of categories includes "All History", "Web", "Images", "News", "Shopping", "Ads", "Videos", "Maps", "Blogs", "Books", "Visual Search", "Travel", and "Finance". The "All History" section is expanded, showing a list of search queries with checkboxes for each. The queries are grouped by date: "Mar 15, 2014" (searched for "the telegraph book of garden rhubarb and roses barnes and nobles"), "Mar 7, 2014" (searched for "bathroom rugs 50x30"), "Mar 3, 2014" (searched for "platinum bracelets"), and "Jan 13, 2014" (searched for "apple iphones 5s"). A "Remove items" button is located at the top right of the history list. At the bottom of the page, there is a footer with copyright information and links to "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

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Claim No. 11	
A method as claimed in claim 10, wherein the user profile data is based partially upon previous search results for the user.	Upon information and belief, the user profile data is based partially upon previous search results for the user. See claims 4 and 10 above.
Claim No. 12	
A method as claimed in claim 11, wherein the user profile data includes user specified preferences.	The user profile data includes user specified preferences. See claims 5 and 11 above.

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	<div><p>Then narrow your results by...</p><p>language: English</p><p>region: United States</p><p>last update: anytime</p><p>site or domain: google.com</p><p>terms appearing: anywhere in the page</p><p>SafeSearch: Filter explicit results</p><p>reading level: no reading level displayed</p><p>file type: any format</p><p>usage rights: not filtered by license</p><p>Advanced Search</p></div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1031"> <h3>Personalized Search for everyone</h3> <p>Posted: Friday, December 04, 2009</p> <p>  25  Tweet 36  Like 161 </p> <p>Today we're helping people get better search results by extending Personalized Search to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from epicurious.com, Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on www.cornellbigred.com, Google might show me this result first, instead of the Big Red soda company or others.</p> <p>Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.</p> </div> <p data-bbox="816 1036 1837 1068">http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 337 1806 1344"><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="1329 1352 1978 1382">https://support.google.com/accounts/answer/54068</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="653 326 1913 899"> <h3>Types of cookies used by Google</h3> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser (though browsers for mobile devices may not offer this visibility).</p> <table border="1"> <thead> <tr> <th>Category of use</th><th>Example</th></tr> </thead> <tbody> <tr> <td>Preferences</td><td> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td></tr> </tbody> </table> </div> <p>http://www.google.com/policies/technologies/types/</p> <div data-bbox="758 979 1902 1300"> <h3>Types of location data used by Google</h3> <p>Different types of location information may be used in various Google products.</p> <p>Implicit location information is information that does not actually tell us where your device is located, but allows us to infer that you are either interested in the place or that you might be at the place. An example of implicit location information would be a manually typed search query for a particular place. Implicit location information is used in a variety of ways. For example, if you type in "Eiffel Tower", we infer that you may like to see information for places near Paris, and we can then use that to provide recommendations about those local places to you.</p> <p>Internet traffic information, such as IP address, is usually assigned in country-based blocks, so it can be used to at least identify the country of your device, and do things such as to provide you with the correct language and locale for search queries. This information is sent as a normal part of internet traffic.</p> </div> <p>https://www.google.com/intl/en/policies/technologies/location-data/</p>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google


U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="806 321 1854 1360"><h2>Change your location on Google</h2><p> This article covers how to change your search location on your computer or tablet. Learn how to update your search location on your phone.</p><p>To find results for a specific area, you can set your location. For example, if you're traveling in Barcelona and you've set your location to that city, search for restaurants to see restaurants near you.</p><h3>Change your location</h3><p>To change your location on your computer or tablet, follow these steps:</p><ol style="list-style-type: none">1. Open your local Google search page, like google.com or google.fr, and do any search.2. Click Search Tools under the search box.3. Click the current location.4. Type your new location in the box that says "Enter location."5. Click Set.<p>Note: You can only set a location within the country of your current Google domain. For example, it's not possible to set a U.S. address on www.google.es, the Google domain for Spain.</p><h3>See results from a certain location</h3><div><div>+ See results near a certain location</div><div>+ See results from your country</div><div>+ Search on Google.com instead of your local Google domain</div></div><h3>How location is auto-detected</h3><p>If you don't set your location, Google shows an approximate location based on the following things to help provide you with the most relevant results:</p><ul style="list-style-type: none">• Your IP address.• Google Toolbar's My Location feature if it's turned on.</div> <div data-bbox="1268 1360 1978 1393">https://support.google.com/websearch/answer/179386?hl=en</div>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=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&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- cGzNoU7vTcLZnq5JPYhQHA7twmtH2bqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEDFo2ohRx1CahvXID2rvyEsplswpAlcBkhBnYMBp8h62UCO5 4BYFlpM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p>GET request of “Advanced Search”</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 13	
A method as claimed in claim 8, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.	<p>Upon information and belief, the Accused Instrumentalities provide the search results and the particular advertisement to the user including displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <p>See claims 6 and 8 above.</p>
Claim No. 14	
A method as claimed in claim 8, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.	<p>Upon information and belief, the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p> <p>See claim 8 above.</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 329 1810 831"> <h3>Using keyword matching options</h3> <ul style="list-style-type: none"> • Use matching options with your keywords to help control which searches can trigger your ad. • When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches. • Use the search terms report to monitor which keyword variations triggered your ads. <p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p> <p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p> </div> <p data-bbox="1213 836 1978 868">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 906 1902 1276"> <h3>How similar keywords match to search terms</h3> <p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p> </div> <p data-bbox="1213 1282 1978 1315">https://support.google.com/adwords/answer/2756257?hl=en</p>

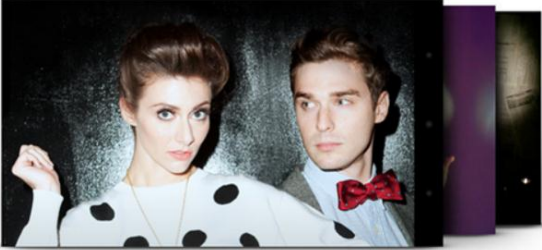
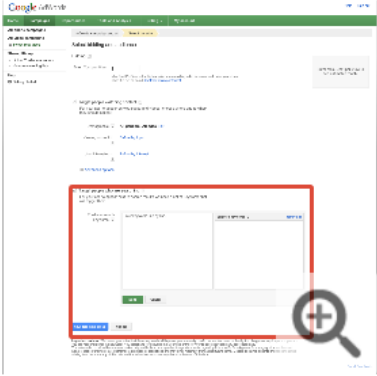
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 358 1795 711"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1255 716 1978 751">http://www.youtube.com/yt/advertise/why-it-works.html</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="768 321 1892 1117"> <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="1215 1122 1976 1154">https://support.google.com/youtube/answer/2454017?hl=en</p>

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 329 1885 1141"><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></div> <p data-bbox="1278 1149 1978 1179">https://support.google.com/youtube/answer/2454017?hl=en</p>





U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="764 321 1894 1164"><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><div><p>Search ad</p><p>Gmail ad</p><p>Display ad</p></div><h3>On Google Search</h3><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• 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> 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>https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO.
7,236,969

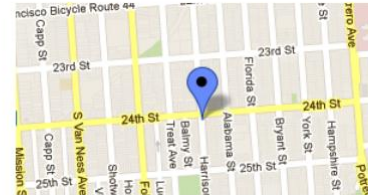
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

How AdWords Express works

Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.

Get Started

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



People search on Google

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

They see your ad

We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. [Learn more](#)

You get more customers

When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.

http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et

About YouTube

- Contact us
- Company blog
- Press room
- Company History
- YouTube Merchandise
- Jobs

YouTube Interest-based Advertising and You

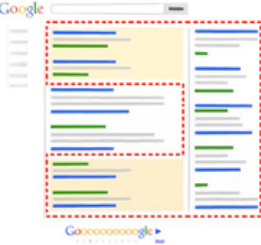
We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the [Google content network](#).

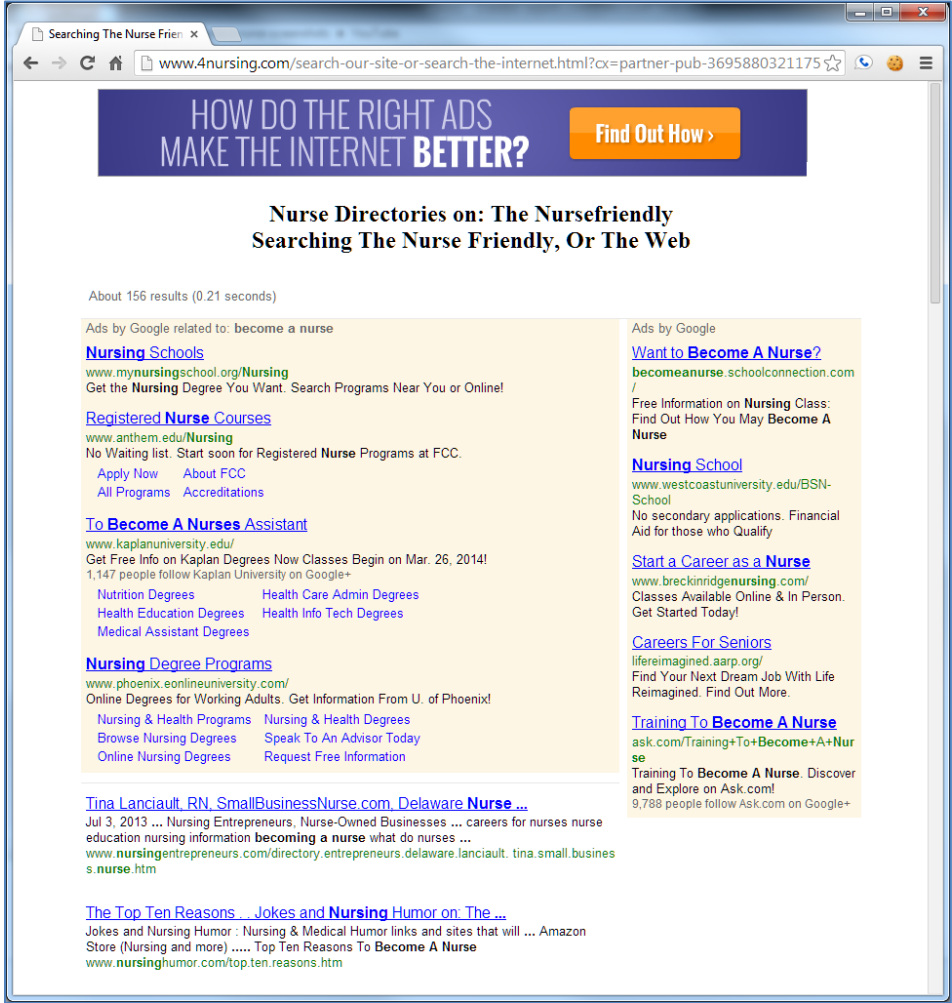
To learn more or edit your advertising preferences, please go to [Ads Settings](#).

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

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 16	
<p>A method as claimed in claim 8, wherein: the server computer is a database search engine computer; and</p>	<p>The server computer is a database search engine computer.</p> <p>See claim 8 above.</p> <div data-bbox="682 513 1793 1362"><h3>About the Google Search Network</h3><p>The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><h4>Where your ads can appear</h4><p>When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.<ul style="list-style-type: none">• On other sites that are part of the Search Network (search partners): Ads might appear alongside or above search results on our <u>search partners'</u> sites, such as AOL.</div> <p>https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google Custom Search Results Page. The browser window title is "Searching The Nurse Friendly". The address bar shows the URL: www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175. The search results are for the query "Searching The Nurse Friendly, Or The Web". The results include several links to nursing schools, degree programs, and career information. The links are organized into two columns. The left column includes links to "Nursing Schools", "Registered Nurse Courses", "To Become A Nurses Assistant", "Nursing Degree Programs", and "Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse ...". The right column includes links to "Want to Become A Nurse?", "Nursing School", "Start a Career as a Nurse", "Careers For Seniors", and "Training To Become A Nurse".</p>

Google Custom Search Results Page

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Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

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	<div data-bbox="636 358 1927 987"><div data-bbox="657 407 1050 440">Finding information by crawling</div><p data-bbox="657 464 1222 610">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 data-bbox="657 651 1222 764">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 data-bbox="657 805 1222 951">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 data-bbox="1318 407 1759 440">Organizing information by indexing</div><p data-bbox="1318 464 1883 675">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 data-bbox="1318 716 1883 951">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> <p data-bbox="873 992 1978 1024">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>

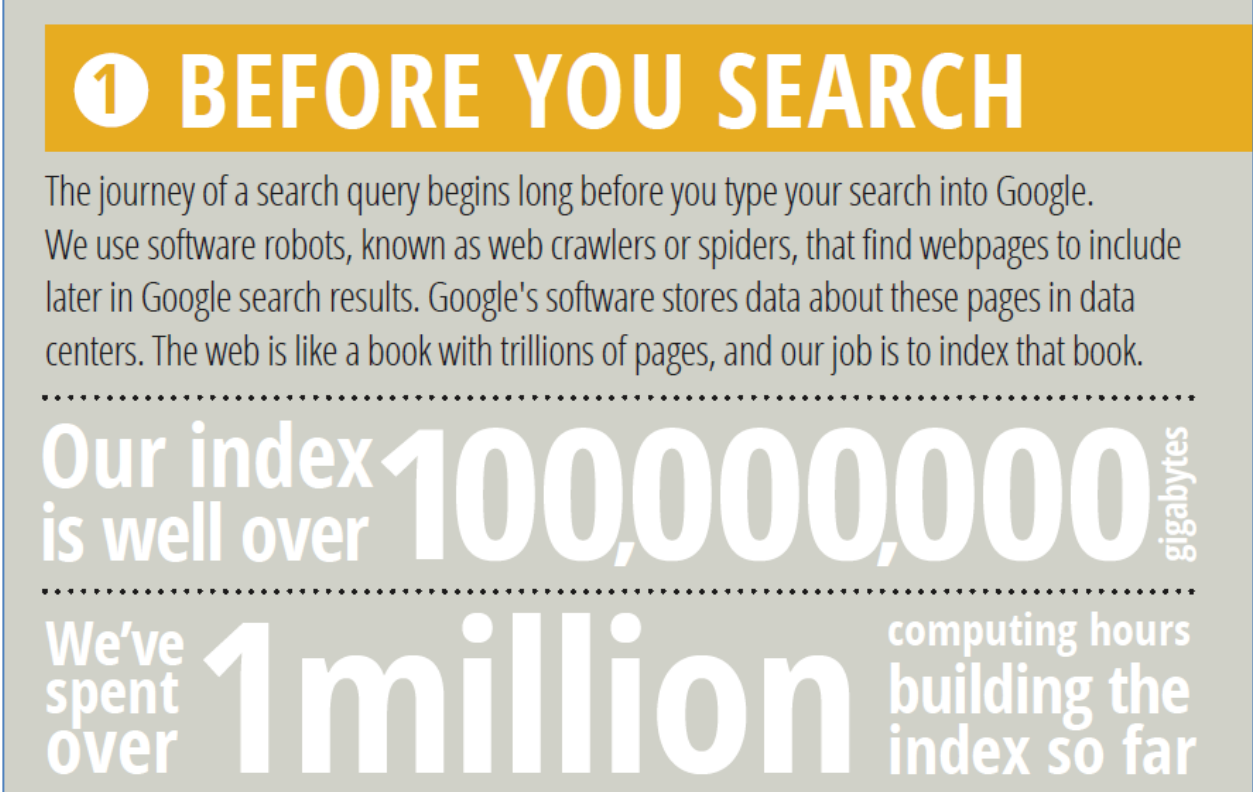
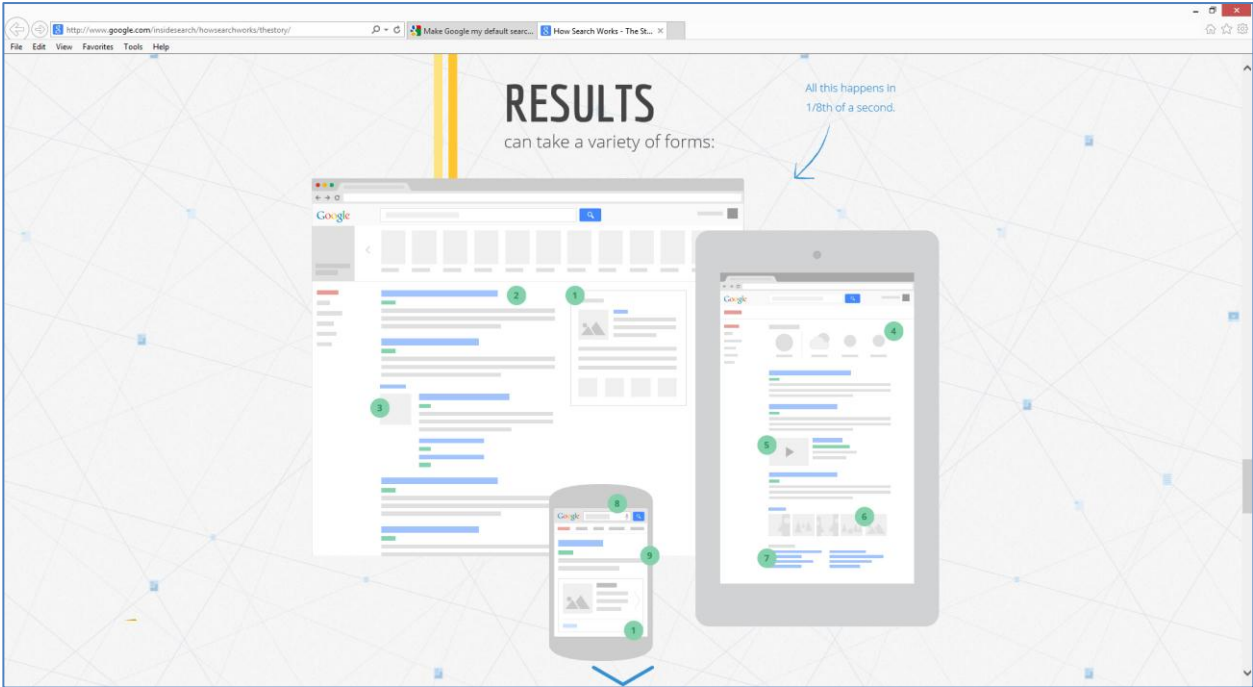
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>① BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search 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>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>
the client computer is an associate search engine computer.	<p>The client computer is an associate search engine computer.</p> <p>See above.</p>
















U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1902 1065"><p>Make sure your business shows up on Google</p><p>Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p><div><div><p>Computer</p></div><div><p>Tablet</p></div><div><p>Mobile phone</p></div></div><p>With both AdWords and AdWords Express advertising products, you control your costs. You only pay for clicks, and you can start and stop running your ads any time.</p><div><div><p>AdWords</p><p>You'll be able to manage your own campaigns, run additional ad formats, and use the full suite of tracking and performance tools. Learn more.</p><p>Get started with AdWords</p></div><div><p>AdWords Express</p><p>Don't have a website? No problem. And best of all, it takes under 10 minutes to set up your new account. Learn more.</p><p>Get started with AdWords Express</p></div></div></div> <p>http://www.google.com/ads/searchads/</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 914"> <div> Content Search Video Mobile Games </div> <div> <p>Search</p> <p>AdSense for Search is made up of two products: Google Custom Search and AdSense Custom Search Ads.</p> <p>If you own a content site and would like to provide your users with Google search results and targeted search ads, try our Custom Search Engine product. If you operate a search based site, for example where users are looking for jobs, travel, products, or local businesses, then you can apply to use Custom Search Ads alongside your own search results.</p> <p>Benefits</p> <p>Custom Search</p> <ul style="list-style-type: none"> • Allow your users to search the content across your site • Customize the look and feel of results • Earn revenue from the ads that show alongside search results <p>Learn more</p> <p>Custom Search Ads</p> <ul style="list-style-type: none"> • Deliver ads from search focused advertisers, targeted directly to your users' queries • Wide ranging customization to make sure our search ads fit your search results <p>Learn more about AdSense for Search</p> </div>  </div> <p data-bbox="1163 922 1978 954">http://www.google.com/adsense/start/products.html#tab=search</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 1235">  <h3>The ads you've been searching for</h3> <p>AdSense ads designed for search results pages</p> <p>Apply now</p> <p>Monetize search results in your site, mobile site or mobile application just like Google. By adding just a few lines of code, we can match our highly targeted ads with your search results. You control the look and feel; we deliver the ads. When users click, you earn revenue. Apply for Custom Search Ads today.</p> <div> <div> <p>More Relevance More Revenue</p> <p>Custom Search Ads uses the search query to deliver highly targeted, relevant ads. The result is satisfied users and more revenue.</p> </div> <div> <p>As Seen on Google</p> <p>Leverage the expertise and unique ad formats found on Google while accessing our partner network of over one million advertisers.</p> </div> <div> <p>Completely Customizable</p> <p>Custom Search Ads can be customized to the look and feel of your site. Size, location, color and font are all in your control.</p> </div> </div> <p>Click to learn how certain sites, mobile sites and mobile applications can benefit from Custom Search Ads:</p> <div>  Mobile New!  e-Commerce  Jobs  Local  Real Estate  Travel </div> </div> <p>https://developers.google.com/custom-search-ads/?csw=1#utm_medium=et&utm_campaign=en&utm_source=ww-ww-et-nelson_adsense</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 321 1902 1026"> <h2 data-bbox="724 354 1266 410">How AdWords works</h2> <p data-bbox="724 472 1839 537">To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p> <h3 data-bbox="724 570 1243 602">How keywords trigger your ad to appear</h3> <p data-bbox="724 634 1879 768">Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the <u>Google Network</u> that are related to fresh flower delivery.</p> <hr data-bbox="724 792 1879 795"/> <div data-bbox="753 812 787 852"></div> <p data-bbox="808 820 844 844">Tip</p> <p data-bbox="808 868 1839 1002">Create a list of keywords that are most relevant to your product or service. Make sure you use specific keywords -- rather than more general keywords -- to increase the chances that your ad is showing to people who are most interested in your product or service. For example, use the keyword "fresh flower delivery" rather than simply "flower." This improves your ad's performance and helps your advertising dollars go further.</p> </div> <p data-bbox="945 1031 1974 1065">https://support.google.com/adwords/answer/2497976?hl=en&ref_topic=3121763</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="846 334 1558 431">Advertising on Google AdWords: An overview</div> <div data-bbox="877 485 911 521"></div> <div data-bbox="917 492 953 514">Tip</div> <div data-bbox="917 527 1619 552">New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</div> <div data-bbox="865 583 1707 686"> <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="850 706 1715 784">Reach people as they search for words or phrases (which we call keywords) or browse websites with themes related to your business. Your ad can appear on Google and its partner websites. With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad.</div> <div data-bbox="850 803 1014 826"> Watch this video</div> <div data-bbox="852 842 1003 953"></div> <div data-bbox="1008 844 1159 867">What is AdWords?</div> <div data-bbox="1008 886 1732 964">An introduction to AdWords. Learn how Google's powerful online advertising tool can help you reach new customers and grow sales. Learn more about setting up your AdWords account at http://goo.gl/xjIDp. Subscribe to AdWords Help on YouTube http://www.youtube.com/learnwithgoogle</div> <div data-bbox="850 1042 1295 1070">Benefits of advertising with Google AdWords</div> <div data-bbox="850 1089 1560 1114">A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:</div> <div data-bbox="850 1131 1428 1157">Reach people at the precise moment they're searching for what you offer</div> <div data-bbox="861 1175 1719 1307"> <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 Google Display Network (GDN) alone reaches 80% of Internet users in the US. </div> <div data-bbox="846 1356 1995 1393">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</div>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="661 358 1902 834" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">How keywords work</h2> <p>Keywords are words or phrases you choose to match your ads with corresponding user search terms and relevant web content on the Google Network. Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want, when you want.</p> <p>Imagine you're craving a hamburger. You head to a restaurant, and see that the items on the menu are "Food" and "Meat in between bread." Even if this restaurant served the best burger in town, you might leave without ordering anything. They'd lose your business -- simply because the words they used weren't the same words you had in mind.</p> <p>To get your ads to appear when people search for your product or service, the keywords you choose need to match the words or phrases that people use, or should be related to the content of the websites your customers visit.</p> </div> <p style="text-align: right;">https://support.google.com/adwords/answer/1704371</p>
Claim No. 17	
An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:	<p>Google's advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Cstom 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 8 above.</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	<p>The Accused Instrumentalities include a server computer coupled to the data network and receives a search request from the user, the search request including a search argument corresponding to the desired information.</p> <p>See claims 1 and 8 above.</p>
a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;	<p>The Accused Instrumentalities include a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer.</p> <p>See claims 1 and 8 above.</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="638 321 1927 951"><div data-bbox="659 370 1050 402">Finding information by crawling</div><p data-bbox="659 427 1222 573">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 data-bbox="659 613 1222 727">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 data-bbox="659 768 1222 914">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 data-bbox="1323 370 1759 402">Organizing information by indexing</div> <p data-bbox="1323 427 1885 638">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 data-bbox="1323 678 1885 922">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>

<https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html>

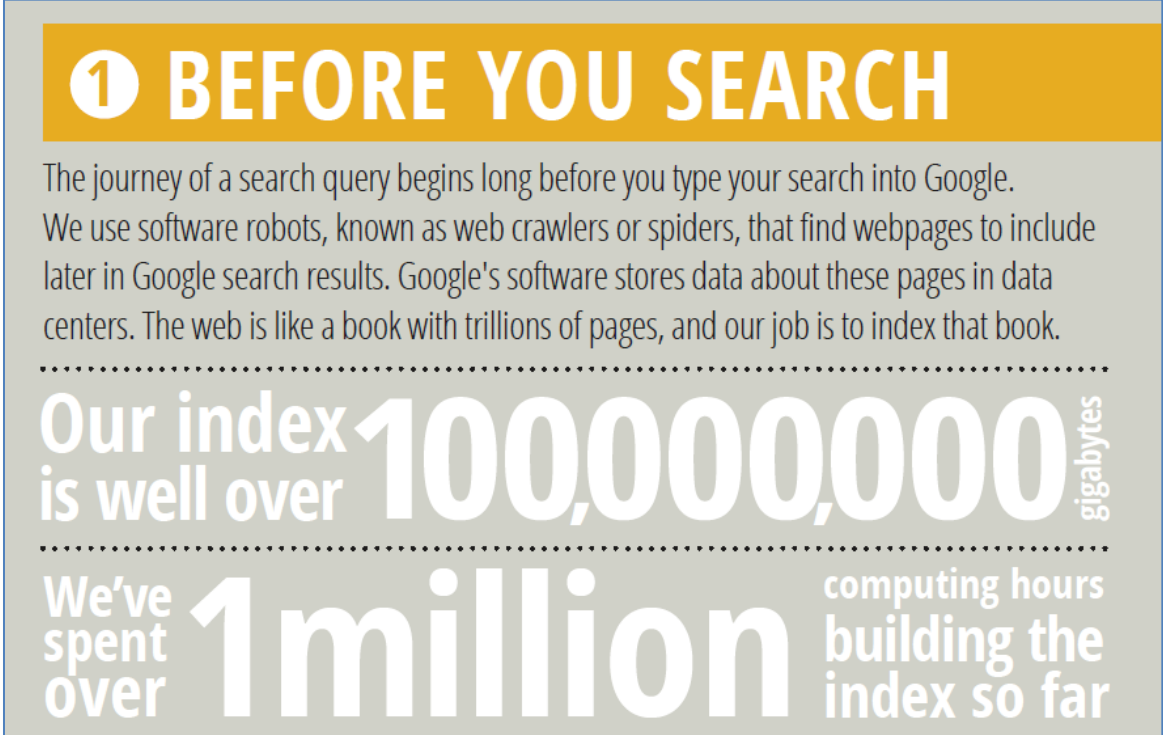
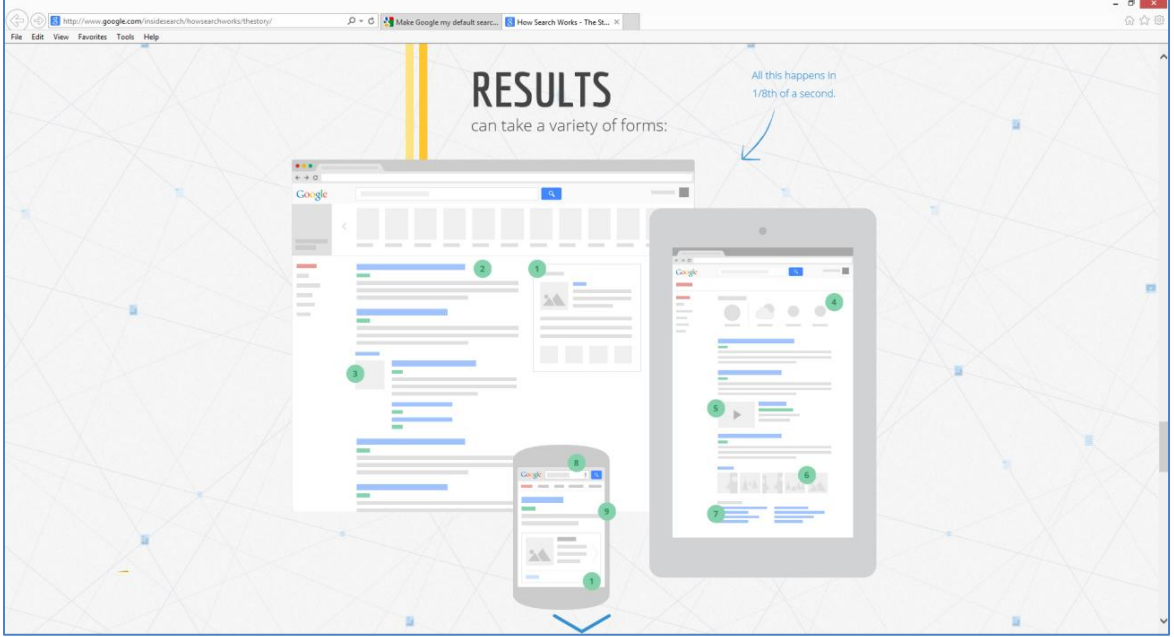
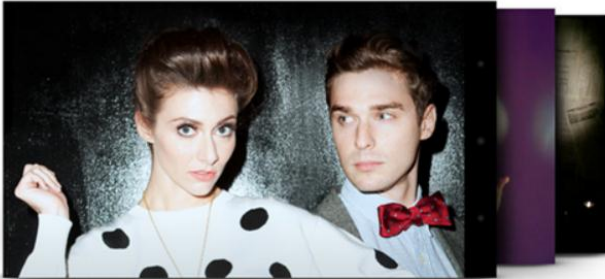
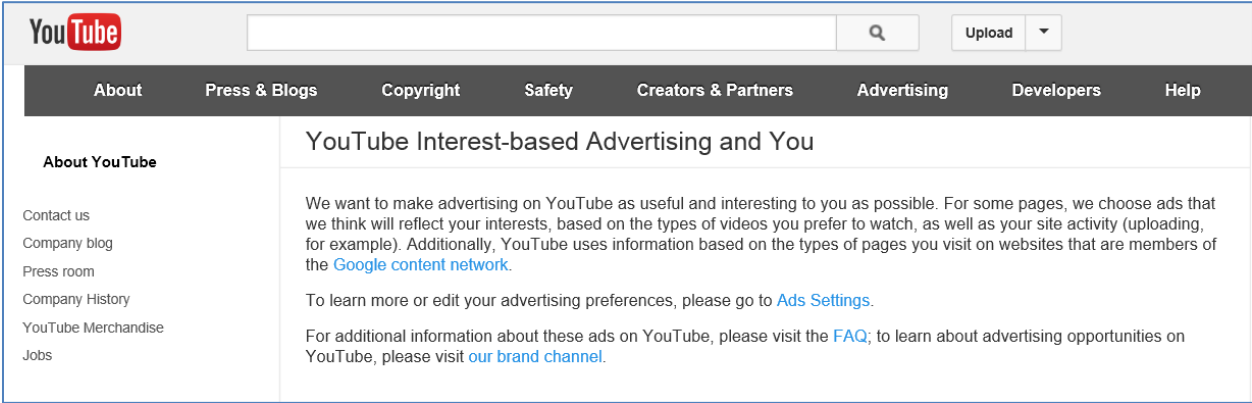
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>① BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search 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>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

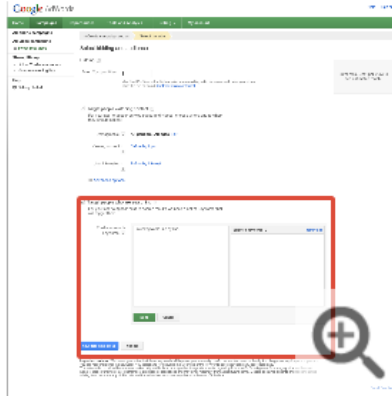
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>
<p>an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and</p>	<p>Upon information and belief, the Accused Instrumentalities include an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See claims 1 and 8 above.</p>






U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="735 324 1974 836"> <h3>Using keyword matching options</h3> <ul style="list-style-type: none"> • Use matching options with your keywords to help control which searches can trigger your ad. • When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches. • Use the search terms report to monitor which keyword variations triggered your ads. <p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p> <p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p> </div> <p data-bbox="1213 841 1974 876">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="735 917 1974 1282"> <h3>How similar keywords match to search terms</h3> <p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p> </div> <p data-bbox="1213 1287 1974 1323">https://support.google.com/adwords/answer/2756257?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="863 347 1808 1351"> <h3>How ads are matched to geographic locations</h3> <ul style="list-style-type: none"> • AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business. • Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest). • You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting). <div data-bbox="877 675 1774 727"> <p>Where your users are located (physical location)</p> </div> <p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p> <ul style="list-style-type: none"> • IP address: <p>Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p> <p>If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p> <ul style="list-style-type: none"> • Device location: <p>If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p> <ul style="list-style-type: none"> • GPS: Accuracy varies depending on GPS signal and connection. • Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router. • Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location. </div> <p>https://support.google.com/adwords/answer/2453995?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 714">  <p>Reach your ideal customer</p> <p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p> </div> <p data-bbox="1255 719 1978 755">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="659 790 1902 1190">  <p>YouTube</p> <p>About Press & Blogs Copyright Safety Creators & Partners Advertising Developers Help</p> <p>About YouTube</p> <p>Contact us Company blog Press room Company History YouTube Merchandise Jobs</p> <p>YouTube Interest-based Advertising and You</p> <p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p> <p>To learn more or edit your advertising preferences, please go to Ads Settings.</p> <p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p> </div> <p data-bbox="1425 1195 1978 1230">http://www.youtube.com/t/ads_preferences</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="699 321 1864 1149"> <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="1215 1154 1976 1187">https://support.google.com/youtube/answer/2454017?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="716 334 1354 362">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="774 396 1711 423" style="list-style-type: none"> ◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content. <div data-bbox="793 492 1182 885">  </div> <p data-bbox="747 992 804 1019">Note</p> <p data-bbox="747 1047 1331 1075">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="747 1101 1829 1166">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1218 1195 1976 1227">https://support.google.com/youtube/answer/2454017?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="701 321 1860 1185"><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="743 451 1331 646"><p>Search ad Gmail ad Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited  that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<hr/><div data-bbox="764 1052 806 1091"></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="1008 1226 1978 1258">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="684 324 1877 870"> <p>Types of cookies used by Google</p> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser (though browsers for mobile devices may not offer this visibility).</p> <table border="1"> <thead> <tr> <th>Category of use</th><th>Example</th></tr> </thead> <tbody> <tr> <td>Preferences</td><td> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td></tr> </tbody> </table> </div>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"> <tr> <td data-bbox="661 329 856 1190">Advertising</td><td data-bbox="856 329 1902 1190"> <p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '___gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p> </td></tr> </table> <p>http://www.google.com/policies/technologies/types/</p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '___gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '___gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="711 321 1854 1198"><h2 data-bbox="779 358 1545 415">Set up your ad's target language</h2><p data-bbox="779 464 1803 581">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="779 613 1833 699">With the AdWords language targeting feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="779 732 1717 753">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="779 786 1276 813">How language targeting works in AdWords</h3><p data-bbox="779 846 1827 963">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the <u>Google Display Network</u> (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><div data-bbox="800 1003 842 1040"></div><h4 data-bbox="856 1013 936 1034">Example</h4><p data-bbox="856 1057 1755 1174">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <div data-bbox="1199 1206 1980 1240">https://support.google.com/adwords/answer/1722078?hl=en</div>


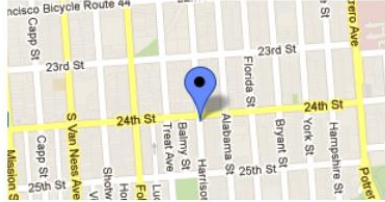

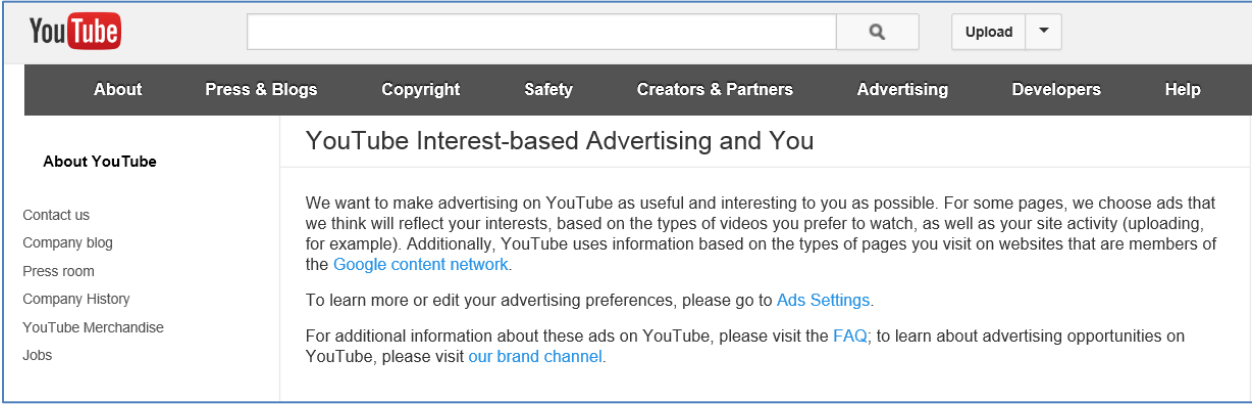
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="667 321 1902 844"> <h3>How AdWords Express works</h3> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p>Get Started For free setup help call: 1-855-500-2762*</p> <div>    </div> <div> <p>People search on Google</p> <p>People search on Google for products and services that you have to offer.</p> </div> <div> <p>They see your ad</p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> </div> <div> <p>You get more customers</p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p>http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et</p>


Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

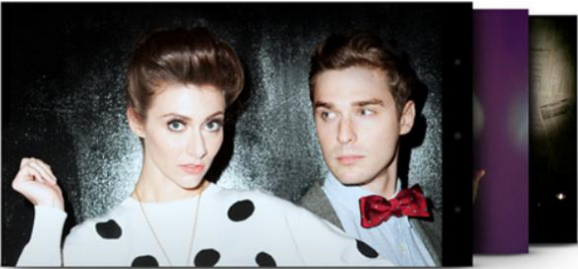
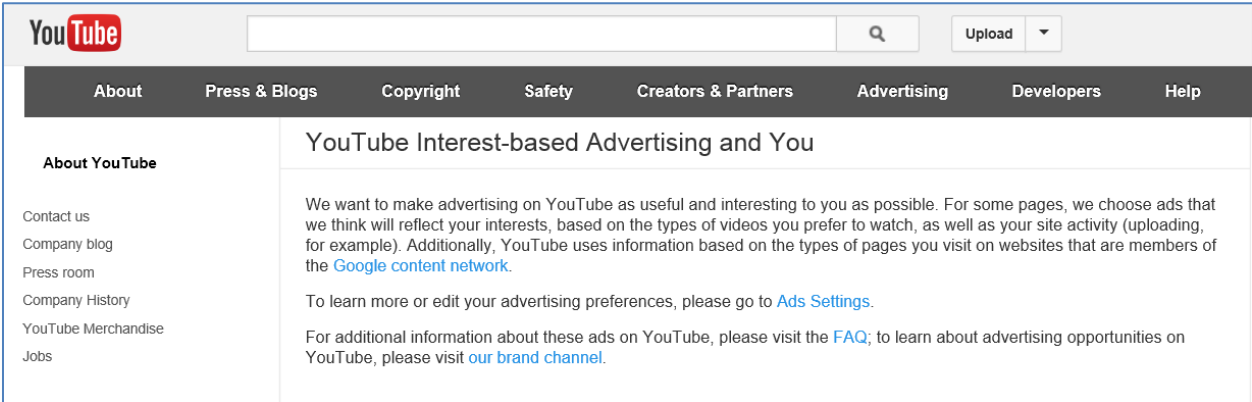
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p> <p><i>English? Español? Estonian?</i></p> <p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p> <p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p> <p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google detects that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p> <p><i>Local, Regional, National or International?</i></p> <p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about location targeting.</p> <p>http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</p>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the YouTube homepage. The top navigation bar includes the YouTube logo, a search bar, and an 'Upload' button. Below the navigation bar is a dark menu with links: About, Press & Blogs, Copyright, Safety, Creators & Partners, Advertising, Developers, and Help. The main content area is divided into two columns. The left column, titled 'About YouTube', contains links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The right column, titled 'YouTube Interest-based Advertising and You', contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network. 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.'</p> <p>http://www.youtube.com/t/ads_preference</p>
the server computer providing the search results together with the particular advertisement to the user.	<p>The server computer provides the search results together with the particular advertisement to the user.</p> <p>See claims 1 and 8 above.</p>
Claim No. 18	
The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the	<p>Based on information and belief, the associative search engine selects the particular advertisement based on the received search argument and user profile data</p> <p>See claims 2, 9, and 17 above.</p>

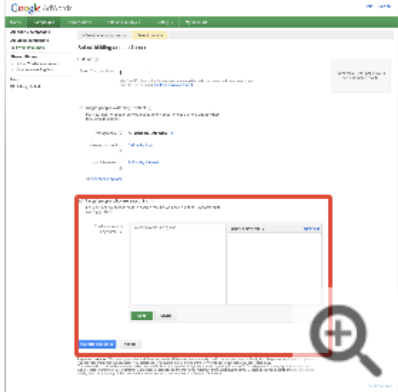
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
received search argument and user profile data.	<div data-bbox="726 321 1932 844"> <h3>Using keyword matching options</h3> <ul style="list-style-type: none"> • Use matching options with your keywords to help control which searches can trigger your ad. • When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches. • Use the search terms report to monitor which keyword variations triggered your ads. <p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p> <p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p> </div> <p data-bbox="1213 852 1978 885">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="659 922 1902 1292"> <h3>How similar keywords match to search terms</h3> <p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p> </div> <p data-bbox="1213 1300 1978 1333">https://support.google.com/adwords/answer/2756257?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="804 321 1759 1352"> <h3>How ads are matched to geographic locations</h3> <ul style="list-style-type: none"> • AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business. • Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest). • You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting). <div data-bbox="825 673 1728 727">  Where your users are located (physical location) </div> <p>The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p> <ul style="list-style-type: none"> • IP address: <p>Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p> <p>If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p> <ul style="list-style-type: none"> • Device location: <p>If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p> <ul style="list-style-type: none"> • GPS: Accuracy varies depending on GPS signal and connection. • Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router. • Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location. </div> <p data-bbox="1213 1360 1978 1393">https://support.google.com/adwords/answer/2453995?hl=en</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 321 1871 696">  <p>Reach your ideal customer</p> <p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p> </div> <p data-bbox="1255 703 1976 737">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="659 776 1902 1175">  <p>About YouTube</p> <ul style="list-style-type: none"> Contact us Company blog Press room Company History YouTube Merchandise Jobs <p>YouTube Interest-based Advertising and You</p> <p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p> <p>To learn more or edit your advertising preferences, please go to Ads Settings.</p> <p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p> </div> <p data-bbox="1425 1182 1976 1216">http://www.youtube.com/t/ads_preferences</p>

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1858 1154"> <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="1213 1159 1978 1192">https://support.google.com/youtube/answer/2454017?hl=en</p>

Case No. 2:13-cv-893
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 329 1860 1187"><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></div> <p data-bbox="1276 1195 1978 1222">https://support.google.com/youtube/answer/2454017?hl=en</p>






U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 321 1837 1182"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 451 1312 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<hr/><div data-bbox="745 1047 886 1088"> 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="1008 1218 1974 1253">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

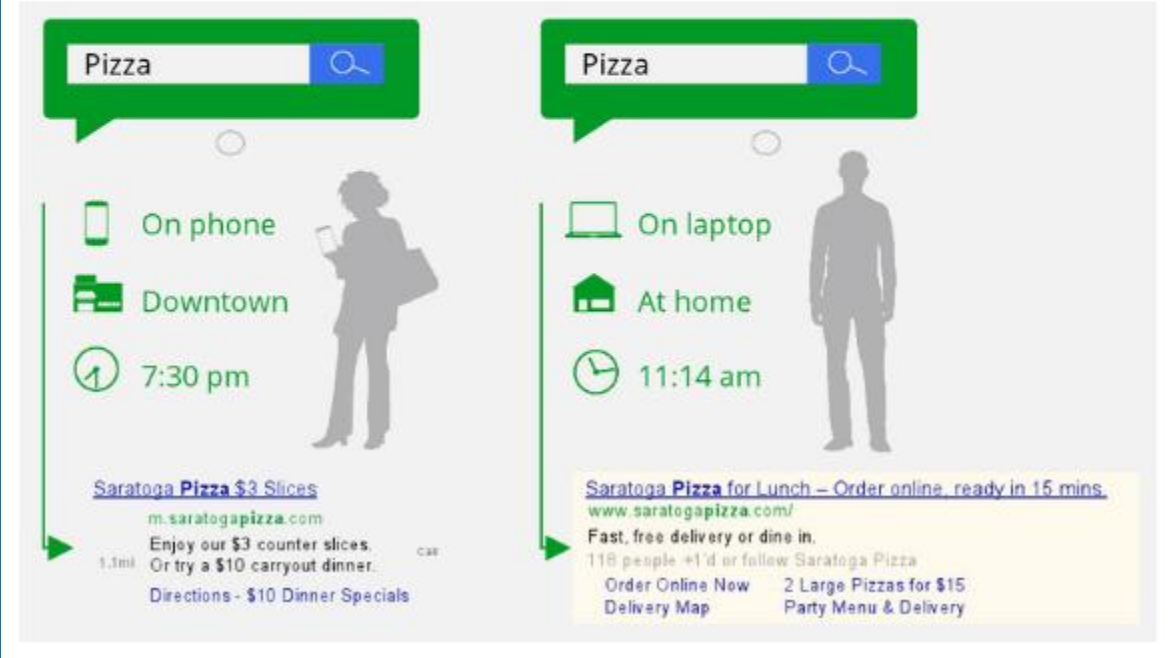
Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<div data-bbox="684 321 1864 865"> <p>Types of cookies used by Google</p> <p>We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser (though browsers for mobile devices may not offer this visibility).</p> <table border="1"> <thead> <tr> <th>Category of use</th><th>Example</th></tr> </thead> <tbody> <tr> <td>Preferences</td><td> <p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td></tr> </tbody> </table> </div>	Category of use	Example	Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p>These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p>Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p>Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"> <tr> <td data-bbox="684 326 865 1133">Advertising</td><td data-bbox="865 326 1841 1133"> <p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p> </td></tr> </table> <p>http://www.google.com/policies/technologies/types/</p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

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	<div data-bbox="711 321 1852 1198"><h2 data-bbox="779 358 1545 415">Set up your ad's target language</h2><p data-bbox="779 464 1803 581">If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p data-bbox="779 613 1833 699">With the AdWords language targeting feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p data-bbox="779 732 1717 753">See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3 data-bbox="779 786 1276 813">How language targeting works in AdWords</h3><p data-bbox="779 846 1827 963">Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the Google Display Network (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr data-bbox="779 987 1833 992"/><div data-bbox="800 1008 842 1040"></div><h4 data-bbox="856 1013 936 1034">Example</h4><p data-bbox="856 1057 1755 1174">Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <div data-bbox="1197 1203 1990 1239">https://support.google.com/adwords/answer/1722078?hl=en</div>

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	<p>Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The diagram illustrates how Google Ads optimize for user context. It shows two scenarios: a mobile user on a phone in a downtown area at 7:30 pm, and a laptop user at home at 11:14 am. Each scenario shows a search for 'Pizza' and a corresponding ad for Saratoga Pizza with tailored extensions like location, time, and specific offers.</p> <p>Mobile User Context (Left):</p> <ul style="list-style-type: none"> Search: Pizza Device: On phone Location: Downtown Time: 7:30 pm Ad: Saratoga Pizza \$3 Slices Link: m.saratogapizza.com Text: Enjoy our \$3 counter slices. Or try a \$10 carryout dinner. Extension: 1.3mi, Directions - \$10 Dinner Specials <p>Laptop User Context (Right):</p> <ul style="list-style-type: none"> Search: Pizza Device: On laptop Location: At home Time: 11:14 am Ad: Saratoga Pizza for Lunch – Order online, ready in 15 mins. Link: www.saratogapizza.com/ Text: Fast, free delivery or dine in. 118 people +1'd or follow Saratoga Pizza Extensions: Order Online Now, Delivery Map, 2 Large Pizzas for \$15, Party Menu & Delivery <p>http://www.google.com/think/products/enhanced-campaigns.html</p>


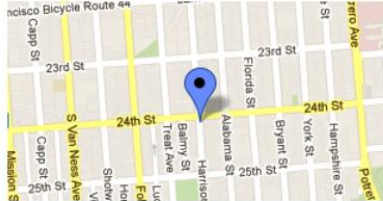

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 321 1902 844"> <h3>How AdWords Express works</h3> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <p>Get Started For free setup help call: 1-855-500-2762*</p> <div>    </div> <div> <p>People search on Google People search on Google for products and services that you have to offer.</p> <p>They see your ad We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> <p>You get more customers When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> <p>http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et</p> <div data-bbox="659 951 1902 1084"> <p>Where geographically will people see my ad?</p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p>http://www.google.com/adwords/express/faq.html</p>

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	<div data-bbox="661 321 1902 576"><p>4. Better location matching for customers</p><p>Features such as postal code targeting in the U.S., have enabled us to show closer and more relevant locations to your customers from within your location extensions. At the same time, if you have a specialty or destination business such as a niche boutique or a ski resort, your location extensions can be shown to people who are located nearby, but who aren't within your business's postal code -- so you also can attract customers who are willing to travel longer distances to visit your business.</p></div> <p data-bbox="1068 610 1978 643">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</p>

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	<div data-bbox="764 329 1812 1320" style="border: 1px solid black; padding: 10px;"><p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such as language, location, distribution (where your ads appear), and criteria (by keyword or by site). Today we'll cover the first two: language and location.</p><p><i>English? Español? Estonian?</i></p><p>In this increasingly global marketplace, you may find that your customers don't necessarily all speak the same language (literally). You can take advantage of the language targeting options within AdWords to display ads to users in 56 different languages – everything from English or French to Icelandic and Thai. You can choose your language targeting preferences when you create a new campaign, or change existing preferences under "Edit Campaign Settings." To target multiple languages in a single campaign, hold down the CTRL key and click the languages of your choice.</p><p>Note: many advertisers ask if Google will translate keywords and ad text into different languages—and no, we do not. The ads will appear just as you've written them. So, for this reason, if you have, say, German customers but don't feel comfortable creating campaigns in German, we recommend that you seek help from professional translators in order to come up with the best ads and keywords for your customers.</p><p>Advanced example: another question we often hear is whether or not the ad text must be in the same language as the one(s) being targeted, and the answer is no. For example, if you wanted to target French-speaking prospective customers using an ad written in English, you could choose "French" in your language targeting preferences and still submit an English ad. We can't guarantee that the ad will receive a good response, but when Google detects that a user's language preference is French, and he or she types in one of your chosen keywords, your English-language ad may be displayed.</p><p><i>Local, Regional, National or International?</i></p><p>If you sell your products or services to customers in a particular area, you may want to consider creating location targeted campaigns. AdWords allows you to target your ads to potential customers in cities, regions, territories, countries, or any area that you define by points on a map. For more detailed explanations, check out our previous post about location targeting.</p></div> <p data-bbox="1010 1325 1978 1357" style="text-align: right;">http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html</p>

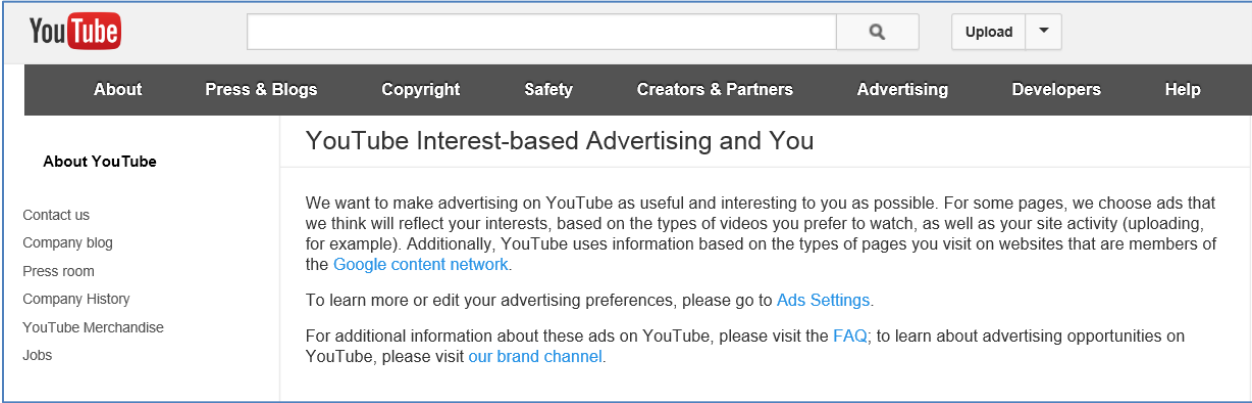
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	 <p>The screenshot shows the YouTube homepage. At the top is the YouTube logo, a search bar, and an 'Upload' button. Below this is a navigation bar with links: About, Press & Blogs, Copyright, Safety, Creators & Partners, Advertising, Developers, and Help. The main content area is divided into two columns. The left column is titled 'About YouTube' and contains links for 'Contact us', 'Company blog', 'Press room', 'Company History', 'YouTube Merchandise', and 'Jobs'. The right column is titled 'YouTube Interest-based Advertising and You' and contains the following text: 'We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network. 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.'</p> <p>http://www.youtube.com/t/ads_preference</p>
Claim No. 19	
The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.	<p>Upon information and belief, the user profile data is based partially upon previous search arguments of the user.</p> <p>See claims 3, 10, and 18 above.</p>
Claim No. 20	
The advertising machine of claim 18, wherein the user profile data is based partially upon previous search results for the user.	<p>Upon information and belief, the user profile data is based partially upon previous search results of the user.</p> <p>See claims 4, 11, and 18 above.</p>
Claim No. 21	

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The advertising machine of claim 18, wherein the user profile data includes user specified preferences.	The user profile data includes user specified preferences. See claims 5, 12, and 18 above.
Claim No. 22	
An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:	Google's advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Cstom 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"). See claim 17 above.
a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	The Accused Instrumentalities include a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information. See claim 17 above.
a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database	The Accused Instrumentalities include database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer. See claim 17 above.

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having data network related information and being contained on the server computer;	
an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;	<p>The Accused Instrumentalities include an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See claim 17 above.</p>
the server computer providing the search results together with the particular advertisement to the user;	<p>The server computer provides the search results together with the particular advertisement to the user.</p> <p>See claim 17 above.</p>
the server computer determining whether the advertisement was successful; and	<p>Upon information and belief, the server computer determines whether the advertisement was successful.</p> <p>See claim 17 above.</p>




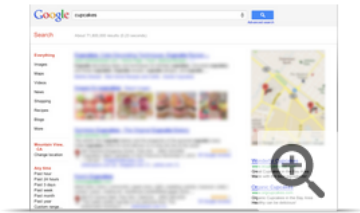
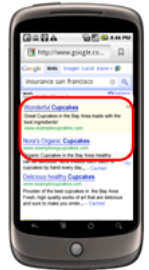


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	<div data-bbox="661 324 1900 1166"> <div data-bbox="682 341 1858 402">  Get a list of sites where your ads appeared </div> <p data-bbox="745 446 1606 479">See which websites, videos, and apps have displayed your ads from your Placements tab.</p> <ol data-bbox="756 503 1858 917" style="list-style-type: none"> 1. Sign in to your AdWords account at http://adwords.google.com . 2. Click the Campaigns tab and select your campaign. 3. Click the Display Network tab. 4. Click the Placements tab. <ol style="list-style-type: none"> a. Look at your managed placements to see where your ads appeared based on specific websites you've added. b. Look at your automatic placements to see where your ad appeared based on targeting methods such as display keywords and topics. c. Click the "See details" drop-down to see a list of site URLs where your ads have shown. (For a complete list of your automatic placements across your entire account or specific campaigns, go to the Dimensions tab, click the "View" drop-down menu, and select "Automatic placements.") <hr/> <p data-bbox="745 966 808 990">Note</p> <p data-bbox="745 1015 1816 1153">Some of the URLs that you see may be incomplete. It could be that the URL is too long or that it contains private information about the person viewing the placement, like a username or password. When this happens the URL is shortened with an ellipse and may be partly stripped, potentially taking you to a page that's different from where your ad was shown.</p> </div> <p data-bbox="1207 1169 1974 1209">https://support.google.com/adwords/answer/2404178?hl=en</p>

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	<div data-bbox="798 324 1768 1360"> <div data-bbox="798 324 1768 389">  Showing your ads on Google Search and other search sites </div> <div data-bbox="850 430 1753 511"> <p>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> </div> <div data-bbox="861 527 1753 592"> <ul style="list-style-type: none"> • On Google search sites: Your ads can appear on Google Search, Shopping, Maps, Images, and Groups when someone searches on your keywords. Here's an example, for the keyword "cupcakes": </div> <div data-bbox="861 633 1218 844">  </div> <div data-bbox="861 901 1753 1047"> <ul style="list-style-type: none"> • On other search sites that are part of the Search Network: When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages. • On mobile search: Your ads can appear on http://m.google.com, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search: </div> <div data-bbox="882 1047 1029 1315">  </div> <div data-bbox="882 1315 1302 1347"> <p>AdWords ad on mobile version of Google Search</p> </div> </div>

https://support.google.com/adwords/answer/3464133?hl=en&ref_topic=3121763&rd=1


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	<div data-bbox="590 396 1969 1382"> <div data-bbox="625 407 762 440">AdWords</div> <div data-bbox="625 451 953 477">Advertise your business on Google</div> <div data-bbox="625 505 1419 550">No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.</div> <div data-bbox="625 566 1436 963">  </div> <div data-bbox="1499 423 1940 800"> <div data-bbox="1535 451 1906 477">Sign in Google</div> <div data-bbox="1535 496 1906 565"> Email <input type="text"/> </div> <div data-bbox="1535 589 1906 657"> Password <input type="password"/> </div> <div data-bbox="1535 686 1787 719"> <input type="button" value="Sign in"/> <input type="checkbox"/> Stay signed in </div> <div data-bbox="1535 748 1745 768"> Can't access your account? </div> </div> <div data-bbox="625 987 1940 1377"> <div data-bbox="638 1003 890 1369"> How it works Reach more customers Costs and payment For local businesses Success stories </div> <div data-bbox="915 1016 1818 1362"> <p>Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.</p> <p>Set your budget There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.</p> <p>Avoid guesswork We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. (Estimate keyword costs)</p> <p>Pay only for results You're charged only if someone clicks your ad, not when your ad is displayed.</p> </div> </div> </div>

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	<div data-bbox="669 358 1887 1029"><h3 data-bbox="709 386 1371 427">How Does Google AdWords Charge?</h3><p data-bbox="1010 443 1827 670">Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other</p><p data-bbox="709 683 951 711">forms of advertising.</p><p data-bbox="709 748 1230 776">But how much is it going to cost you overall?</p><p data-bbox="709 813 1818 1003">Google AdWords is a “pay-per-click” advertising program, which only charges you when somebody visits your website as a result of a Google search. Sounds great, doesn’t it? You only pay when an interested customer clicks your ad and visits your website! And when done properly, pay-per-click (PPC) ads really drive high-quality traffic at very reasonable and much more competitive prices than other forms of advertising.</p></div> <p data-bbox="1180 1036 1976 1068">http://www.cleart.com/how-does-google-adwords-charge.html</p>

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	<div data-bbox="646 375 785 435"><h2>Click</h2></div> <div data-bbox="646 505 1713 532"><p>When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.</p></div> <div data-bbox="669 570 1944 964"><ul style="list-style-type: none">• A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.• Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.• Look at the clickthrough rates (CTRs) shown in your account statistics to understand the percentage of times a user clicks your ad. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.• Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.</div> <div data-bbox="646 1002 1192 1029"><p>More about industry standards for measuring clicks</p></div> <div data-bbox="646 1042 1199 1070"><p>More about issues with clicks and clickthrough rates</p></div> <div data-bbox="1331 1091 1976 1125"><p>https://support.google.com/adwords/answer/31799</p></div>

Exhibit B: Infringement of U.S. Patent No. 7,236,969 by Defendant Google

U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	<p data-bbox="737 337 1497 358">Here are the columns found in the paid & organic report and definitions for each metric:</p> <table data-bbox="737 383 1843 797"> <tr> <th data-bbox="737 383 884 431">Ads</th><th data-bbox="884 383 1843 431"></th></tr> <tr> <td data-bbox="737 431 884 480">Ad Clicks</td><td data-bbox="884 431 1843 480">The number of times someone clicked your ad when it showed for a particular query.</td></tr> <tr> <td data-bbox="737 480 884 561">Ad Impressions</td><td data-bbox="884 480 1843 561">How many times your ad has appeared on a search results page or website on the Google Network.</td></tr> <tr> <td data-bbox="737 561 884 643">Ad CTR</td><td data-bbox="884 561 1843 643">How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</td></tr> <tr> <td data-bbox="737 643 884 724">Ad Avg. CPC</td><td data-bbox="884 643 1843 724">The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.</td></tr> <tr> <td data-bbox="737 724 884 797">Ad Avg Position</td><td data-bbox="884 724 1843 797">Helps explain where your ads rank, on average, on the search results page.</td></tr> </table> <p data-bbox="947 841 1976 873">https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882</p>	Ads		Ad Clicks	The number of times someone clicked your ad when it showed for a particular query.	Ad Impressions	How many times your ad has appeared on a search results page or website on the Google Network.	Ad CTR	How often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.	Ad Avg. CPC	The average amount you pay each time someone clicks your ad. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks.	Ad Avg Position	Helps explain where your ads rank, on average, on the search results page.
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	<div data-bbox="661 324 1902 945"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views) Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab  A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks. You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase. </div> <p data-bbox="1213 954 1978 987">https://support.google.com/adwords/answer/2615875?hl=en</p> <div data-bbox="661 1026 1902 1380"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> $\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$ <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div> <p data-bbox="1234 1390 1978 1422">https://support.google.com/adsense/answer/112025?hl=en</p>

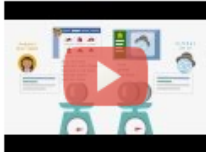
U.S. PATENT NO. 7,236,969	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="659 396 1902 1166"> <h2>Ad Rank</h2> <p>A value that's used to determine your ad position, where ads are shown on a page. Ad Rank is calculated using your bid amount and Quality Score.</p> <div data-bbox="674 613 877 764">  </div> <p>Understanding AdWords Ad Rank</p> <p>Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high. Read more about ad rank: http://goo.gl/KawwRW Subscribe to AdWords Help on YouTube: http://www.youtube.com/adwordshelp</p> <ul style="list-style-type: none"> • Ad Rank determines your ad position -- where your ad shows on the page in relation to other ads. • The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call Quality Score. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions. • Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment. </div> <p>https://support.google.com/adwords/answer/1752122?hl=en</p>
the server computer altering criteria for subsequent correlations of received search arguments to the second database.	<p>Upon information and belief, the server computer alters criteria for subsequent correlations of received search arguments to the second database.</p> <p>See above.</p>

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Claim No. 23	
The advertising machine of claim 22, wherein the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.	Upon information and belief, the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data. See claims 2, 9, 18, and 22 above.