Rockstar Consortium US LP et al v. Google Inc

EXHIBIT 3

Dockets.Justia.com

Doc. 138 Att. 4

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.

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	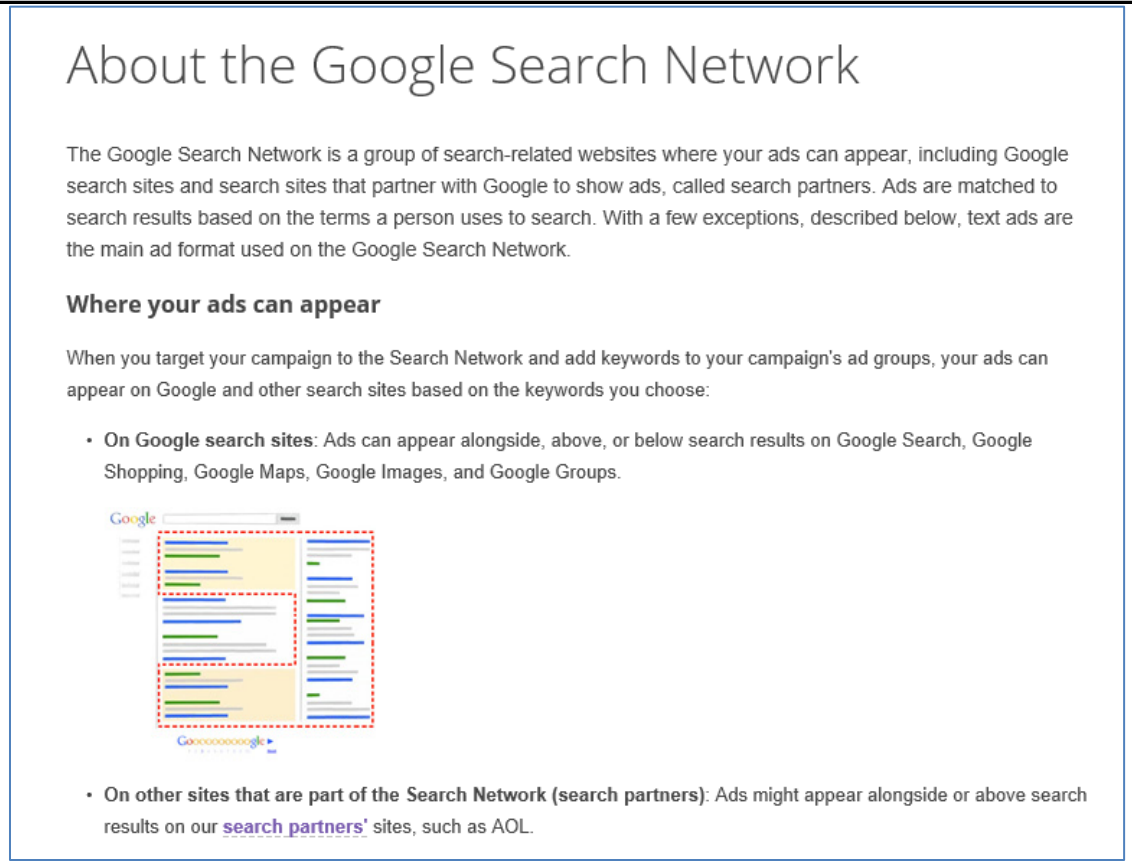 https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771
receiving, from the user, a search request including a search argument corresponding	The Accused Instrumentalities receive, from the user, a search request including a search argument corresponding to the desired information.

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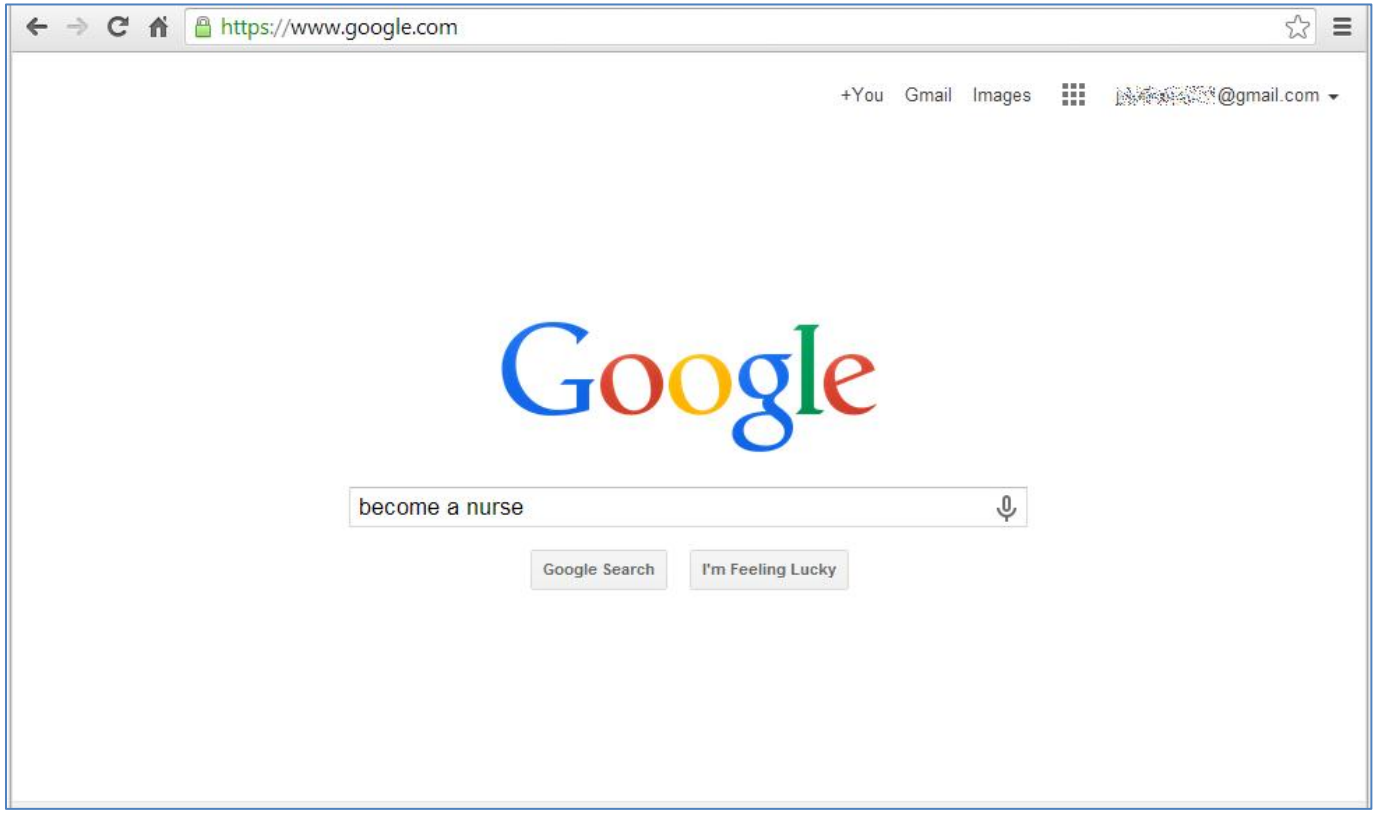
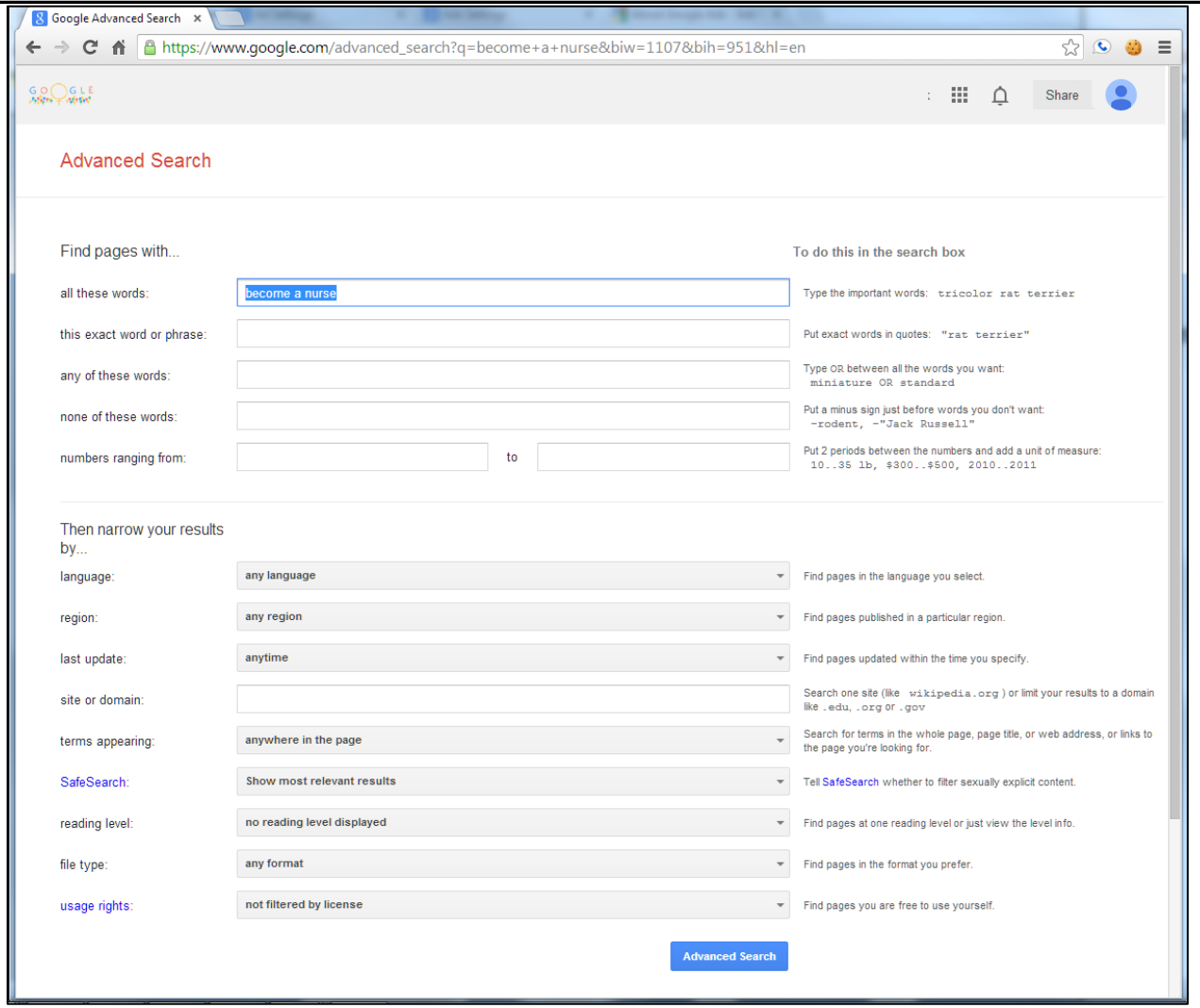
to the desired information;	

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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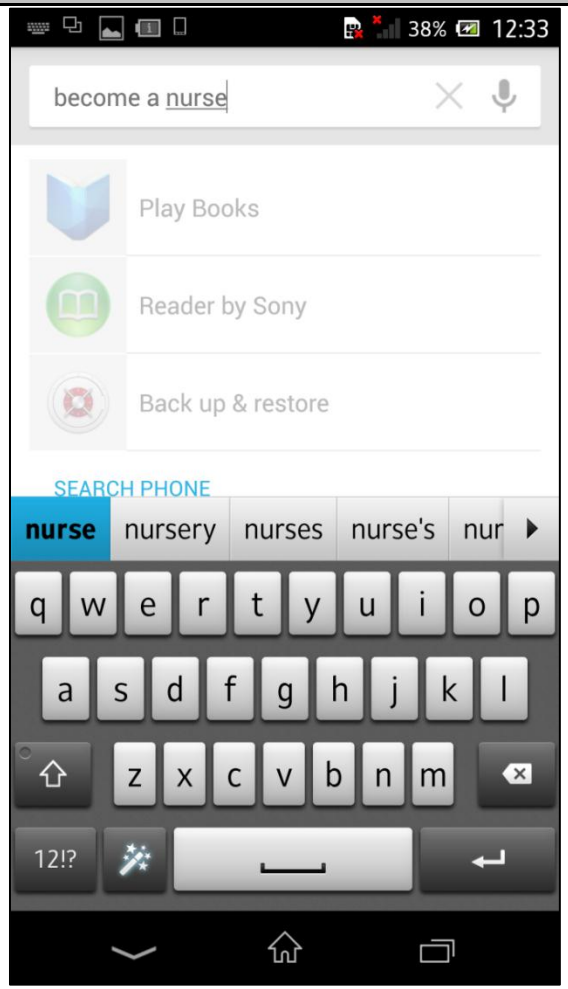
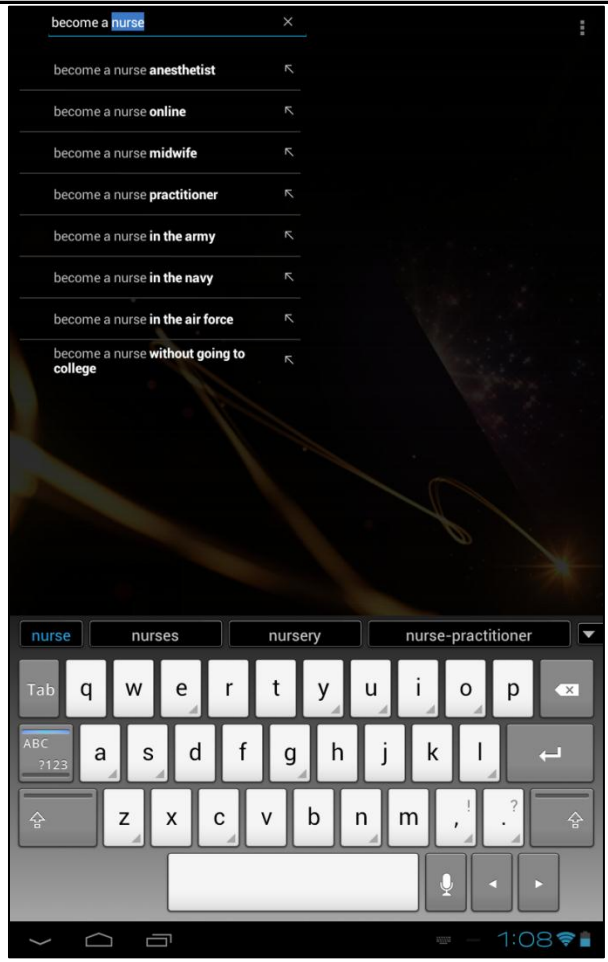
	 Mobile Handset Running Android 4.2

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 Tablet Device Running Android 4.0.2

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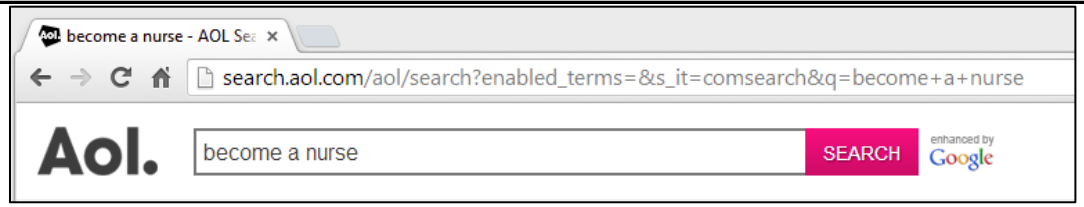

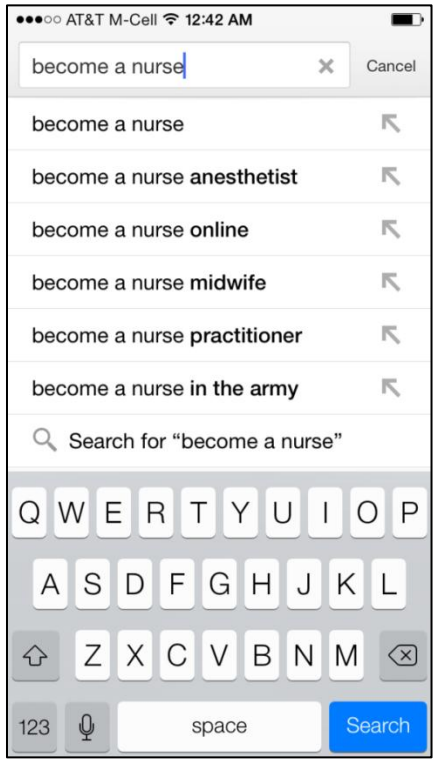

Google Search App Running on iOS 7.1

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	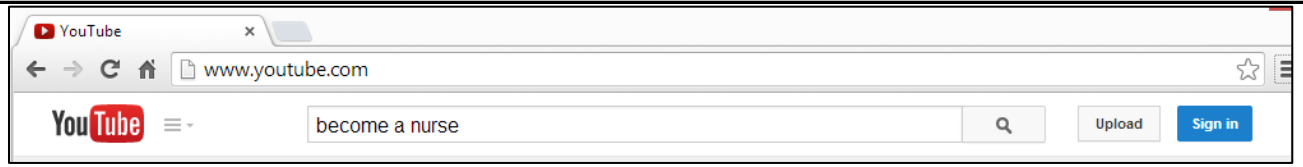 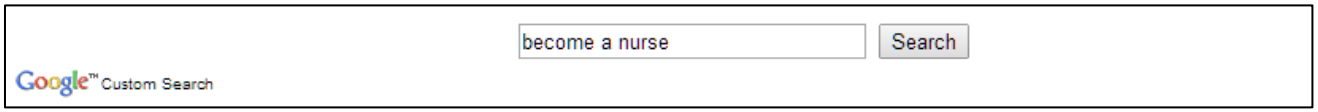 http://www.4nursing.com/search-our-site-or-search-the-internet.html

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2%
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20nurse&es_nrs=true&pf=p&output=search&sclient=psy-
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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+
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Accept-Encoding: gzip,deflate,sdch
Accept-Language: en-US,en;q=0.8,hi;q=0.6
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```

GET request of "Advanced Search"

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.

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	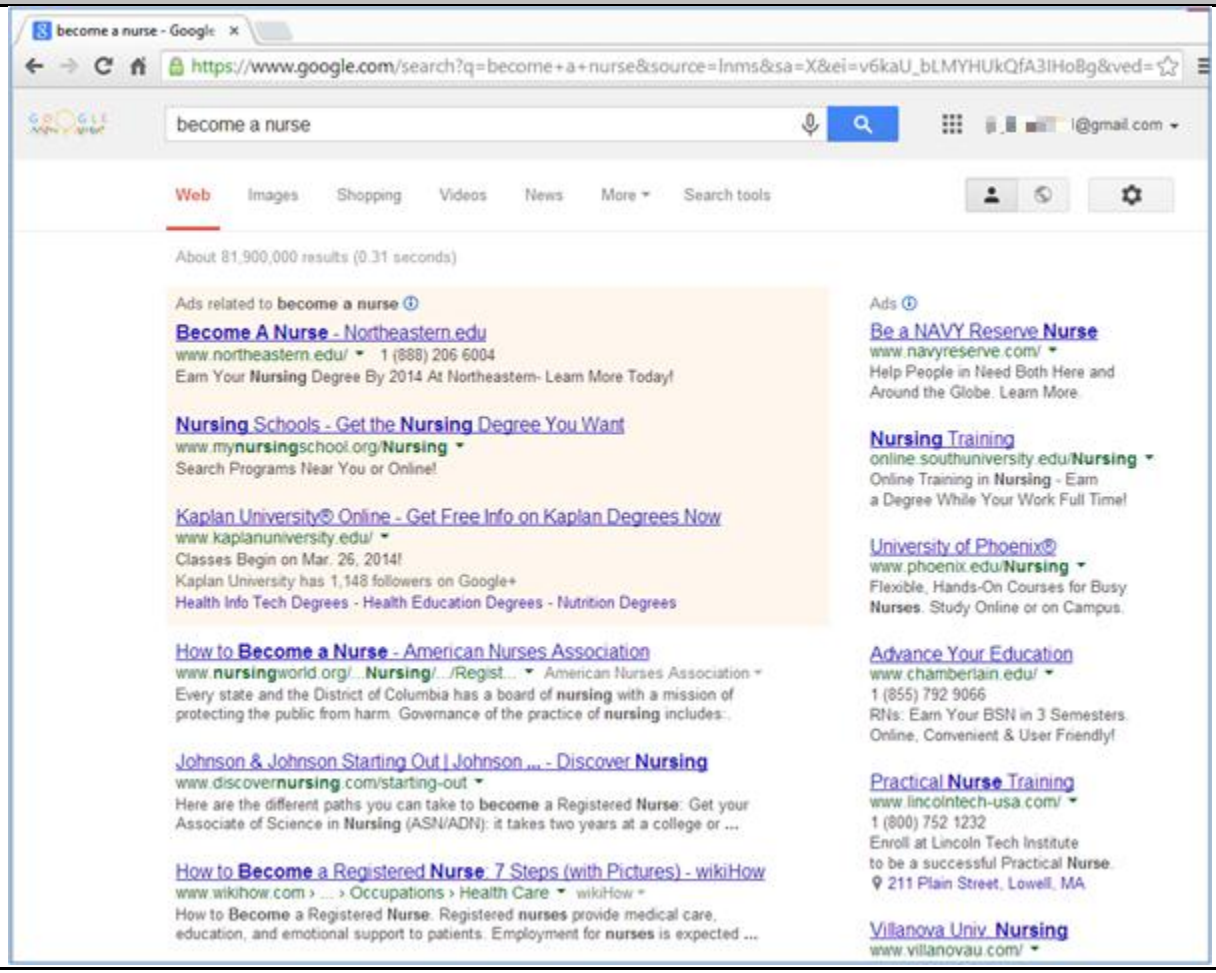

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	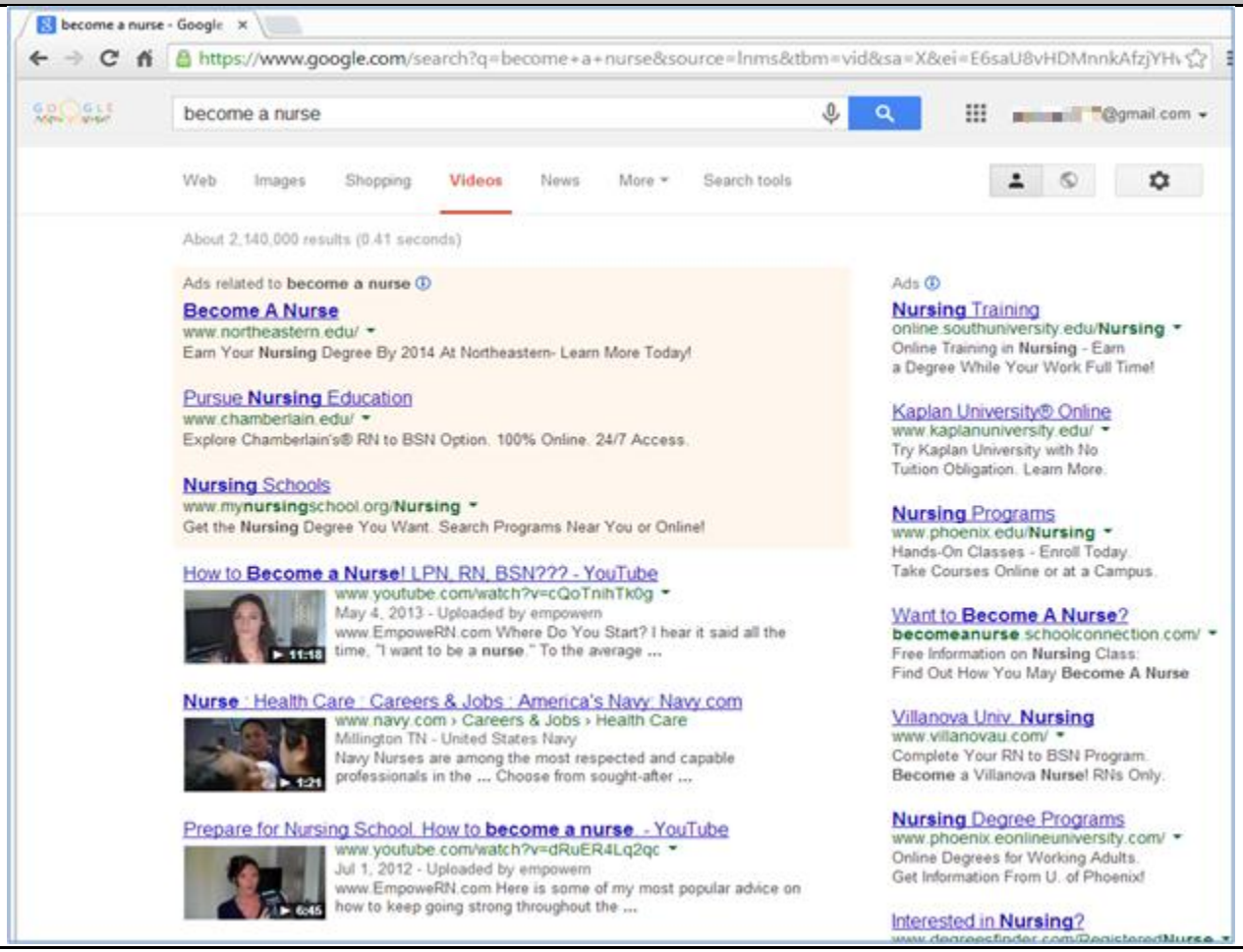

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	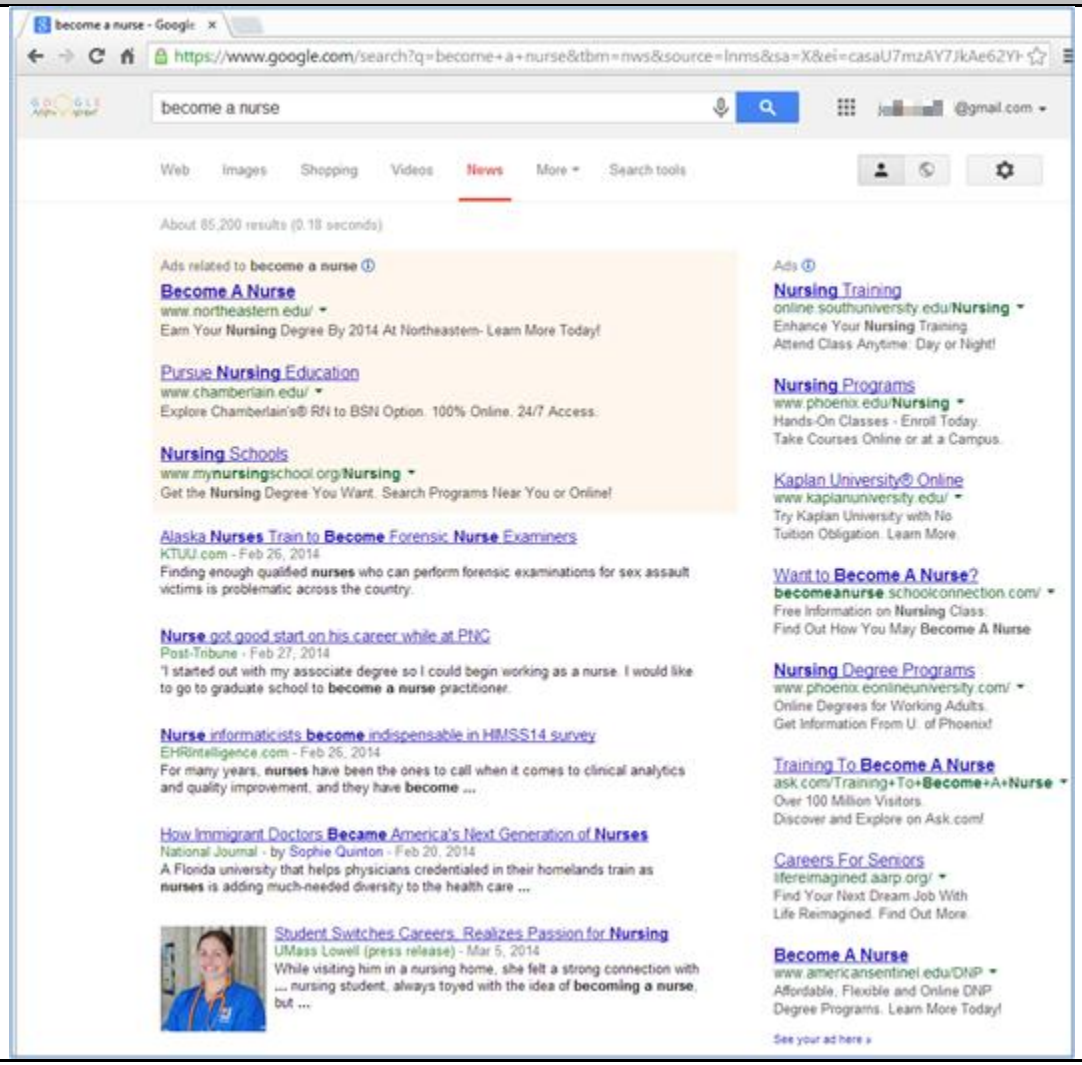

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	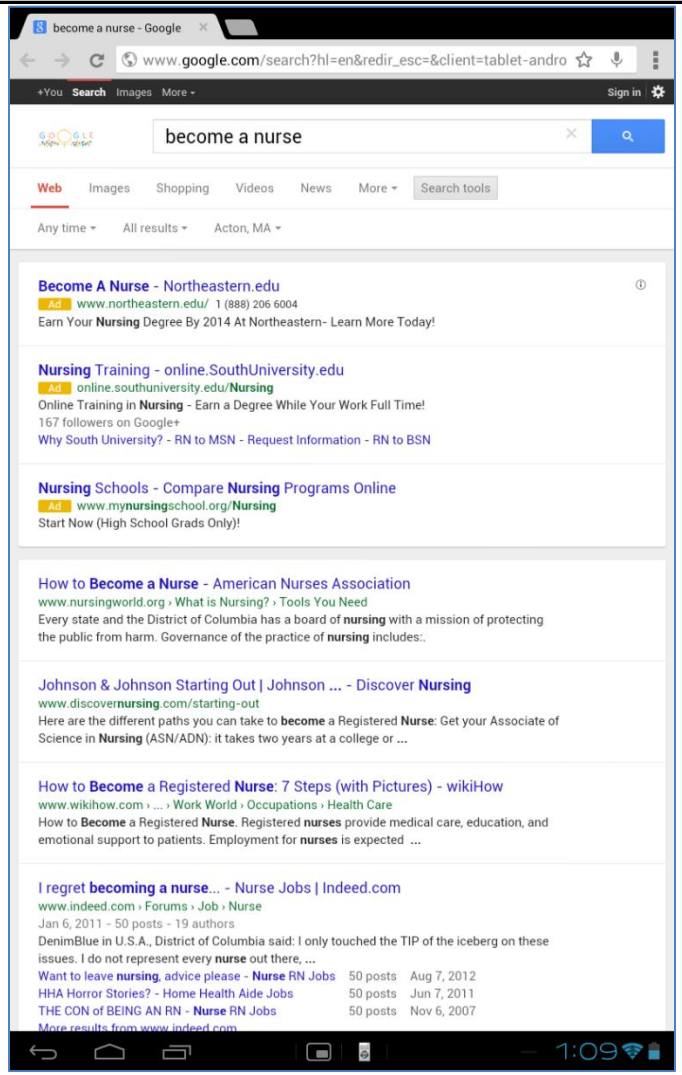

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	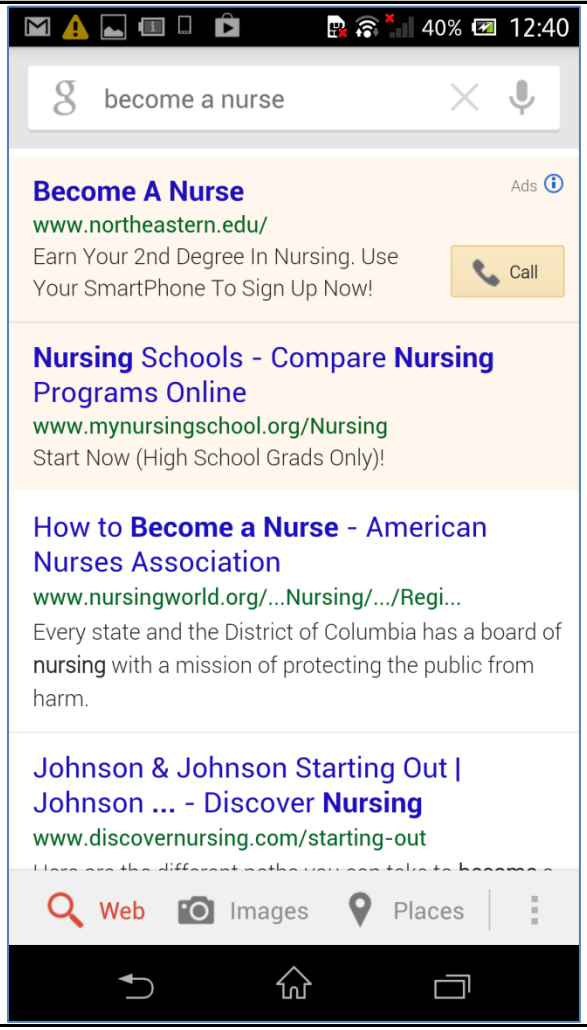

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	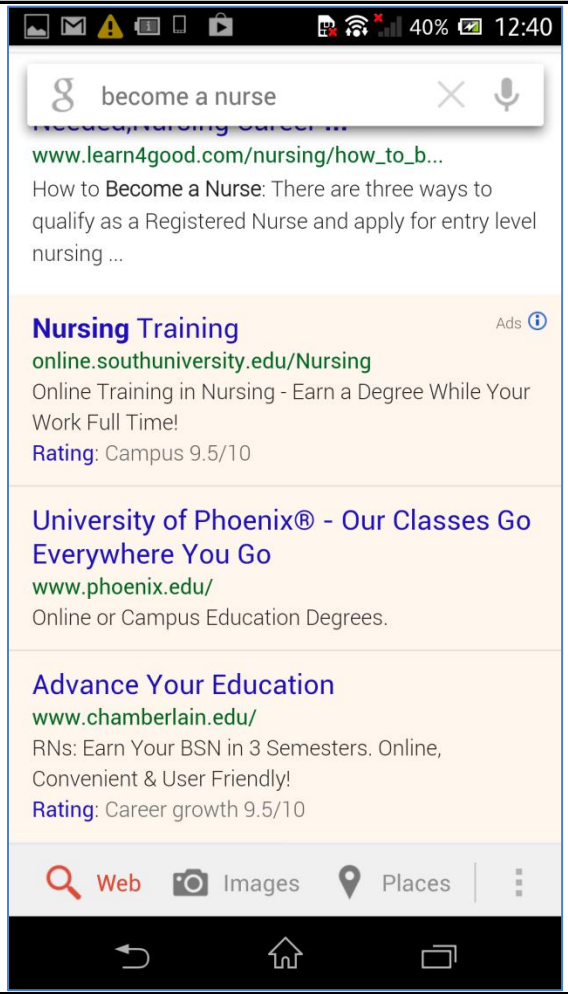

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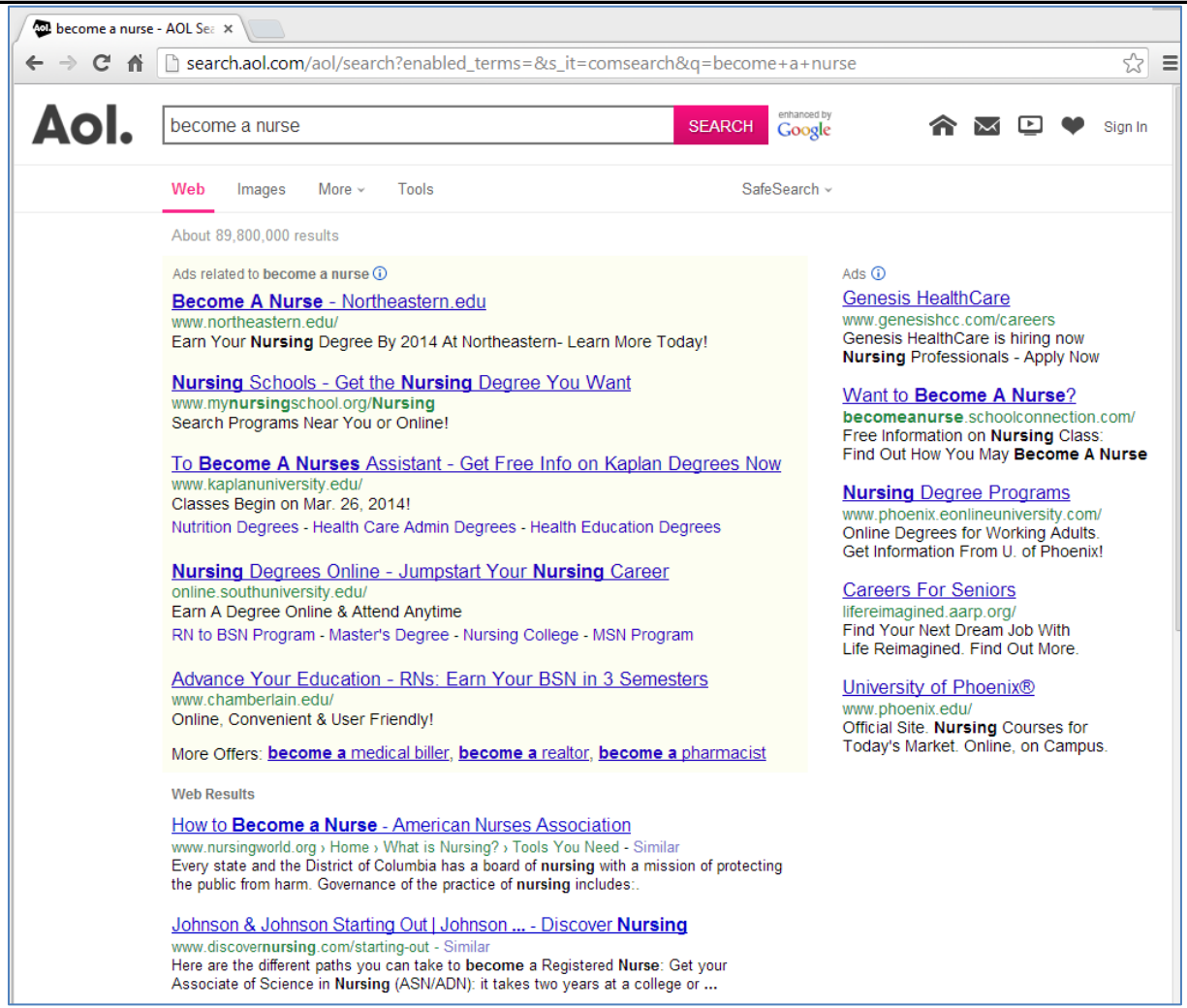

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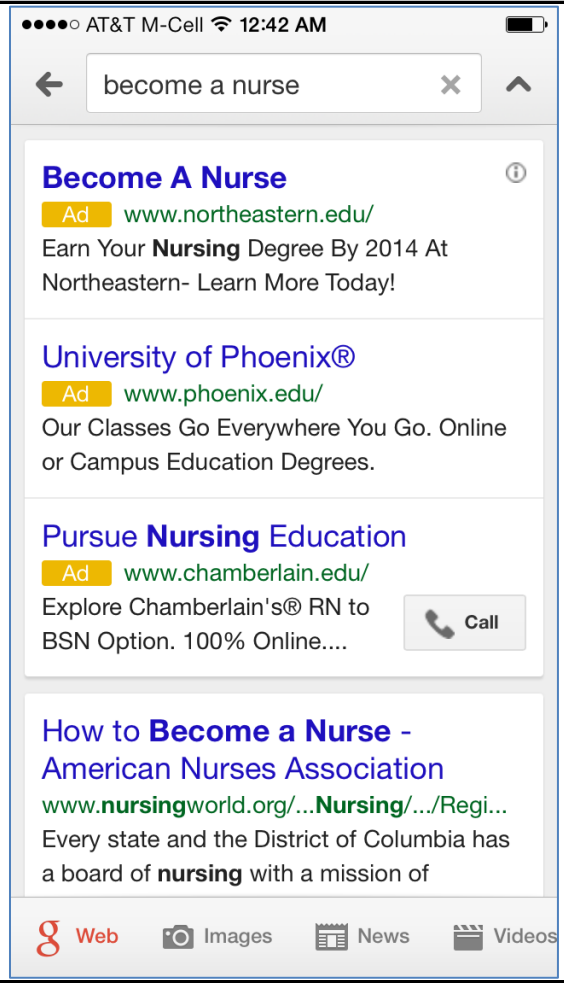

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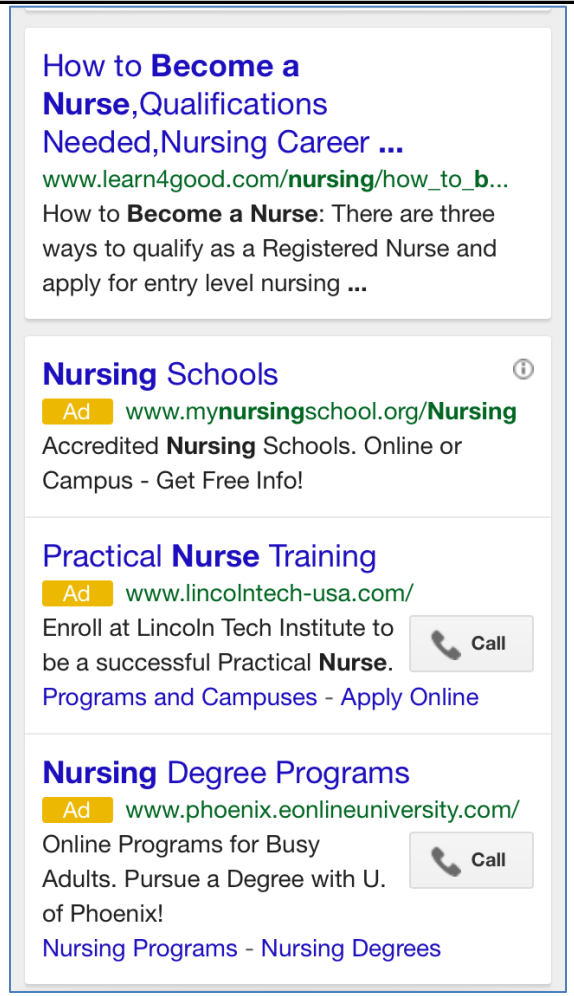

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	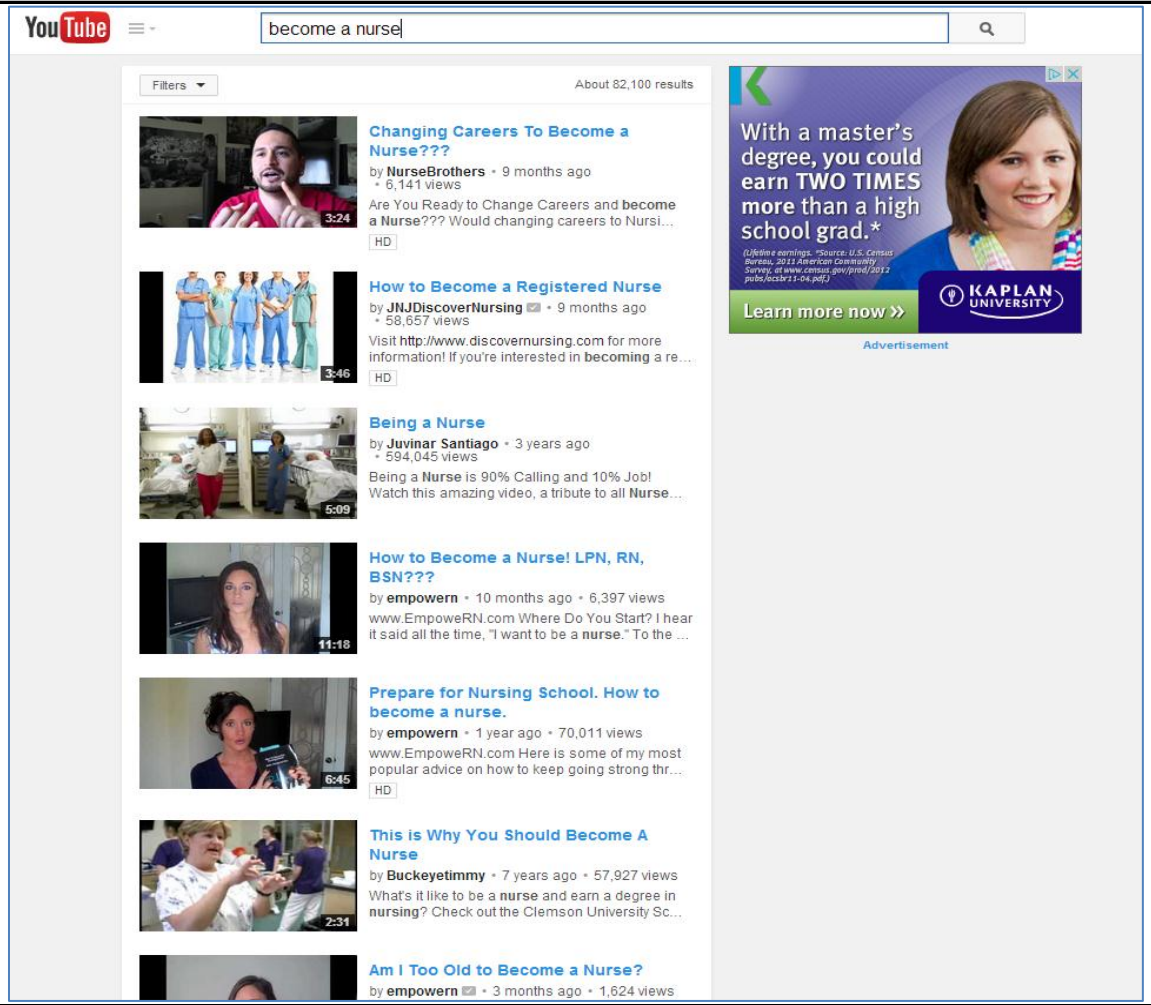

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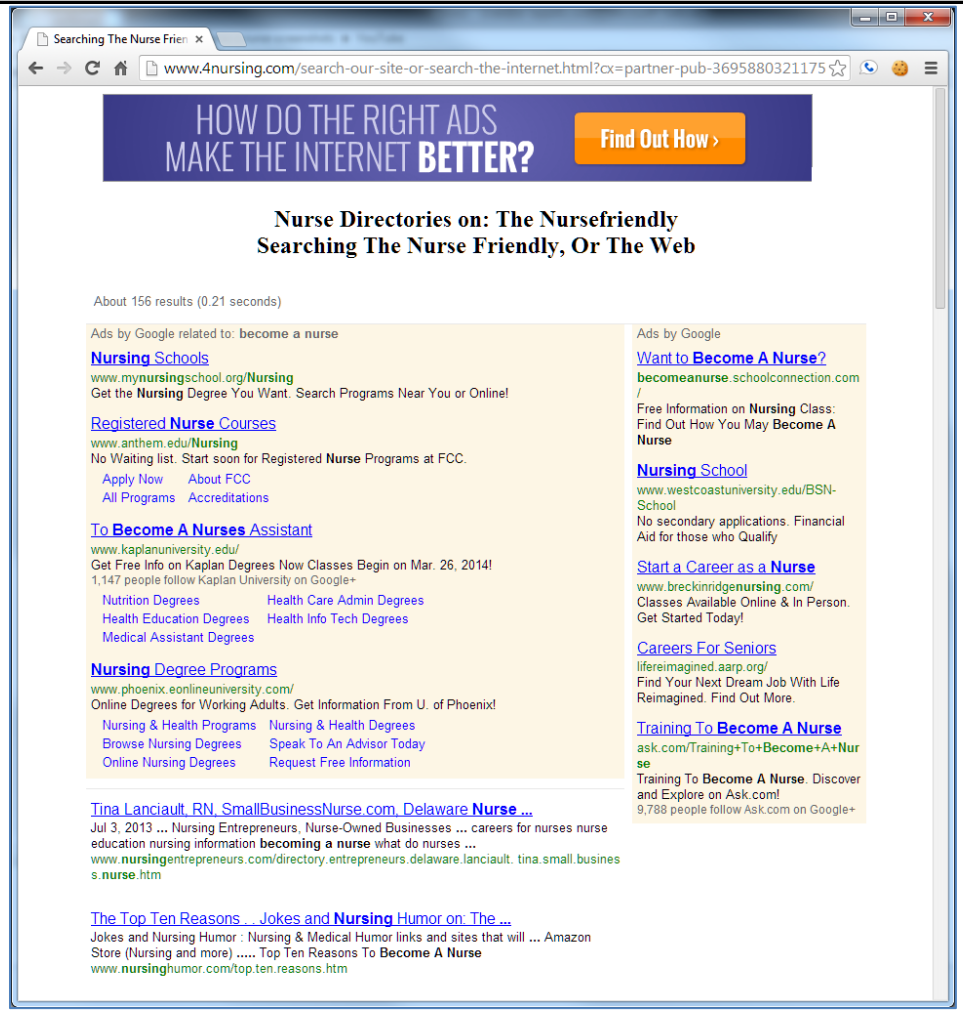

Google Custom Search Results Page

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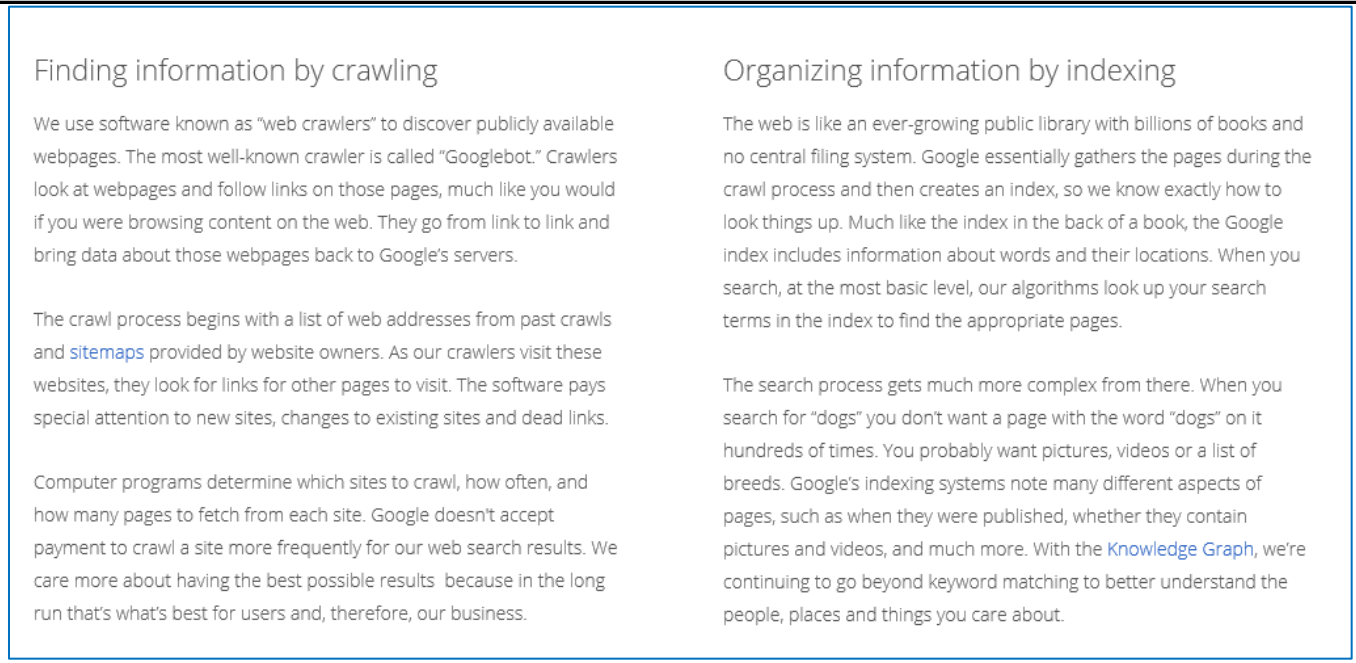


Finding information by crawling

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.

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.

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.

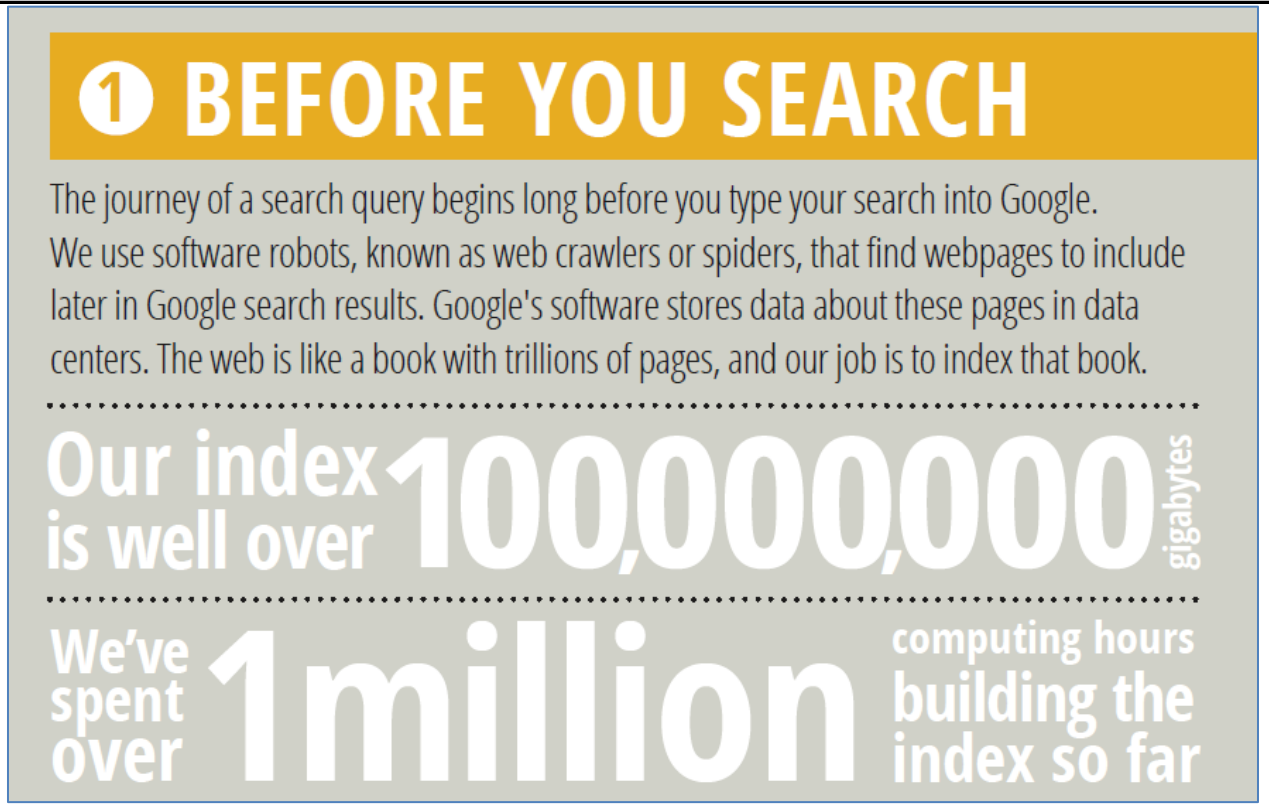
Organizing information by indexing

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.

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.

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

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf

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	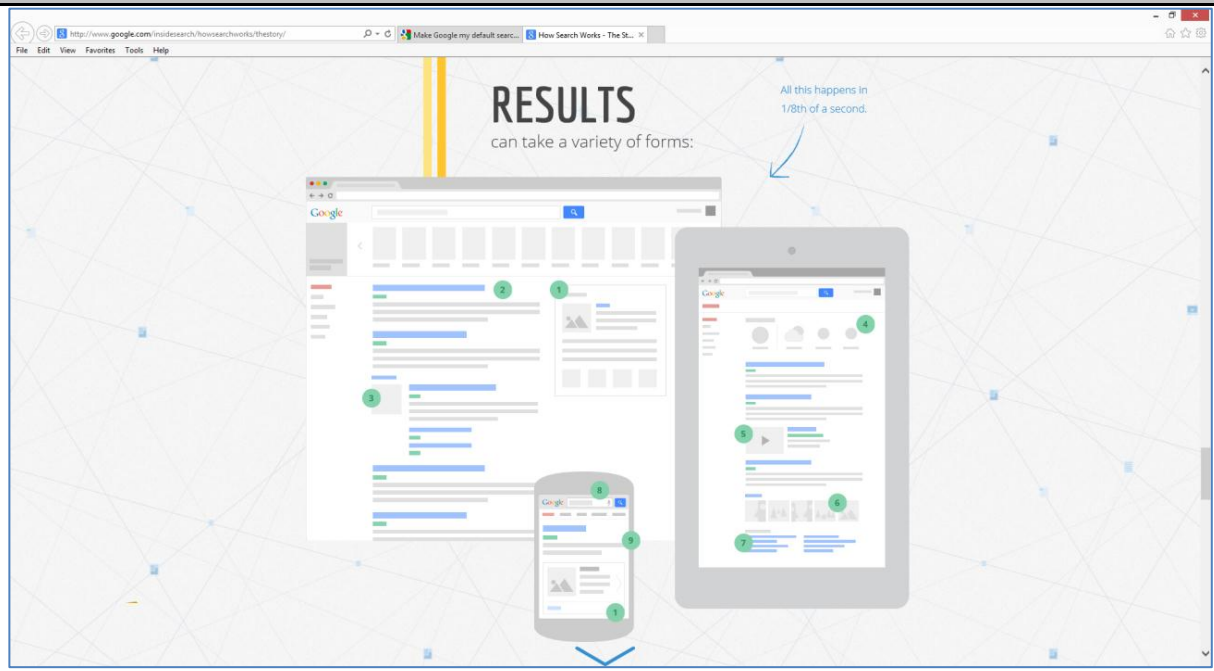 http://www.google.com/insidesearch/howsearchworks/thestory/
correlating the received search argument to a particular advertisement in a second database having advertisement related information; and	Upon information and belief, the Accused Instrumentalities correlate the received search argument to a particular advertisement in a second database having advertisement related information. See above.

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	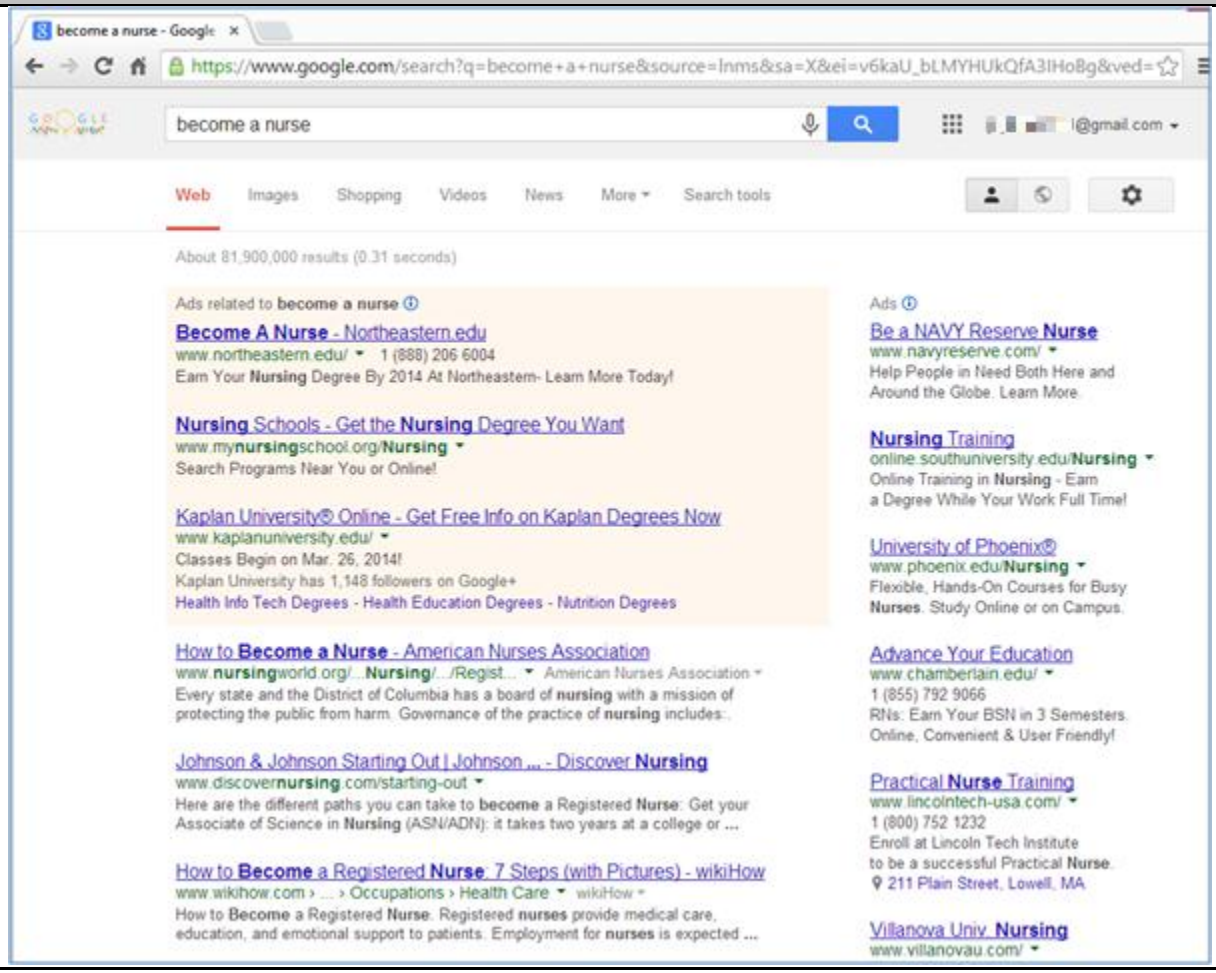

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	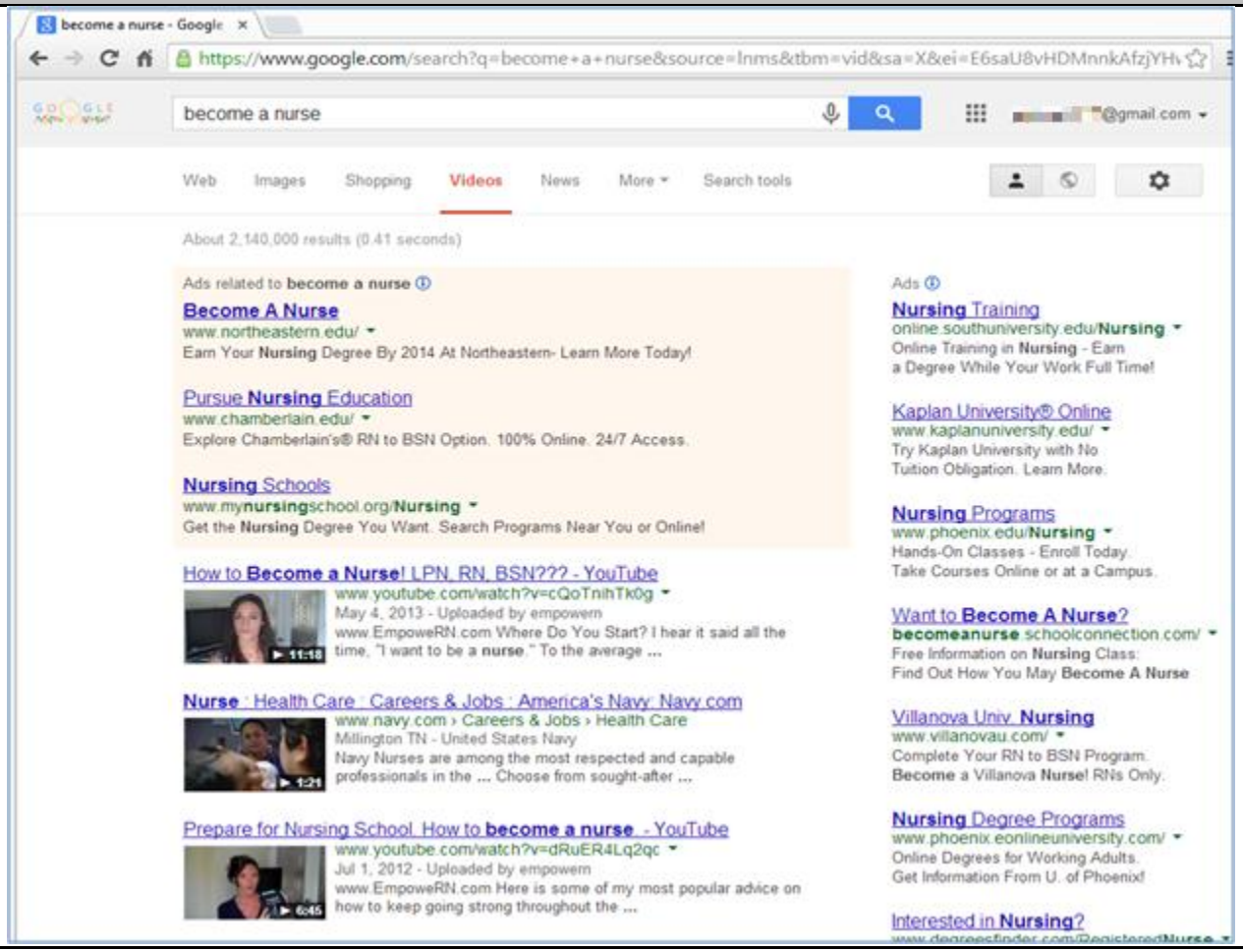

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	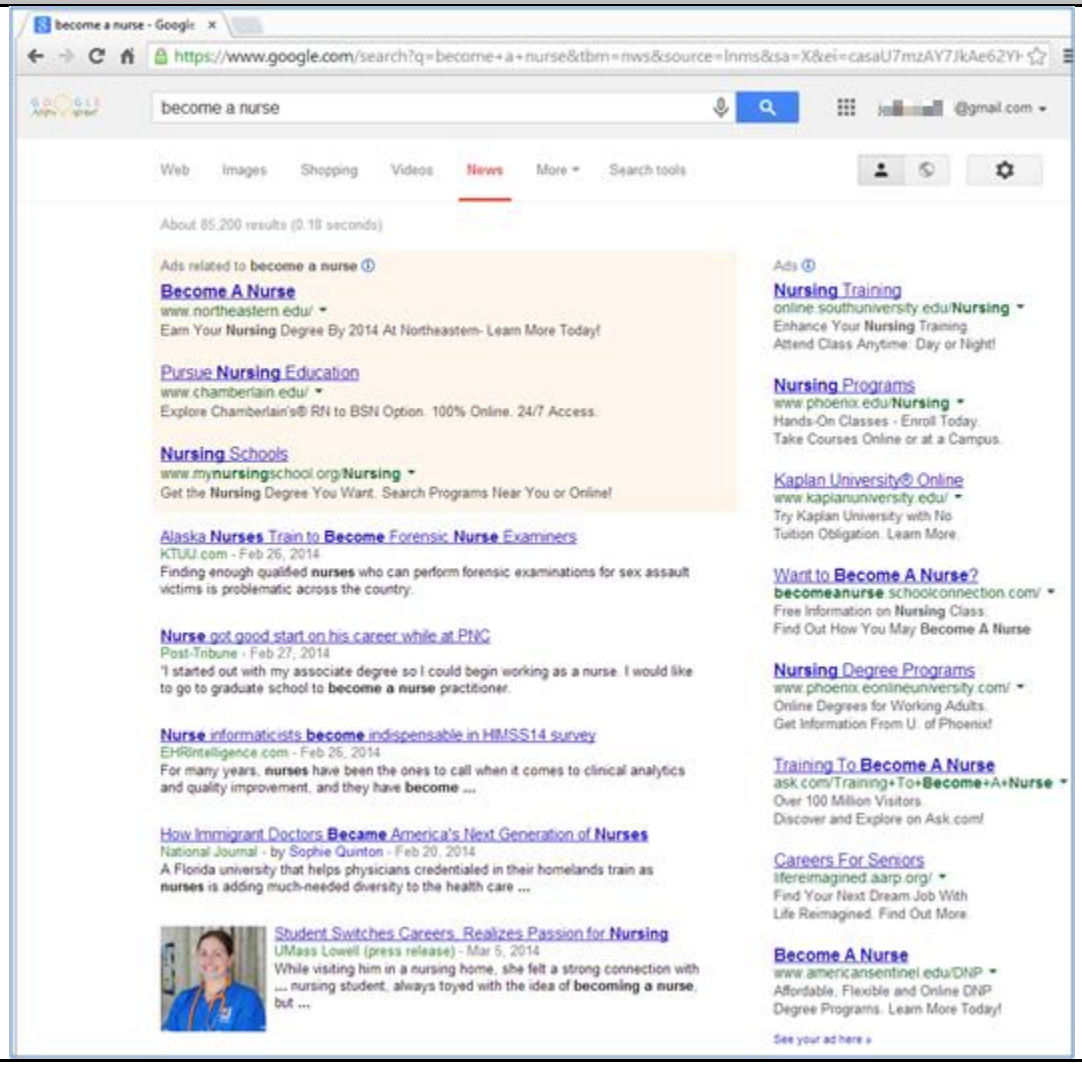

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	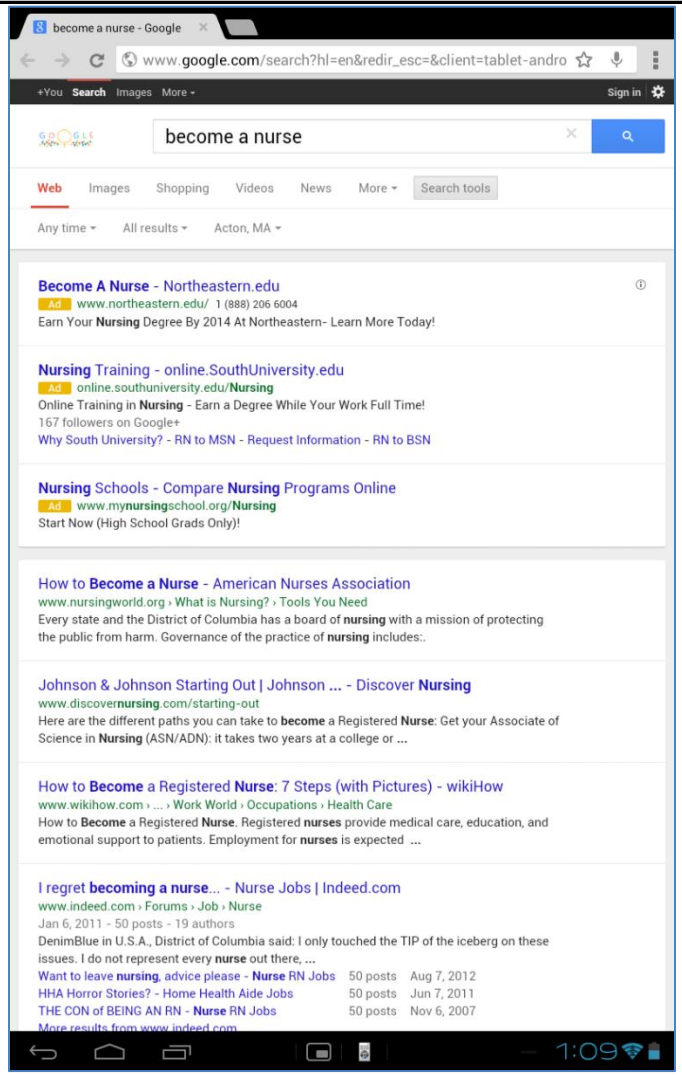

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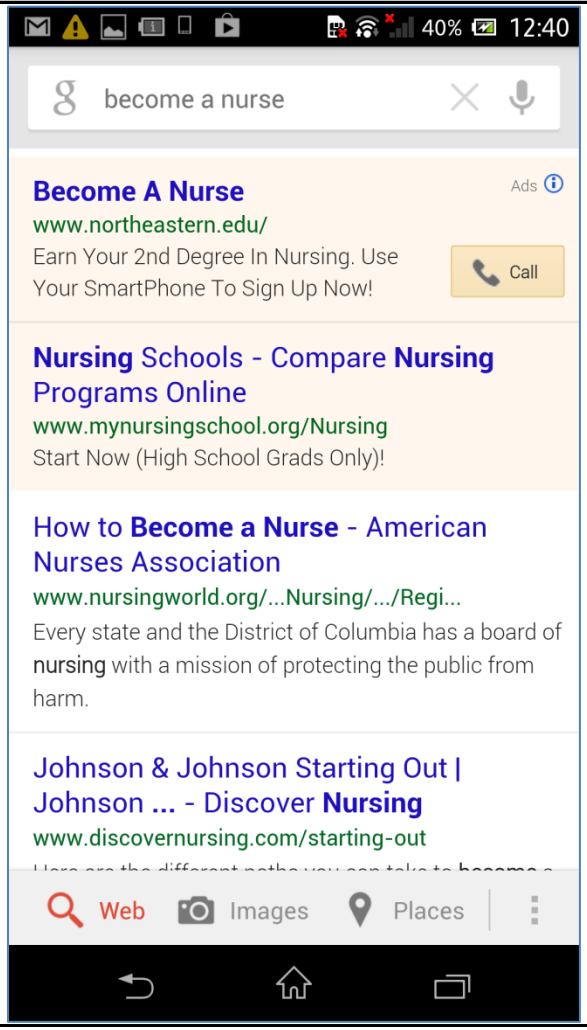

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	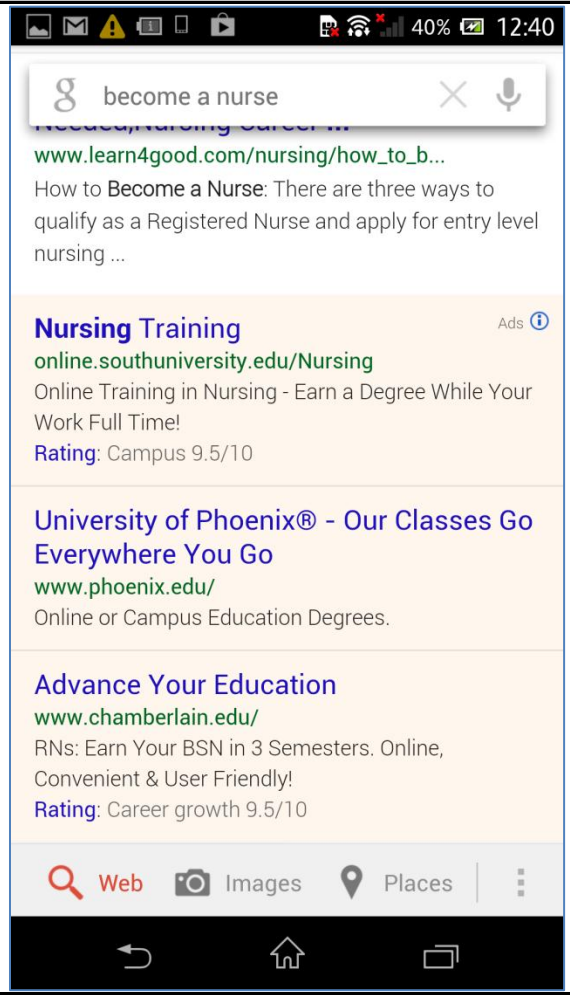

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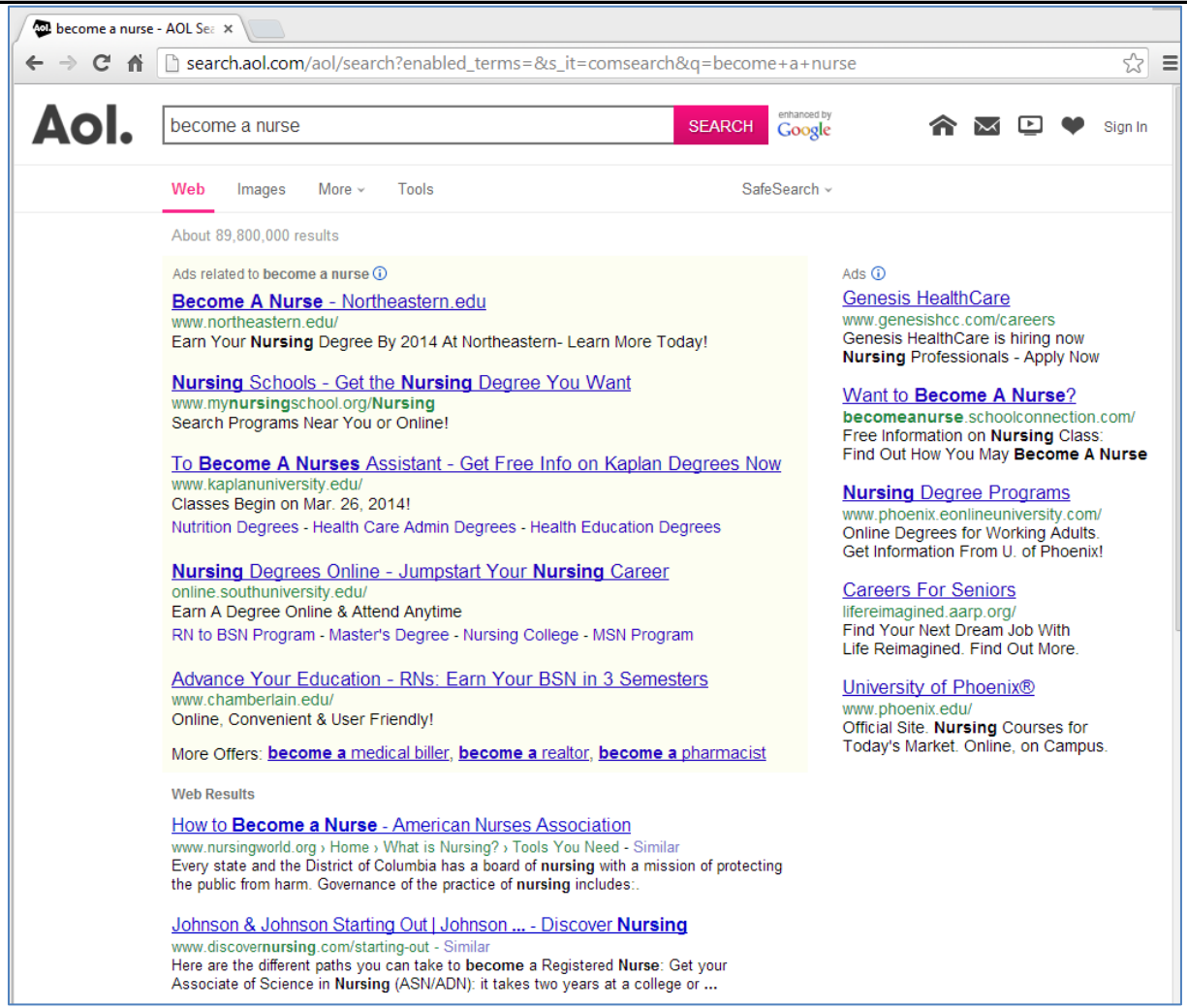

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	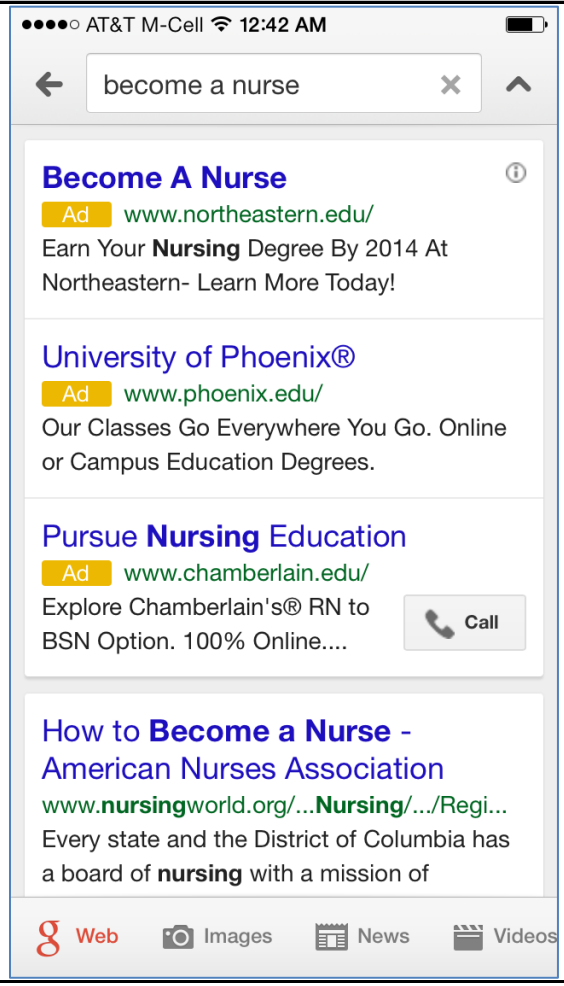

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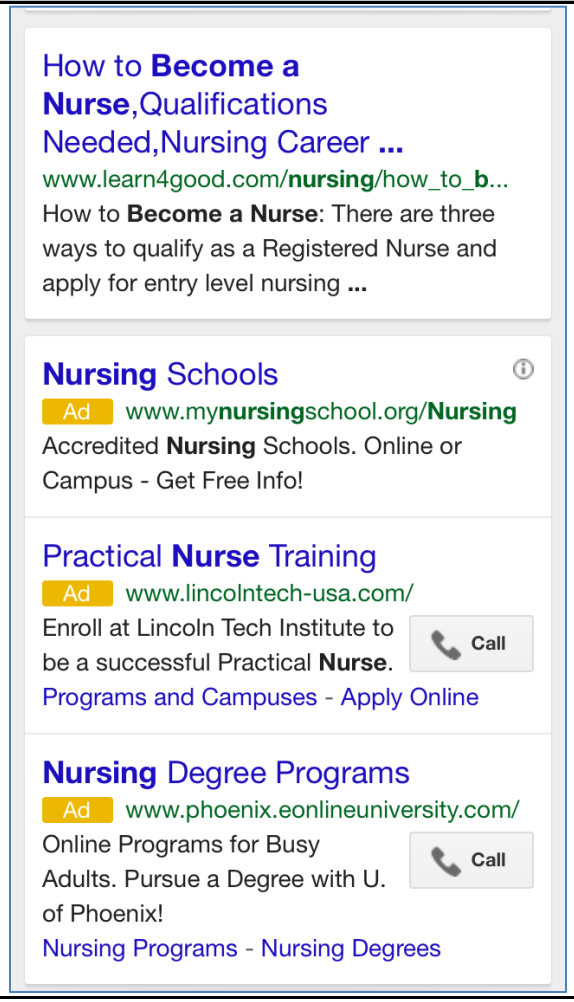

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	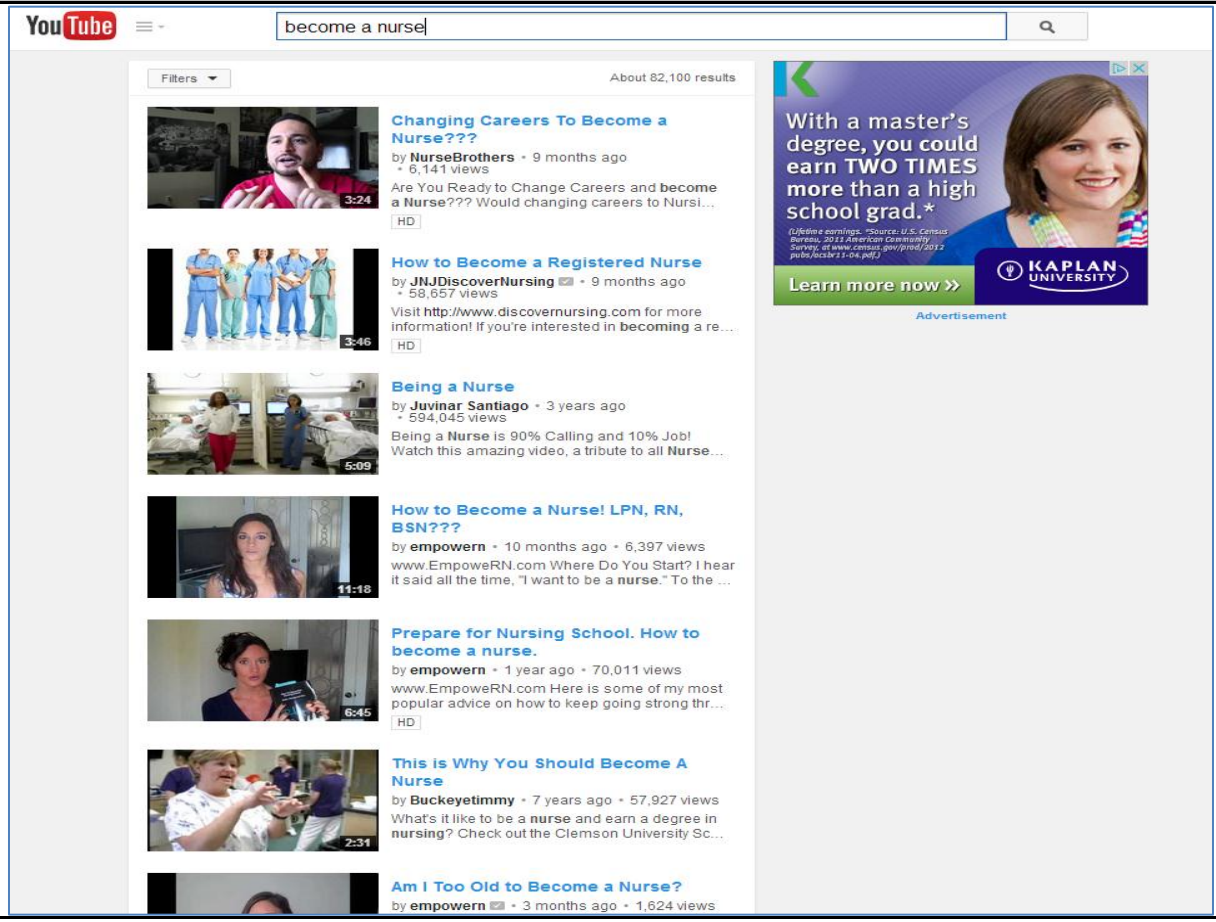

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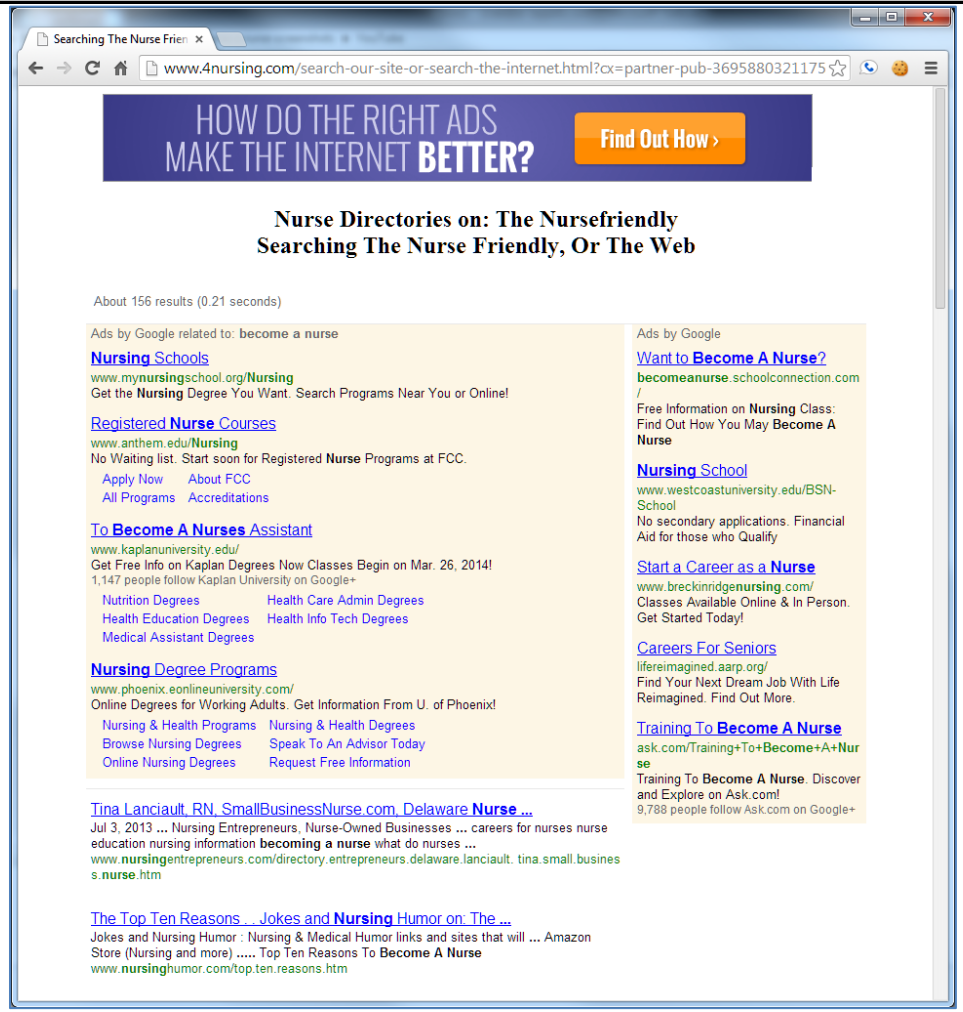

Google Custom Search Results Page

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Using keyword matching options

- 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.

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.

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 **return on investment**.

https://support.google.com/adwords/answer/2497836?hl=en

How similar keywords match to search terms

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.

https://support.google.com/adwords/answer/2756257?hl=en

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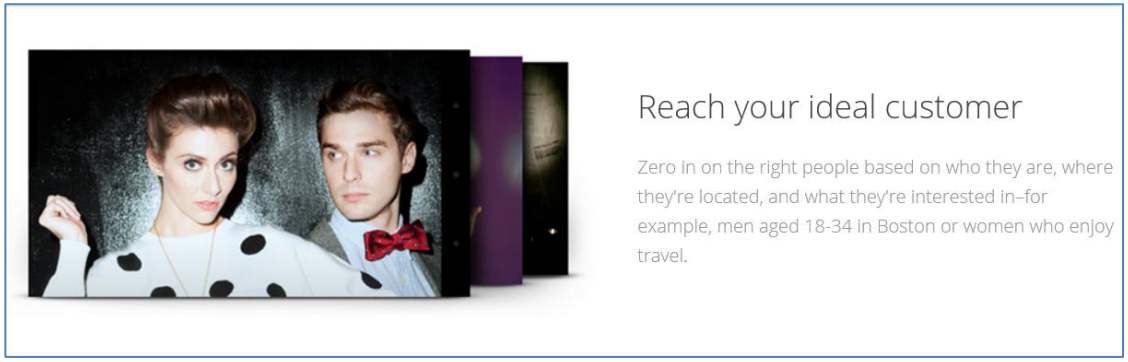 http://www.youtube.com/yt/advertise/why-it-works.html

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About targeting groups

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.

A single targeting group can contain the following types of targets:

- **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:
  - 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.

https://support.google.com/youtube/answer/2454017?hl=en

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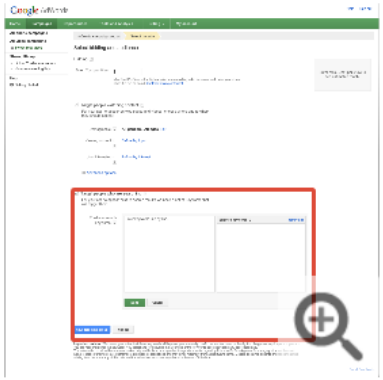
2. **Target people who are searching (TrueView in-search):**

   - Search keywords: Enter keywords to reach viewers searching YouTube for video content.



Note

Only In-Search ads will be targeted with these keywords.

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.

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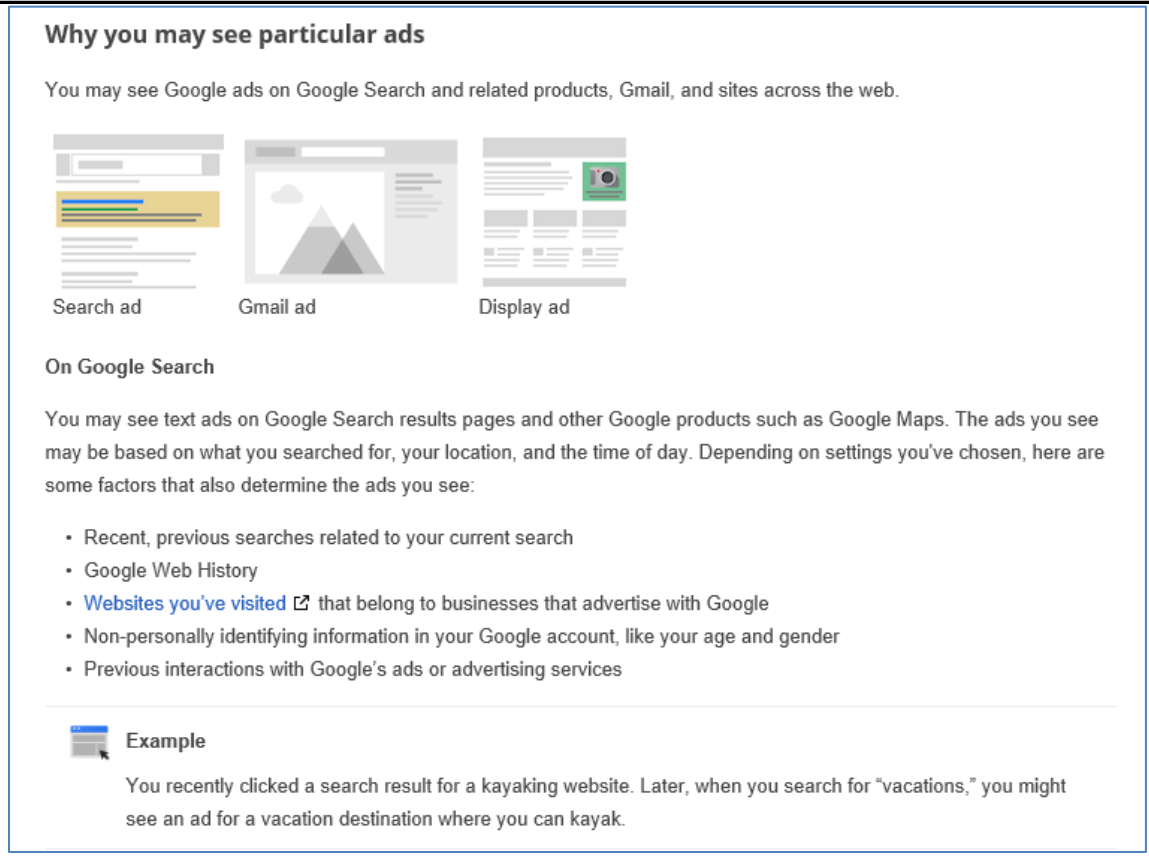

Why you may see particular ads

You may see Google ads on Google Search and related products, Gmail, and sites across the web.

Search ad Gmail ad Display ad

On Google Search

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:

- 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

Example

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.

https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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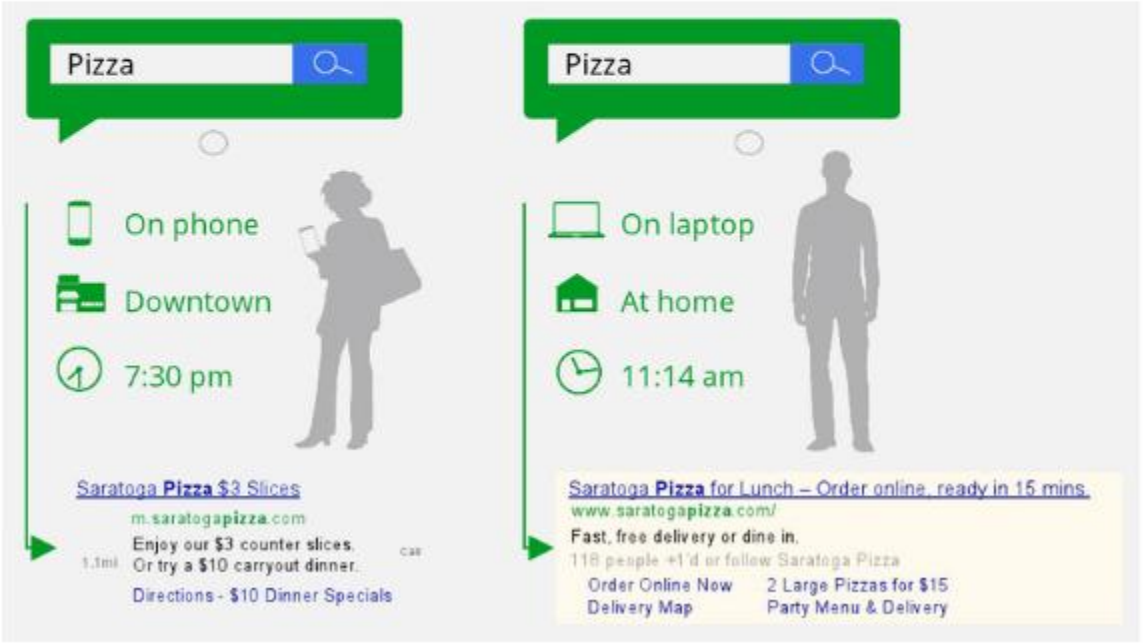
Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.



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

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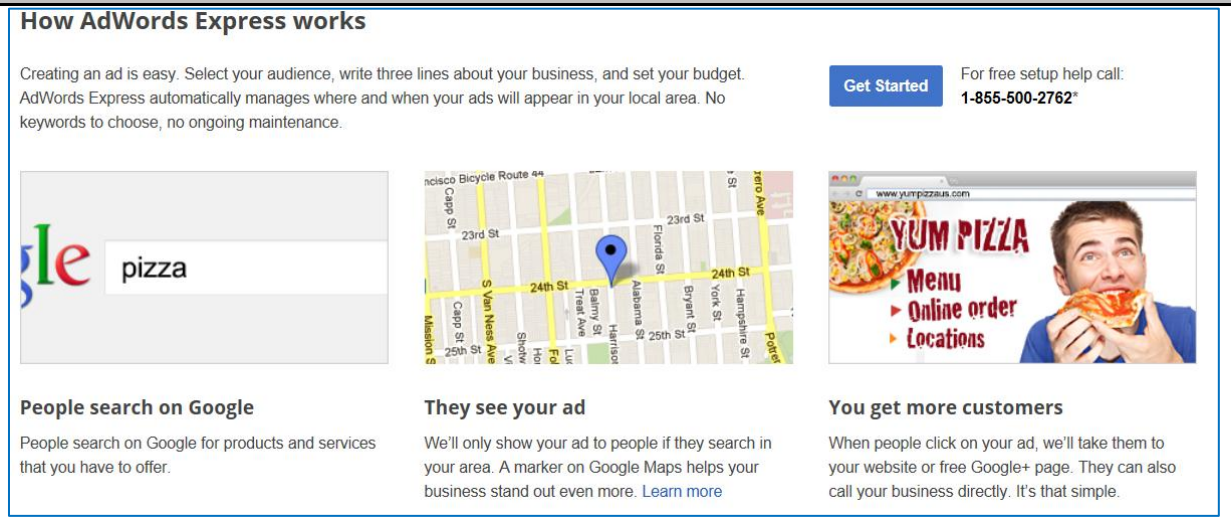
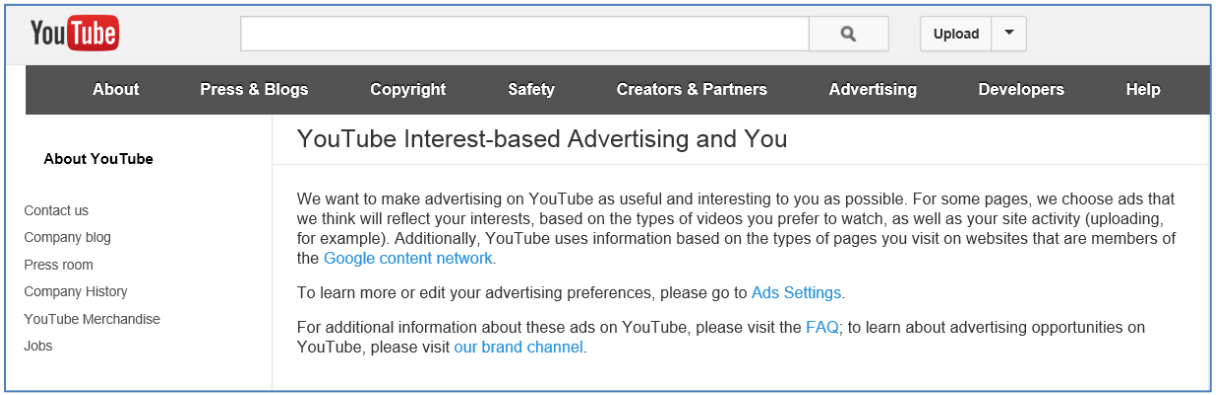


http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et



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

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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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	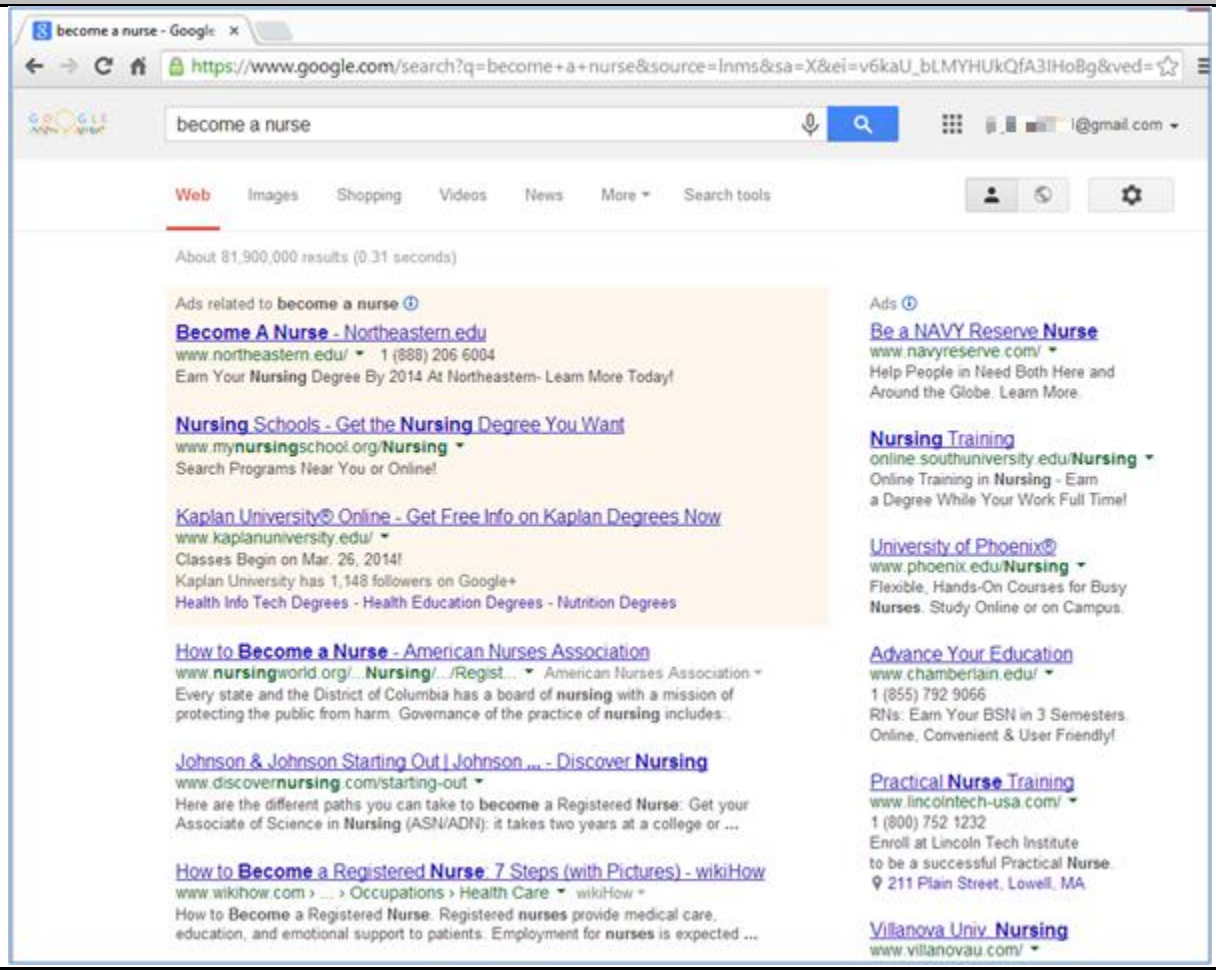

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	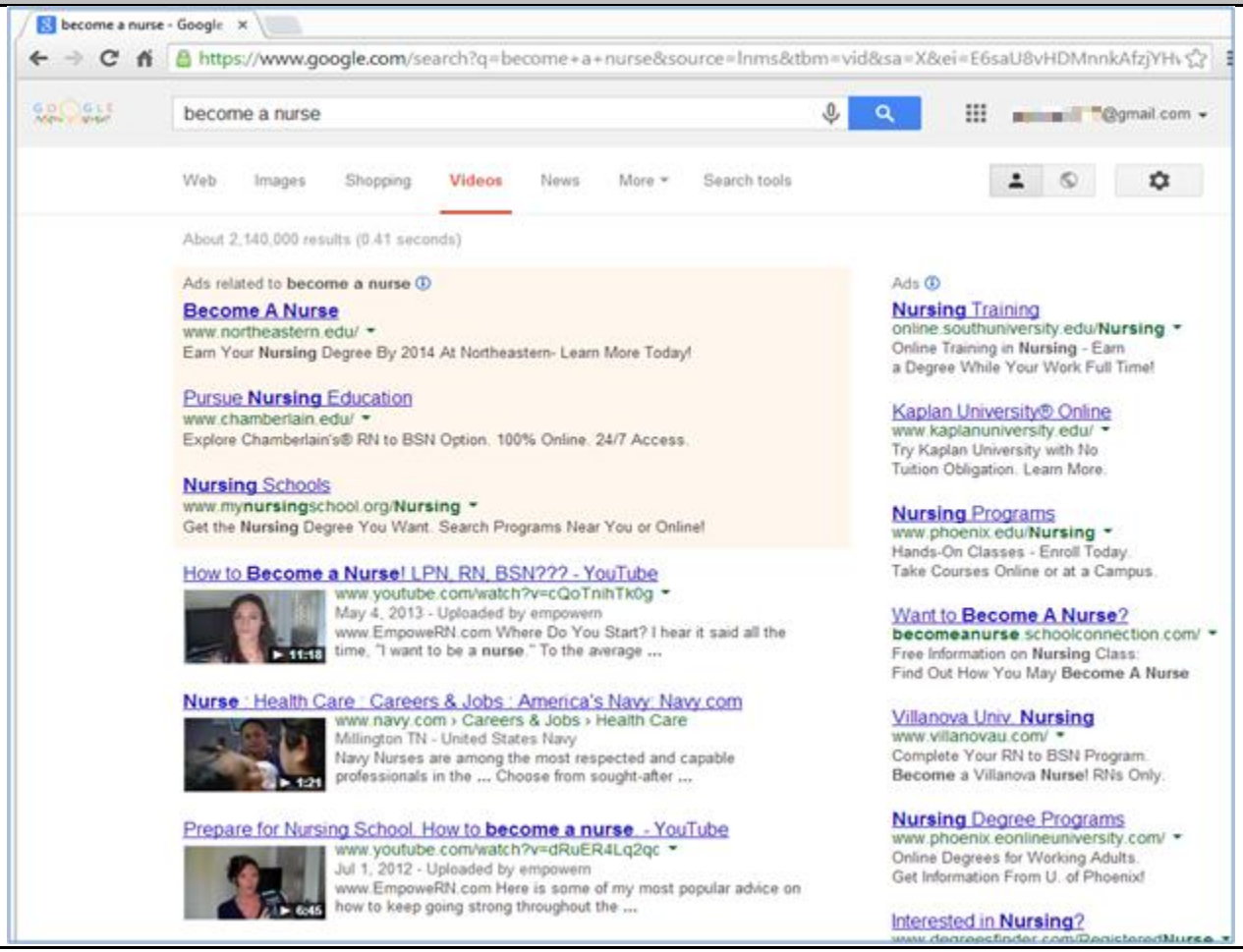

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	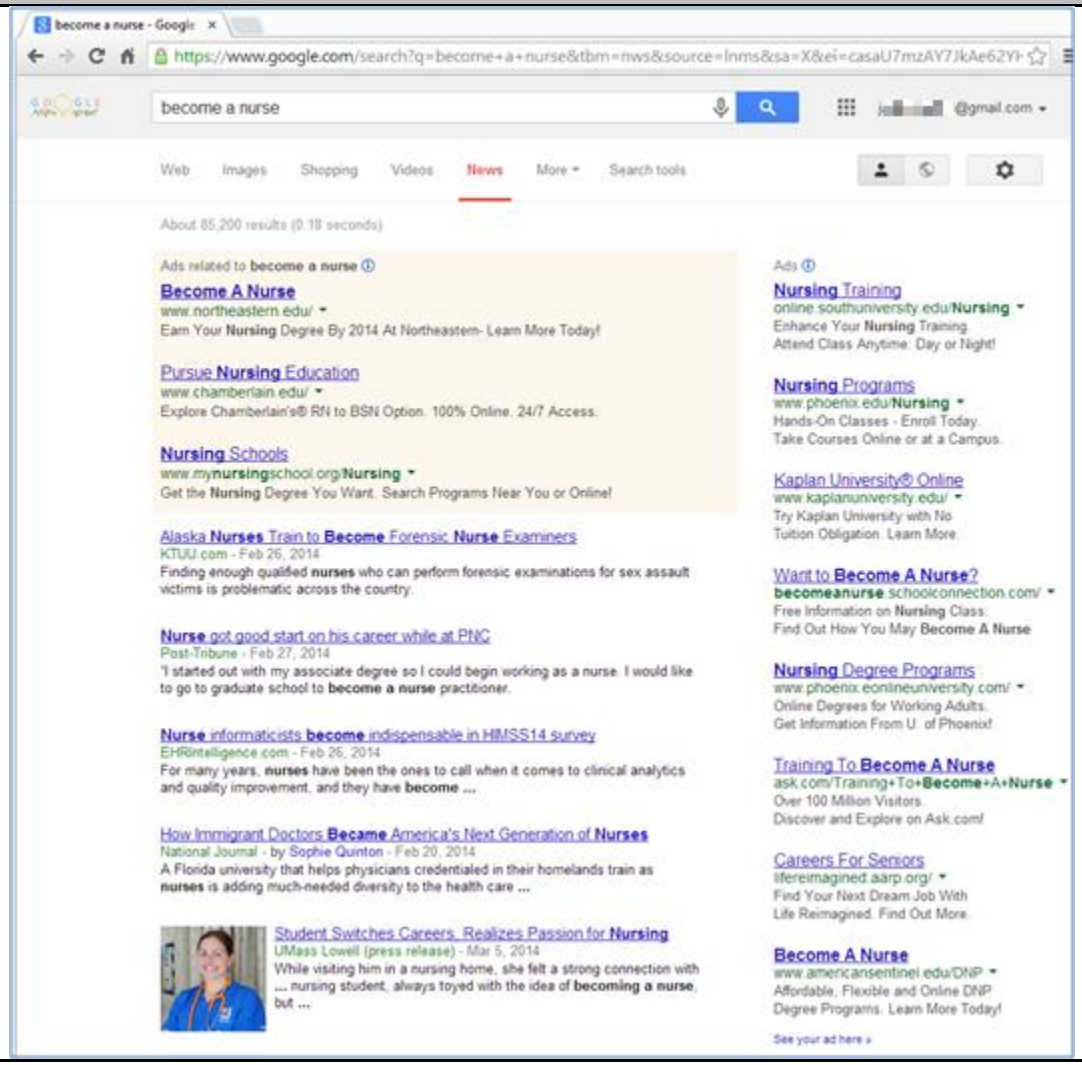

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	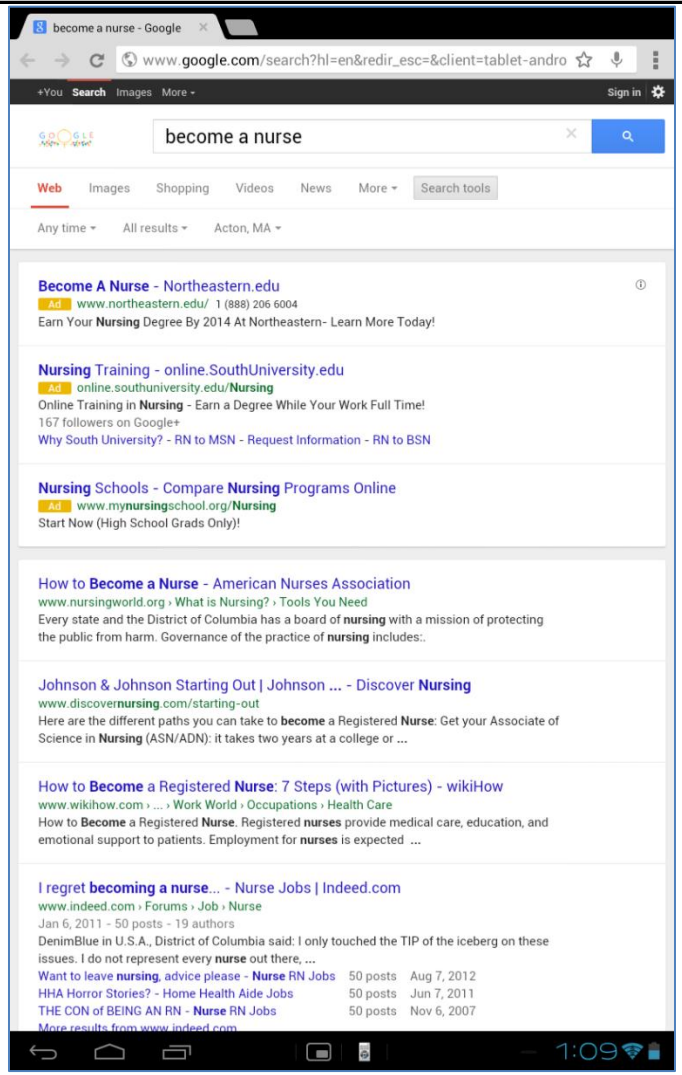

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	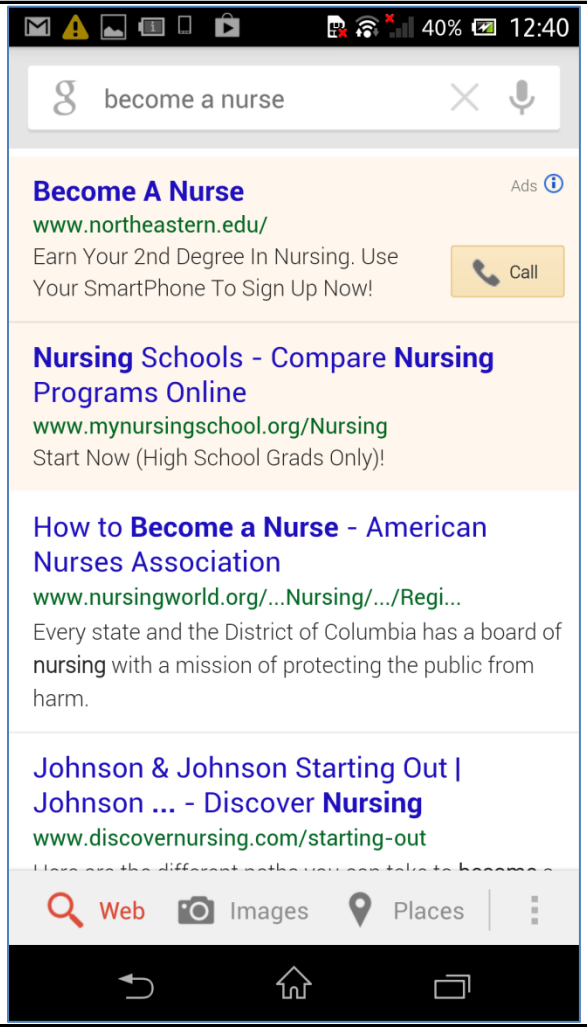

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	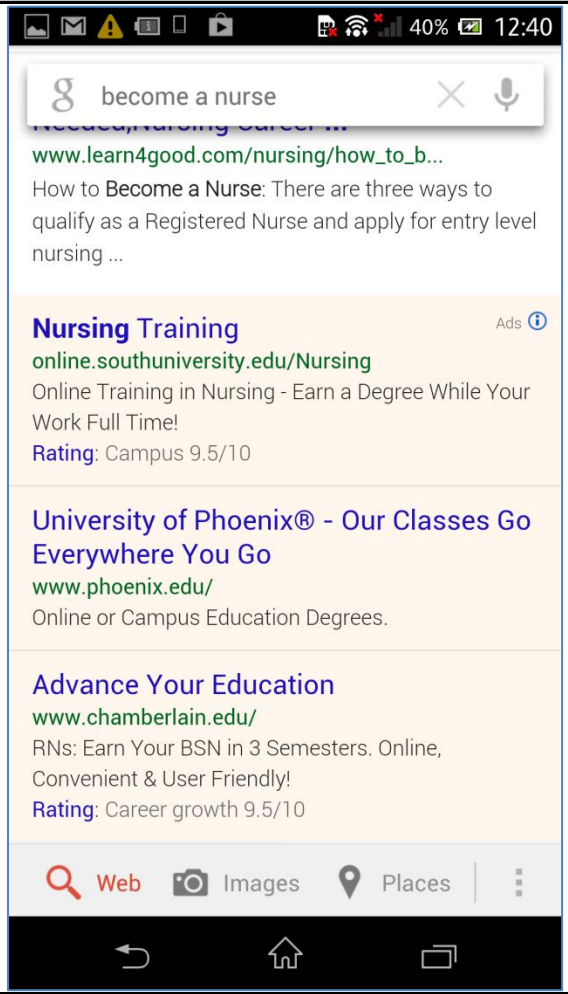

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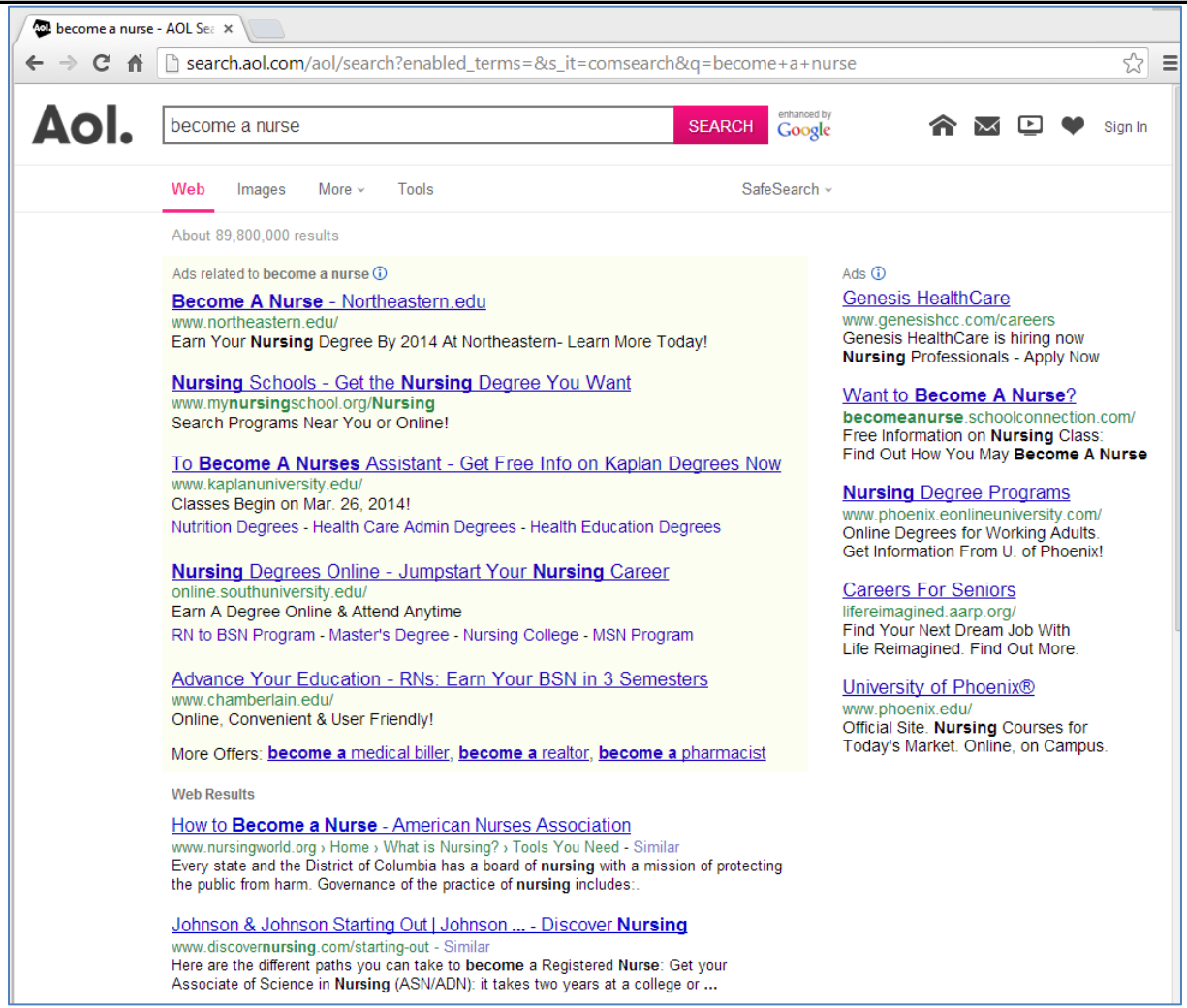

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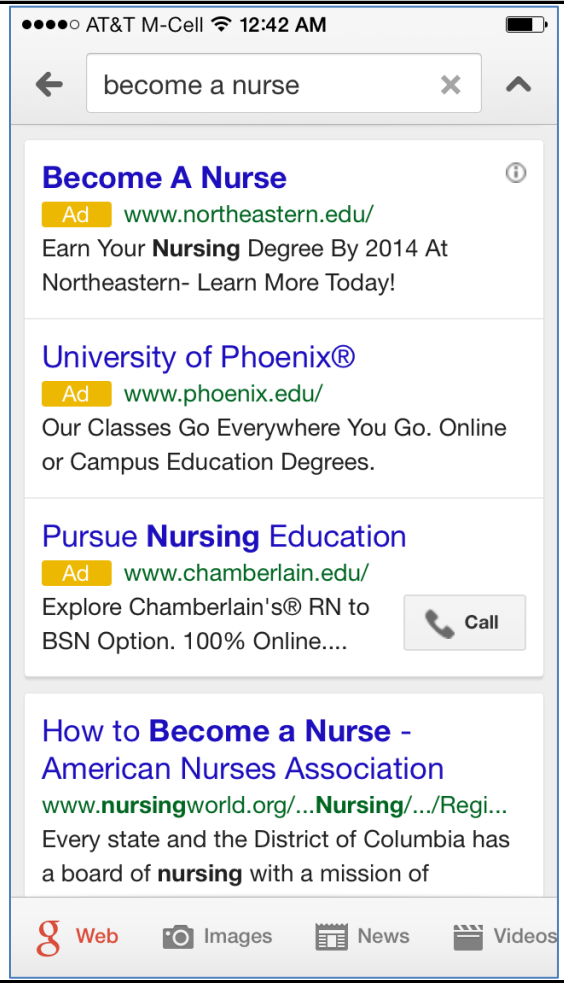

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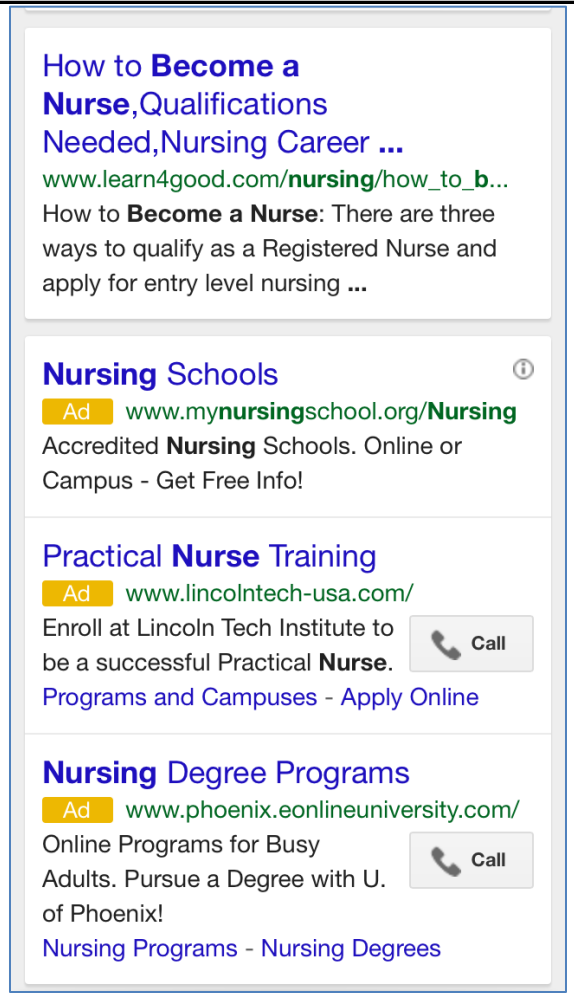

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	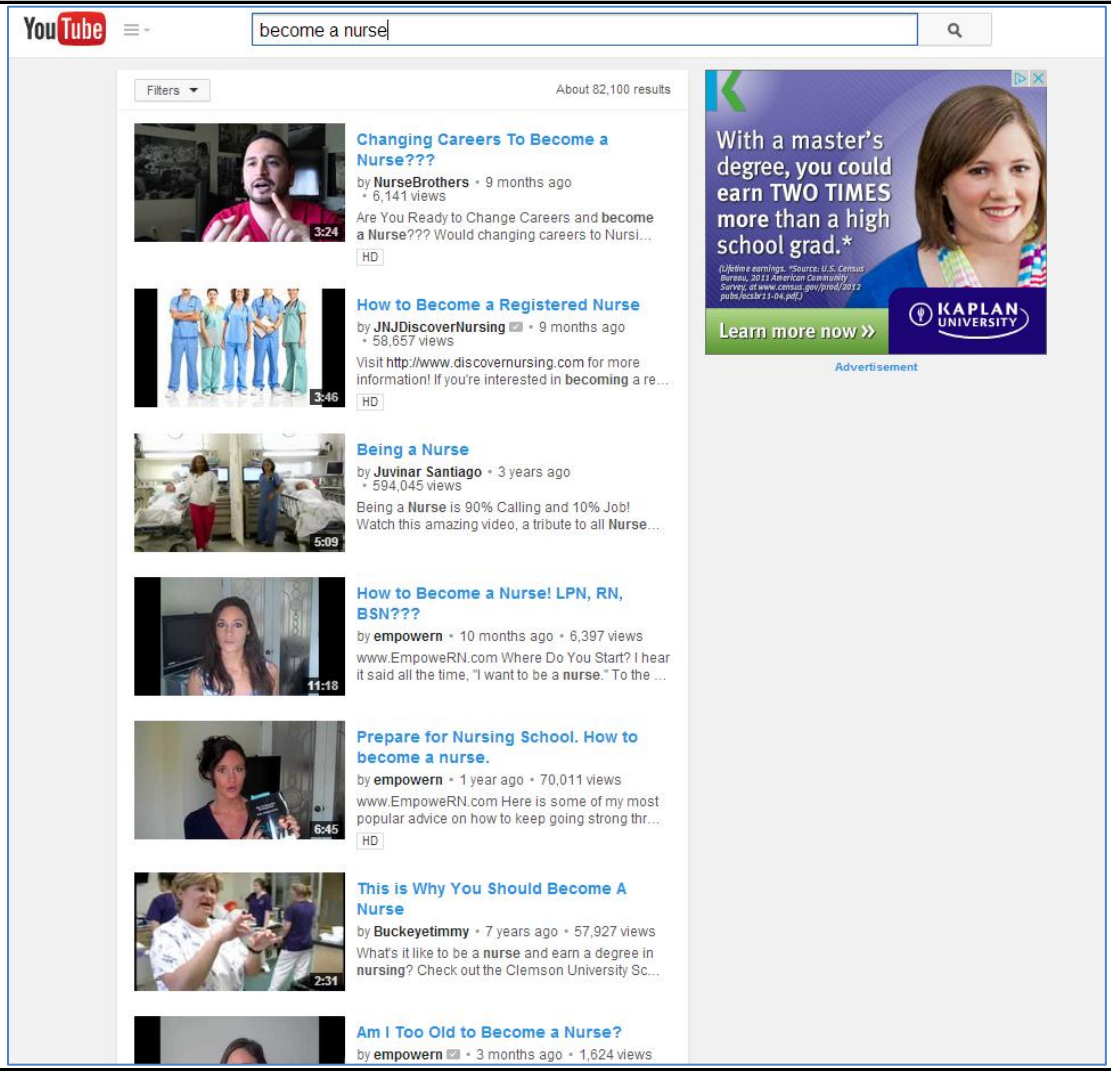

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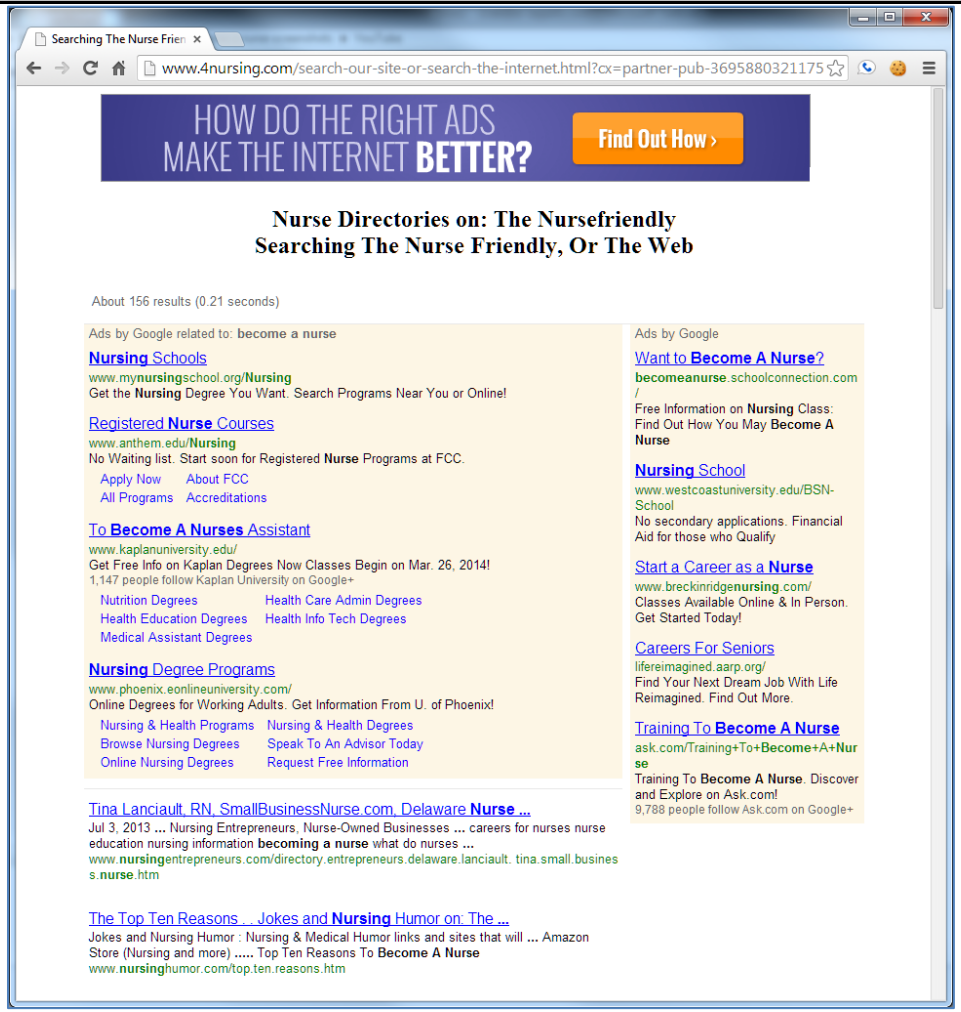

Google Custom Search Results Page

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	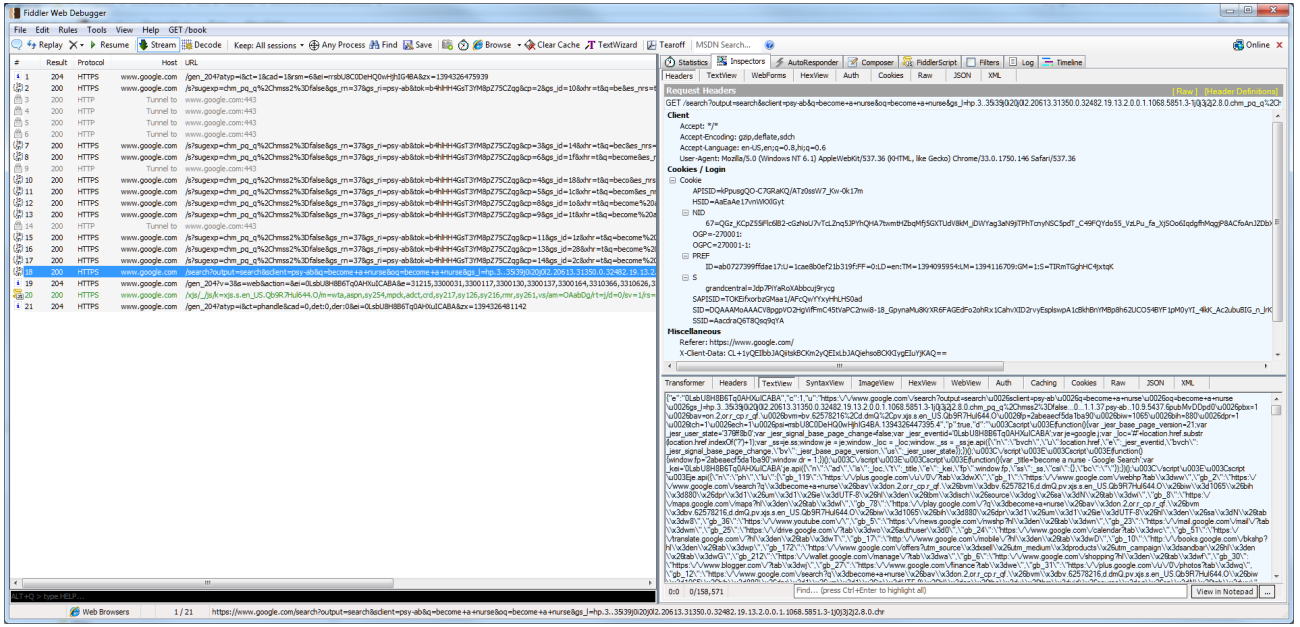

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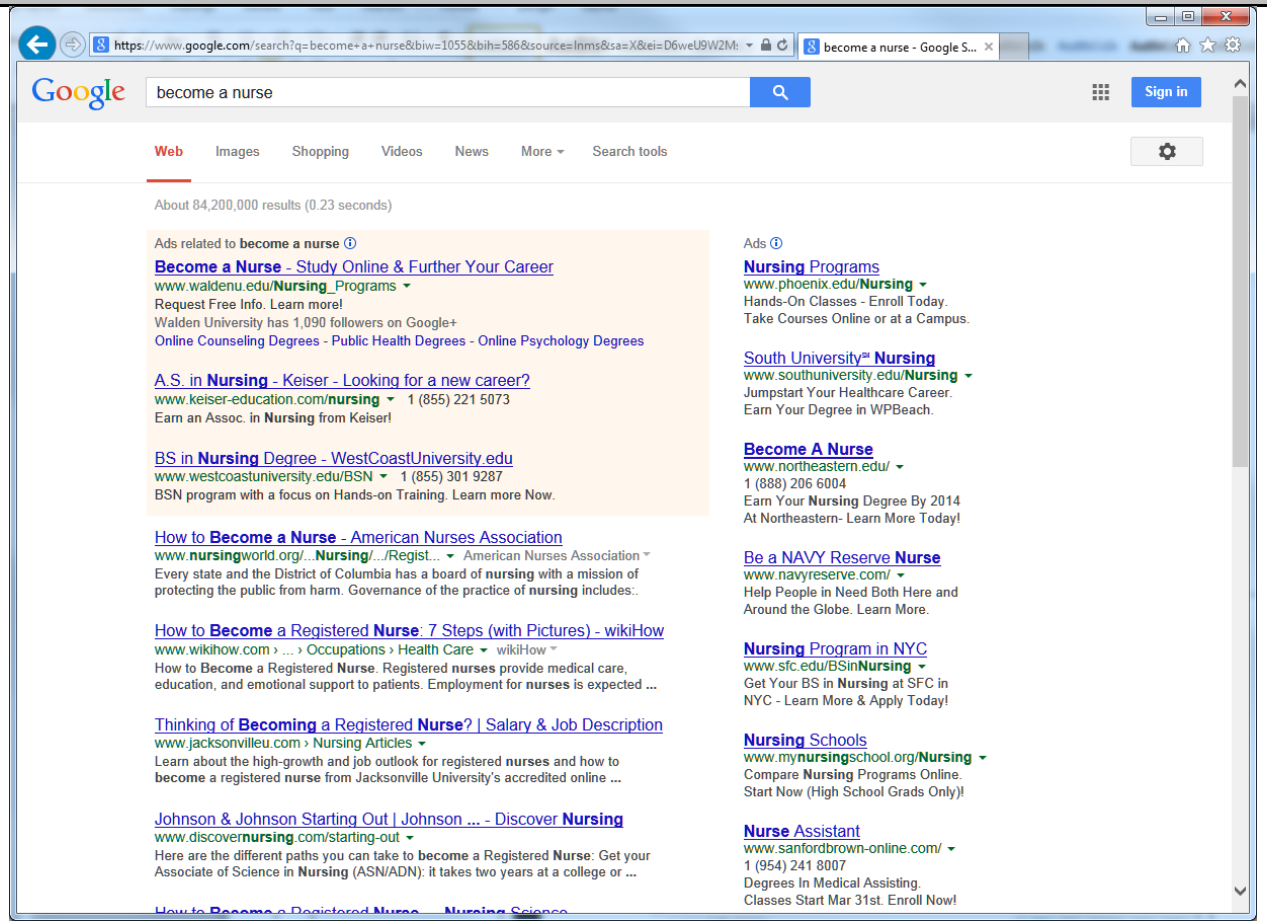

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	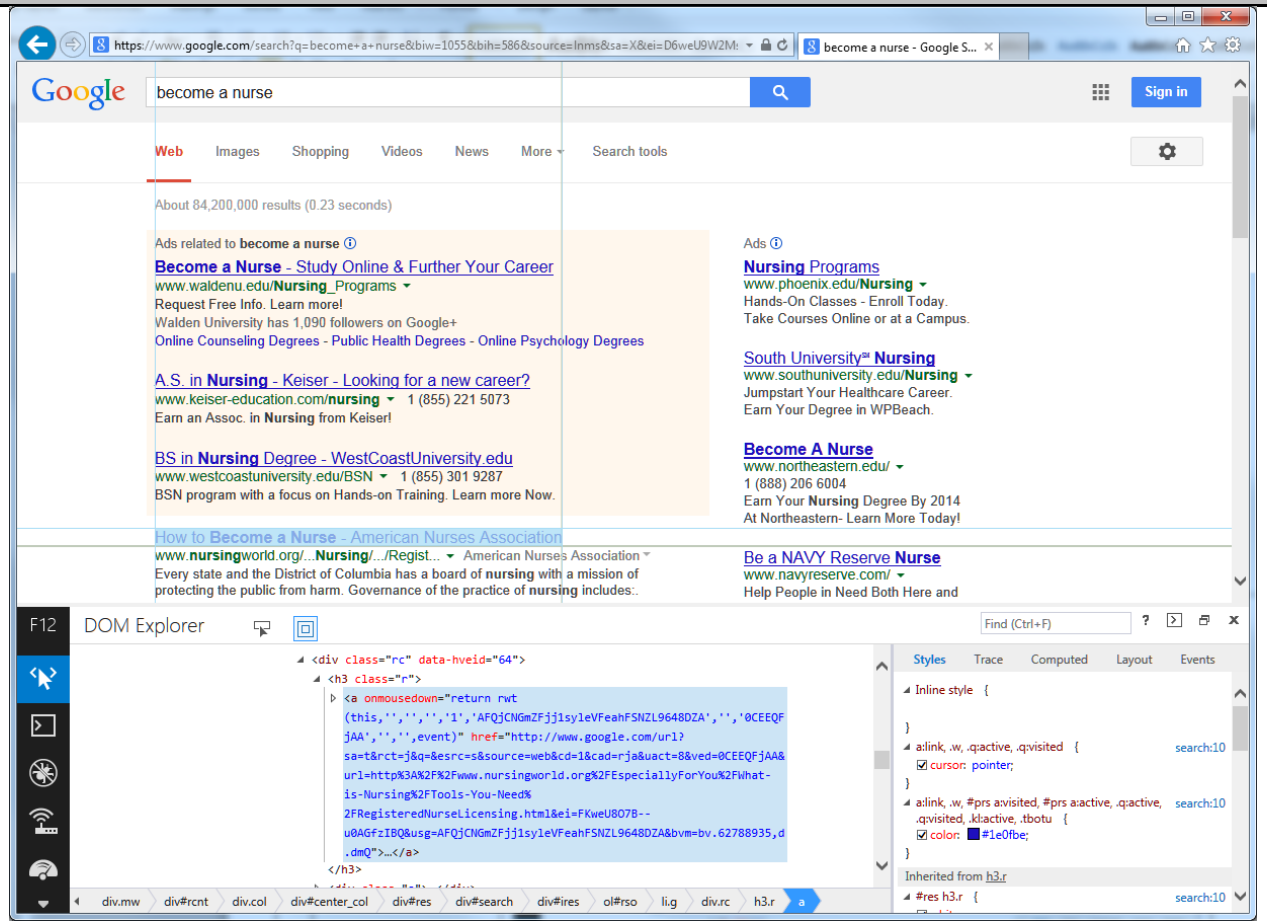

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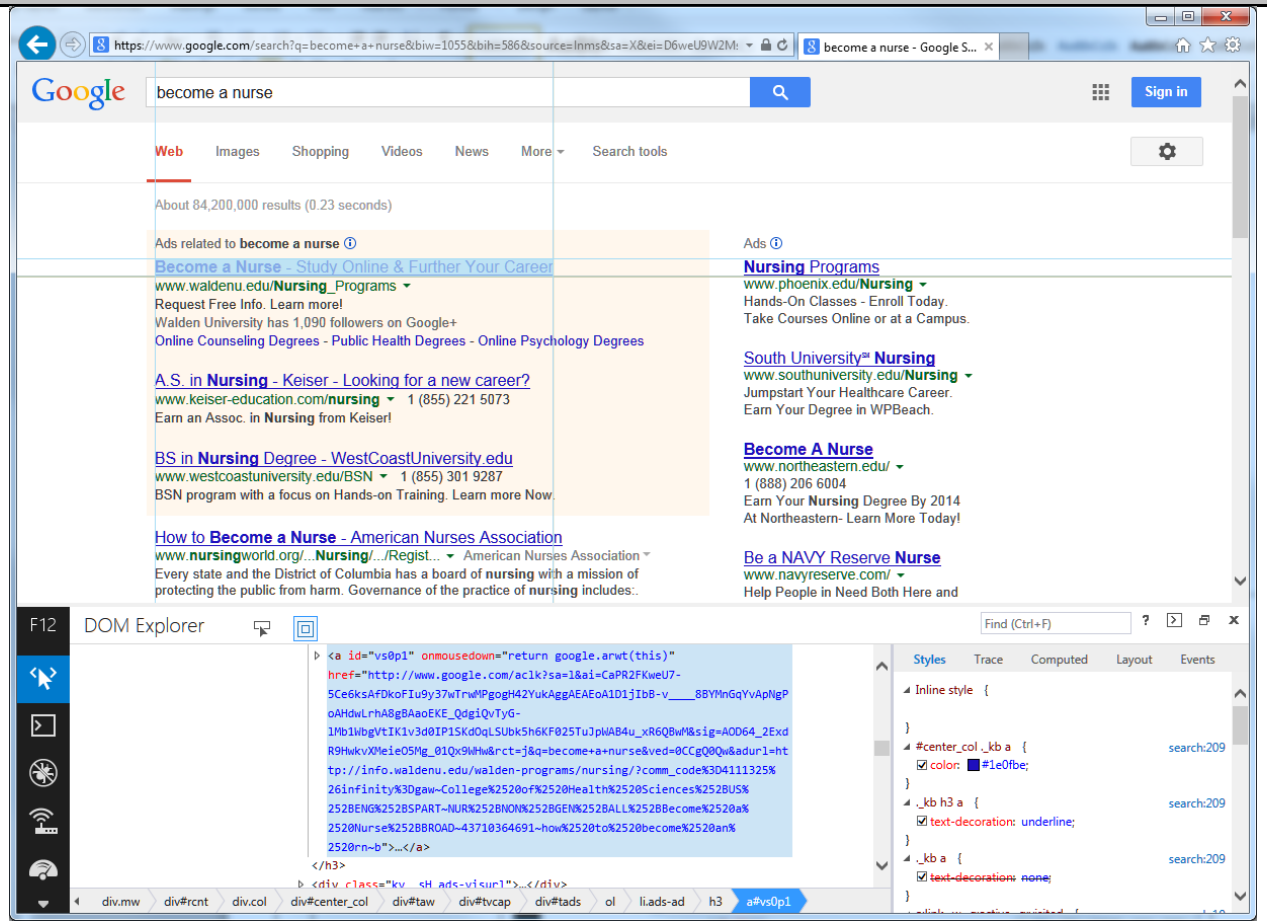

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 2	
A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.	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. See claim 1 above. Using keyword matching options • 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. 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. 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 **return on investment**. https://support.google.com/adwords/answer/2497836?hl=en

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	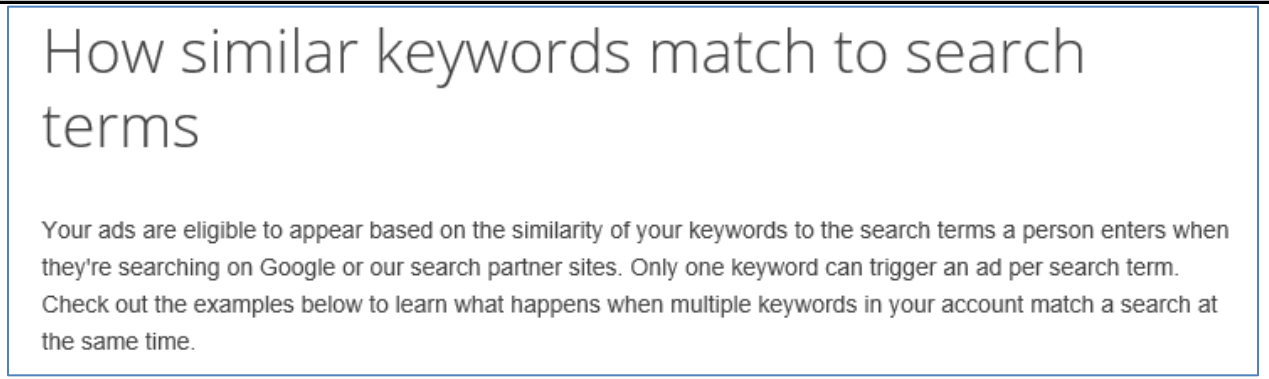 https://support.google.com/adwords/answer/2756257?hl=en

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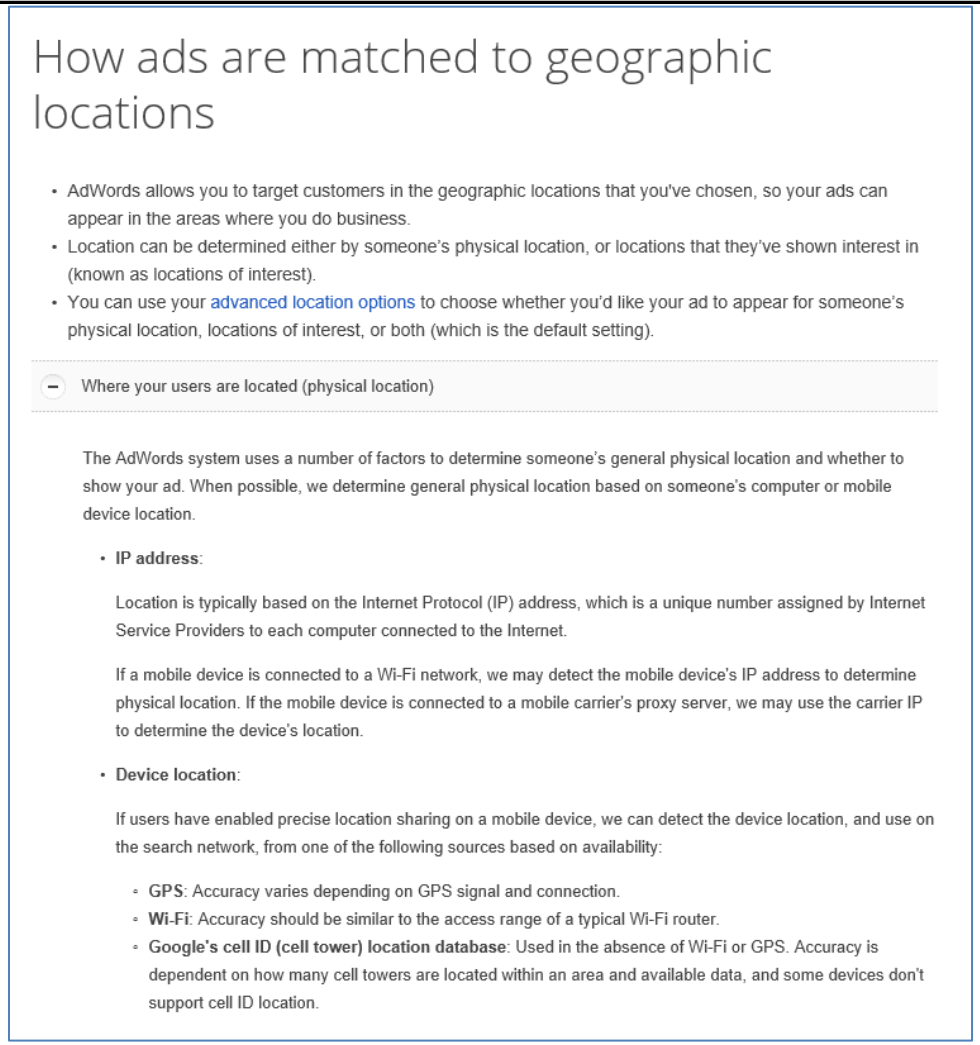

How ads are matched to geographic locations

- 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).

− Where your users are located (physical location)

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.

- **IP address**:

  Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.

  If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.

- **Device location**:

  If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:

  - **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.

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

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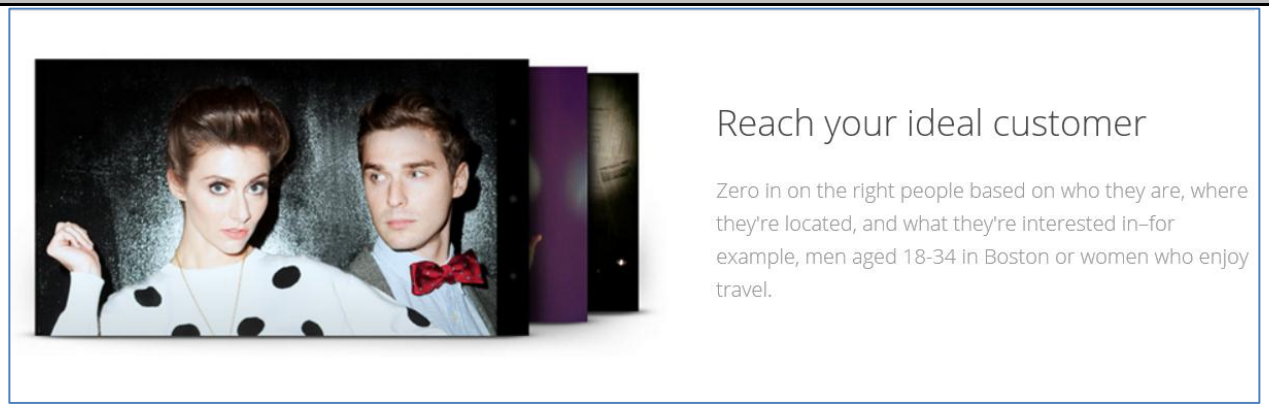
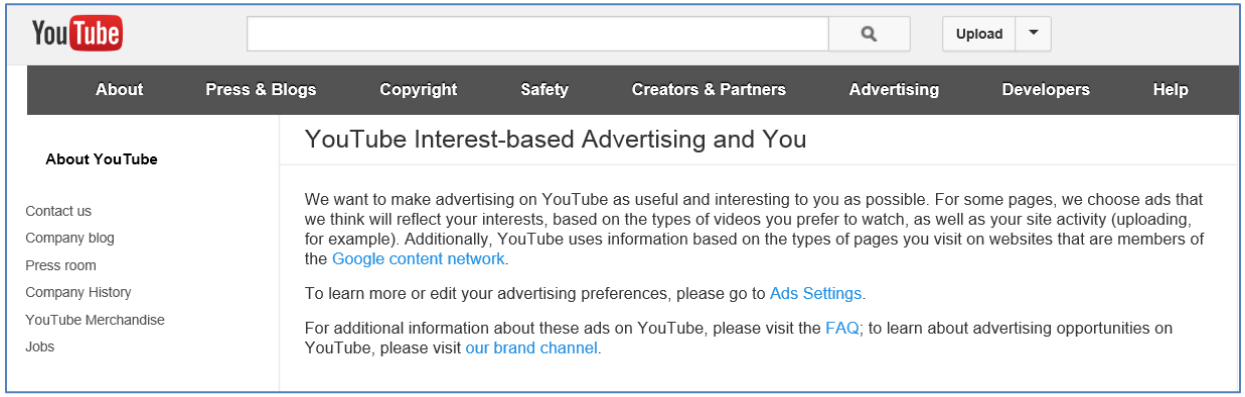


http://www.youtube.com/yt/advertise/why-it-works.html



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- **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:
  - 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).
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https://support.google.com/youtube/answer/2454017?hl=en

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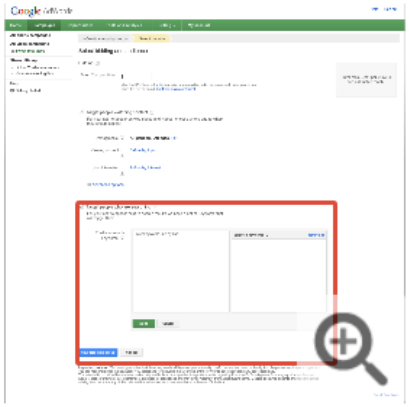

Note

Only In-Search ads will be targeted with these keywords.

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Search ad Gmail ad Display ad

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https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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Types of cookies used by Google

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).

Category of use	Example
Preferences	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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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.

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Advertising	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. 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. 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. Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube. 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. 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.

http://www.google.com/policies/technologies/types/

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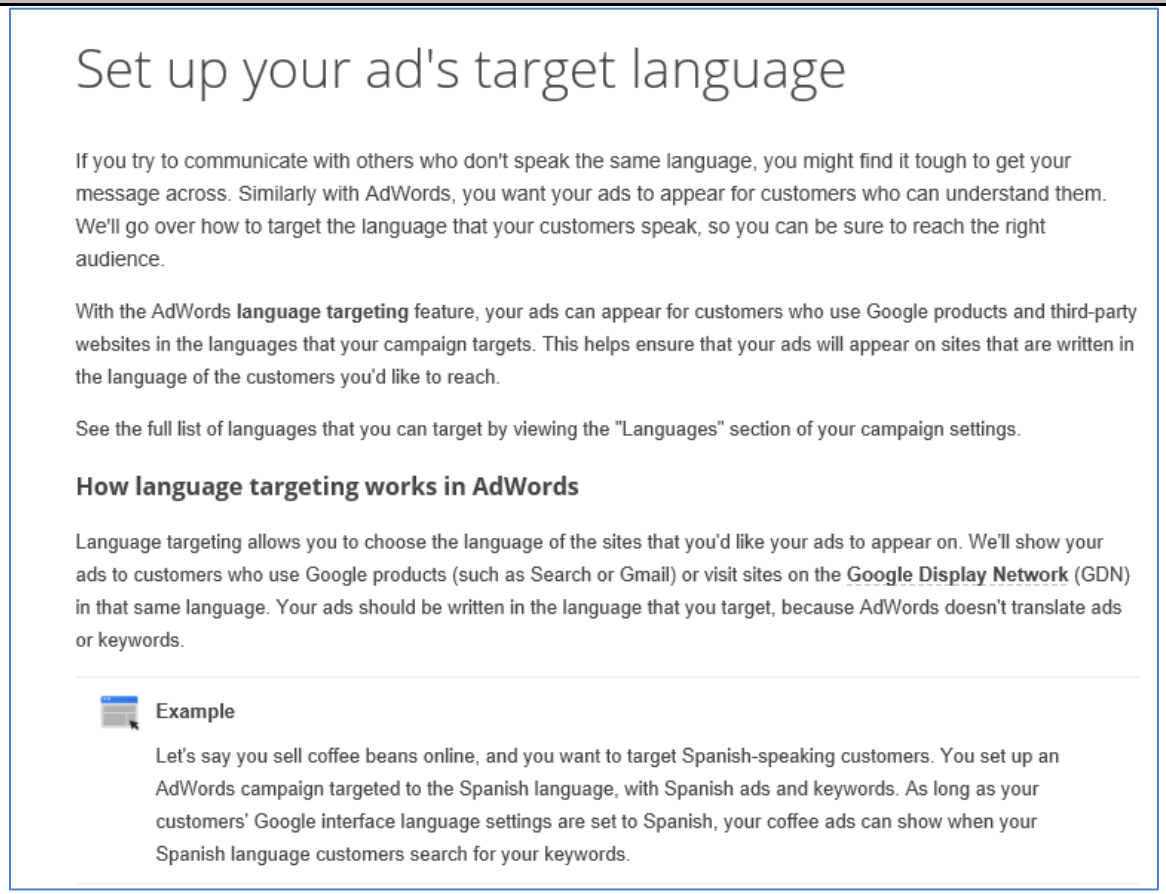

Set up your ad's target language

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.

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.

See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.

How language targeting works in AdWords

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.

Example

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.

https://support.google.com/adwords/answer/1722078?hl=en

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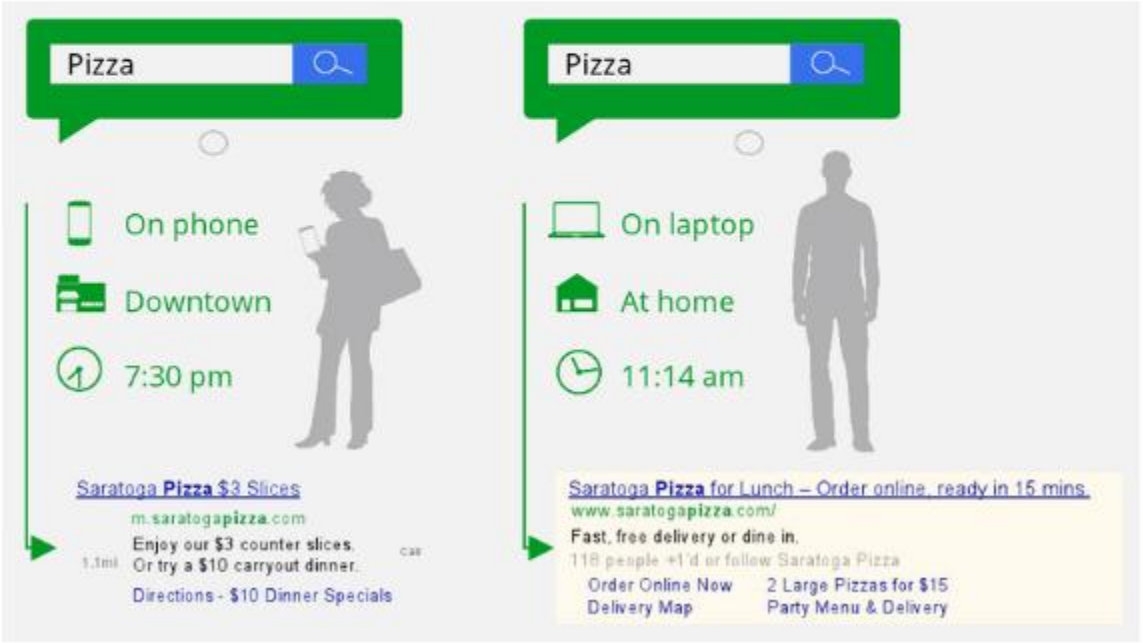
Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.



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

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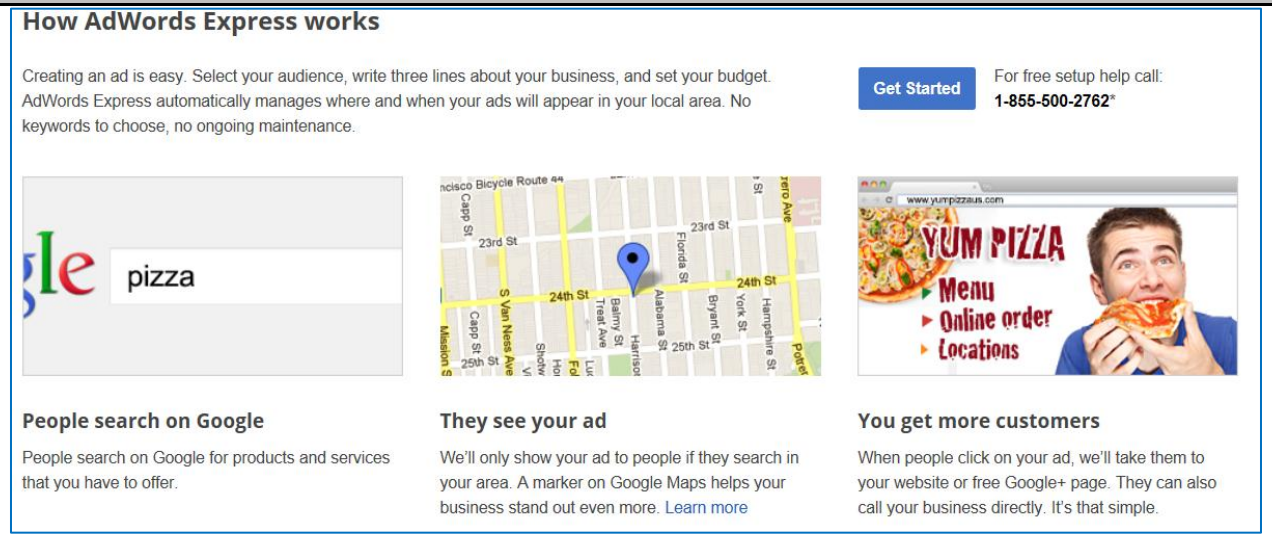
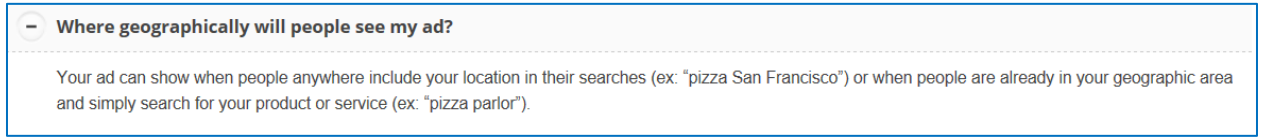


http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et



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

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	4. Better location matching for customers 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. http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html

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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.

English? Español? Estonian?
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.

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.

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.

Local, Regional, National or International?
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.

http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html

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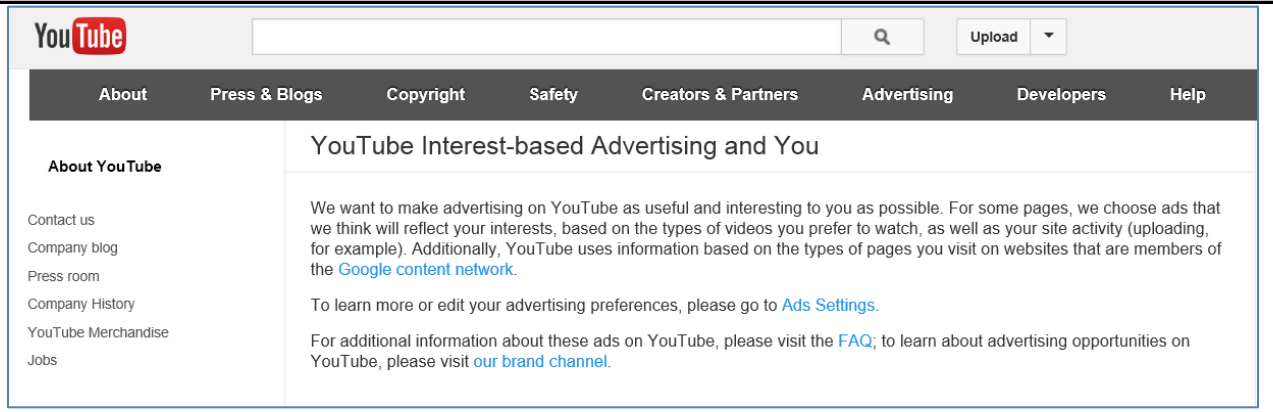
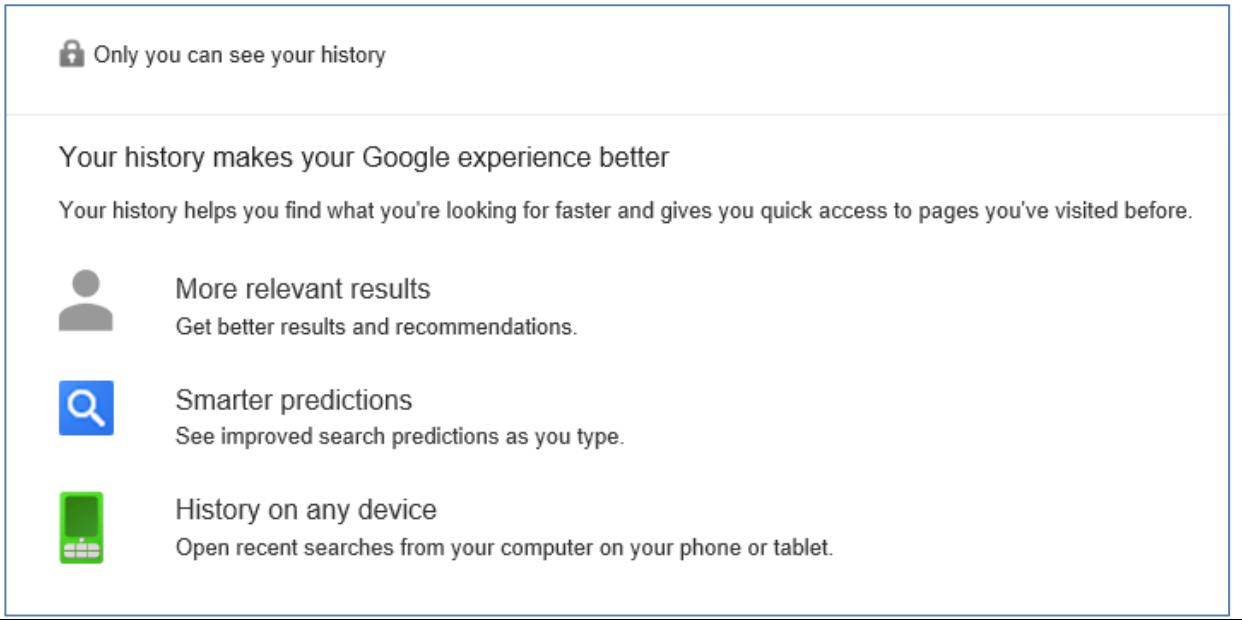


http://www.youtube.com/t/ads_preference



U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	https://history.google.com/history/ **Unique device identifier** 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. http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs

U.S. PATENT NO. **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

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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

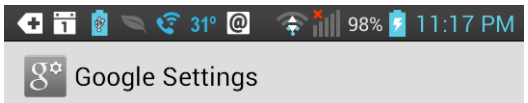
- **Your settings and data are saved to your Google Account.**

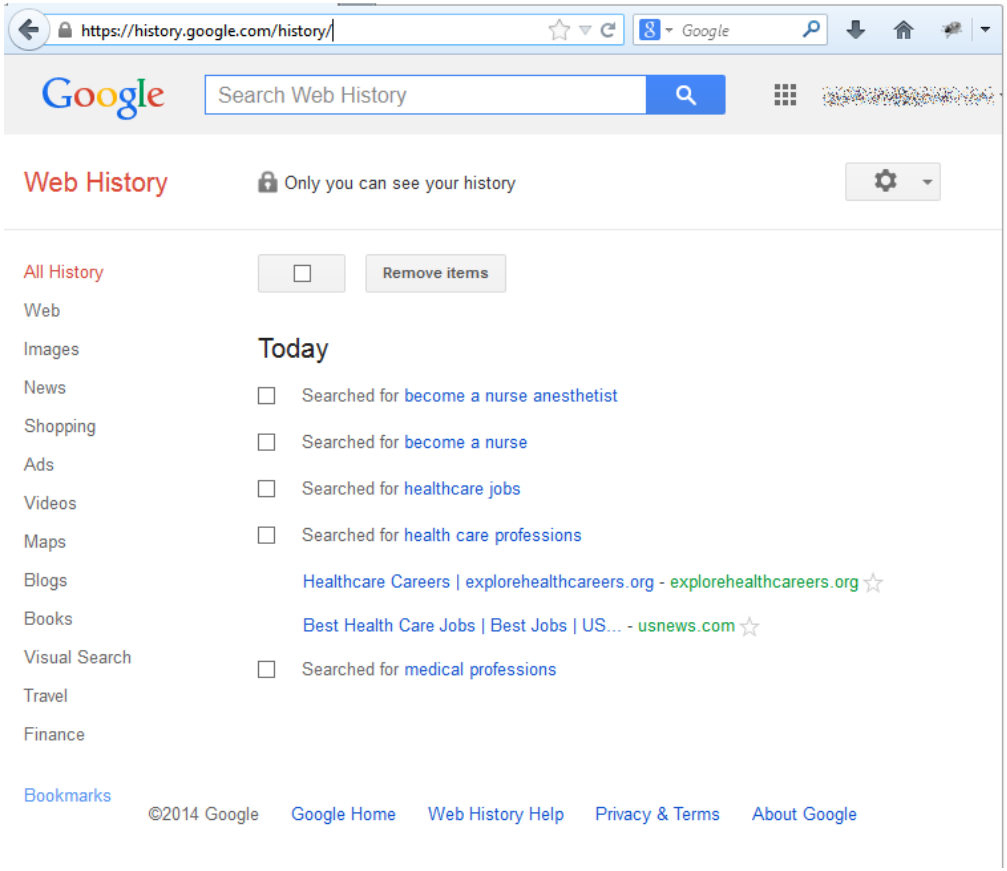
  When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account. When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.

  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.**

Page 75 of 217 https://support.google.com/chrome/answer/165139?hl=en



U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 3	
A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.	The user profile data include selections of the user from previous search arguments. See claims 1 and 2 above. 

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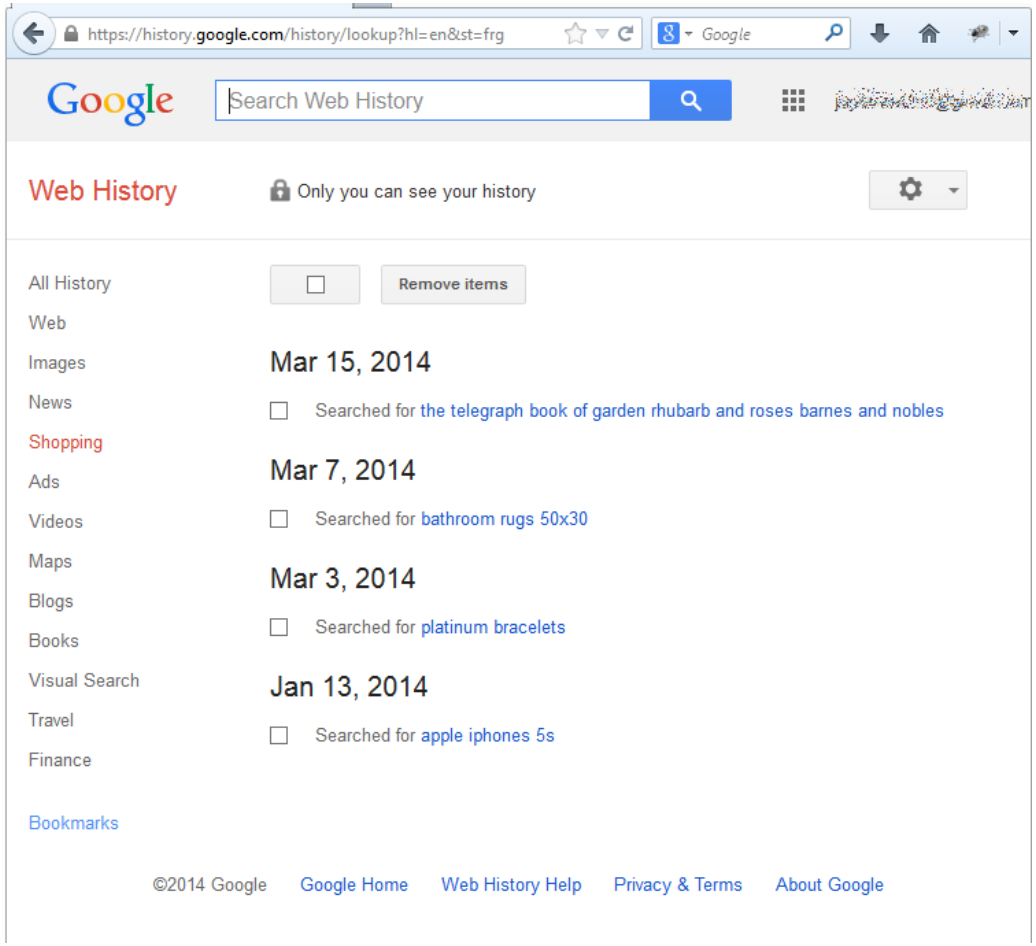

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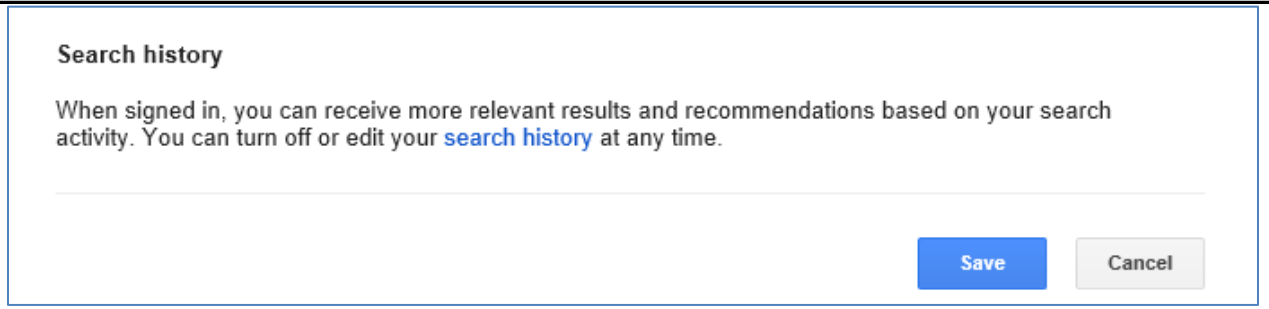

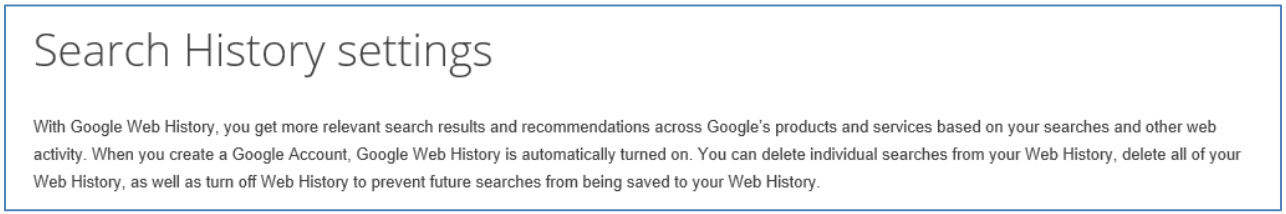

https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131

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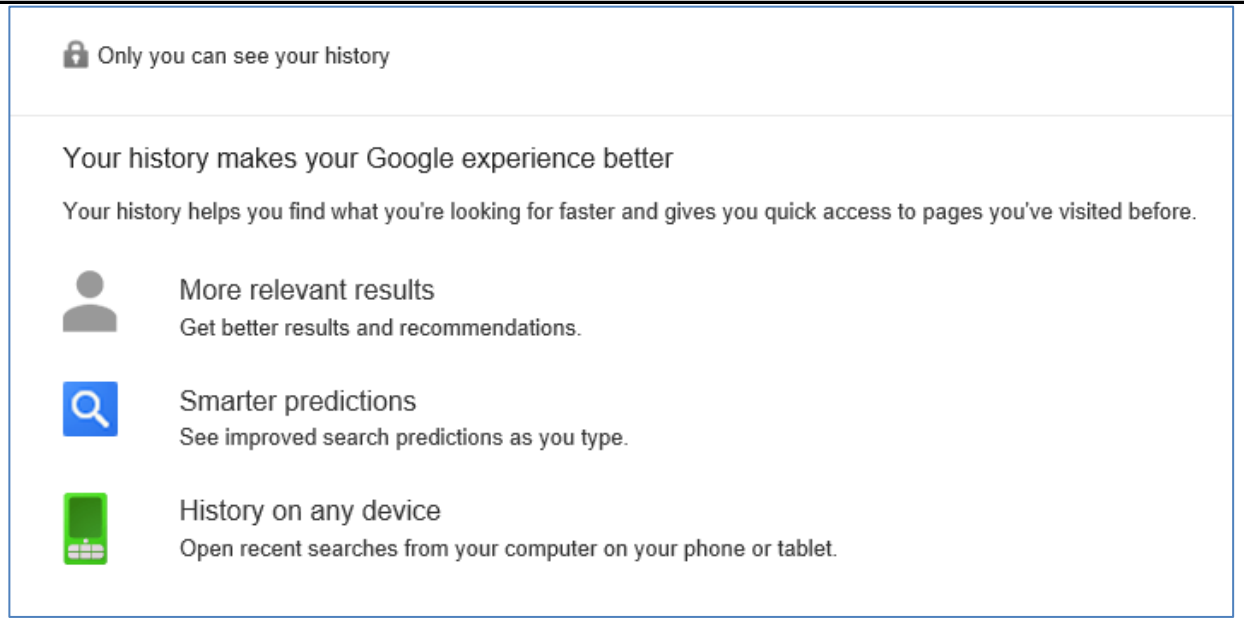

https://history.google.com/history/

Unique device identifier

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.

http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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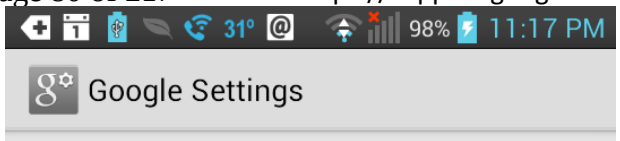

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 4	
A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.	Upon information and belief, the user profile data include selections of the user from previous search results. See claims 1 and 3 above. **Personalized Search for everyone** **Posted:** Friday, December 04, 2009 +1 25 Tweet 36 Like 161 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. 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. http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

About Google Web History

You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.

Your Web History is private. This means you need to be signed in to your Google Account to view your history.

View and manage your Web History

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 .

What is stored in your Web History

Google Web History saves information about your activity on the web, as well as details about your browser, including:

- 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

Browser history

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 .

How history works when you're signed out

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:

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.

https://support.google.com/accounts/answer/54068

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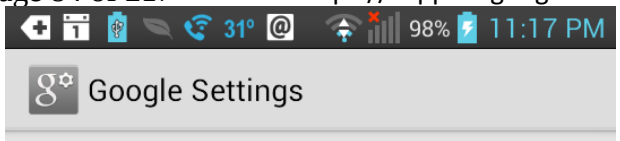
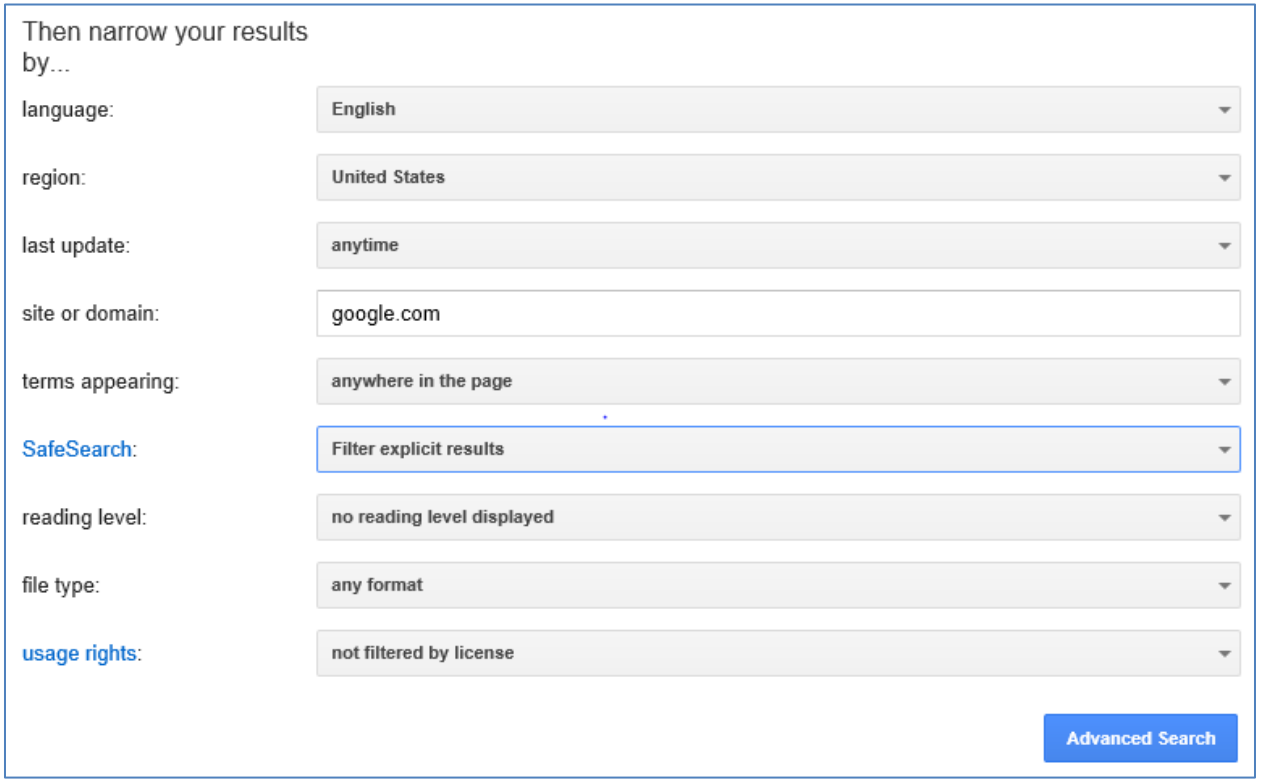


U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 5	
A method as claimed in claim 4, wherein the user profile data includes user specified preferences.	The profile data include user specified preferences. See claims 1 and 4 above. 

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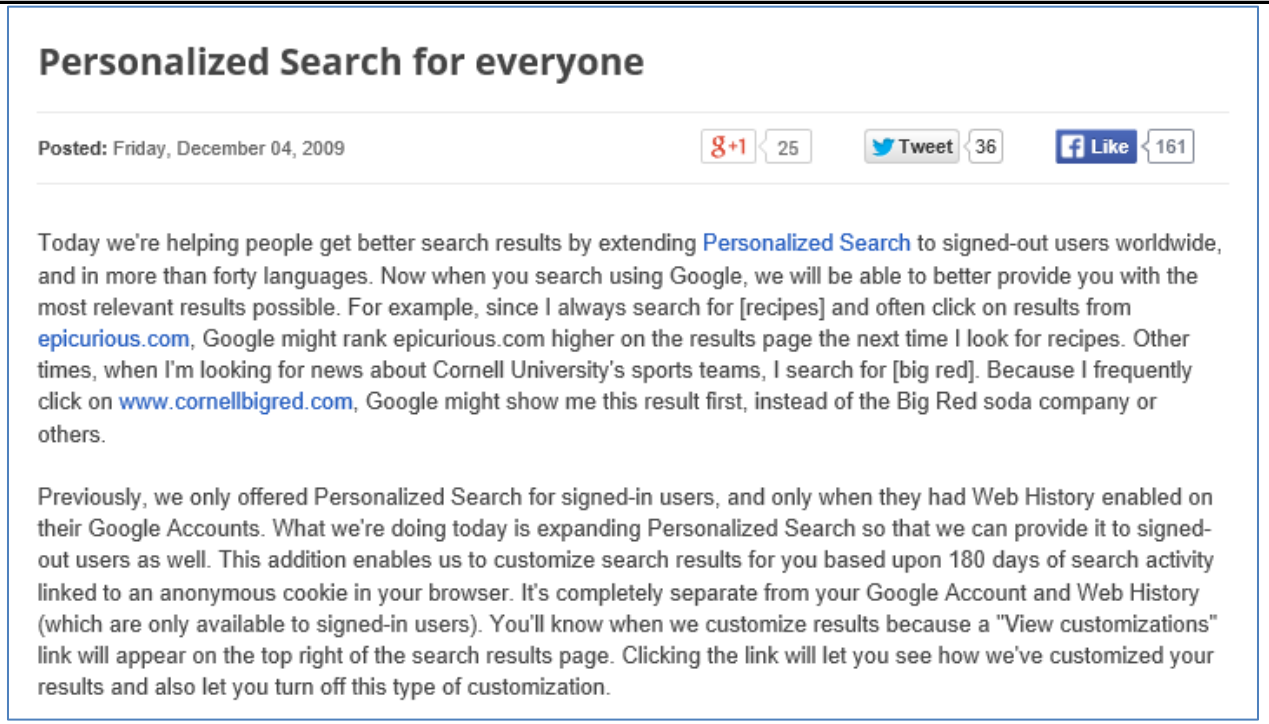

Personalized Search for everyone

Posted: Friday, December 04, 2009

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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.

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.

http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Types of cookies used by Google

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).

Category of use	Example
Preferences	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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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.

http://www.google.com/policies/technologies/types/

Types of location data used by Google

Different types of location information may be used in various Google products.

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.

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.

https://www.google.com/intl/en/policies/technologies/location-data/

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Change your location on Google

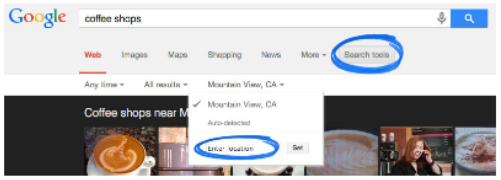
This article covers how to change your search location on your computer or tablet. Learn how to update your search location on your phone.

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.

Change your location

To change your location on your computer or tablet, follow these steps:

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**.



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.

See results from a certain location

- See results near a certain location
- See results from your country
- Search on Google.com instead of your local Google domain

How location is auto-detected

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:

- Your IP address.
- Google Toolbar's My Location feature if it's turned on.

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

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	Unique device identifier 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. http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs

U.S. PATENT NO. **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.

[redacted] 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

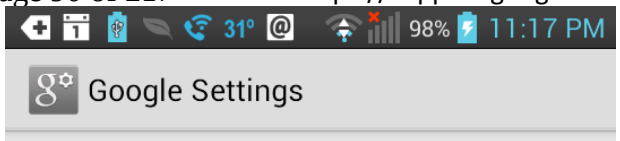
- **Your settings and data are saved to your Google Account.**

  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.**

 https://support.google.com/chrome/answer/165139?hl=en



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.	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. See claim 1 above.

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About the Google Search Network

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.

Where your ads can appear

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:

- **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.

- **On other sites that are part of the Search Network (search partners)**: Ads might appear alongside or above search results on our search partners' sites, such as AOL.

https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771

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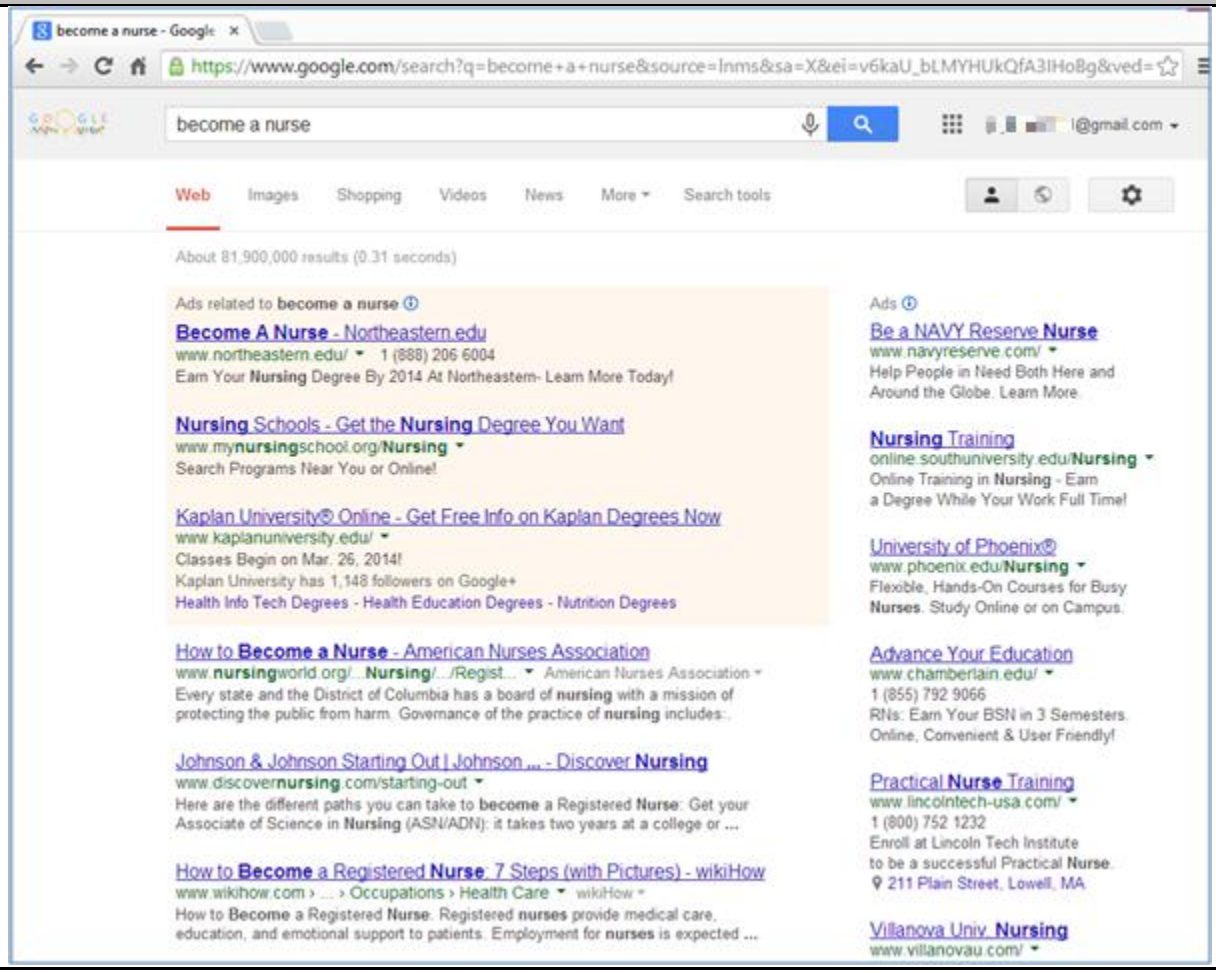

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	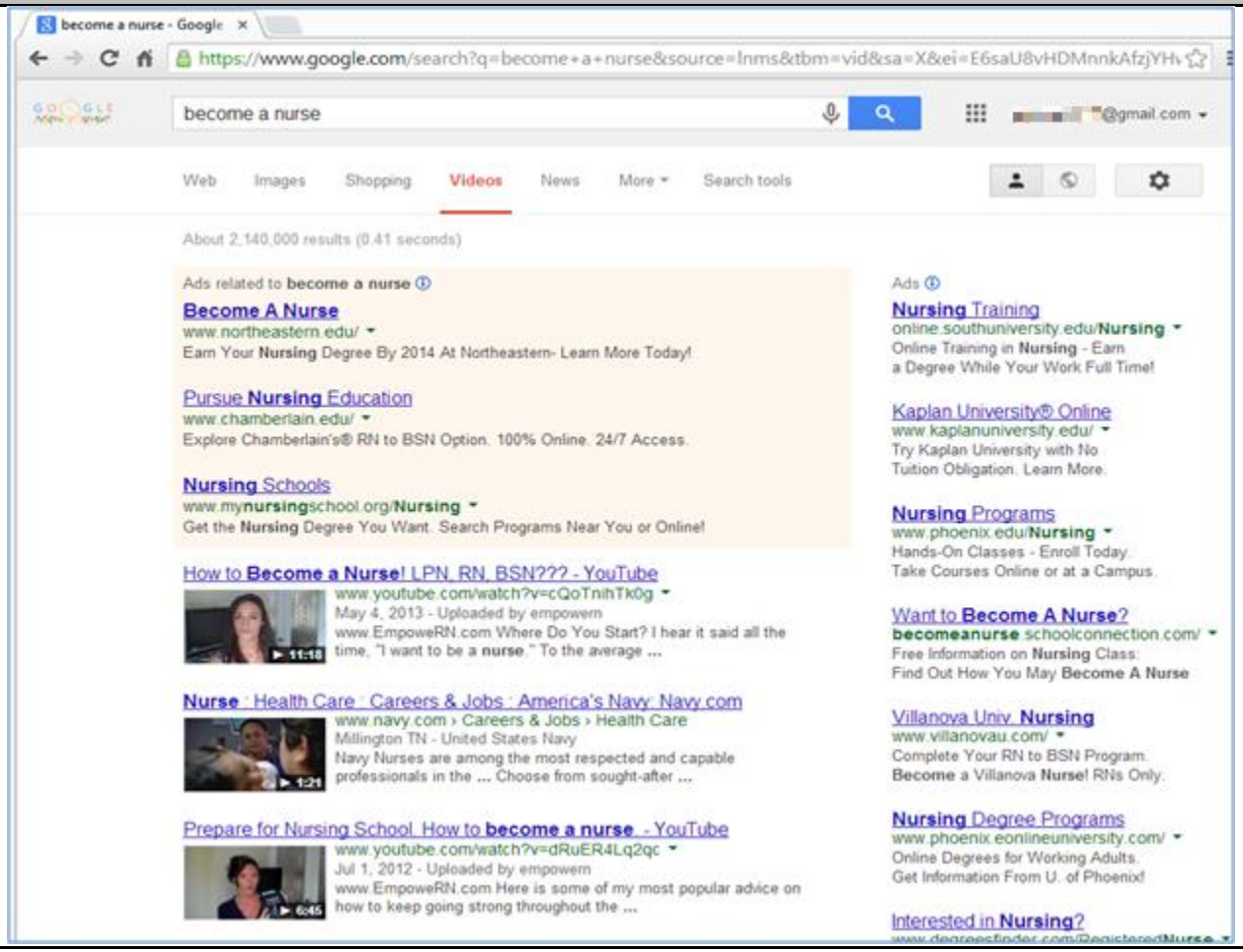

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	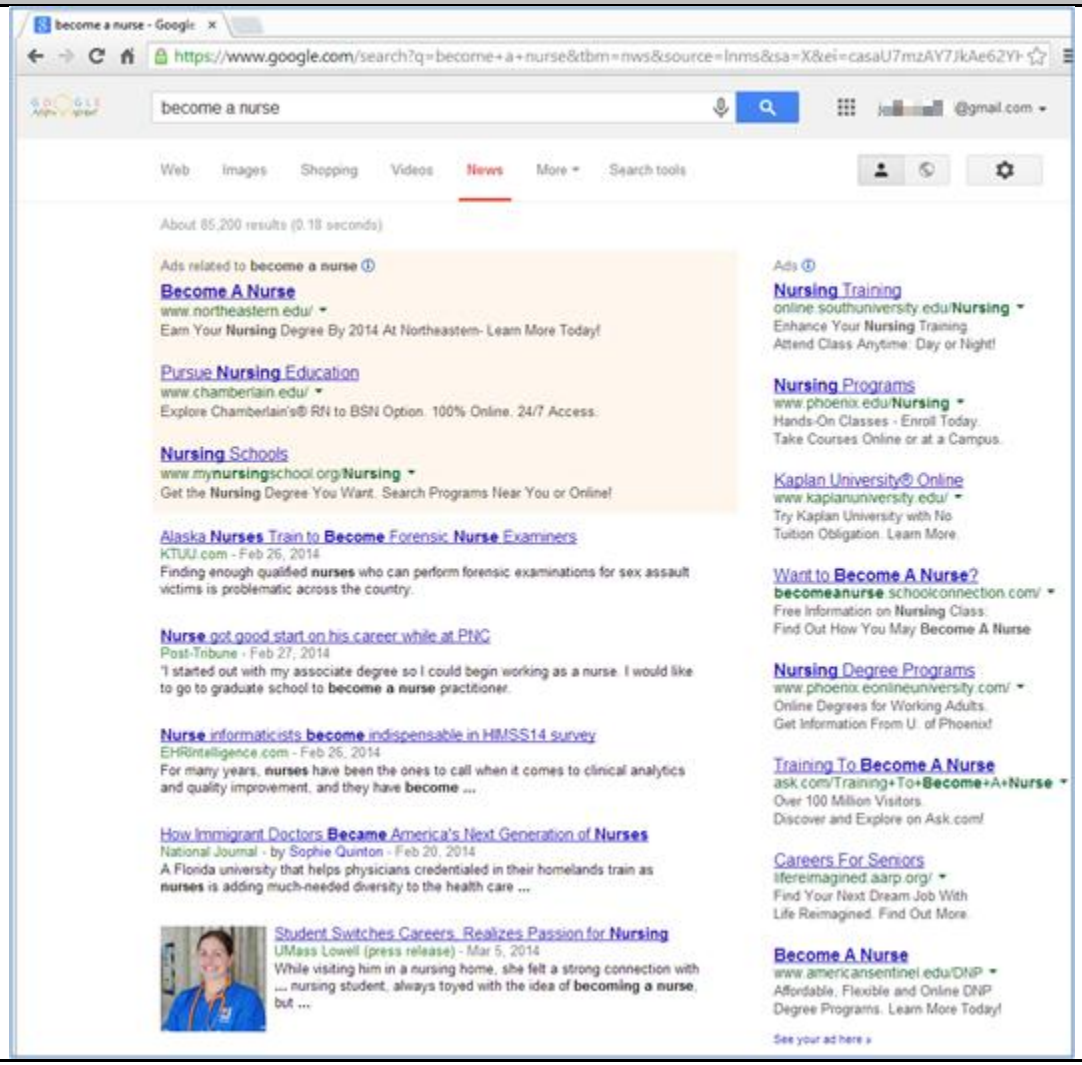

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	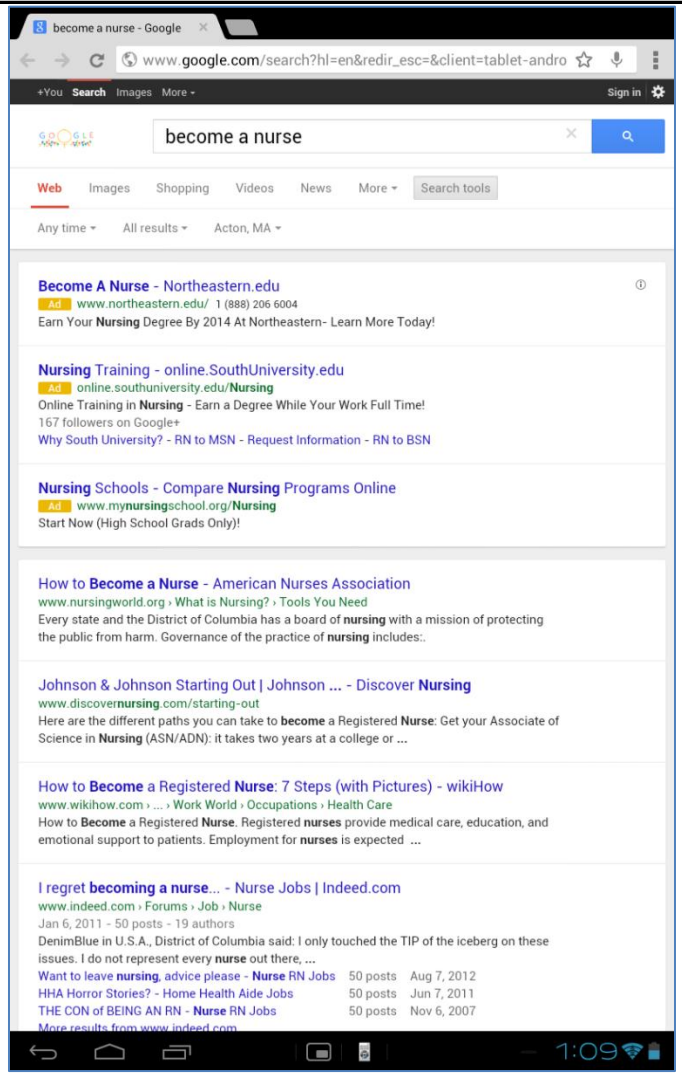

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	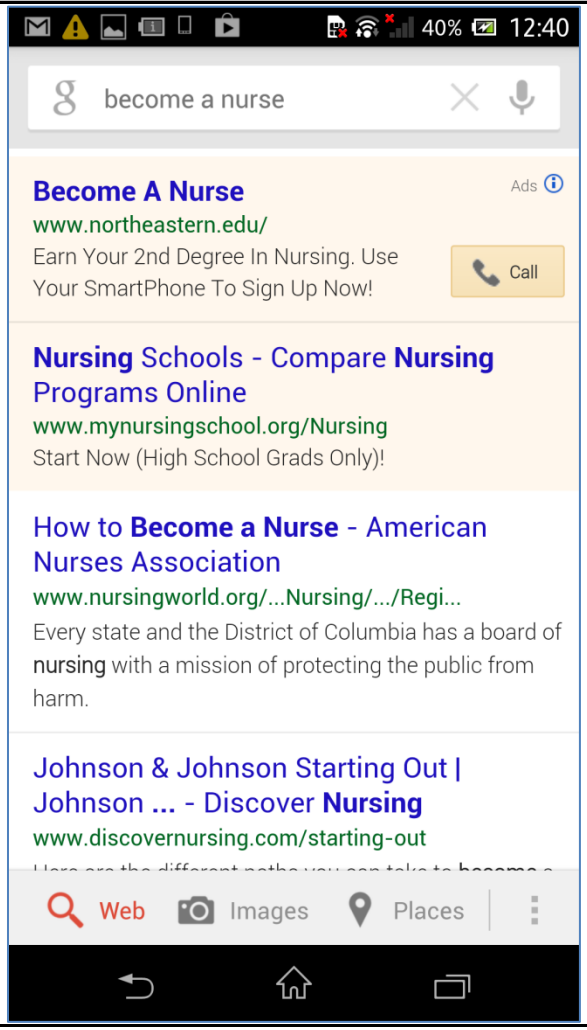

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	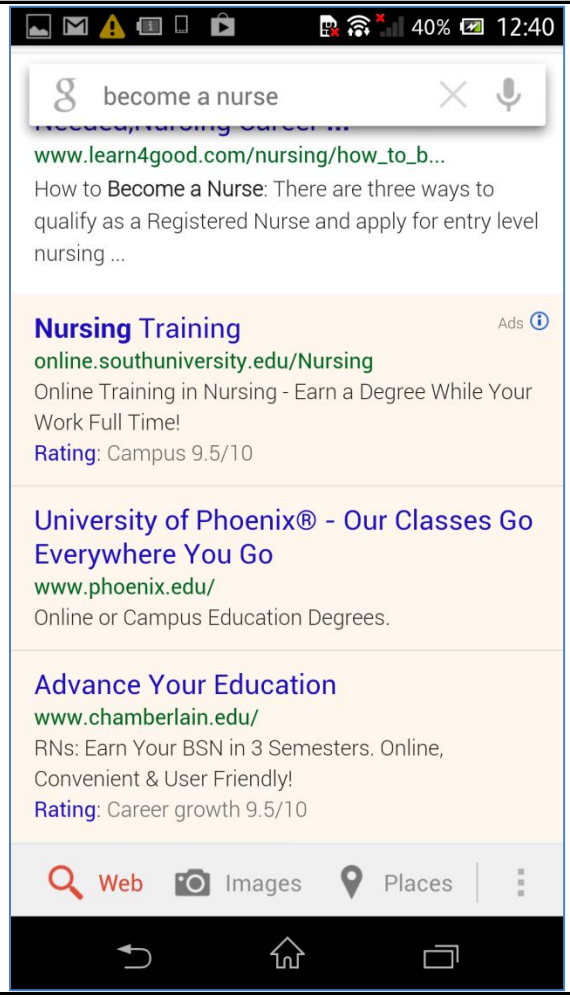

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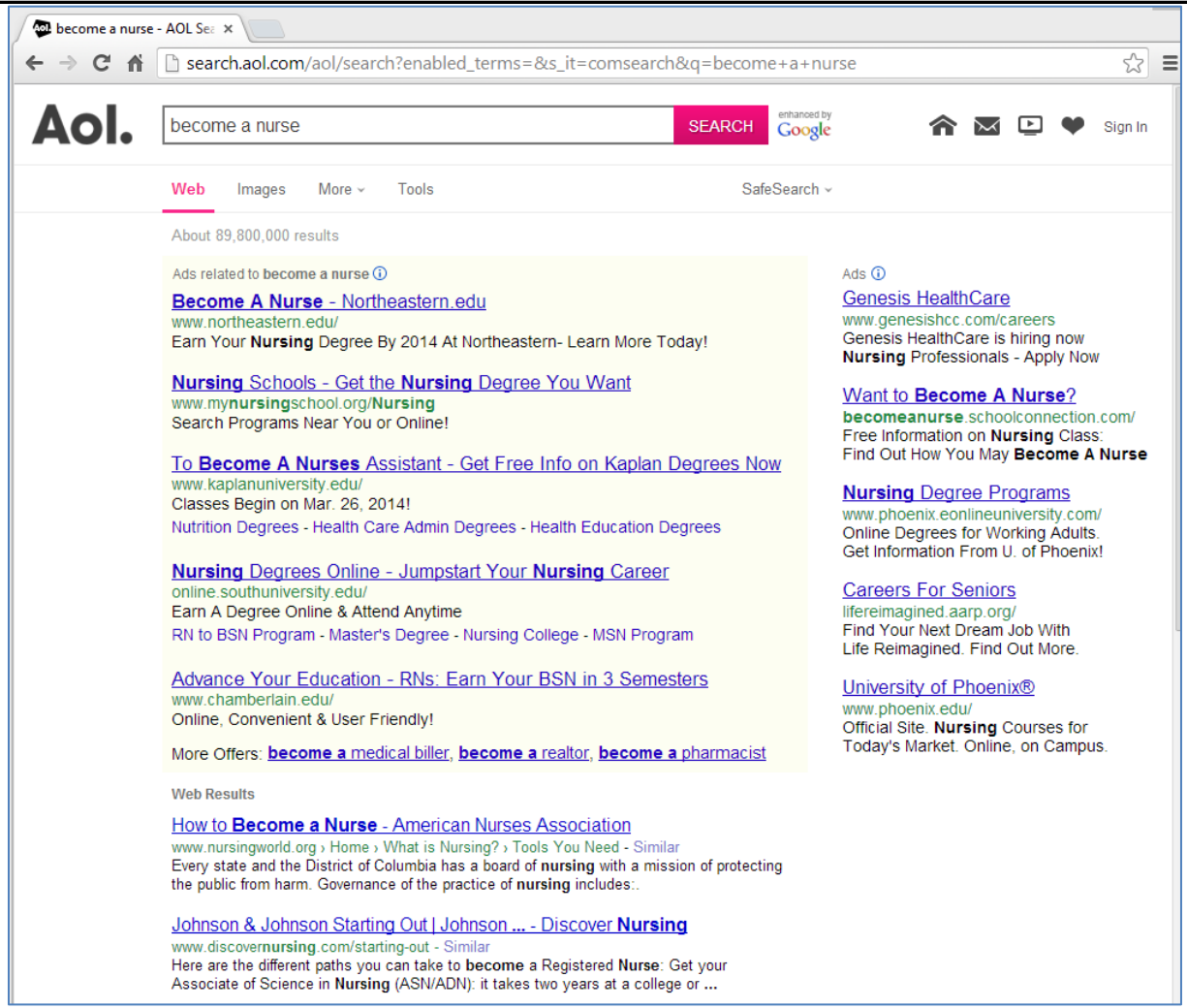

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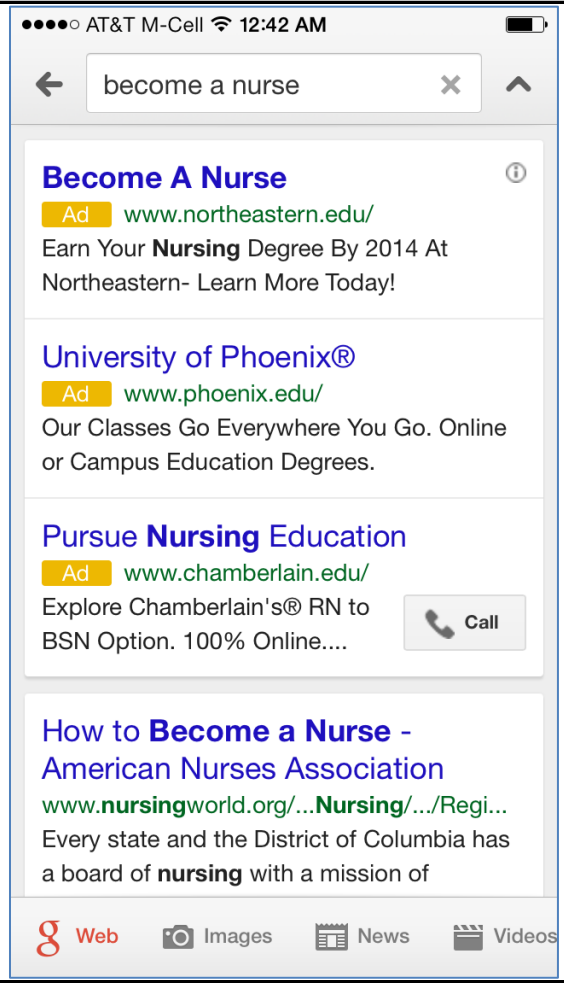

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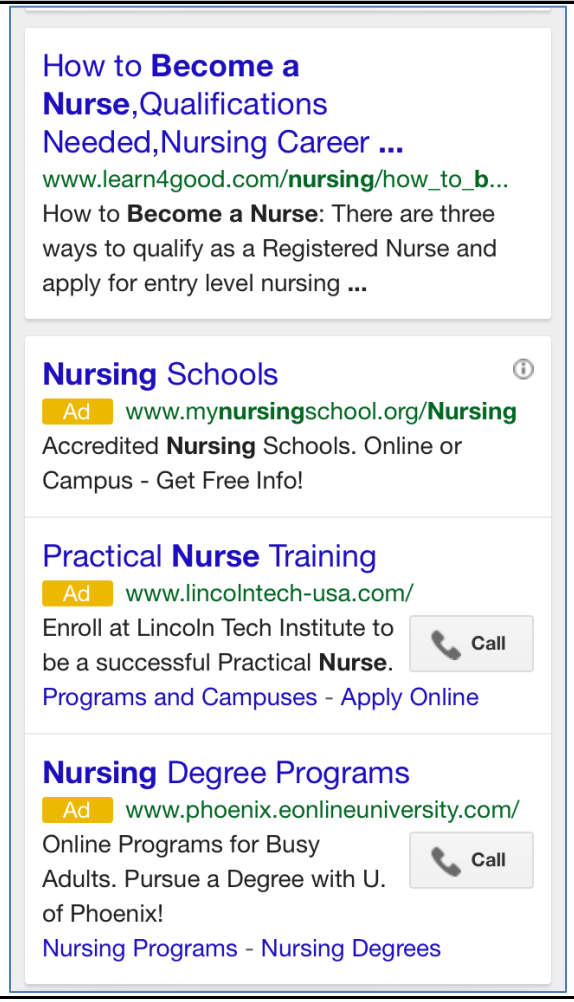

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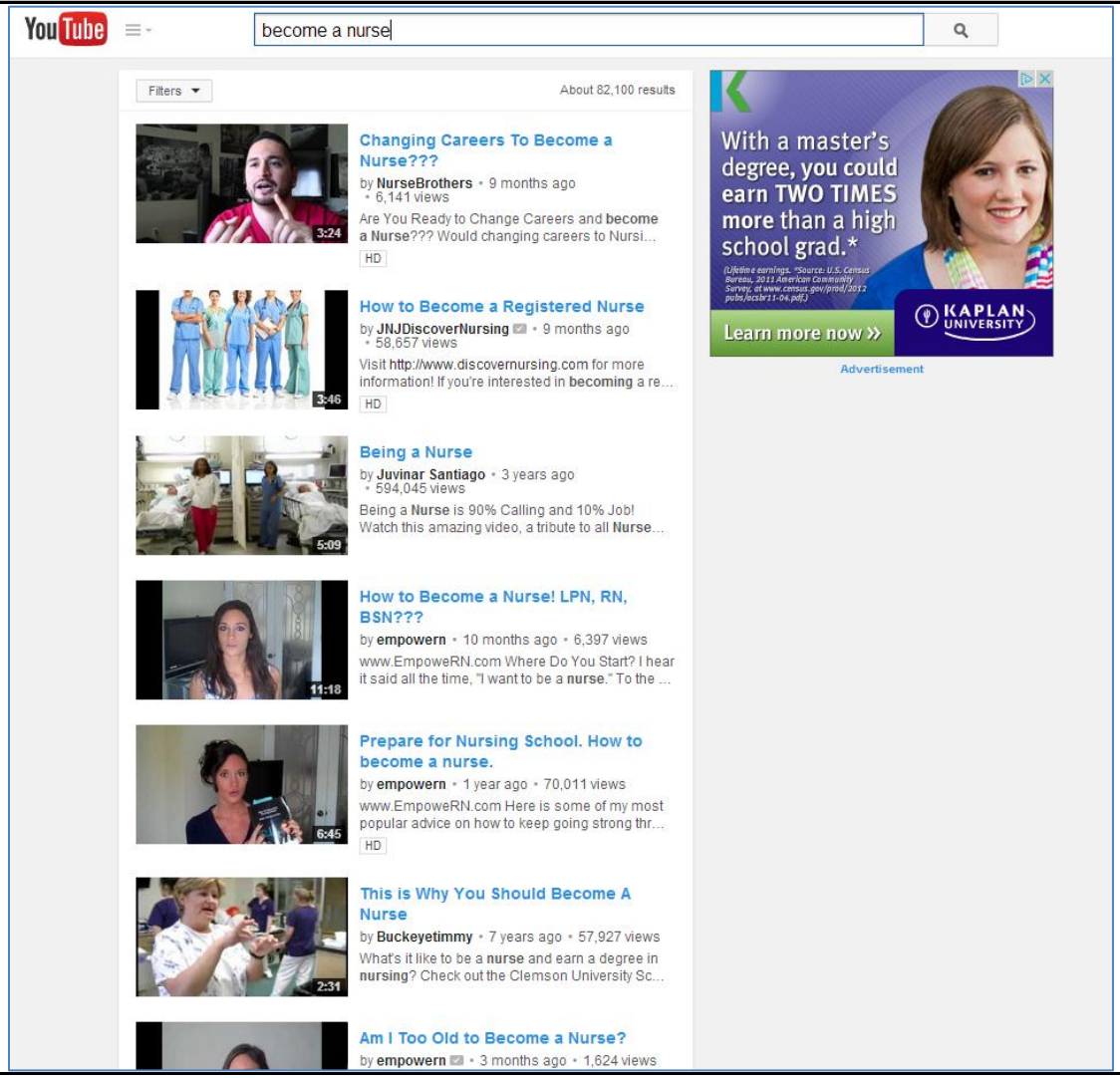
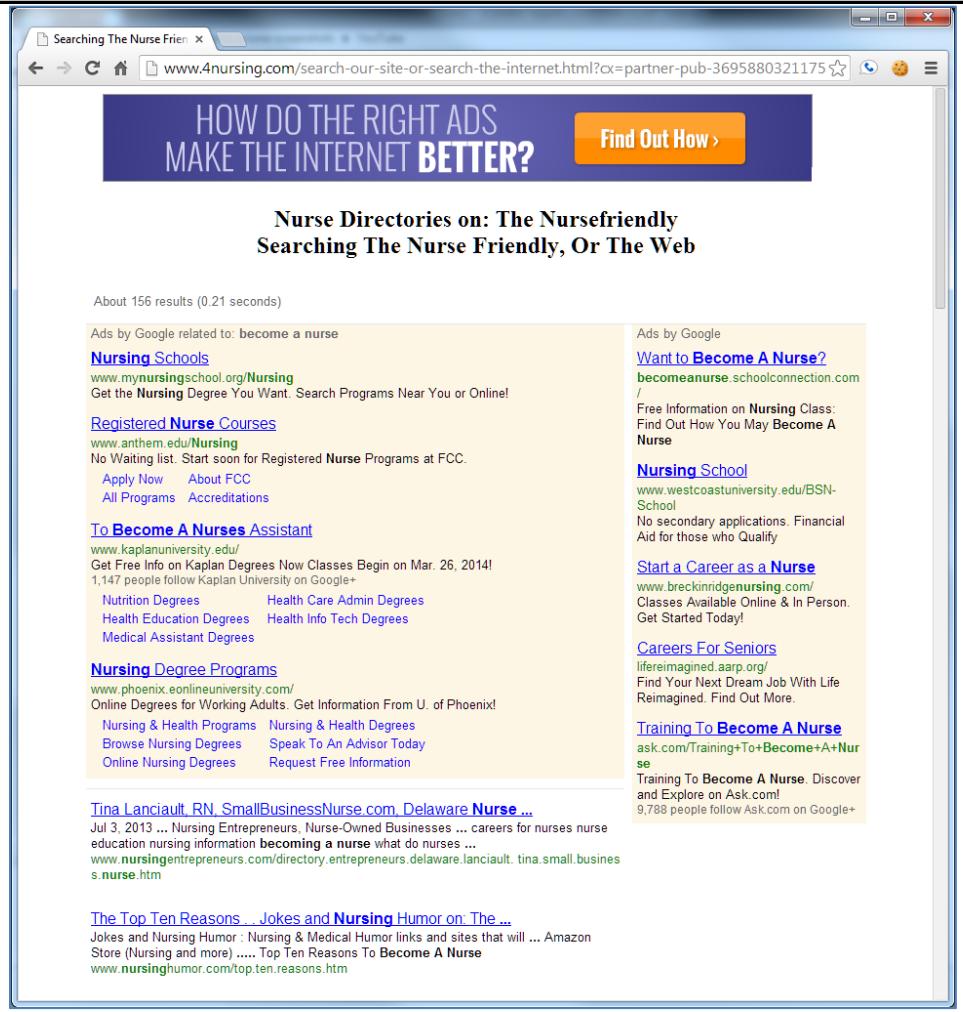
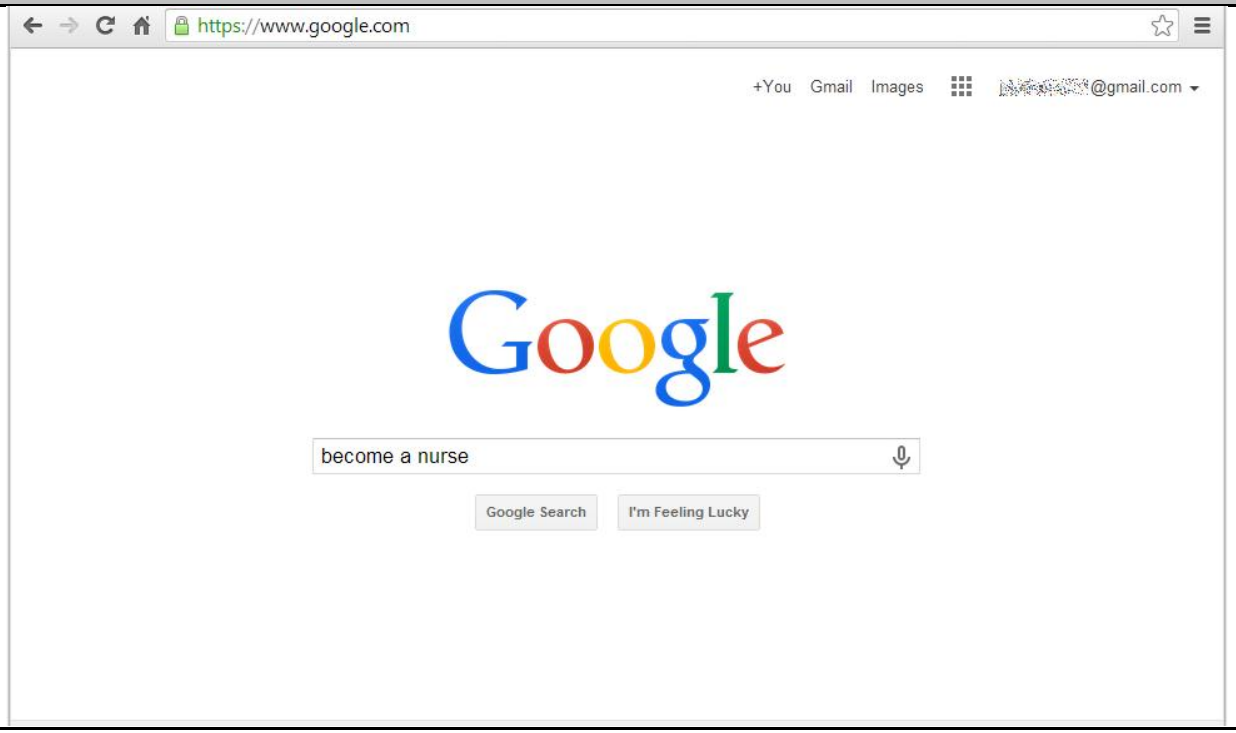
	

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

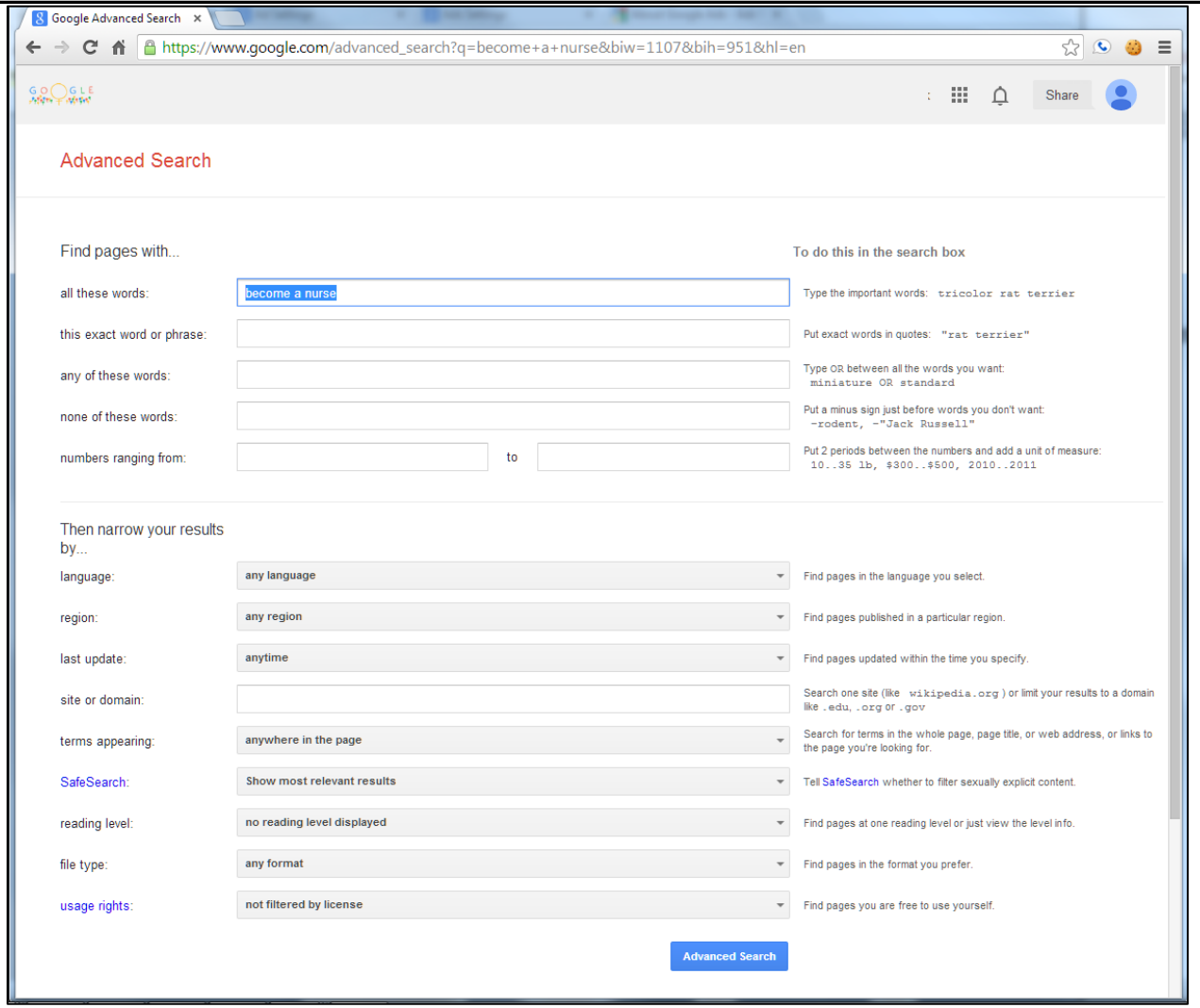


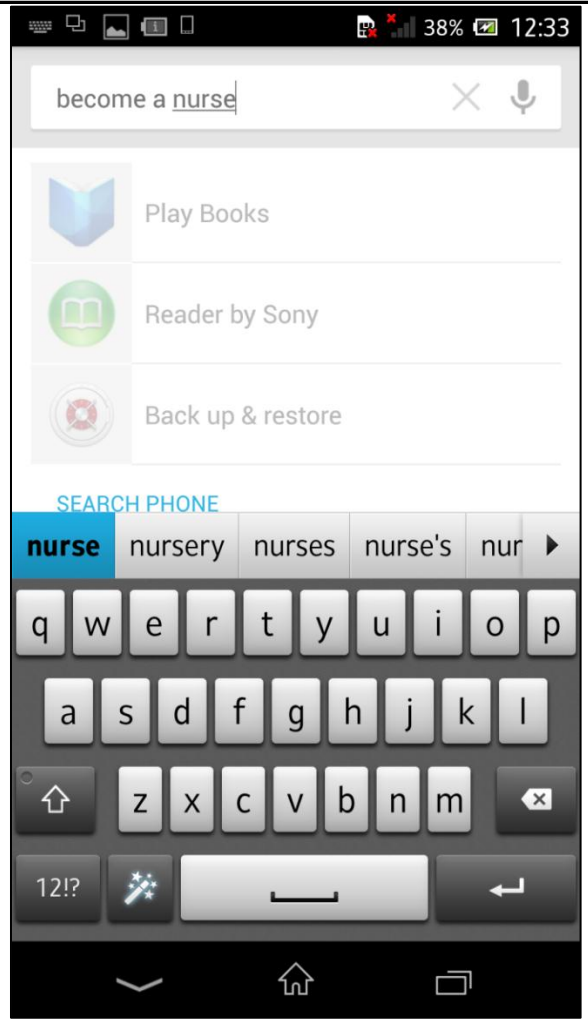
Google Custom Search Results Page

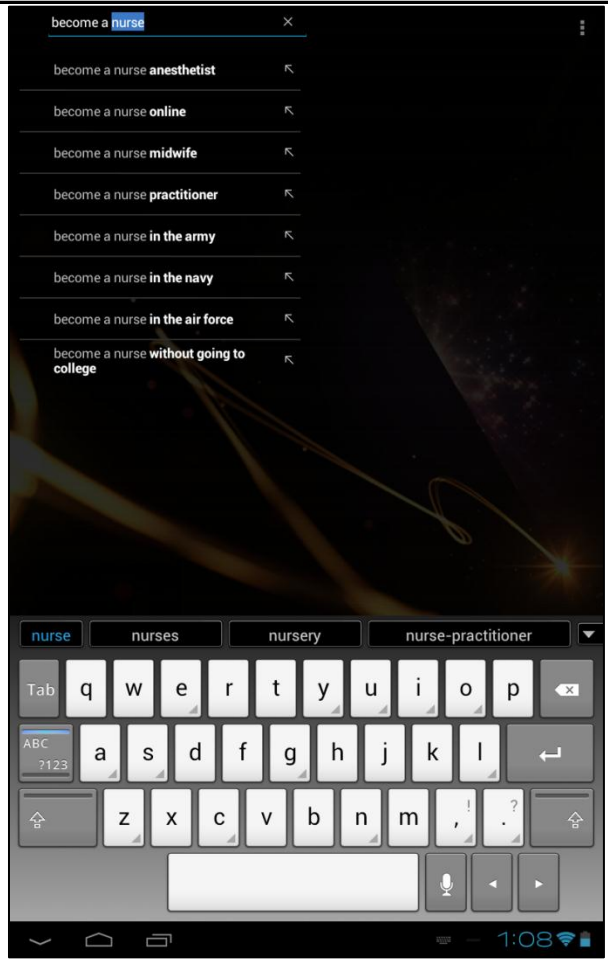
U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 8	
A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	Google's advertising services and applications perform the steps of the claimed 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"). See claim 1 above.
receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;	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. See claim 1 above.

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

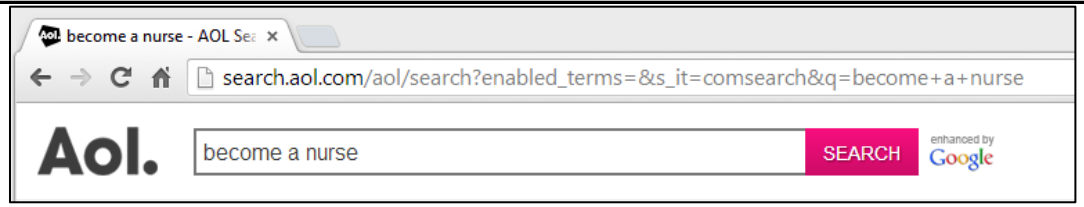
U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

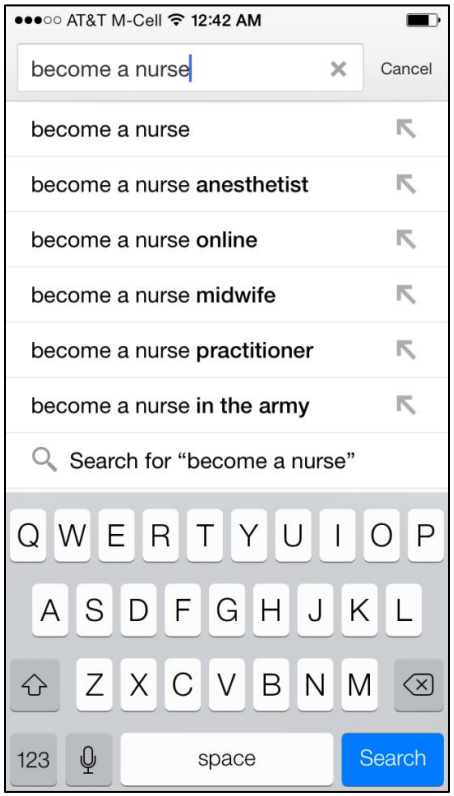


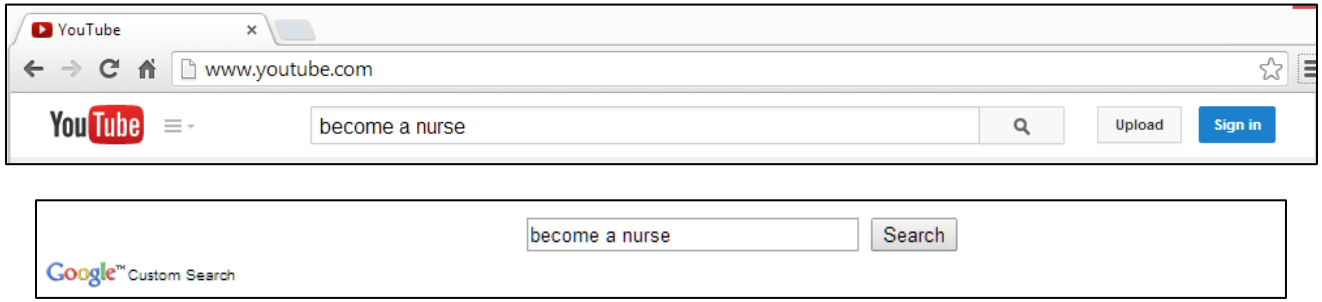
U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 Mobile Handset Running Android 4.2

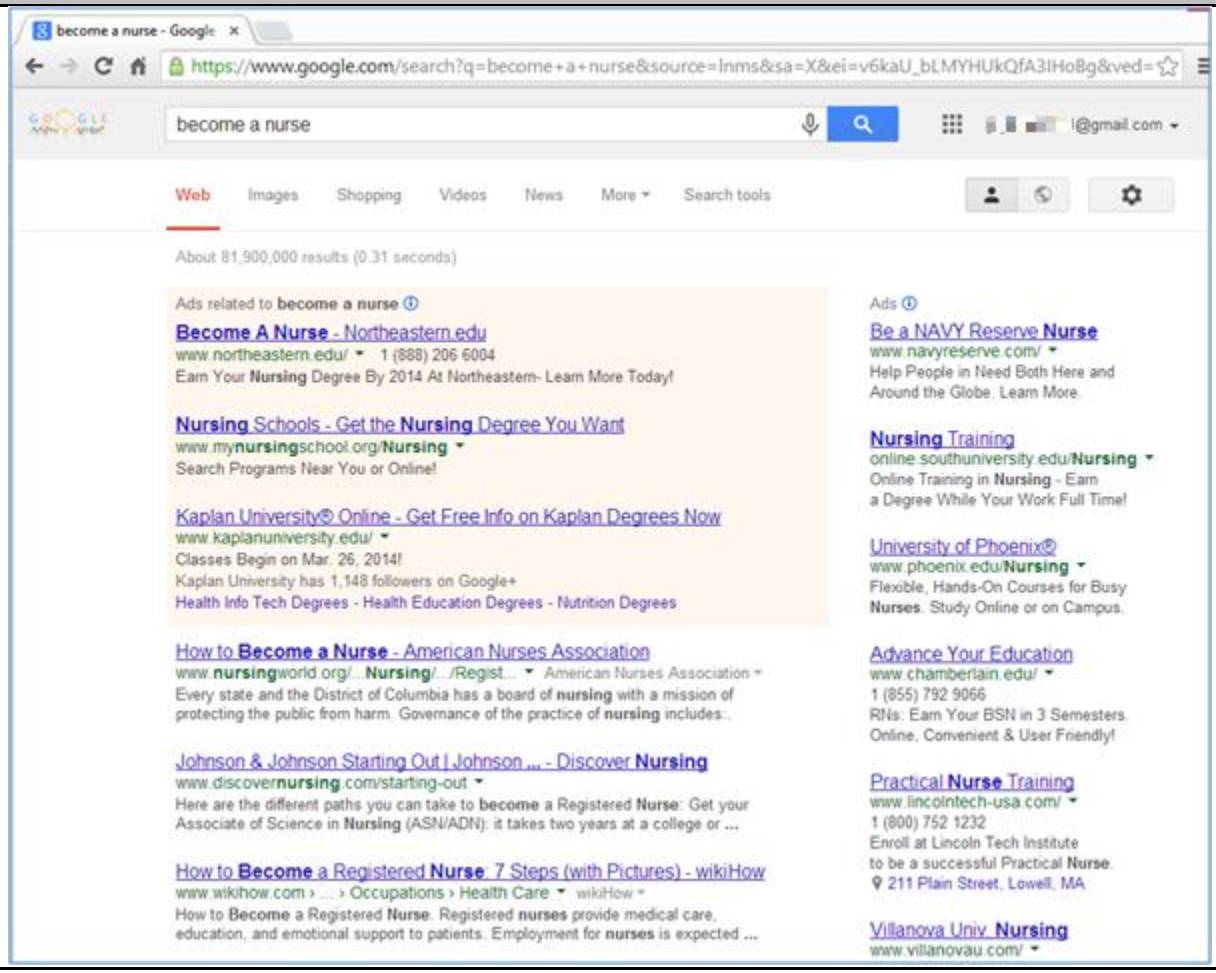
U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 Tablet Device Running Android 4.0.2

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY





U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Google Search App Running on iOS 7.1  http://www.4nursing.com/search-our-site-or-search-the-internet.html
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;	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. See claim 1 above.

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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	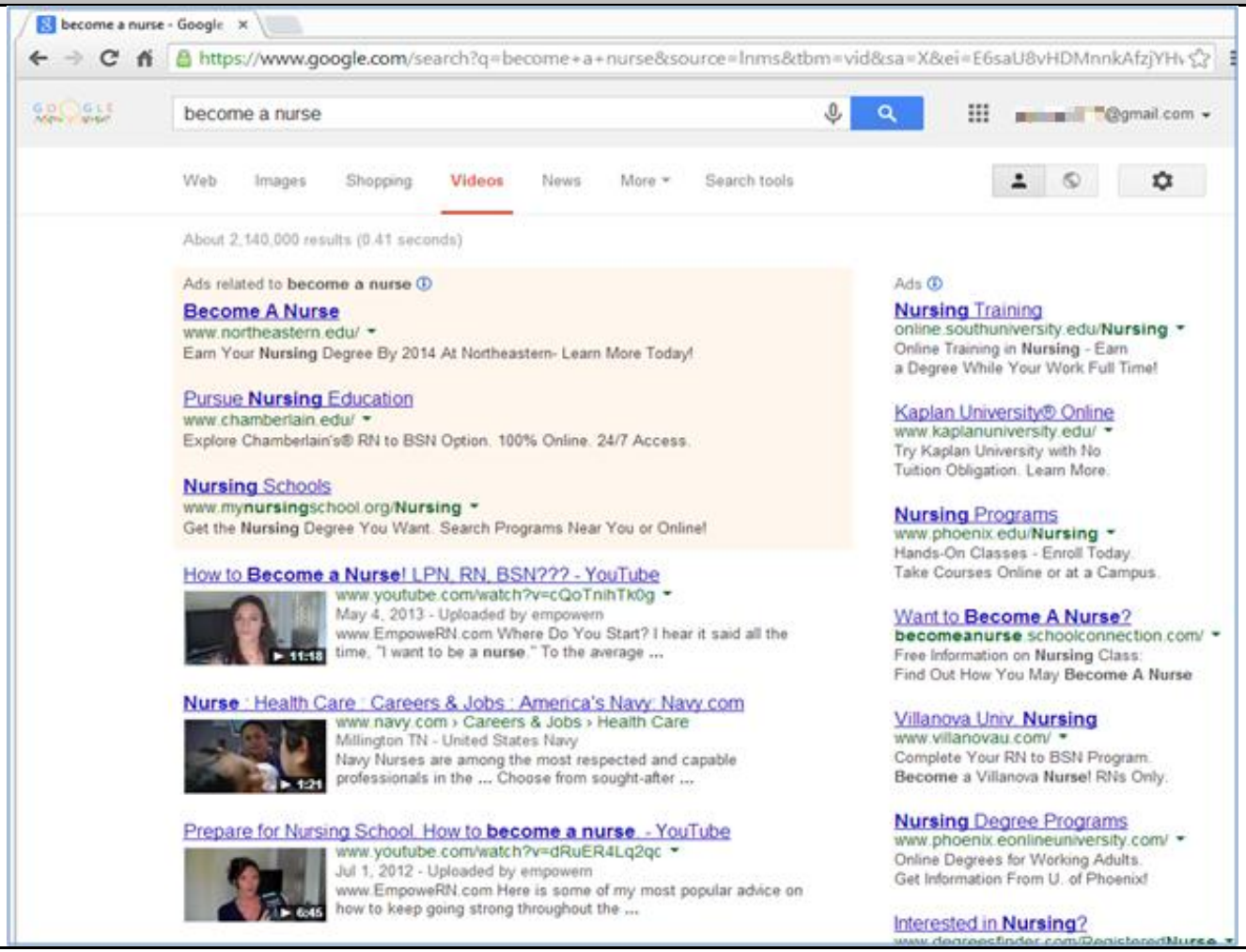

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	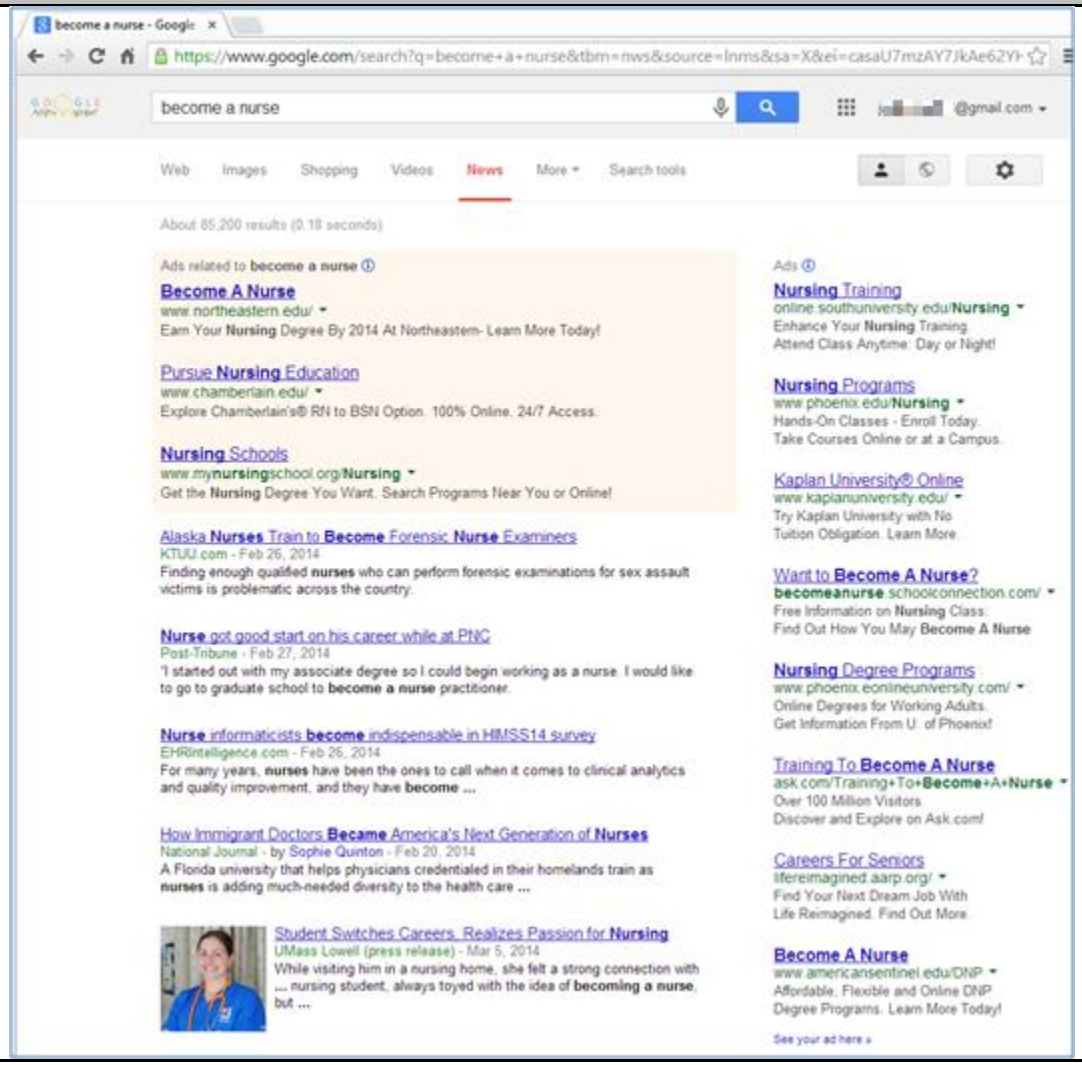

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	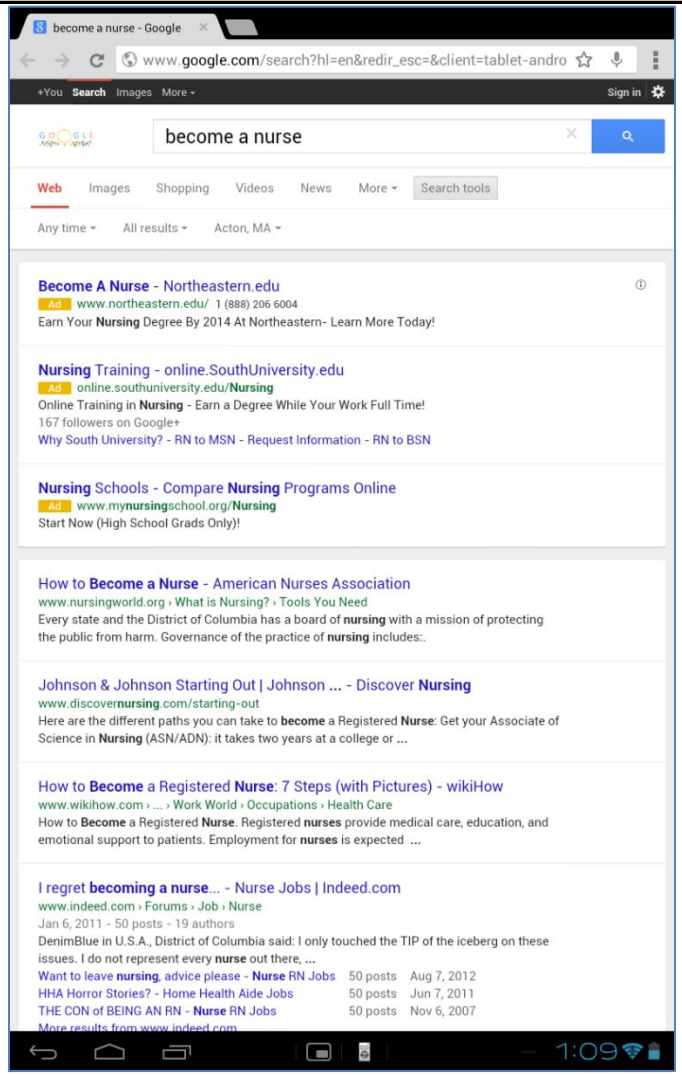

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	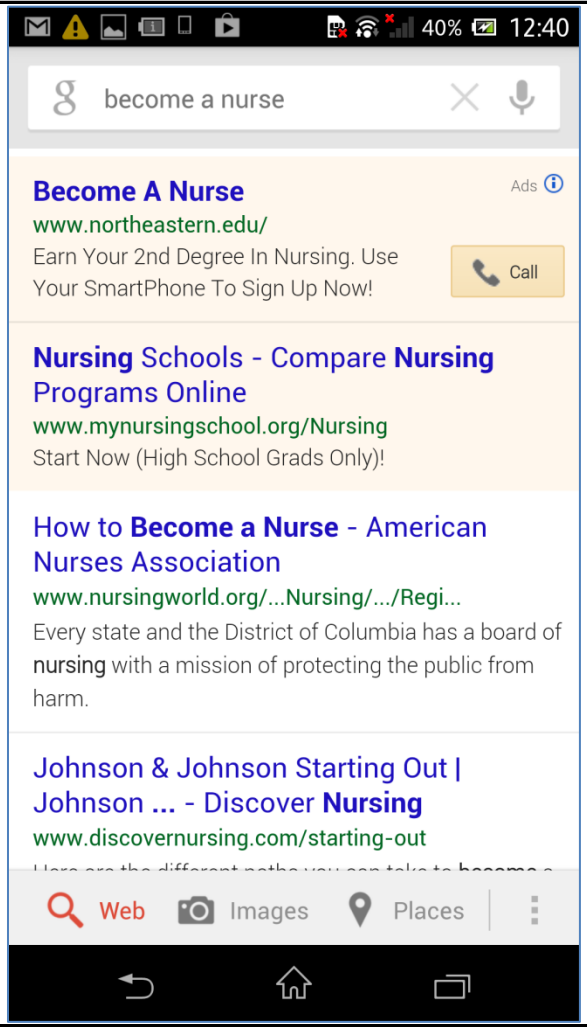

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	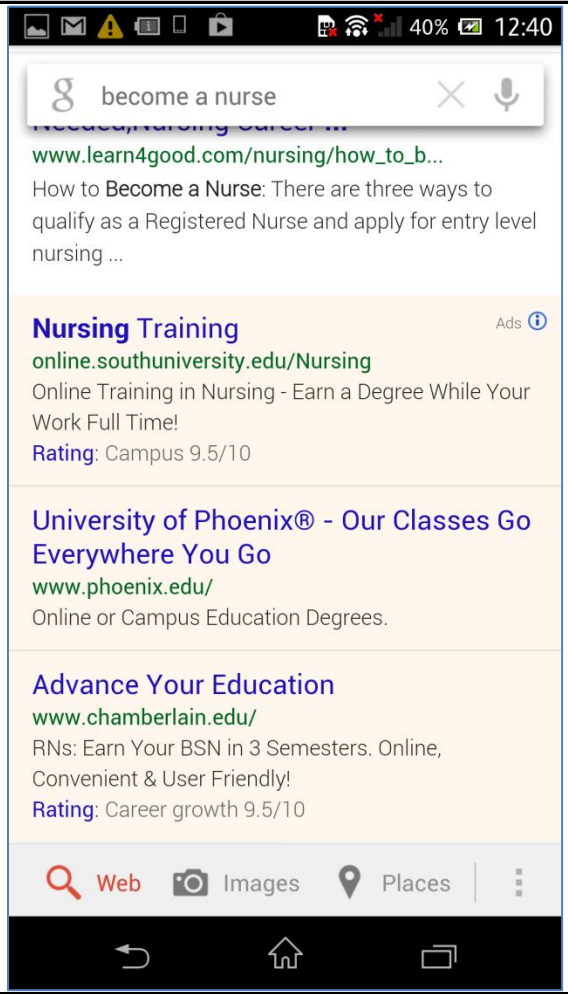

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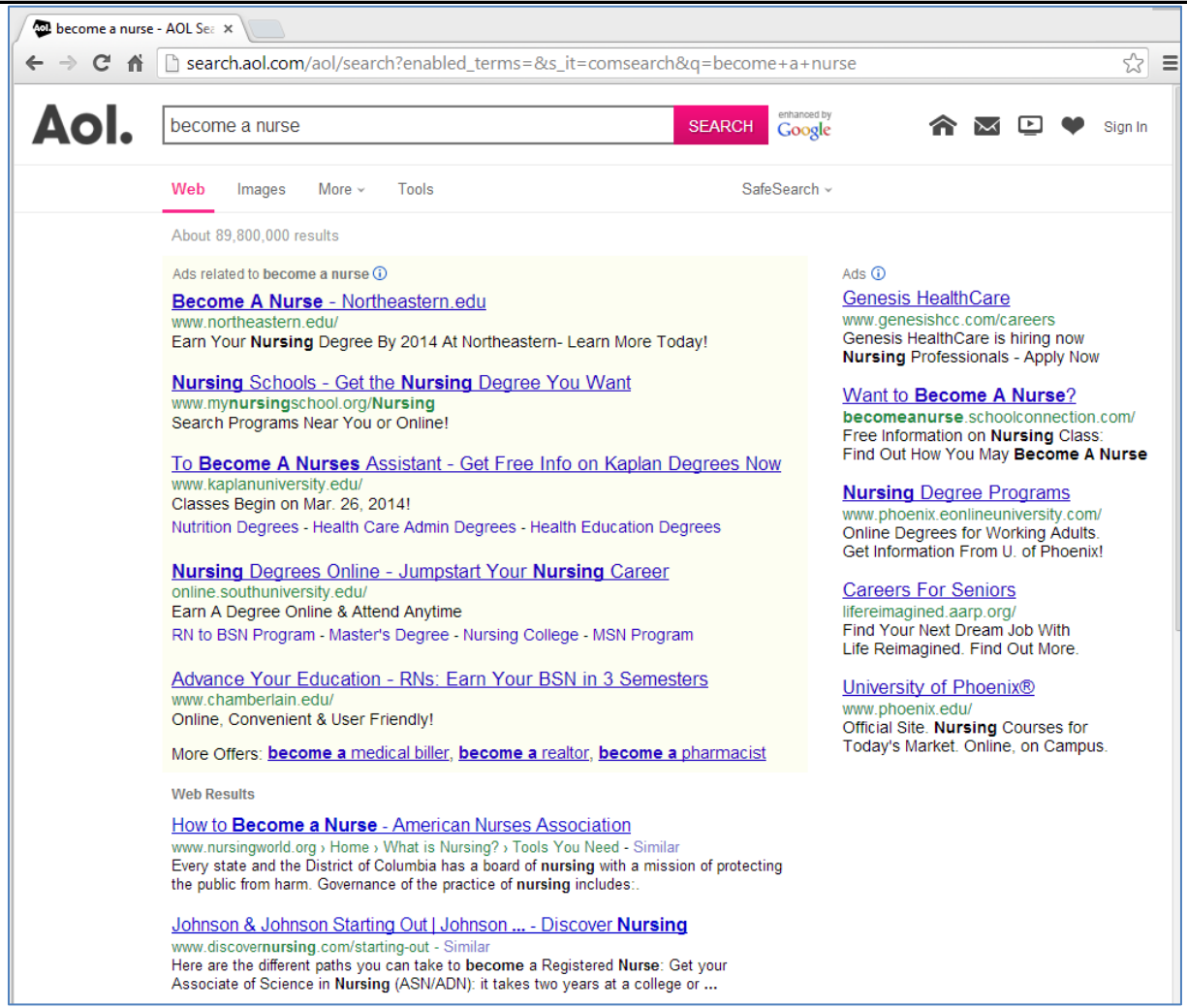

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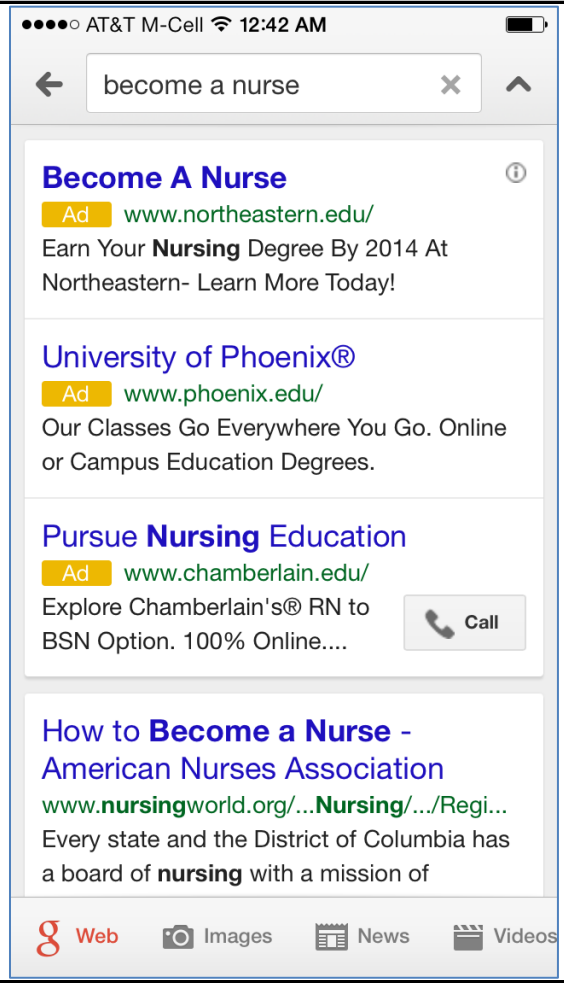

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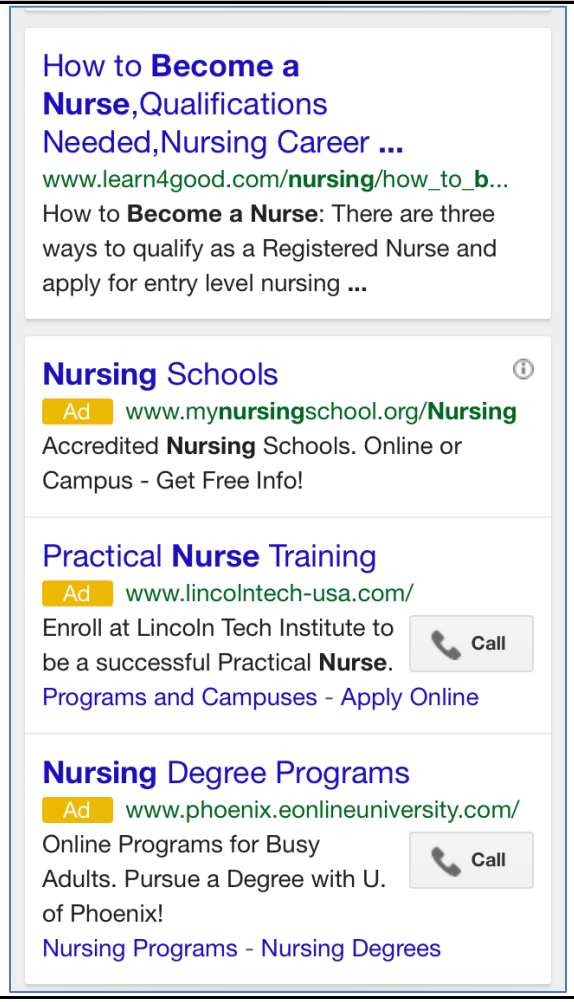
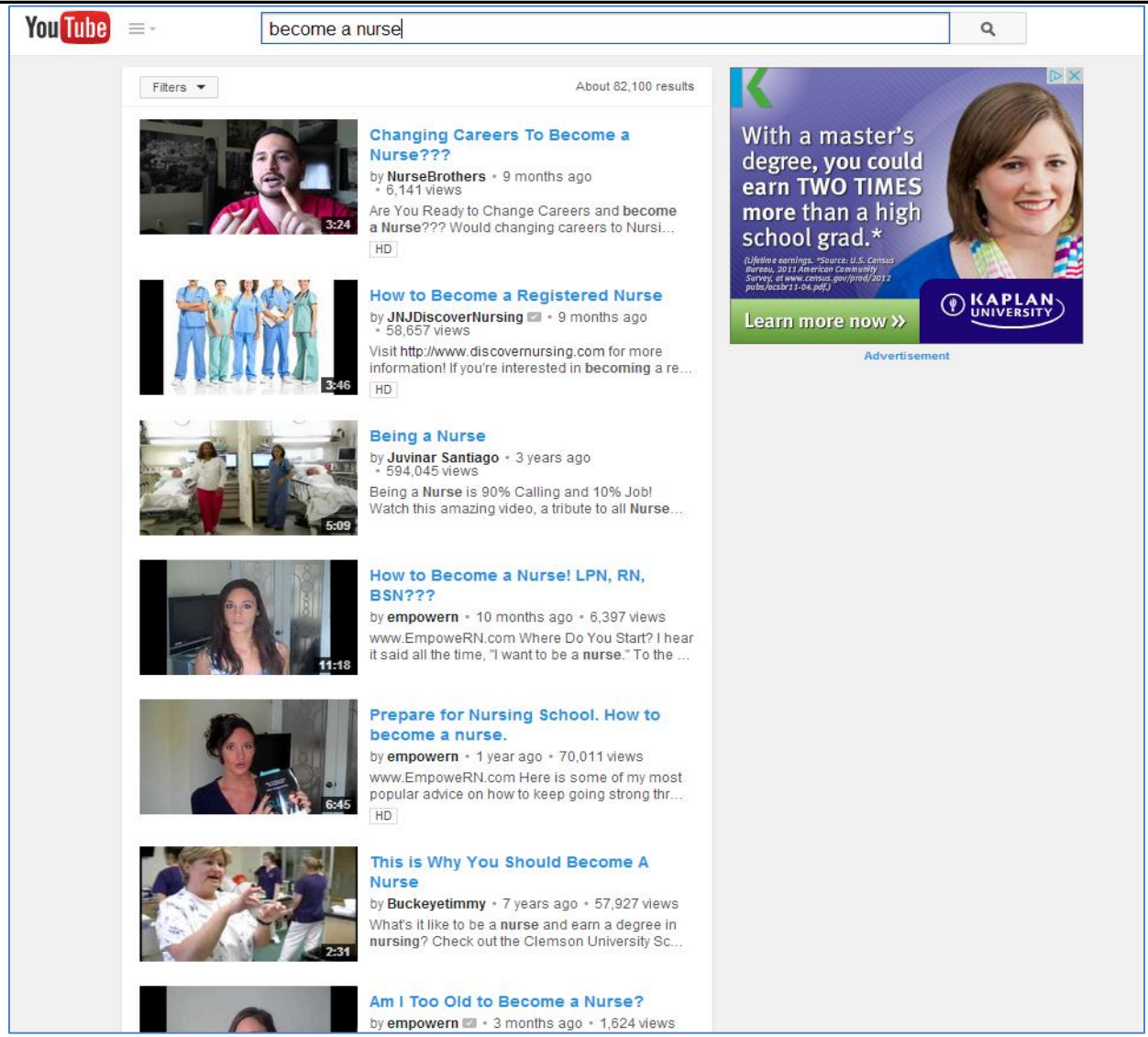
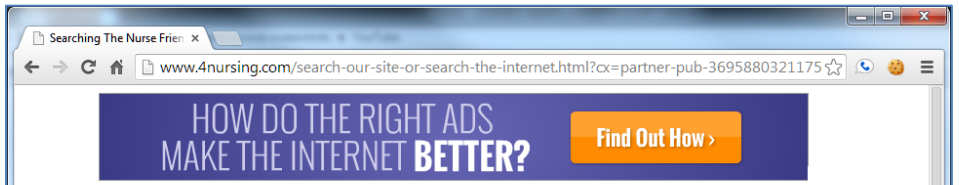
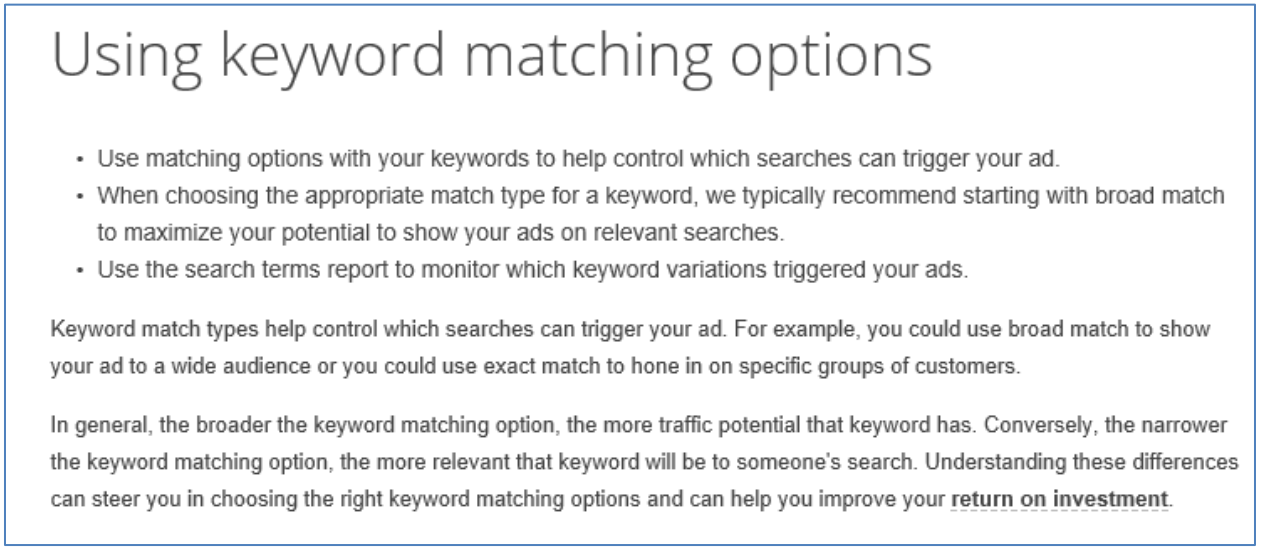


U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY





U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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	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. See claim 1 above.  https://support.google.com/adwords/answer/2497836?hl=en

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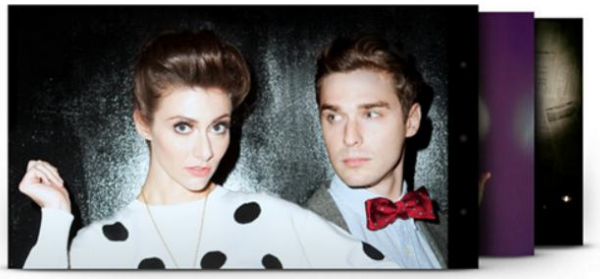
How similar keywords match to search terms

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.

https://support.google.com/adwords/answer/2756257?hl=en



Reach your ideal customer

Zero in on the right people based on who they are, where they're located, and what they're interested in–for example, men aged 18-34 in Boston or women who enjoy travel.

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

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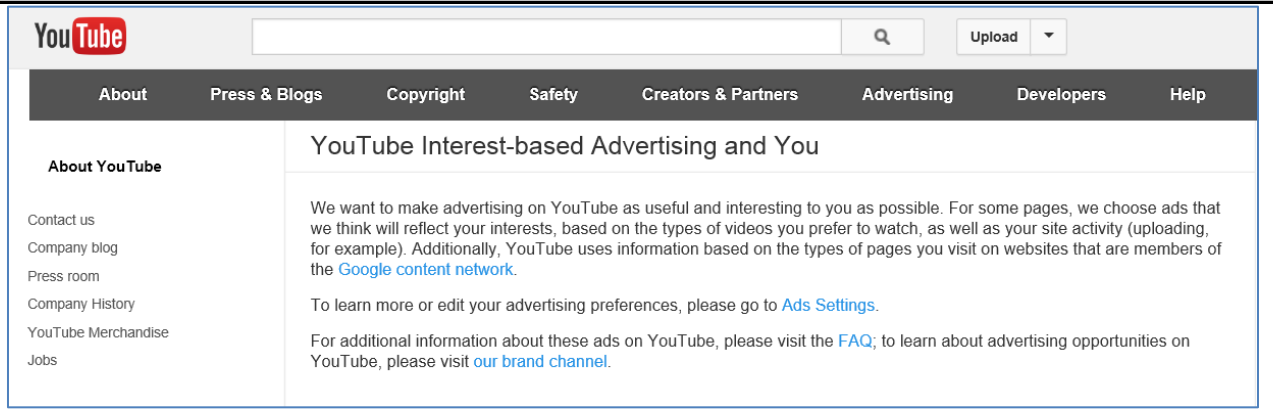

http://www.youtube.com/t/ads_preferences

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About targeting groups

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.

A single targeting group can contain the following types of targets:

- **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:
  - 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.

https://support.google.com/youtube/answer/2454017?hl=en

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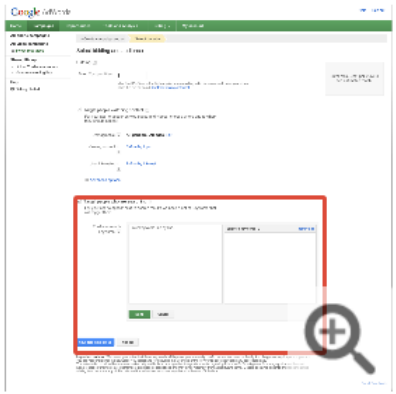
2. **Target people who are searching (TrueView in-search):**

   - Search keywords: Enter keywords to reach viewers searching YouTube for video content.



Note

Only In-Search ads will be targeted with these keywords.

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.

https://support.google.com/youtube/answer/2454017?hl=en

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Why you may see particular ads

You may see Google ads on Google Search and related products, Gmail, and sites across the web.

Search ad Gmail ad Display ad

On Google Search

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:

- 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

Example

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.

https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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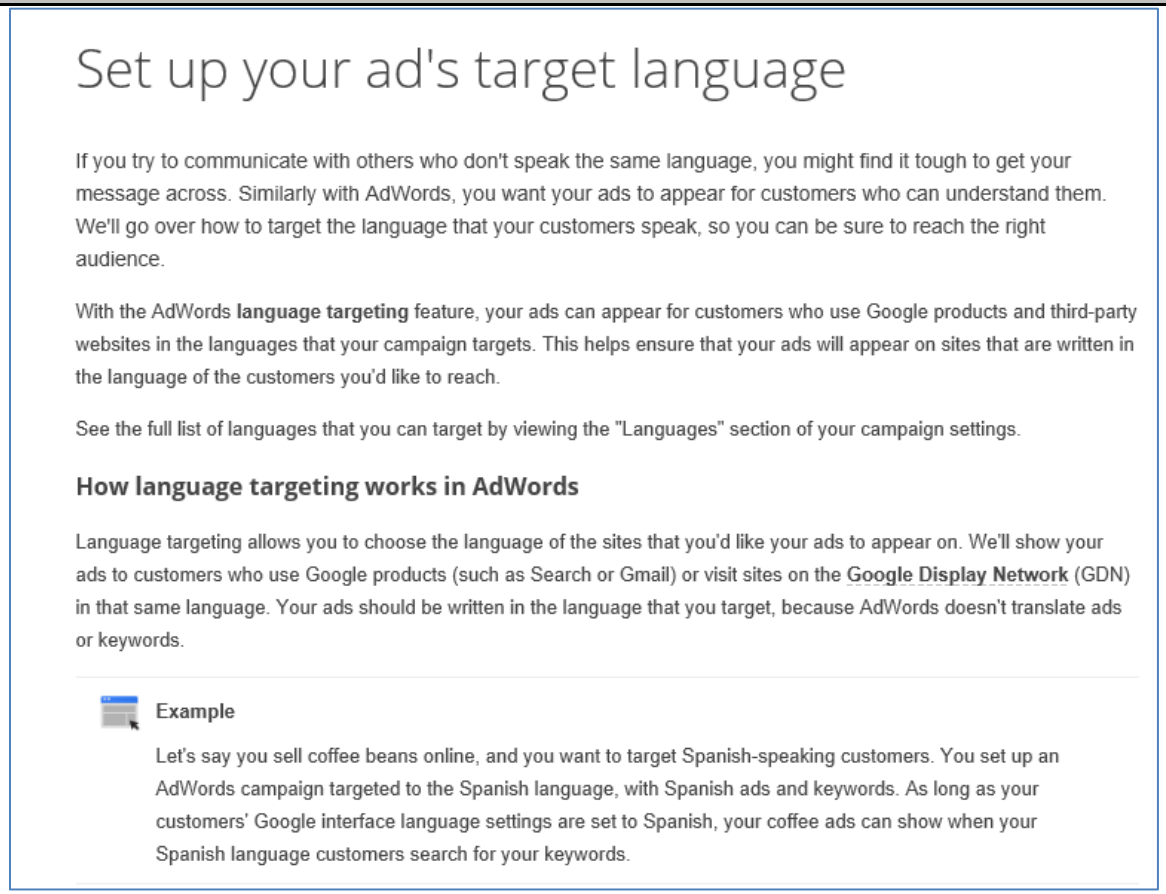

Set up your ad's target language

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.

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.

See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.

How language targeting works in AdWords

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.

Example

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.

https://support.google.com/adwords/answer/1722078?hl=en

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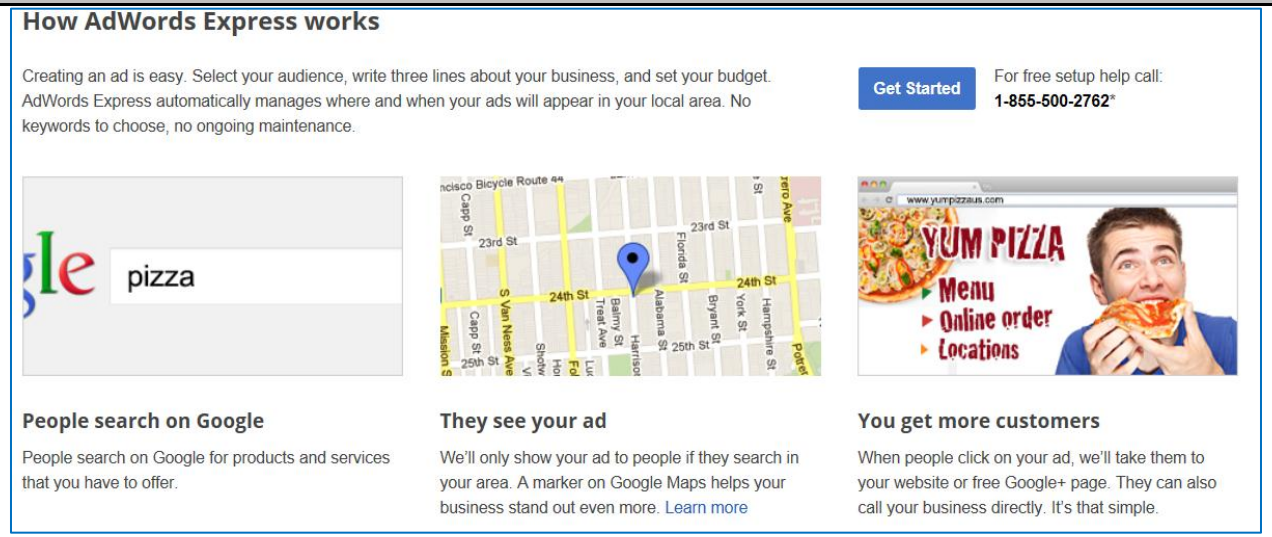

http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et

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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.

English? Español? Estonian?
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.

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.

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.

Local, Regional, National or International?
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.

http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html

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	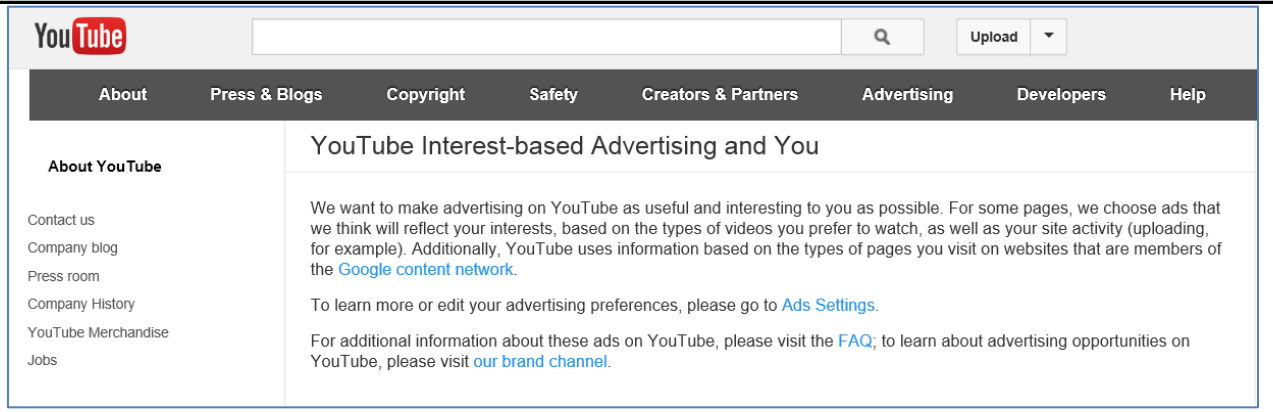

http://www.youtube.com/t/ads_preference

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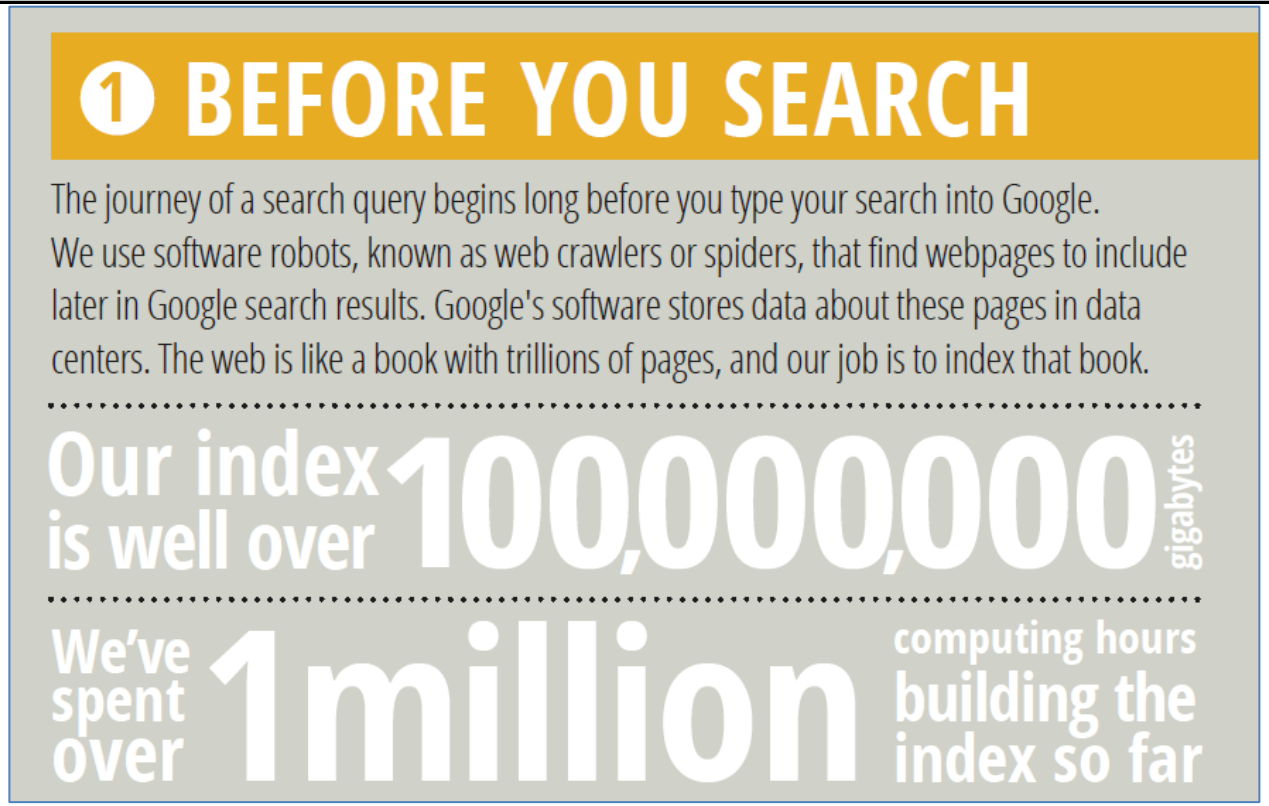

https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf

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	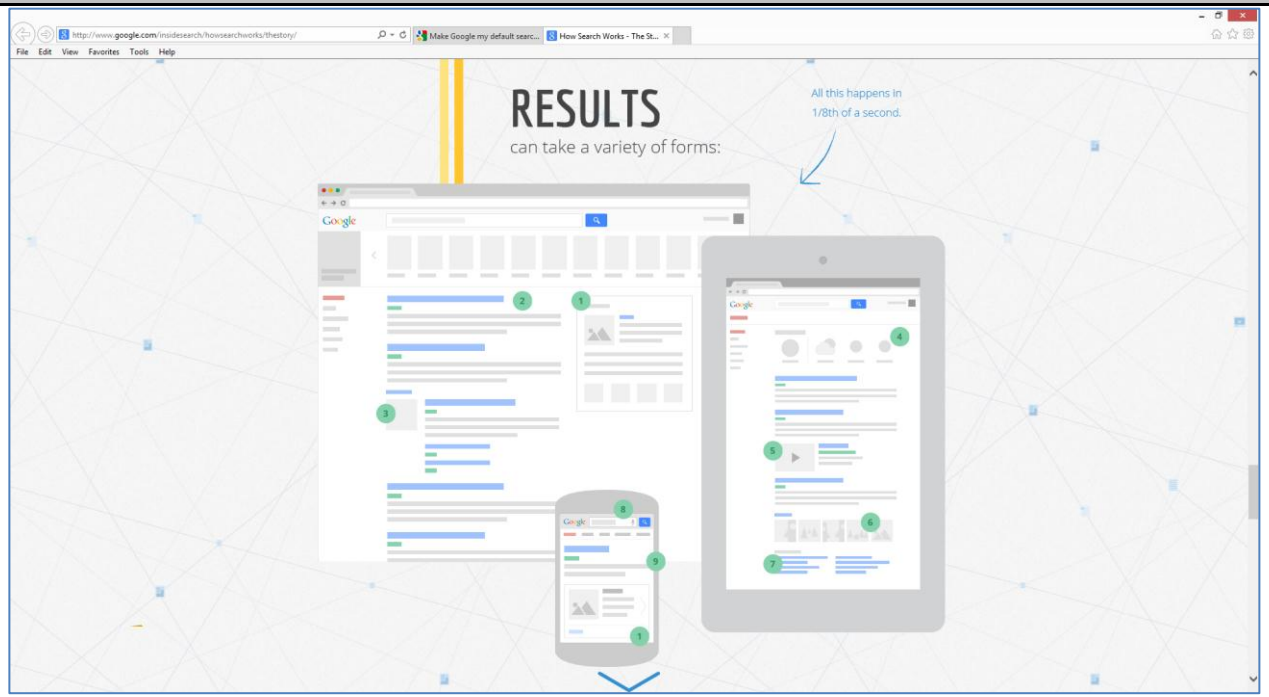 http://www.google.com/insidesearch/howsearchworks/thestory/
providing the search results together with the particular advertisement to the user.	The Accused Instrumentalities provide the search results together with the particular advertisement to the user. See claim 1 above.

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	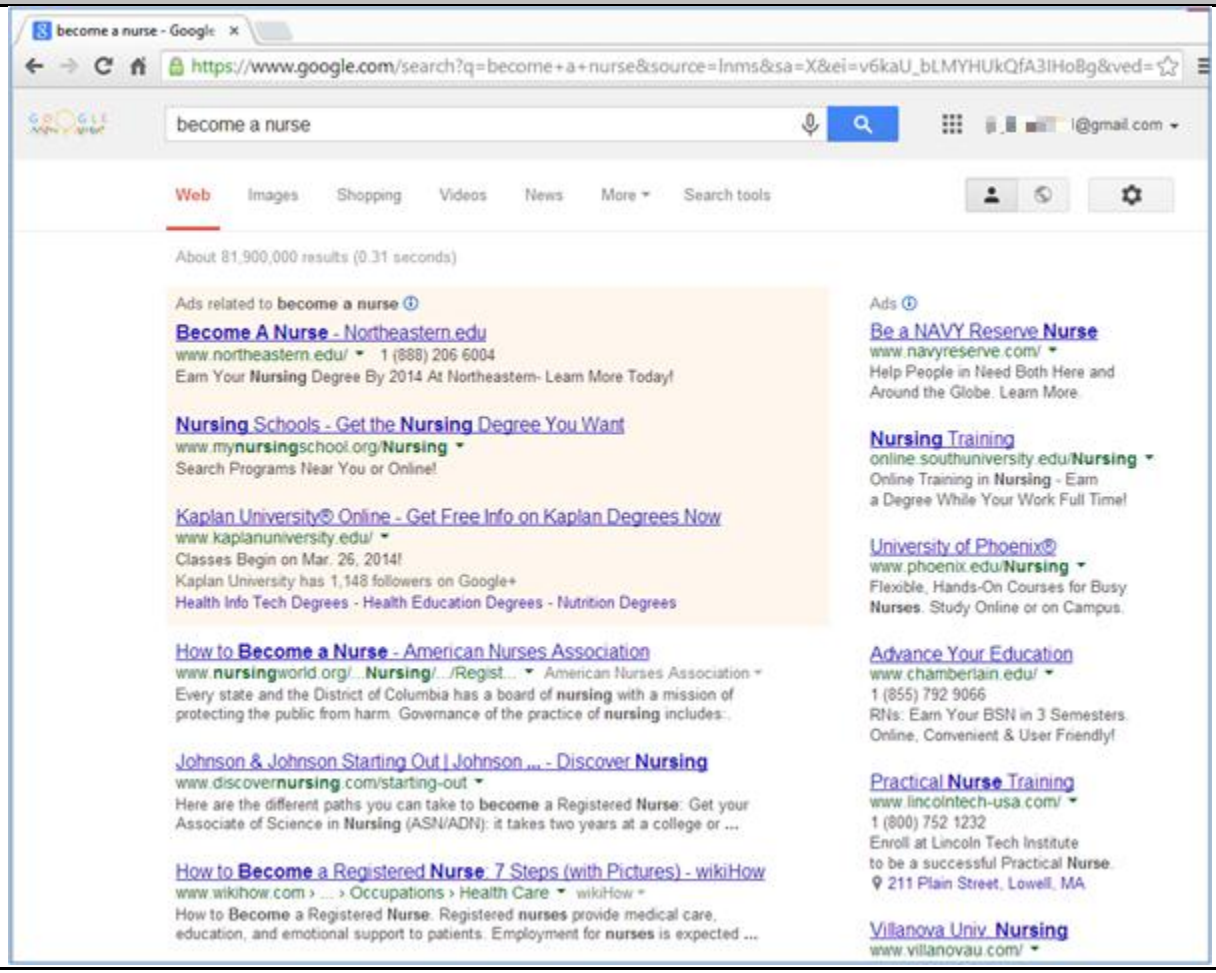

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	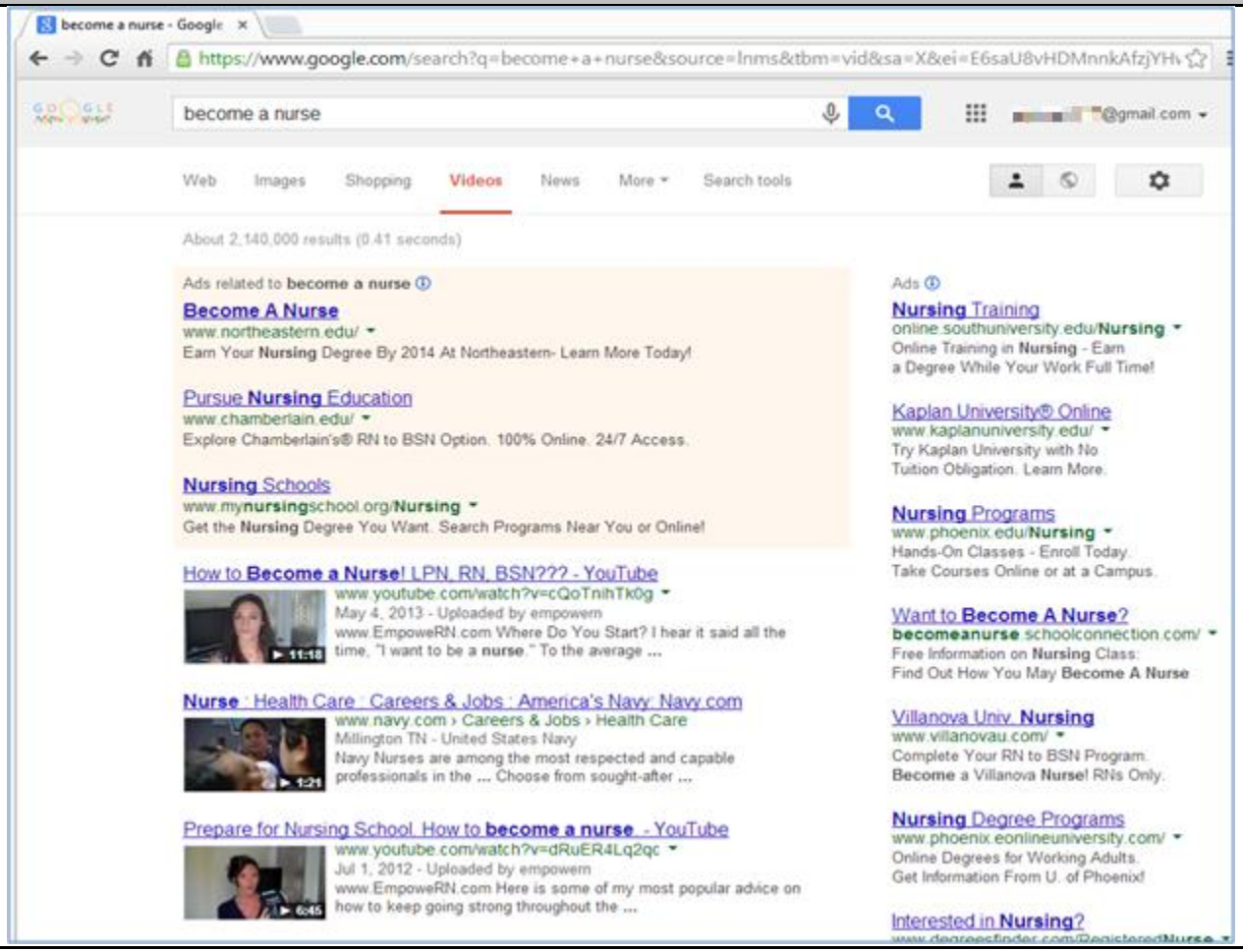

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	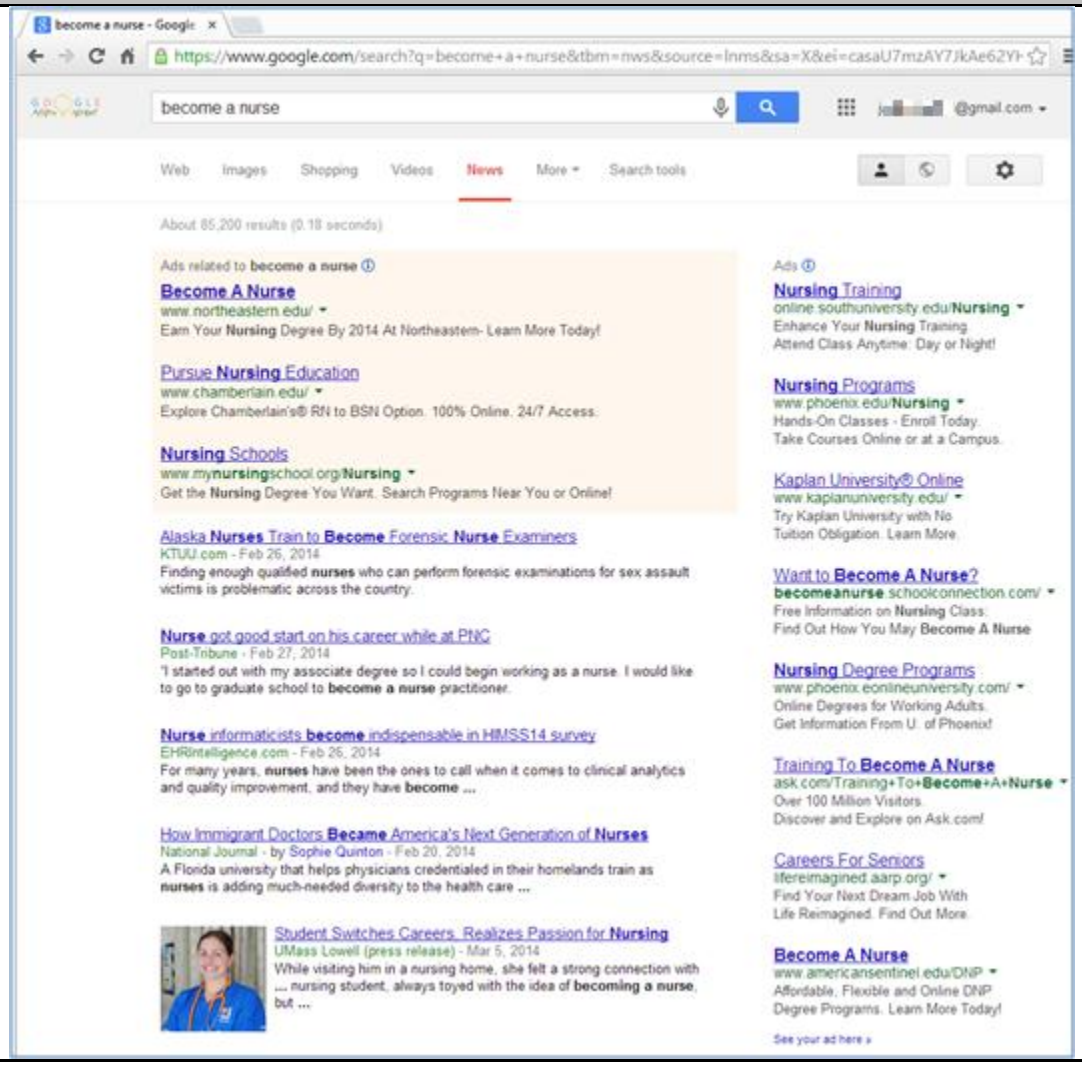

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	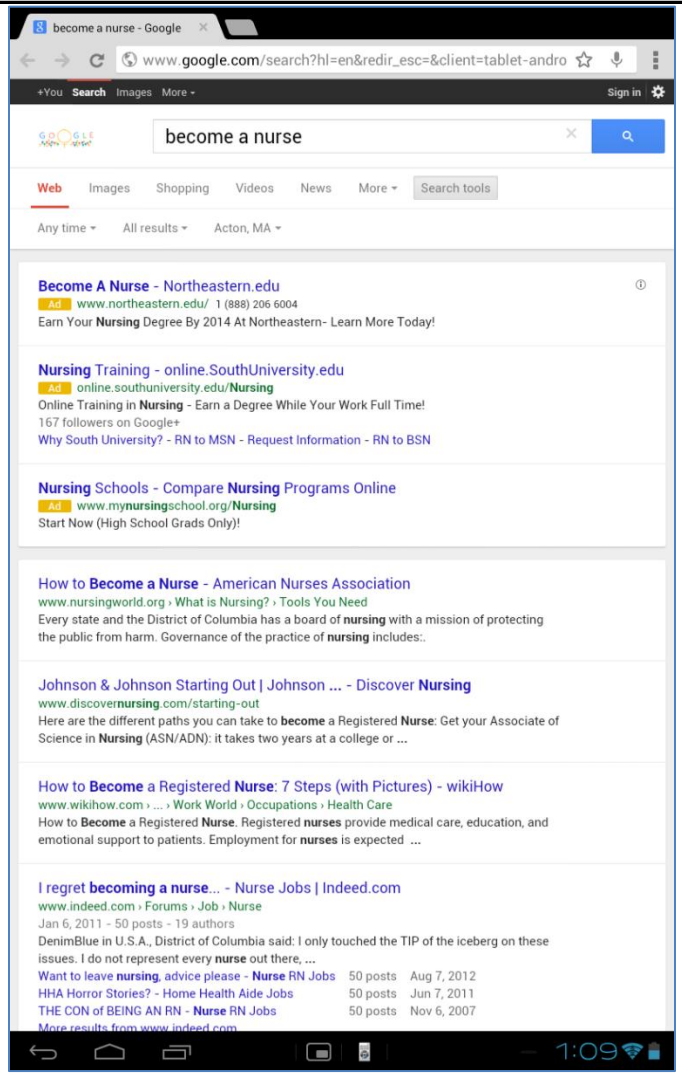

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	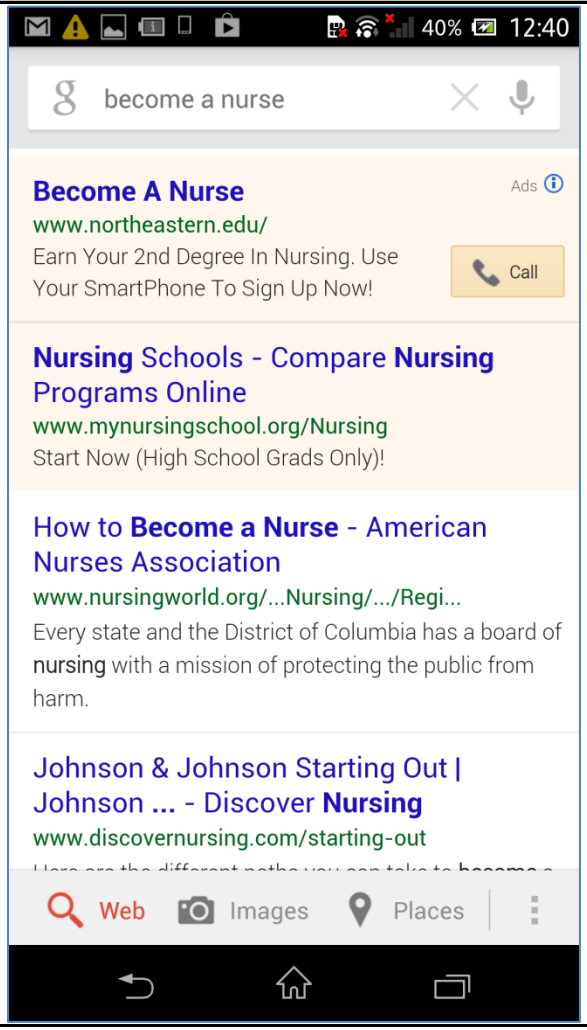

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	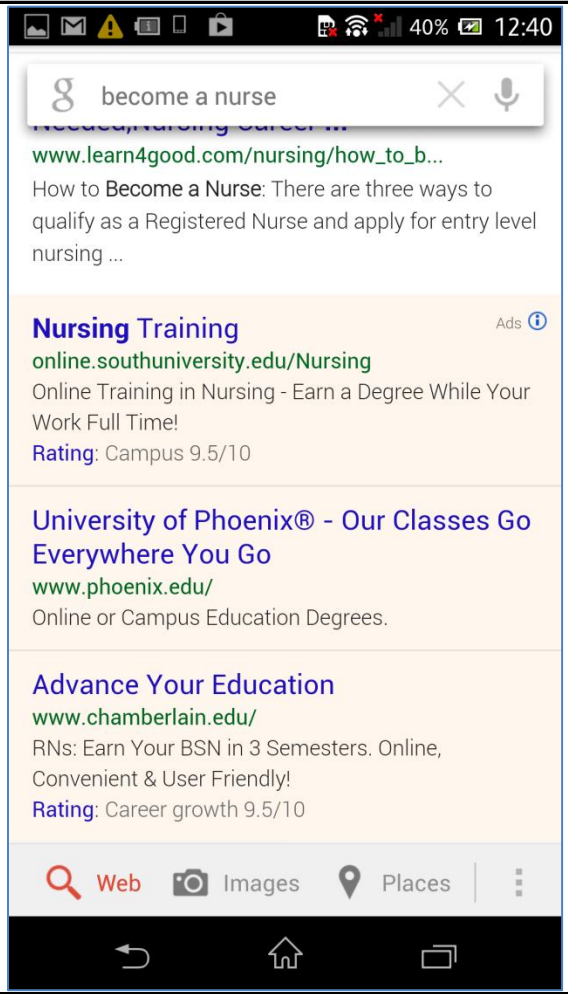

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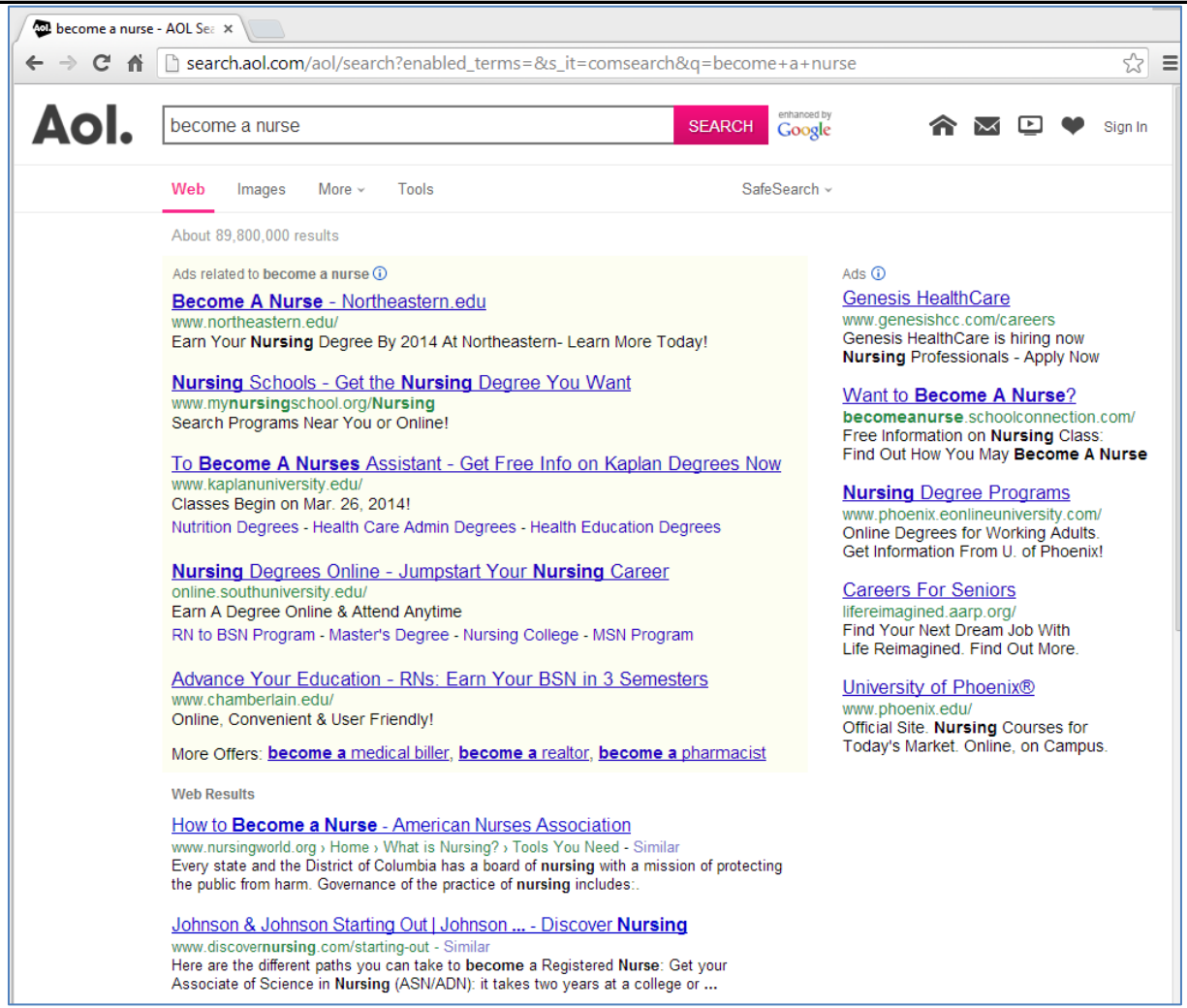

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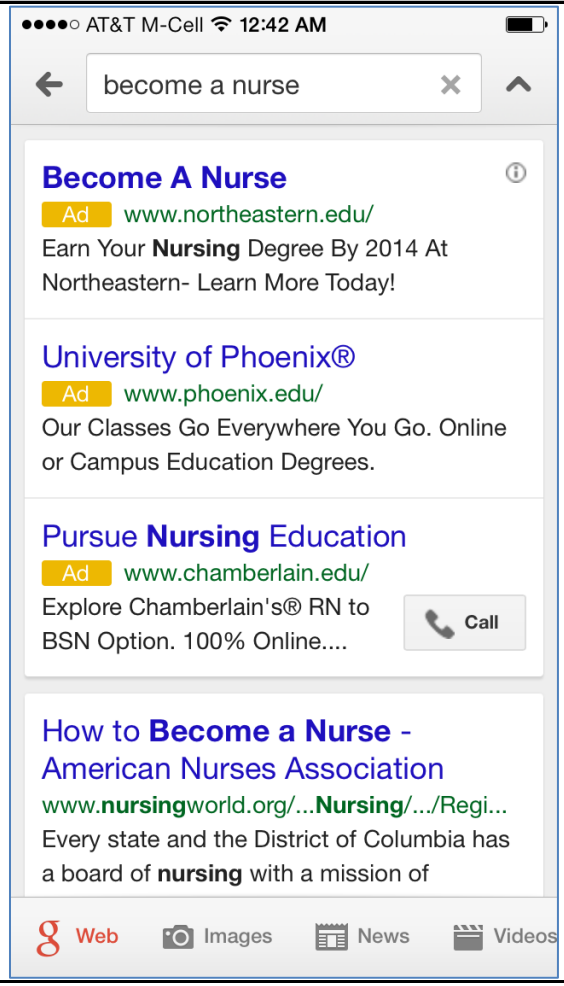

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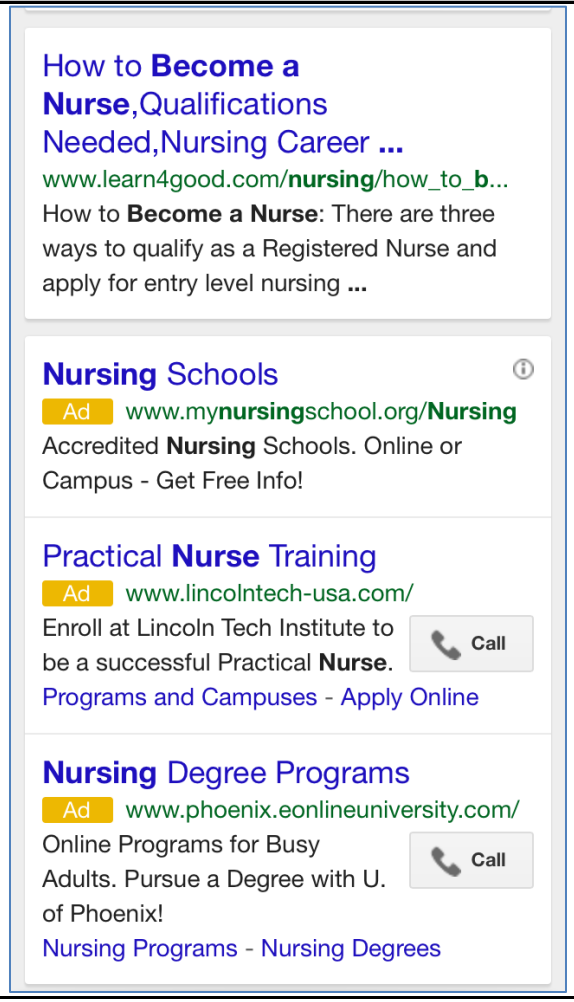

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	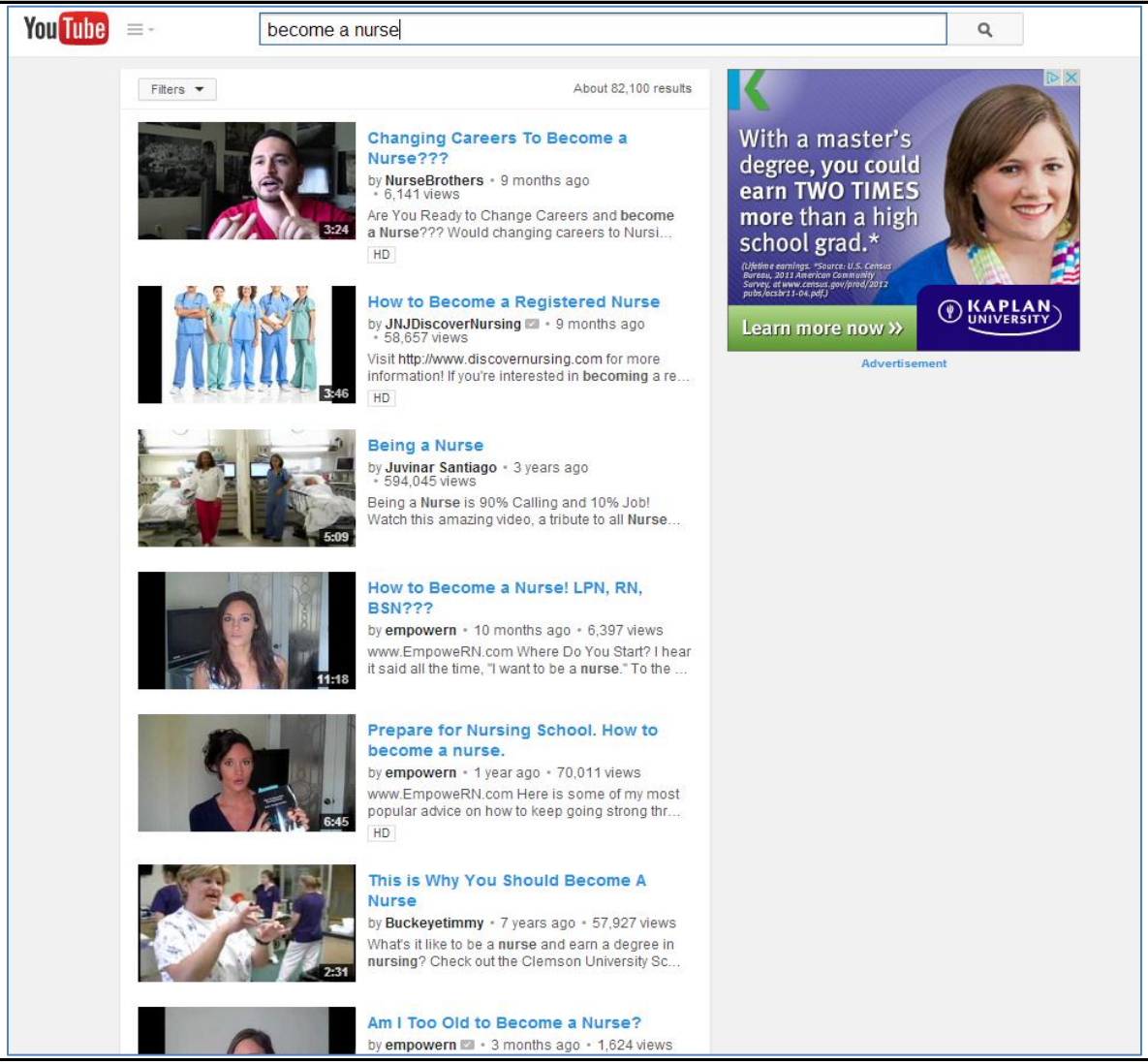

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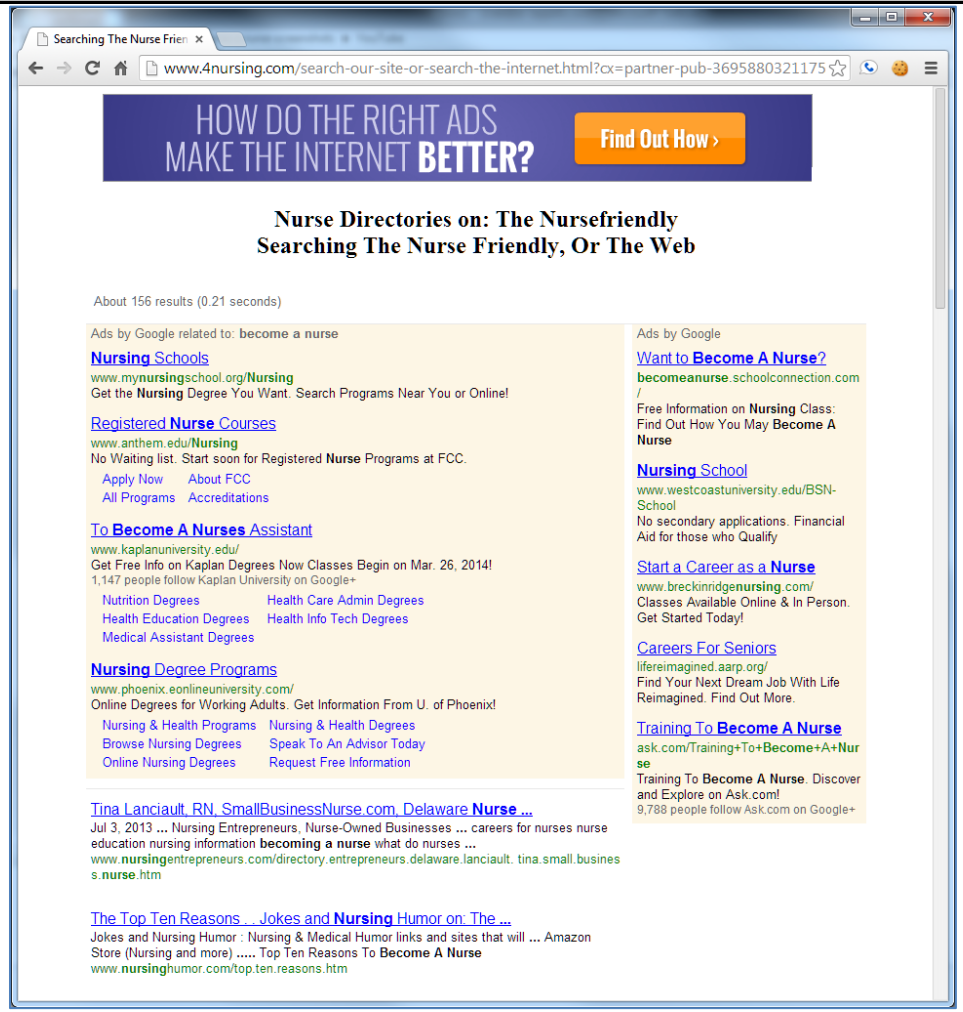

Google Custom Search Results Page

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	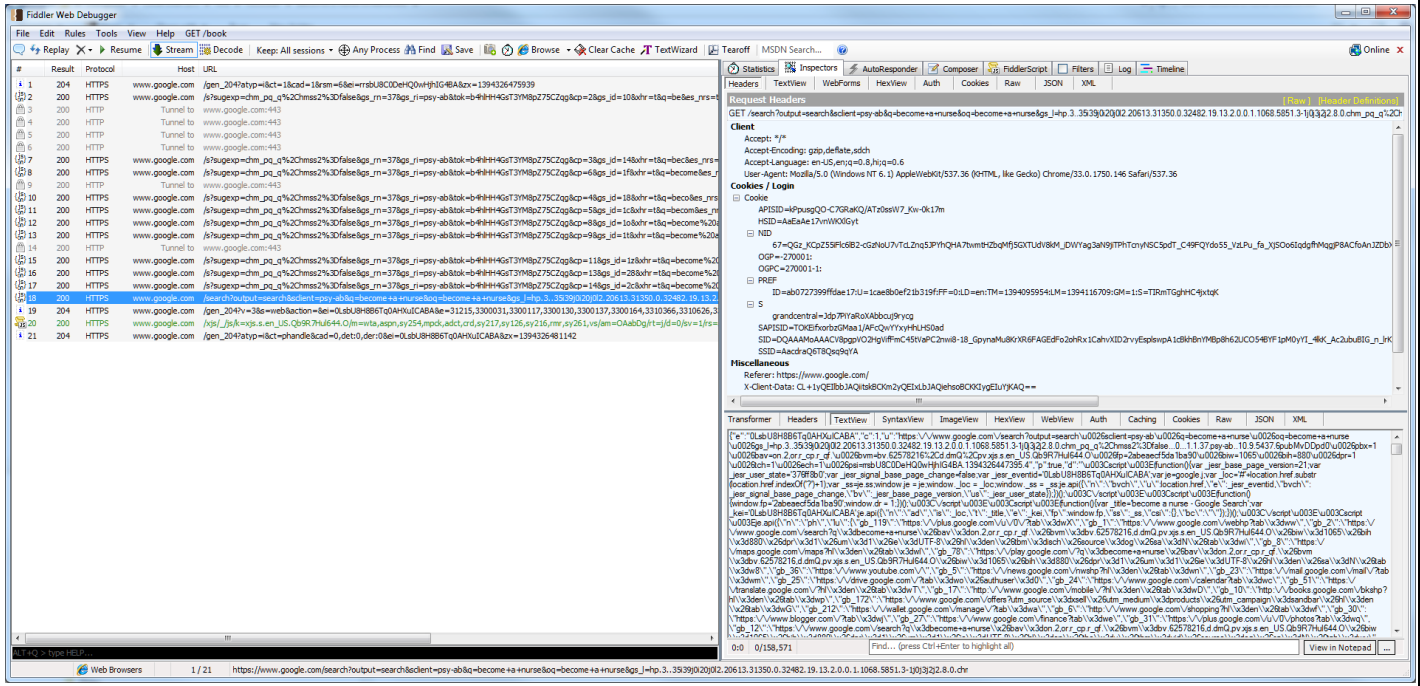

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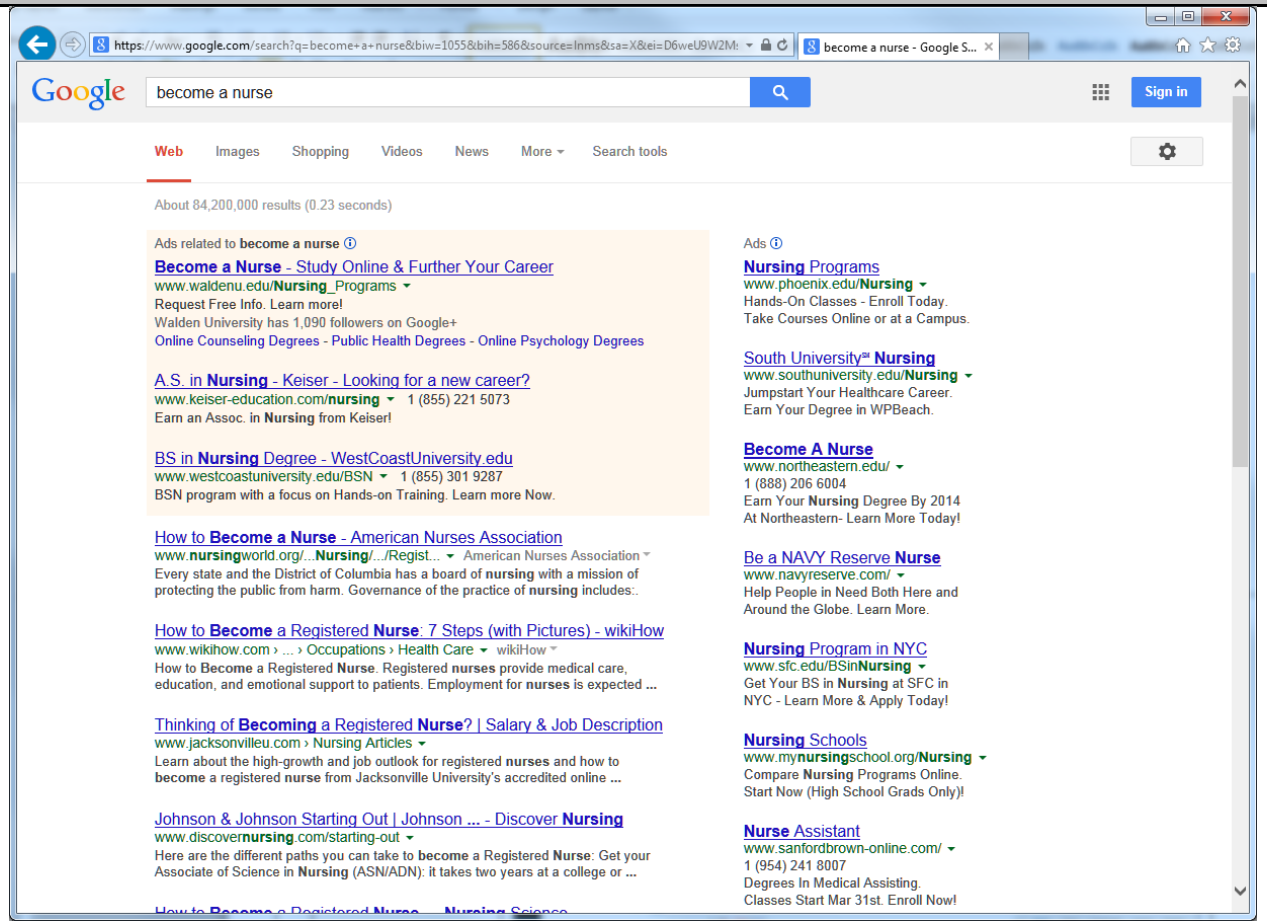

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	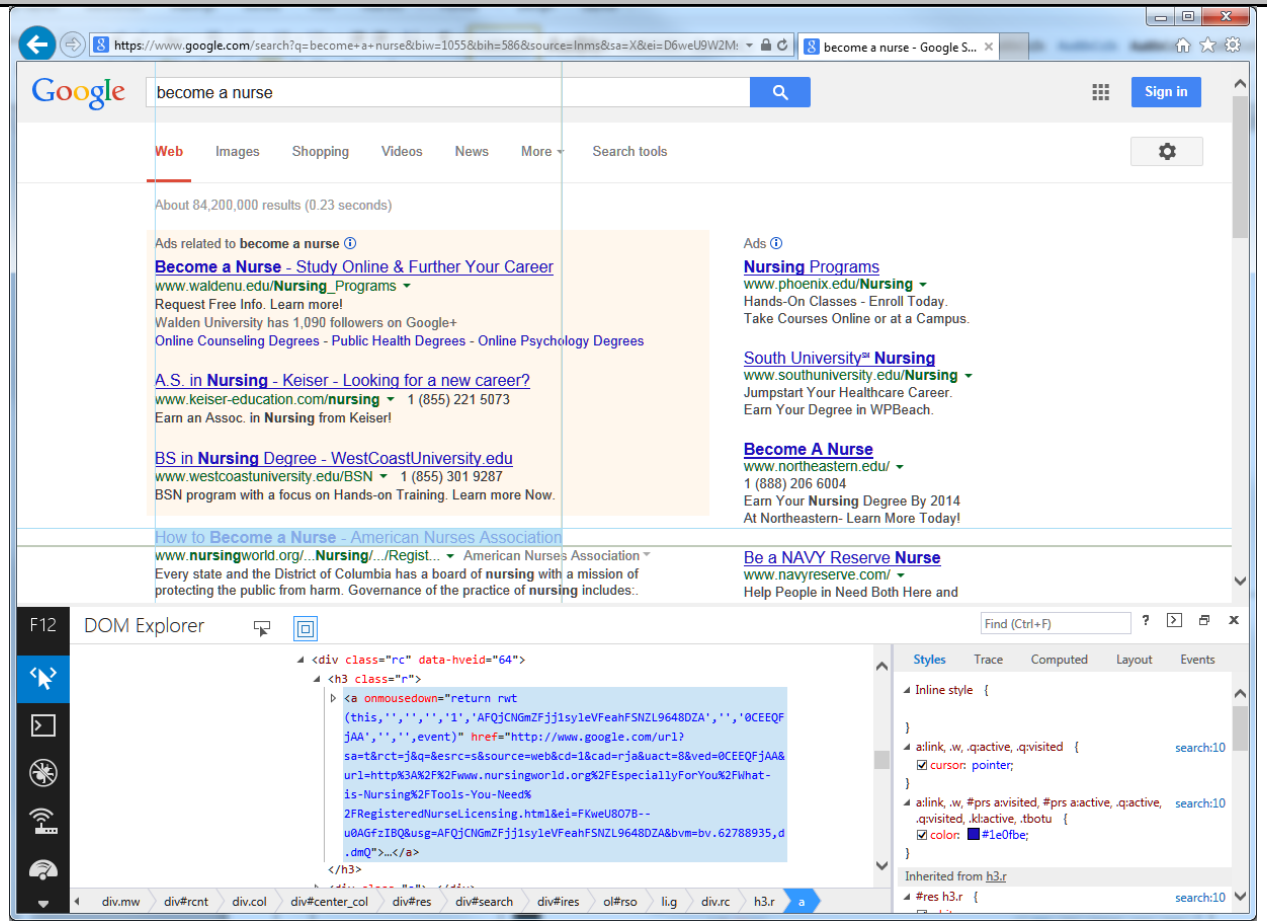

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	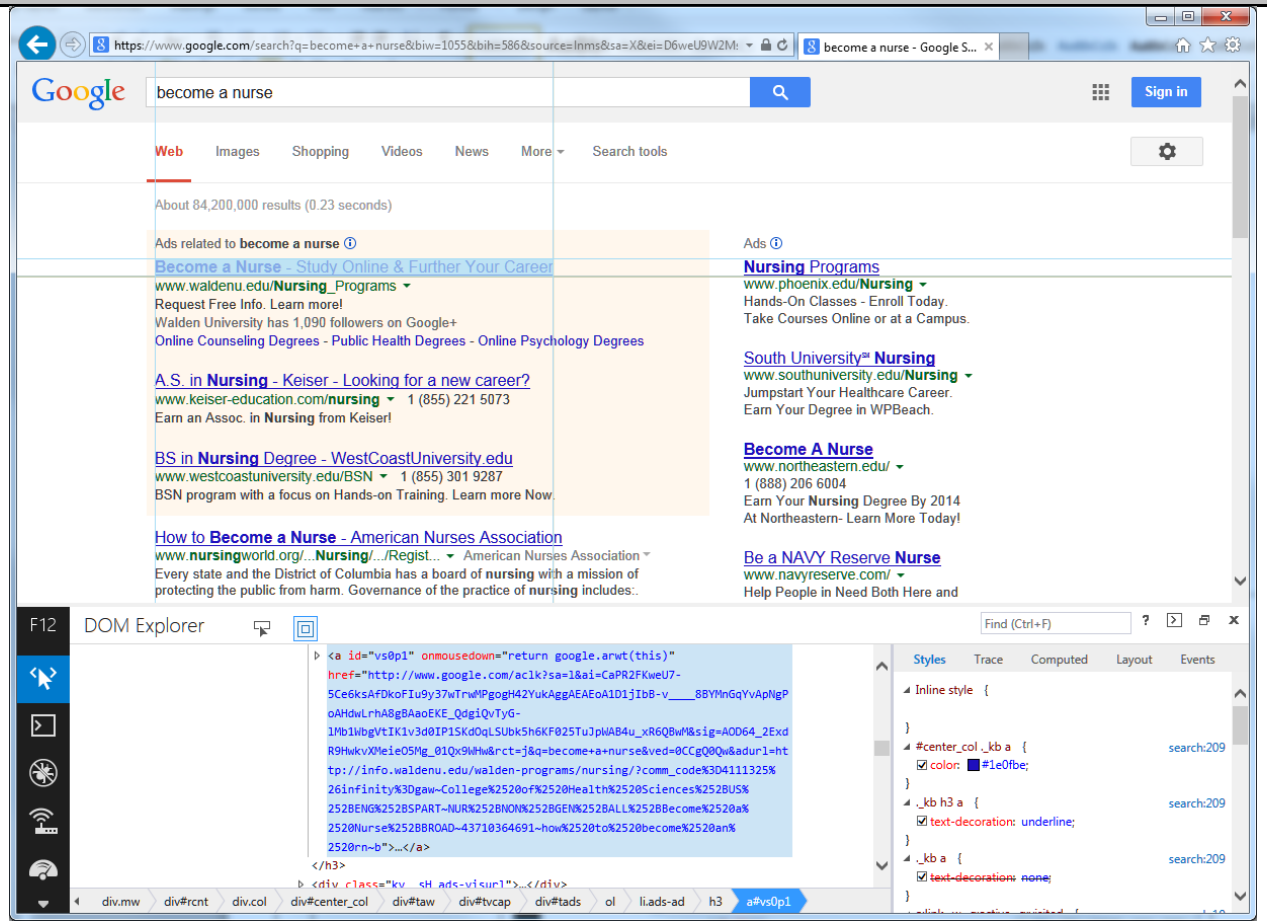

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	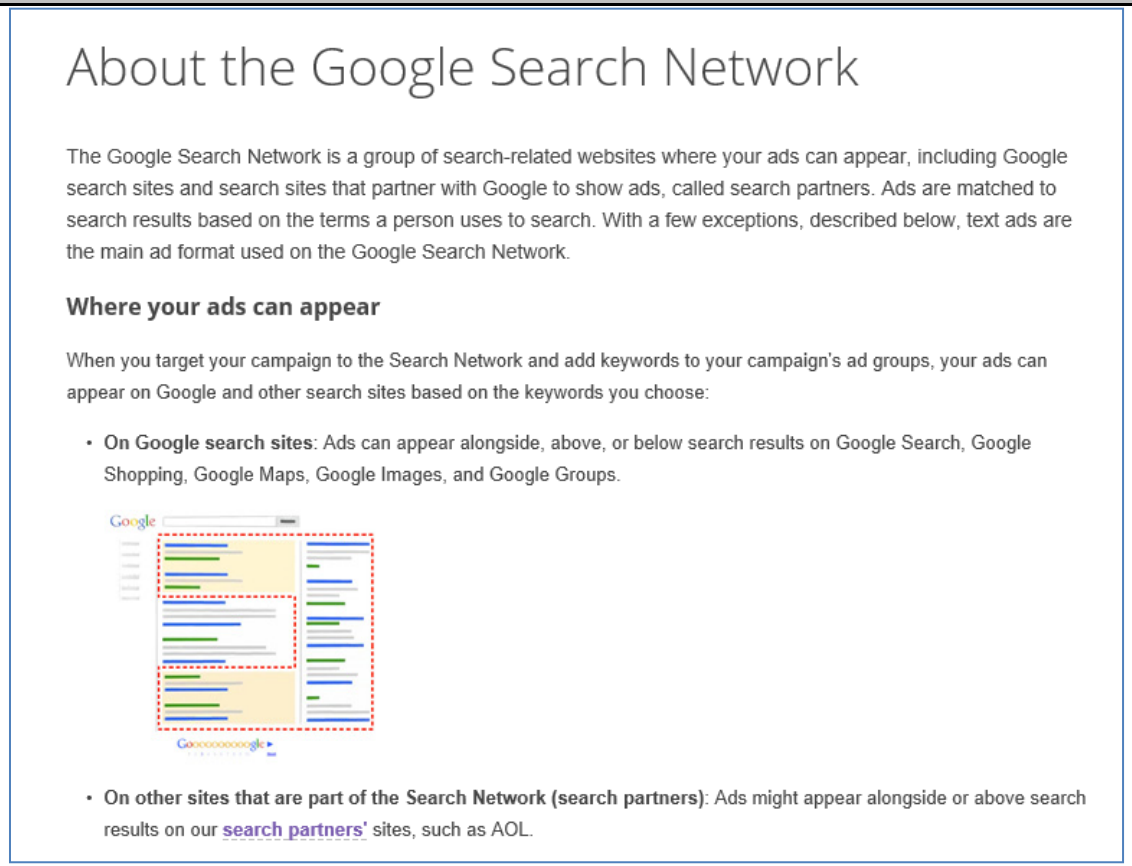 https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771
Claim No. 9	
A method as claimed in claim 8, wherein the step of correlating the received search	Upon information and belief, the Accused Instrumentalities correlate the received search argument to the particular advertisement 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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	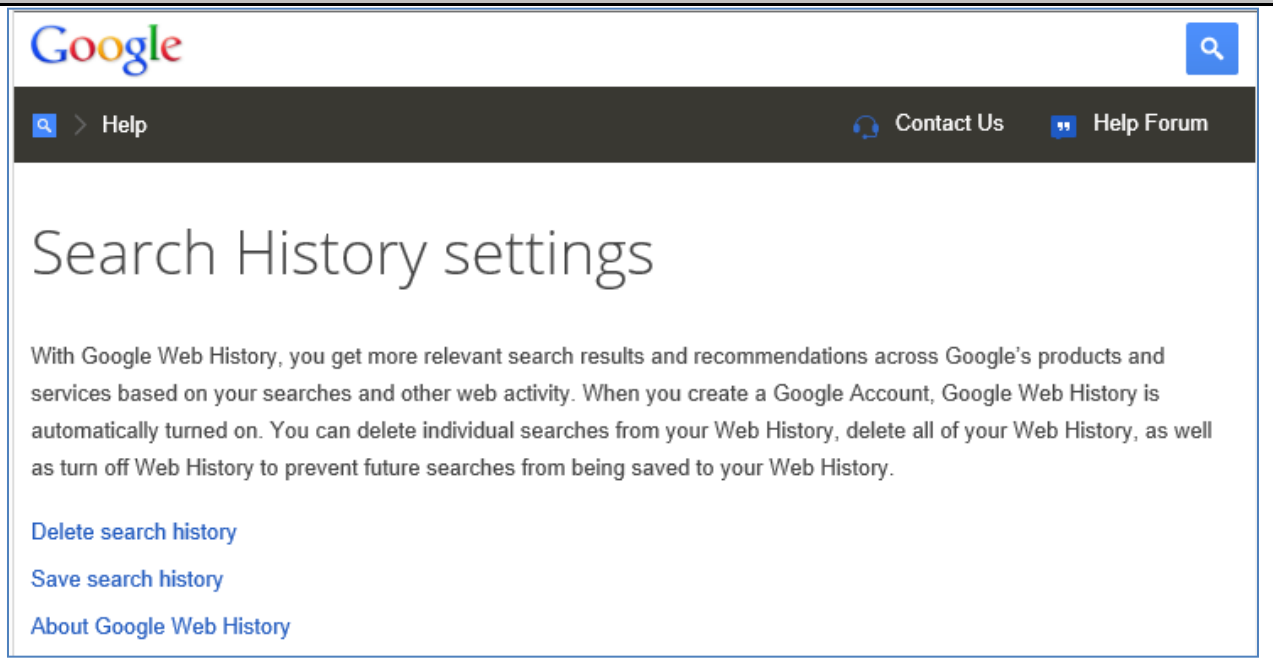 https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131

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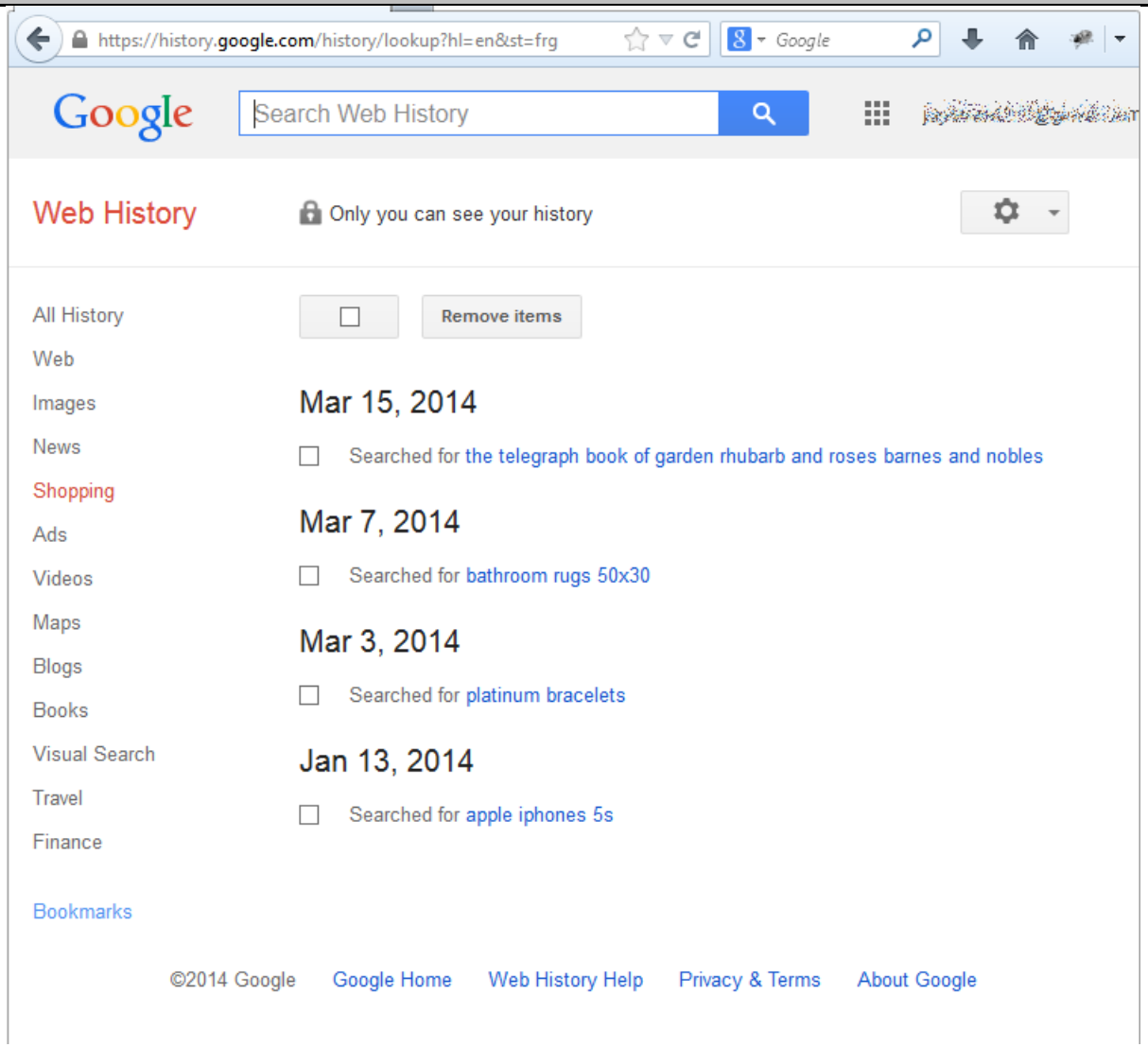

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Claim No. 11	
A method as claimed in claim 10, wherein the user profile data is based partially upon previous search results for the user.	Upon information and belief, the user profile data is based partially upon previous search results for the user. 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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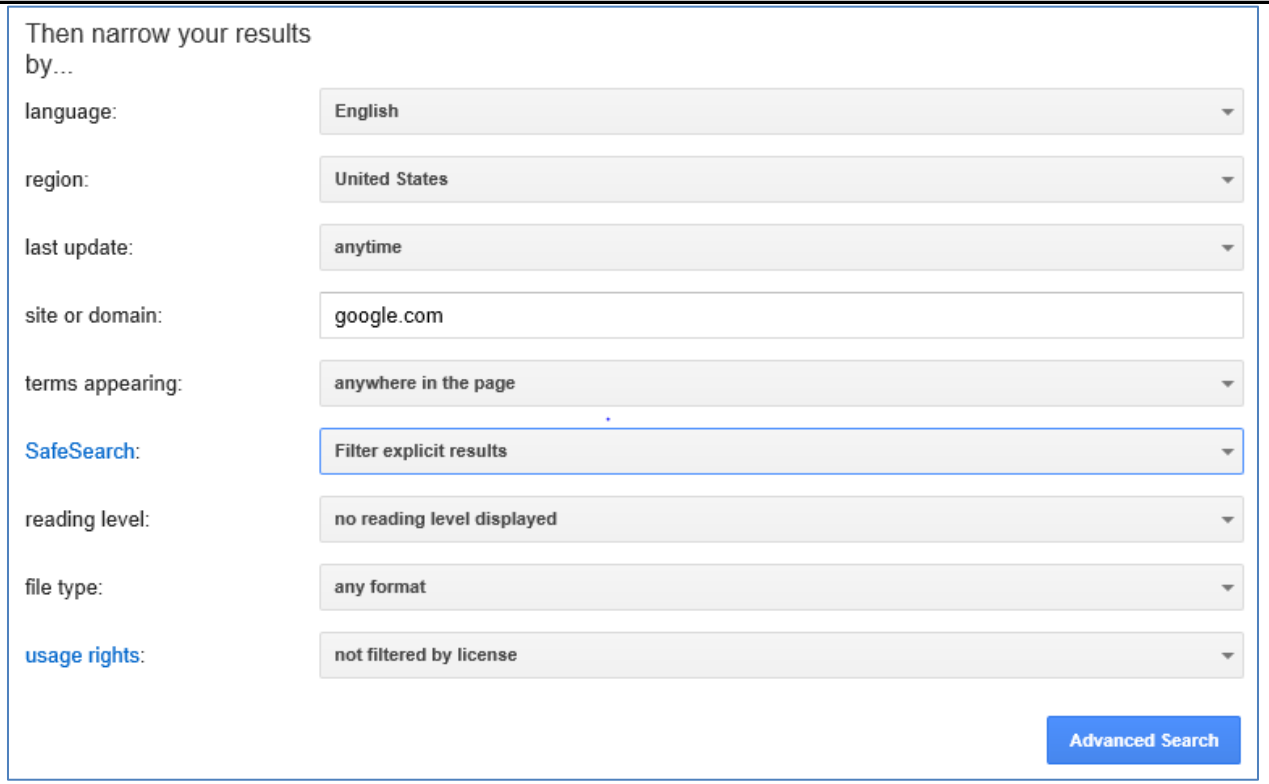

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Personalized Search for everyone

Posted: Friday, December 04, 2009

+1 25 Tweet 36 Like 161

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.

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.

http://googleblog.blogspot.com/2009/12/personalized-search-for-everyone.html

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About Google Web History

You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.

Your Web History is private. This means you need to be signed in to your Google Account to view your history.

View and manage your Web History

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 .

What is stored in your Web History

Google Web History saves information about your activity on the web, as well as details about your browser, including:

- 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

Browser history

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 .

How history works when you're signed out

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:

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.

https://support.google.com/accounts/answer/54068

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Types of cookies used by Google

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).

Category of use	Example
Preferences	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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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.

http://www.google.com/policies/technologies/types/

Types of location data used by Google

Different types of location information may be used in various Google products.

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.

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.

https://www.google.com/intl/en/policies/technologies/location-data/

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

Change your location on Google

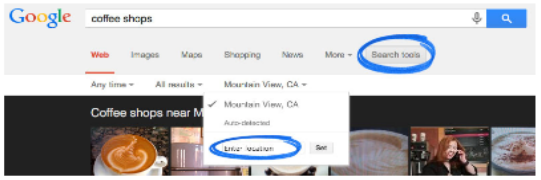
This article covers how to change your search location on your computer or tablet. Learn how to update your search location on your phone.

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.

Change your location

To change your location on your computer or tablet, follow these steps:

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**.



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.

See results from a certain location

- See results near a certain location
- See results from your country
- Search on Google.com instead of your local Google domain

How location is auto-detected

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:

- Your IP address.
- Google Toolbar's My Location feature if it's turned on.

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

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```
GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2%
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Connection: keep-alive
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(KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36
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```

GET request of "Advanced Search"

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.	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. See claims 6 and 8 above.
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.	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. See claim 8 above.

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Using keyword matching options

- 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.

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.

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 **return on investment**.

https://support.google.com/adwords/answer/2497836?hl=en

How similar keywords match to search terms

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.

https://support.google.com/adwords/answer/2756257?hl=en

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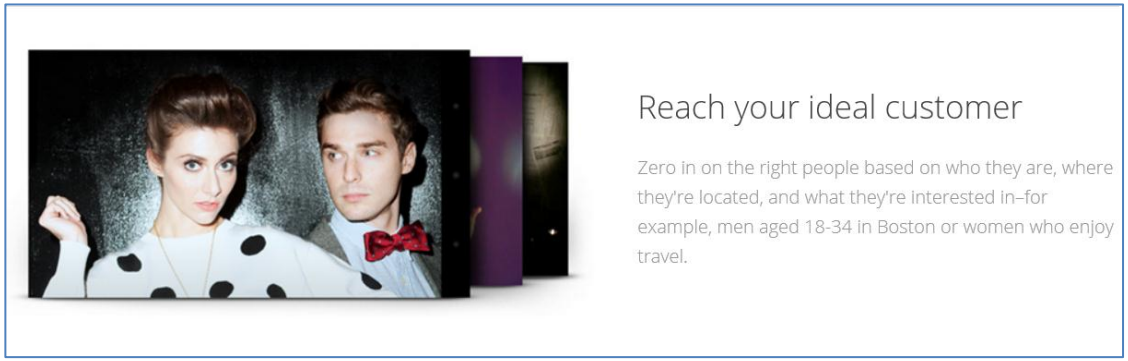 http://www.youtube.com/yt/advertise/why-it-works.html

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About targeting groups

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.

A single targeting group can contain the following types of targets:

- **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:
  - 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.

https://support.google.com/youtube/answer/2454017?hl=en

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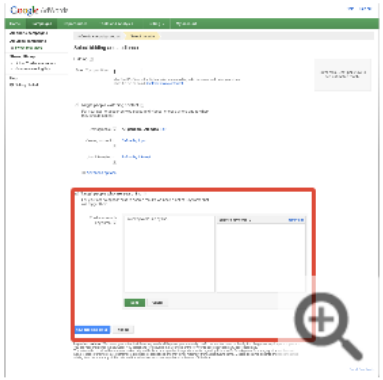
2. **Target people who are searching (TrueView in-search):**

   - Search keywords: Enter keywords to reach viewers searching YouTube for video content.



Note

Only In-Search ads will be targeted with these keywords.

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.

https://support.google.com/youtube/answer/2454017?hl=en

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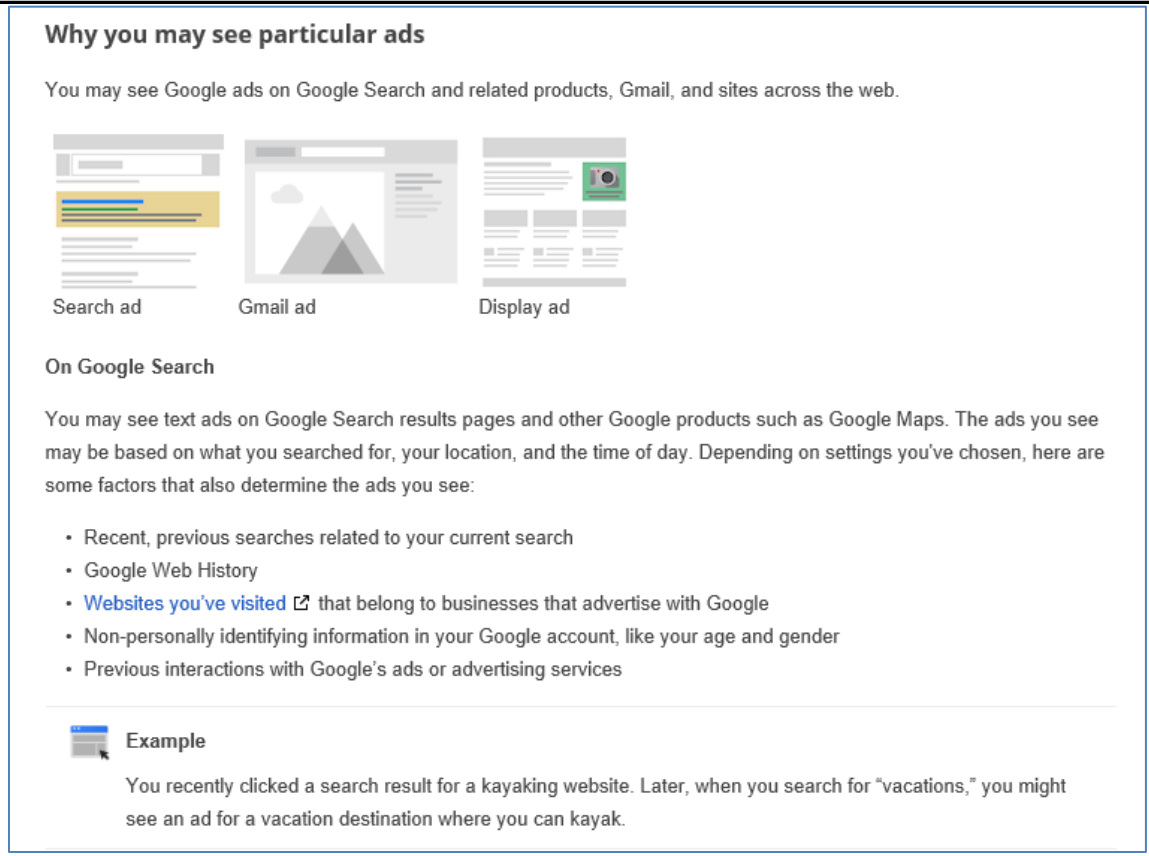

Why you may see particular ads

You may see Google ads on Google Search and related products, Gmail, and sites across the web.

Search ad Gmail ad Display ad

On Google Search

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:

- 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

Example

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.

https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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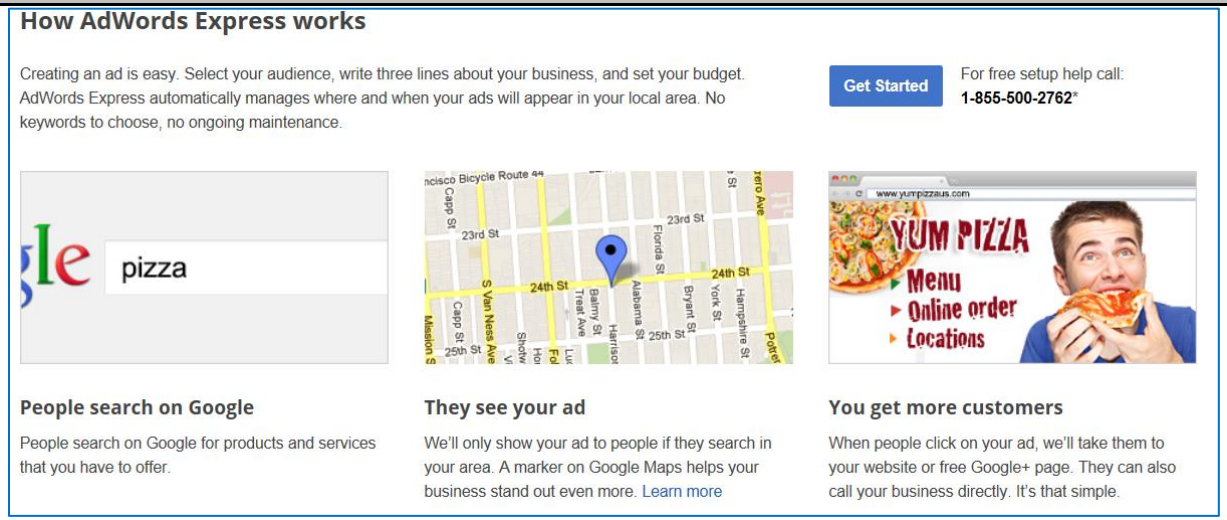
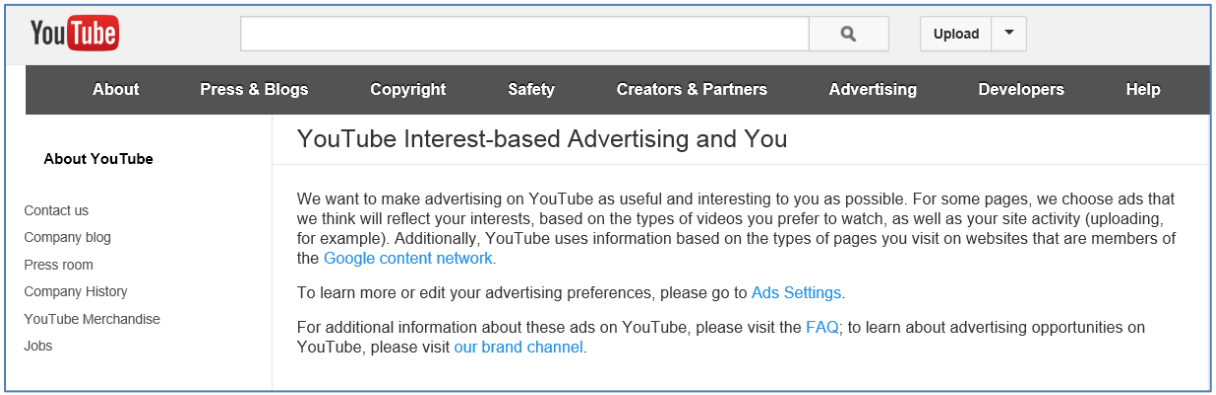


http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et



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

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 16	
A method as claimed in claim 8, wherein: the server computer is a database search engine computer; and	The server computer is a database search engine computer. See claim 8 above. About the Google Search Network 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. **Where your ads can appear** 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: • **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. • **On other sites that are part of the Search Network (search partners)**: Ads might appear alongside or above search results on our search partners' sites, such as AOL. https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771

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Google Custom Search Results Page

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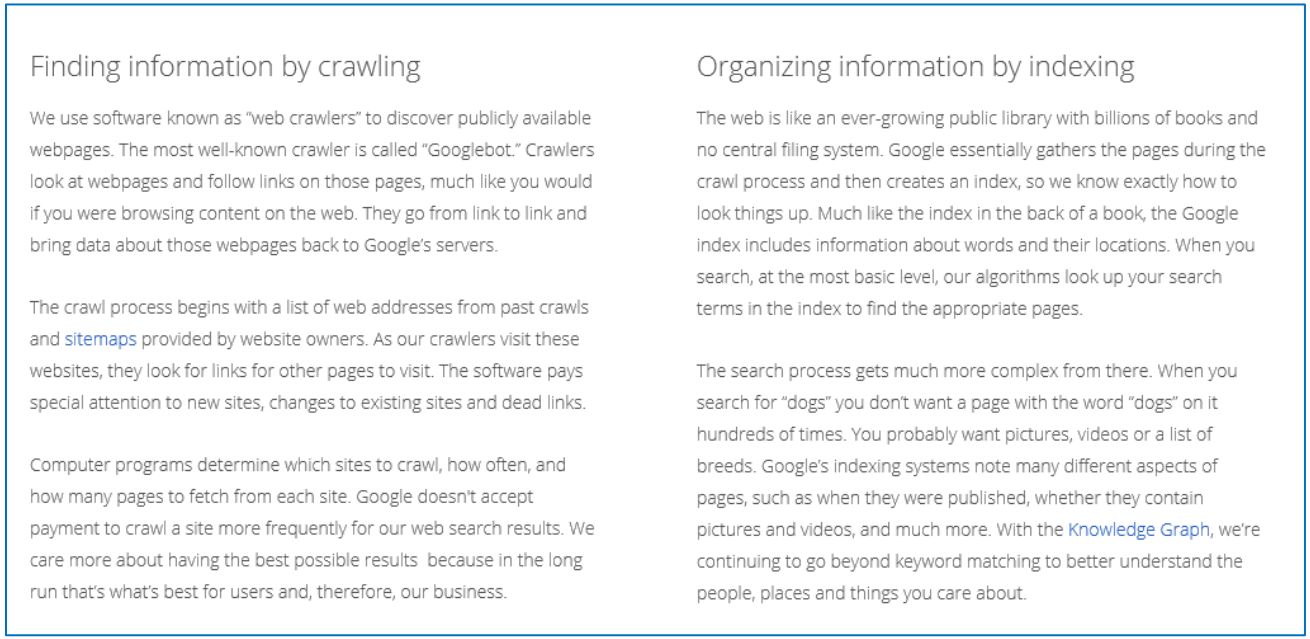

Finding information by crawling

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.

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.

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.

Organizing information by indexing

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.

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.

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

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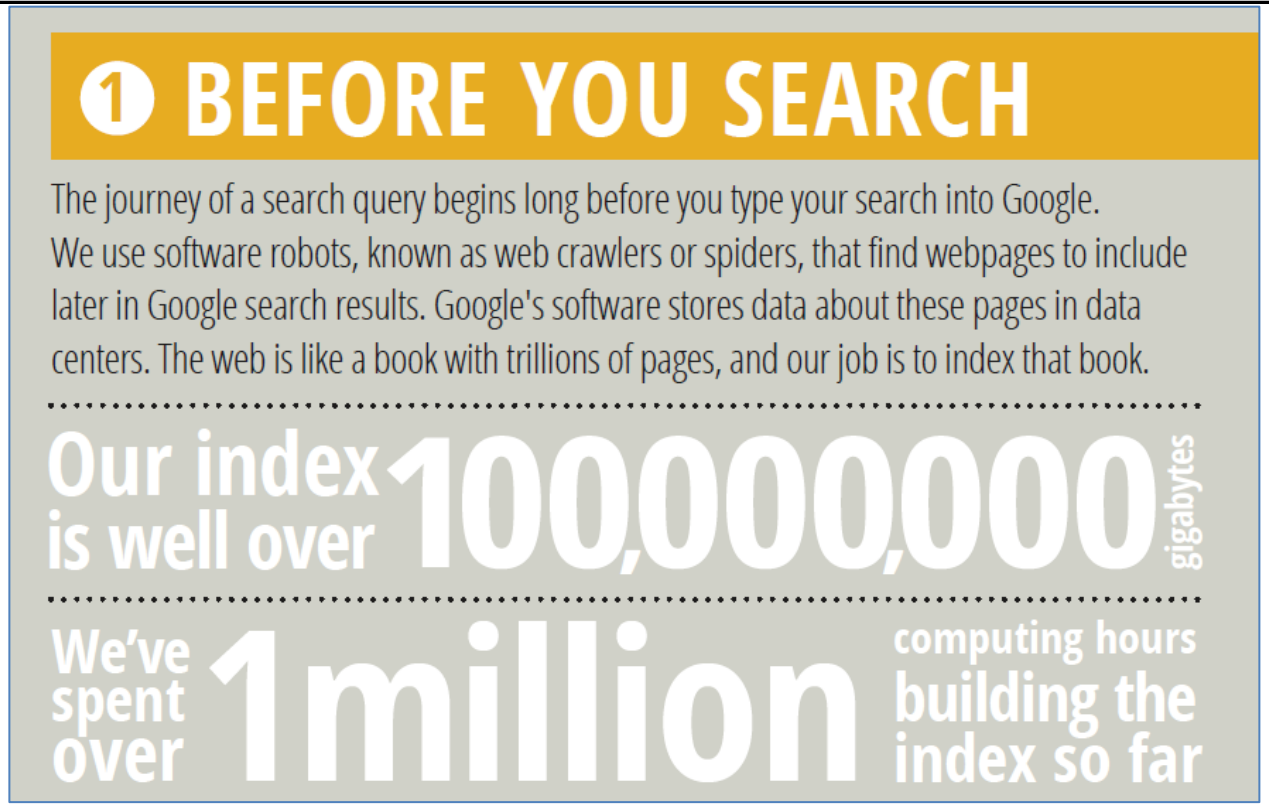

https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf

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	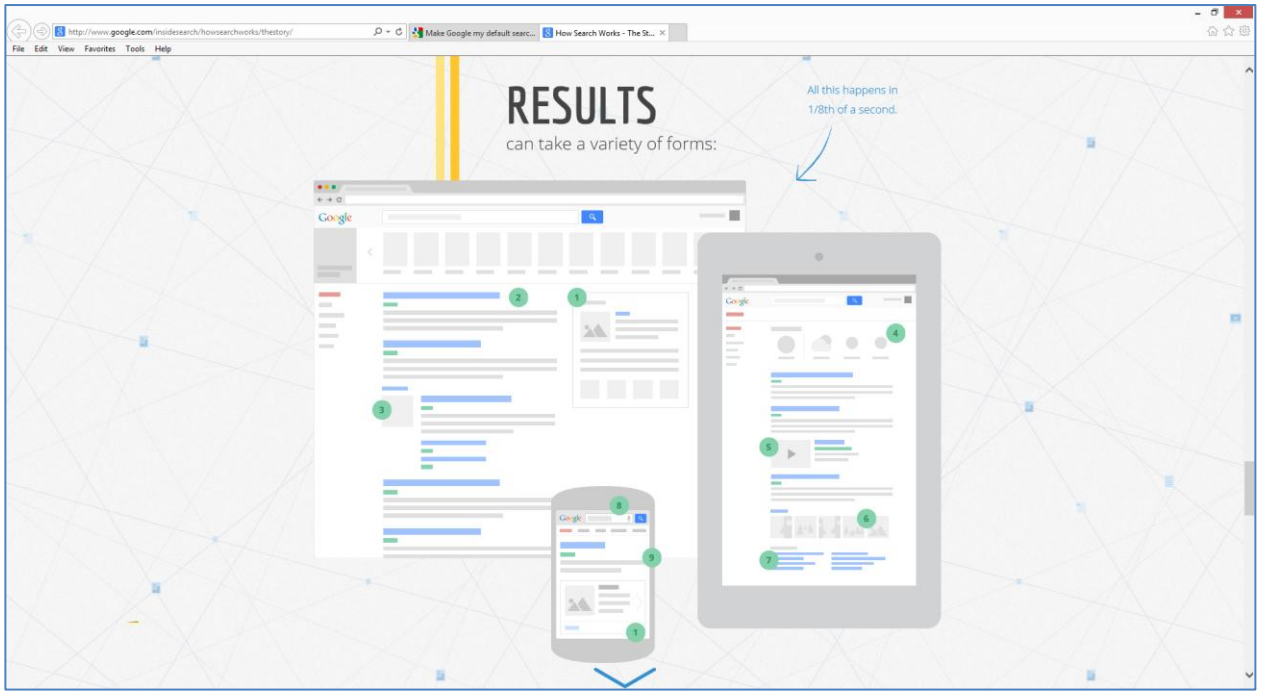 http://www.google.com/insidesearch/howsearchworks/thestory/
the client computer is an associate search engine computer.	The client computer is an associate search engine computer. See above.

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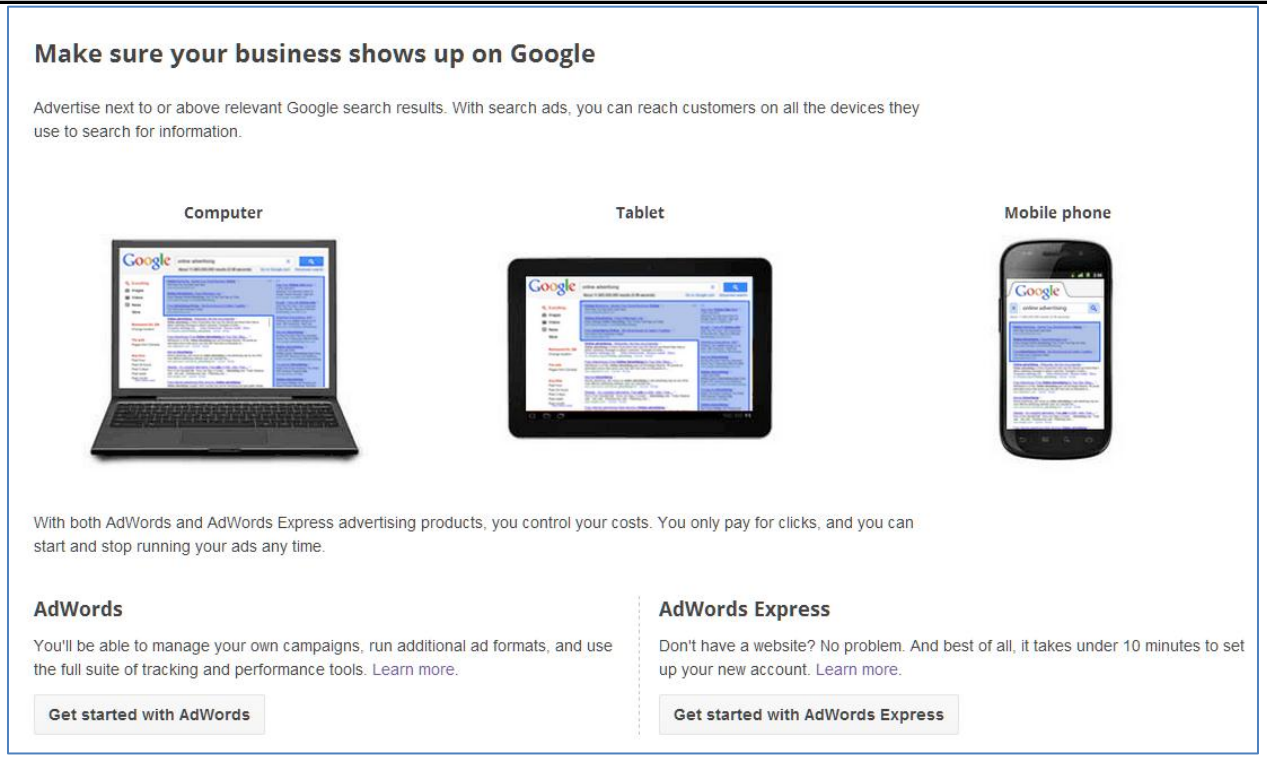
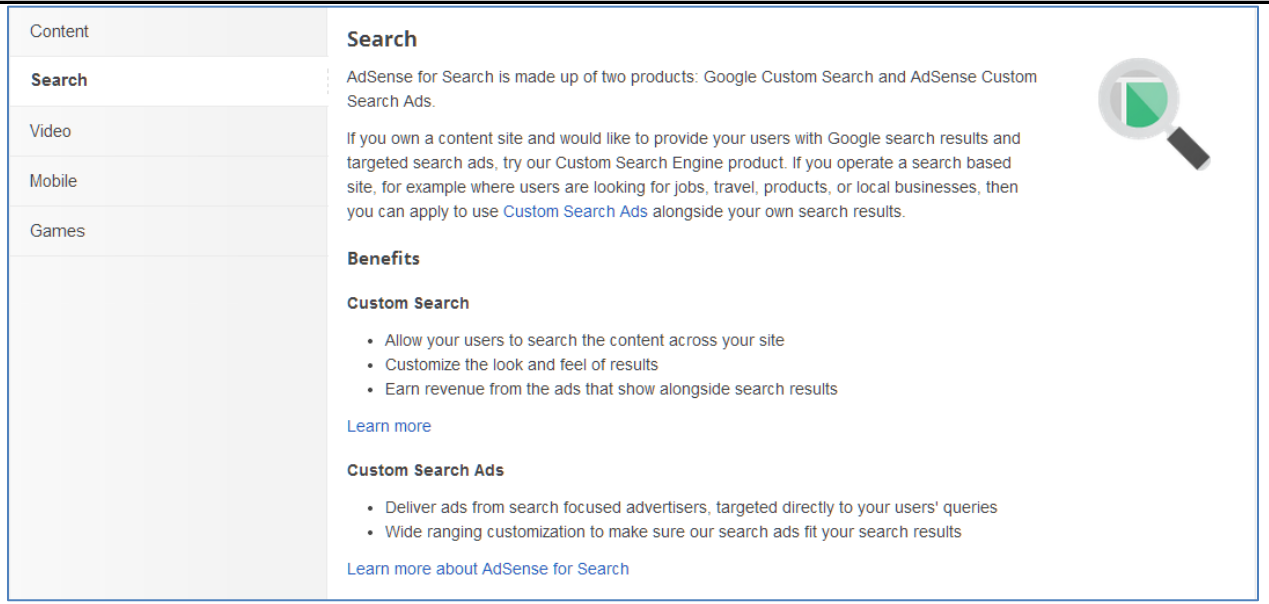


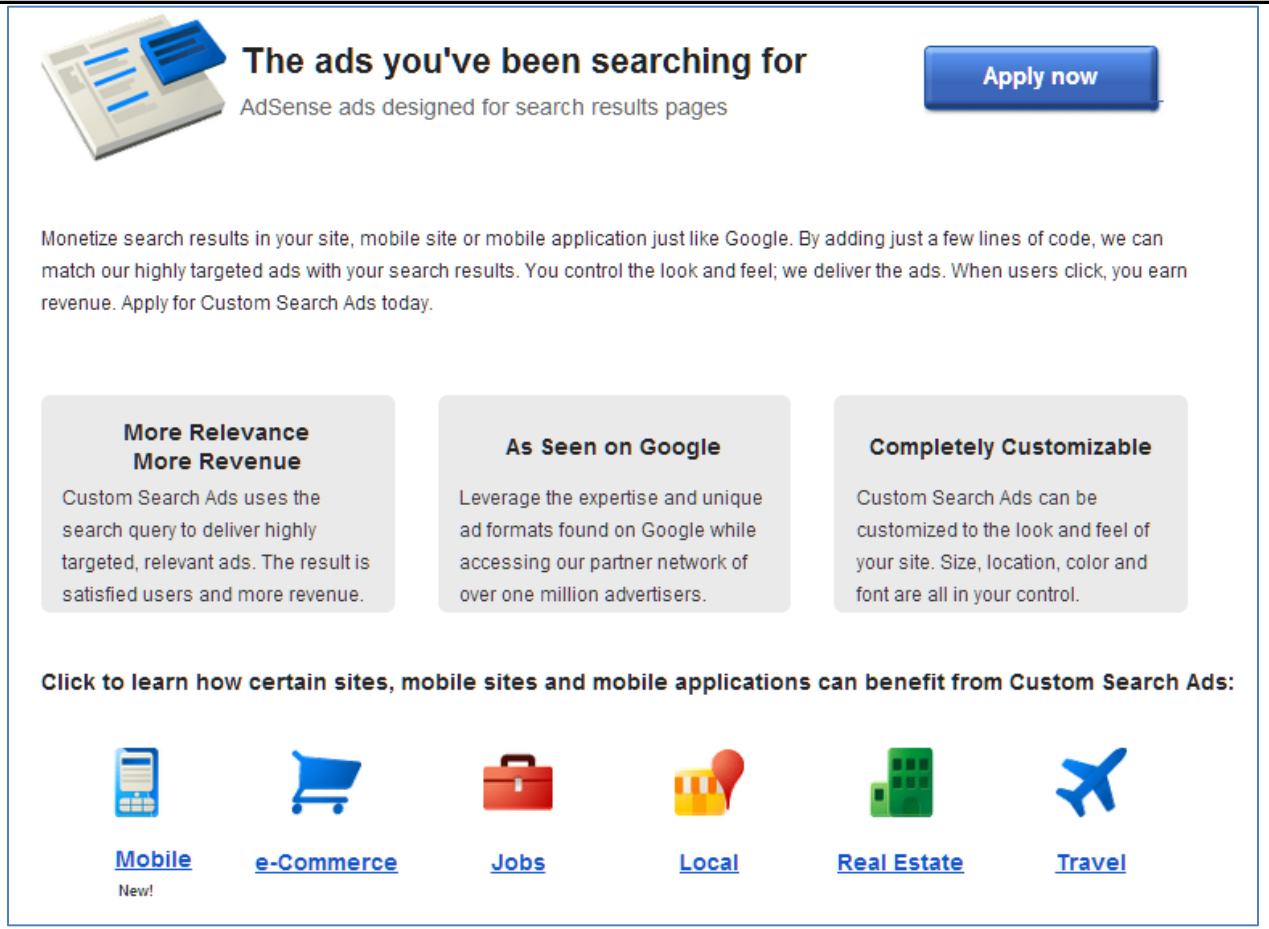
http://www.google.com/ads/searchads/

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



http://www.google.com/adsense/start/products.html#tab=search

U.S. PATENT NO. **7,236,969**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



https://developers.google.com/custom-search-ads/?csw=1#utm_medium=et&utm_campaign=en&utm_source=ww-ww-et-nelson_adsense

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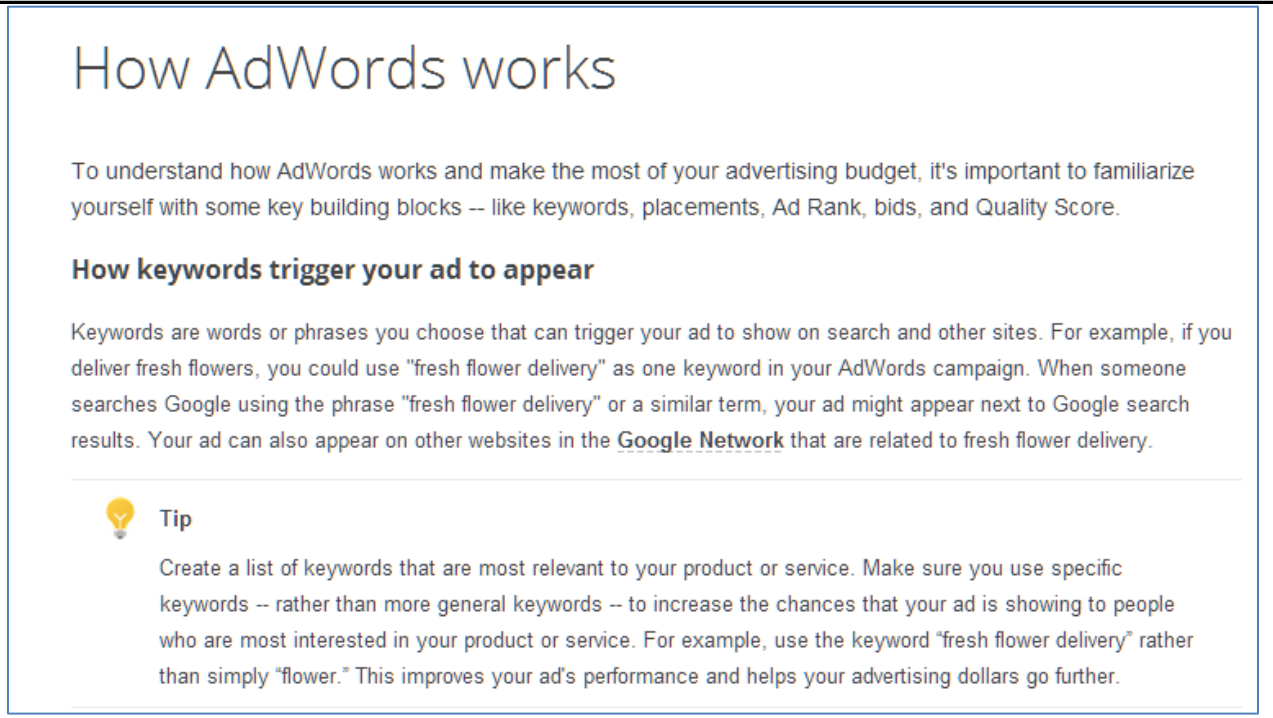

How AdWords works

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.

How keywords trigger your ad to appear

Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the **Google Network** that are related to fresh flower delivery.

Tip

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.

https://support.google.com/adwords/answer/2497976?hl=en&ref_topic=3121763

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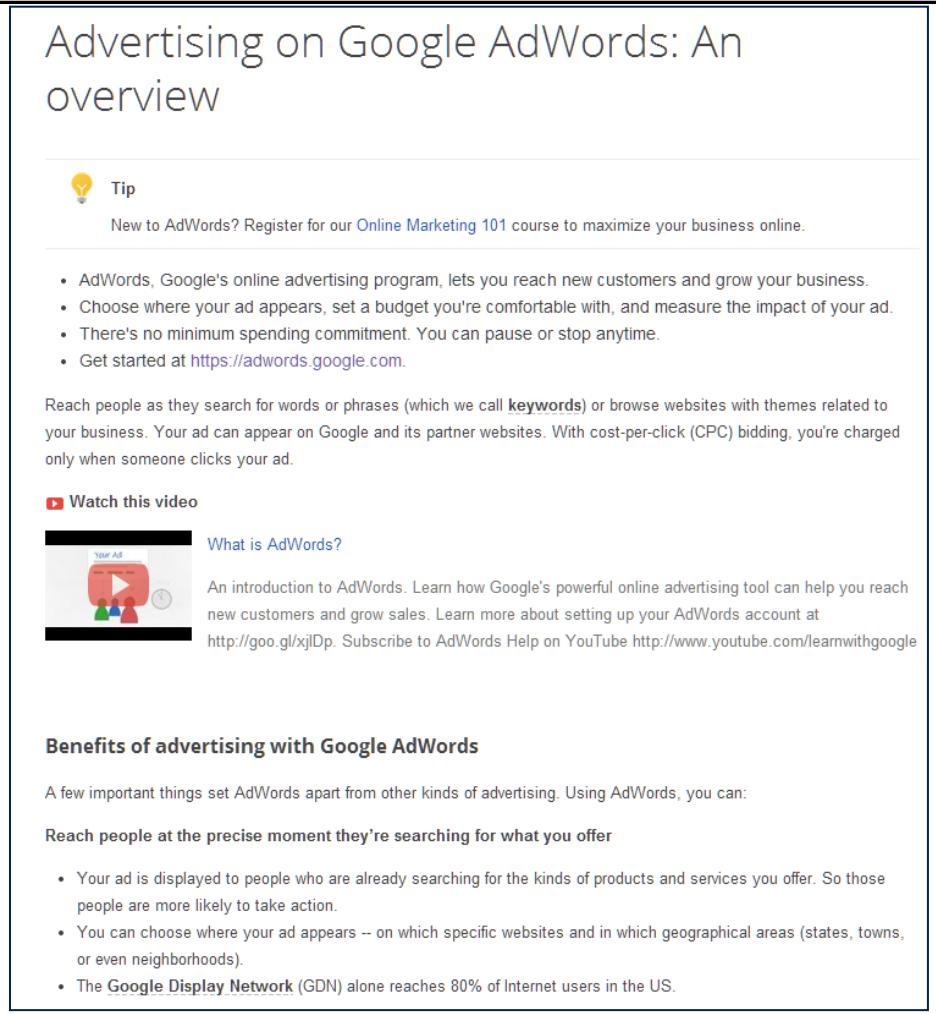

Advertising on Google AdWords: An overview

Tip

New to AdWords? Register for our Online Marketing 101 course to maximize your business online.

- 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.

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.

Watch this video

What is AdWords?

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/xjlDp. Subscribe to AdWords Help on YouTube http://www.youtube.com/learnwithgoogle

Benefits of advertising with Google AdWords

A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:

Reach people at the precise moment they're searching for what you offer

- 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.

https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1

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	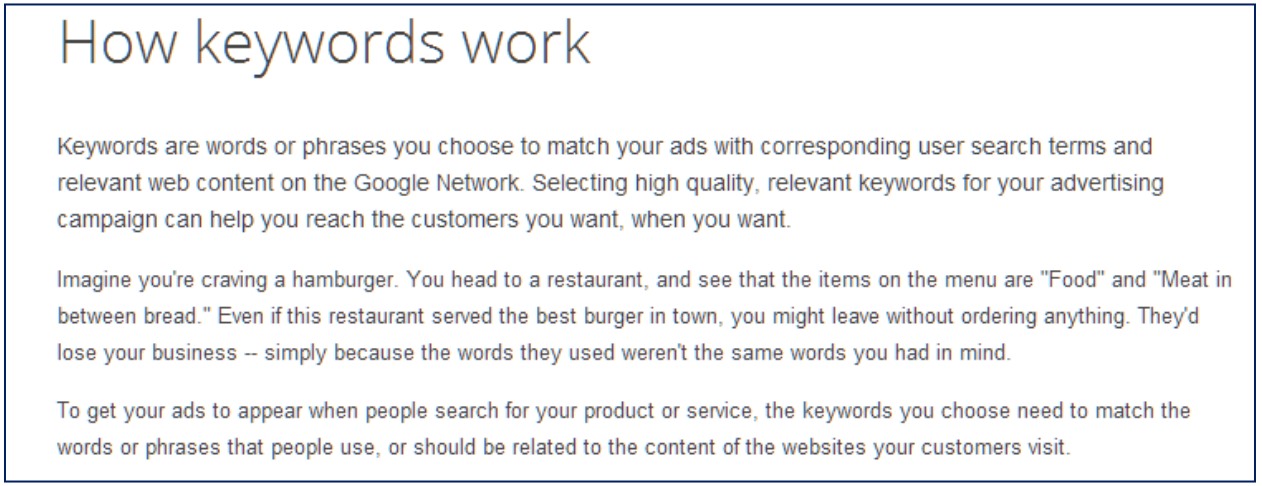 https://support.google.com/adwords/answer/1704371
Claim No. 17	
An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:	Google's advertising services and applications constitute the claimed system. The 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 claims 1 and 8 above.

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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 and receives a search request from the user, the search request including a search argument corresponding to the desired information. See claims 1 and 8 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 having data network related information and being contained on the server computer;	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. See claims 1 and 8 above. /

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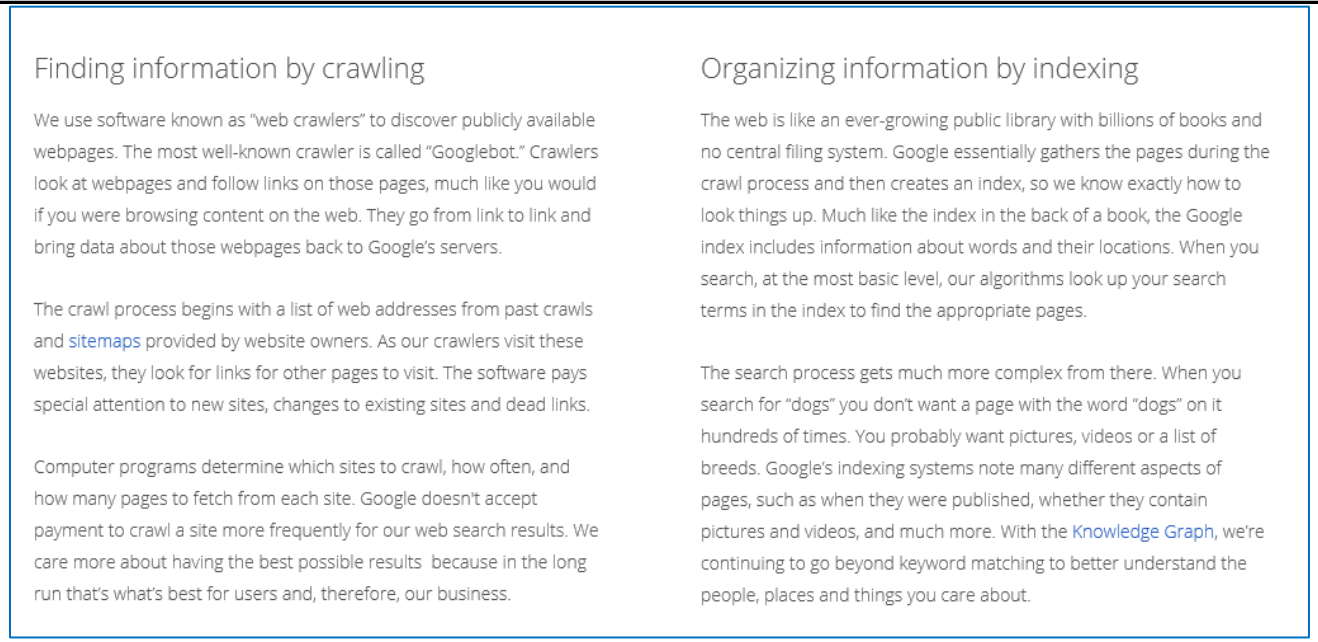

Finding information by crawling

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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.

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.

Organizing information by indexing

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.

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.

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

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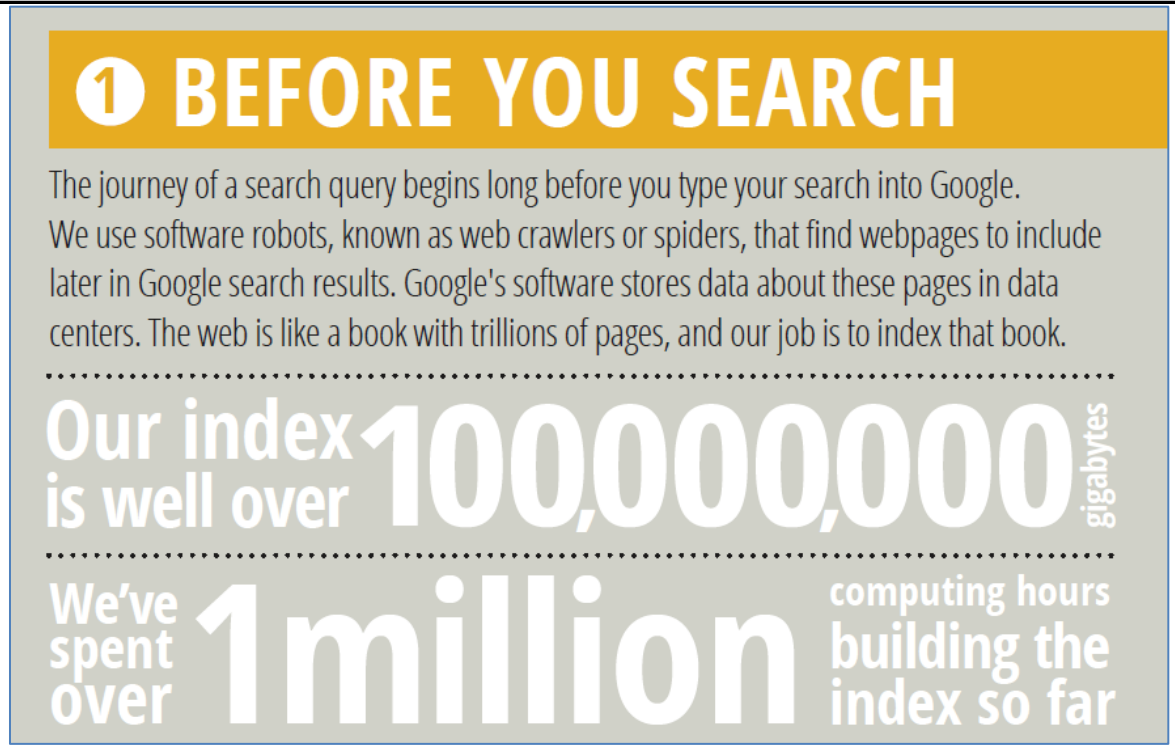

https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf

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	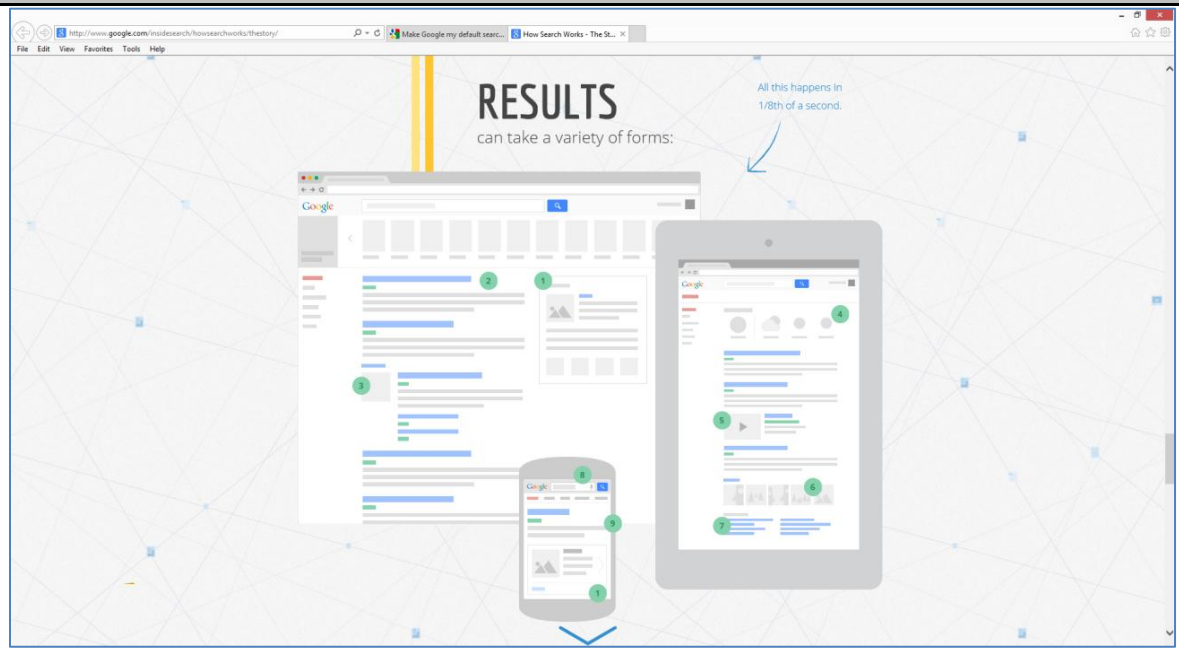 http://www.google.com/insidesearch/howsearchworks/thestory/
an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	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. See claims 1 and 8 above.

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Using keyword matching options

- 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.

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.

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 **return on investment**.

https://support.google.com/adwords/answer/2497836?hl=en

How similar keywords match to search terms

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.

https://support.google.com/adwords/answer/2756257?hl=en

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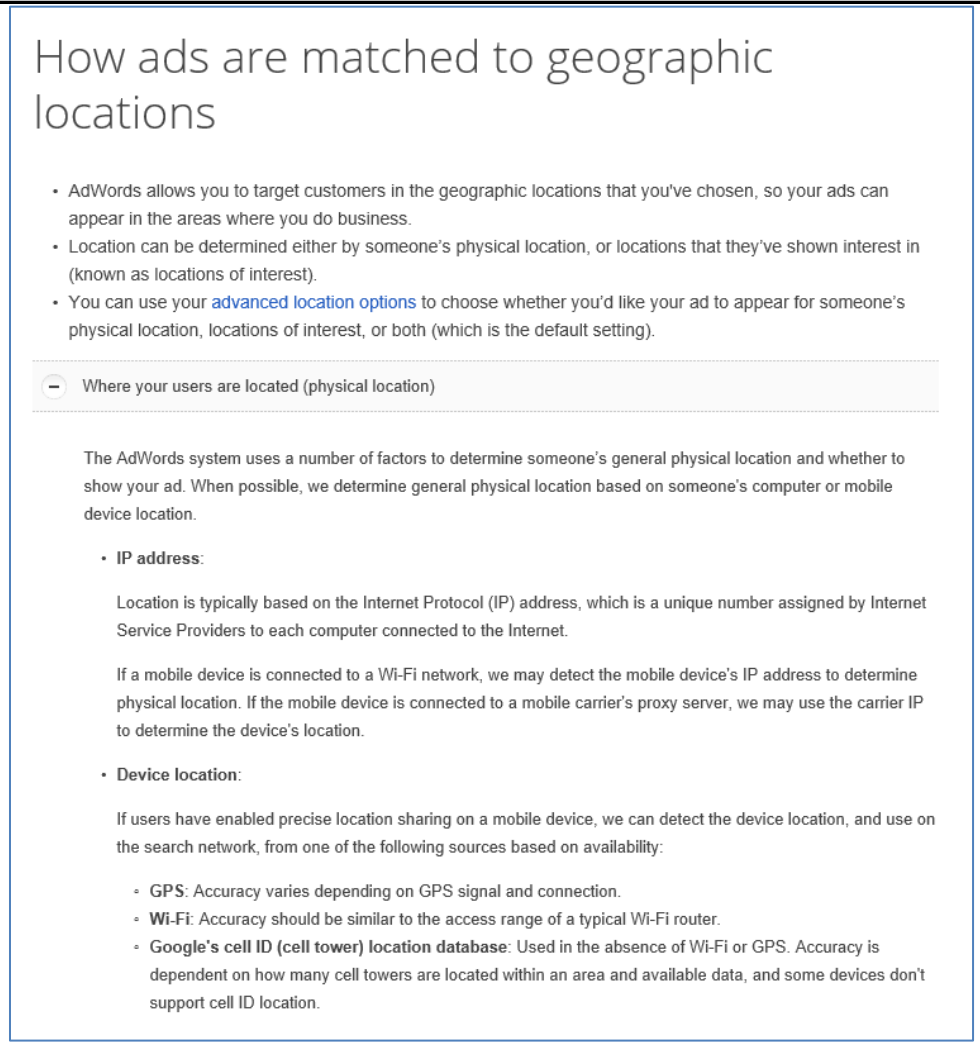

How ads are matched to geographic locations

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- 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).

– Where your users are located (physical location)

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.

- **IP address**:

  Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.

  If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.

- **Device location**:

  If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:

  - **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.

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

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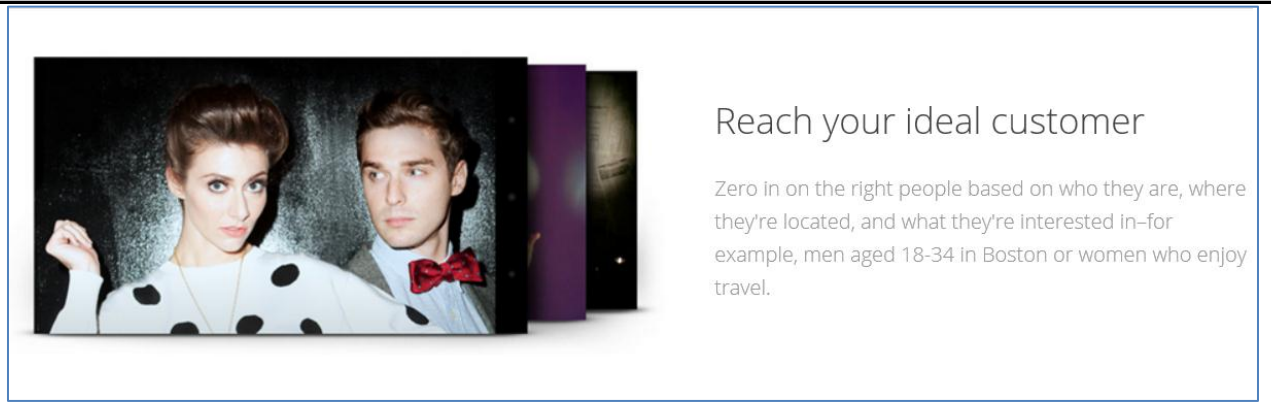
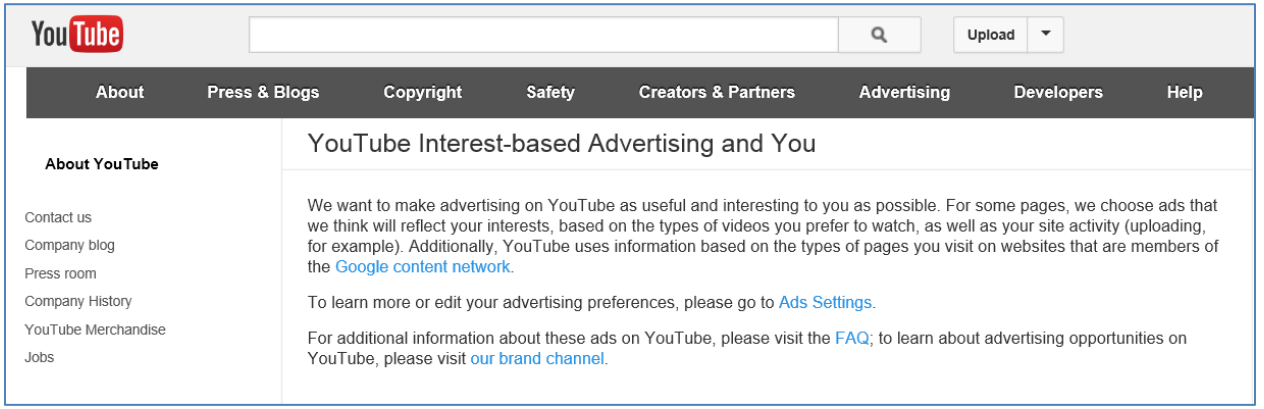


http://www.youtube.com/yt/advertise/why-it-works.html



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

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About targeting groups

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.

A single targeting group can contain the following types of targets:

- **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:
  - 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.

https://support.google.com/youtube/answer/2454017?hl=en

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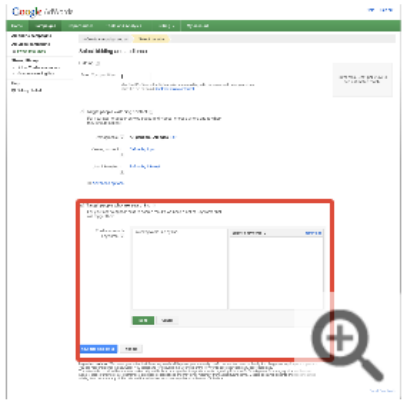
2. **Target people who are searching (TrueView in-search):**

   - Search keywords: Enter keywords to reach viewers searching YouTube for video content.



Note

Only In-Search ads will be targeted with these keywords.

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.

https://support.google.com/youtube/answer/2454017?hl=en

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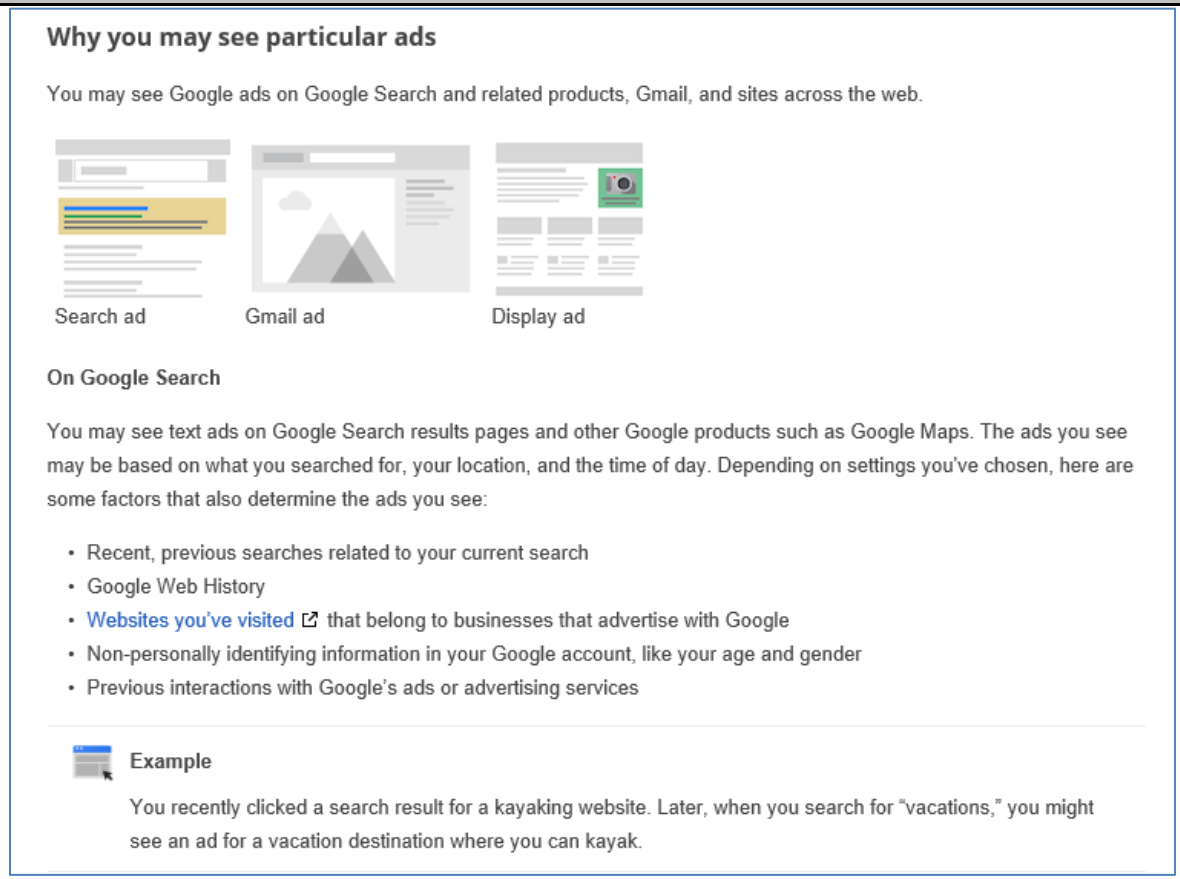

Why you may see particular ads

You may see Google ads on Google Search and related products, Gmail, and sites across the web.

Search ad Gmail ad Display ad

On Google Search

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:

- 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

Example

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.

https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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Types of cookies used by Google

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).

Category of use	Example
Preferences	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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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.

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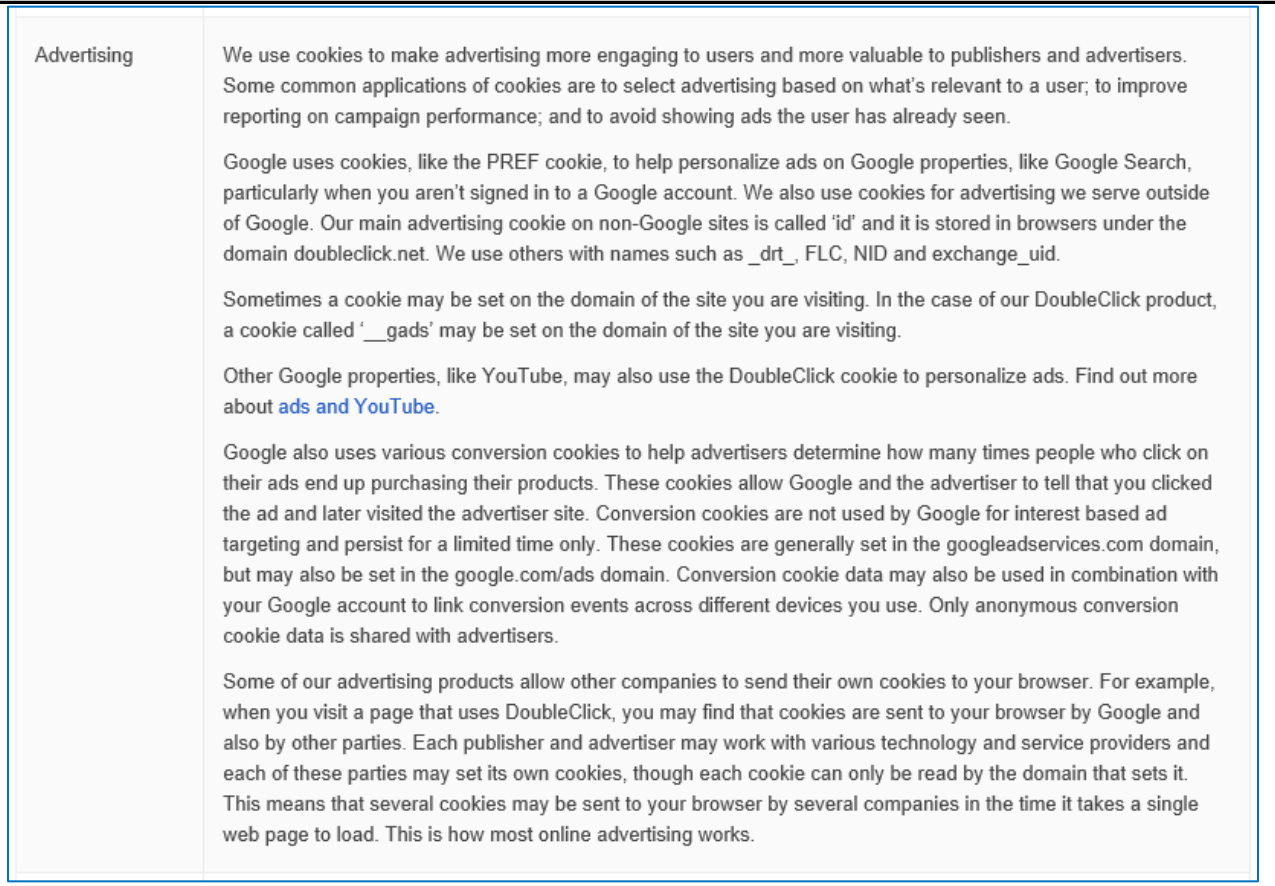

Advertising

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.

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.

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.

Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.

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.

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.

http://www.google.com/policies/technologies/types/

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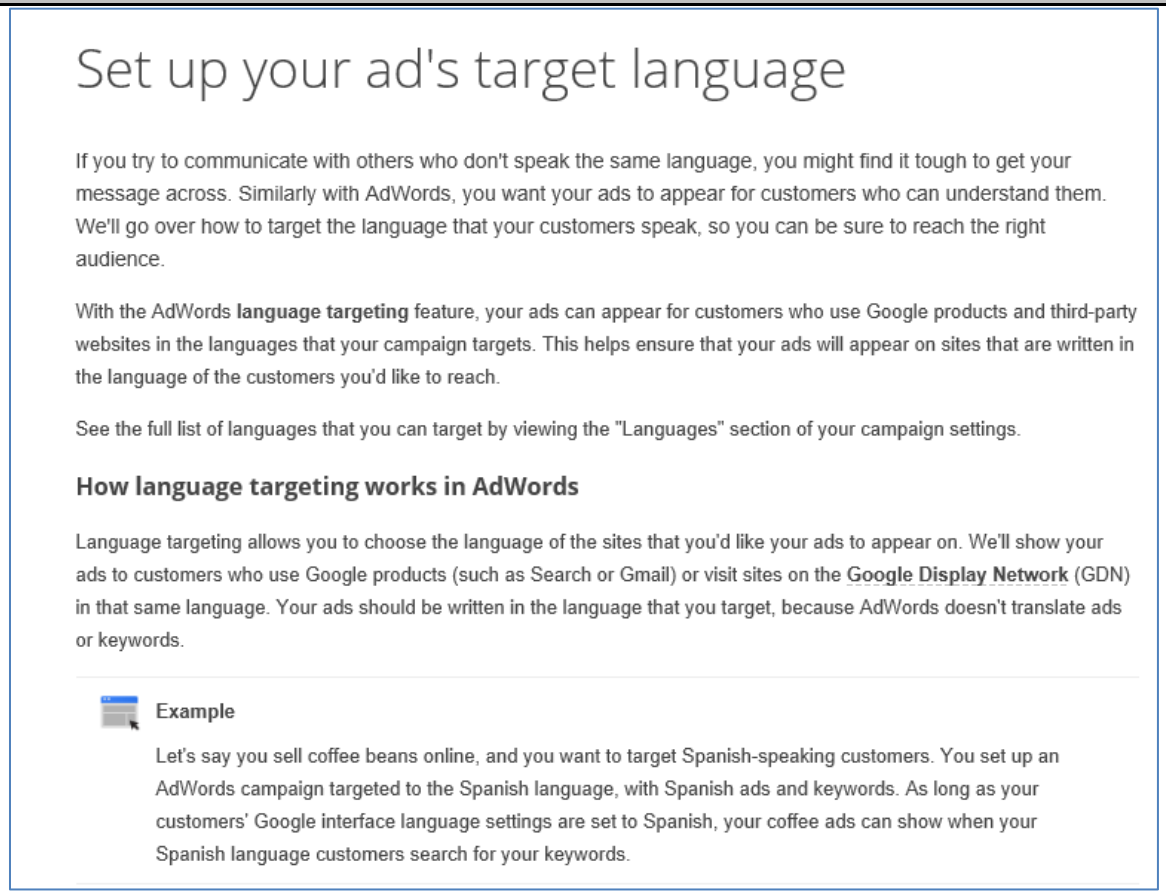

Set up your ad's target language

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.

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.

See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.

How language targeting works in AdWords

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.

Example

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.

https://support.google.com/adwords/answer/1722078?hl=en

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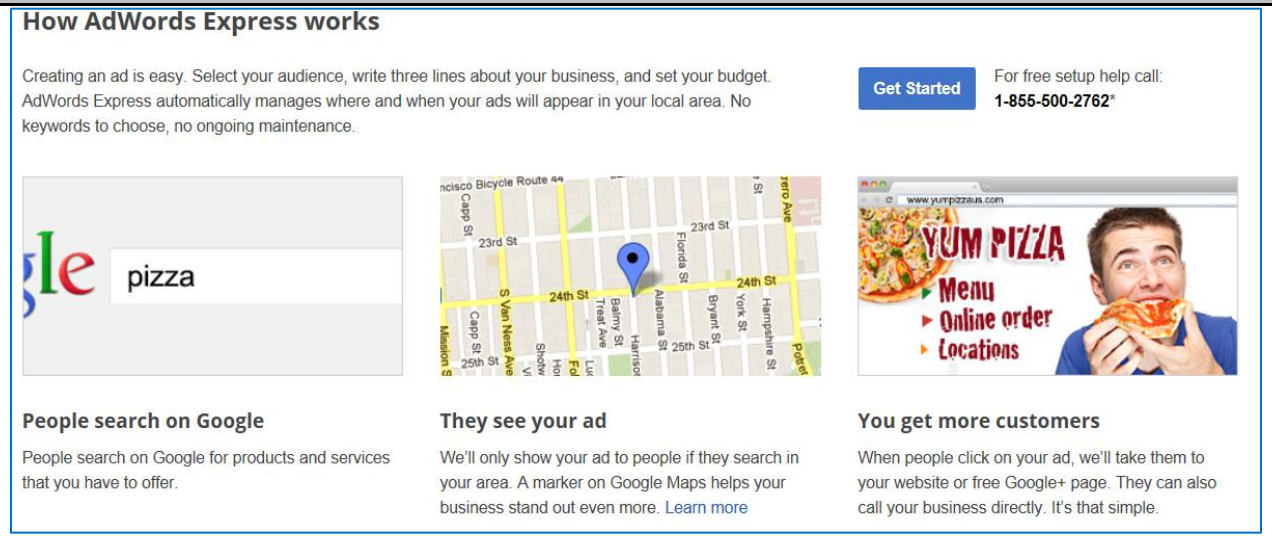

http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et

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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.

English? Español? Estonian?
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.

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.

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.

Local, Regional, National or International?
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.

http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html

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	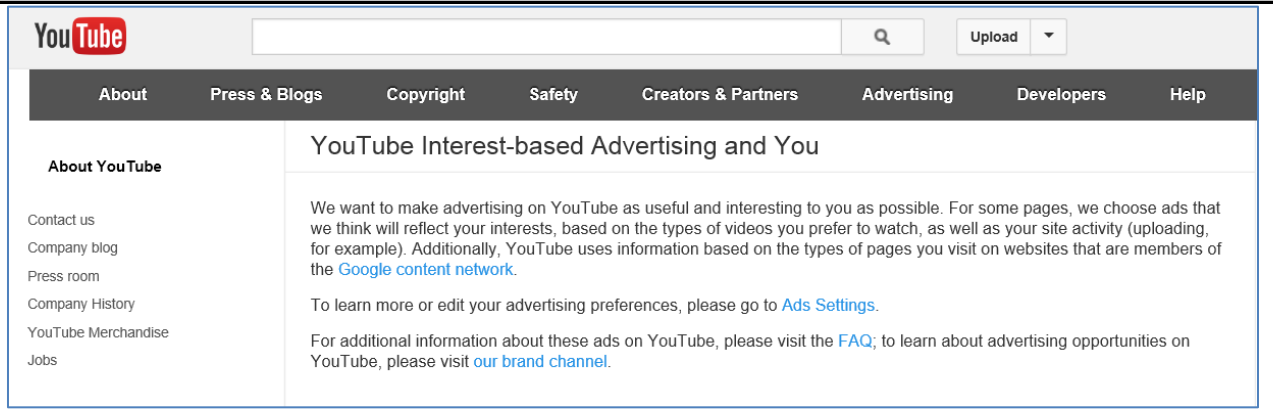 http://www.youtube.com/t/ads_preference
the server computer providing the search results together with the particular advertisement to the user.	The server computer provides the search results together with the particular advertisement to the user. See claims 1 and 8 above.
Claim No. 18	
The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the	Based on information and belief, the associative search engine selects the particular advertisement based on the received search argument and user profile data See claims 2, 9, and 17 above.

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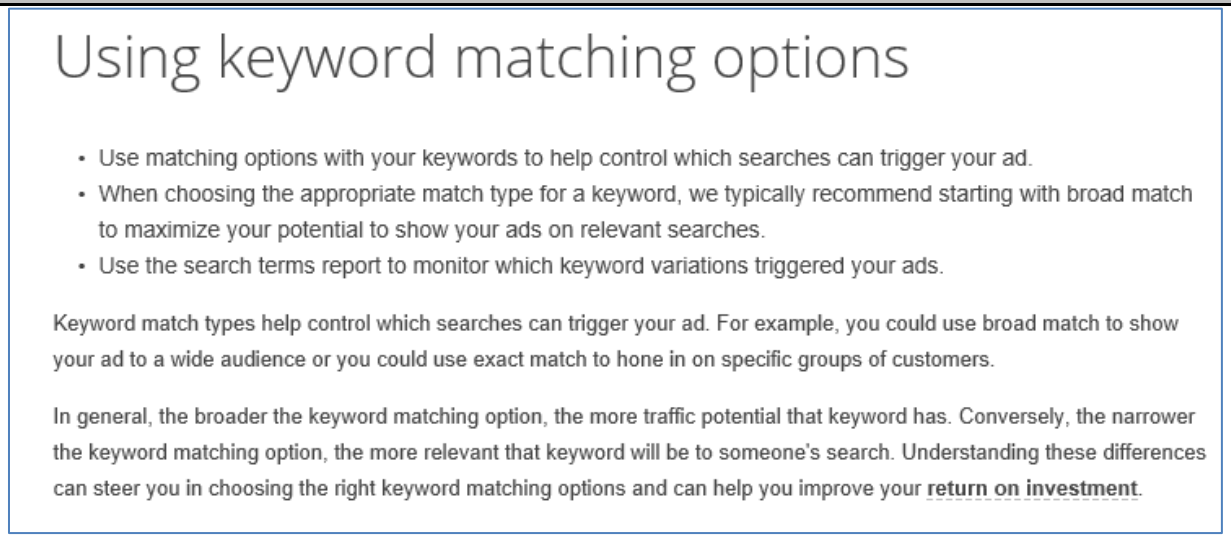
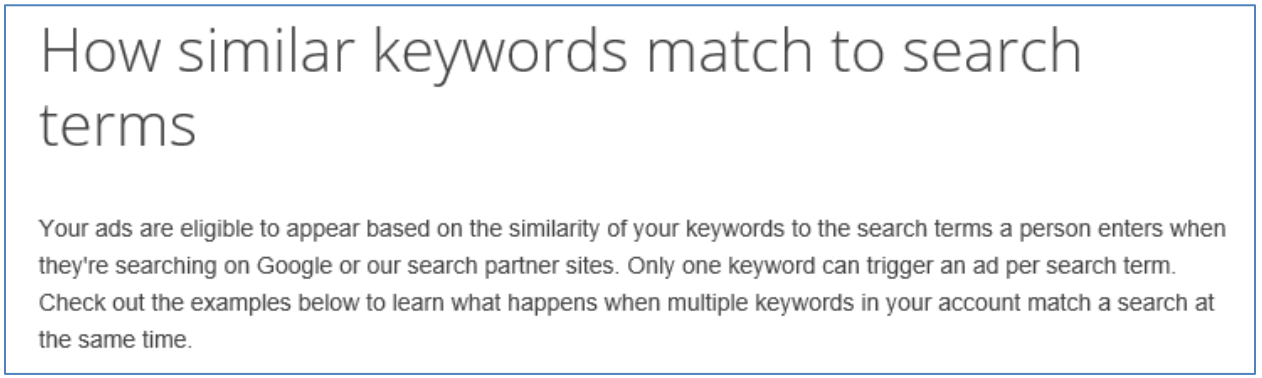
received search argument and user profile data.	 https://support.google.com/adwords/answer/2497836?hl=en  https://support.google.com/adwords/answer/2756257?hl=en

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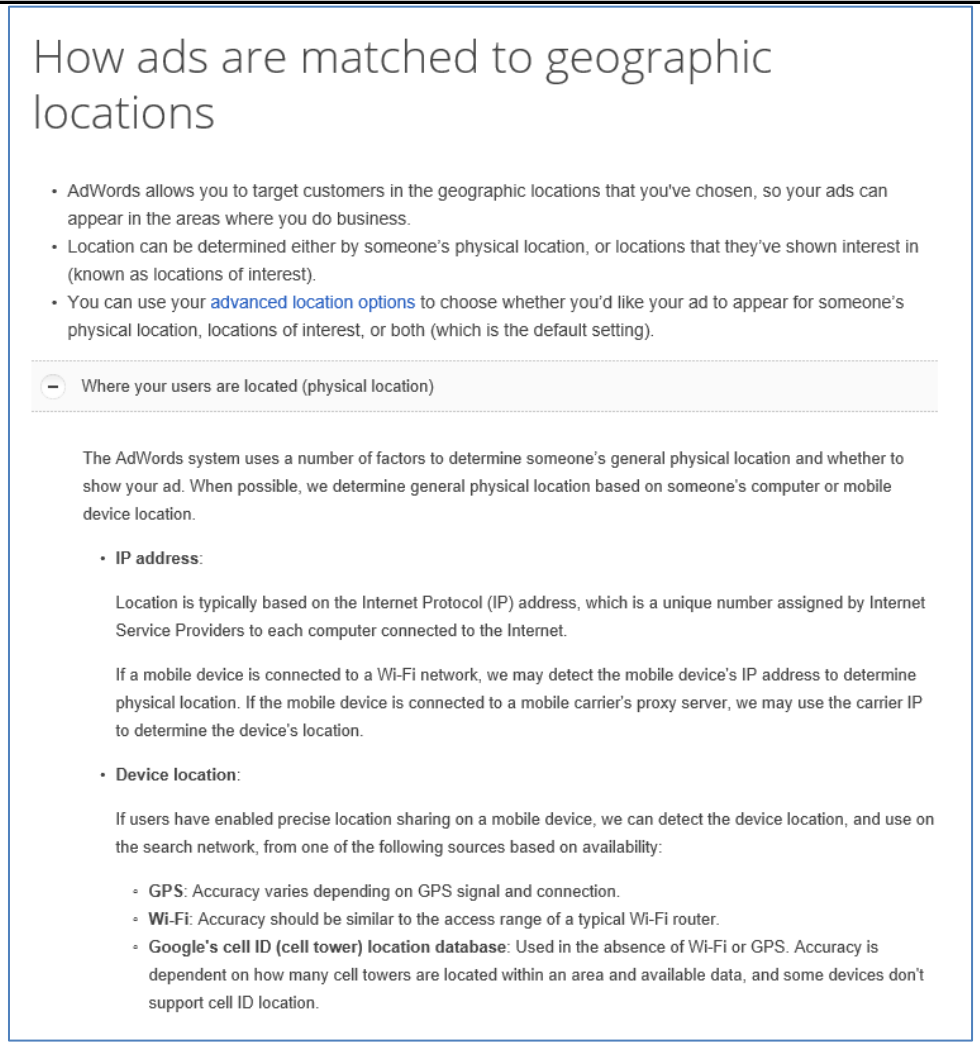

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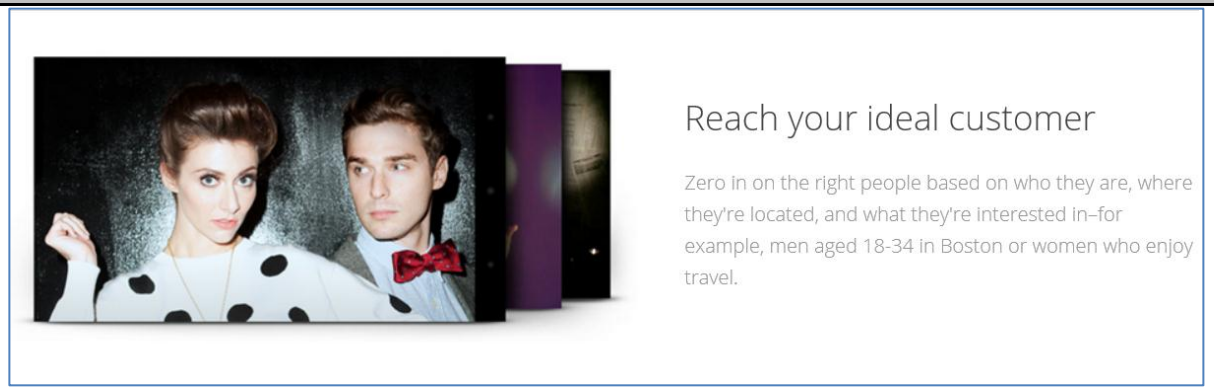

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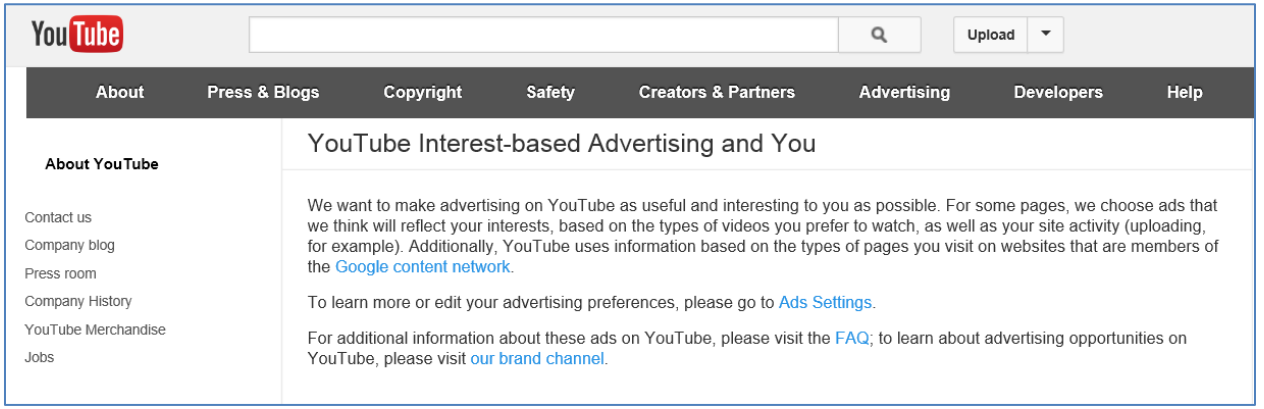

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- **Content keywords (Display Network):** These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos).
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https://support.google.com/youtube/answer/2454017?hl=en

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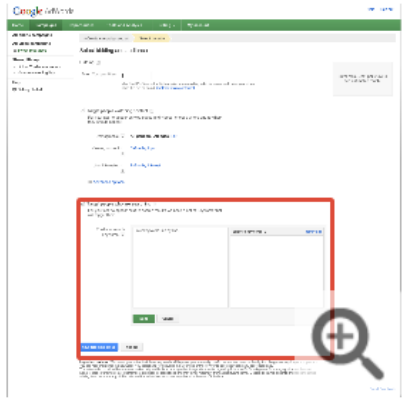

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Only In-Search ads will be targeted with these keywords.

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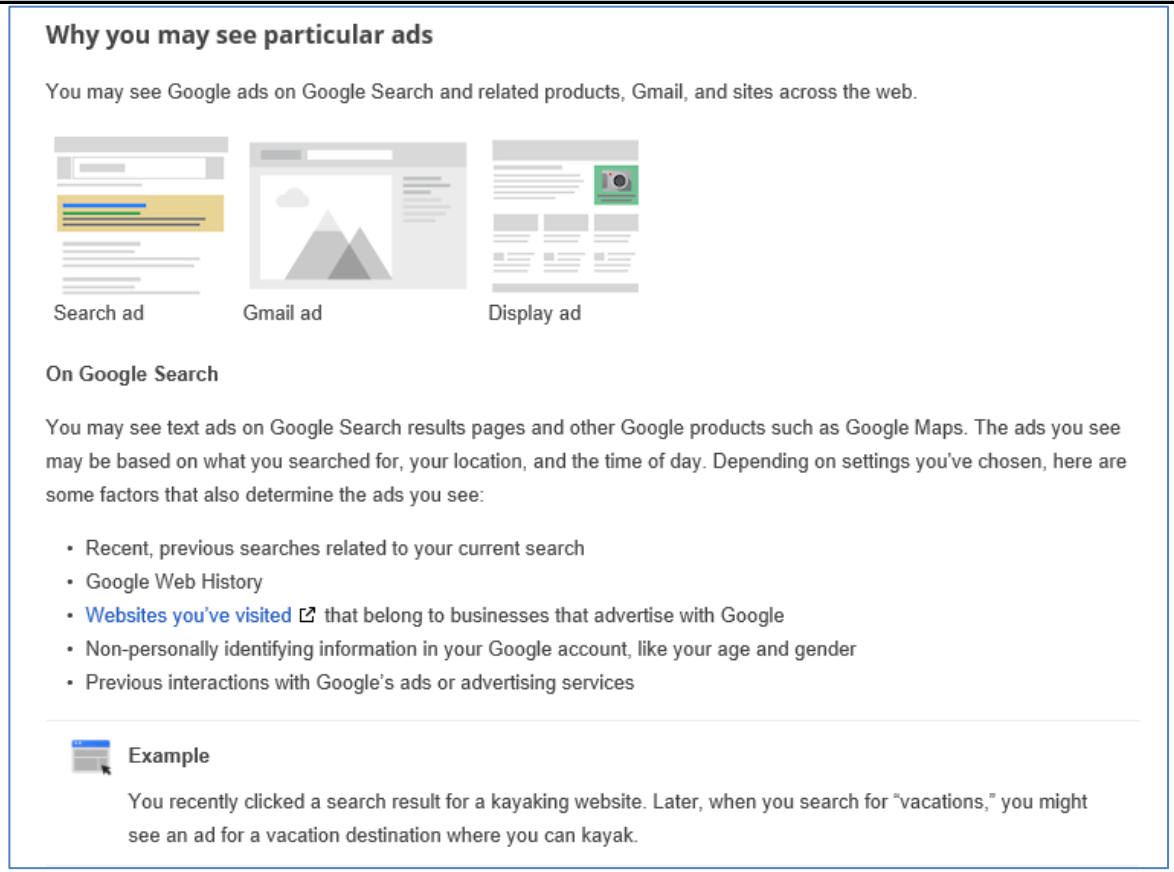

Why you may see particular ads

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Search ad Gmail ad Display ad

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Example

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.

https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788

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Types of cookies used by Google

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).

Category of use	Example
Preferences	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. Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working. 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.

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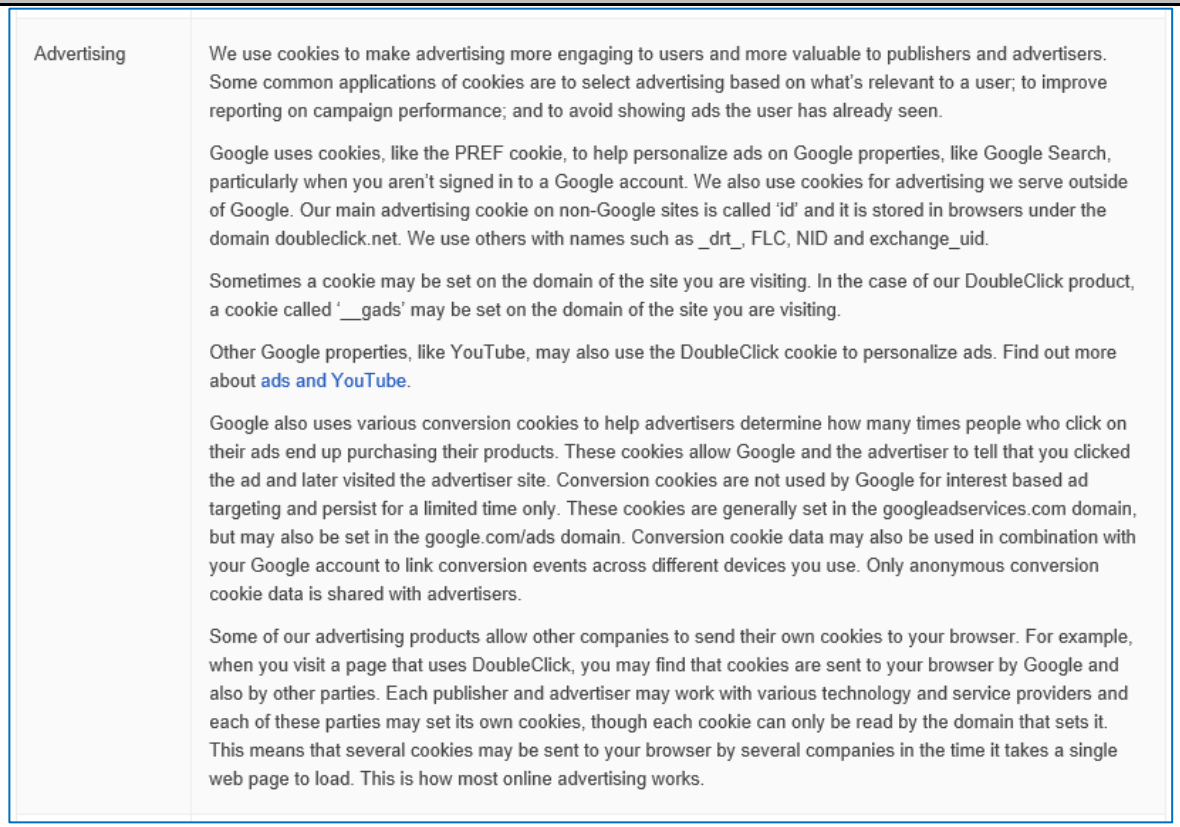

Advertising	We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen. 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. 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. Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube. 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. 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.

http://www.google.com/policies/technologies/types/

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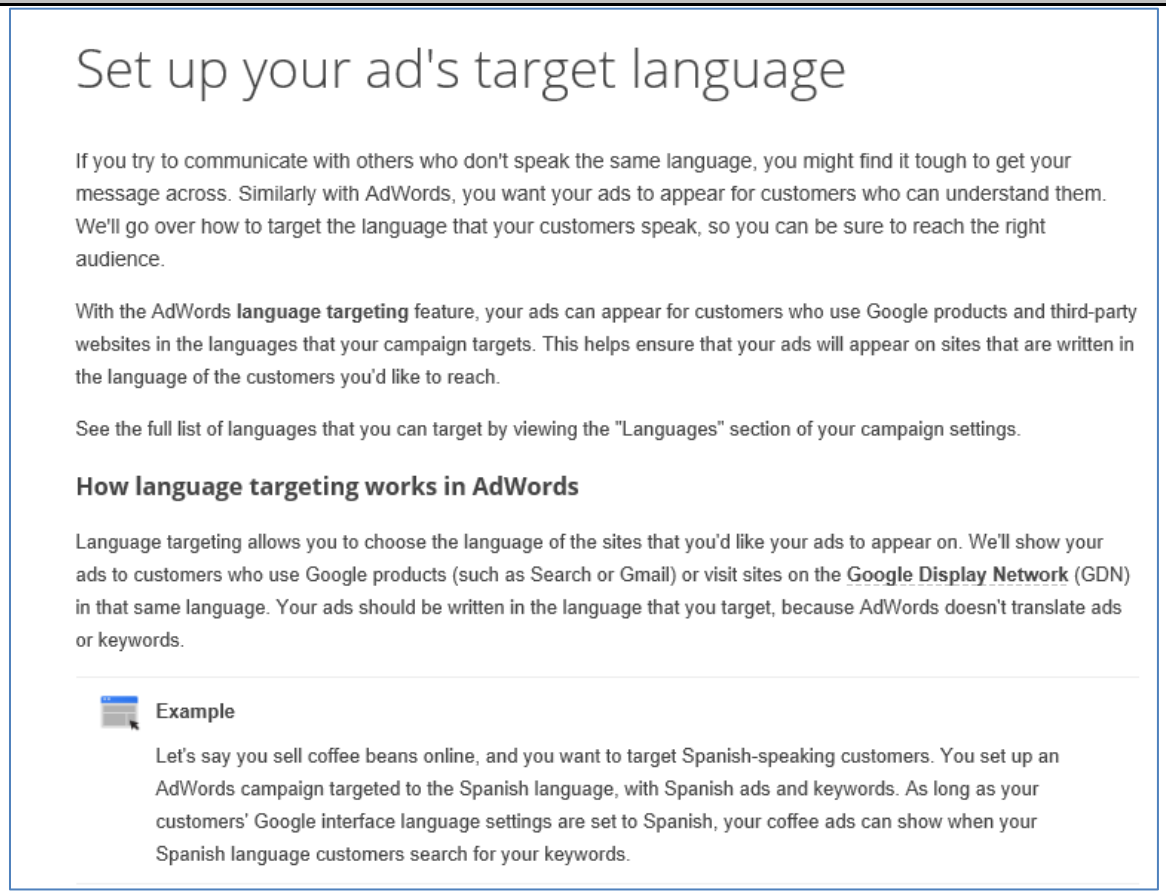

Set up your ad's target language

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.

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.

See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.

How language targeting works in AdWords

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.

Example

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.

https://support.google.com/adwords/answer/1722078?hl=en

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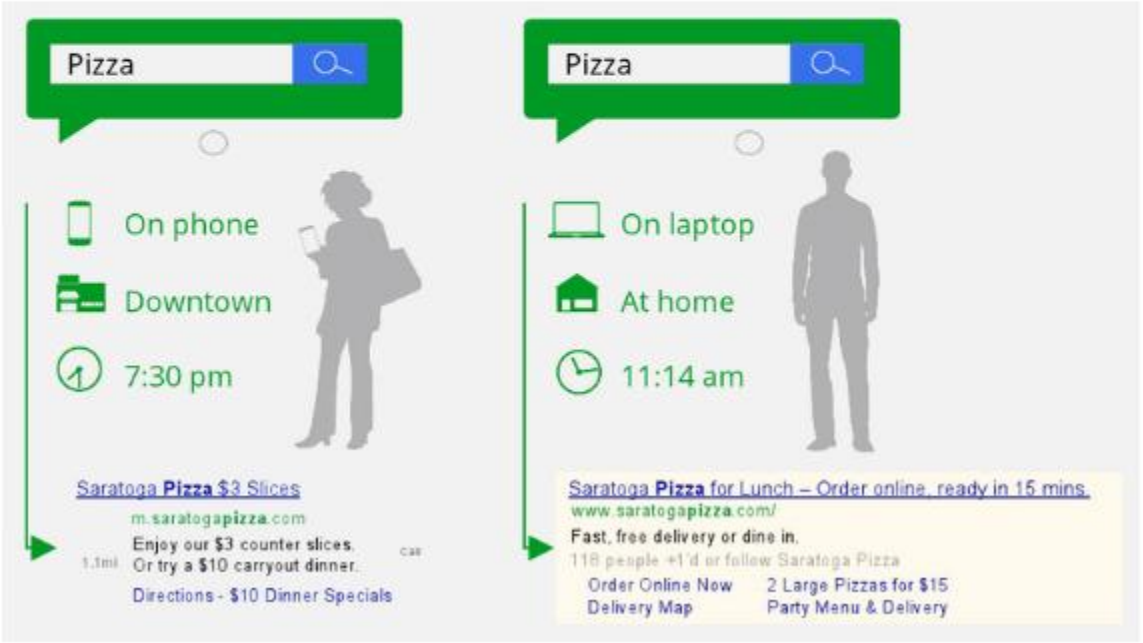
Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.



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

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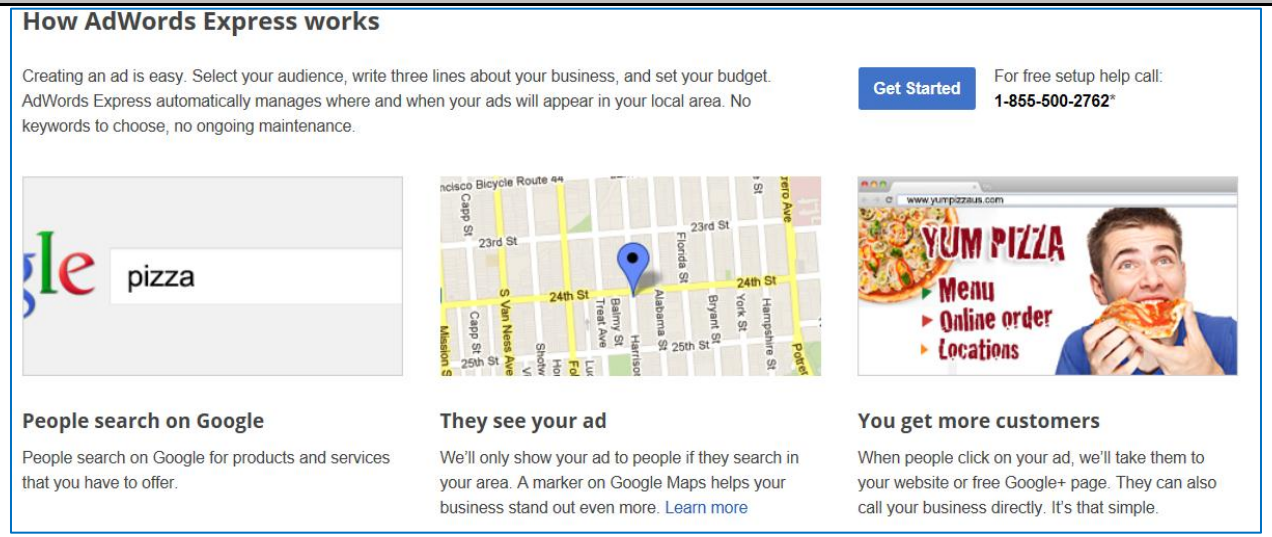
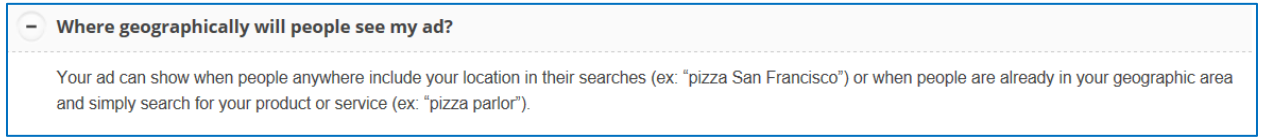


http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et



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

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	4. Better location matching for customers 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. http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html

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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.

English? Español? Estonian?
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.

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.

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.

Local, Regional, National or International?
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.

http://adwords.blogspot.com/2006/03/adwords-101-targeting-right-customers.html

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	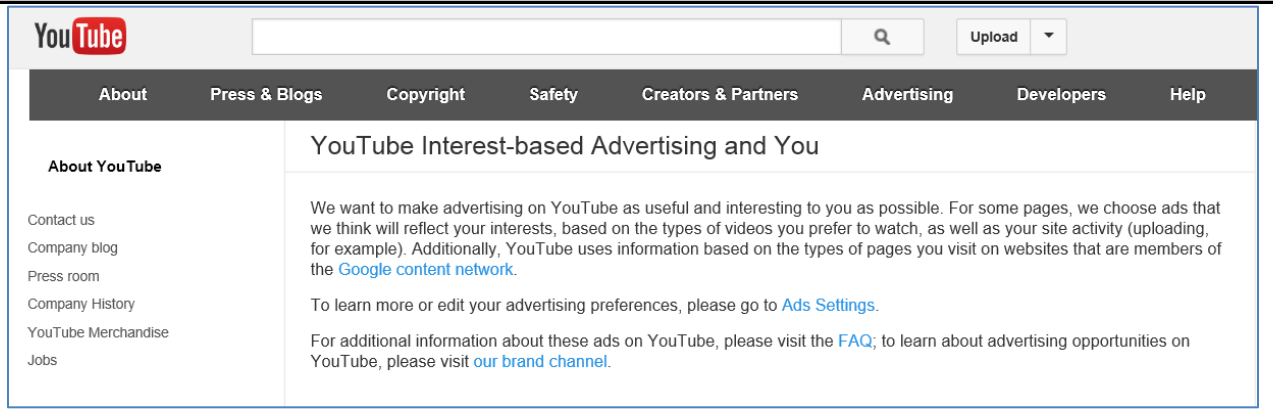 http://www.youtube.com/t/ads_preference
Claim No. 19	
The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.	Upon information and belief, the user profile data is based partially upon previous search arguments of the user. See claims 3, 10, and 18 above.
Claim No. 20	
The advertising machine of claim 18, 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 of the user. See claims 4, 11, and 18 above.
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;	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. See claim 17 above.
the server computer providing the search results together with the particular advertisement to the user;	The server computer provides the search results together with the particular advertisement to the user. See claim 17 above.
the server computer determining whether the advertisement was successful; and	Upon information and belief, the server computer determines whether the advertisement was successful. See claim 17 above.

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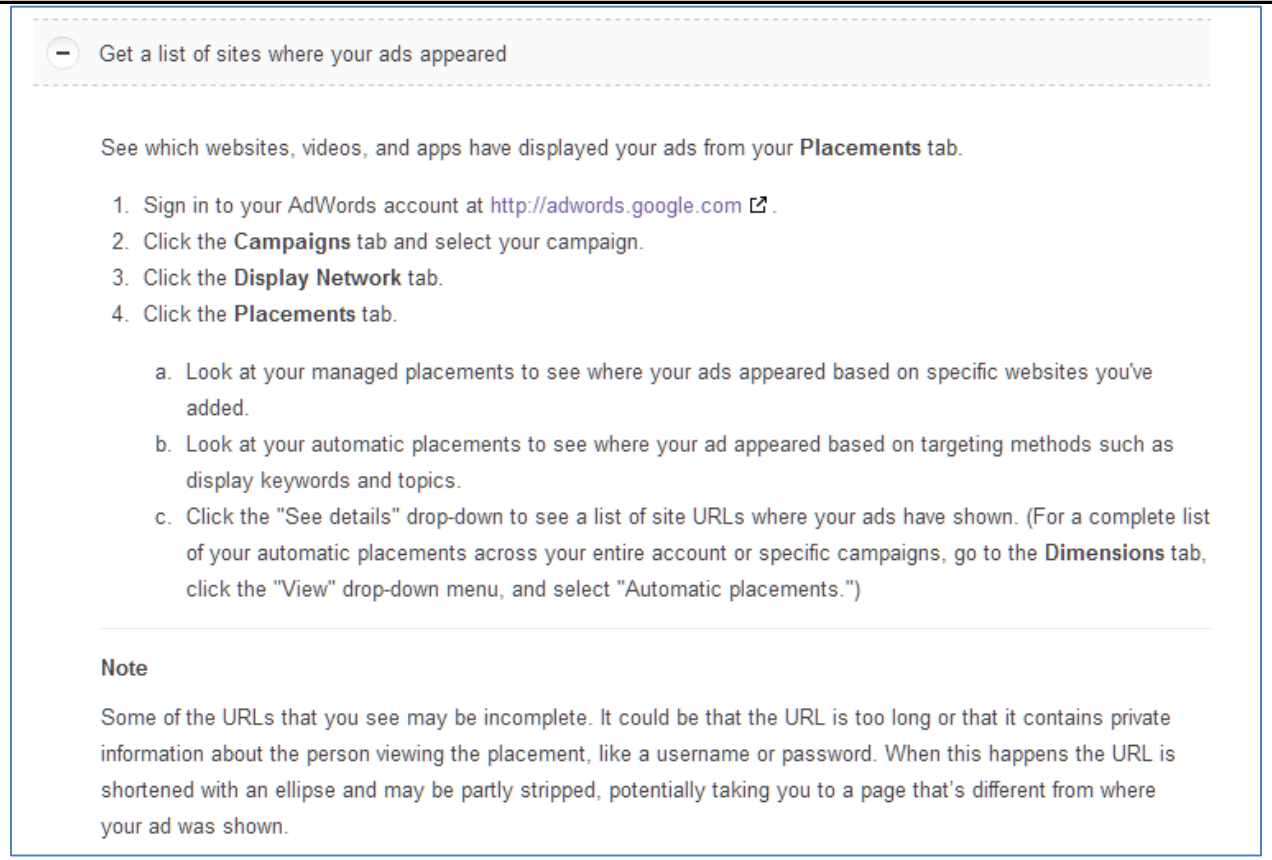

Get a list of sites where your ads appeared

See which websites, videos, and apps have displayed your ads from your **Placements** tab.

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.

   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.")

Note

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.

https://support.google.com/adwords/answer/2404178?hl=en

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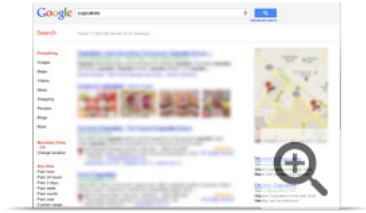
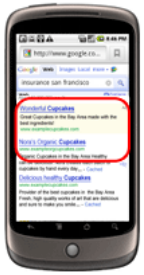
Showing your ads on Google Search and other search sites

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.

- **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":



- **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:



AdWords ad on mobile version of Google Search

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

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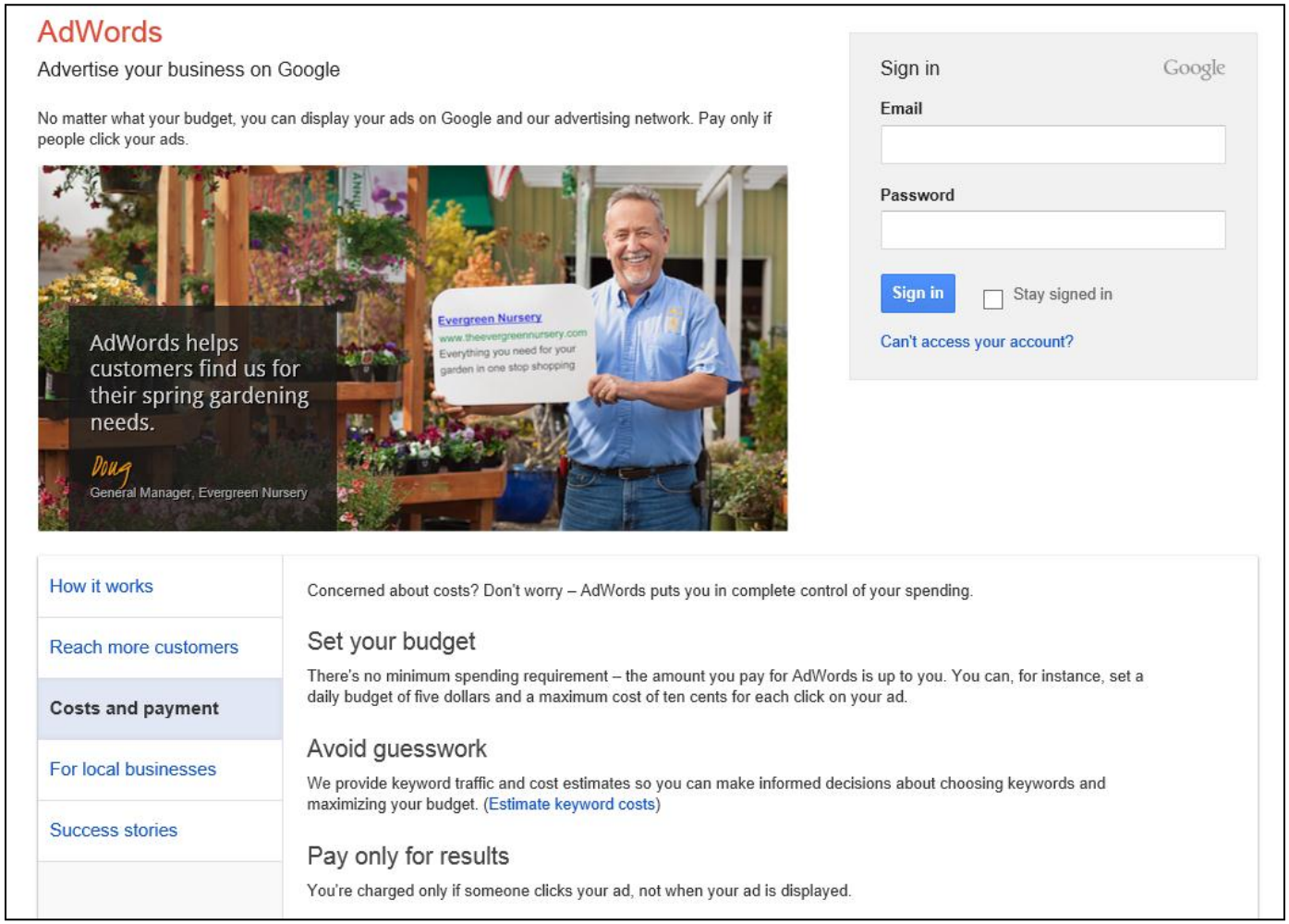

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How Does Google AdWords Charge?

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.

But how much is it going to cost you overall?

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.

http://www.cleart.com/how-does-google-adwords-charge.html

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Click

When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.

- 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.

More about industry standards for measuring clicks
More about issues with clicks and clickthrough rates

https://support.google.com/adwords/answer/31799

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Here are the columns found in the paid & organic report and definitions for each metric:

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.

https://support.google.com/adwords/answer/3097241?hl=en&ref_topic=3122882

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Clickthrough rate (CTR)

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.

- 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.

https://support.google.com/adwords/answer/2615875?hl=en

Clickthrough rate (CTR)

The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.

```
CTR = ( Clicks / # of impressions, views, or queries) * 100%
```

For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.

https://support.google.com/adsense/answer/112025?hl=en

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	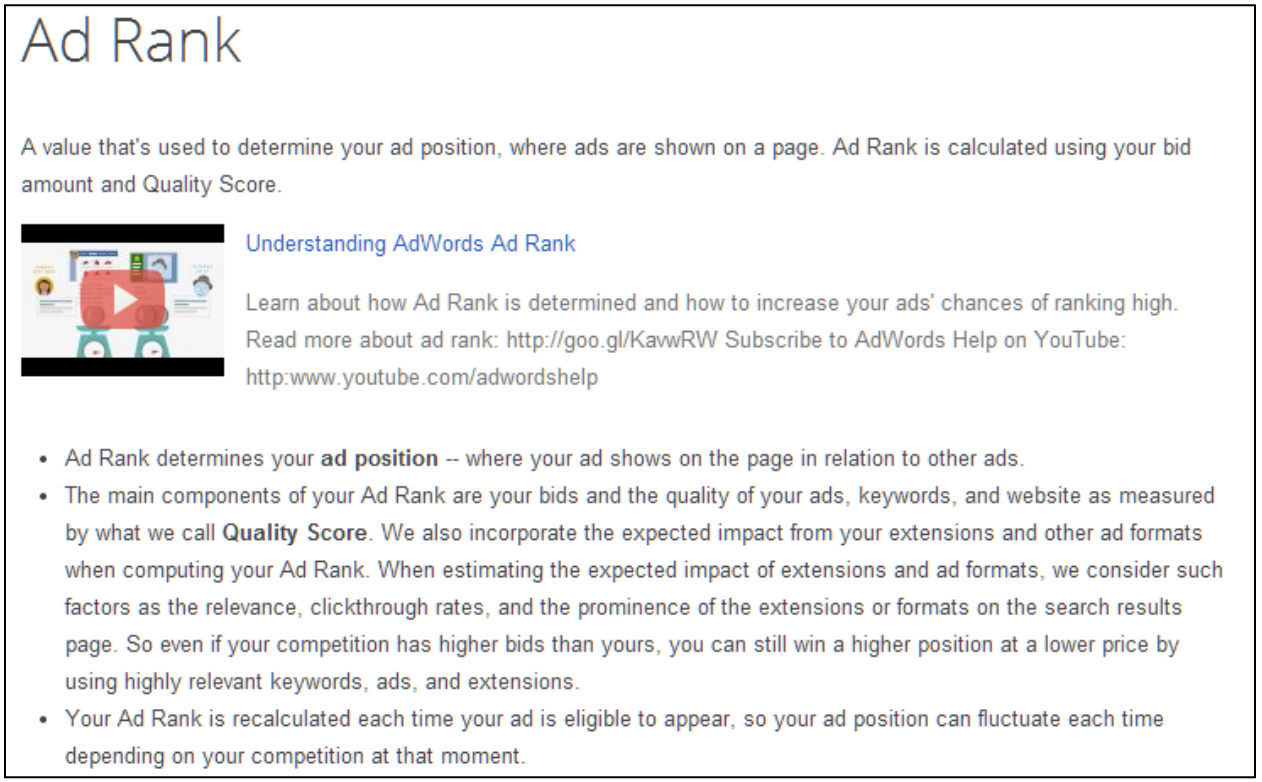 https://support.google.com/adwords/answer/1752122?hl=en
the server computer altering criteria for subsequent correlations of received search arguments to the second database.	Upon information and belief, the server computer alters criteria for subsequent correlations of received search arguments to the second database. See above.

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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.