EXHIBIT 6

Rockstar Consortium US LP et al v. Google Inc

Doc. 138 Att. 7

Dockets.Justia.com

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

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

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

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.

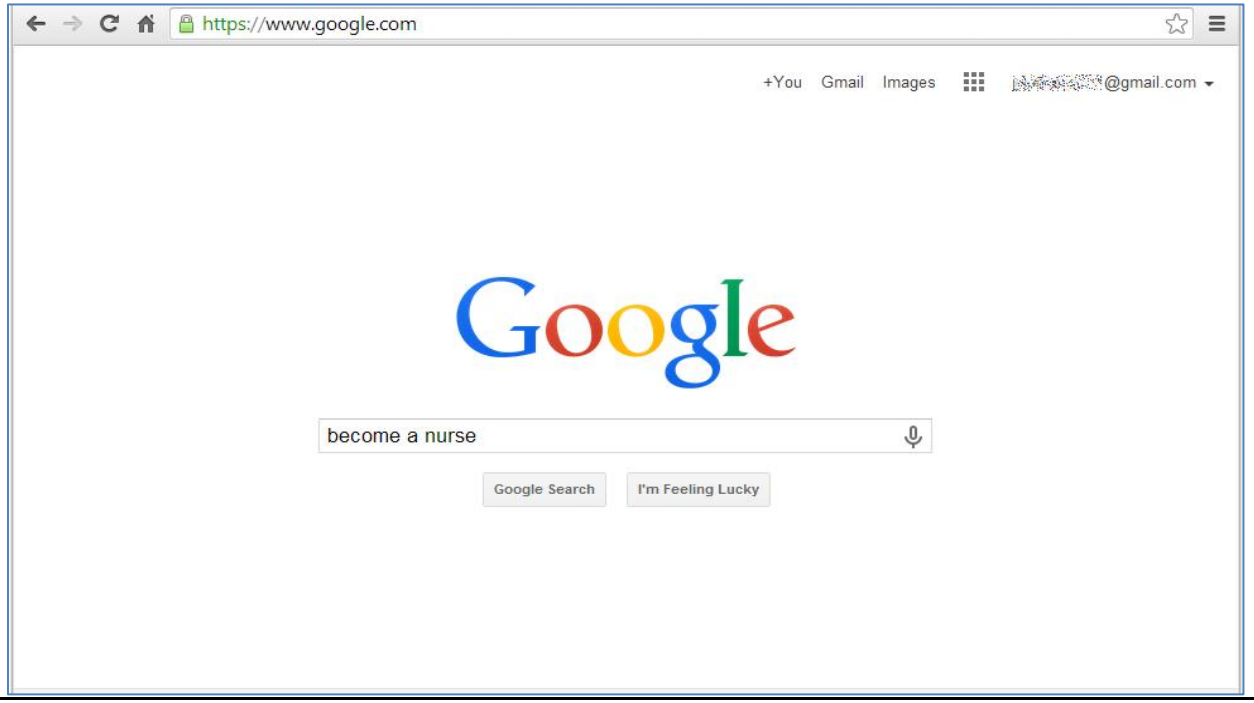
Where your ads can appear

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:

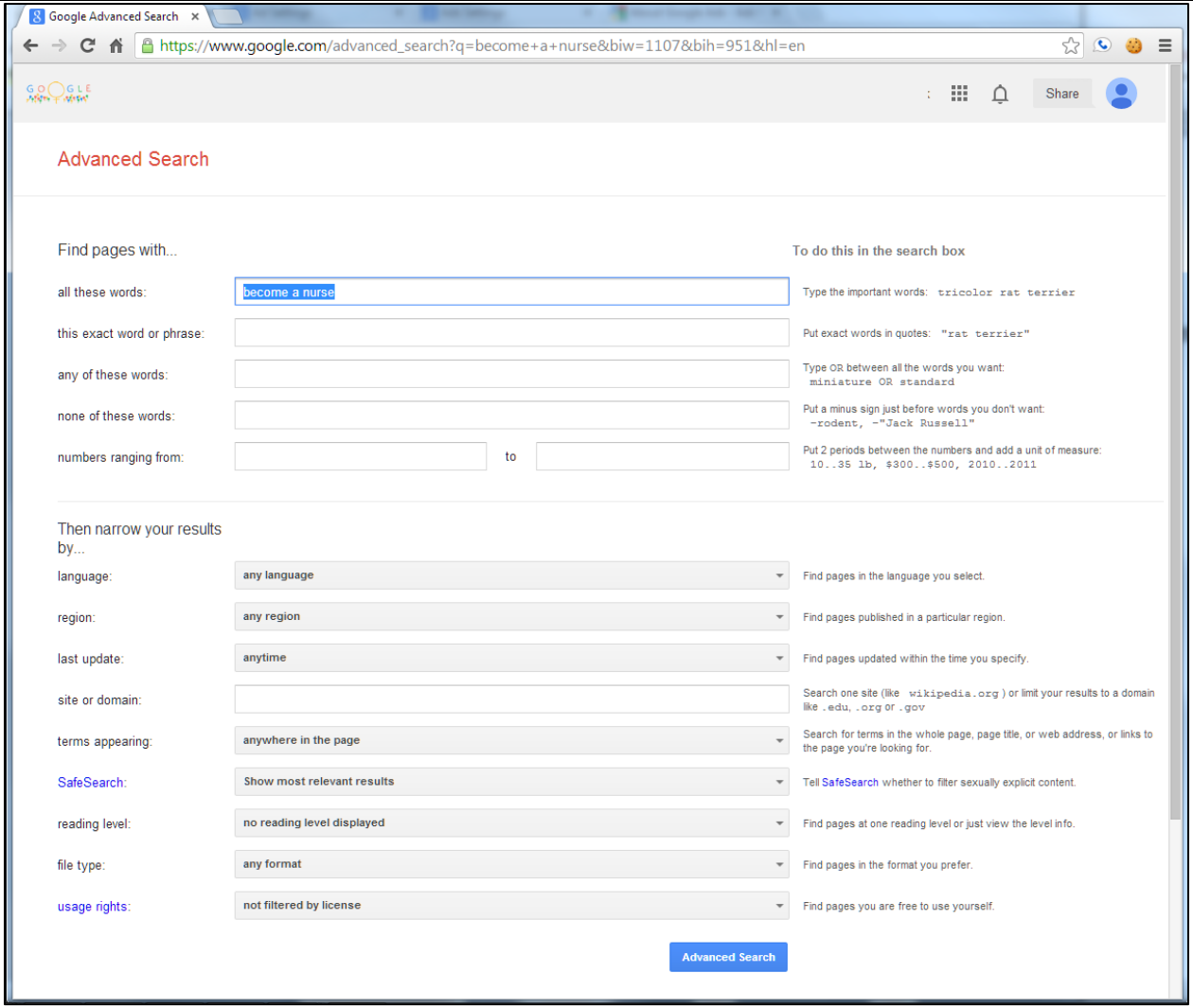
- **On Google search sites**: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.

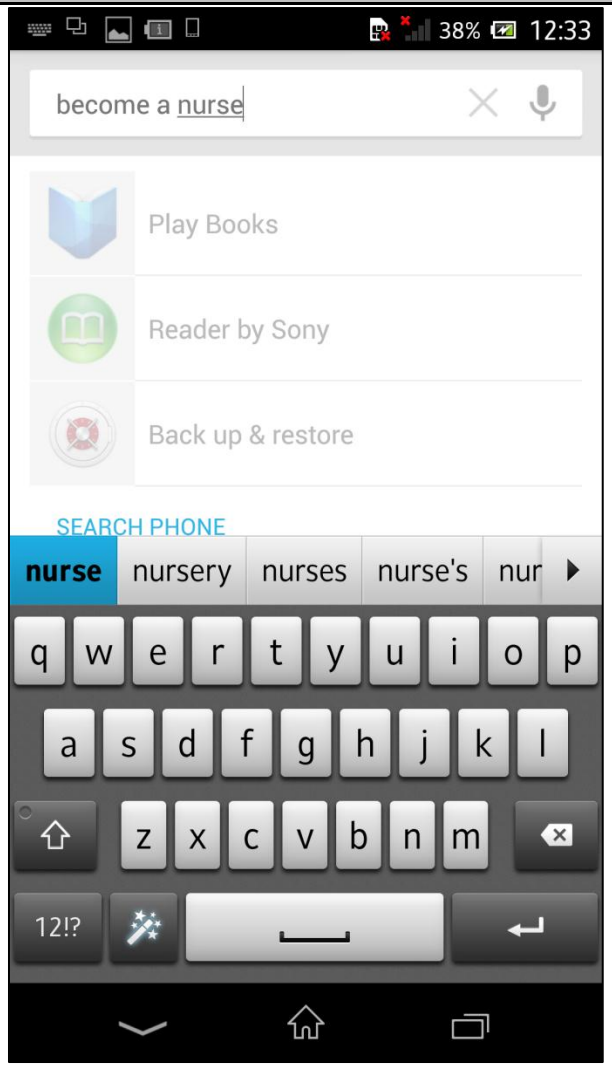
- **On other sites that are part of the Search Network (search partners)**: Ads might appear alongside or above search results on our search partners' sites, such as AOL.

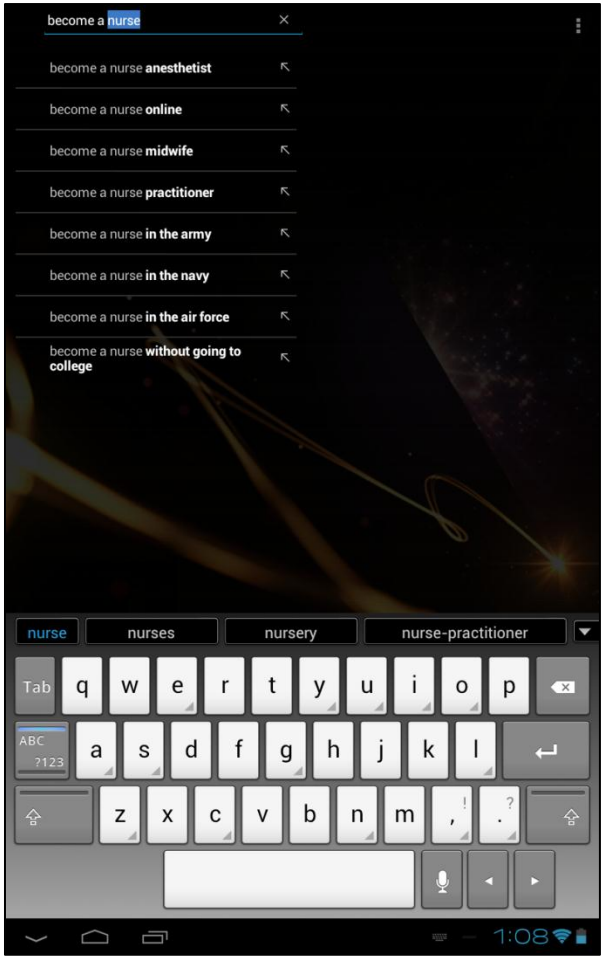
https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771

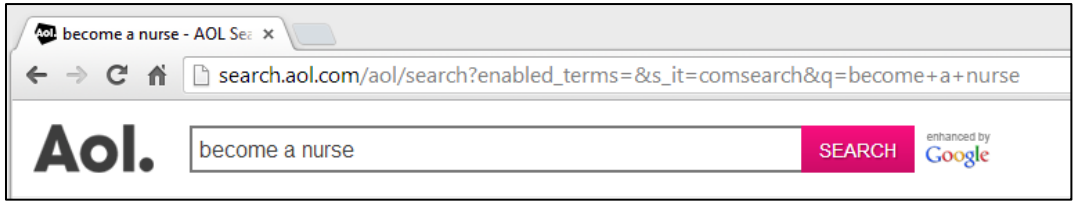
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
receiving from the data processing device via the communications link a search request that includes a search argument;	The Accused Instrumentalities receive a search request from the data processing device via the communications link that includes a search argument. 

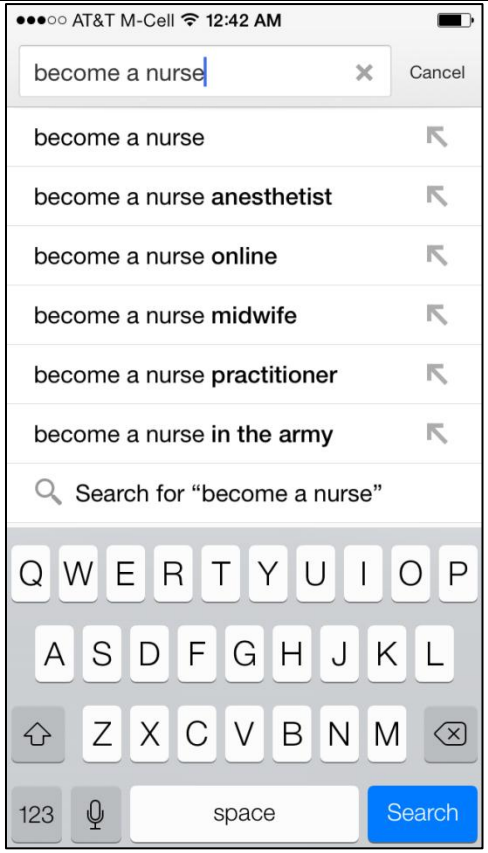
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

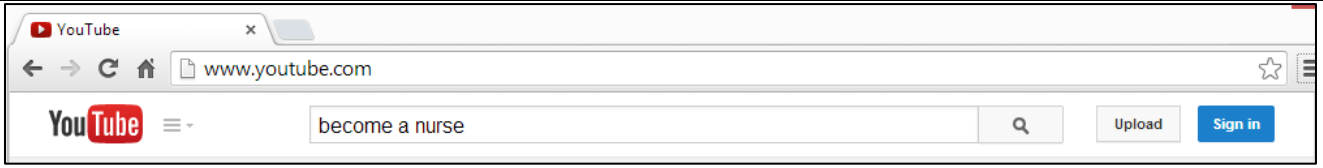
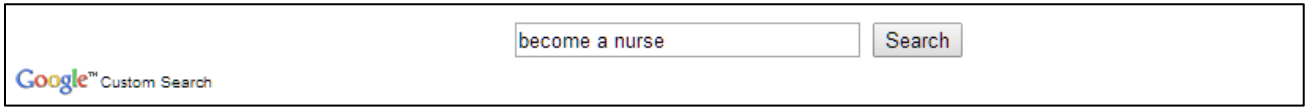


U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Mobile Handset Running Android 4.2 

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Tablet Running Android 4.0.2 

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

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	  http://www.4nursing.com/search-our-site-or-search-the-internet.html

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

```
GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2%
3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14
&gs_id=2c&xhr=t&q=become%20a%
20nurse&es_nrs=true&pf=p&output=search&sclient=psy-
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&bvm=bv.62578216,d.dmQ&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1
&tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1
Host: www.google.com
Connection: keep-alive
User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36
Accept: */*
X-Client-Data: CL+
1yQEIlbbJAQiitskBCKm2yQEIxLbJAQiehsoBCKKIygEIuYjKAQ==
Referer: https://www.google.com/
Accept-Encoding: gzip,deflate,sdch
Accept-Language: en-US,en;q=0.8,hi;q=0.6
Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF=
0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID=
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94C9Q7wrmDqmkcf2x1PW4aYSFuT_3BRUegqm5
```
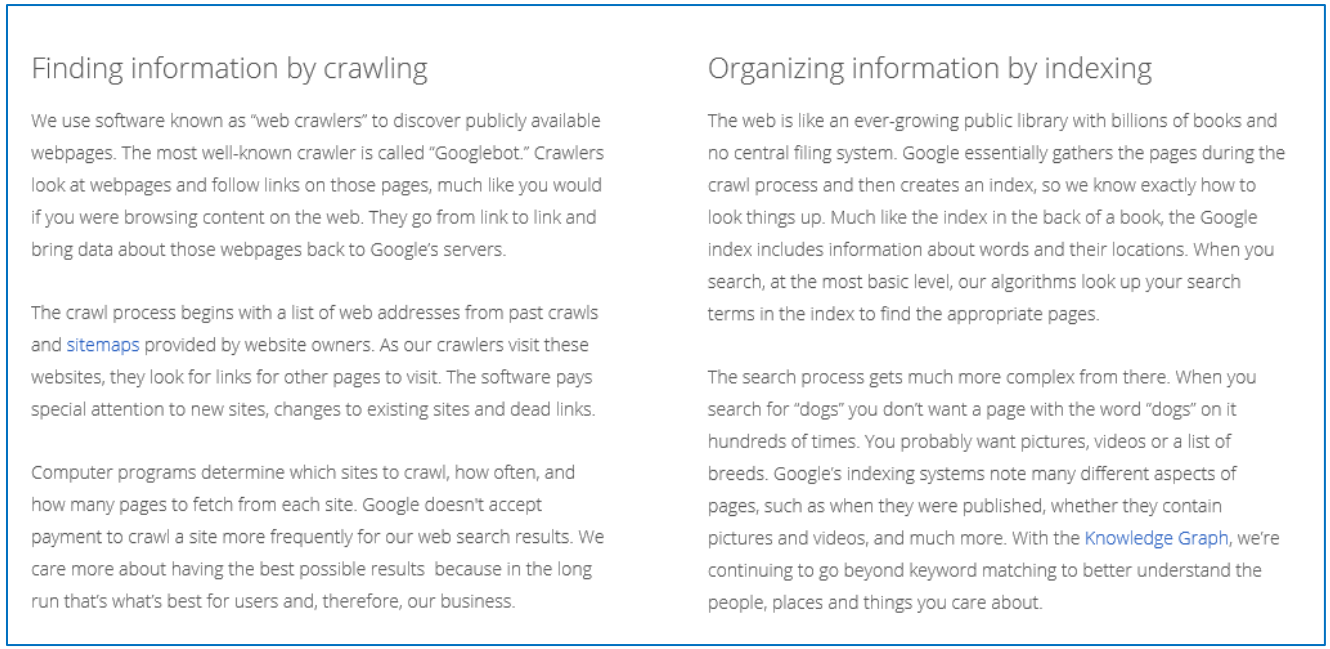
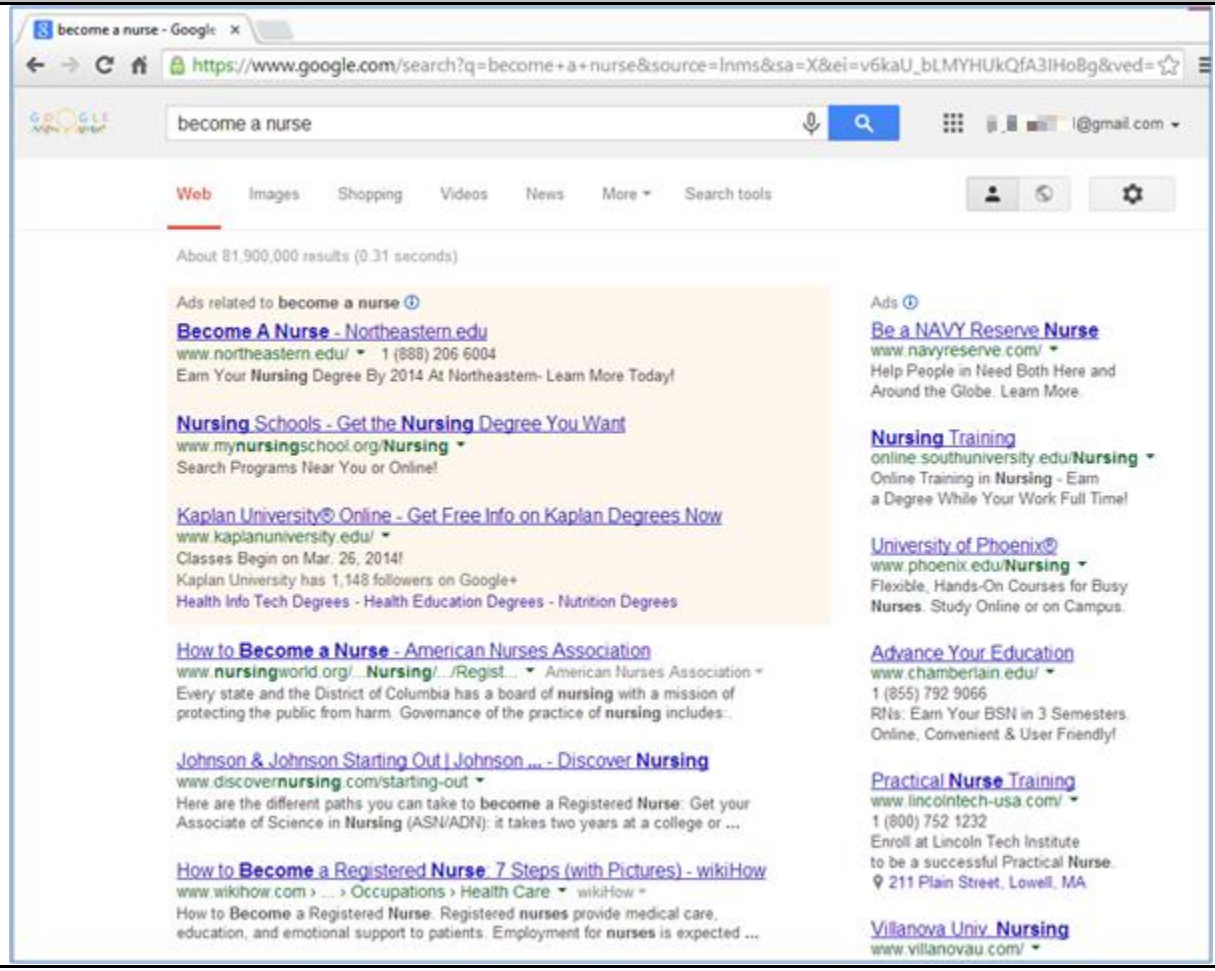
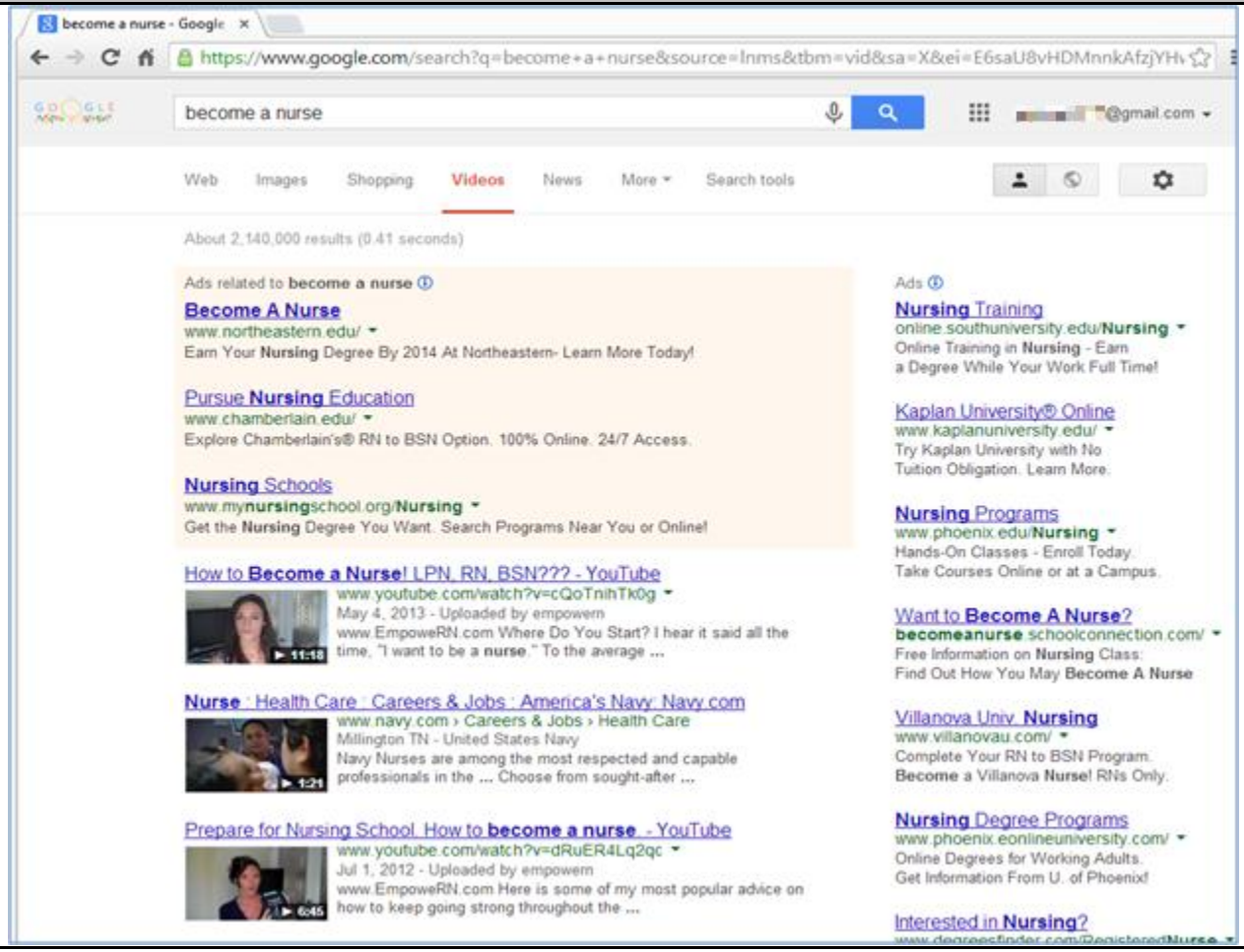
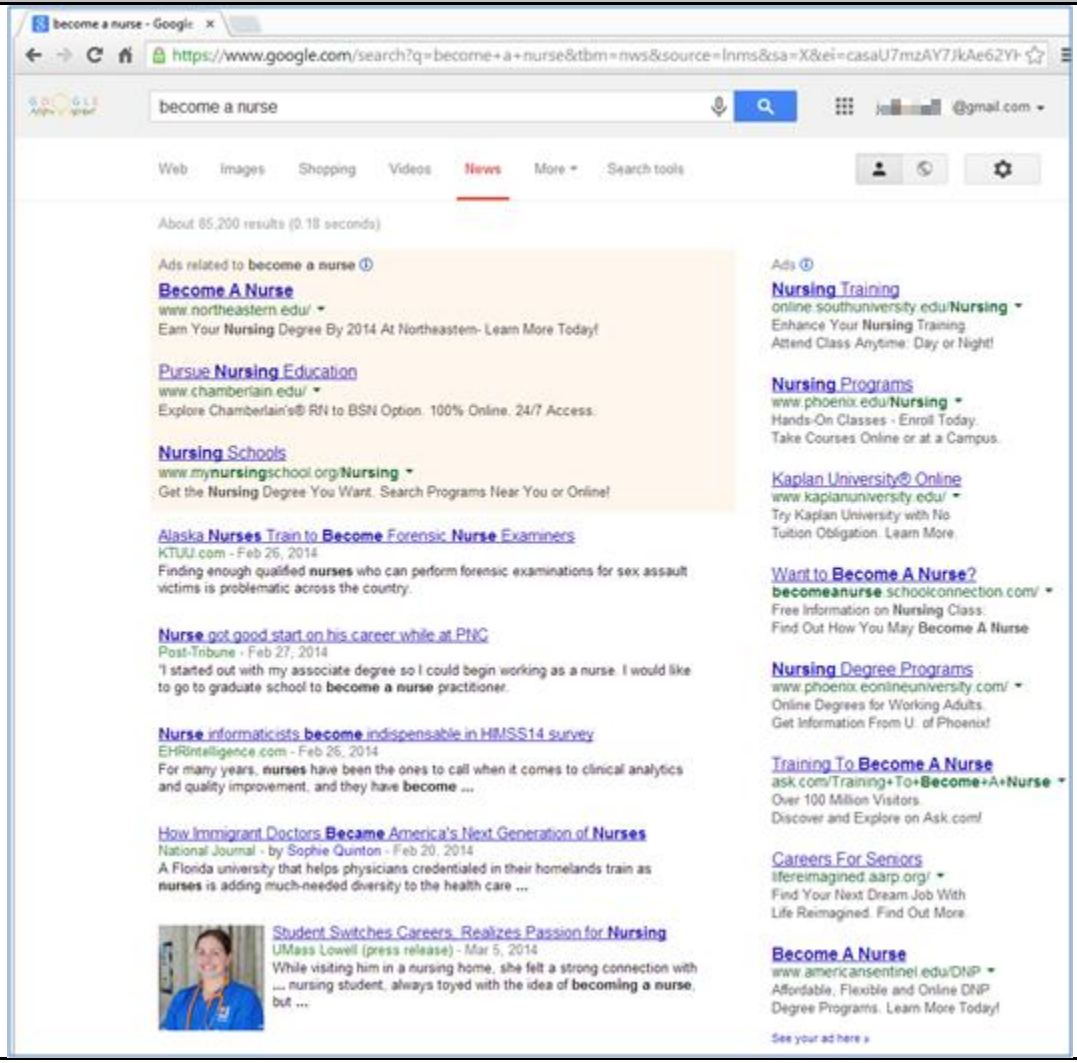

GET "search request"

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
searching at least one database using the search argument to produce search results;	The Accused Instrumentalities search at least one database using the search argument to produce search results. See above.  https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html

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

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

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

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	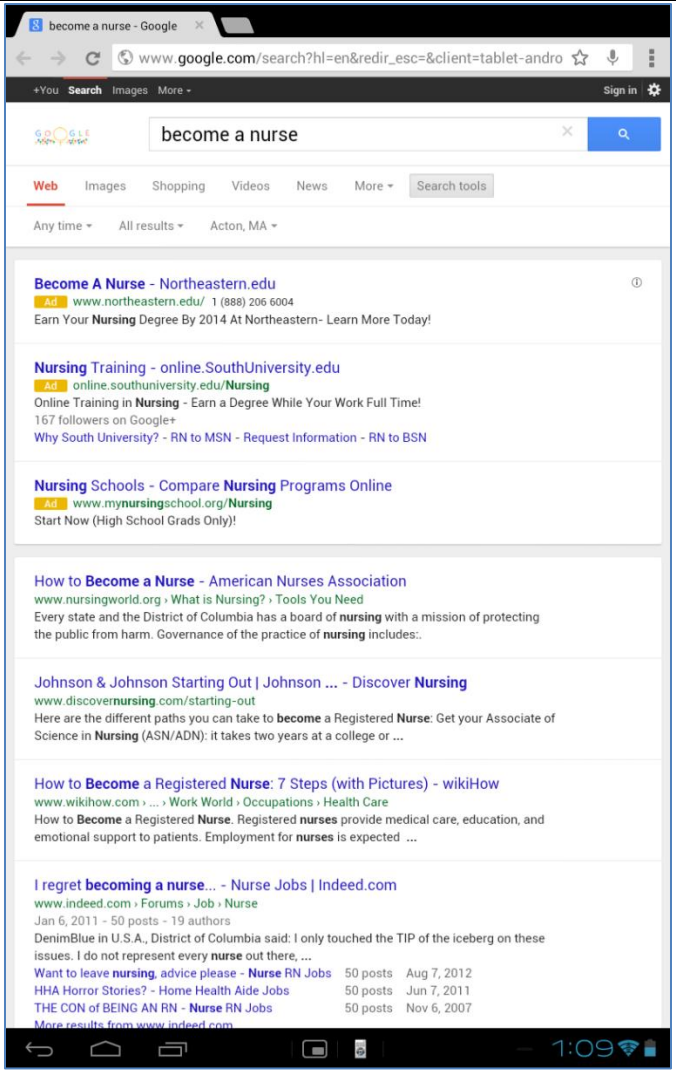

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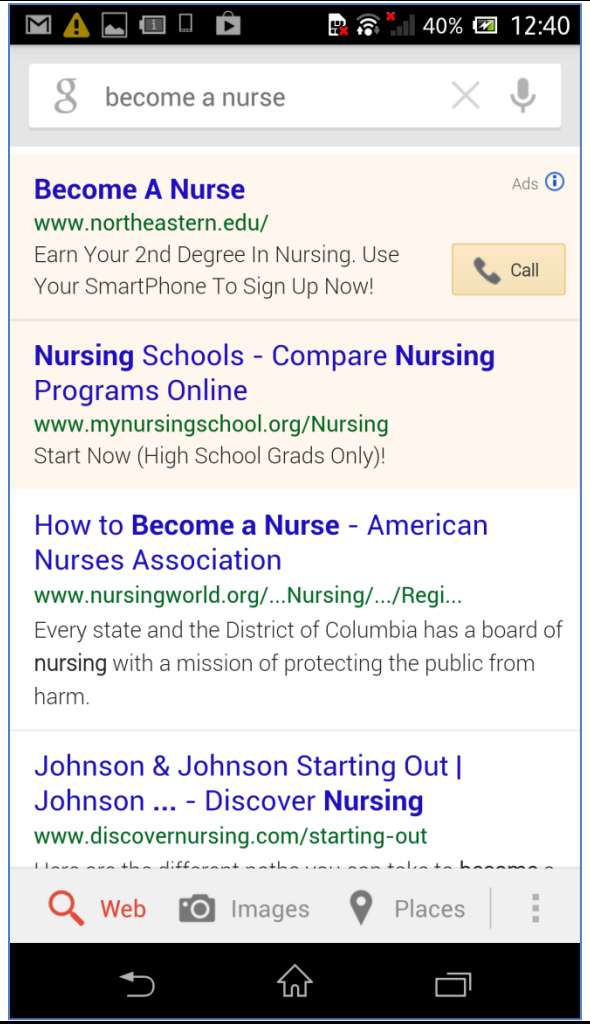
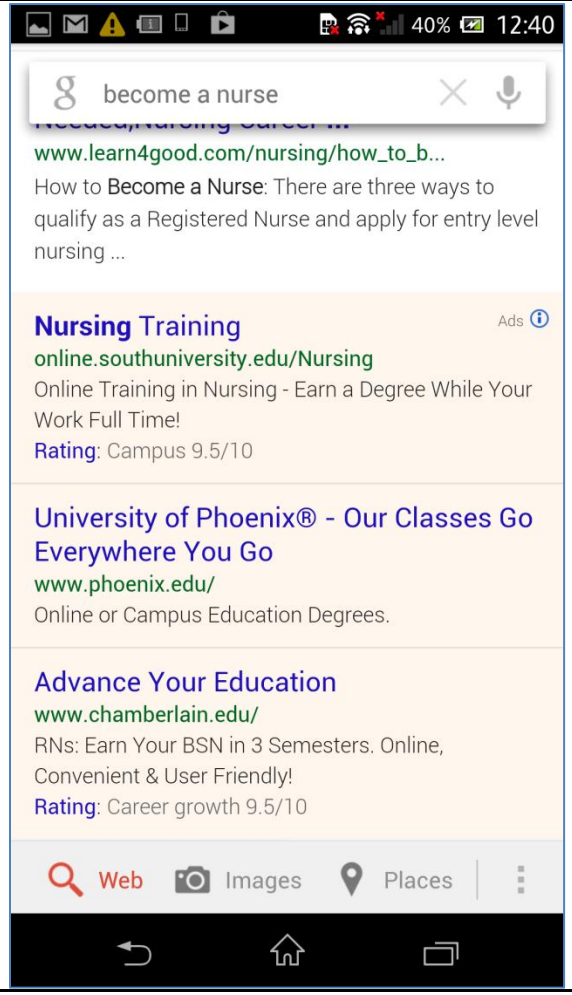
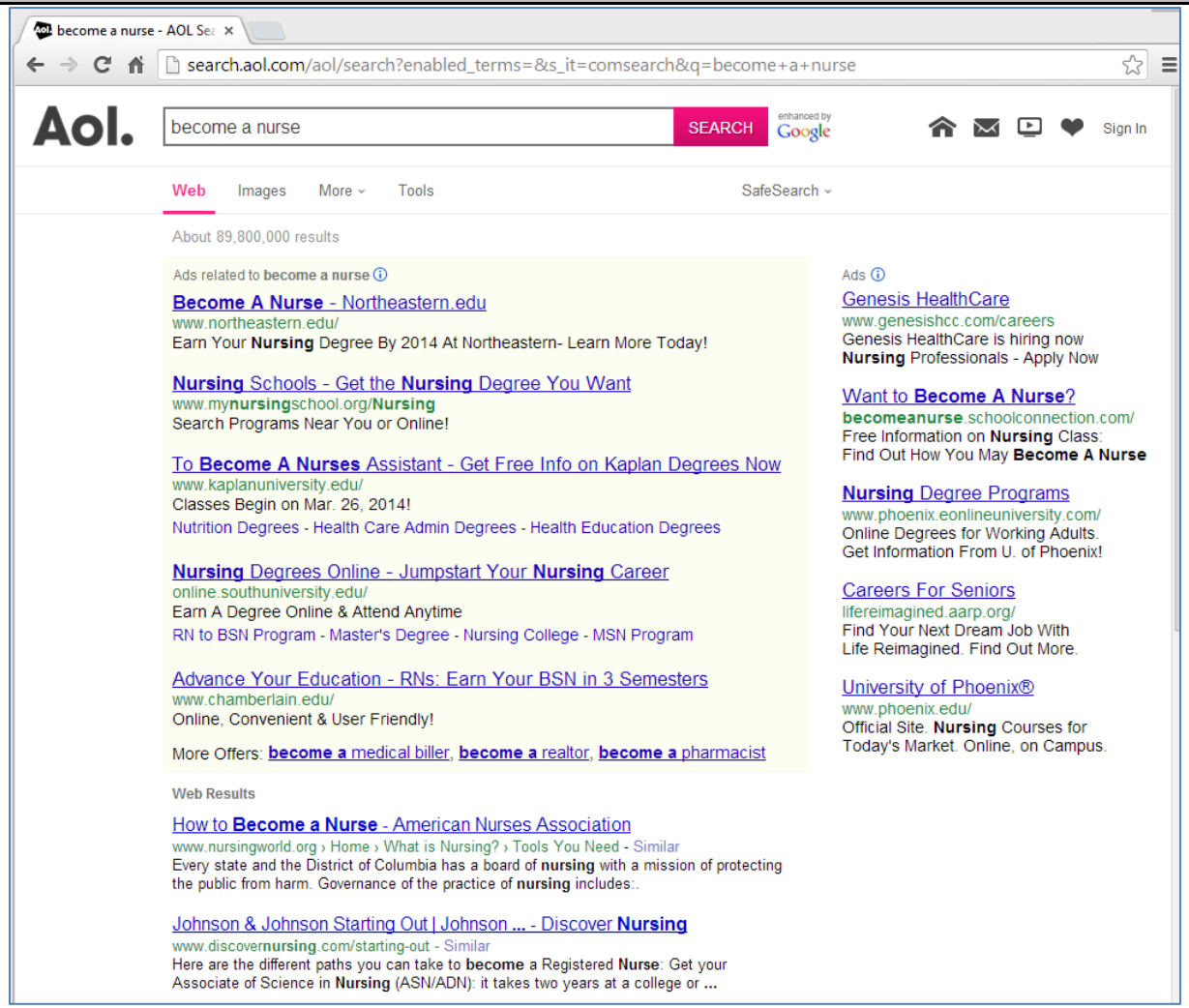
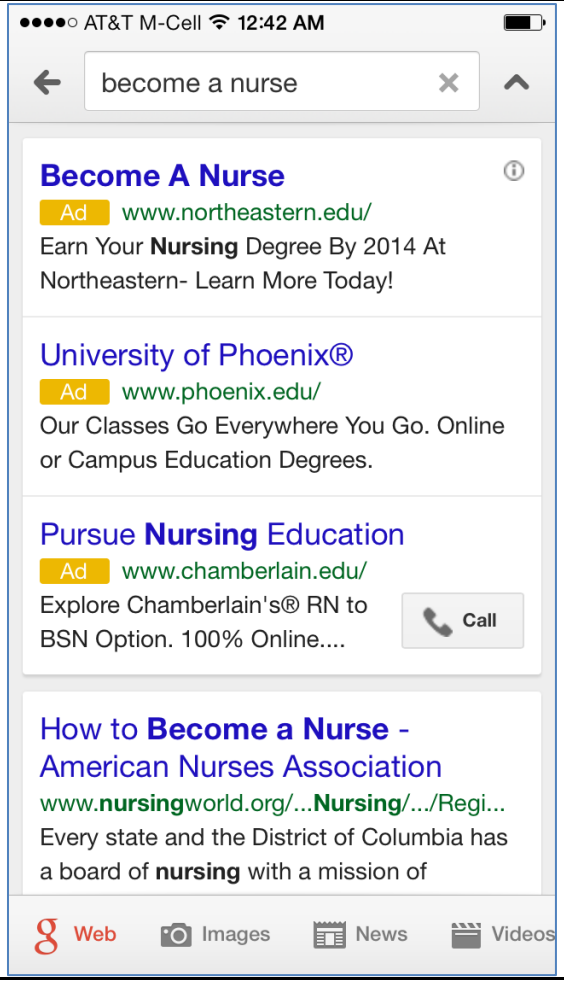
	

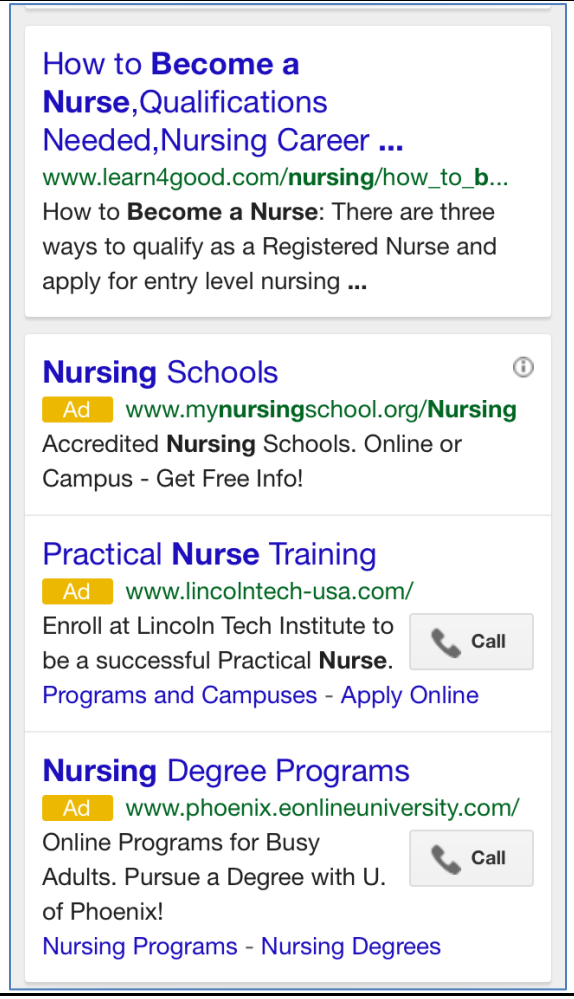
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

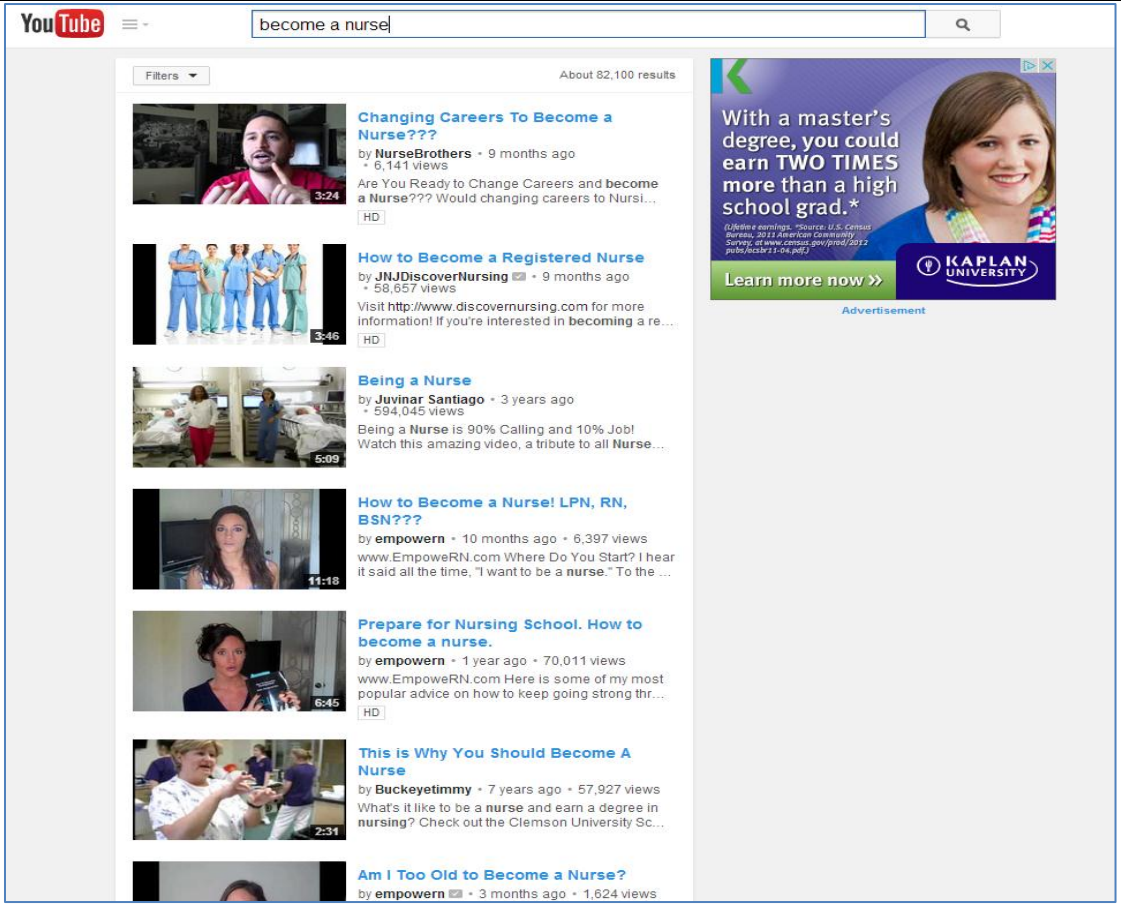
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

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

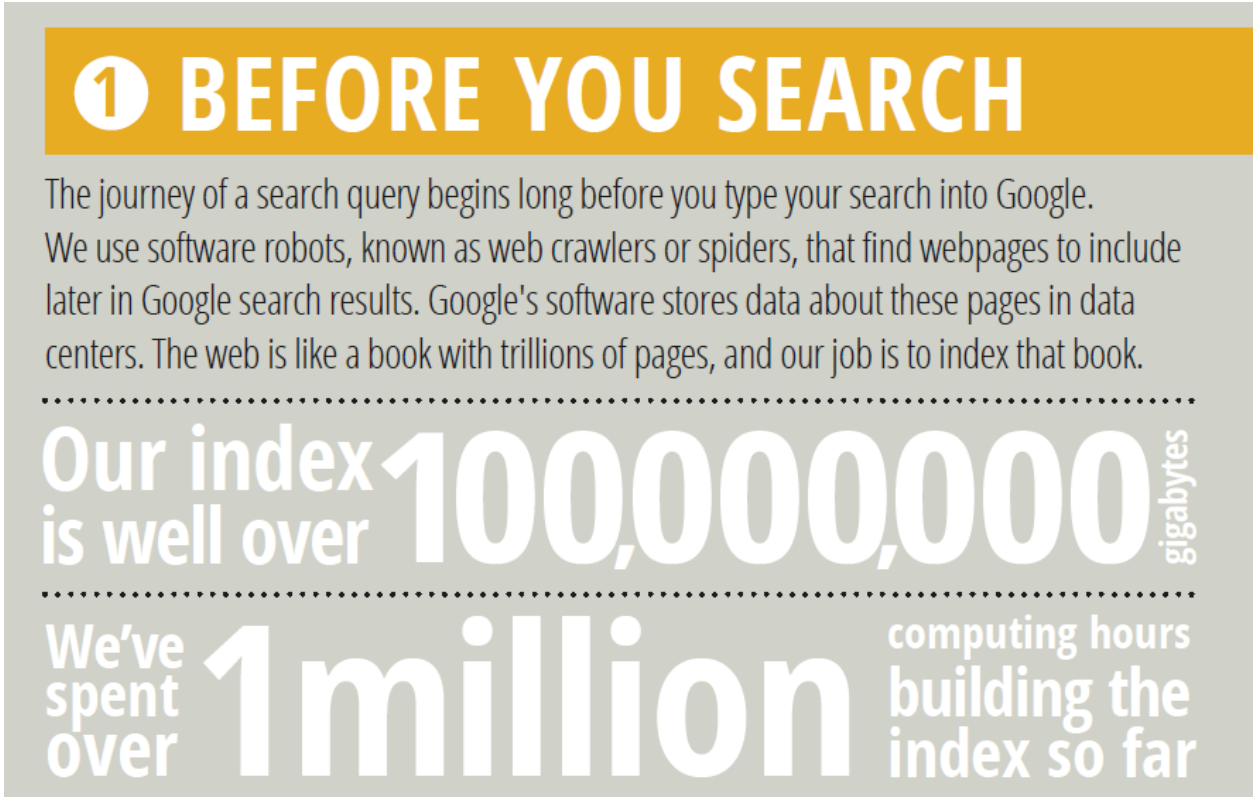


U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

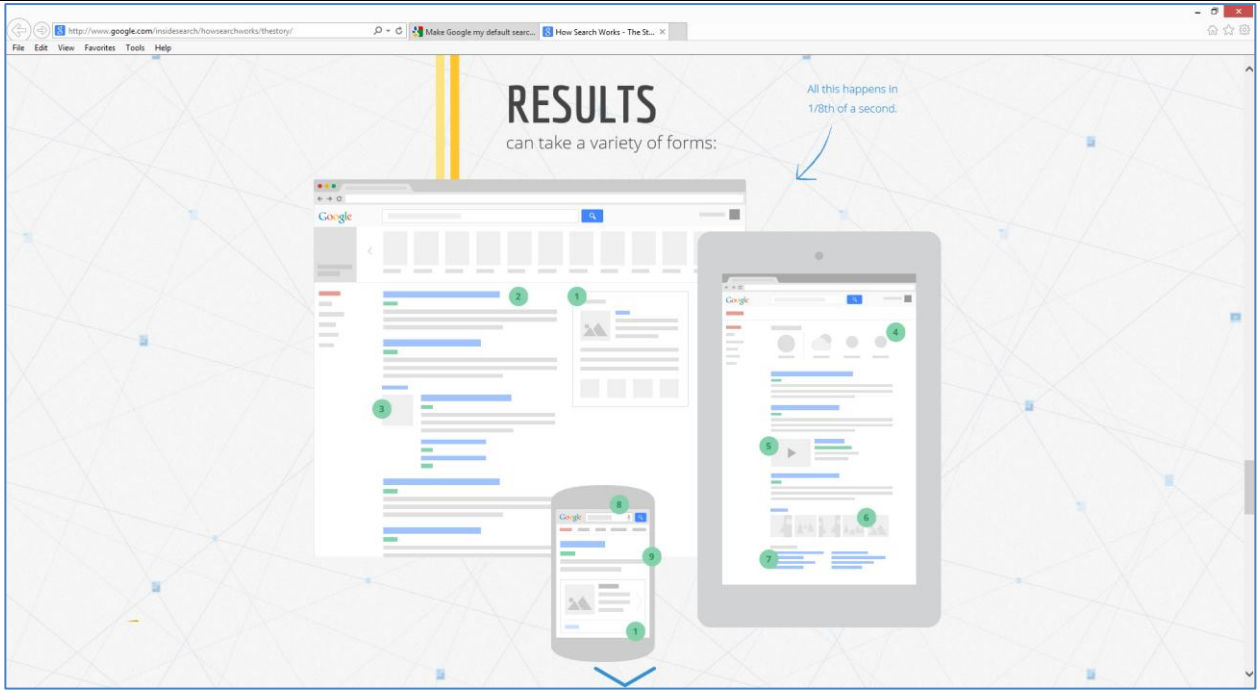
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

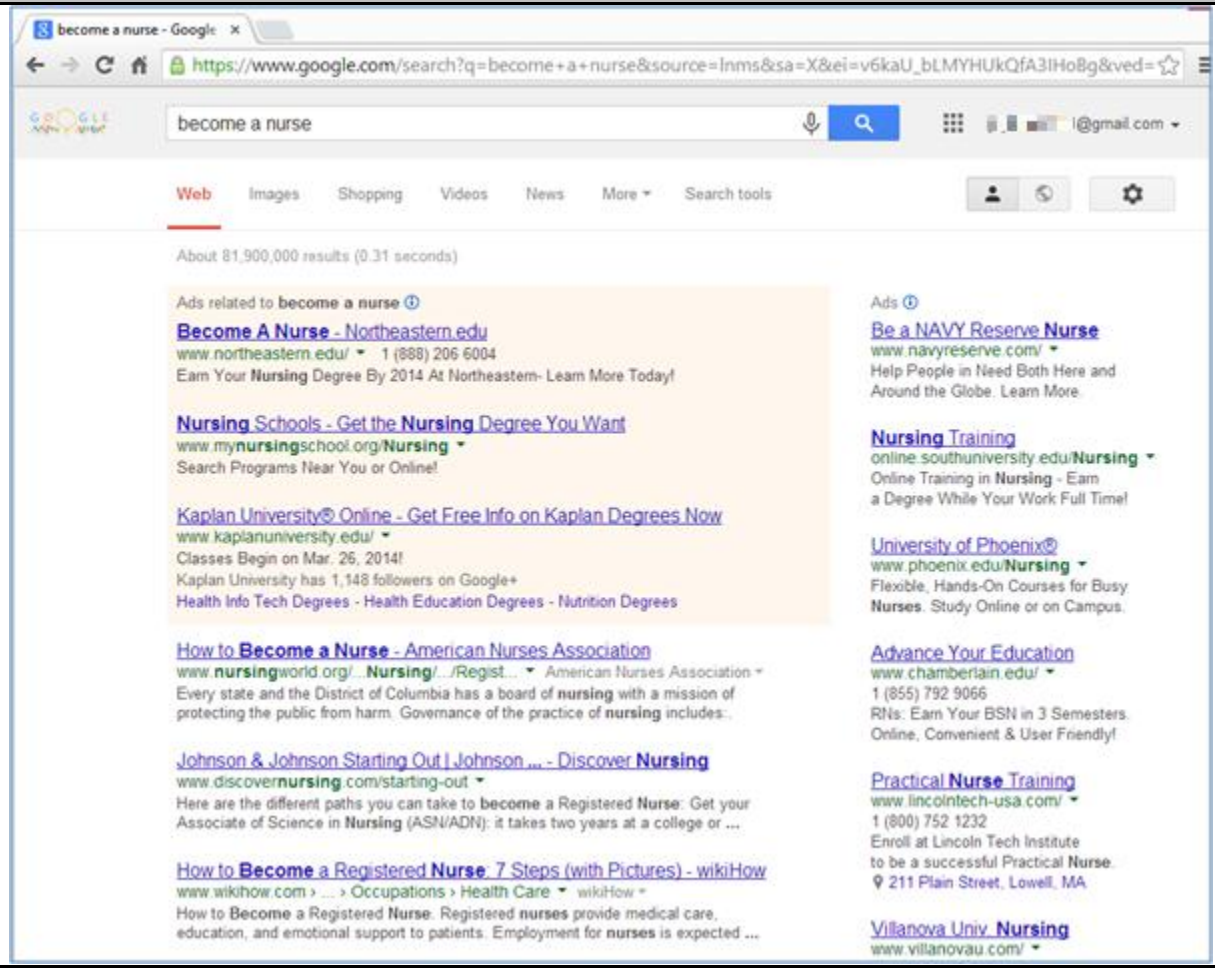
Google Custom search

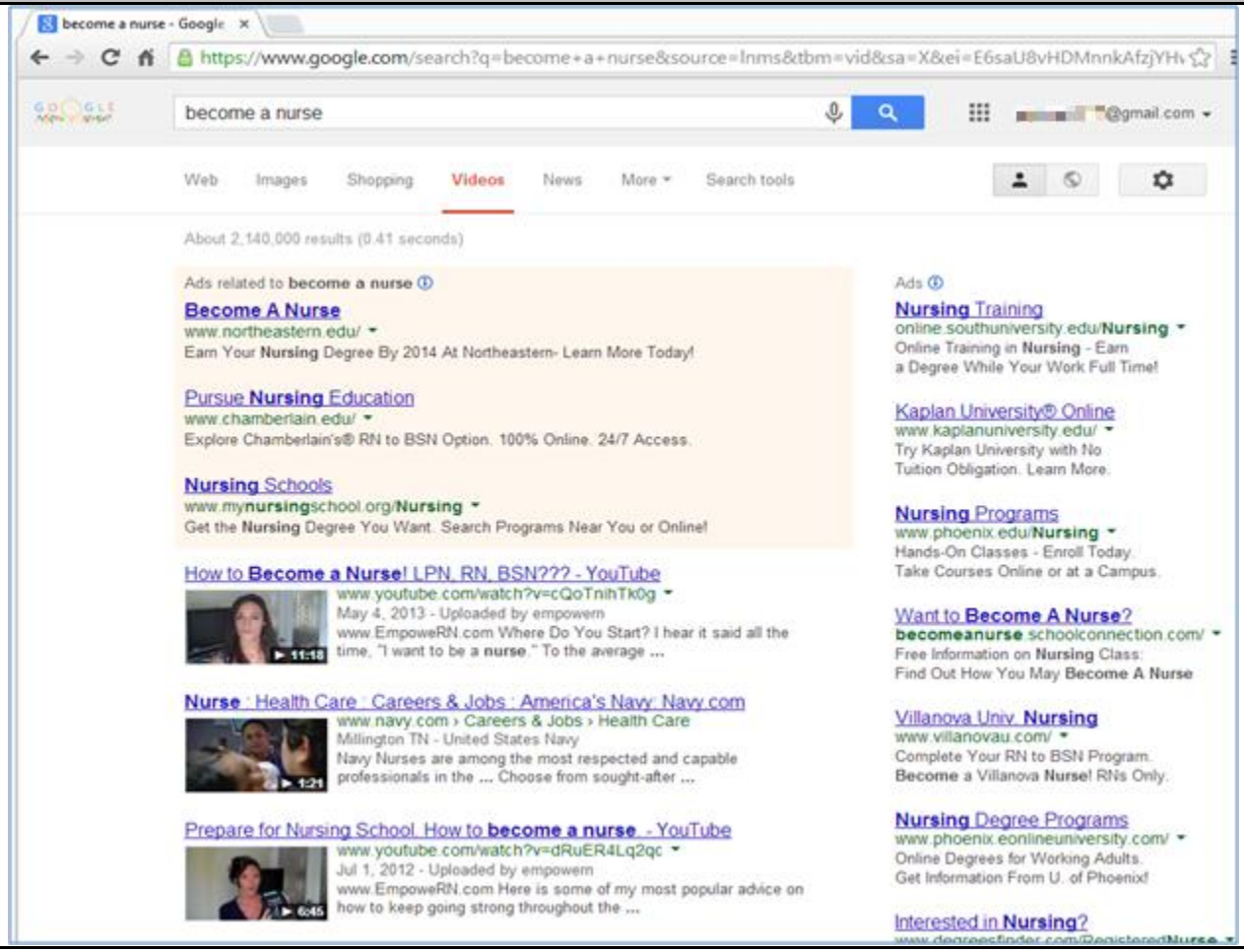
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 http://www.google.com/insidesearch/howsearchworks/thestory/
selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;	The Accused Instrumentalities select at least one advertisement from an advertisement database relating to at least one of the search argument and the search results. See above.

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

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

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	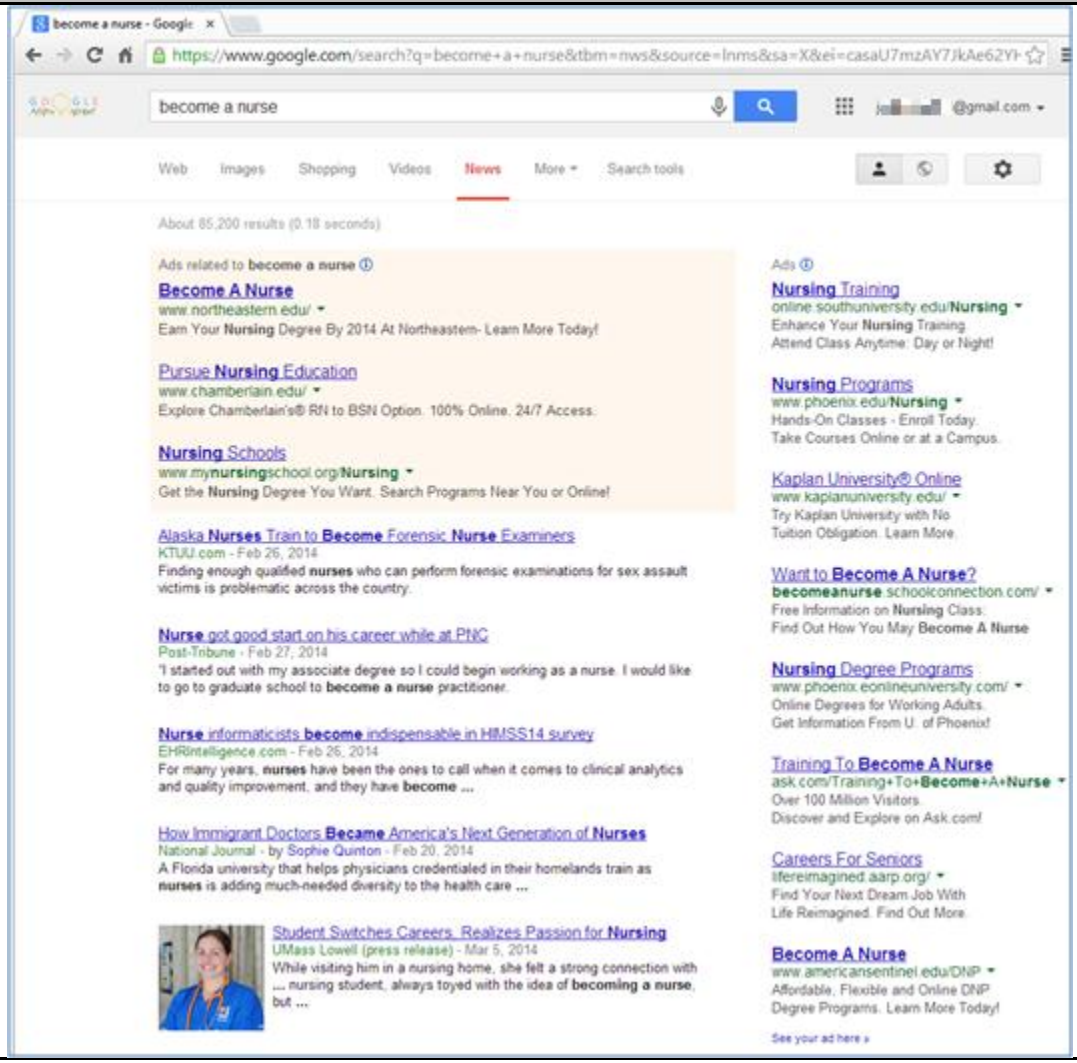

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	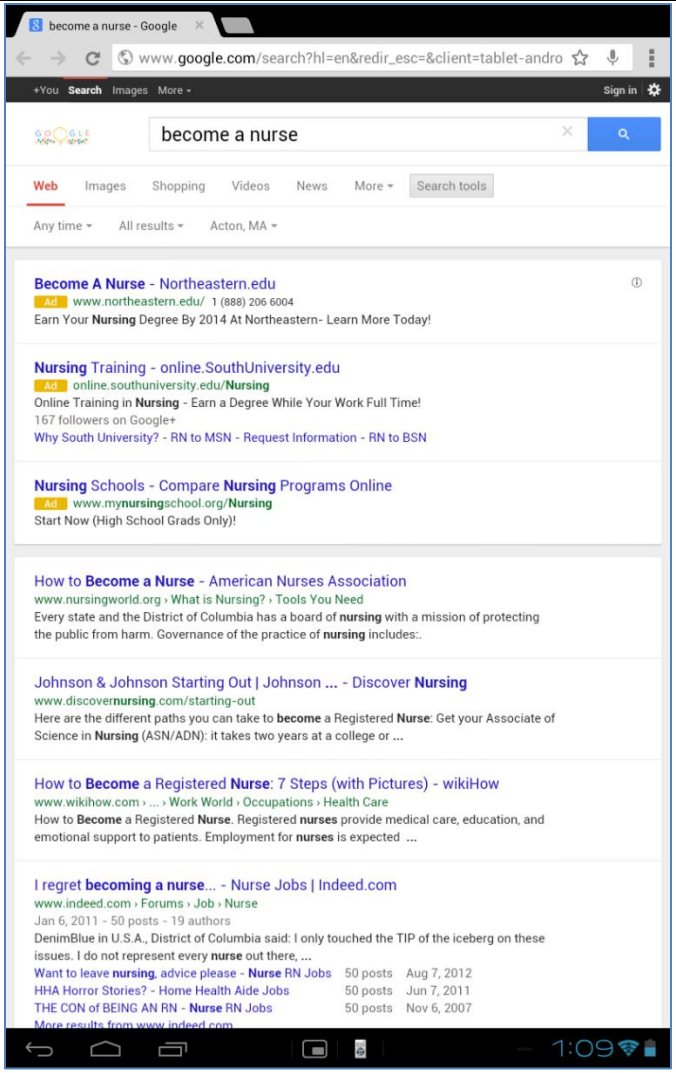

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	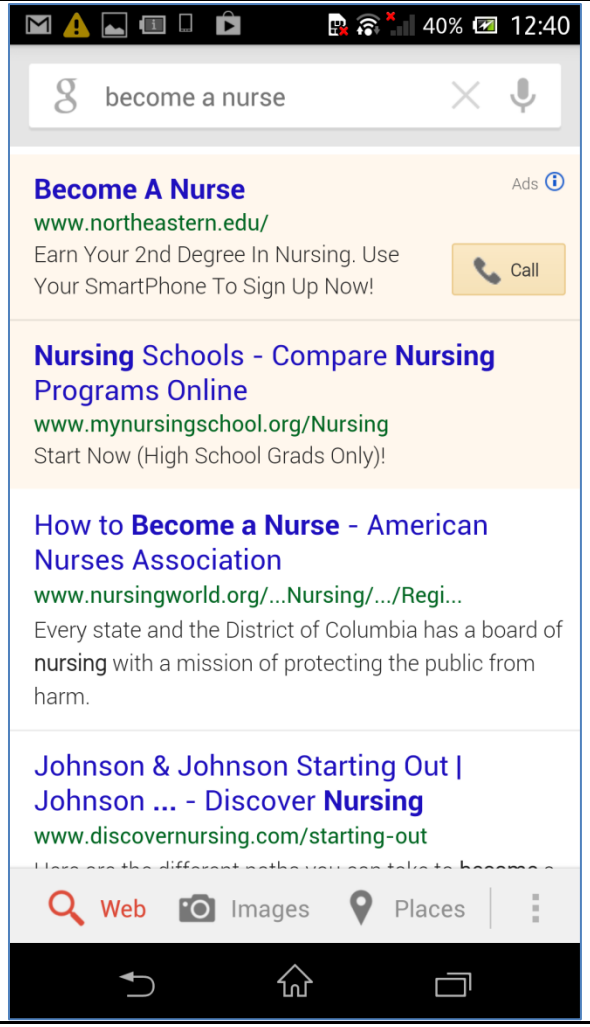

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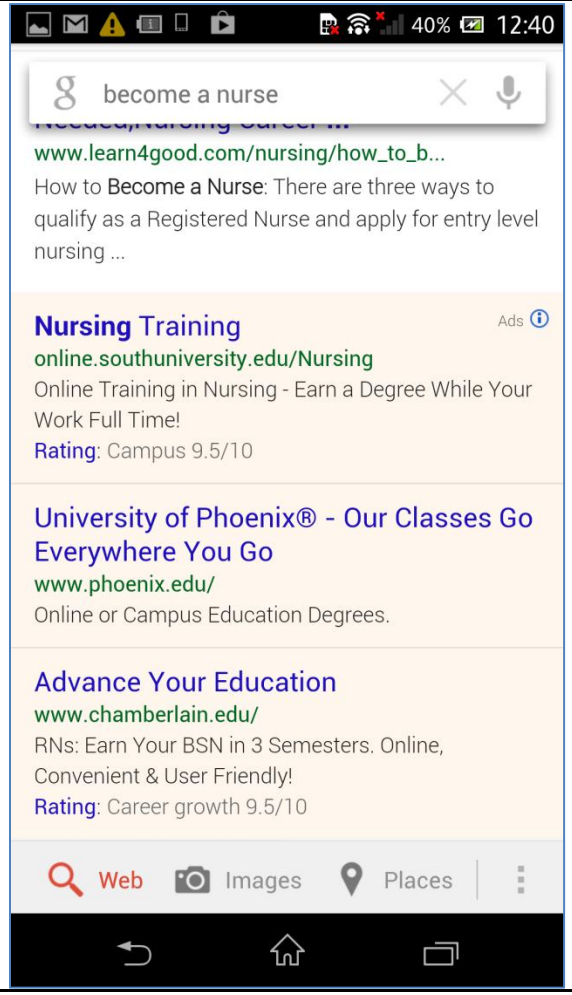
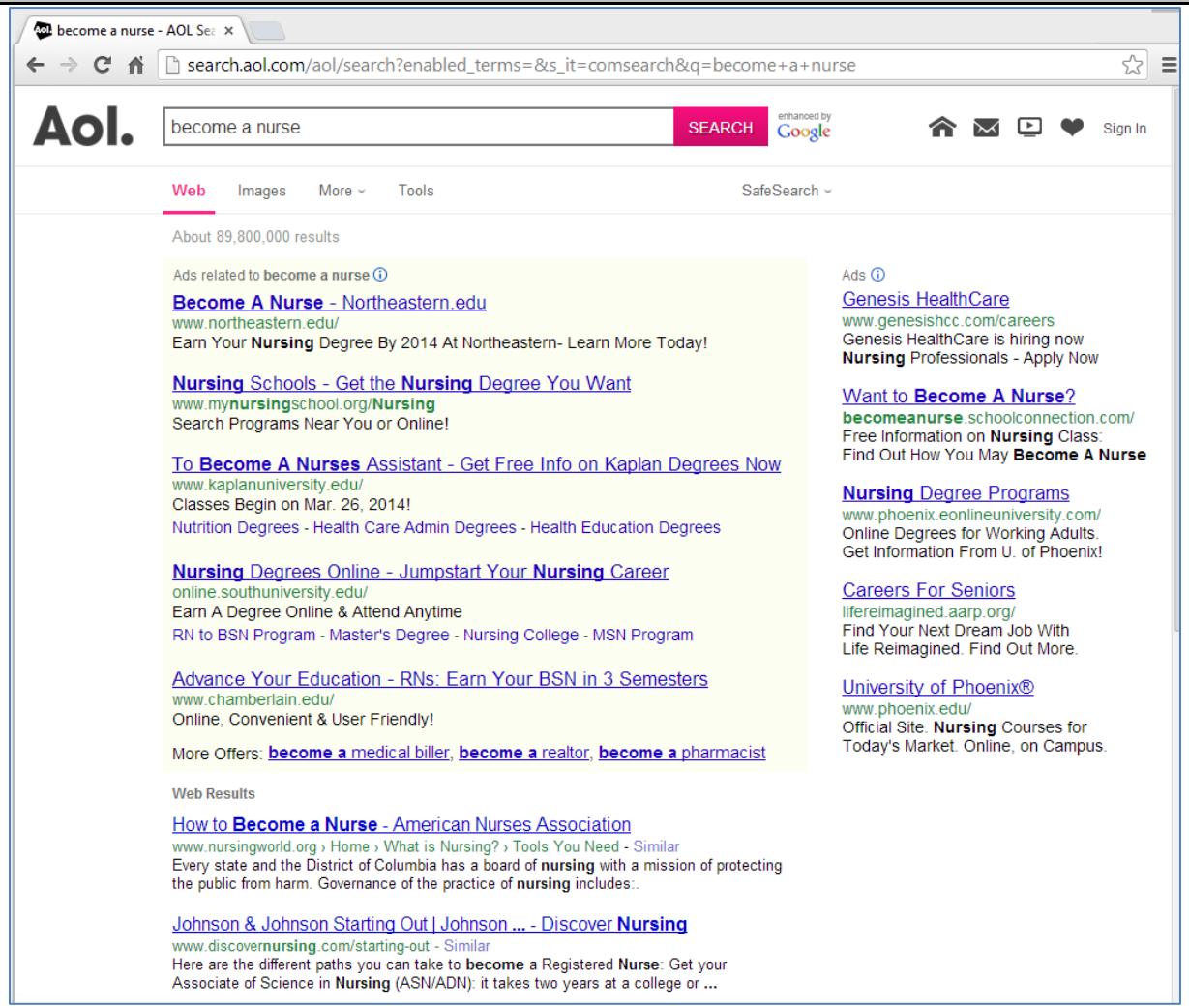
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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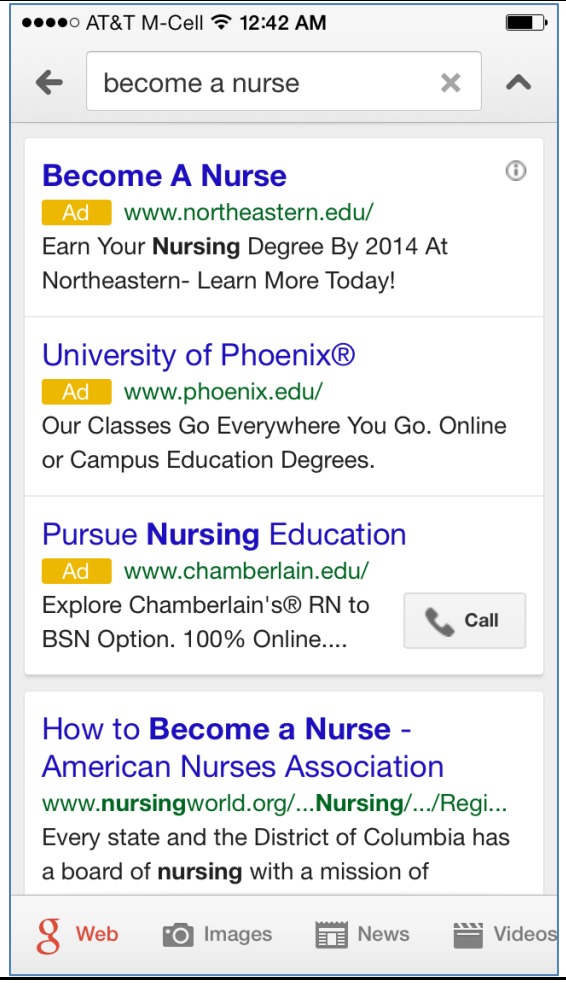
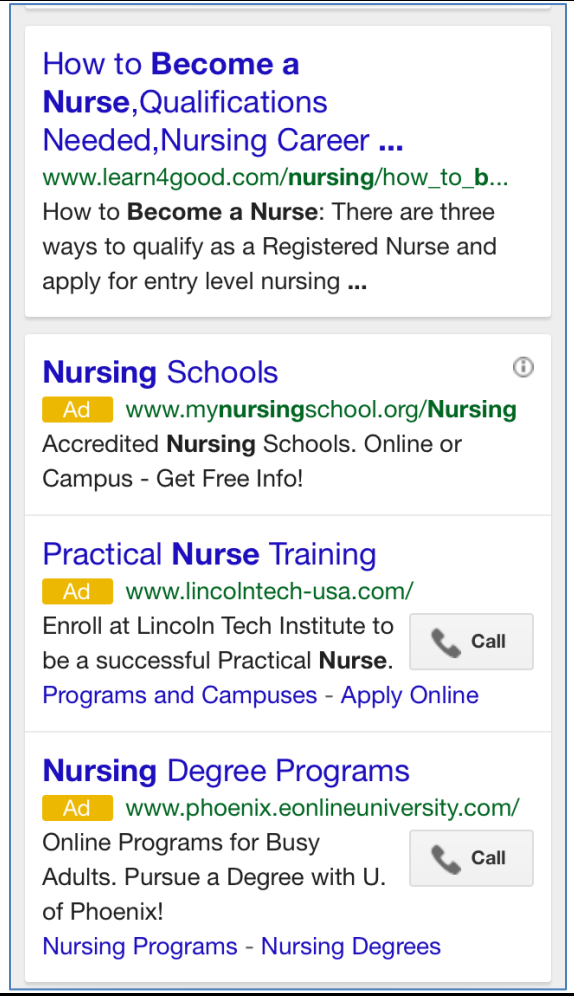
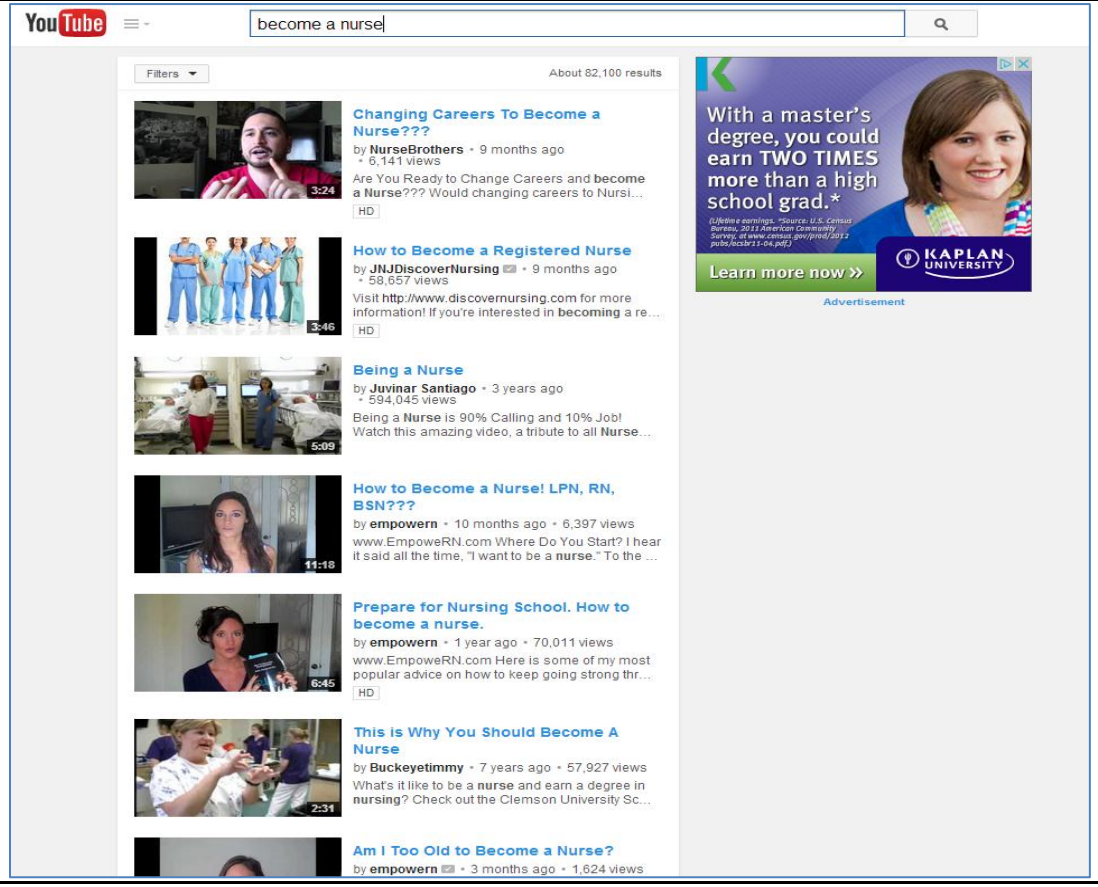
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

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

Google Custom Search

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

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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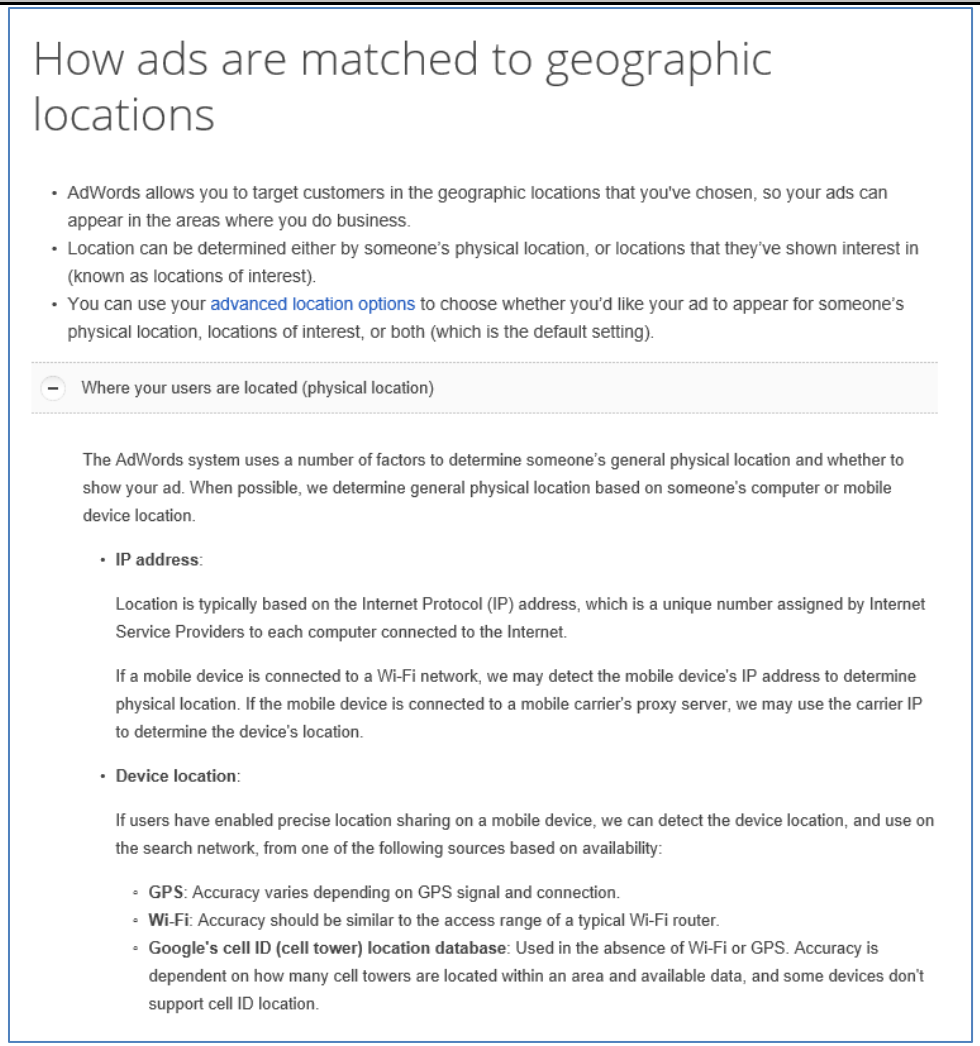

How ads are matched to geographic locations

- 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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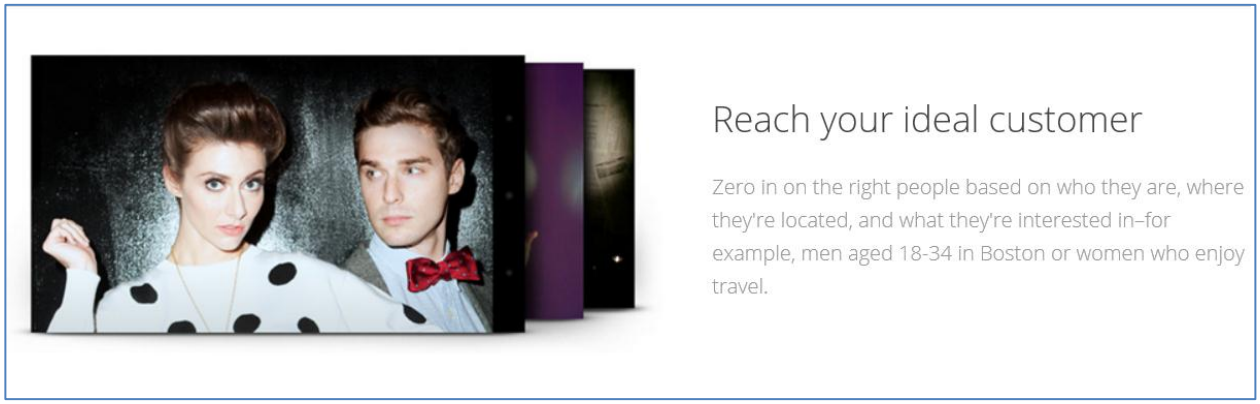
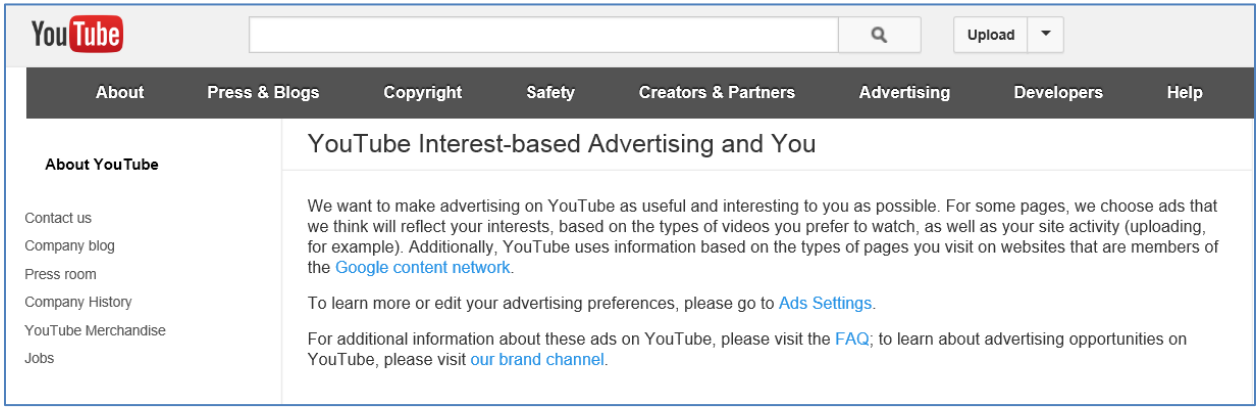


http://www.youtube.com/yt/advertise/why-it-works.html



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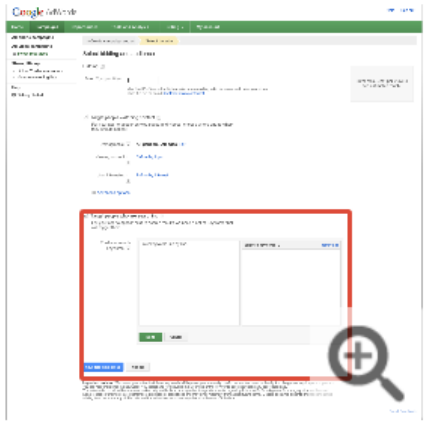
2. **Target people who are searching (TrueView in-search):**

   - 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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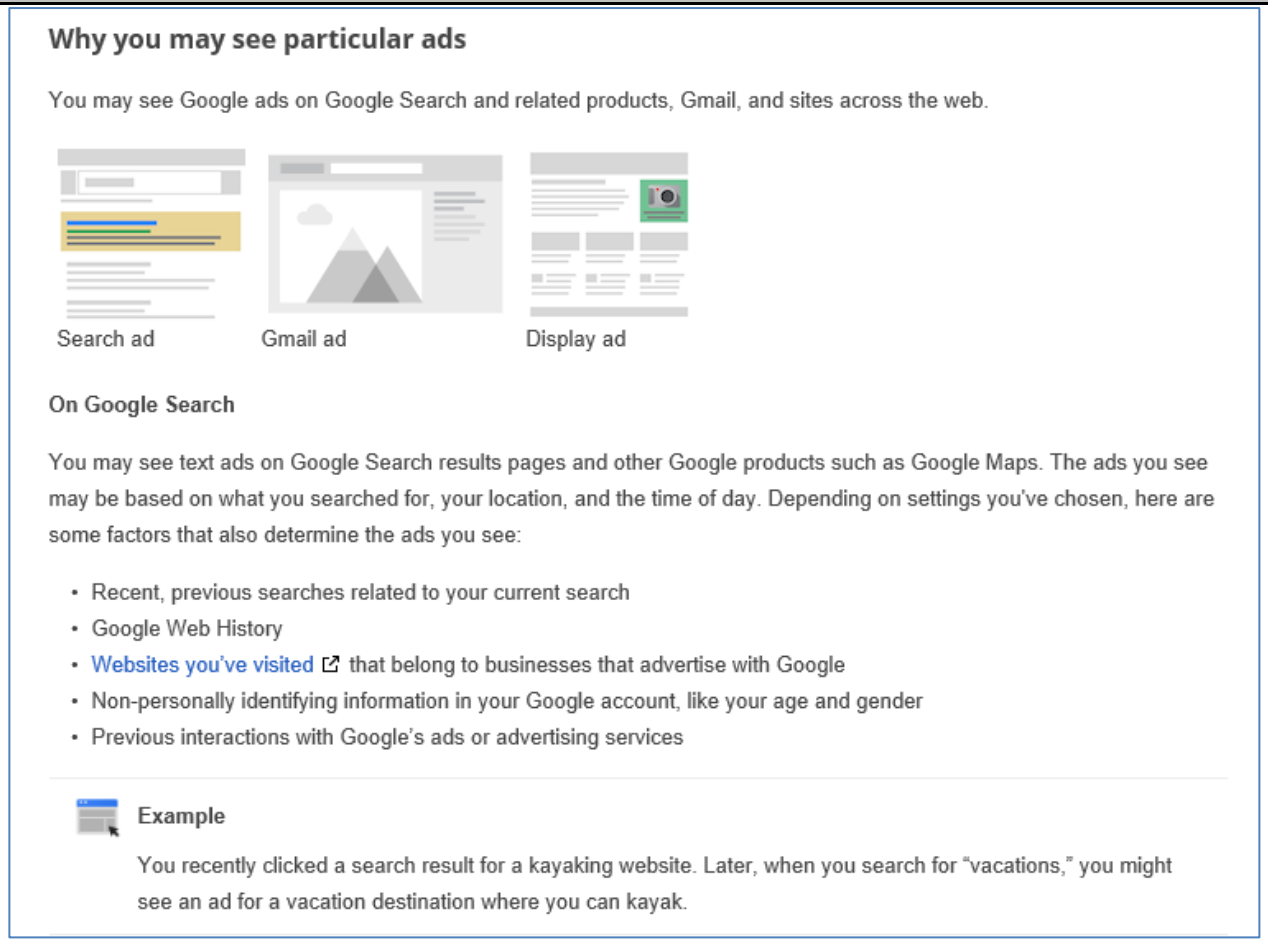

Why you may see particular ads

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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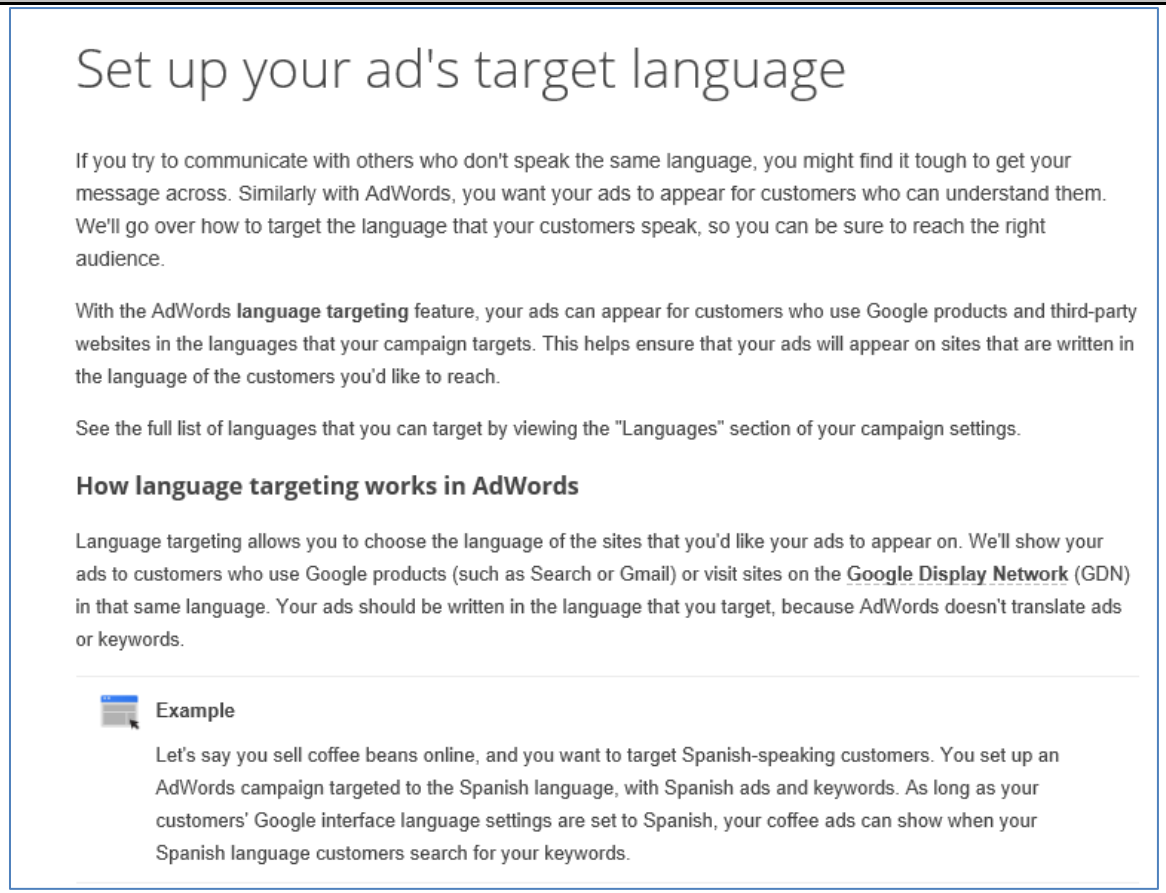

Set up your ad's target language

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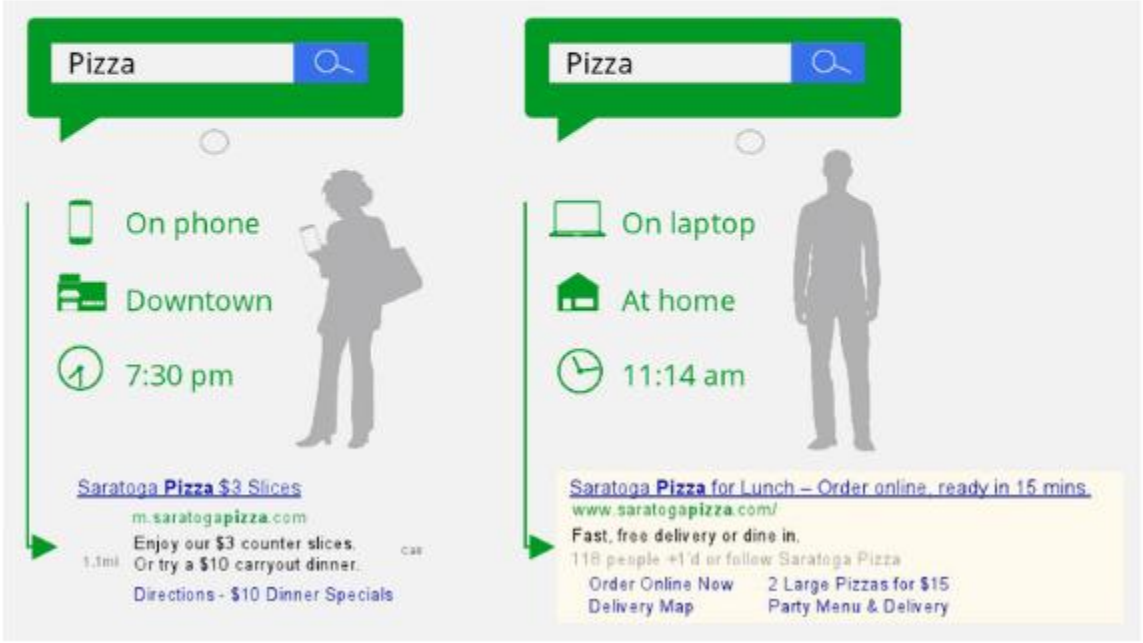
Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.



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

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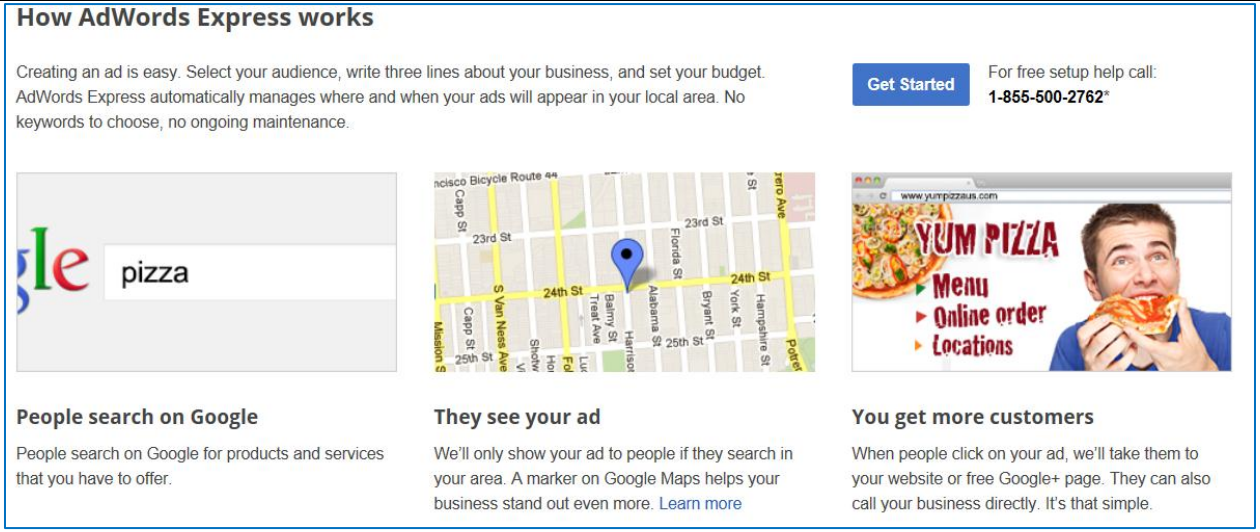
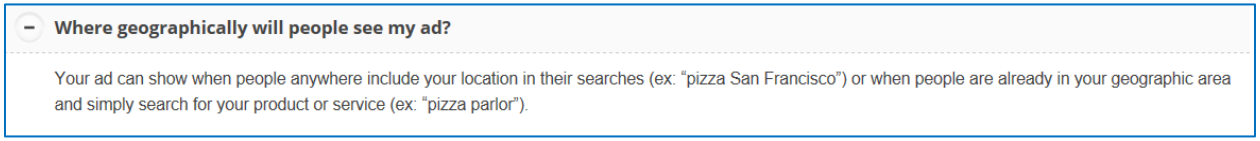


http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchads&utm_medium=et



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

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	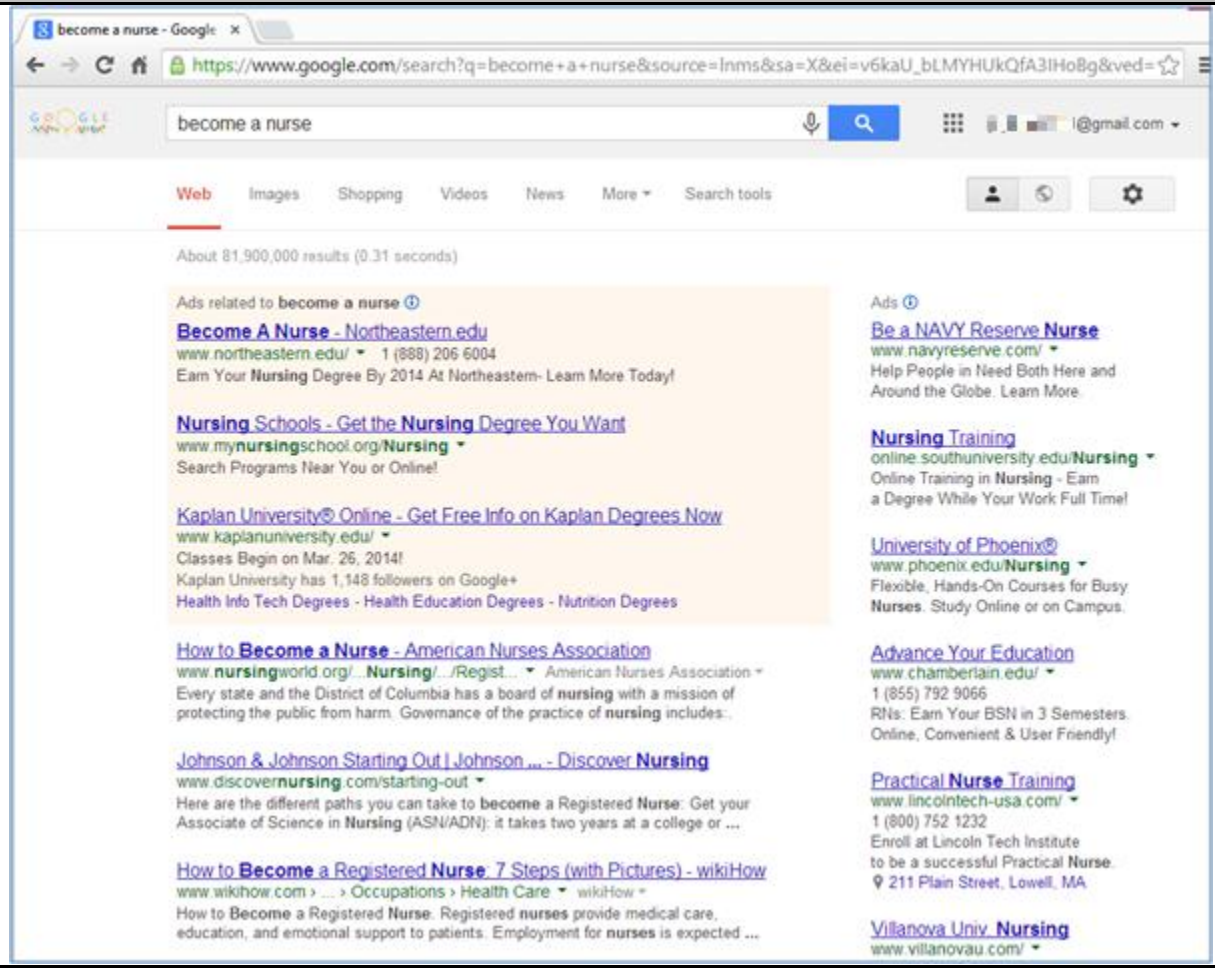

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	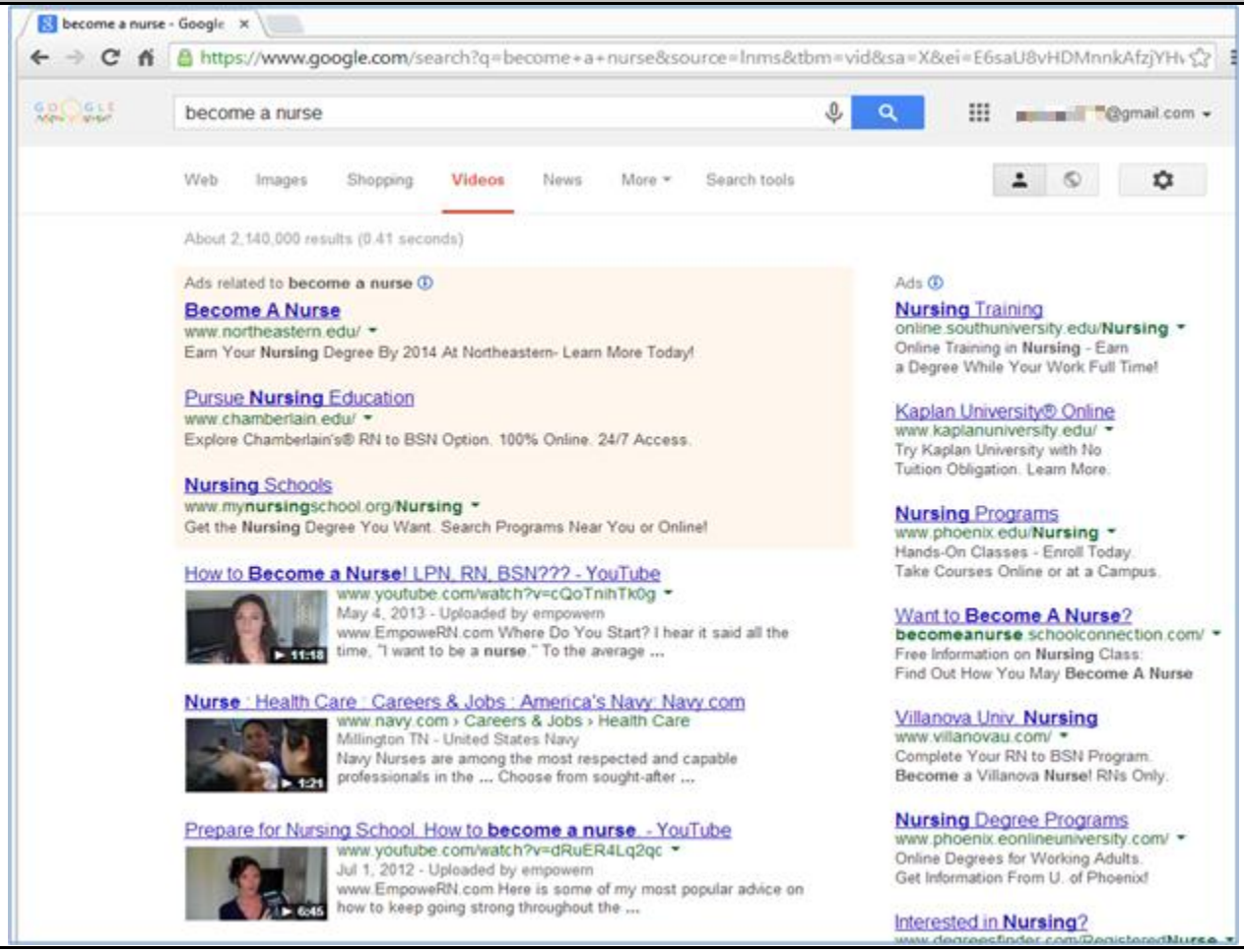

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	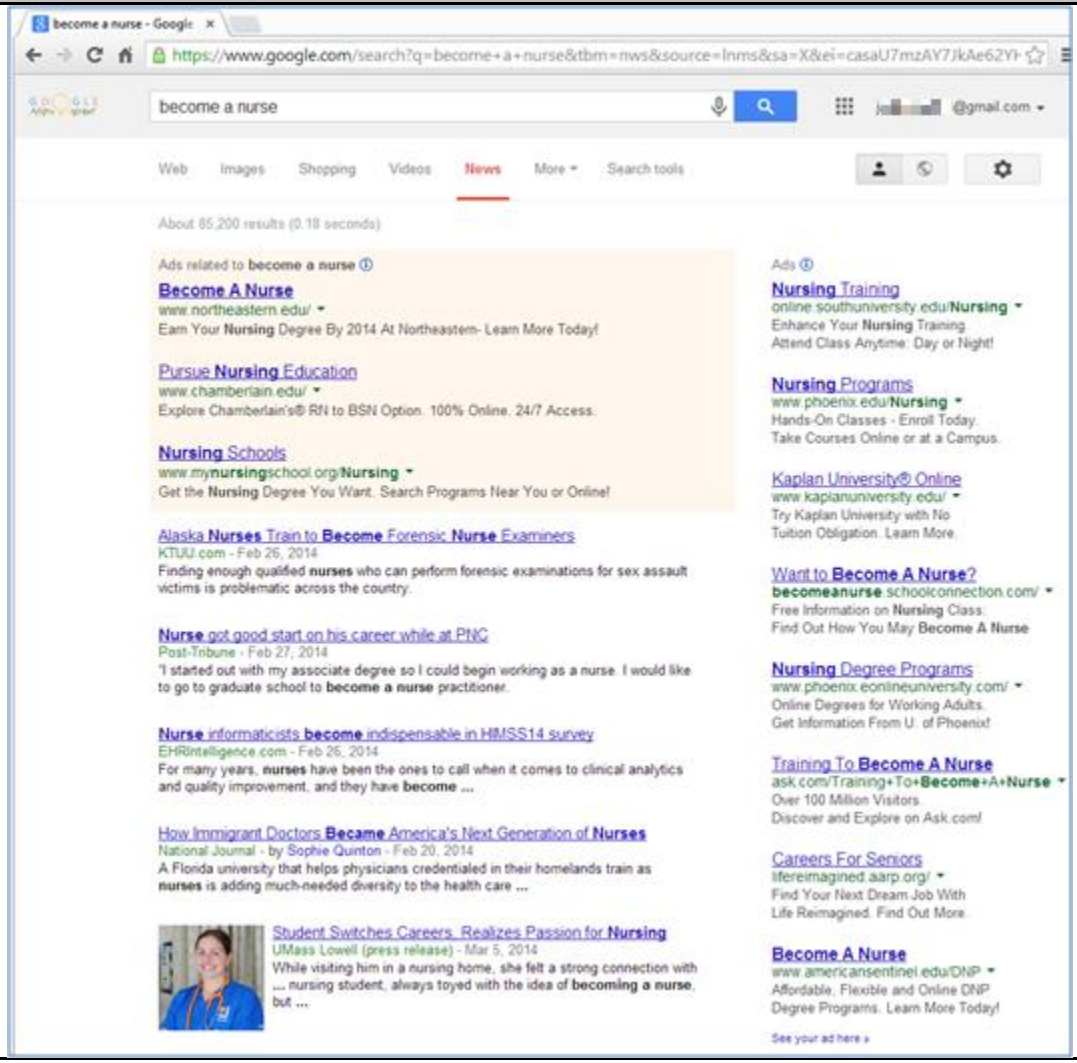

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	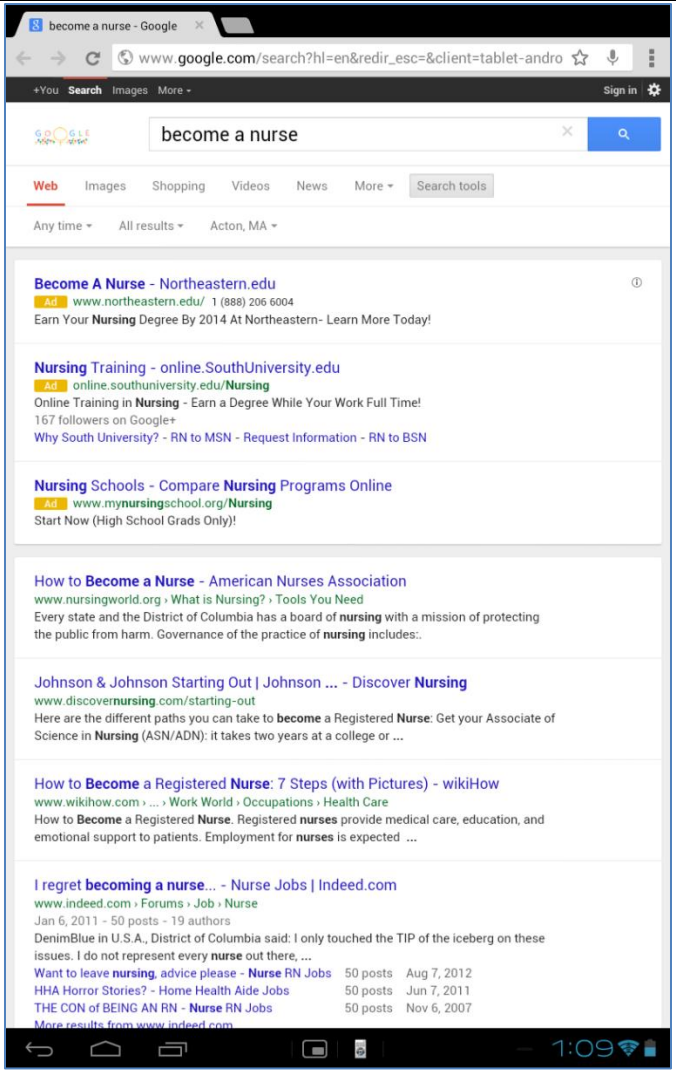

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	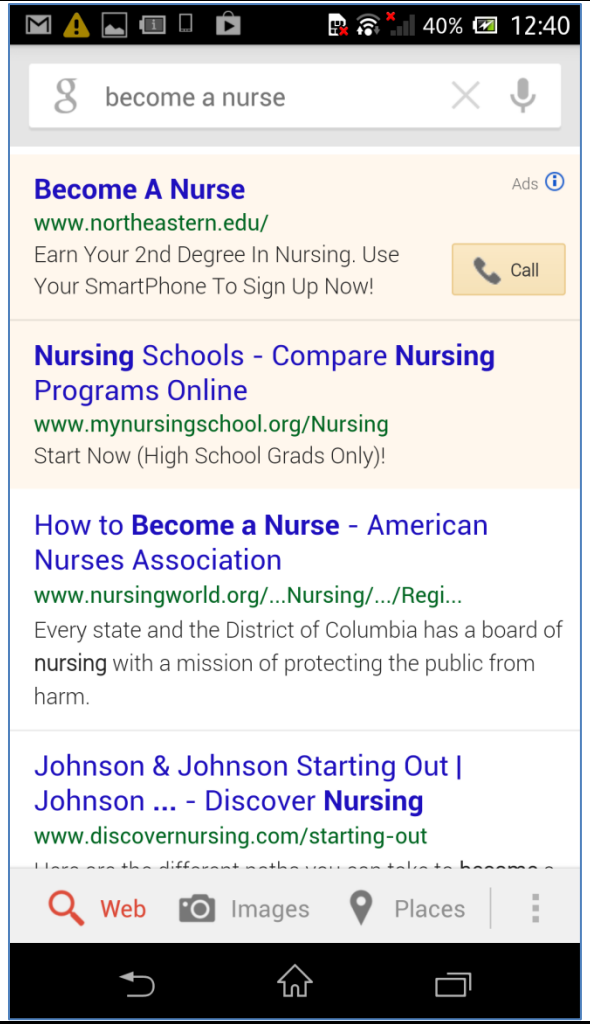

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	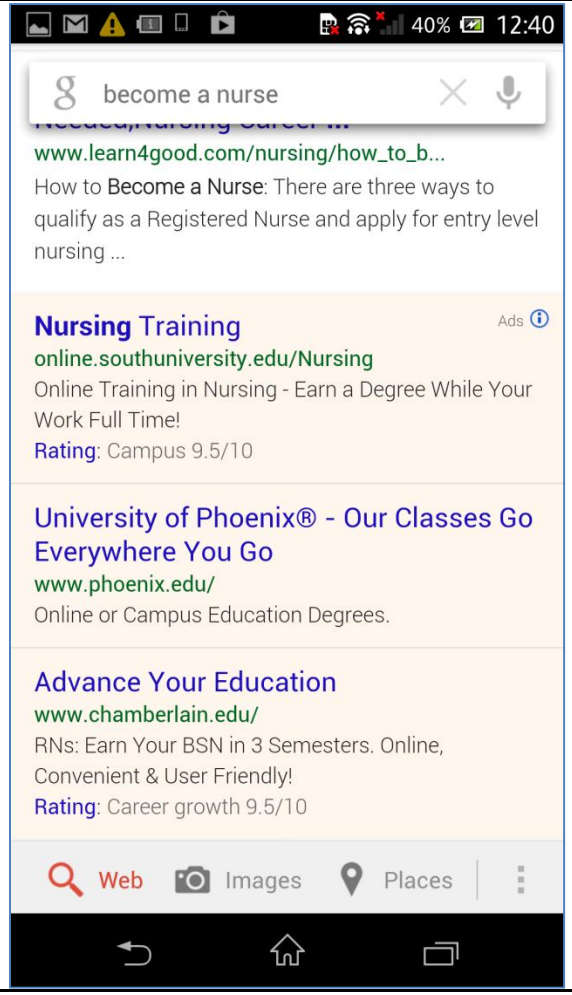

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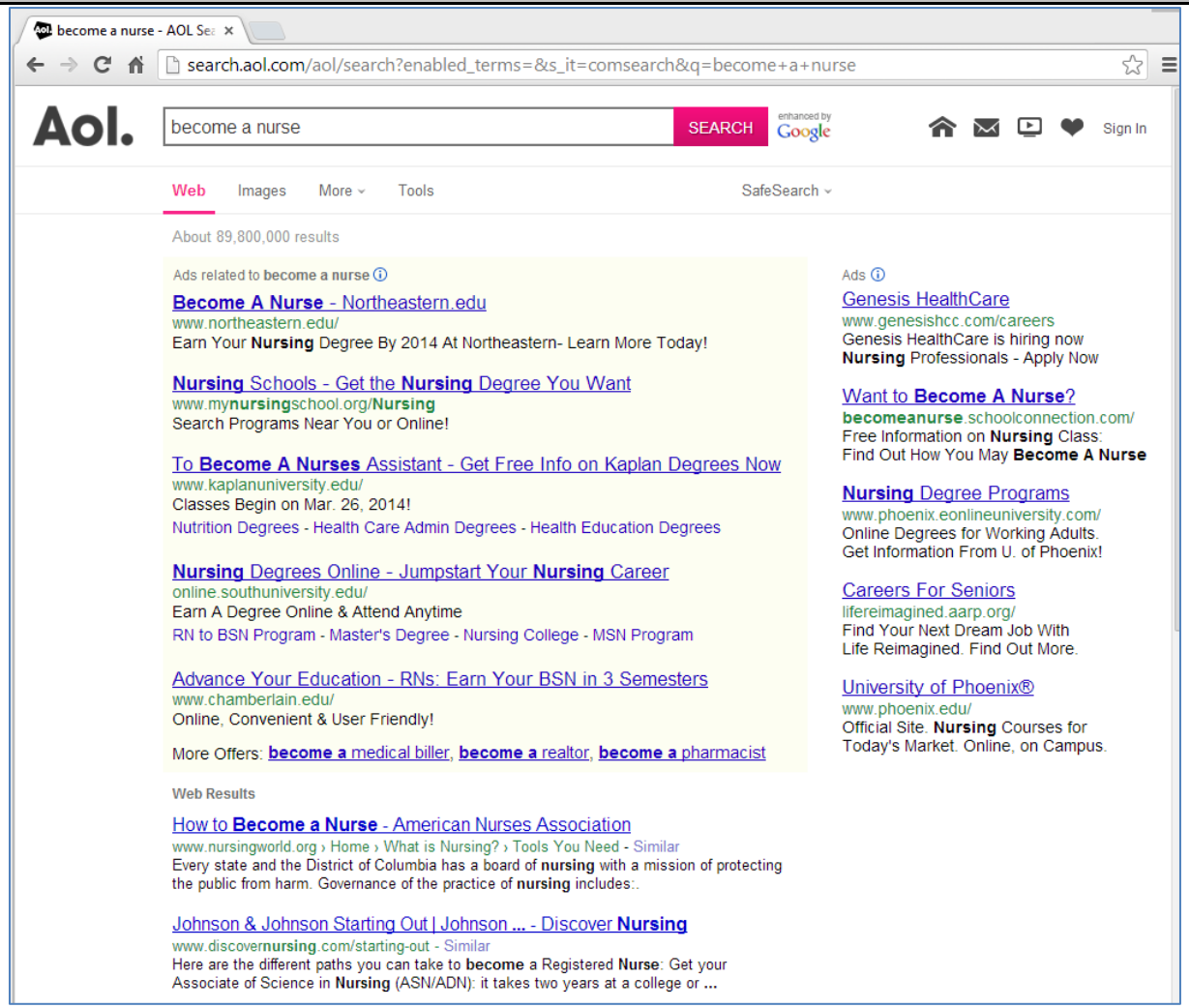

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	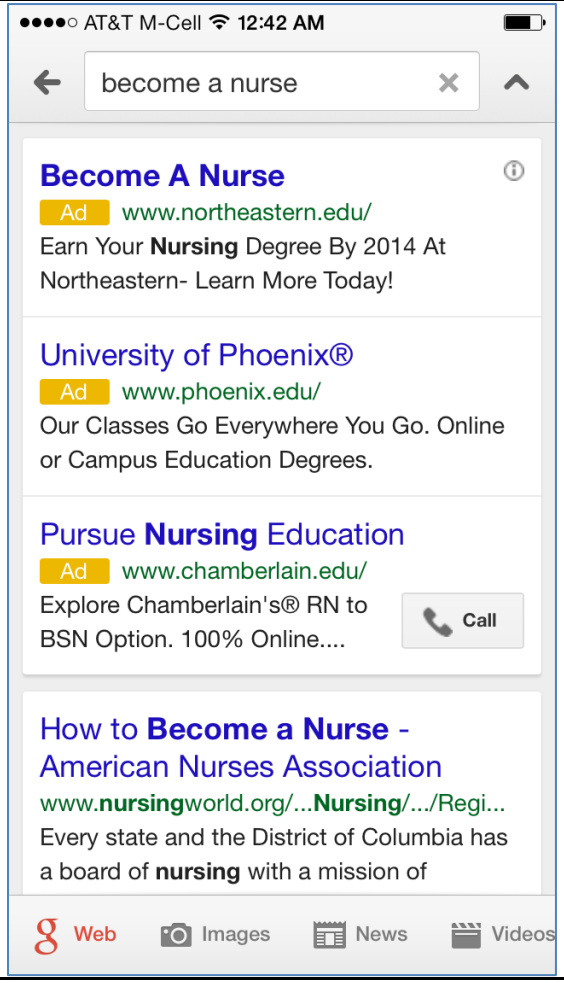

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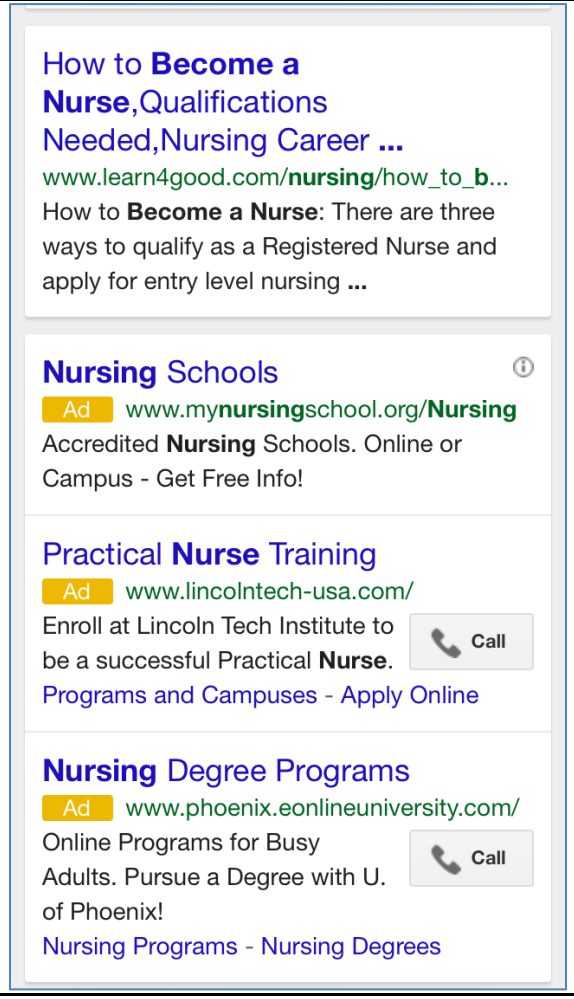

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	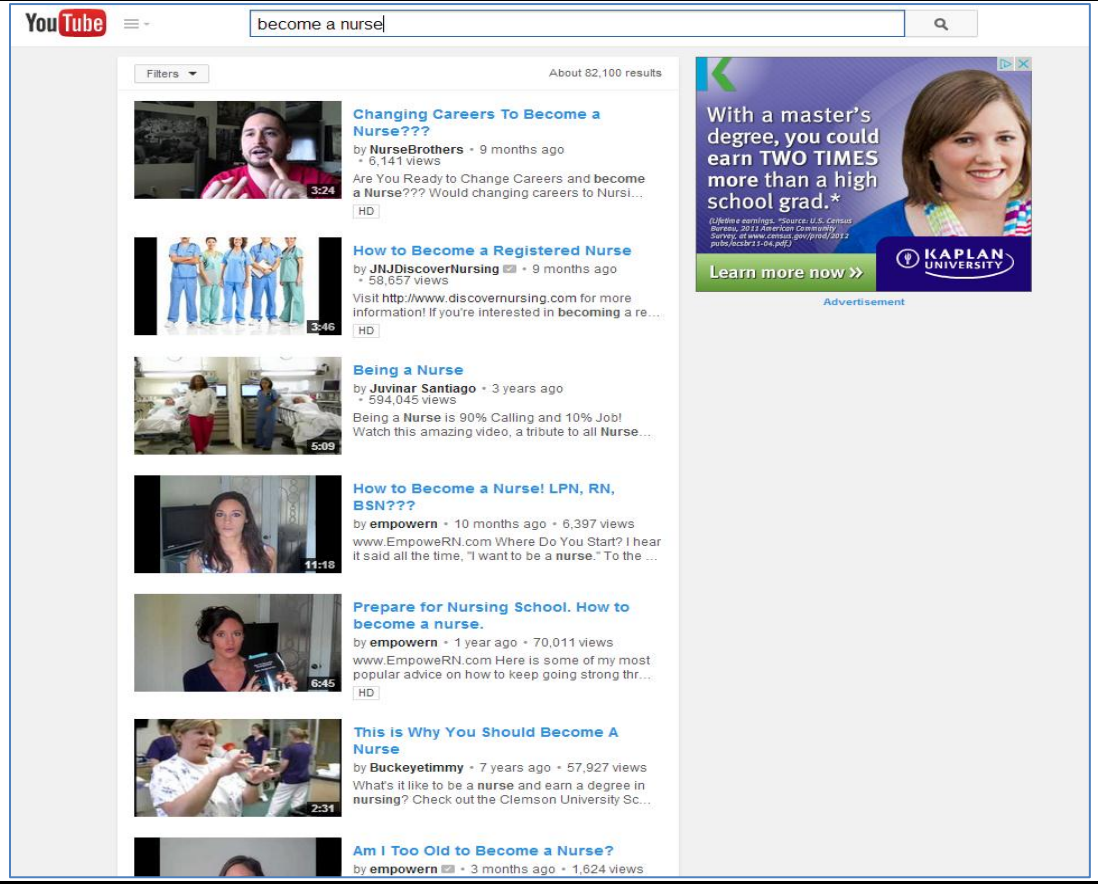

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Google Custom Search

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Make sure your business shows up on Google

Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.

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

Where on Google will my ads appear?

Ads appear alongside or above Google search results, in sections marked "Sponsored links", as well as on other partner websites. Your ads can appear on a desktop computer, tablet or mobile phone.

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

Where will my ad show?

Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites.

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

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	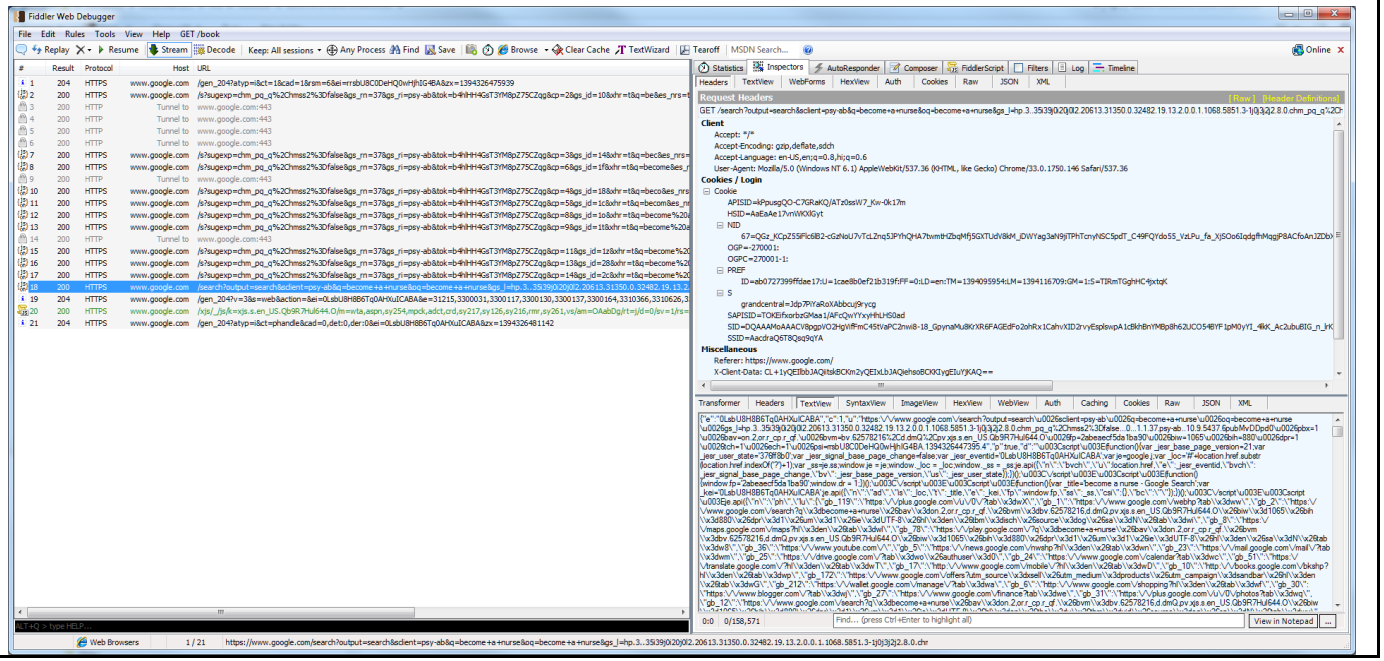

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	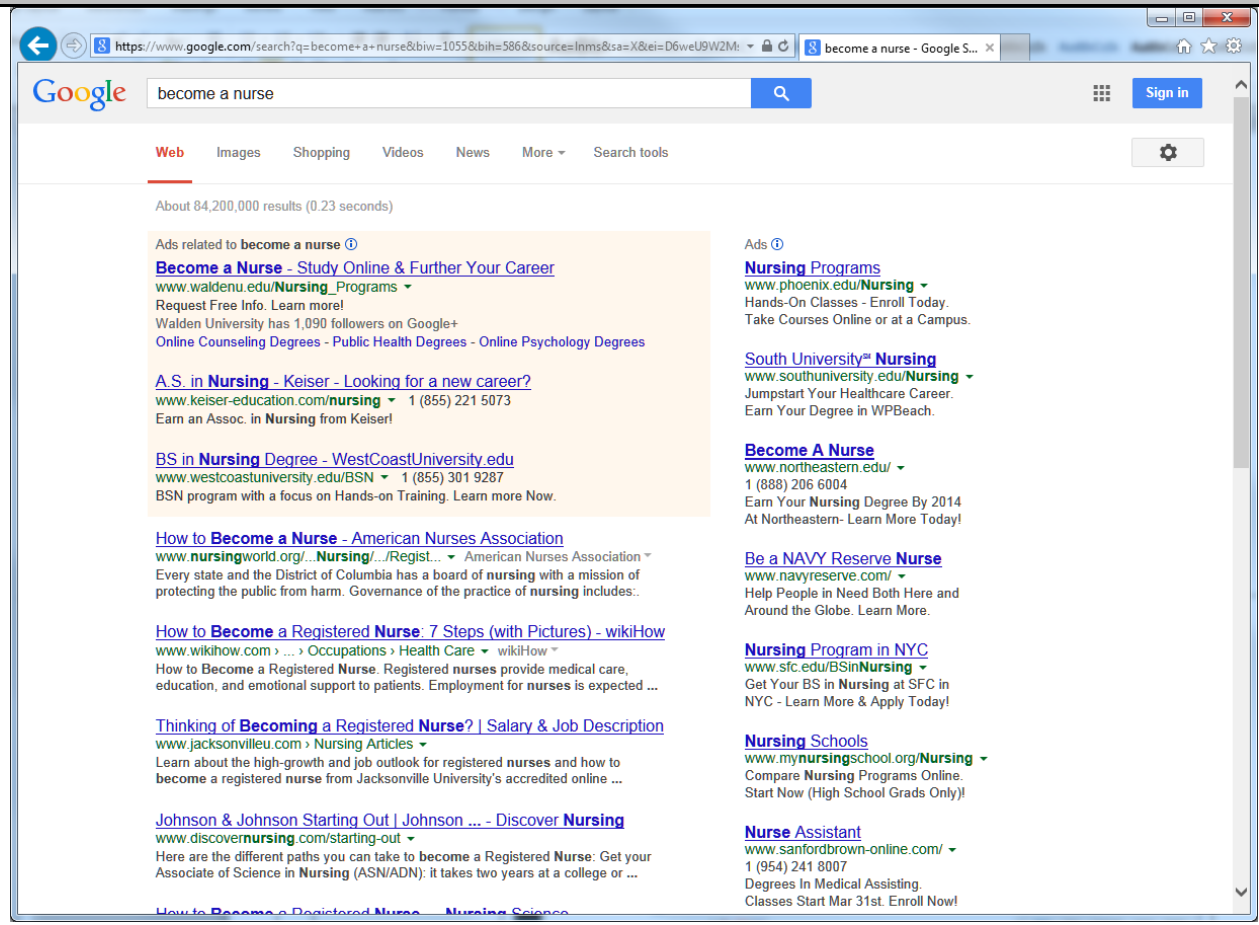

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	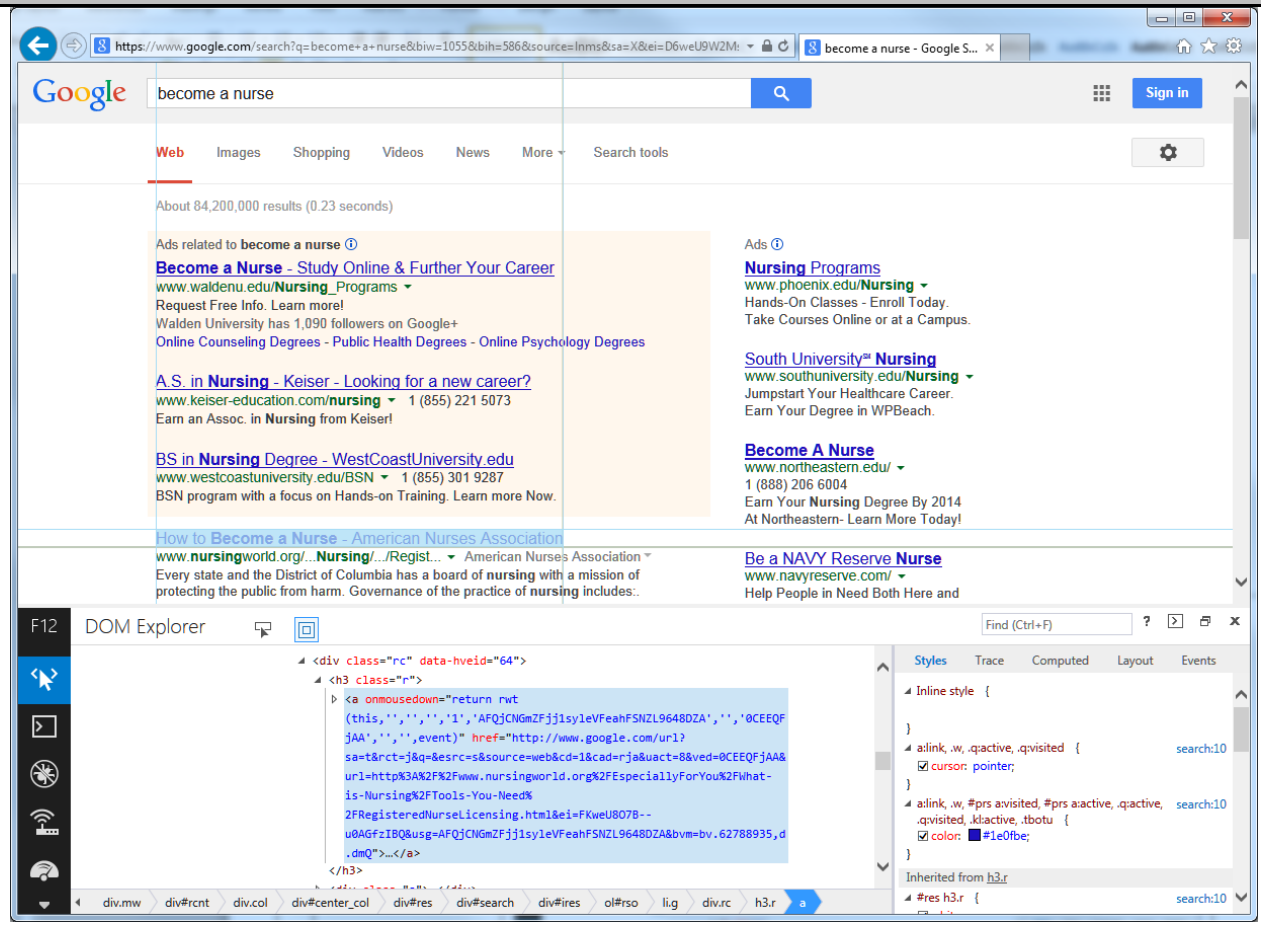

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	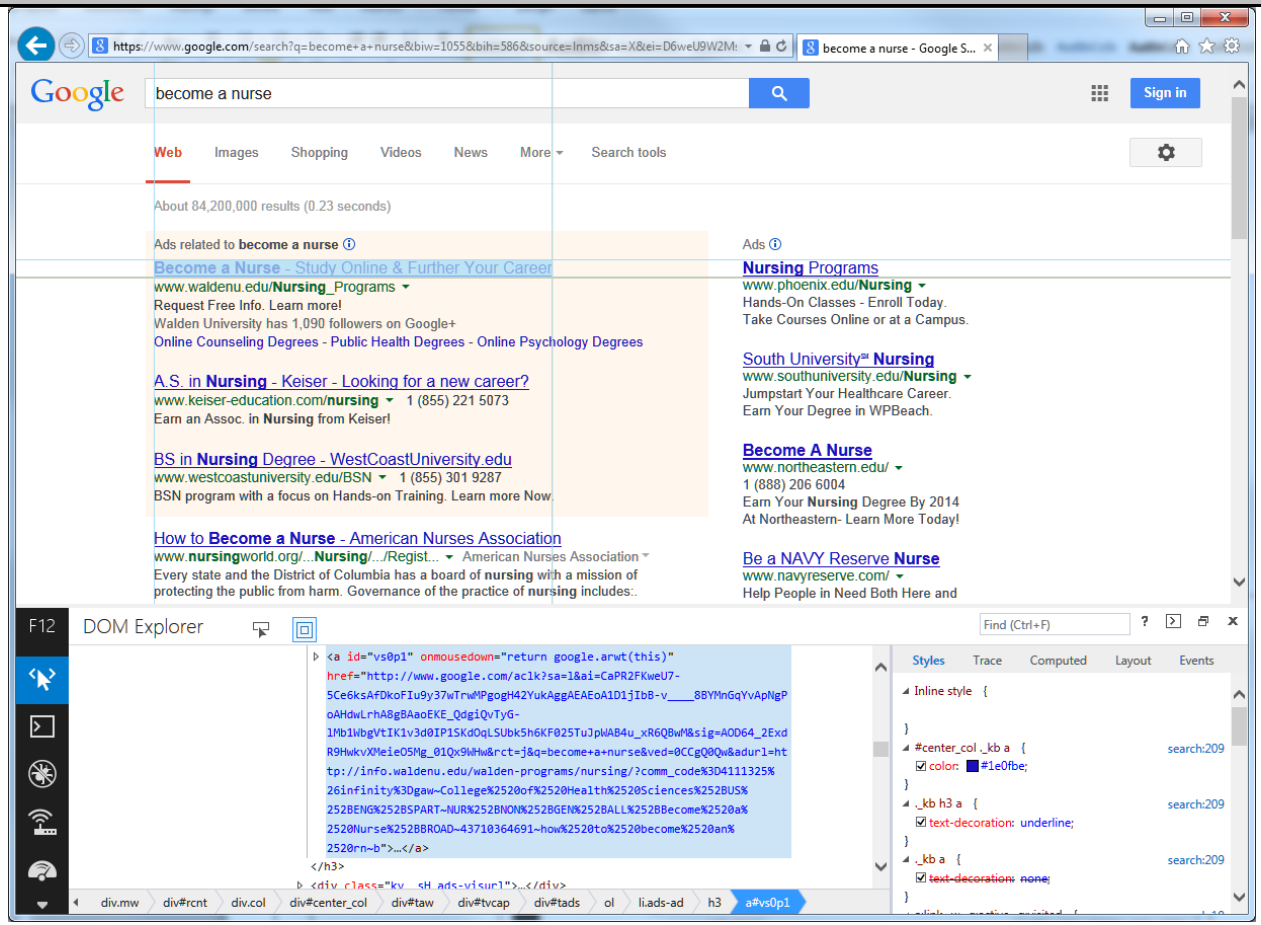

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	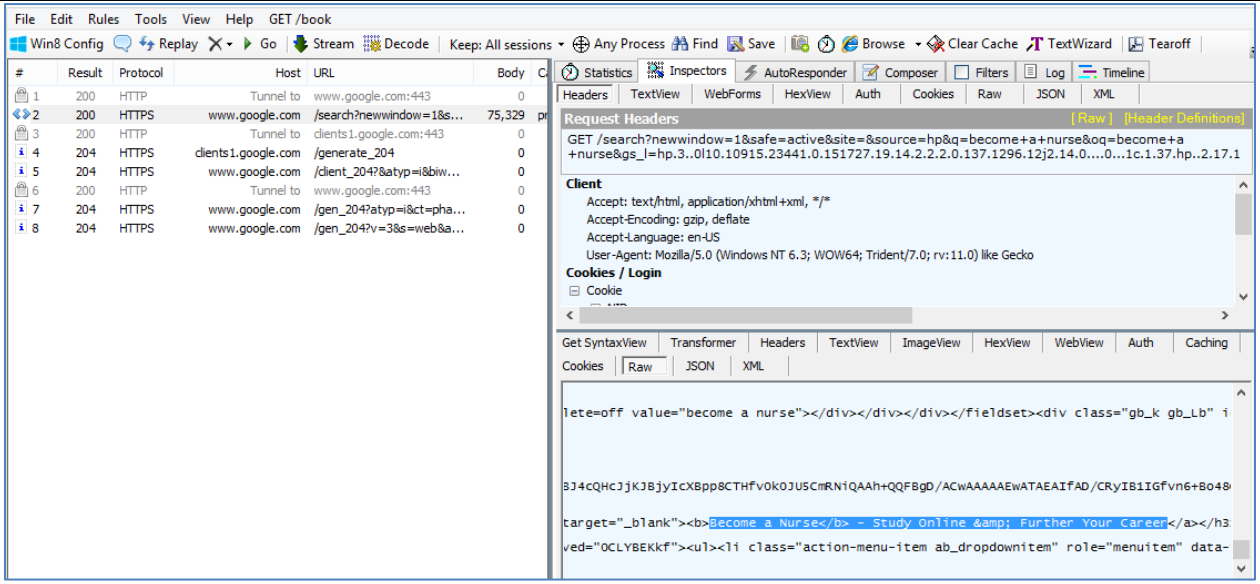
receiving search refinement input from the data processing device via the communications link;	The Accused Instrumentalities receive search refinement input from the data processing device via the communications link.

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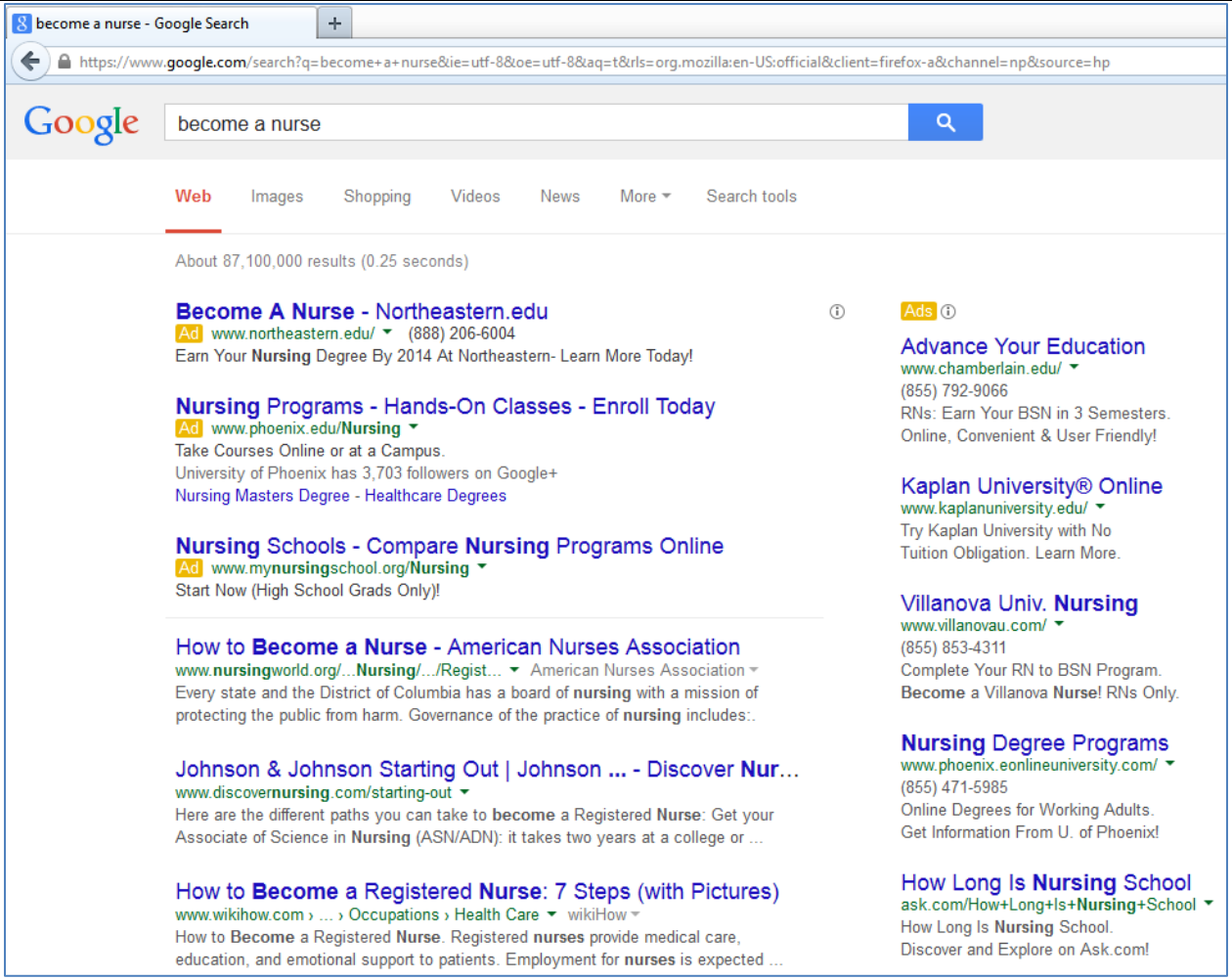

https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=np&source=hp

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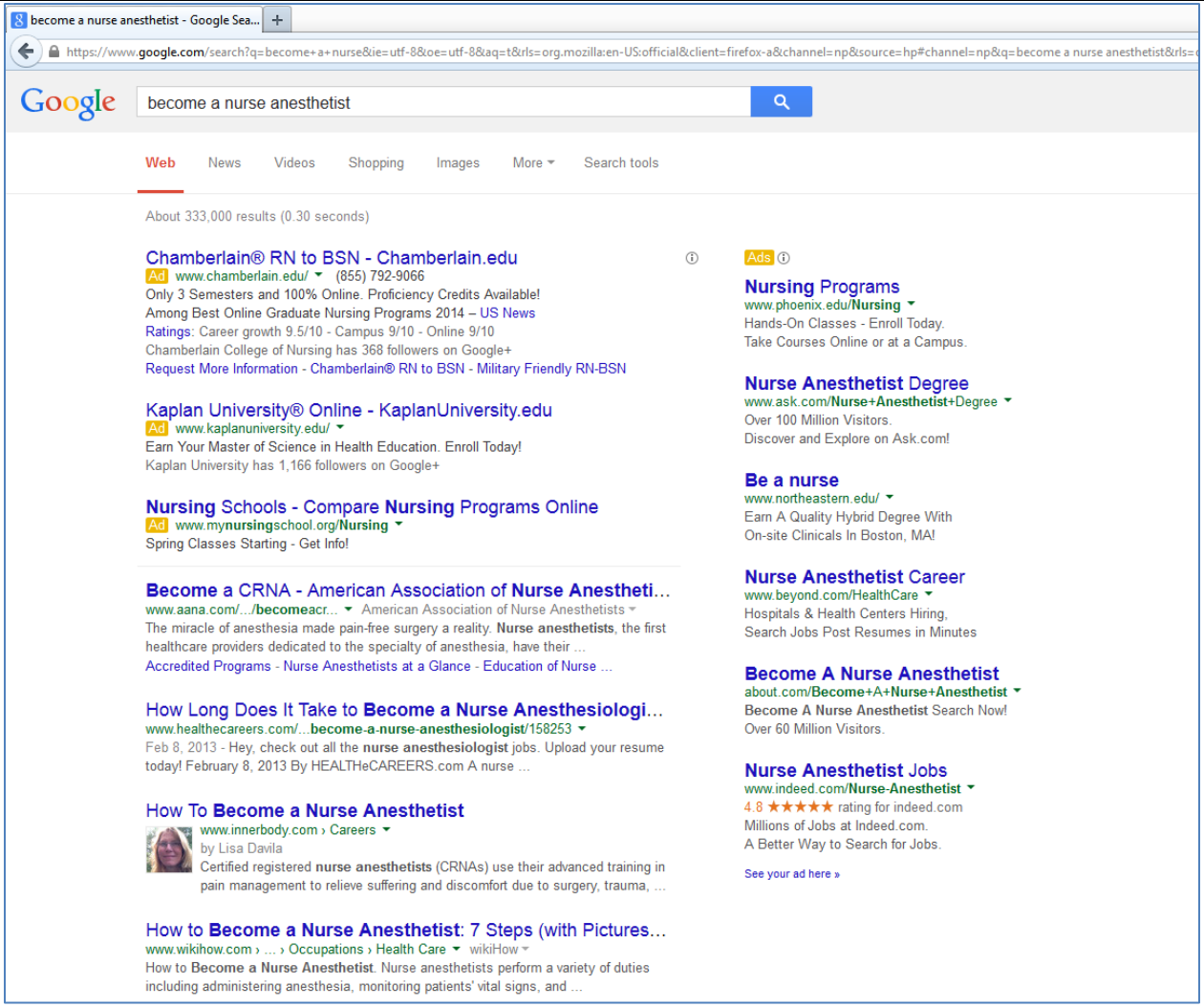

https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-

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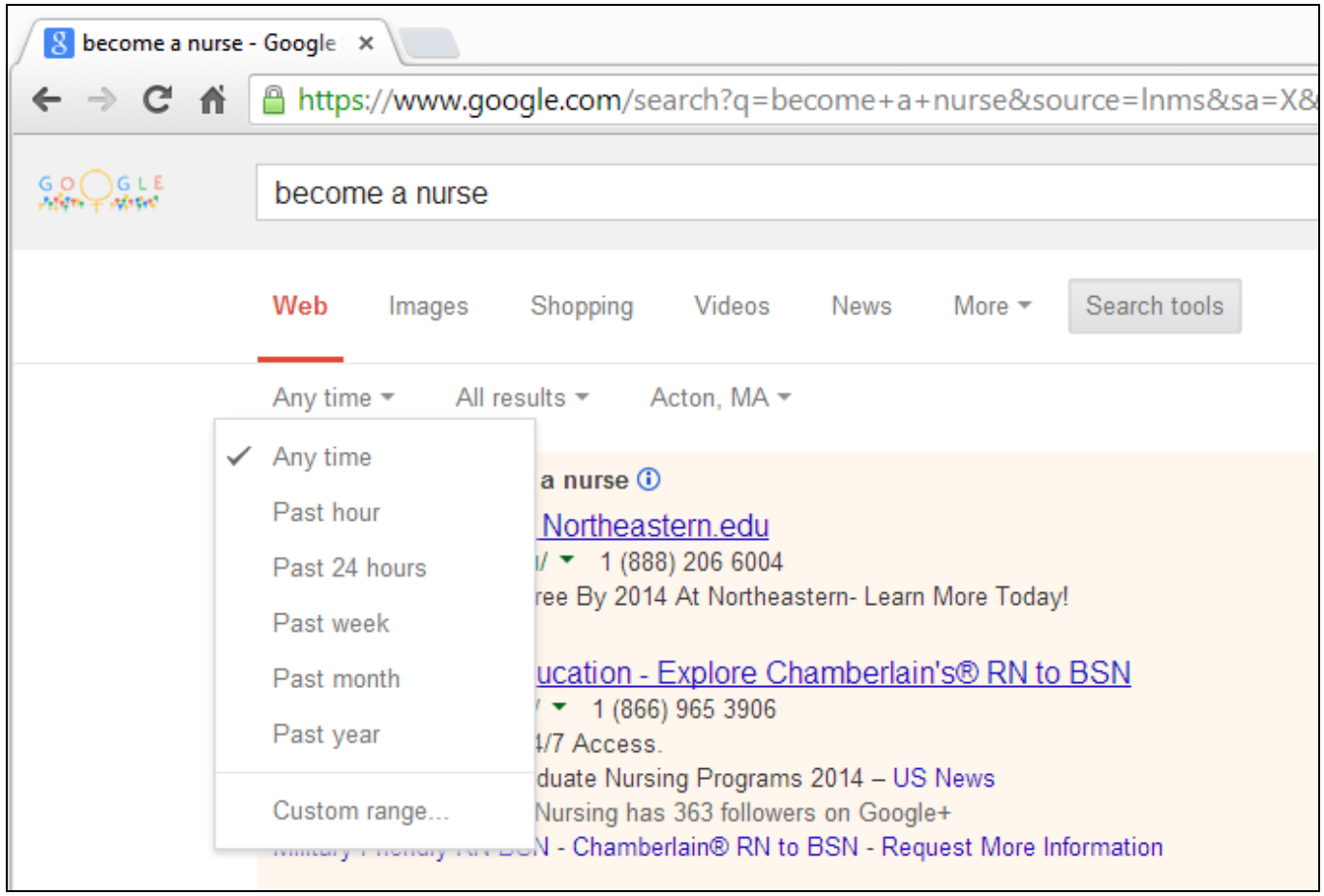
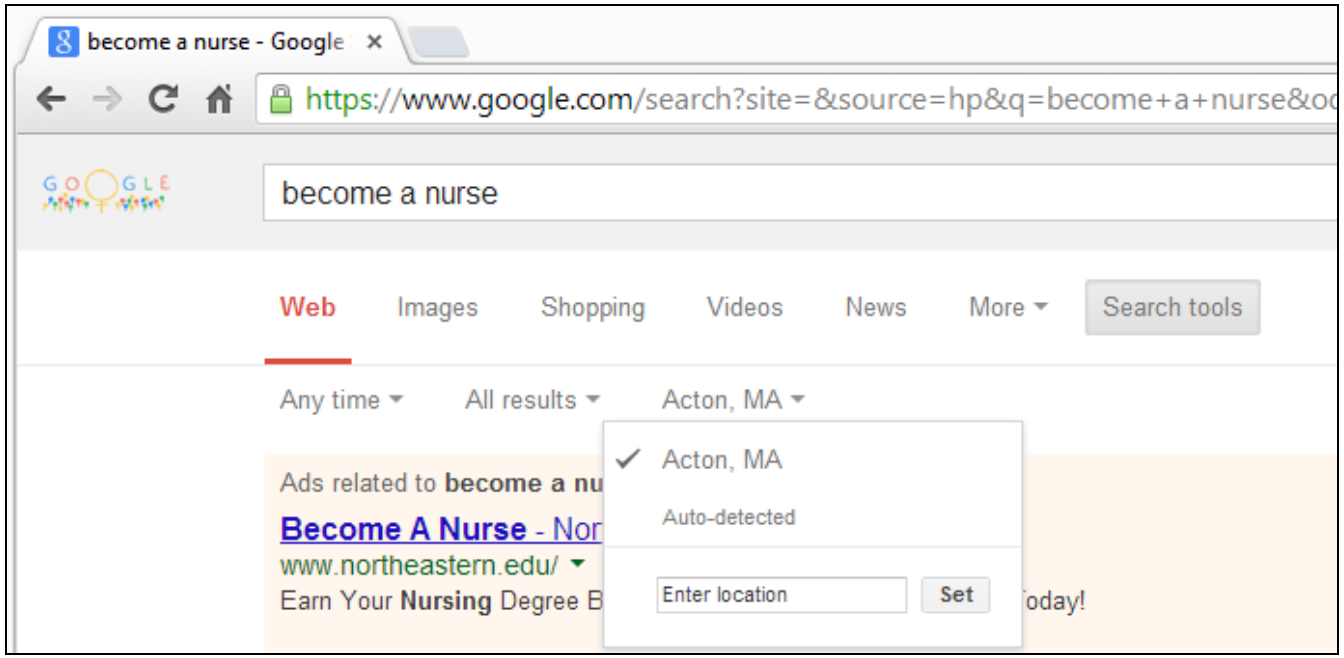
	US:official&client=firefox-a&channel=np&source=hp#channel=np&q=become%20a%20nurse%20anesthetist&rls=org.mozilla:en-US:official 

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

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	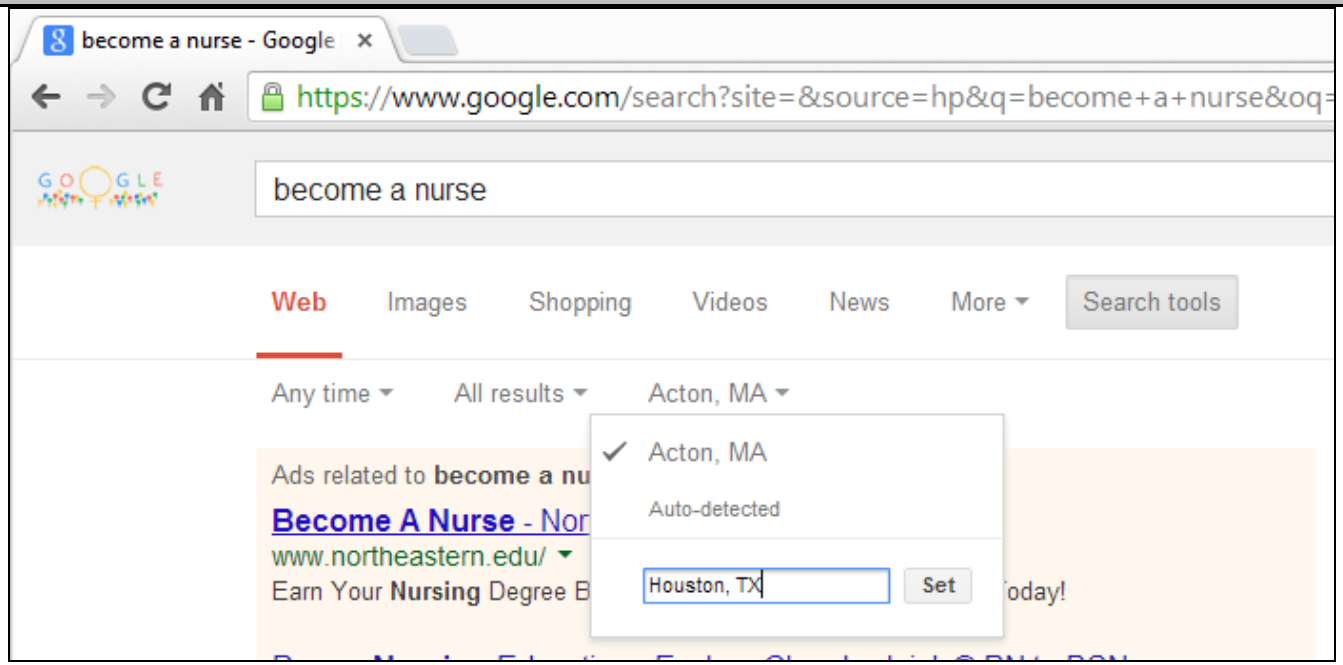

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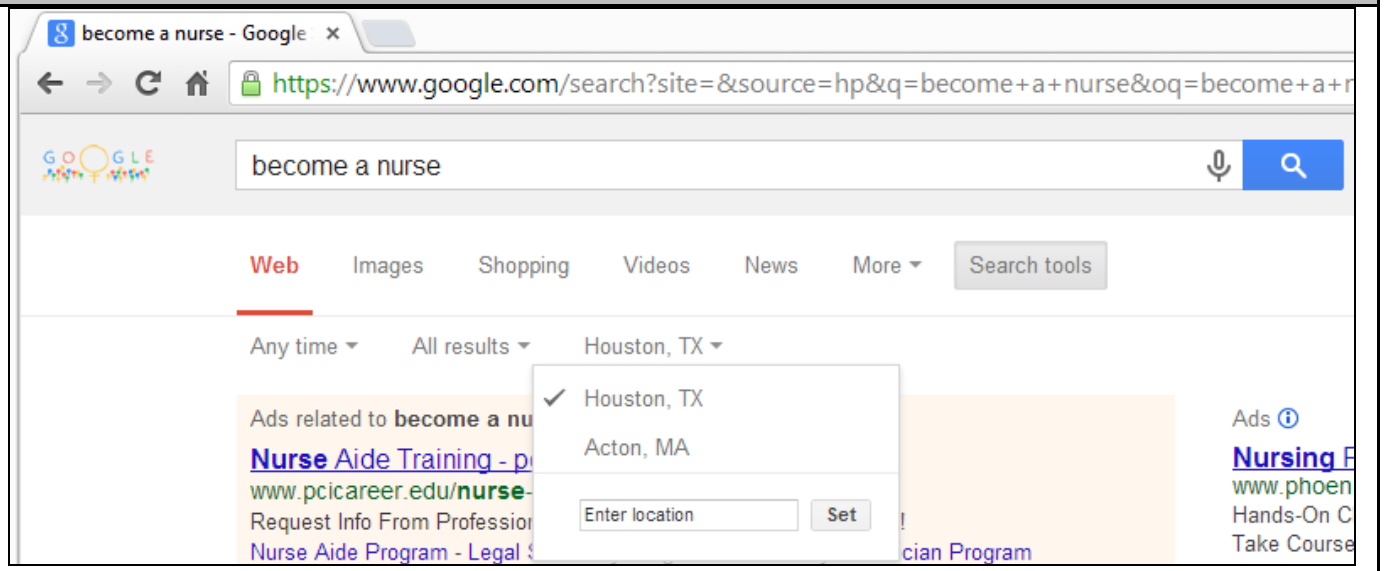

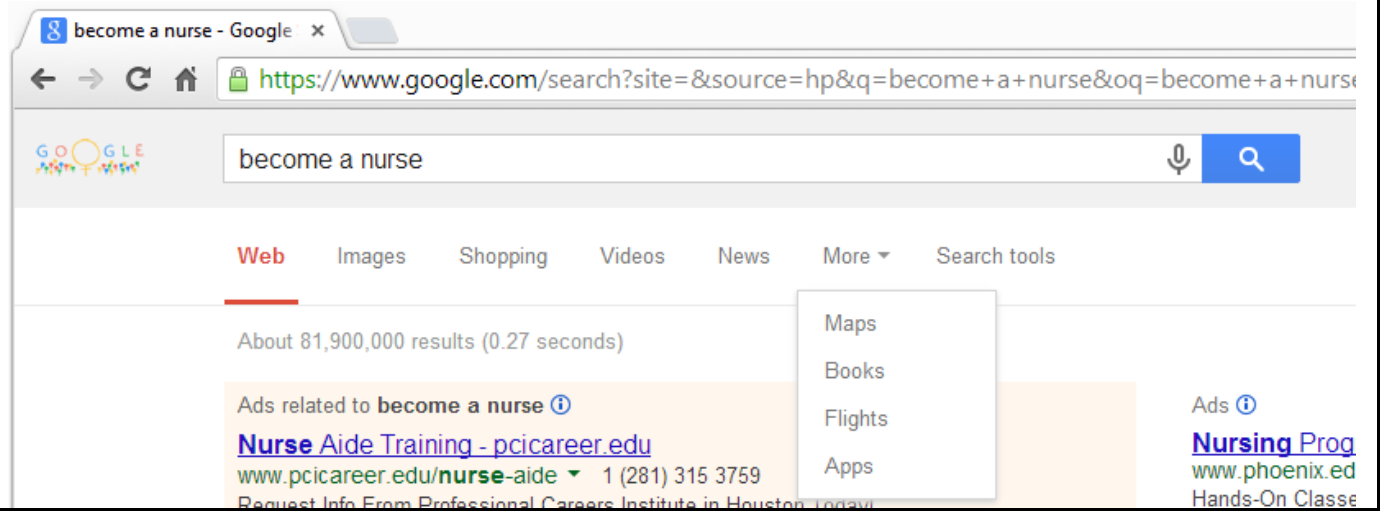

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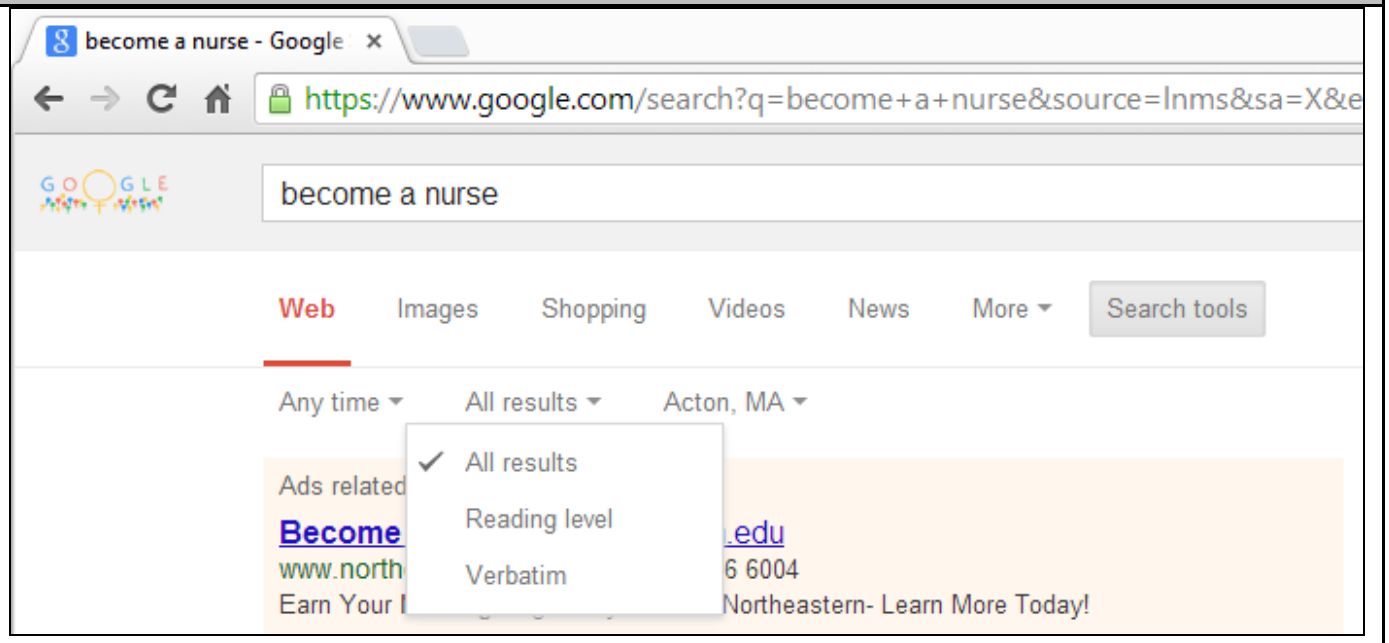

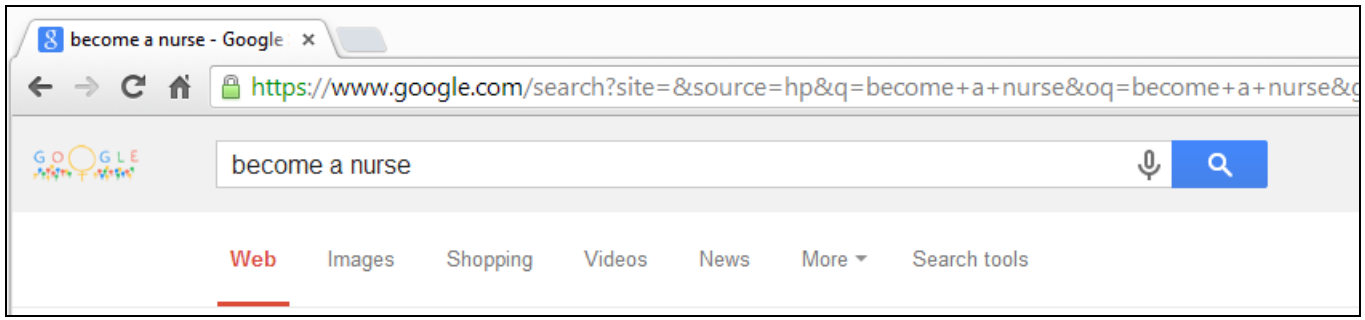

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	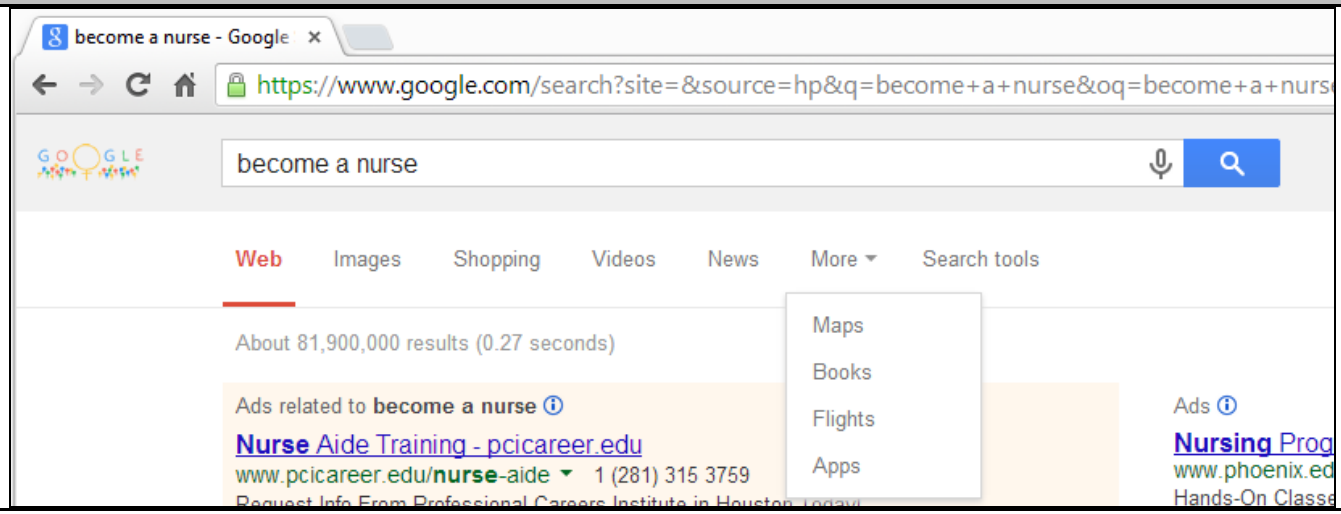

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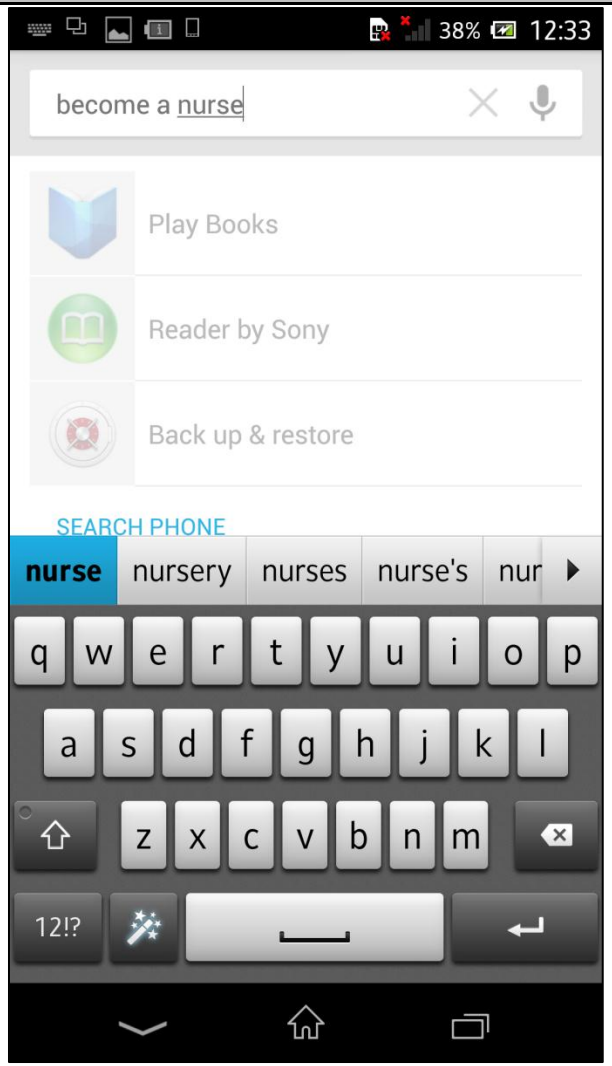
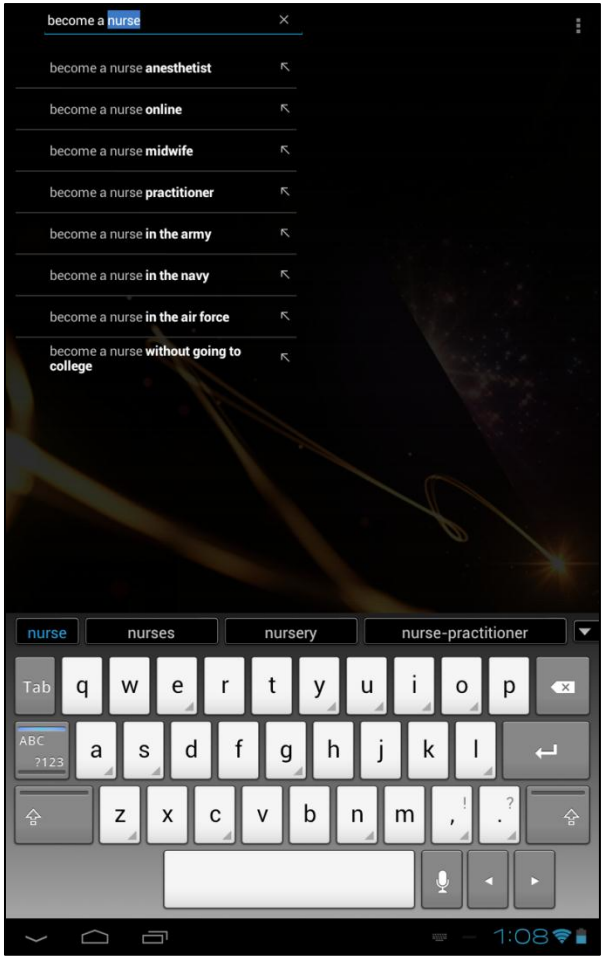
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Mobile Handset running on Android 4.2  Tablet Device Running Android 4.0.2

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	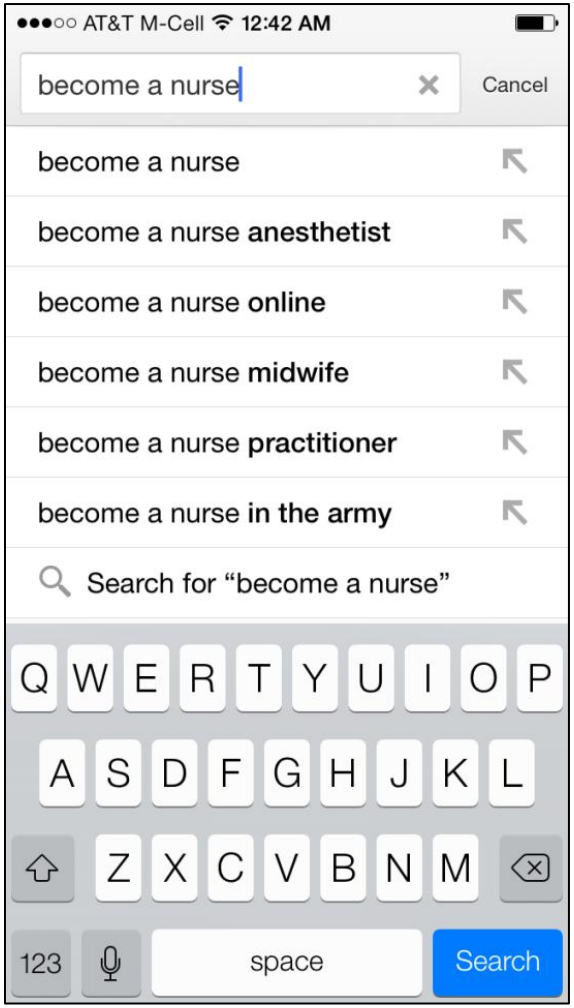

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	Google Search App Running on iOS 7.1

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Find certain types of results

Some options are not available in all languages or only show if you're signed in to your Google Account.

At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.

For example, if you're in the market to buy a new camera, search for "digital camera" then click **Shopping**. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.

Examples:

- Images
- Maps
- Shopping
- News
- Videos
- Books
- Flights
- Apps

Filter your results

Some options are not available in all languages or only show if you're signed in to your Google Account.

Once you've decided which type of results you want, like **Web** or **Images**, you can filter your results even further using **Search tools**.

For example, here's how to see pictures of red planets:

1. Type `planets` in the search box.
2. Click **Images**.
3. Click **Search tools**.
4. Click **Color**, then select the red filter.

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Filter your search results

You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.

Settings
Trying to change your search settings? Visit google.com/preferences to change settings like SafeSearch, search history, results per page, languages, and location.

How to add filters

1. At the top of your search results page, select a filtering option like **Images** or **News**. Click **More** to see extra choices.
2. Click **Search tools** to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.
3. Select one or more filters to narrow down your search results.
4. To go back to unfiltered results, click **Web** at the top of the search results page.
5. To remove any filters you've added through Search tools, click **Clear**.

https://support.google.com/websearch/answer/142143?hl=en

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Search tools will vary based on the type of results you're looking at, but may include:

- **Publish date**: Limit results according to when they were published on the Web.
- **Verbatim**: Search for exact words or phrases.
- **Dictionary**: Find definitions, synonyms, images, and more for your search term.
- **Reading level**: Limit your search results by reading comprehension level.
- **Private**: If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.
- **Nearby**: See results for your current location.
- **Visited pages/Not yet visited**: If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.
- **Images**: Filter results by size, type, and color. Learn more about the search tools you can use with Image Search.
- **Videos**: Filter by length of video, quality, and source, like youtube.com.
- **Recipes**: Filter by ingredients, cook time, and calories.
- **Applications**: Choose the price and operating system, or OS, for available apps.
- **Patents**: Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at patents.google.com.

https://support.google.com/websearch/answer/142143?hl=en

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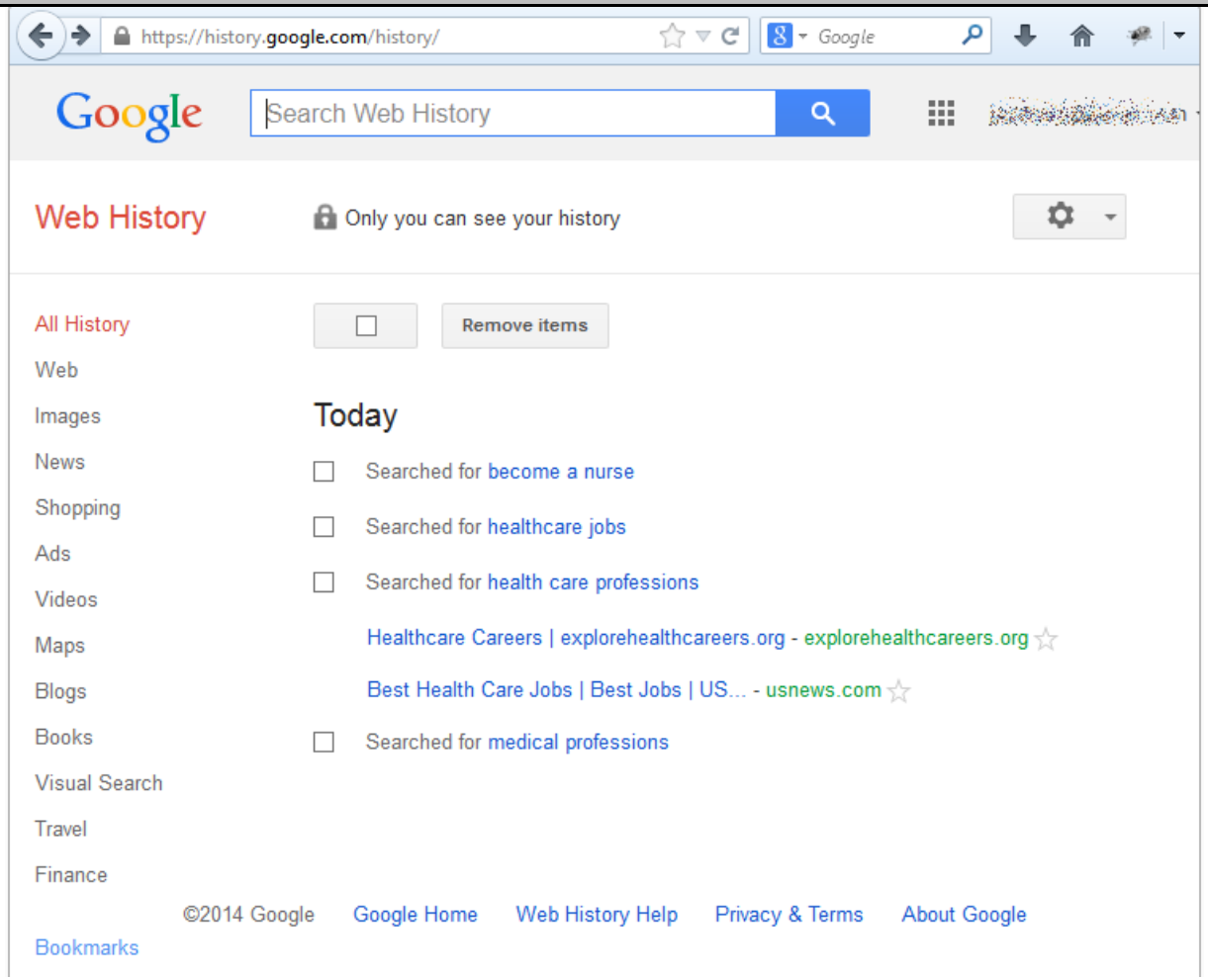

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	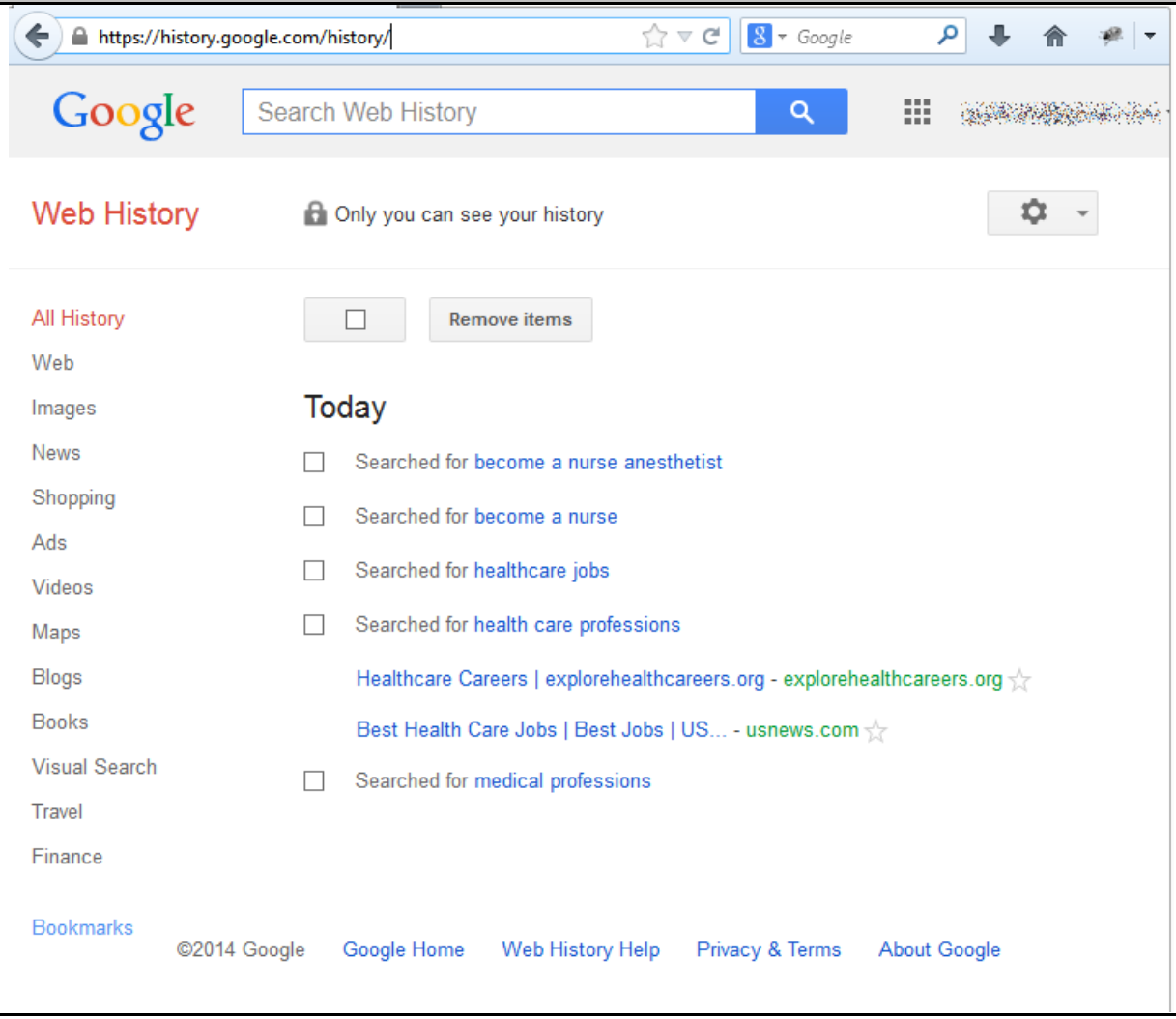
producing modified search	The Accused Instrumentalities produce modified search results based upon at least the search refinement

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

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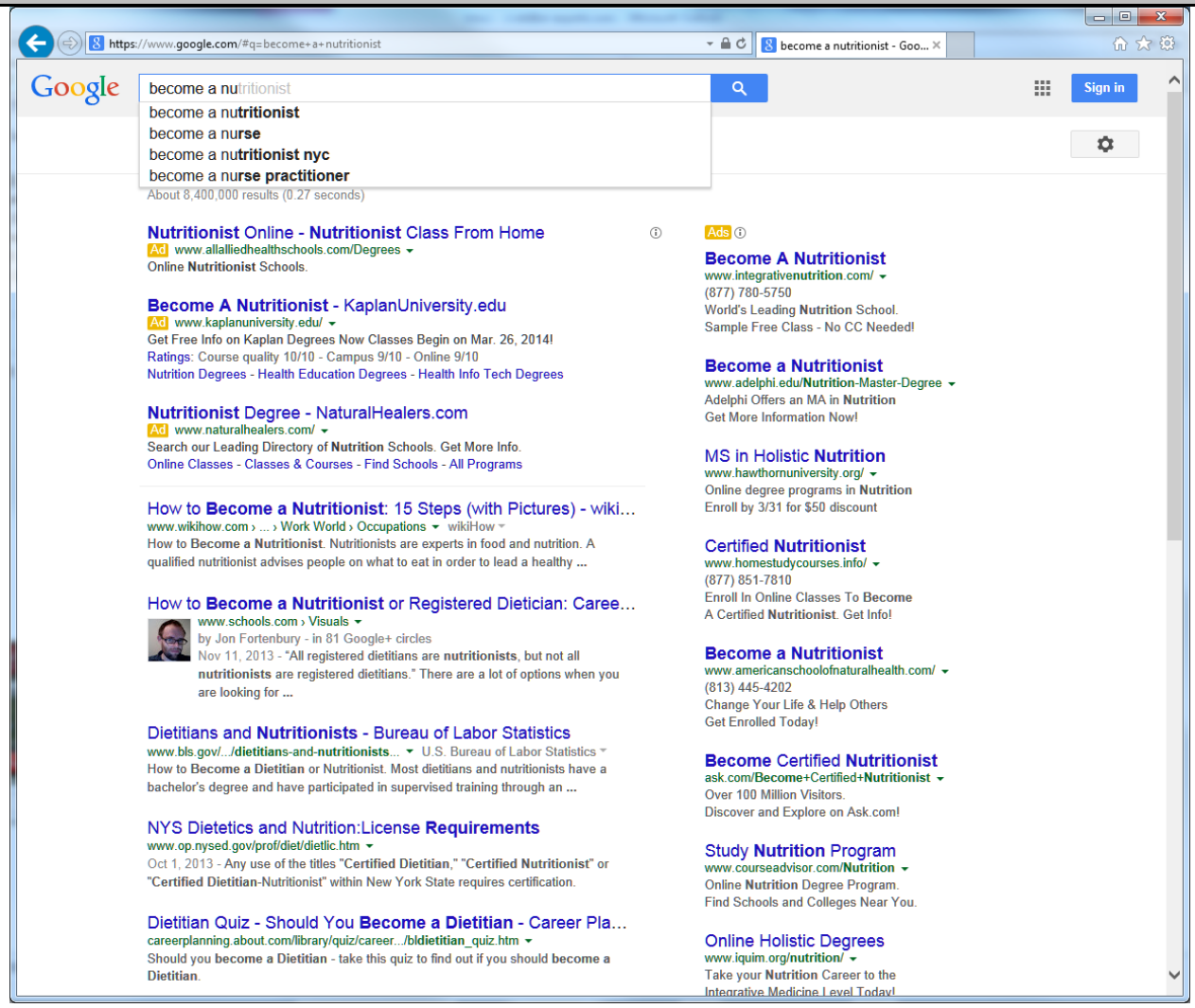

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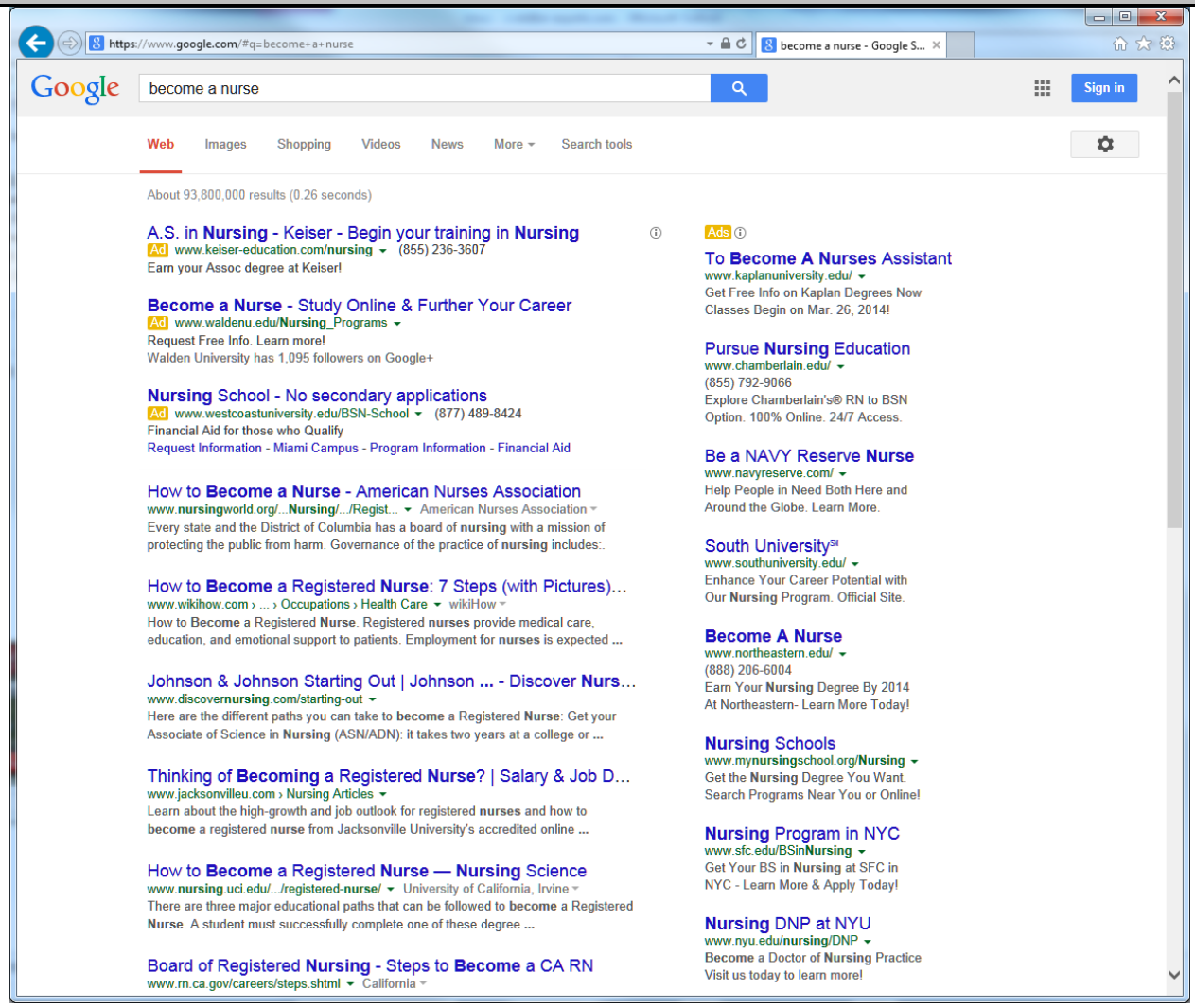

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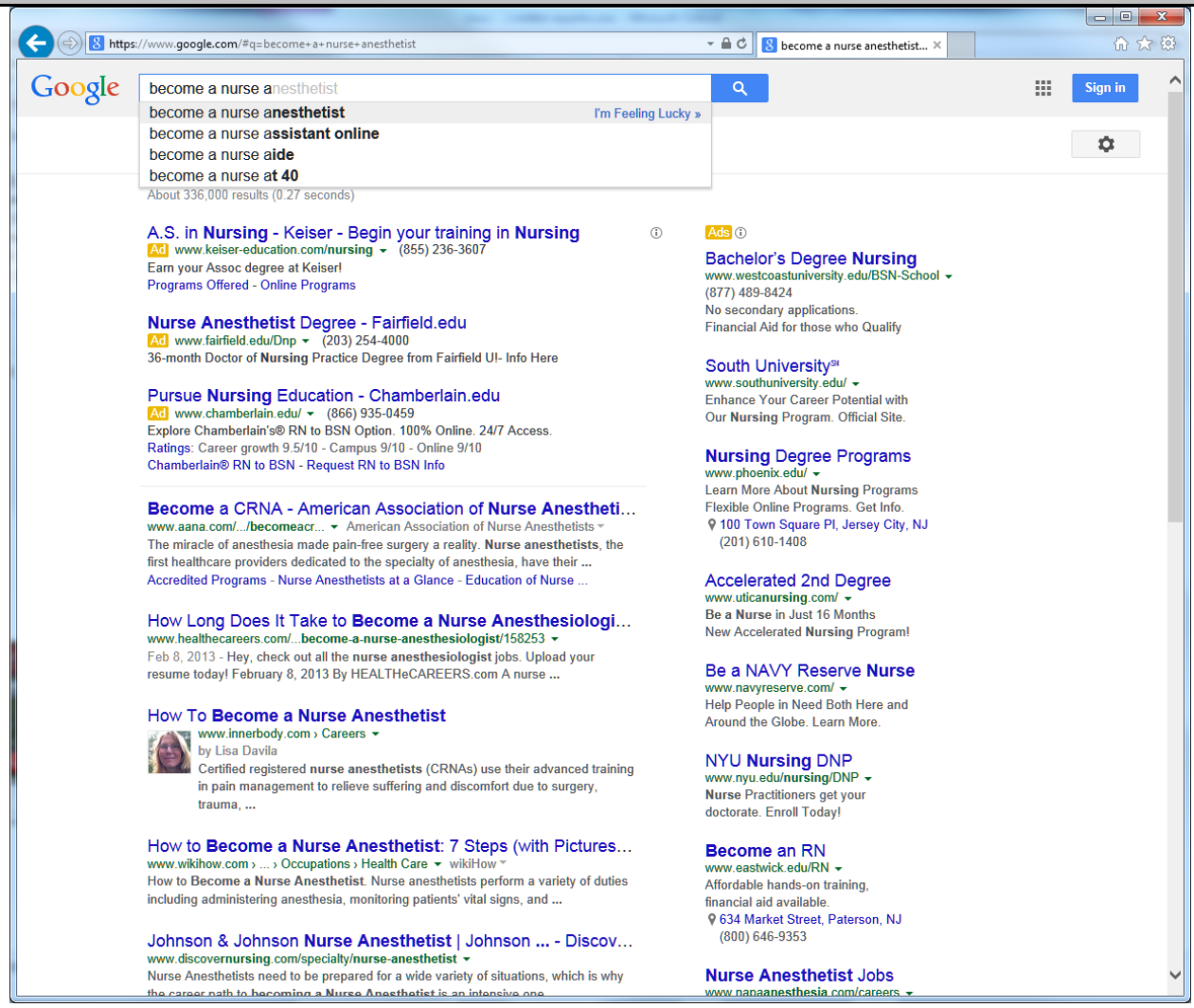

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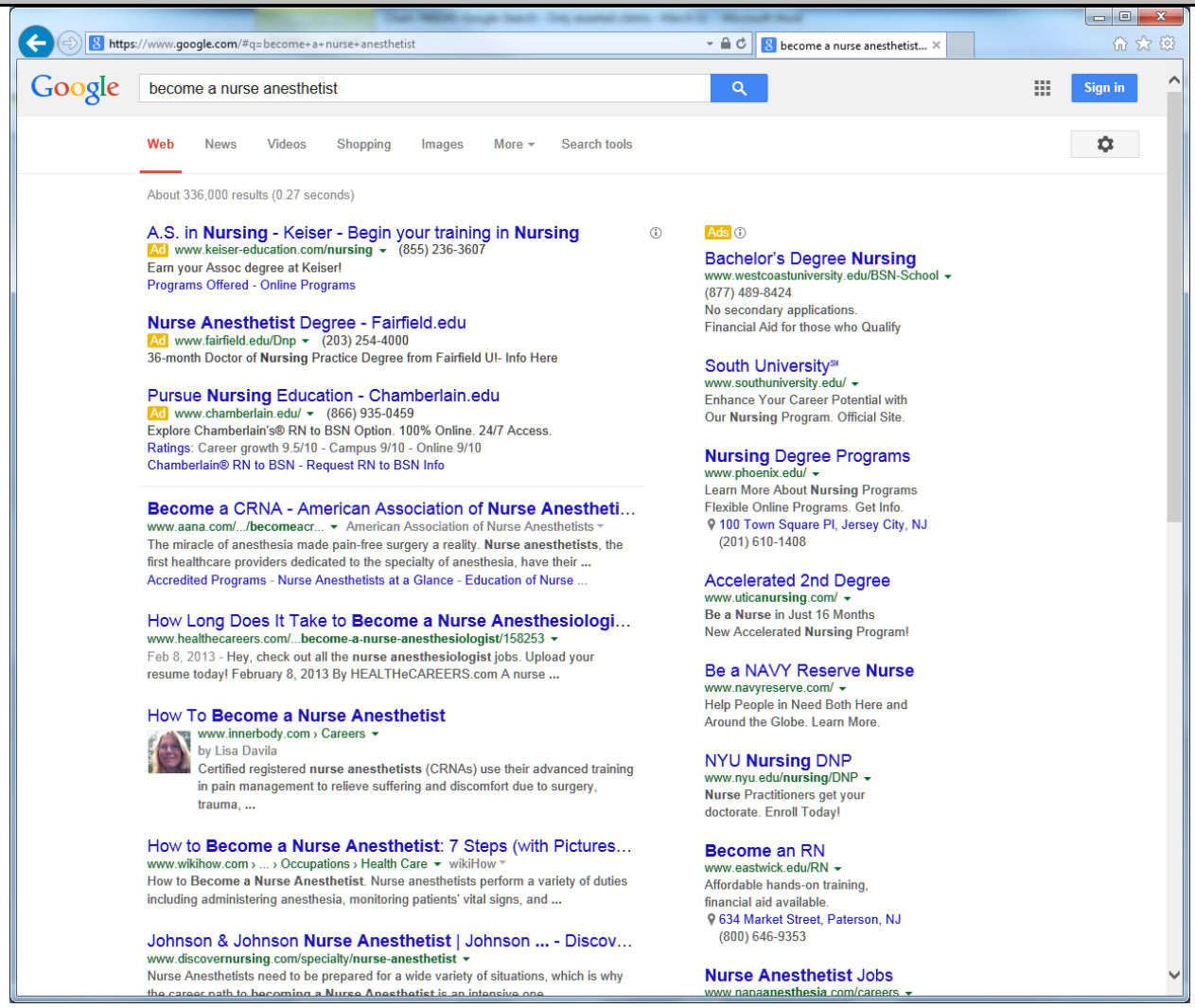

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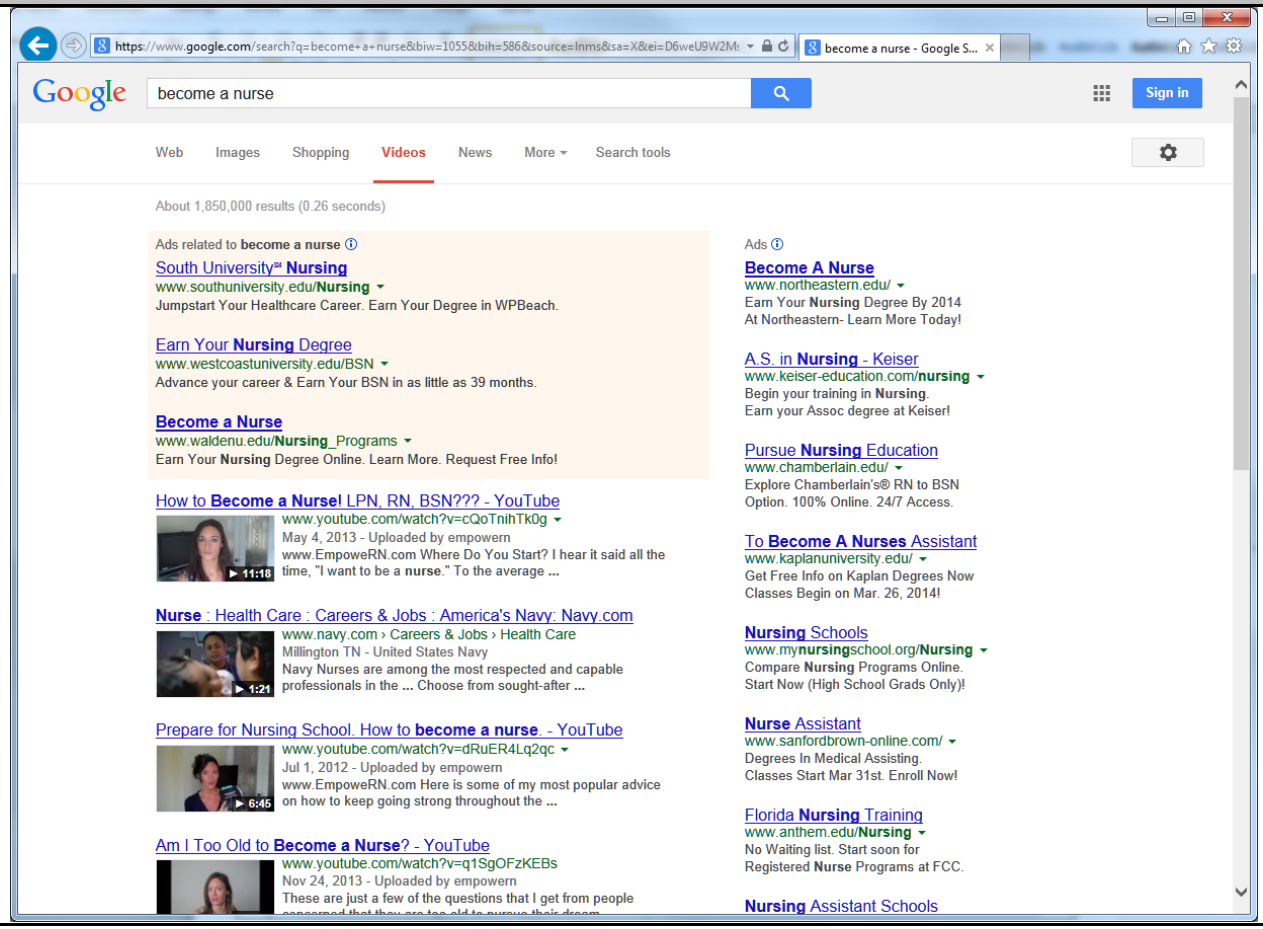

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	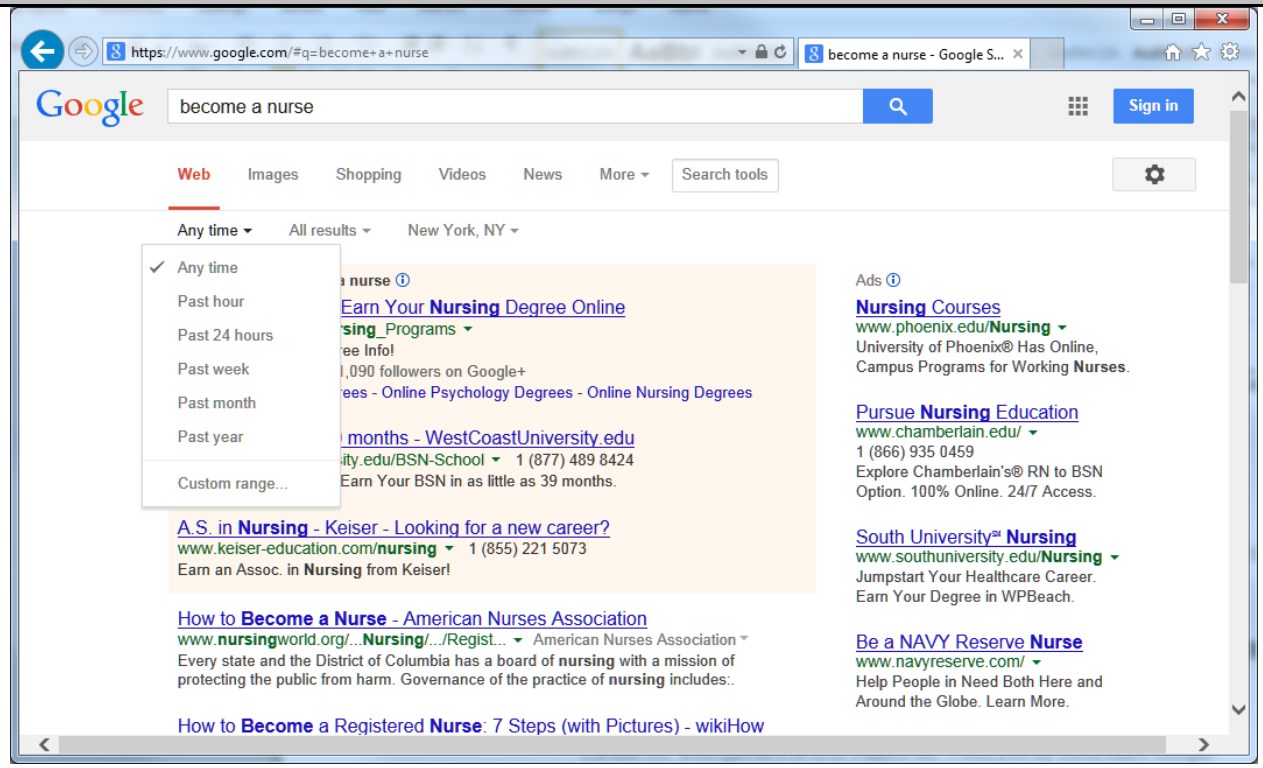

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	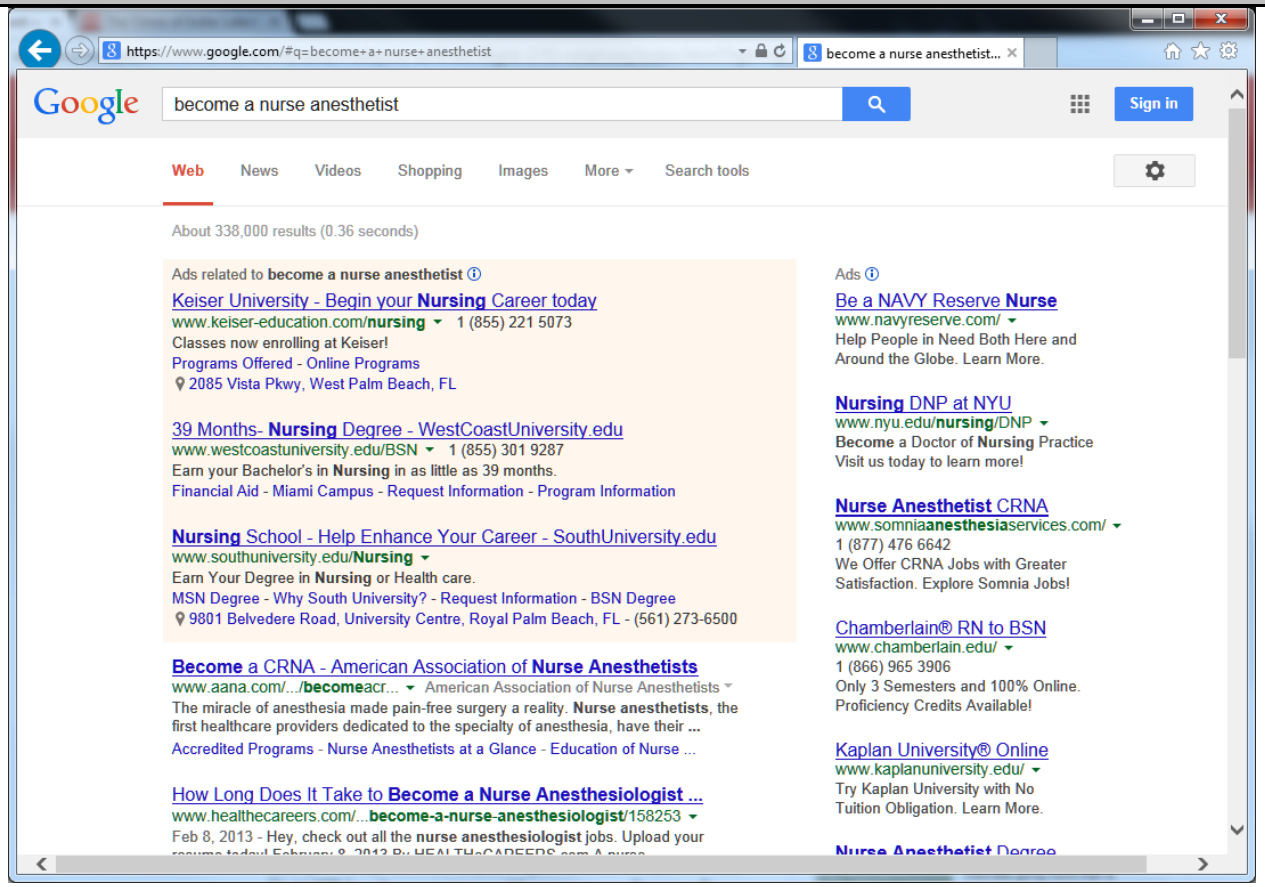

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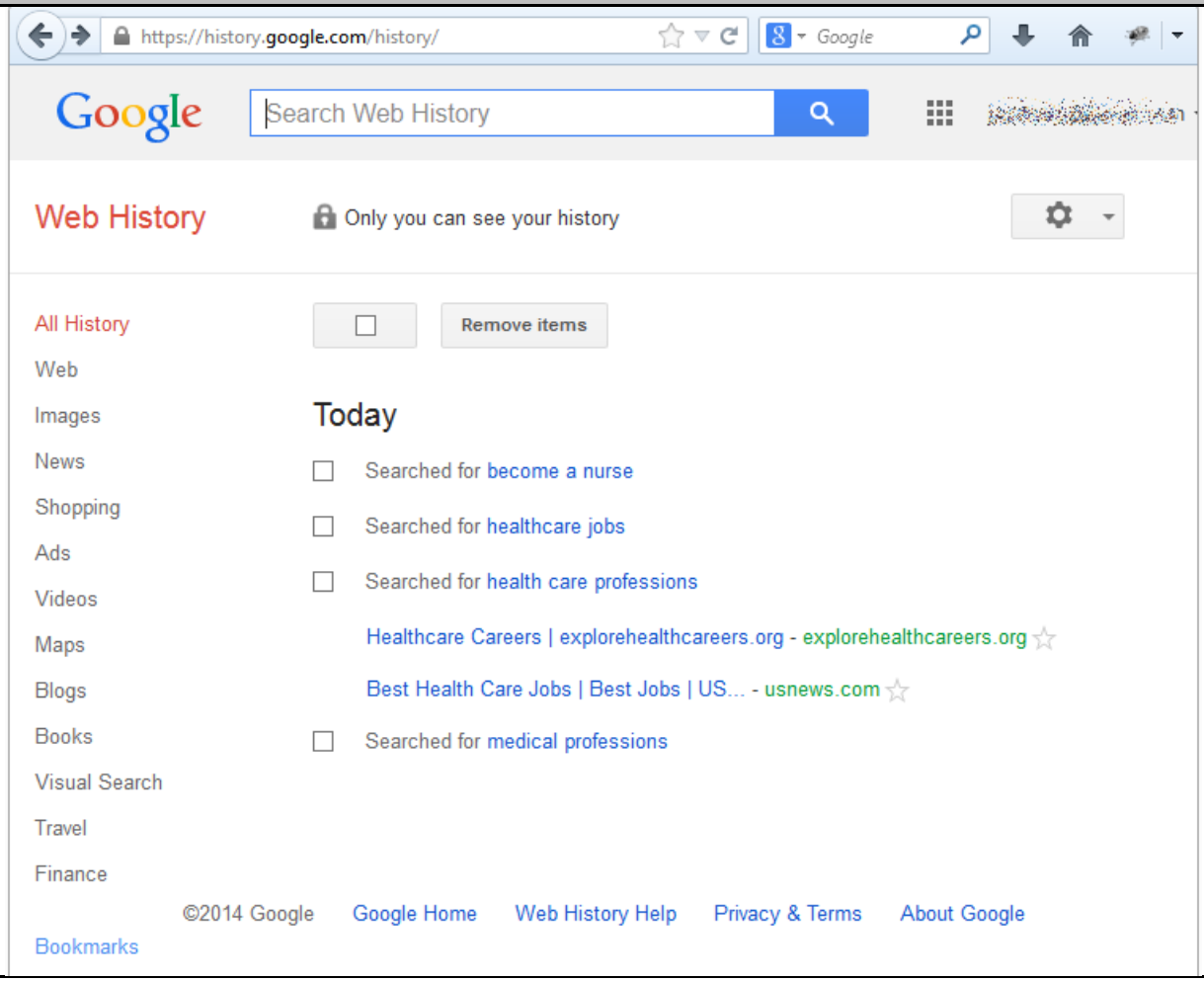

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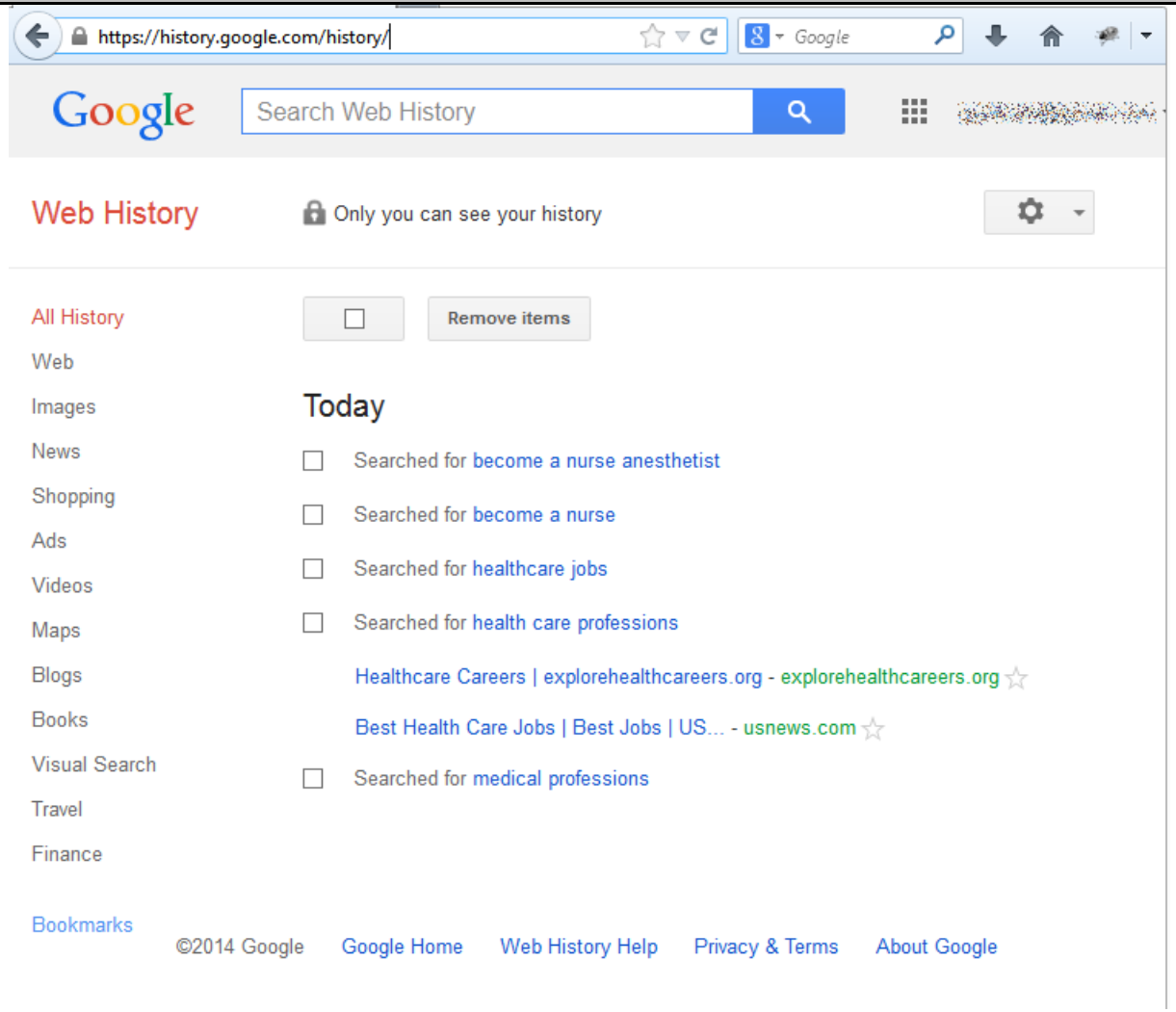

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selecting at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results; and	The Accused Instrumentalities select at least one other advertisement from the advertisement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

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Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:

- **Language:** What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.
- **Geography:** Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.
- **Search queries:** What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.

Personalization, a special kind of context

"Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:

- **Past search activity:** With Web History personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll still customize your search results based on up to 180 days of past search information linked to your browser using an anonymous cookie.
- **Social connections:** With Social Search, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.

http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html

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	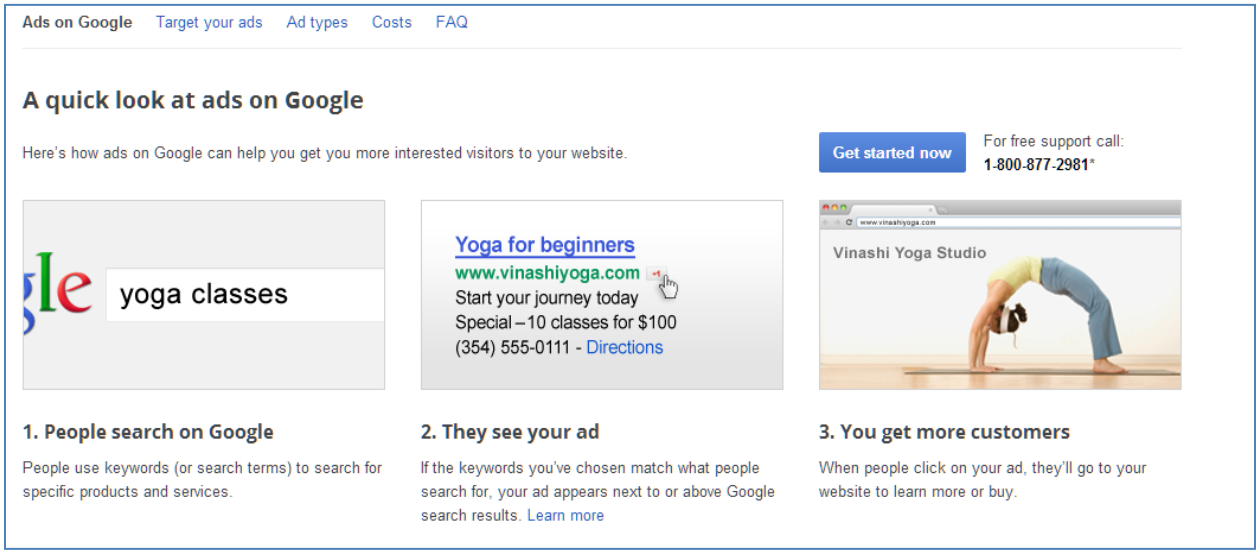 http://www.google.com/adwords/how-it-works/ads-on-google.html

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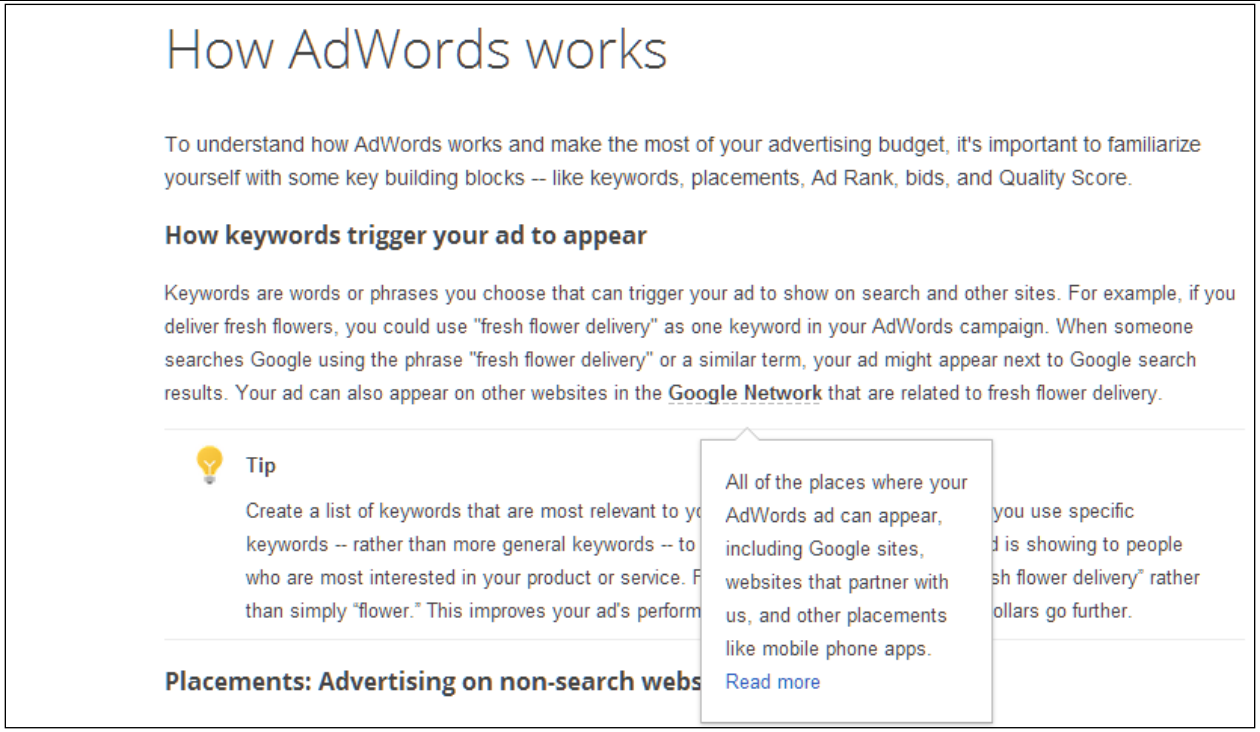

How AdWords works

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 yo… you use specific keywords -- rather than more general keywords -- to … is showing to people who are most interested in your product or service. F… sh flower delivery" rather than simply "flower." This improves your ad's perform… ollars go further.

All of the places where your AdWords ad can appear, including Google sites, websites that partner with us, and other placements like mobile phone apps. Read more

Placements: Advertising on non-search webs

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

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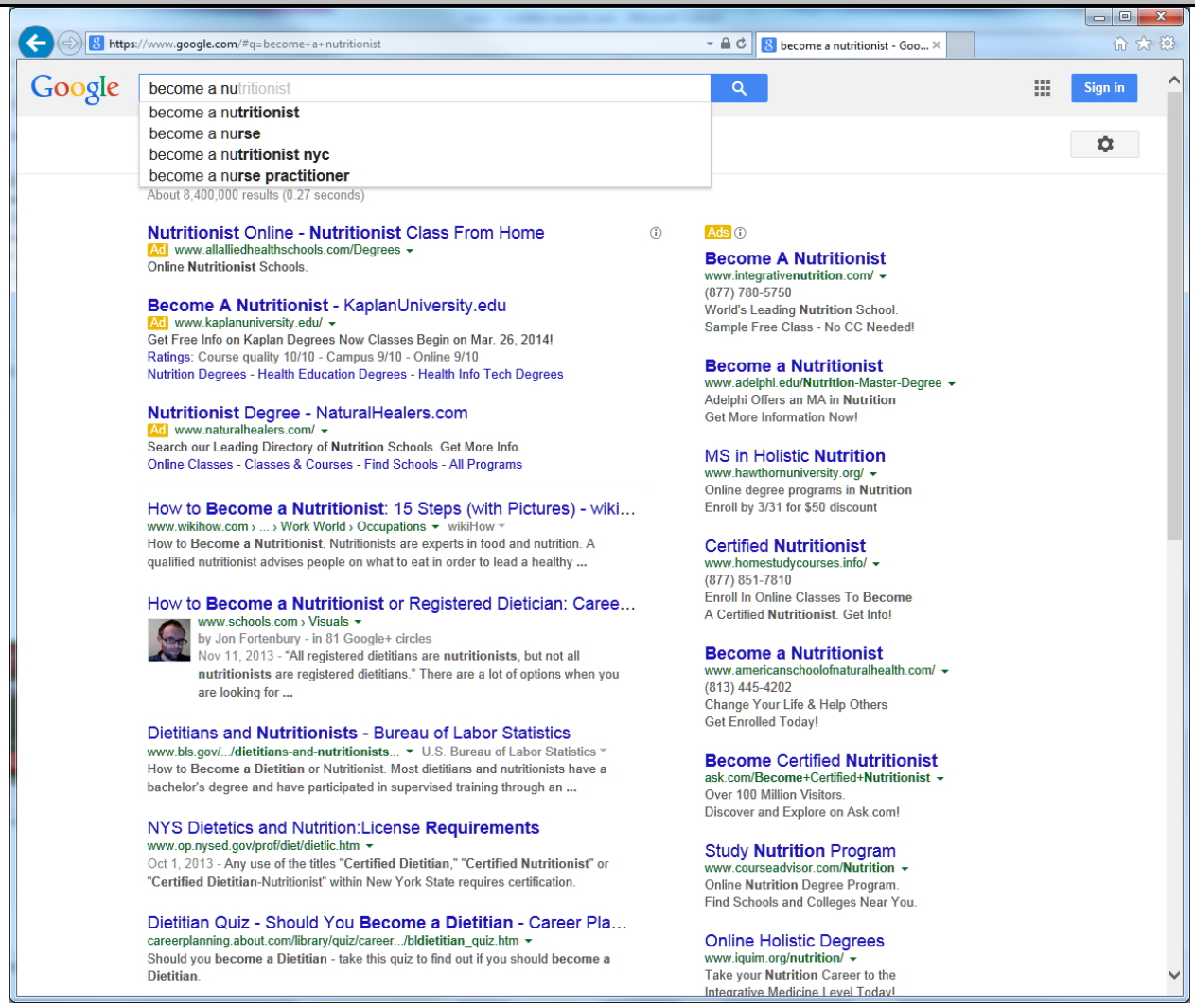

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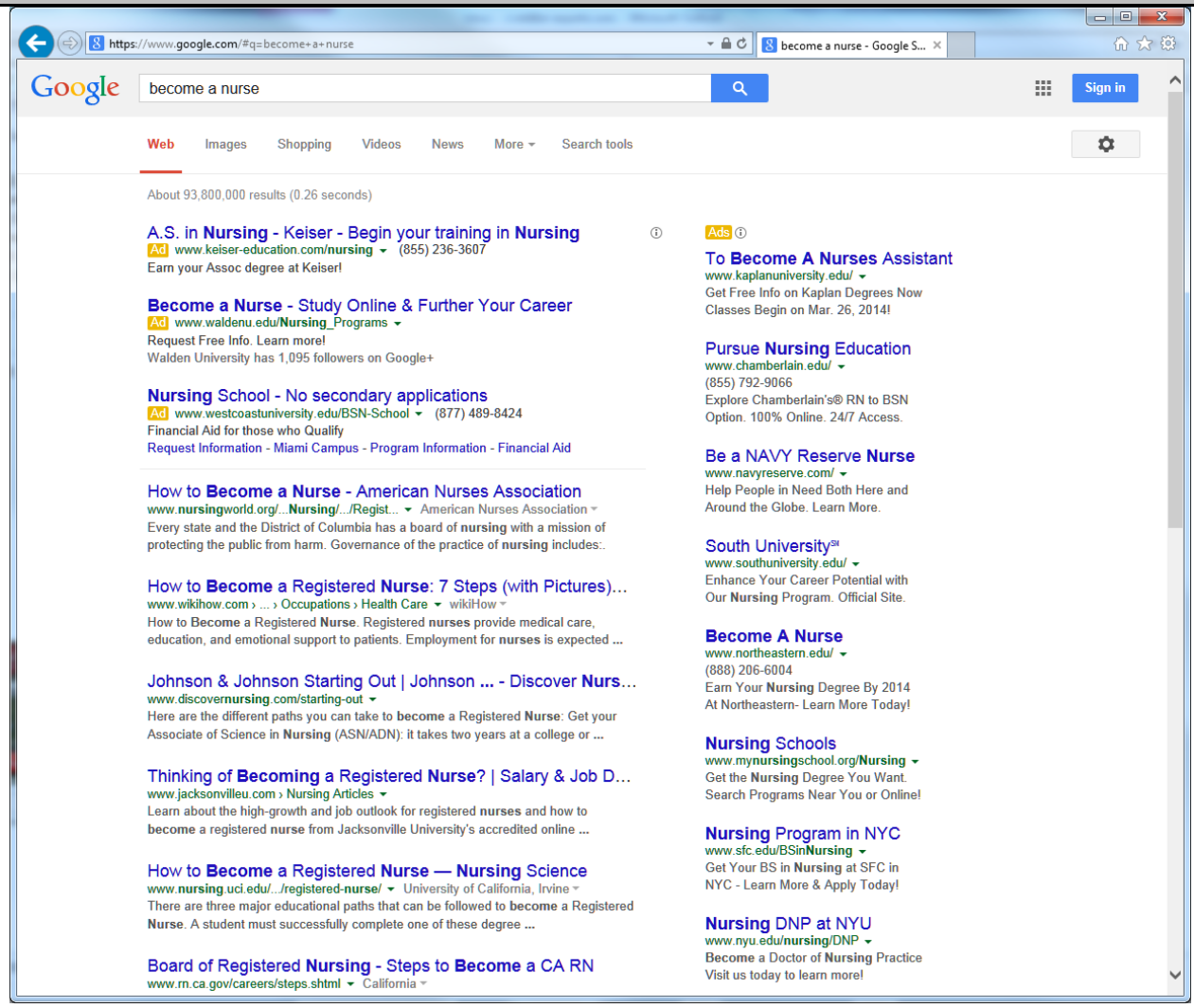

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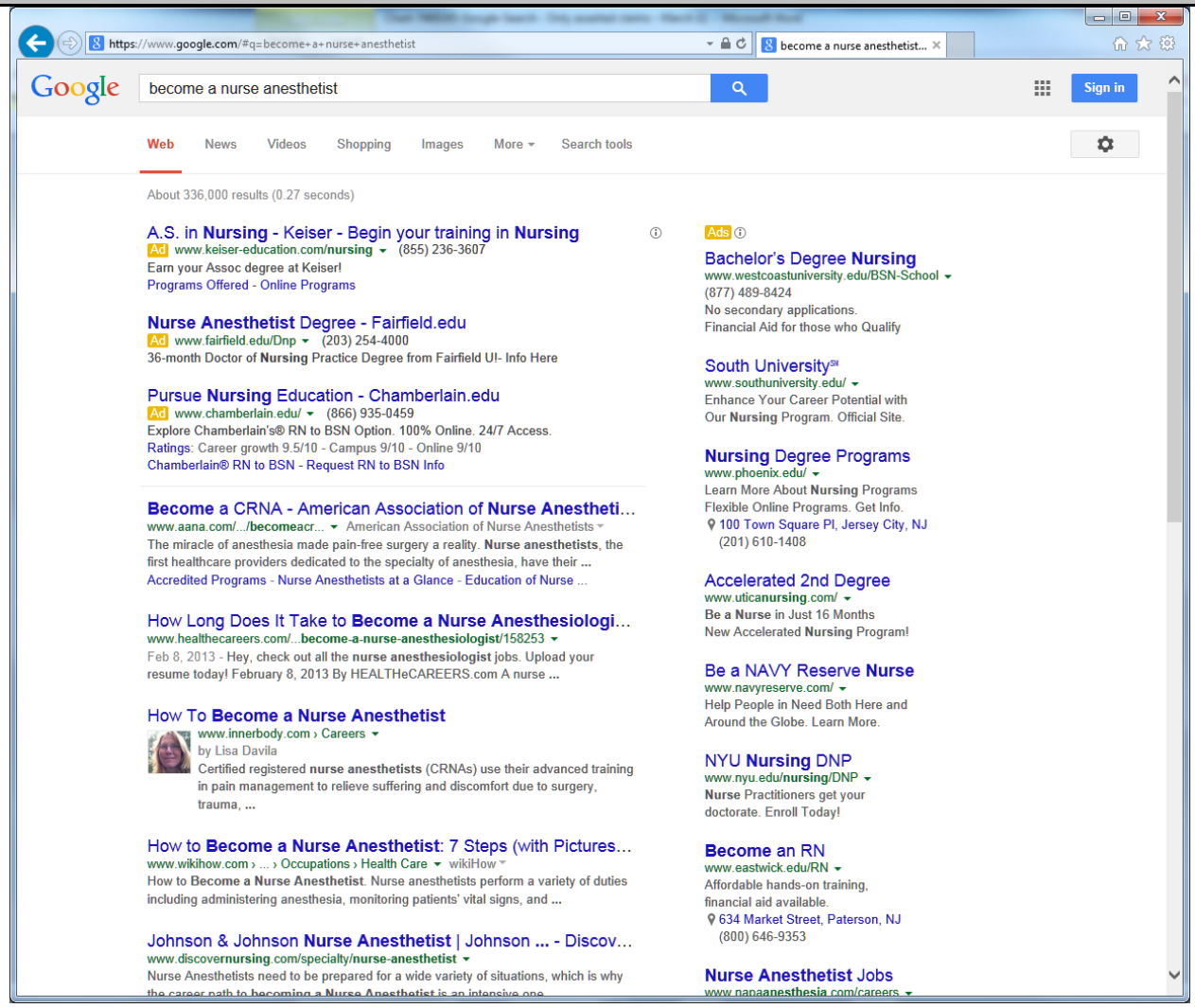

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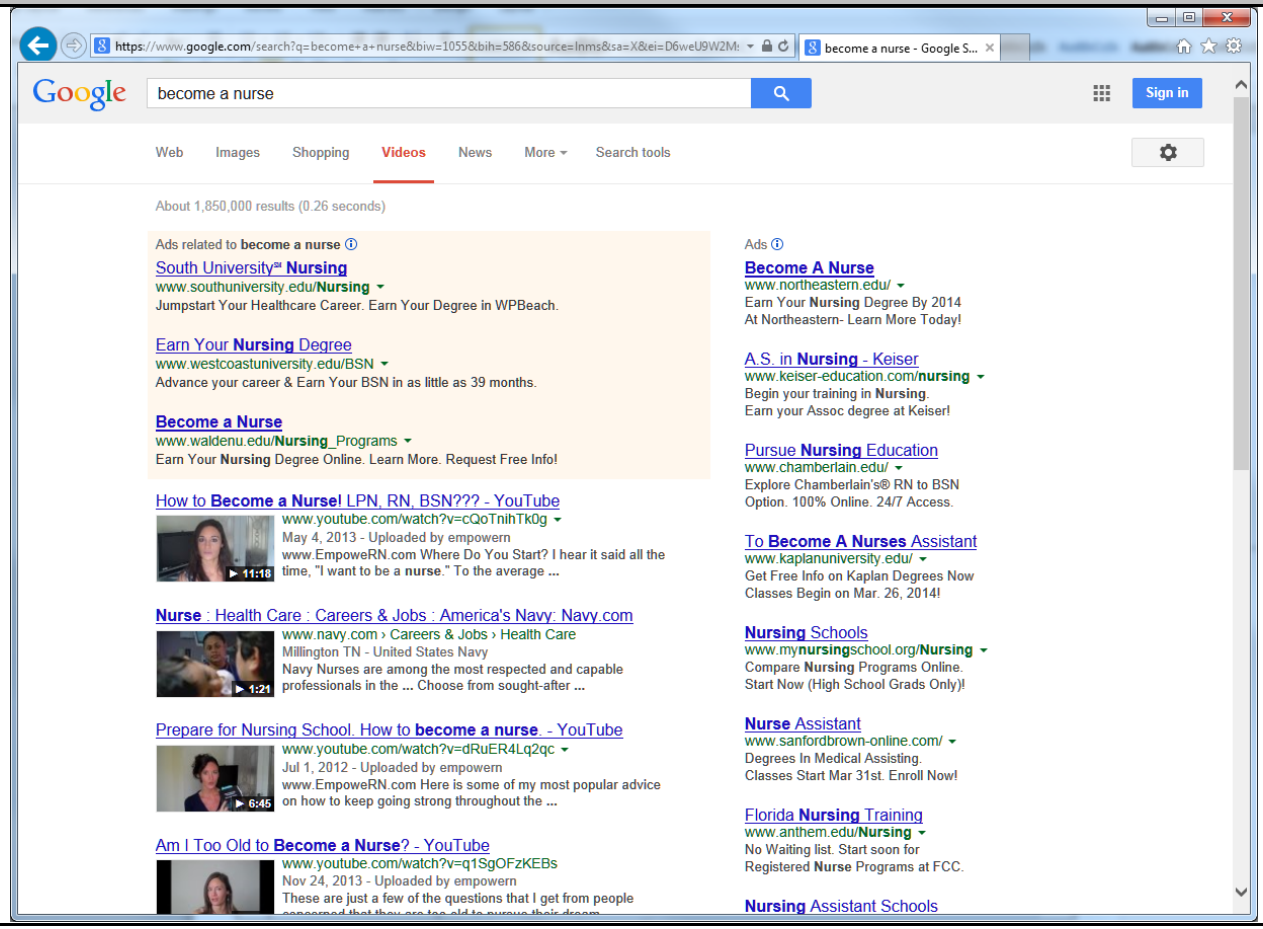

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	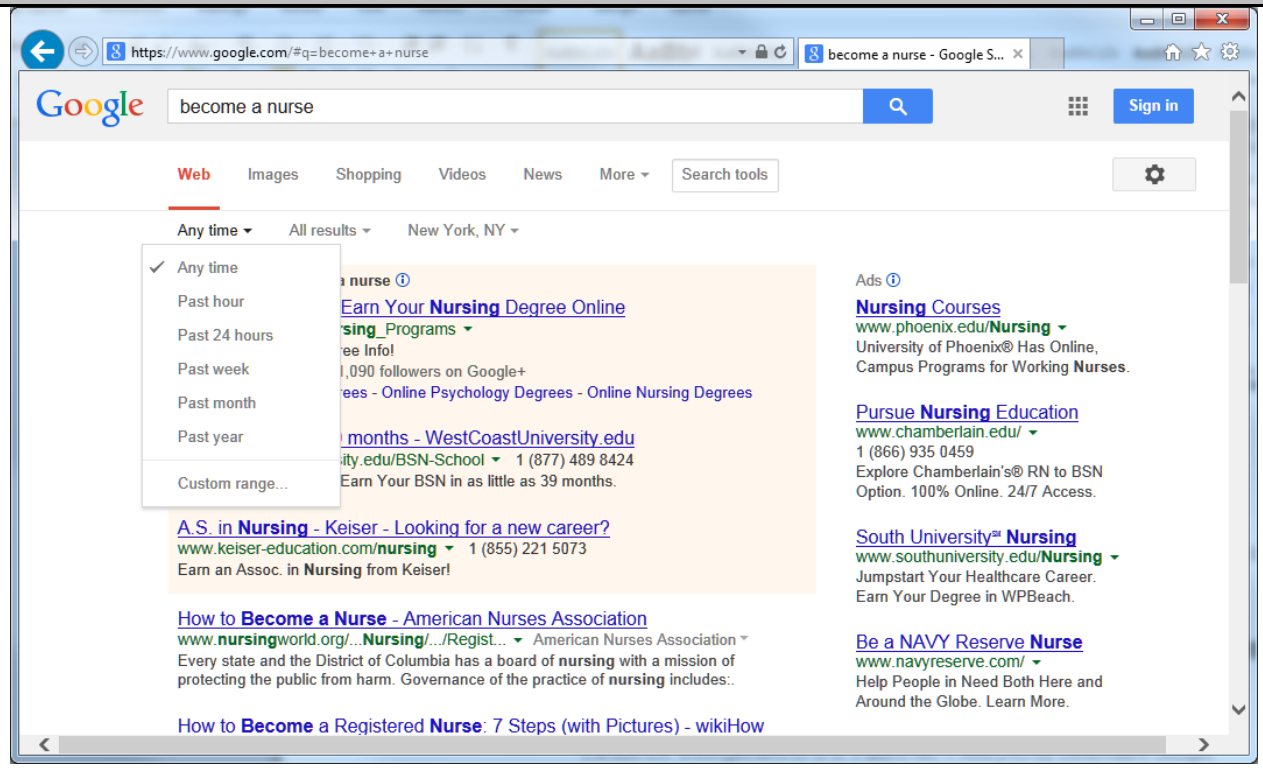

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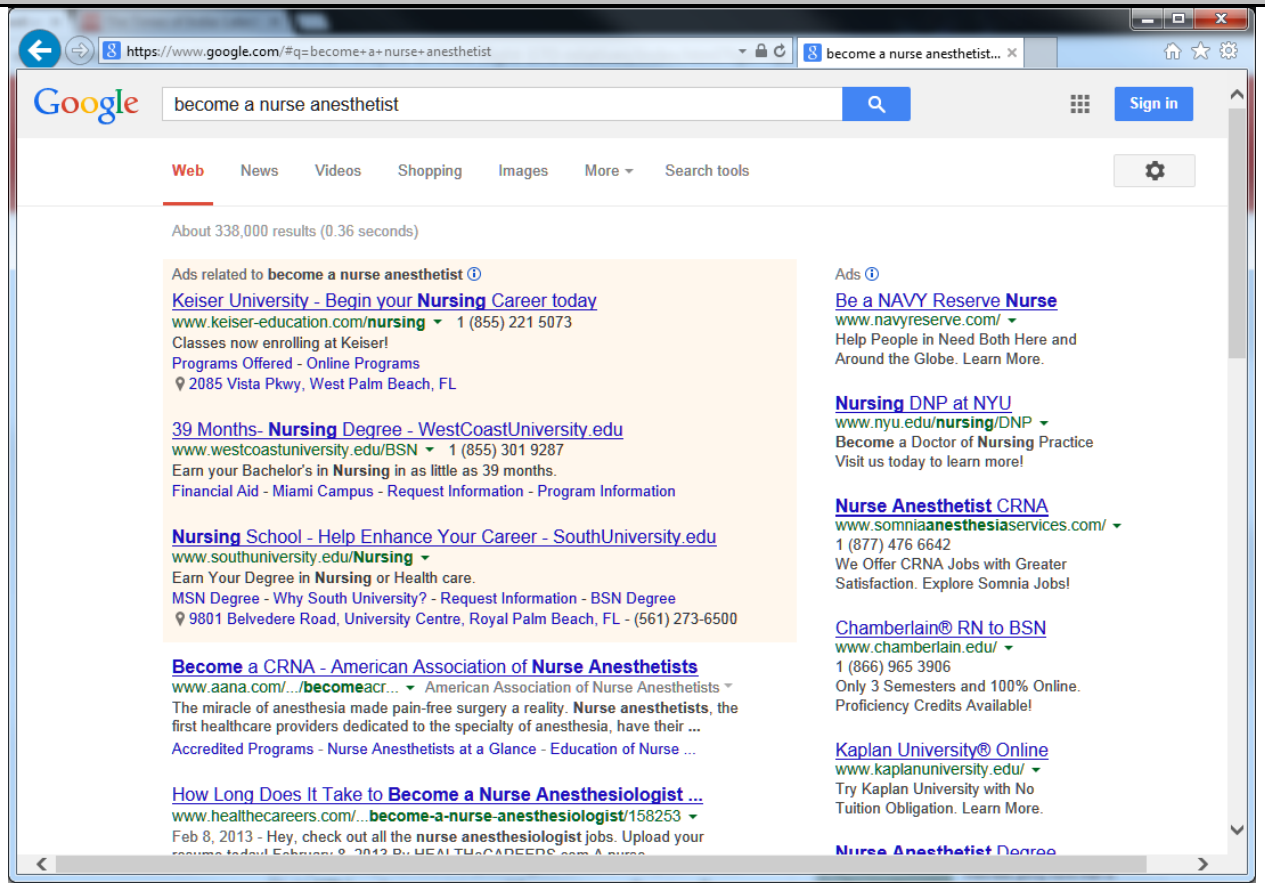
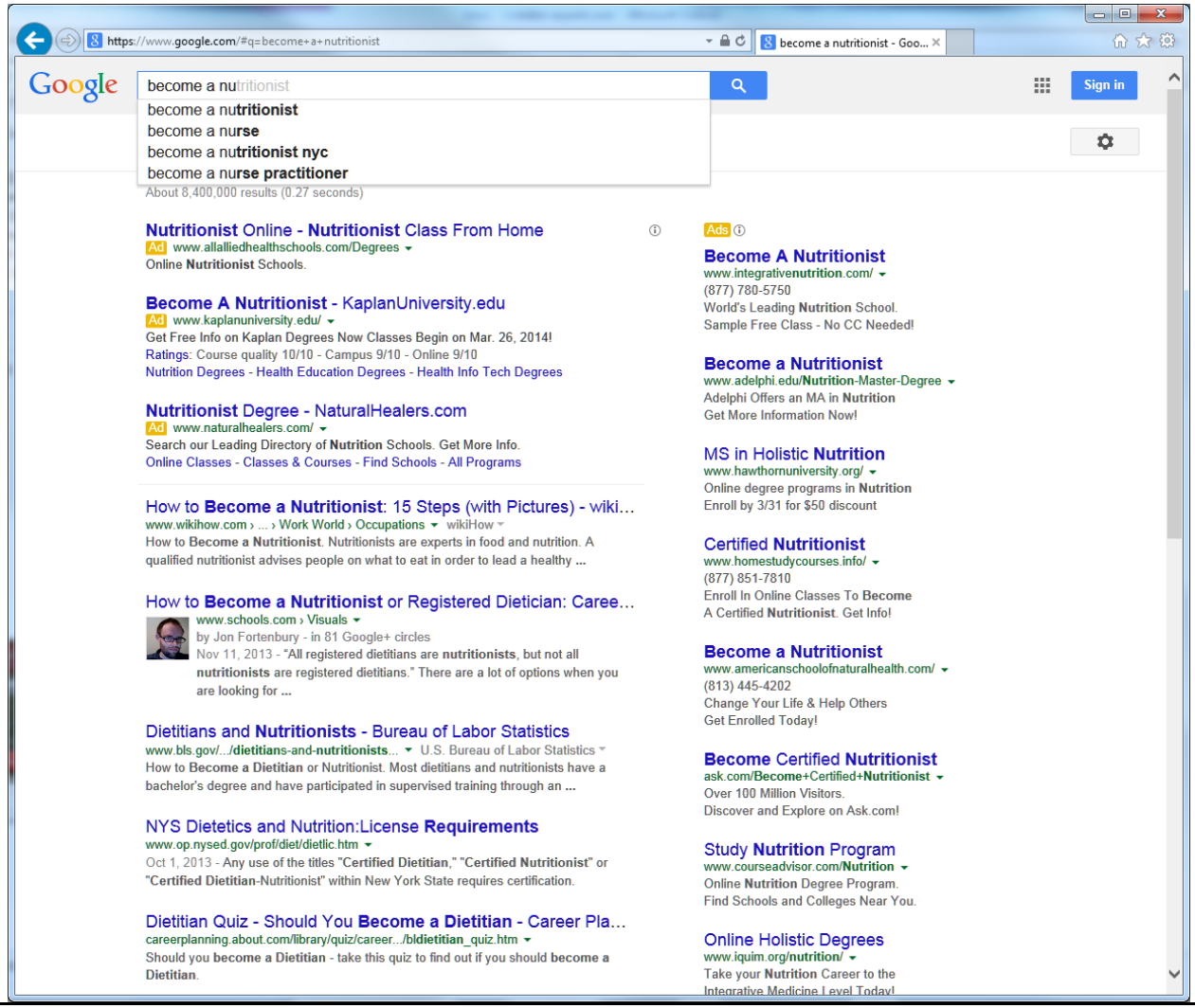
	
transmitting at least one of the modified search results and the at least one other advertisement via the	The Accused Instrumentalities transmit at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
communications link to the data processing device.	

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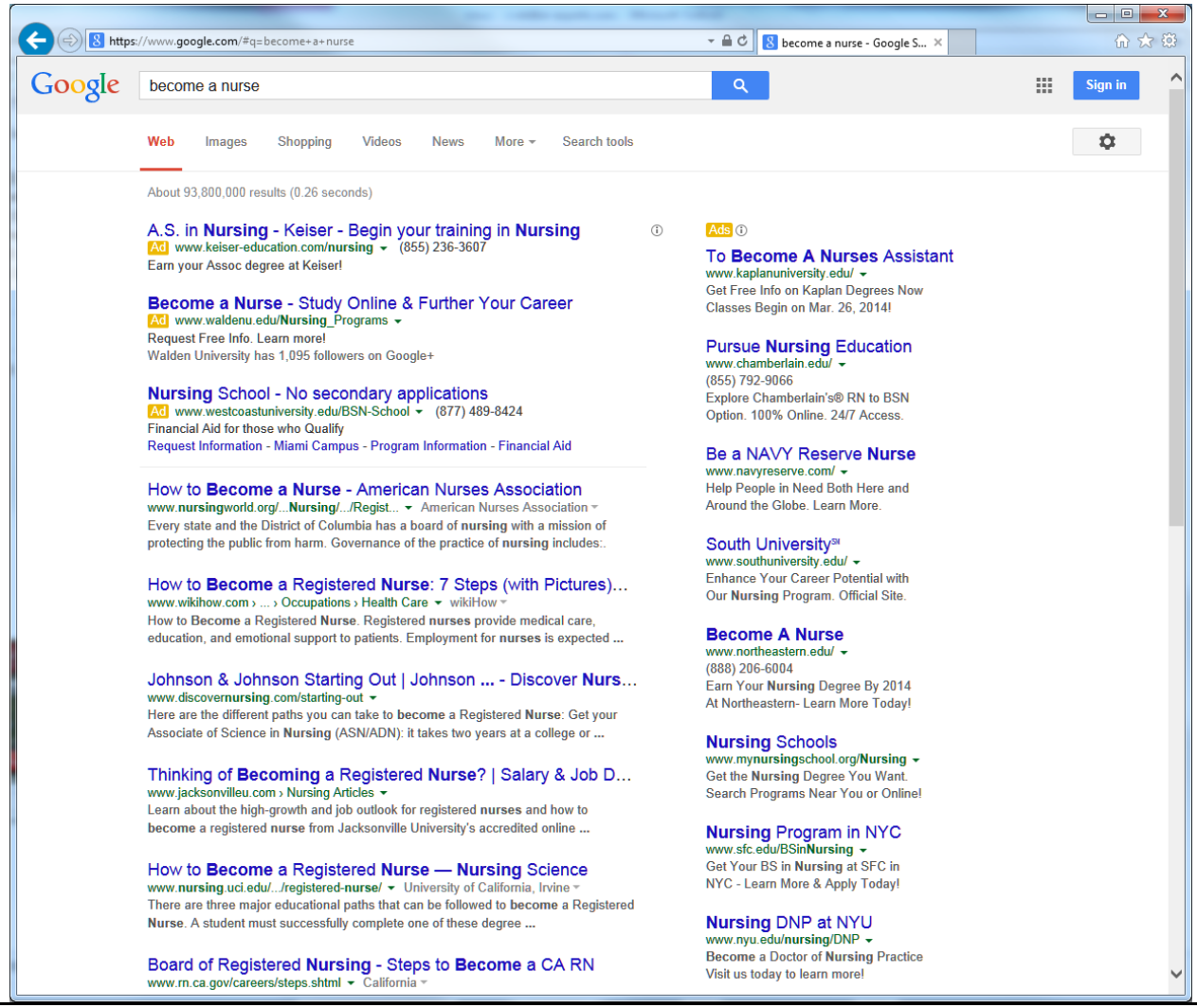

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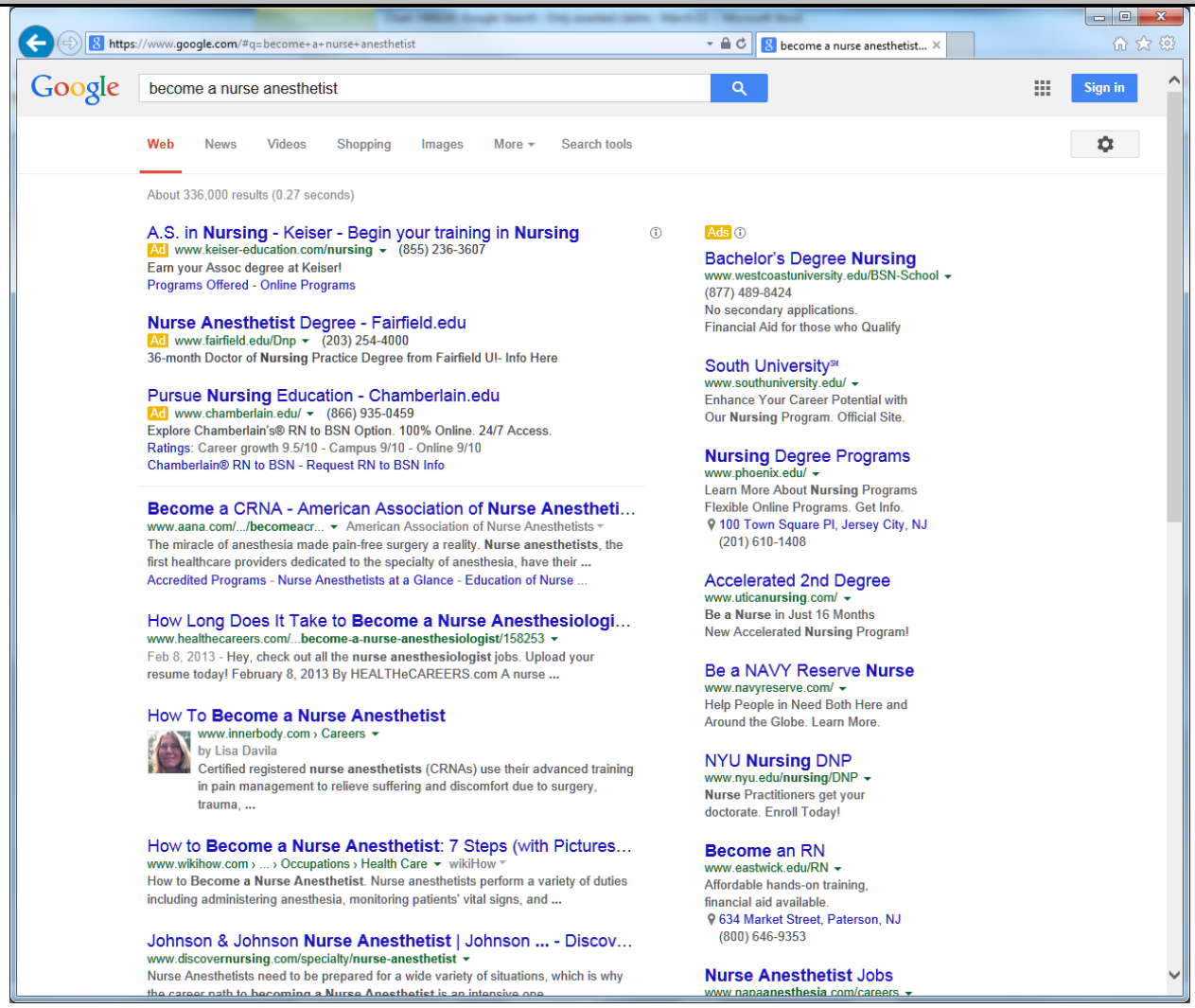
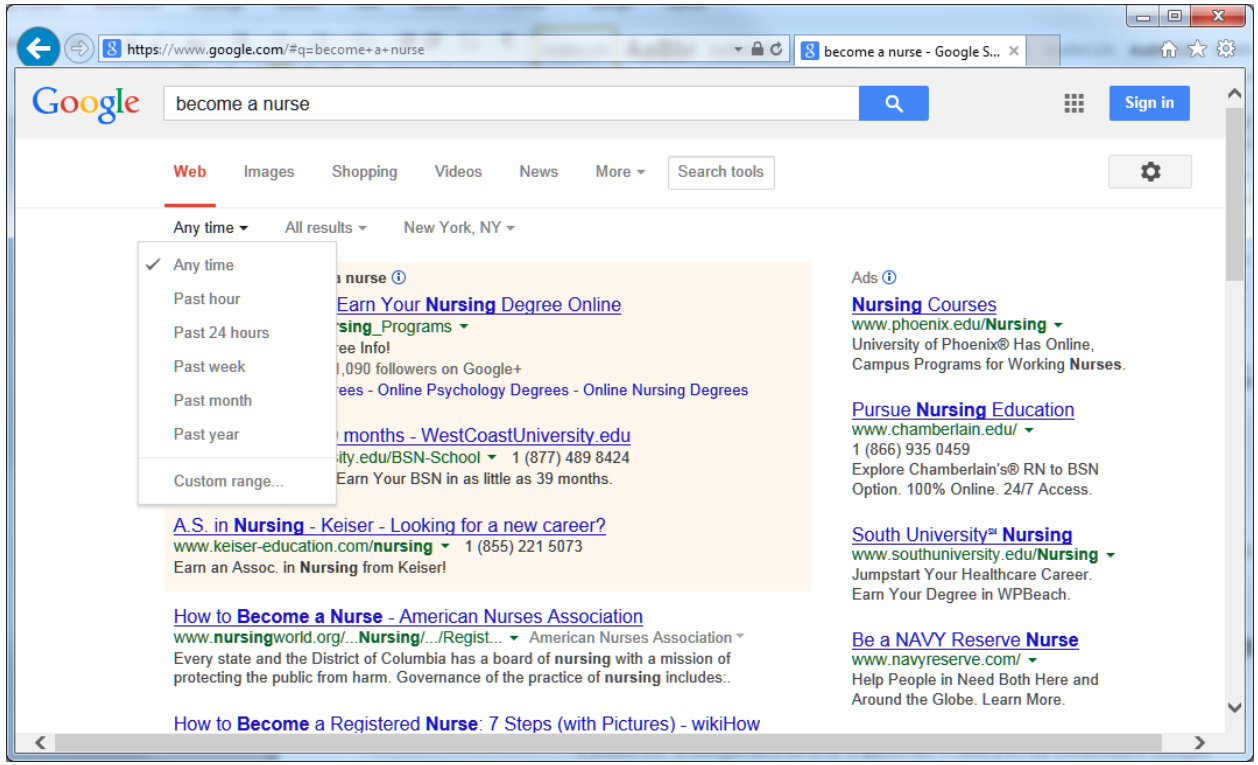
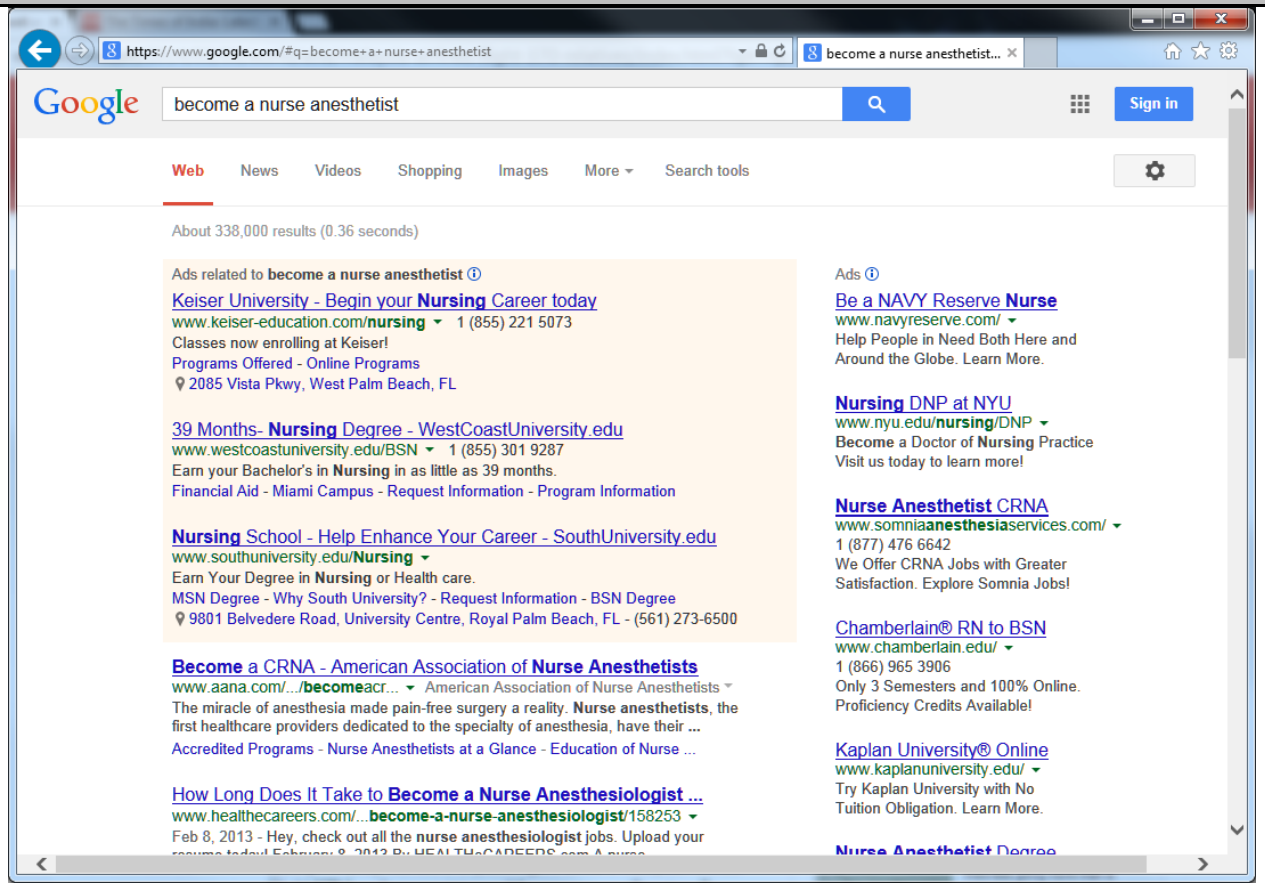
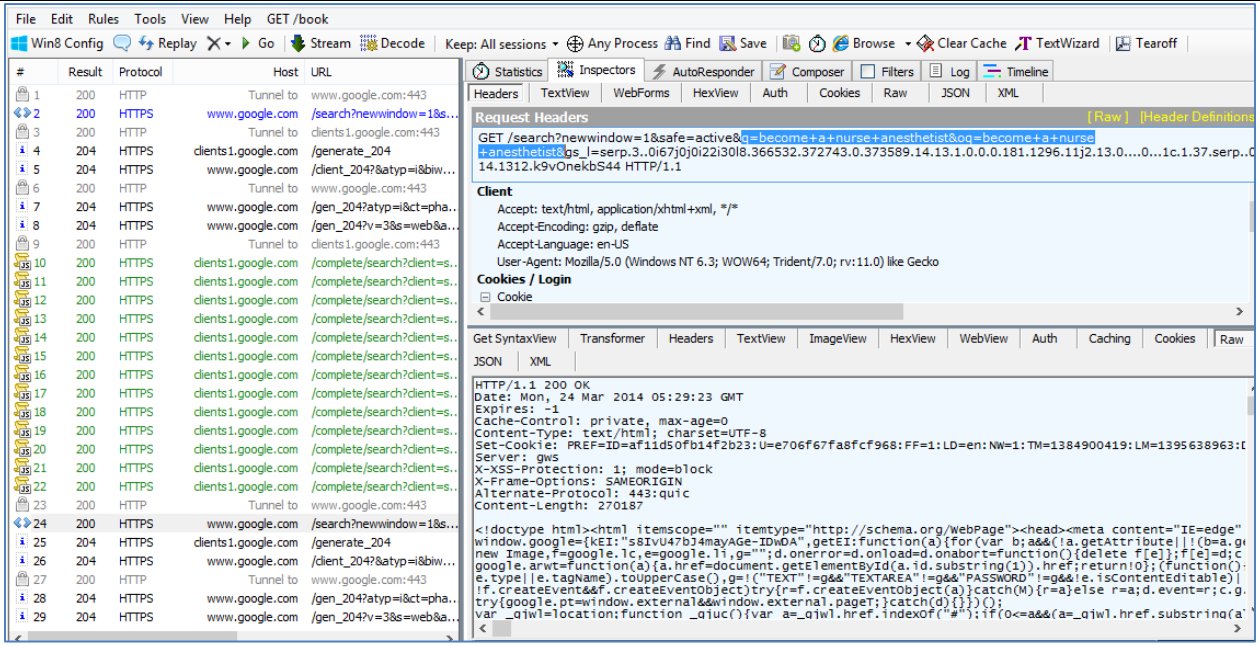
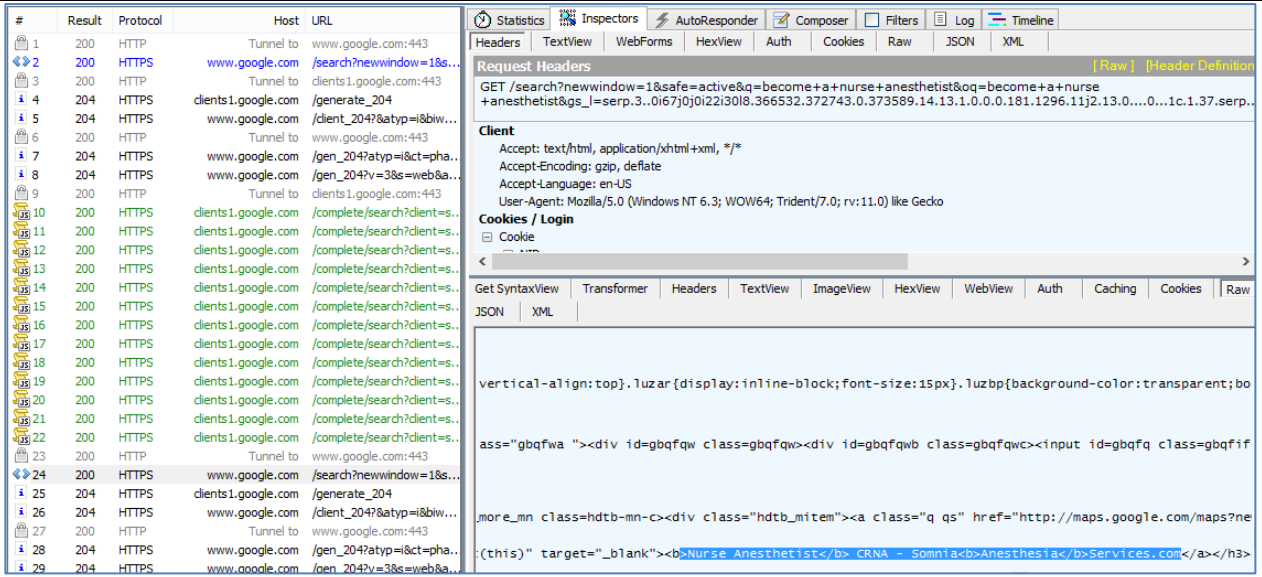


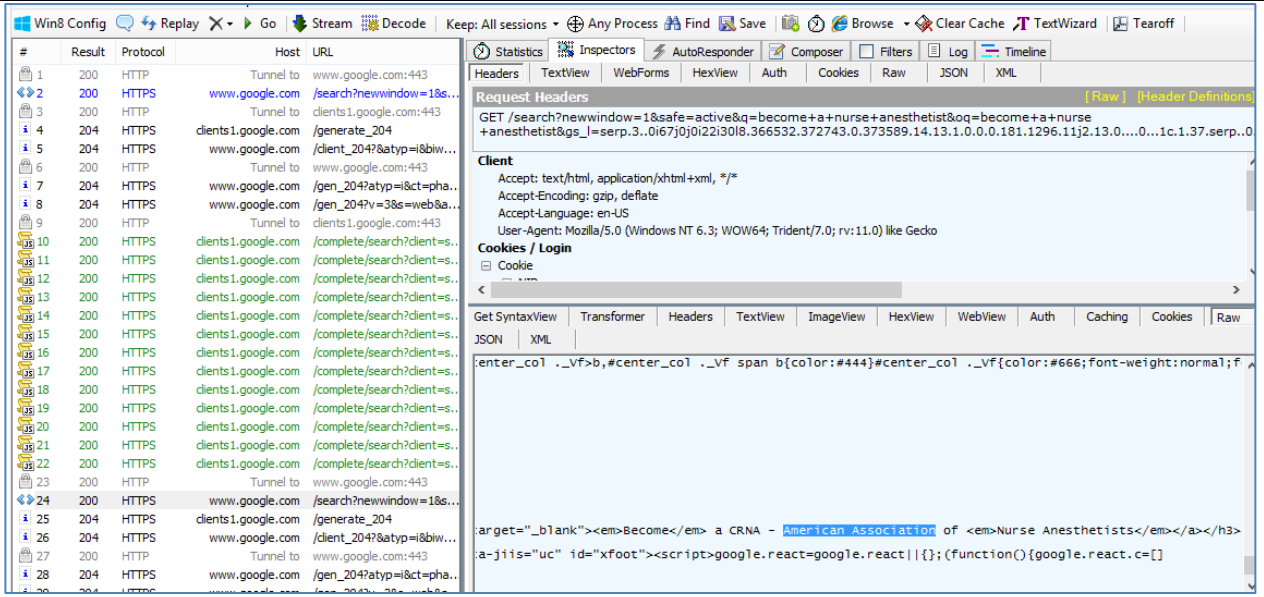
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

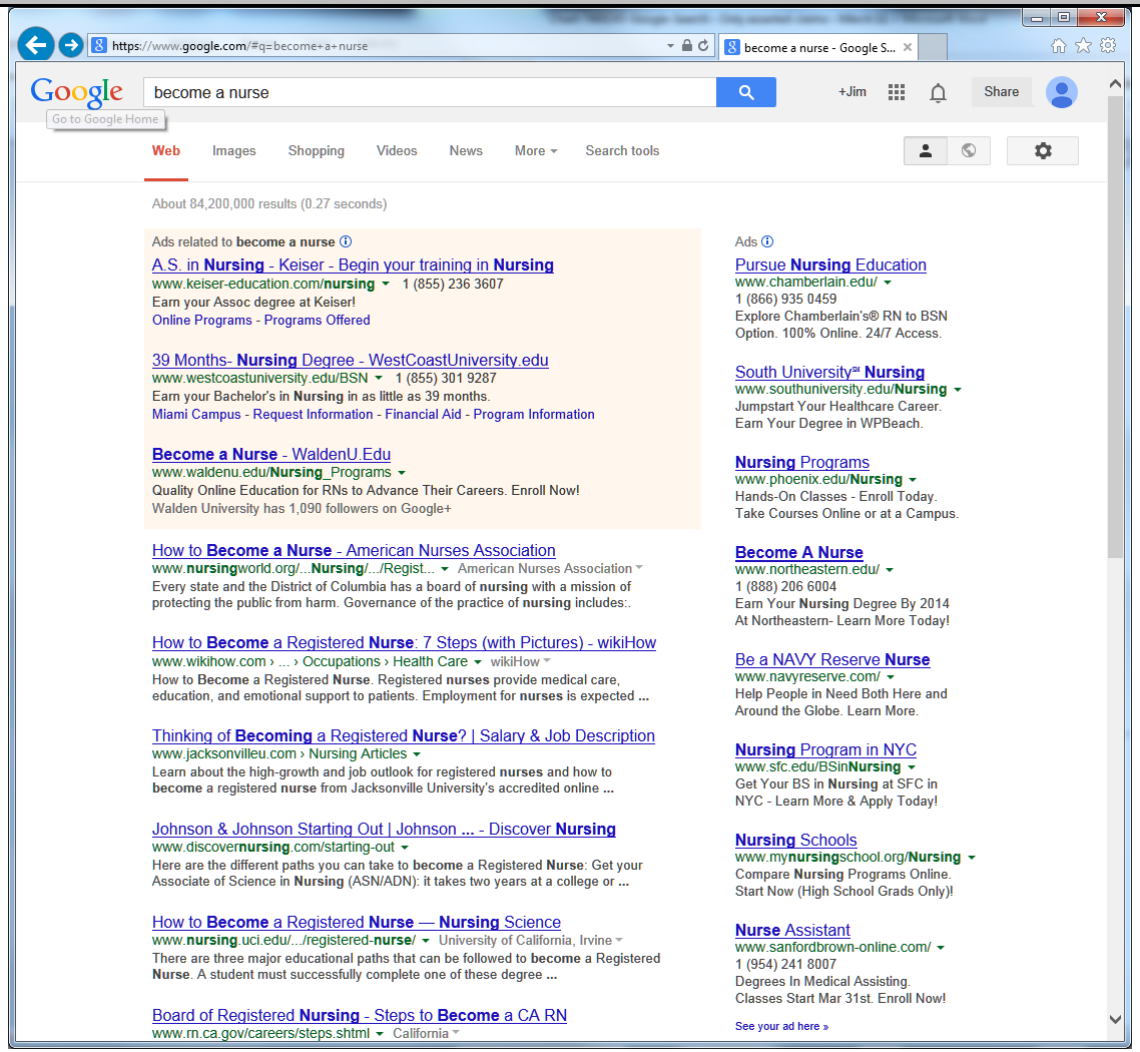


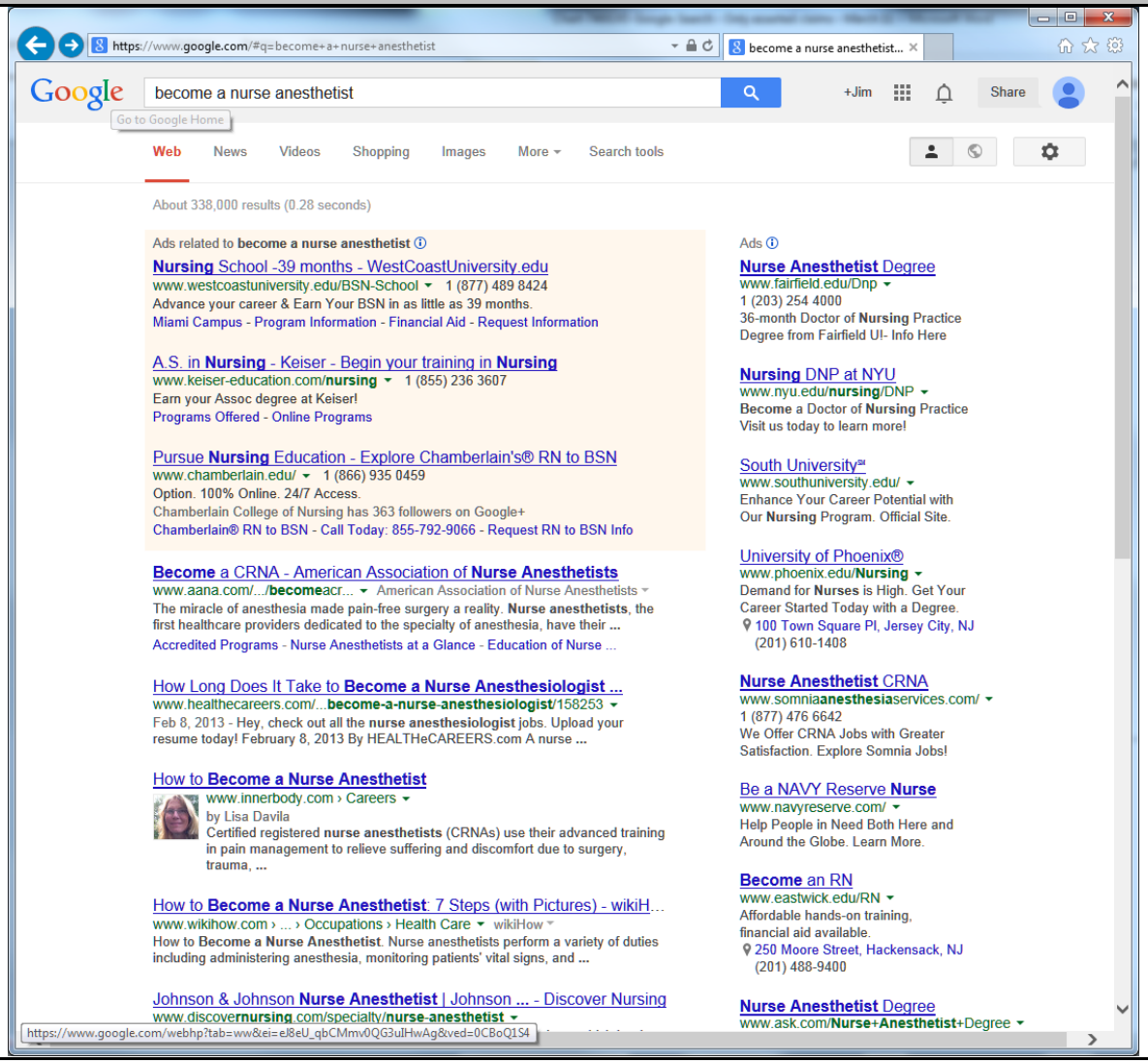
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

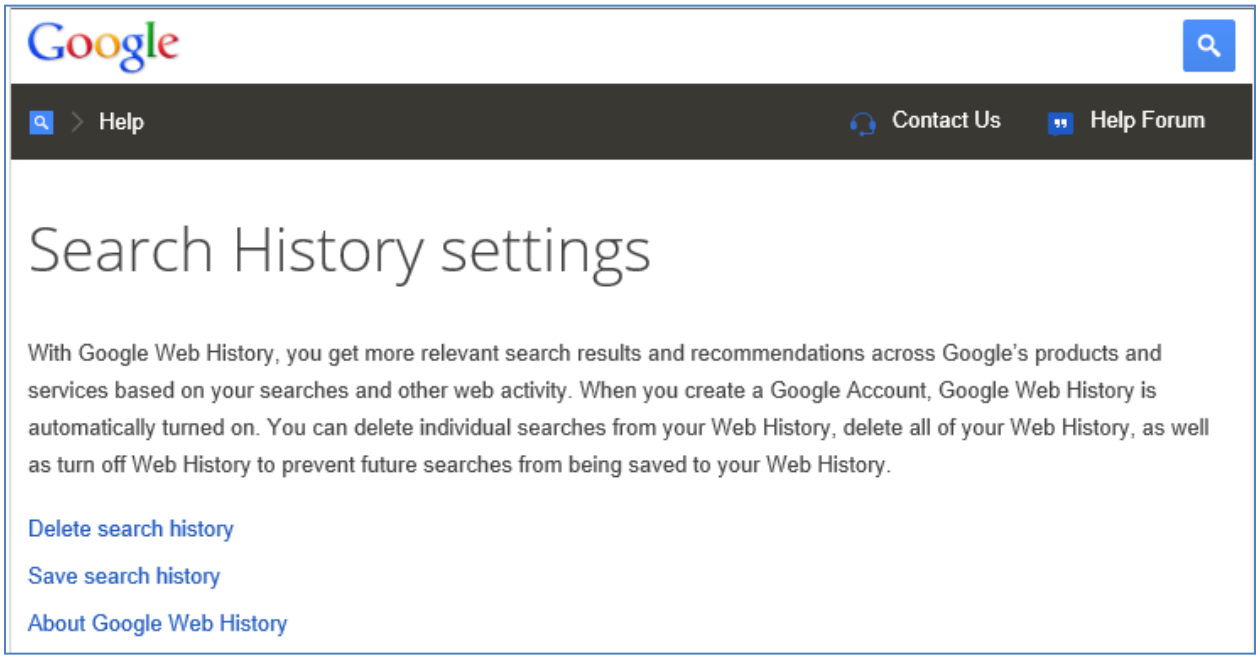
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
Claim No. 5	
The method of claim 1, wherein the search refinement input comprises at least one additional search argument.	The Accused Instrumentalities receive search refinement input comprising at least one additional search argument. See claim 1 above.

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



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

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131

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

Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:

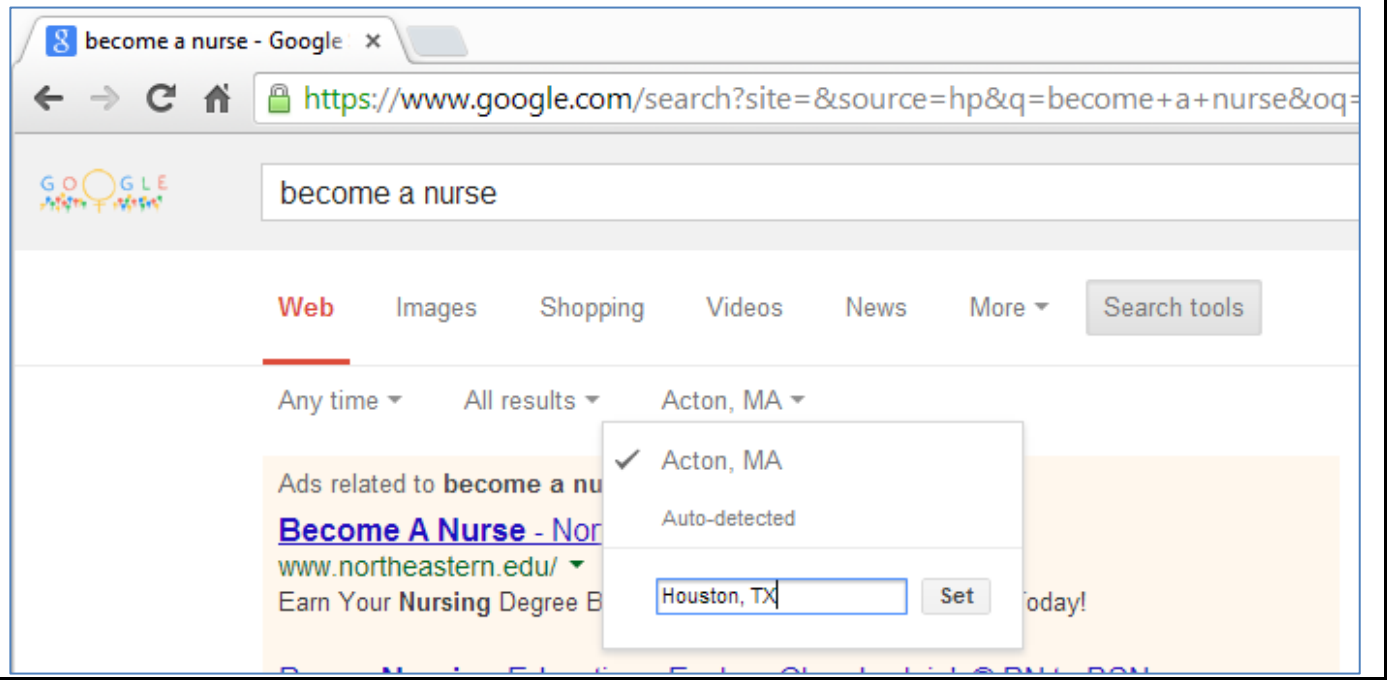
- **Language:** What is the language of the search query? The query language is an incredibly basic, yet important signal we rely on to determine the right results to serve. If you type a search in French and we return results entirely in Swahili, you'll be changing search engines very, very fast.
- **Geography:** Where was the search conducted? If you're looking to order a pizza, and we send you off to a pizza parlor on the other side of the country, you'll be waiting a long time for delivery.
- **Search queries:** What search queries did you type immediately before this one? If you say to me "I'm looking for a card game," and I say to you, "which one?" and then you say "Dominion," and then I say, "The card game or the power company?" ... you'd be pretty frustrated. It's the same with search.

Personalization, a special kind of context

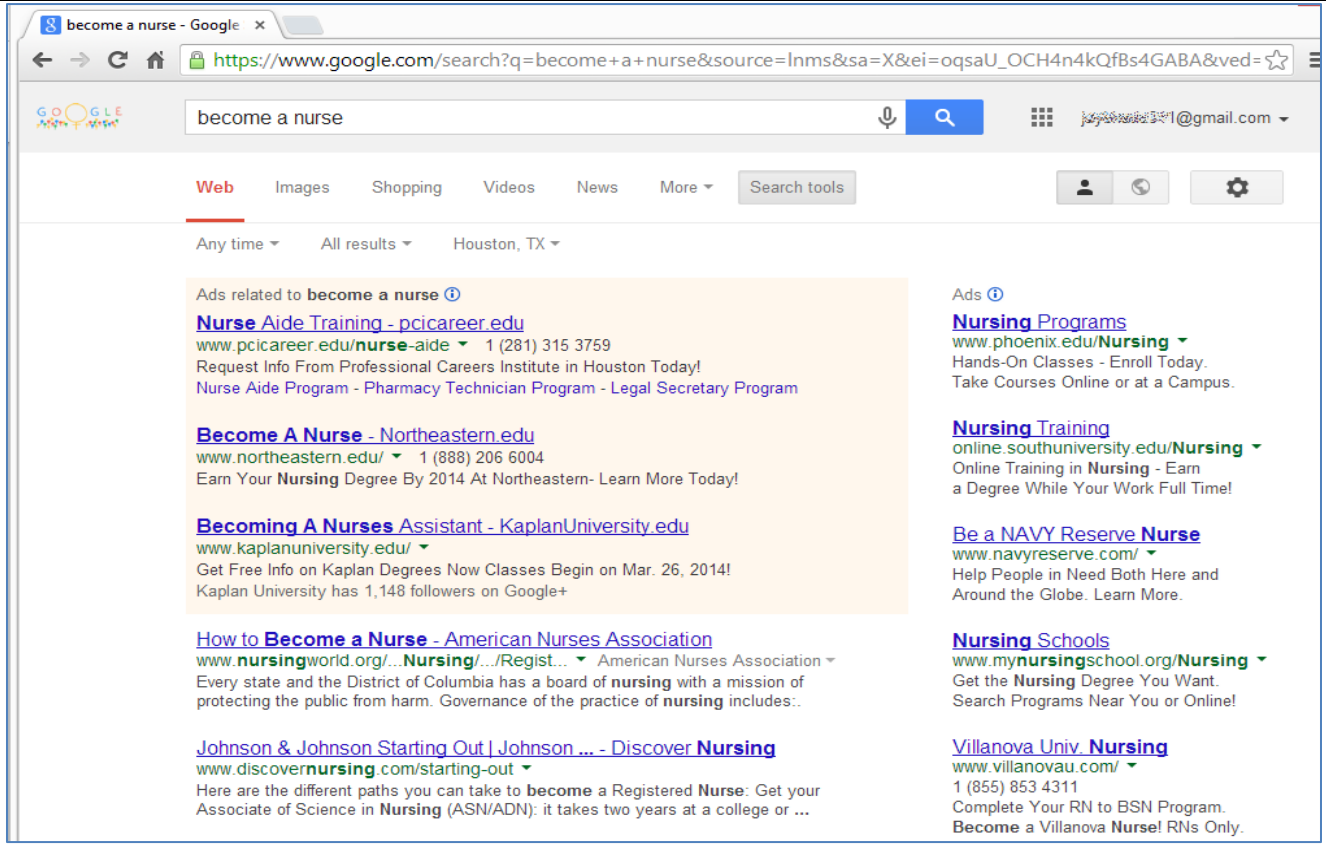
"Personalization" is a special kind of context; it's the context of you. For example, what are you interested in, who do you care about, and what do you search for regularly? In addition to the contexts mentioned above, we personalize search results in a couple specific ways:

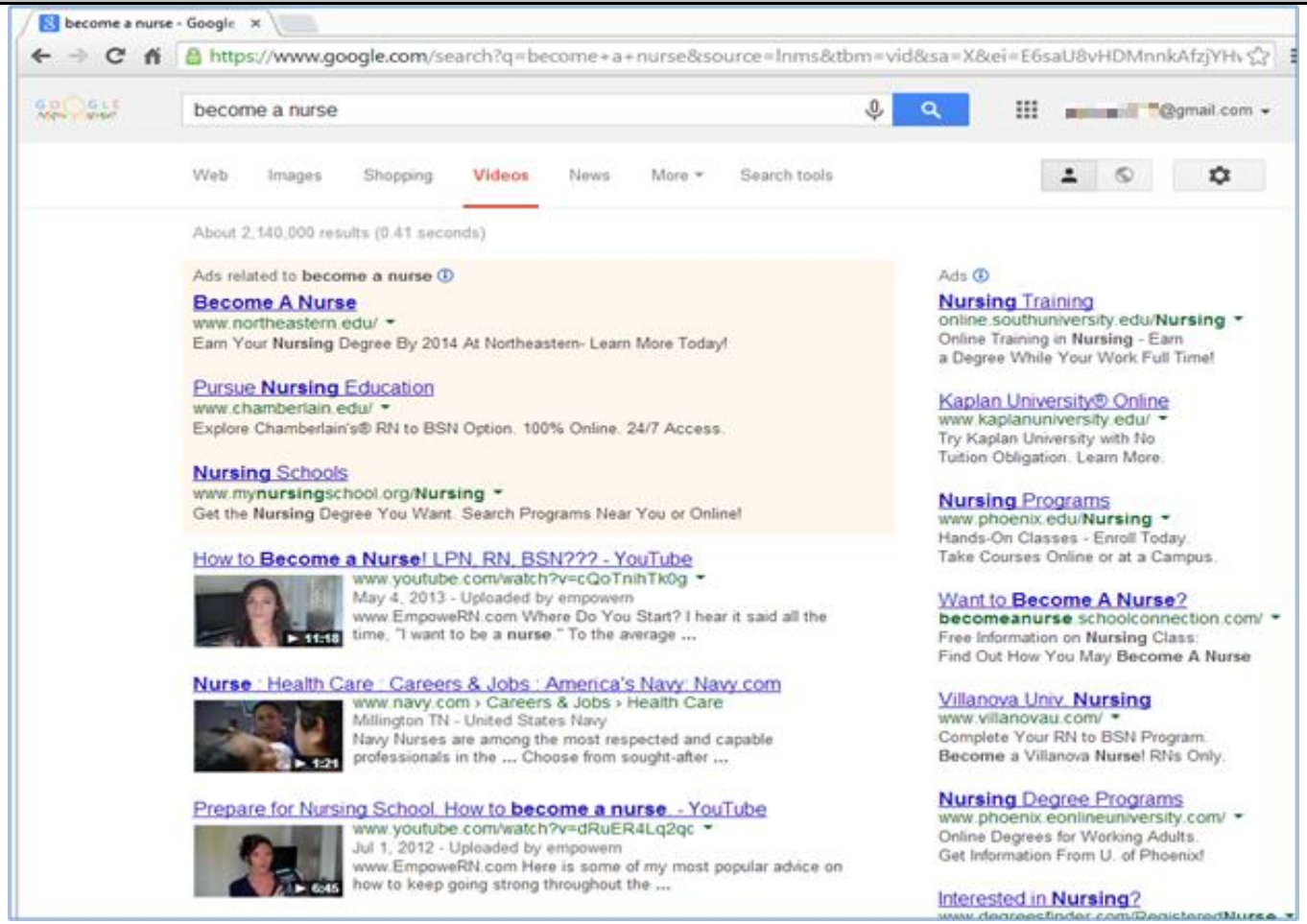
- **Past search activity:** With Web History personalization, we make search results more relevant to you based on your interests, as revealed through the "context" of past queries and clicks. We look at both "pattern" (which site do you generally visit for a given topic) and "preference" (which topics do you tend to be interested in). For example, if you're an apple farmer who frequently visits sites about apple varieties and farming techniques, we'll be more likely to show you results about apples the fruit rather than Apple computers. If you're signed out, we'll still customize your search results based on up to 180 days of past search information linked to your browser using an anonymous cookie.
- **Social connections:** With Social Search, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.

http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
The method of claim 1, wherein the search refinement input comprises additional search criteria.	The Accused Instrumentalities receive search refinement input comprising additional search criteria. See claim 1 above. 

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



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

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

Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:

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- **Social connections:** With Social Search, we improve your results by relying on the context of your friends, family, coworkers and other people you may care about across the web. We'll sometimes improve the ranking of results if they're more likely to be relevant based on your social connections. We'll also highlight your connections by showing their names and pictures in the results when they've published or commented on content, for example by clicking the +1 button.

http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The at least one advertisement includes a link to a website sponsoring the advertisement. See claim 1 above. **Destination URL** The URL address for the page in your website where you'd like people to be sent after they click your ad. • For each ad, you'll specify a **display URL** (shown to customers with your ad) and a destination URL (used to determine where people are taken when they click your ad). Google's policy is that both URLs be within the same website (meaning that they share the same domain). • Your destination URL isn't visible in the ad, so you can use it to direct people to a specific page within your site without cluttering your ad. For example, an ad could use a clean display URL like *example.com* to show with the ad, while using a more specific destination URL like *example.com/camera_purchase_page.html* to link customers to the most relevant page. https://support.google.com/adwords/answer/2684490?hl=en

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Destination URL

What's the policy?

The **destination URL** is the URL that loads when a user clicks your ad. The **landing page URL** is where users actually end up after passing through any redirects associated with your destination URL. If the destination URL doesn't redirect, the destination URL and landing page URL are the same thing.

After clicking an ad, the user should end up on a site that complies with AdWords policy and works properly for all users in all browsers and devices.

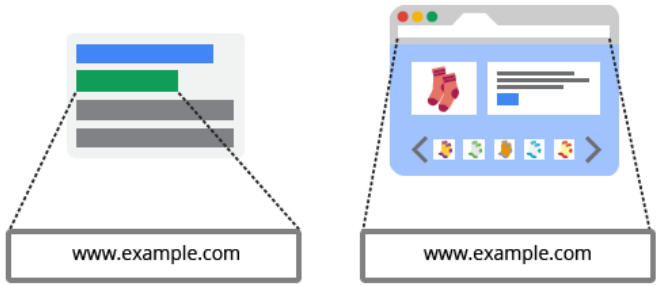
Requirements

Link to a functional site

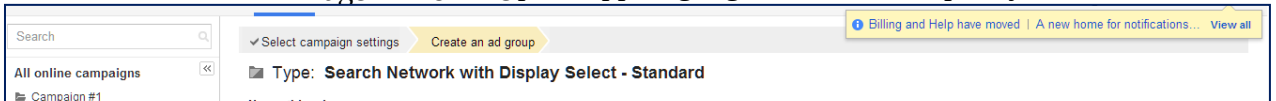
- Your ad's destination URL can't lead to a website that is under construction or that links to an error page that displays a status code beginning with a 4 or a 5 (such as a 405 error). See the bottom of this page for help to fix these errors.
- Your landing page must work properly for all locations, regardless of where you're targeting your ad.
- Your website should load quickly on most popular browsers and devices. We recommend avoiding content or features on your site that delay a page's load time and that may make a user think that your site isn't working.
- Your ad's destination URL can't lead to an email address or a file instead of a webpage. Such files include image, audio, video, or document files that require an additional application to open or run (such as PDF files).
- If you're using dynamic tracking URLs, they must lead to a valid URL and meet all of the requirements listed here for destination URLs.

Match the domain of your ad's display URL

- Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."



https://support.google.com/adwordspolicy/answer/1310892?rd=1



U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 8	
The method of claim 1, further comprising:	Upon information and belief, the Accused Instrumentalities determine, via communication with the data processing device that the user does not select the at least one advertisement. See claim 1 above.

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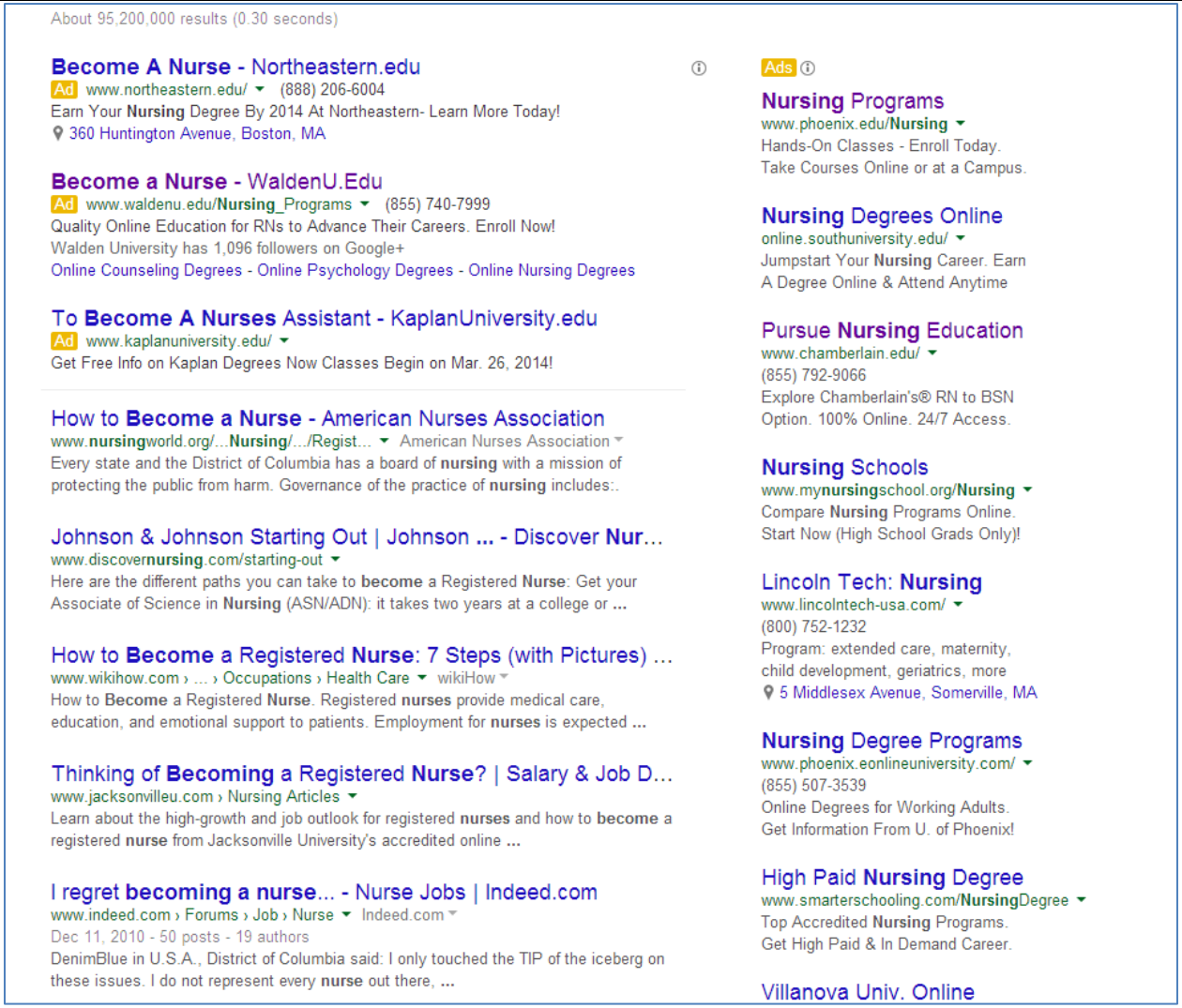
determining, via communication with the data processing device that the user does not select the at least one advertisement; and	

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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%.

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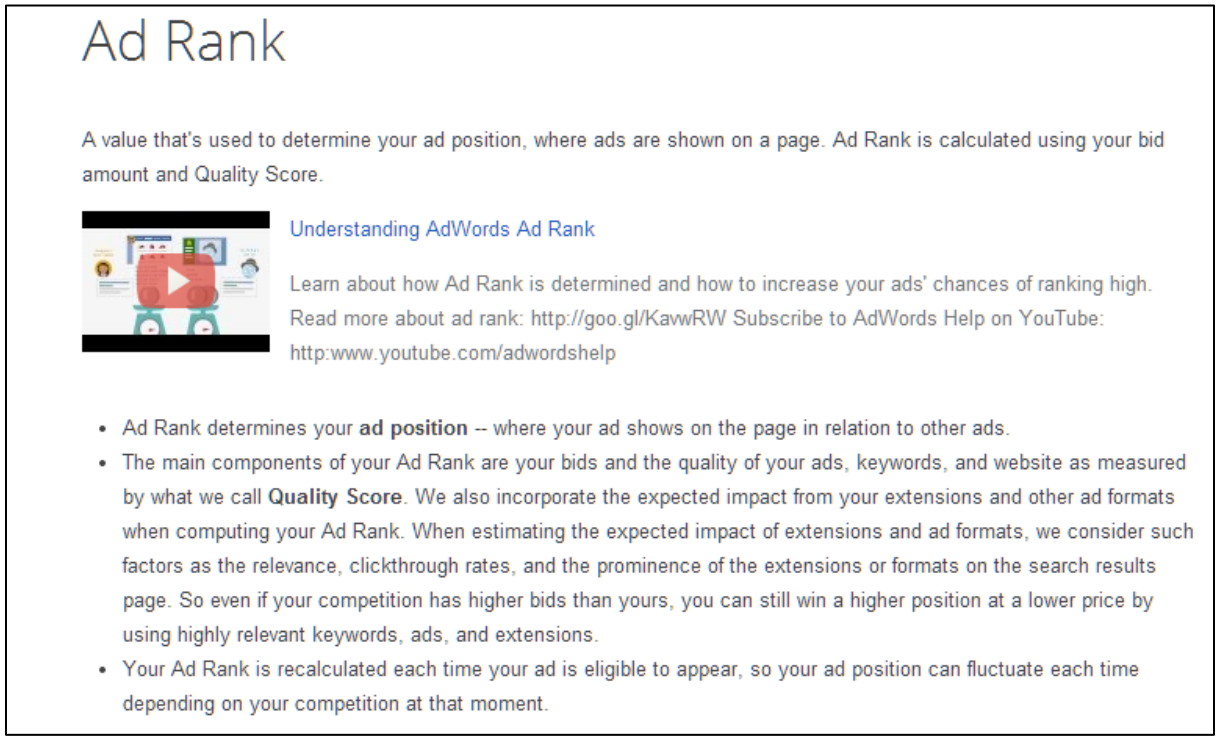
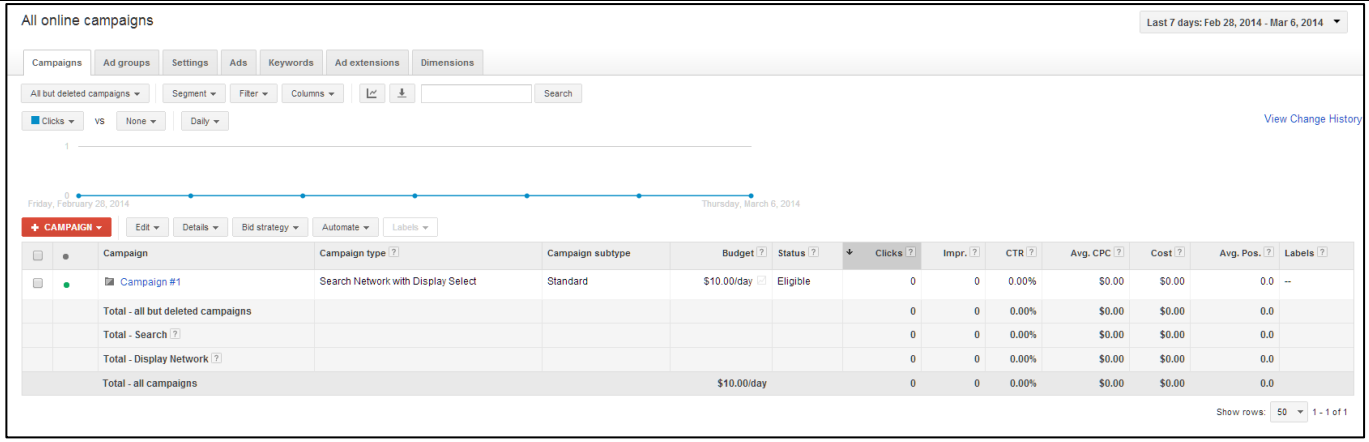
	https://support.google.com/adsense/answer/112025?hl=en
updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.	Upon information and belief, the Accused Instrumentalities update advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement  https://support.google.com/adwords/answer/1752122

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

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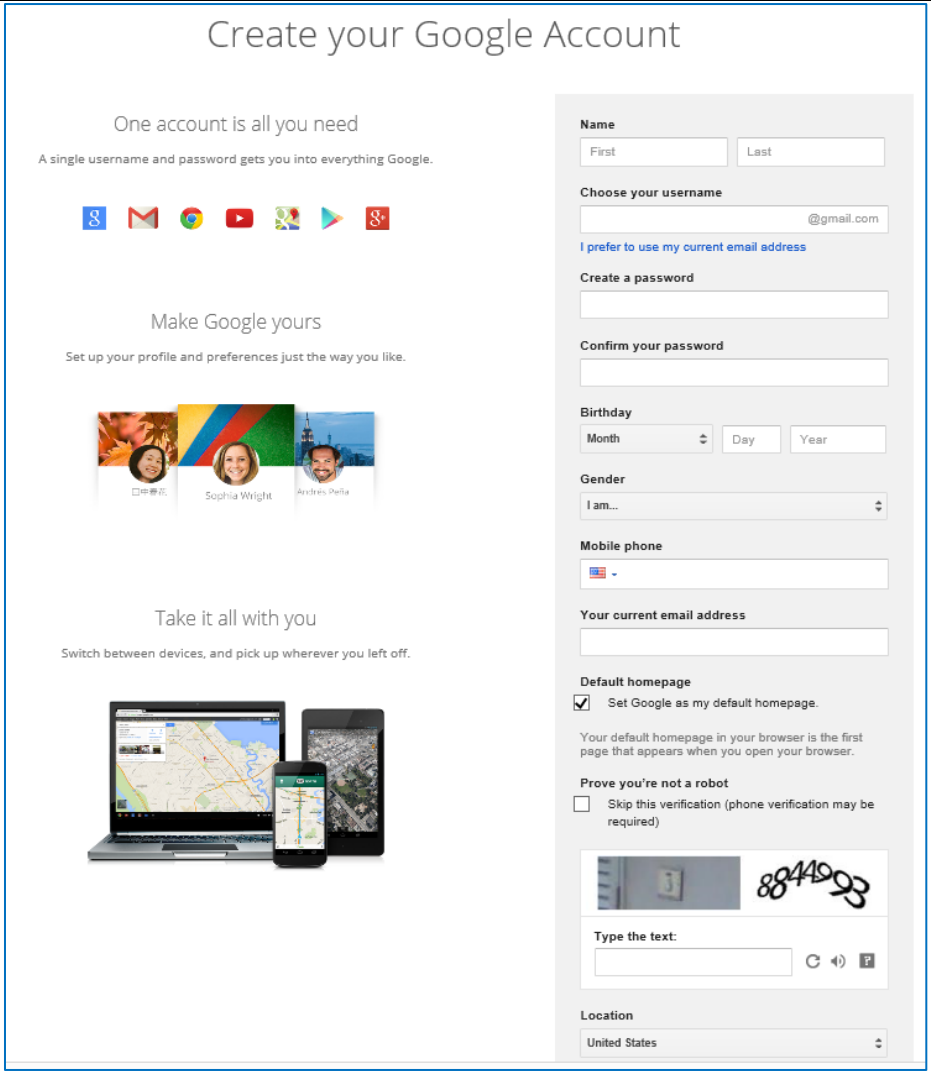
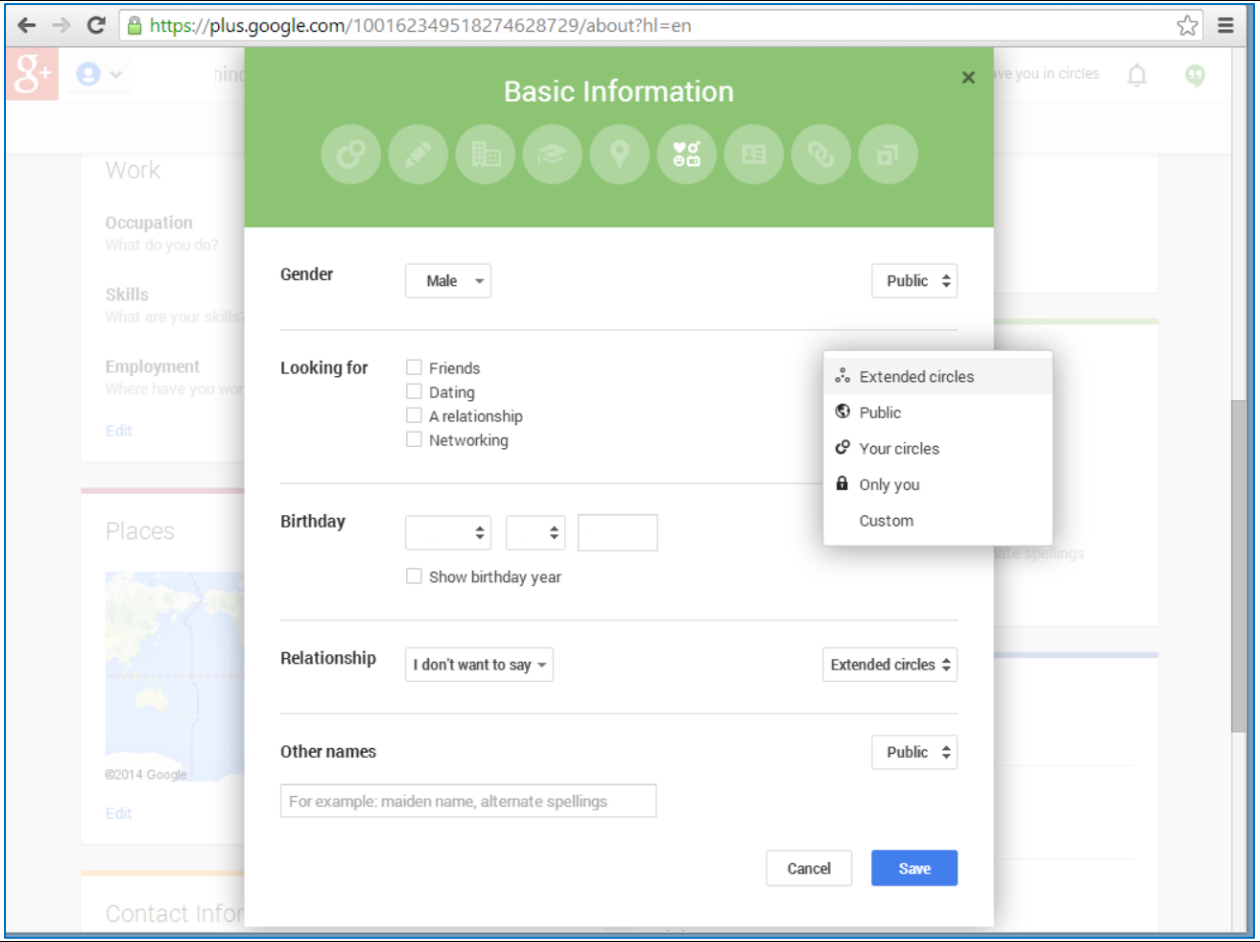
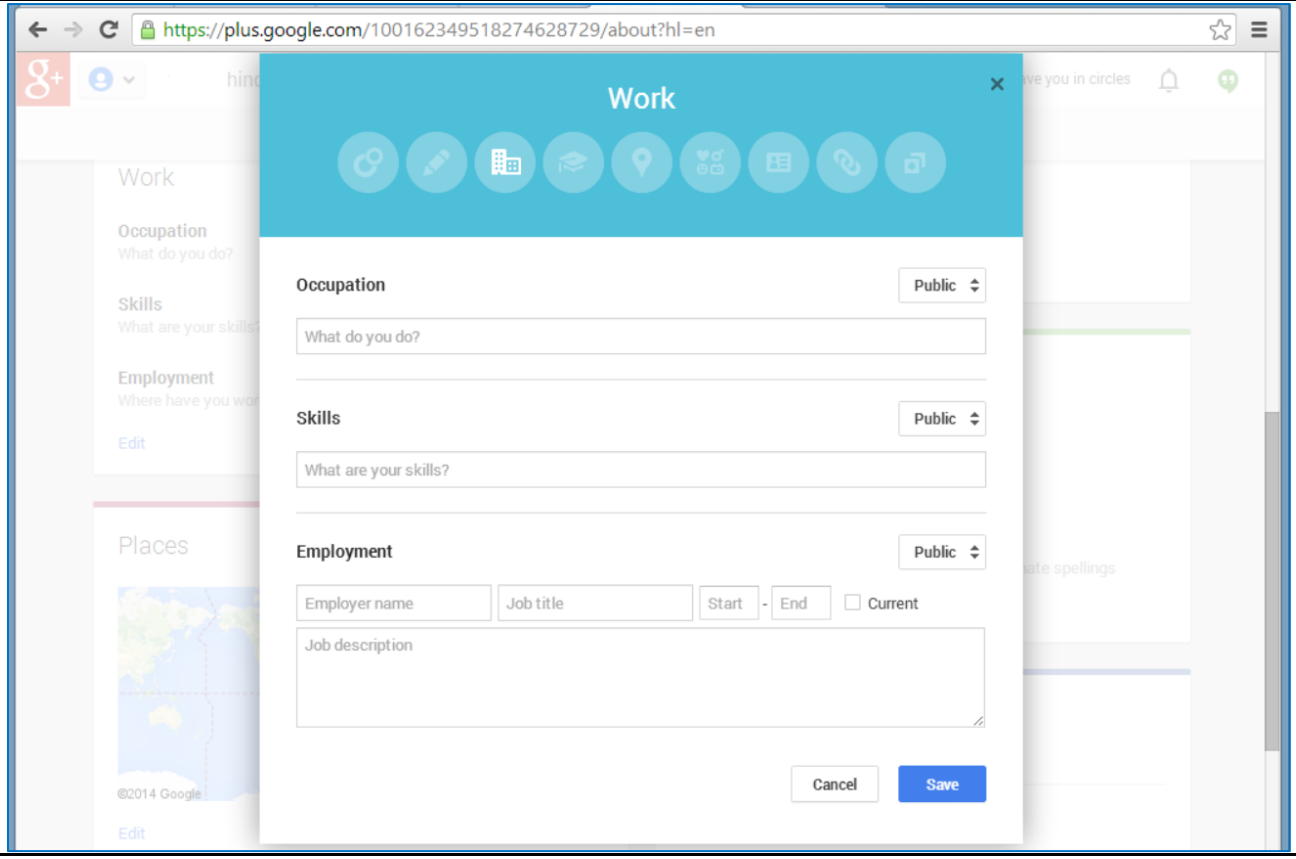
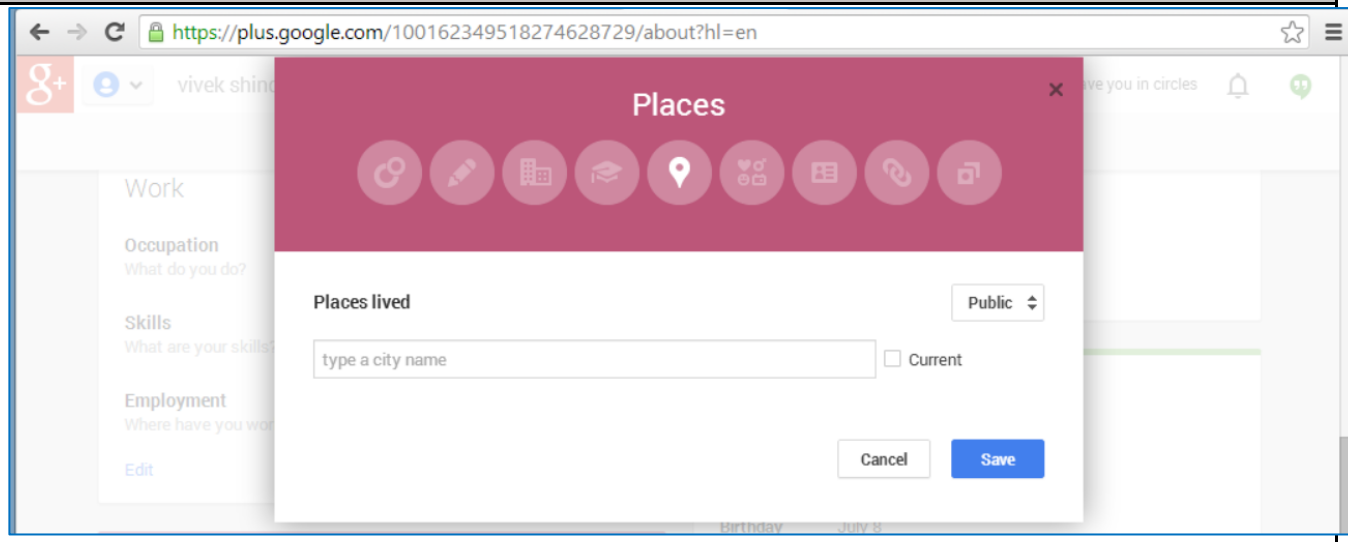


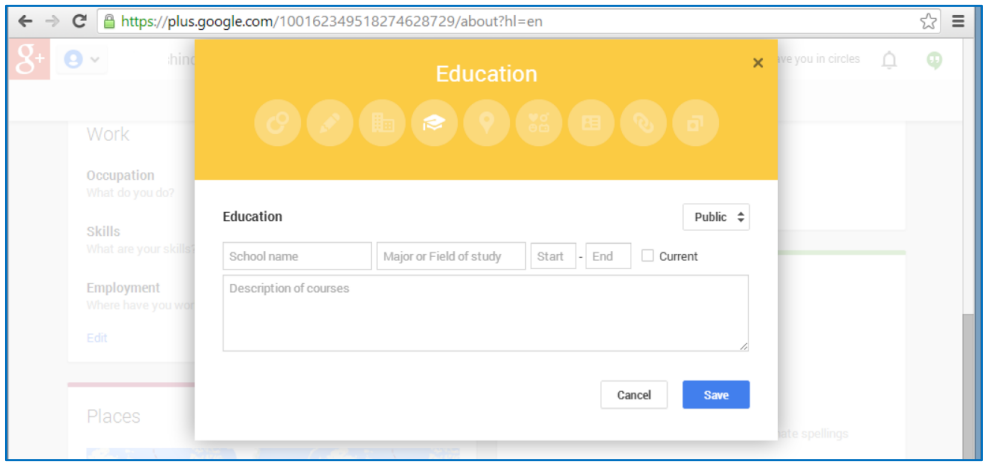
https://accounts.google.com/SignUp?service=mail

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

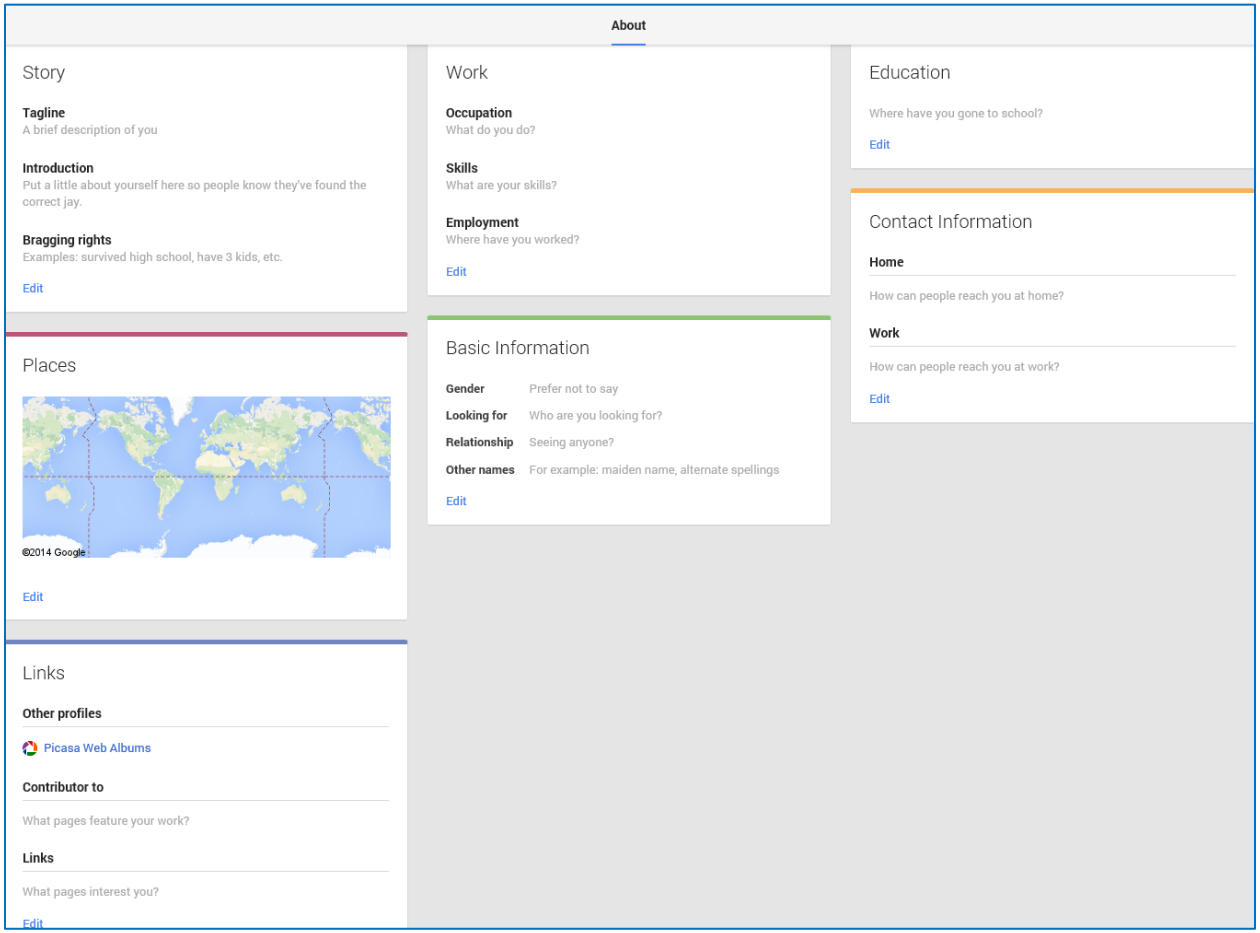
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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





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



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

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

Why sign in to Chrome

With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.

Chrome OS

Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin

Learn how to sign in to Chrome and enable sync

- Windows, Mac, and Linux instructions
- Chrome device instructions
- Mobile device instructions

Getting a sync error? Troubleshoot sync issues

Don't sign in to Chrome if you're using a **public** or **untrusted** computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.

How your information is synced

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

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

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

- **Changes are synced instantaneously.**

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

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

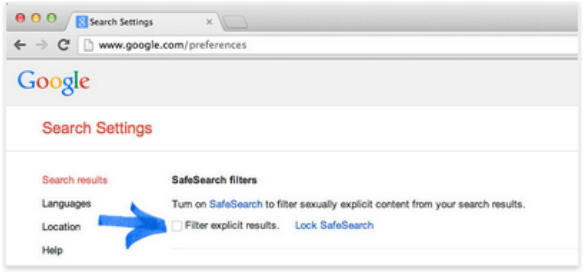
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

SafeSearch: Turn on or off

With SafeSearch, you can help prevent adult content from appearing in your search results. No filter is 100 percent accurate, but SafeSearch should help you avoid most of this type of material.

Turn SafeSearch on or off

1. Visit the Search Settings page.
2. In the "SafeSearch filters" section:
   - Turn on SafeSearch by checking the box beside "Filter explicit results." When SafeSearch is on, sexually explicit video and images will be filtered from Google Search result pages, along with results that might link to explicit content.
   - Turn off SafeSearch by leaving the box unchecked. When SafeSearch is off, we'll provide the most relevant results for your search and may include explicit content when you search for it.



3. Click **Save** button at the bottom of the page.

https://support.google.com/websearch/answer/510?p=settings_safesearch&hl=en#safe

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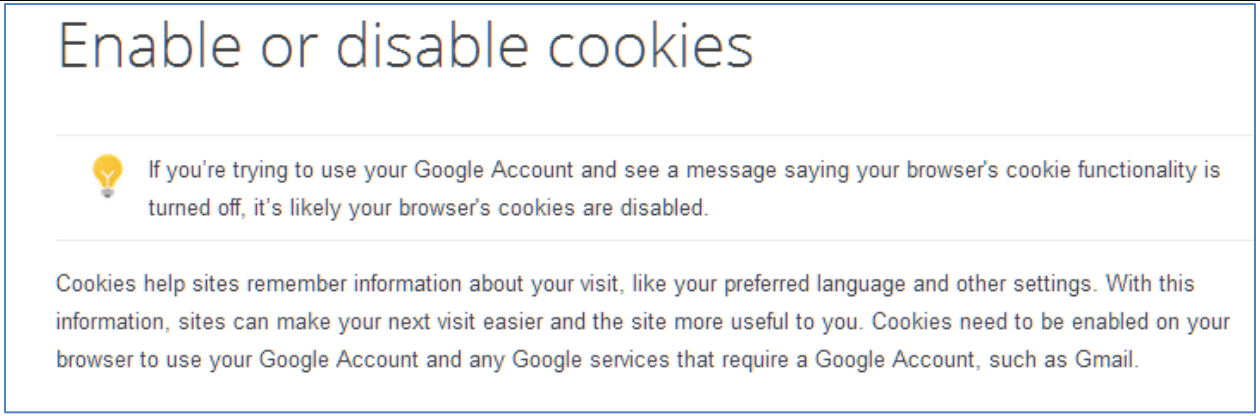
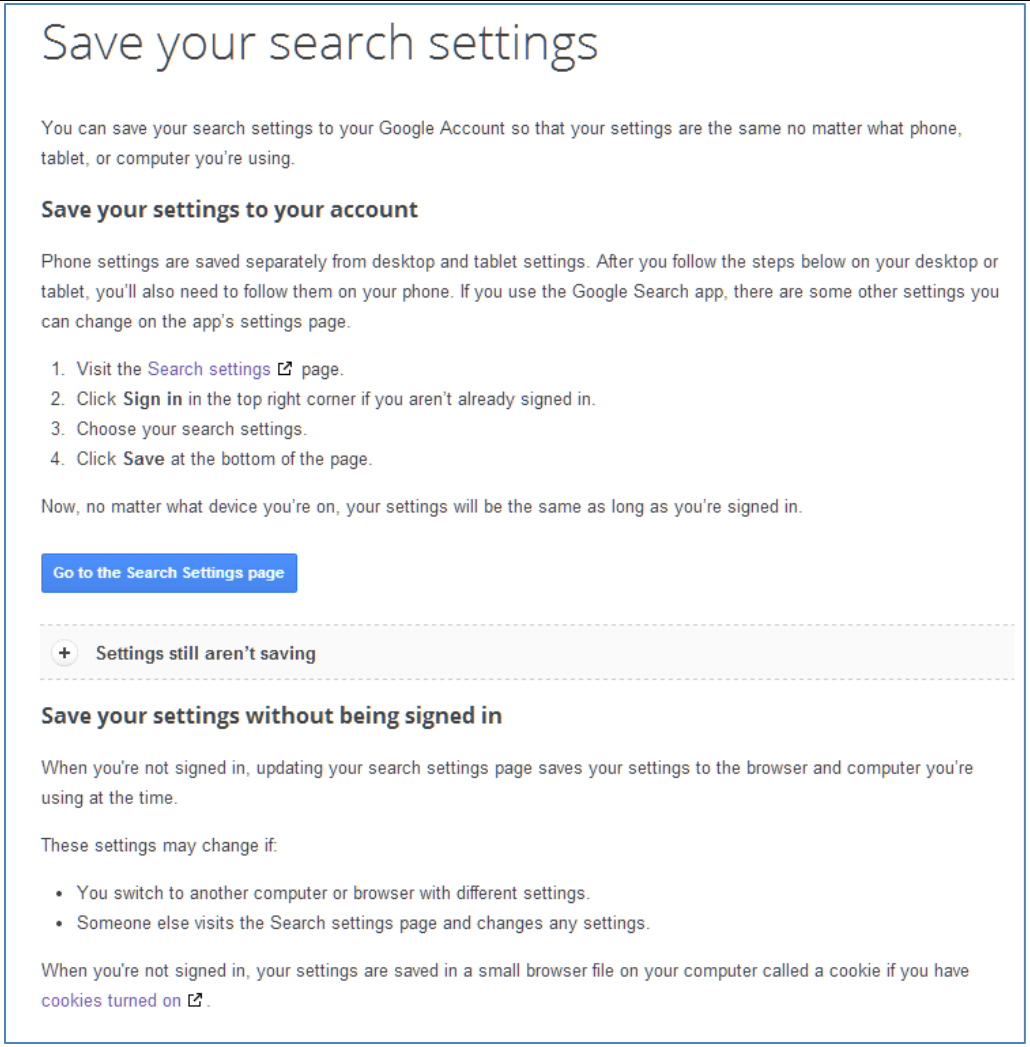


https://support.google.com/accounts/answer/61416

https://www.google.com/preferences#languages

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



Save your search settings

You can save your search settings to your Google Account so that your settings are the same no matter what phone, tablet, or computer you're using.

Save your settings to your account

Phone settings are saved separately from desktop and tablet settings. After you follow the steps below on your desktop or tablet, you'll also need to follow them on your phone. If you use the Google Search app, there are some other settings you can change on the app's settings page.

1. Visit the Search settings page.
2. Click **Sign in** in the top right corner if you aren't already signed in.
3. Choose your search settings.
4. Click **Save** at the bottom of the page.

Now, no matter what device you're on, your settings will be the same as long as you're signed in.

Go to the Search Settings page

+ Settings still aren't saving

Save your settings without being signed in

When you're not signed in, updating your search settings page saves your settings to the browser and computer you're using at the time.

These settings may change if:

- You switch to another computer or browser with different settings.
- Someone else visits the Search settings page and changes any settings.

When you're not signed in, your settings are saved in a small browser file on your computer called a cookie if you have cookies turned on.

https://support.google.com/websearch/answer/2539428?p=settings_signin&hl=en

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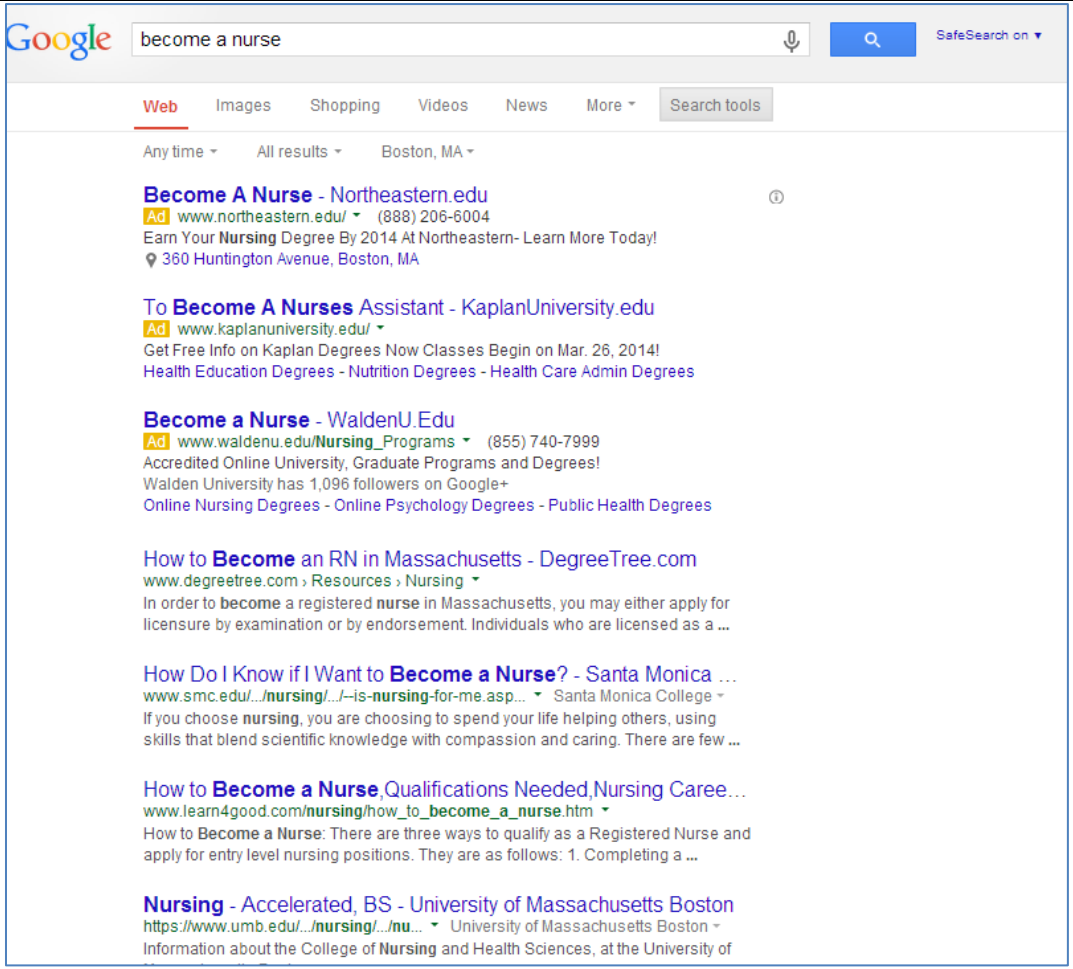
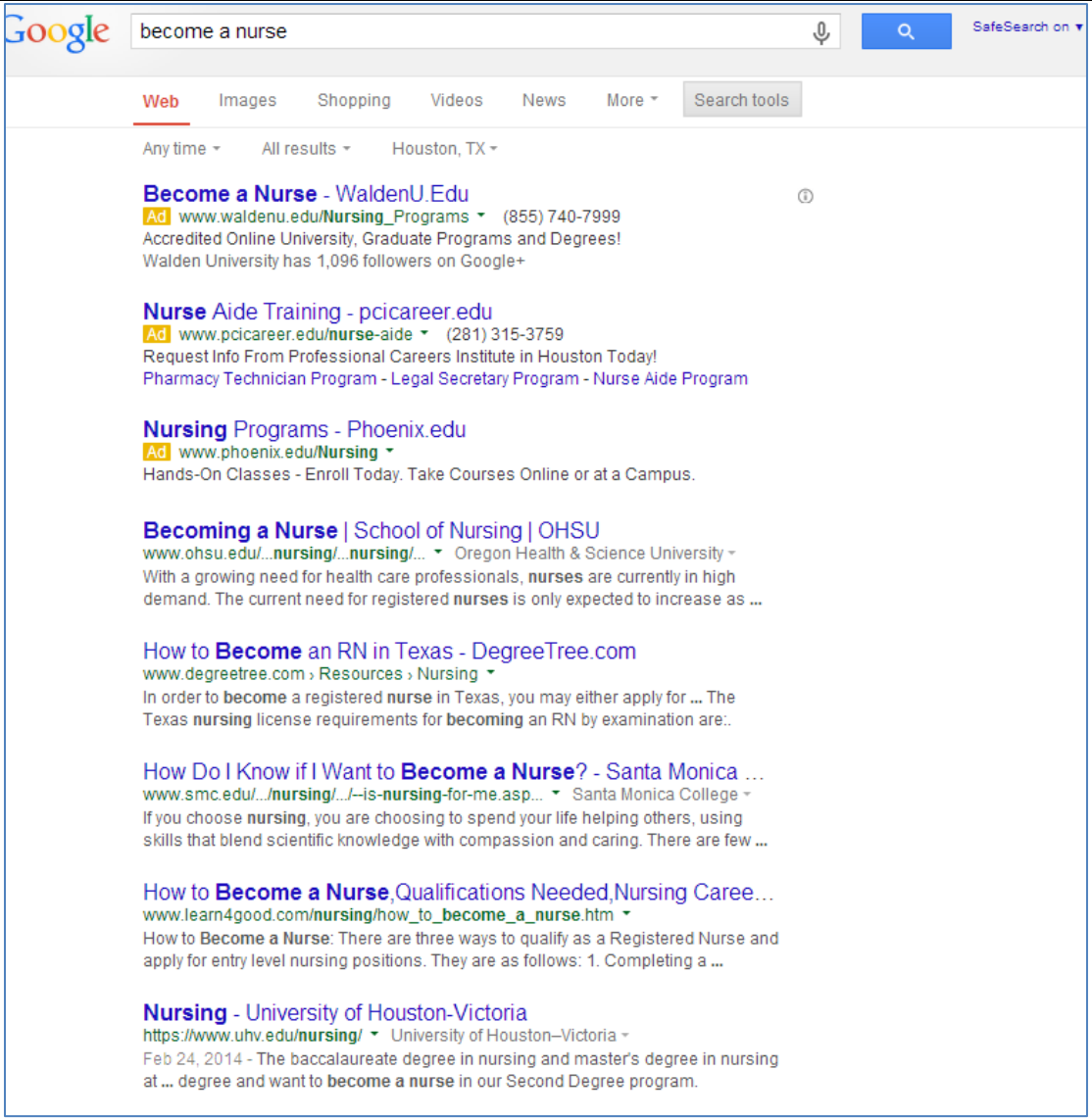


U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:

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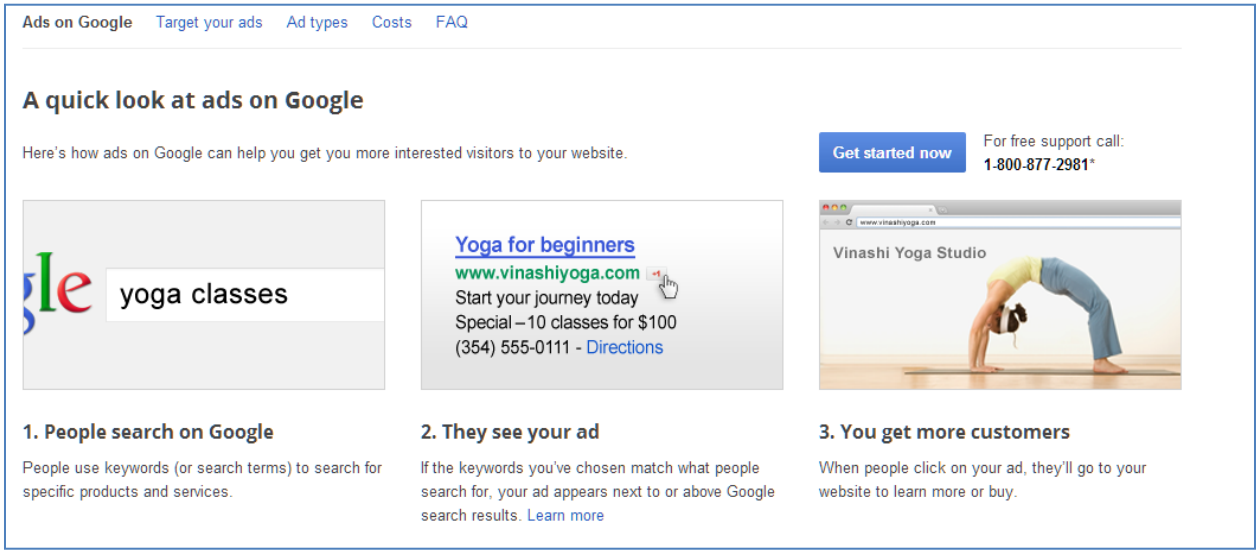
Claim No. 12	
A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	Google's advertising services and applications perform the steps of the claimed method. 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").  http://www.google.com/adwords/how-it-works/ads-on-google.html

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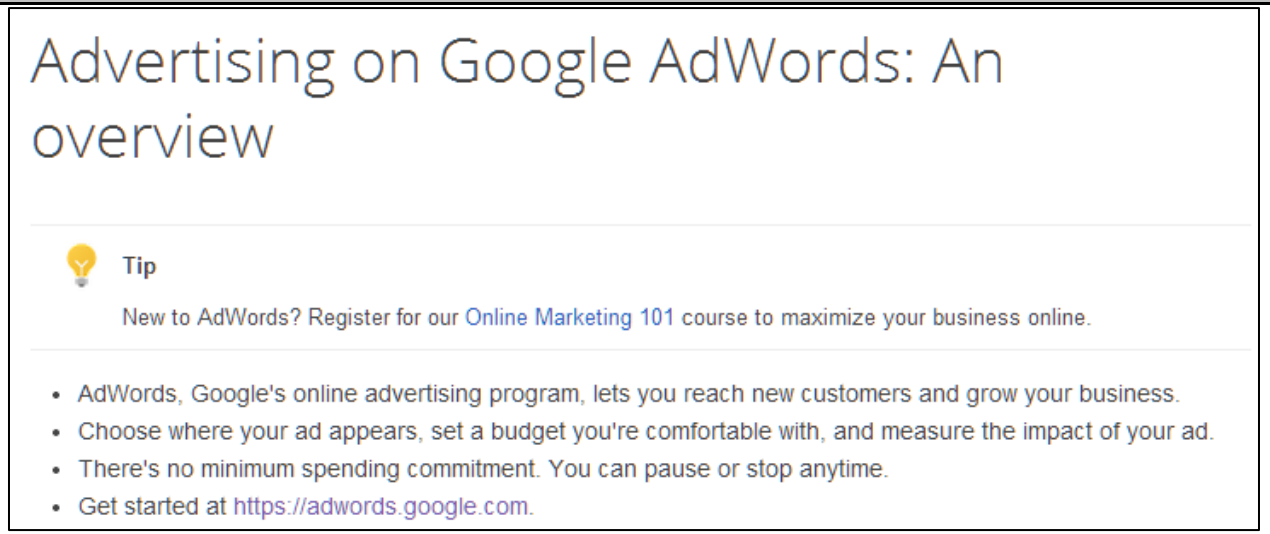

https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1

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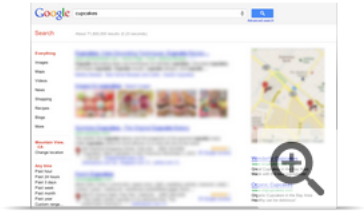
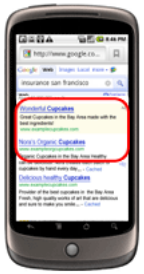
Showing your ads on Google Search and other search sites

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":



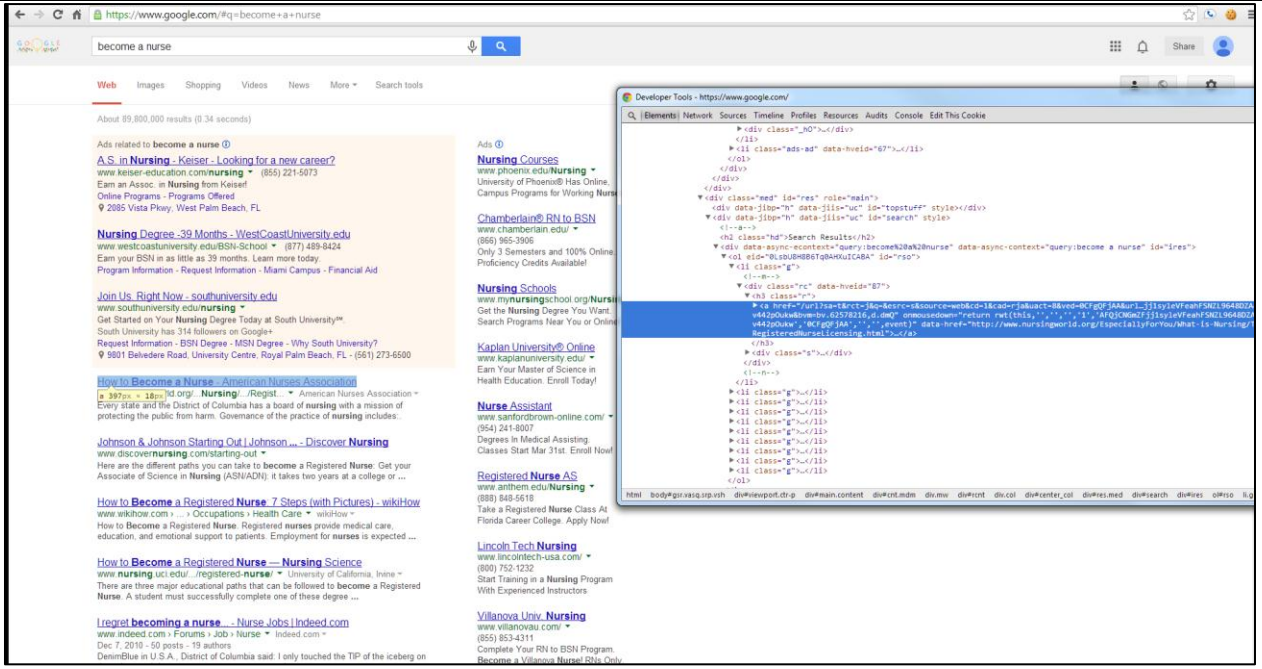
- **On other search sites that are part of the Search Network**: When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages.
- **On mobile search**: Your ads can appear on http://m.google.com , the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search:

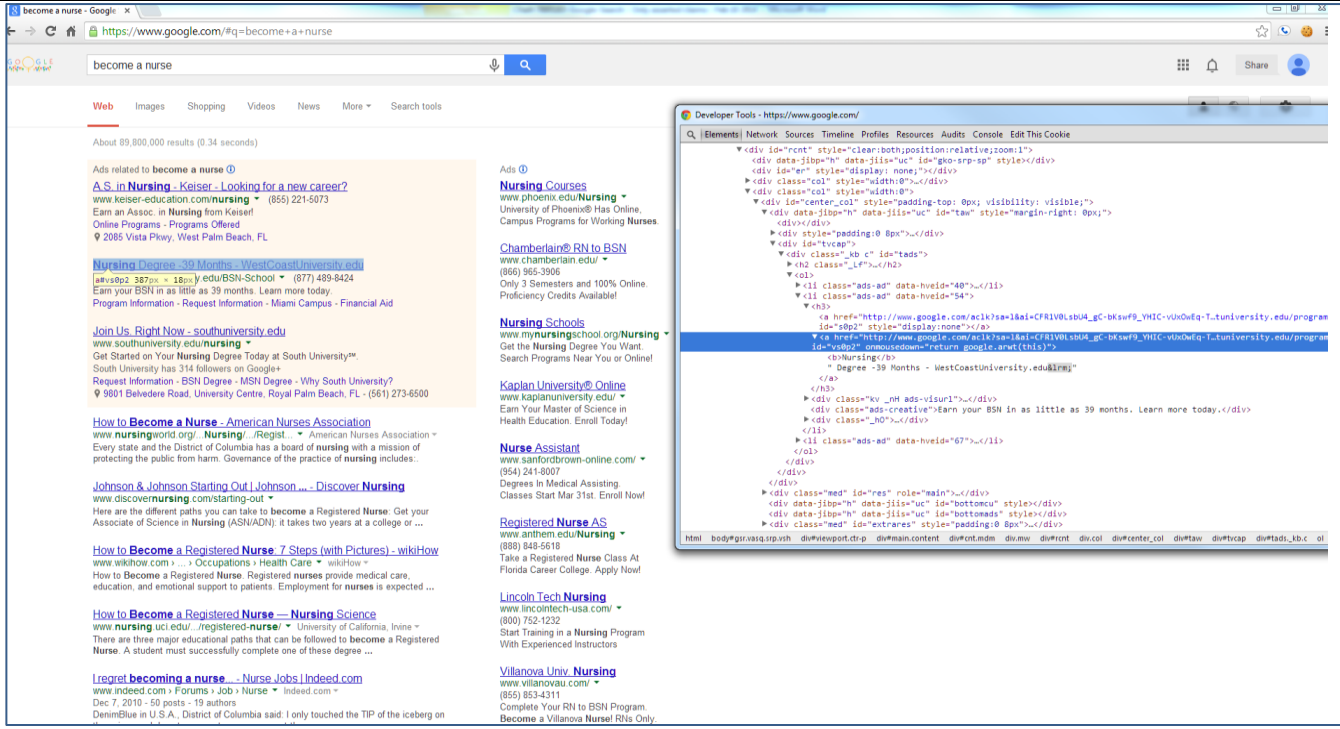


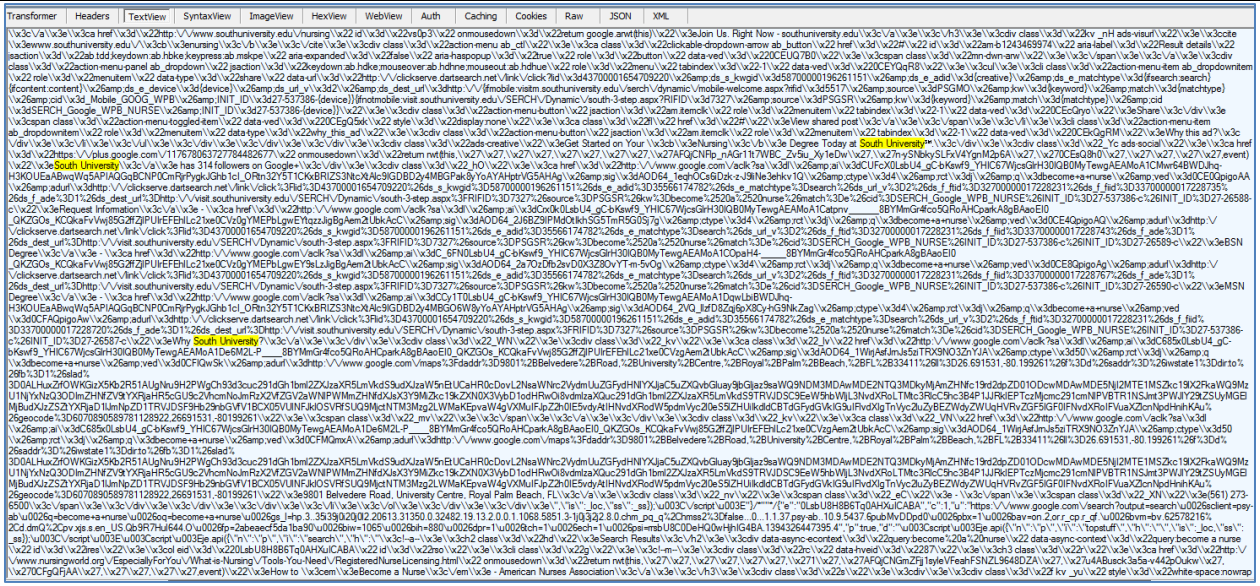
AdWords ad on mobile version of Google Search

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

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	GET https://www.google.com/search?output=search&sclient=psy-ab&q=become+a+nurse&oq=become+a+nurse&gs_l=hp.3..35i39j0i20j0l2.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-1j0j3j2i2.8.0.chm_pg_q%2Chmss2%3Dfalse...0...1.1.37.psy-ab..10.9.5437.6pubMvDDpdQ&pbx=1&bav=on.2,or.r_cp.r_qf.&bvm=bv.62578216%2Cd.dmQ%2Cpv.xjs.s.en_US.Qb9R7Hul644.O&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1&tch=1&ech=1&psi=rrsbU8COOeHQOwHjhIG4BA.1394326447395.4 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+1yQEIlbbJAQiitskBCKm2yQEIxLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip,deflate,sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF=0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID=67=QGz_KCpZ55iFlc6lB2-cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_iDWYag3aN9jiTPhTcnyNSC5pdT_C49FQYdo55_VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2DpuRgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW-n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ-b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATzOssW7_Kw-Ok17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHSOad; OGPC=270001-1:; OGP=-270001:; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpvO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO54BYF1pMOyYI_4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_-NaI_ds5DHLbFDKhVD4vnjXO-6_HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBvOHeOkc5halxV2yGLtK-94C9Q7wrmDqmkcf2x1PW4aYSFuT_3BRUegqm5 HTTP Get Request to Google

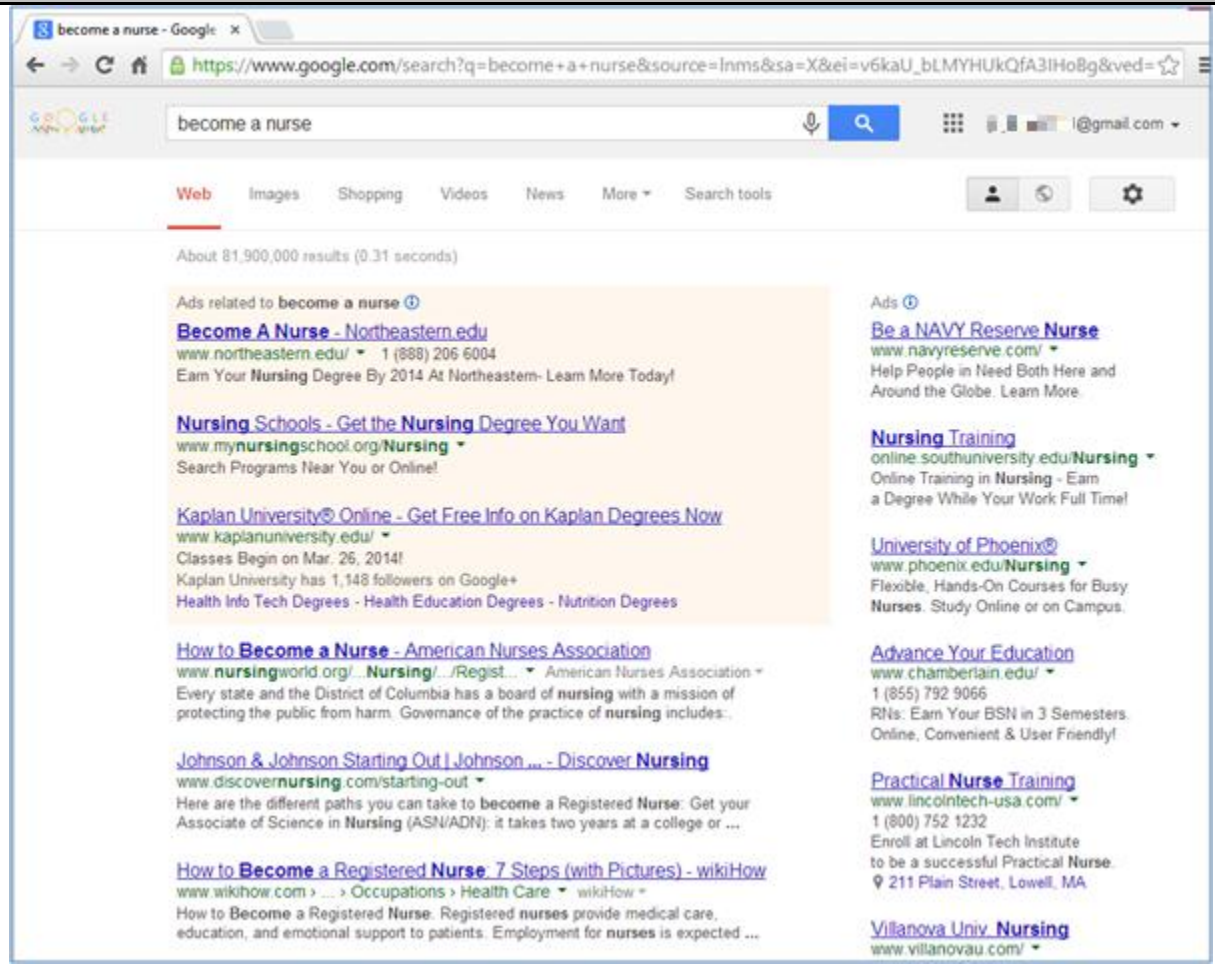
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

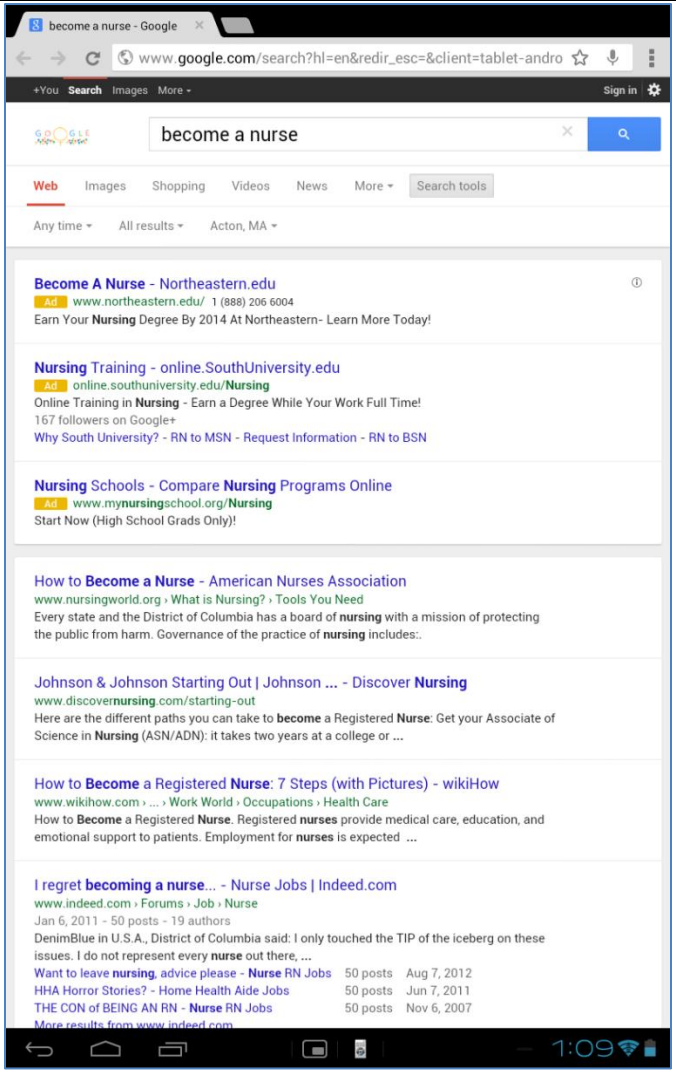
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

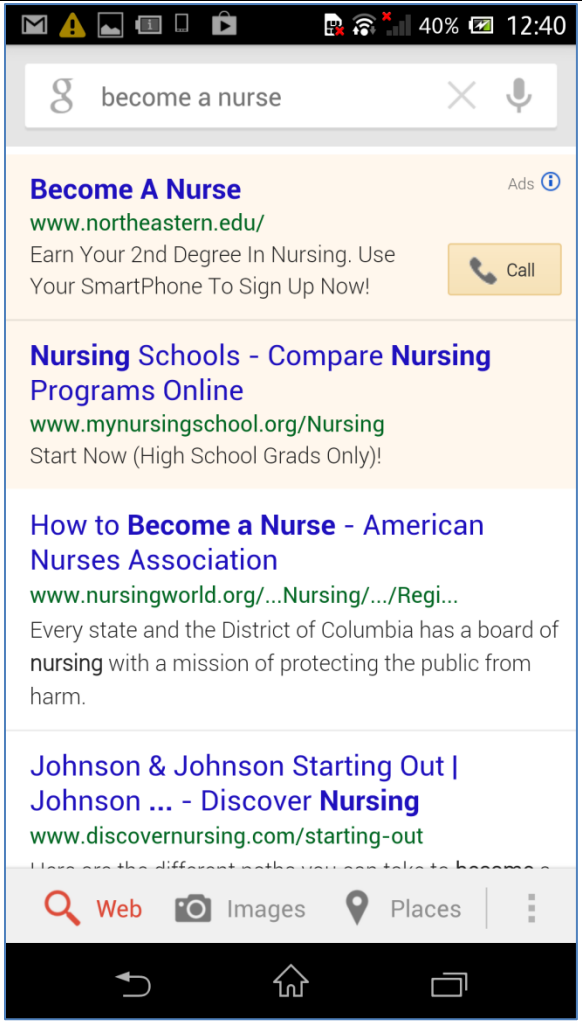
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 JSON response to device from Google

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	JSON Response to Device from Google

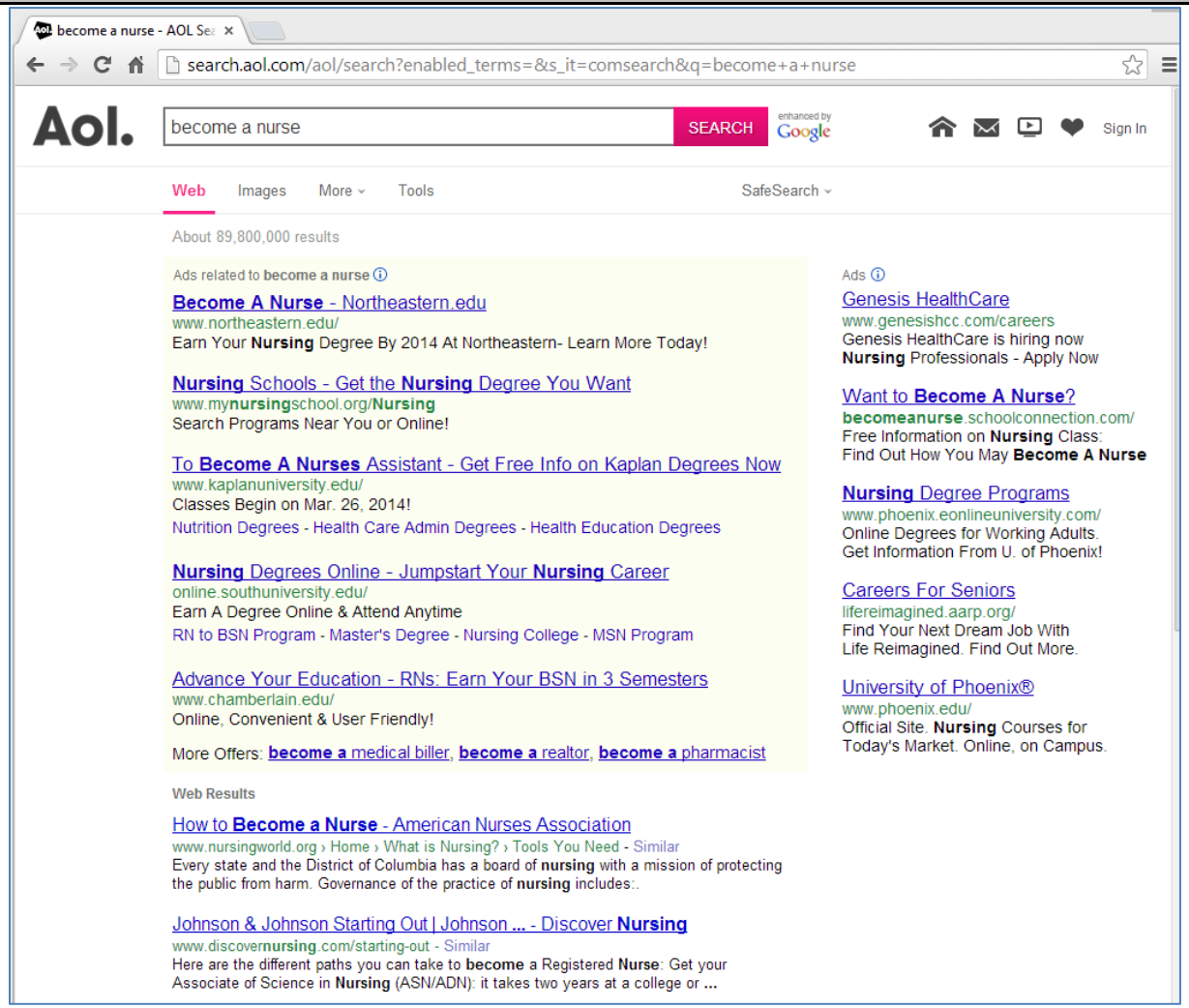
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



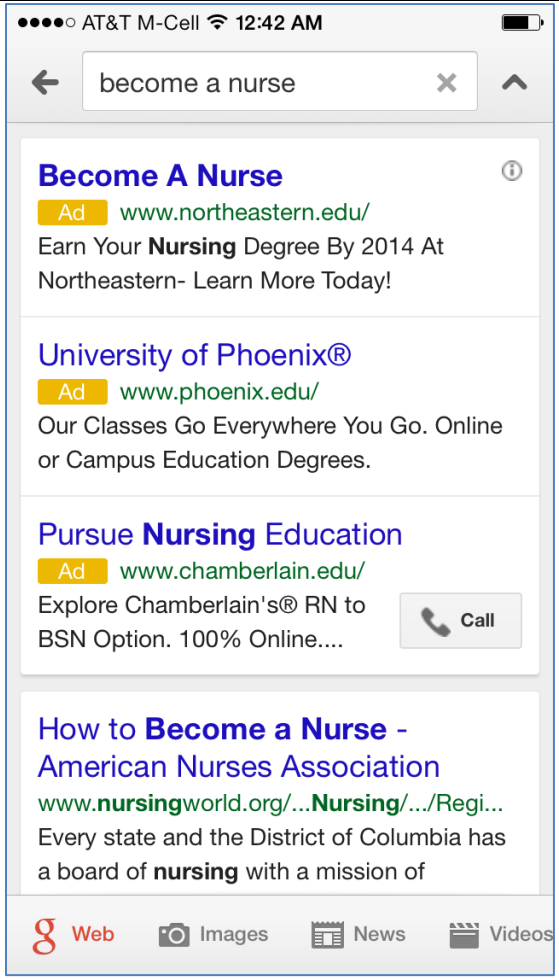
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

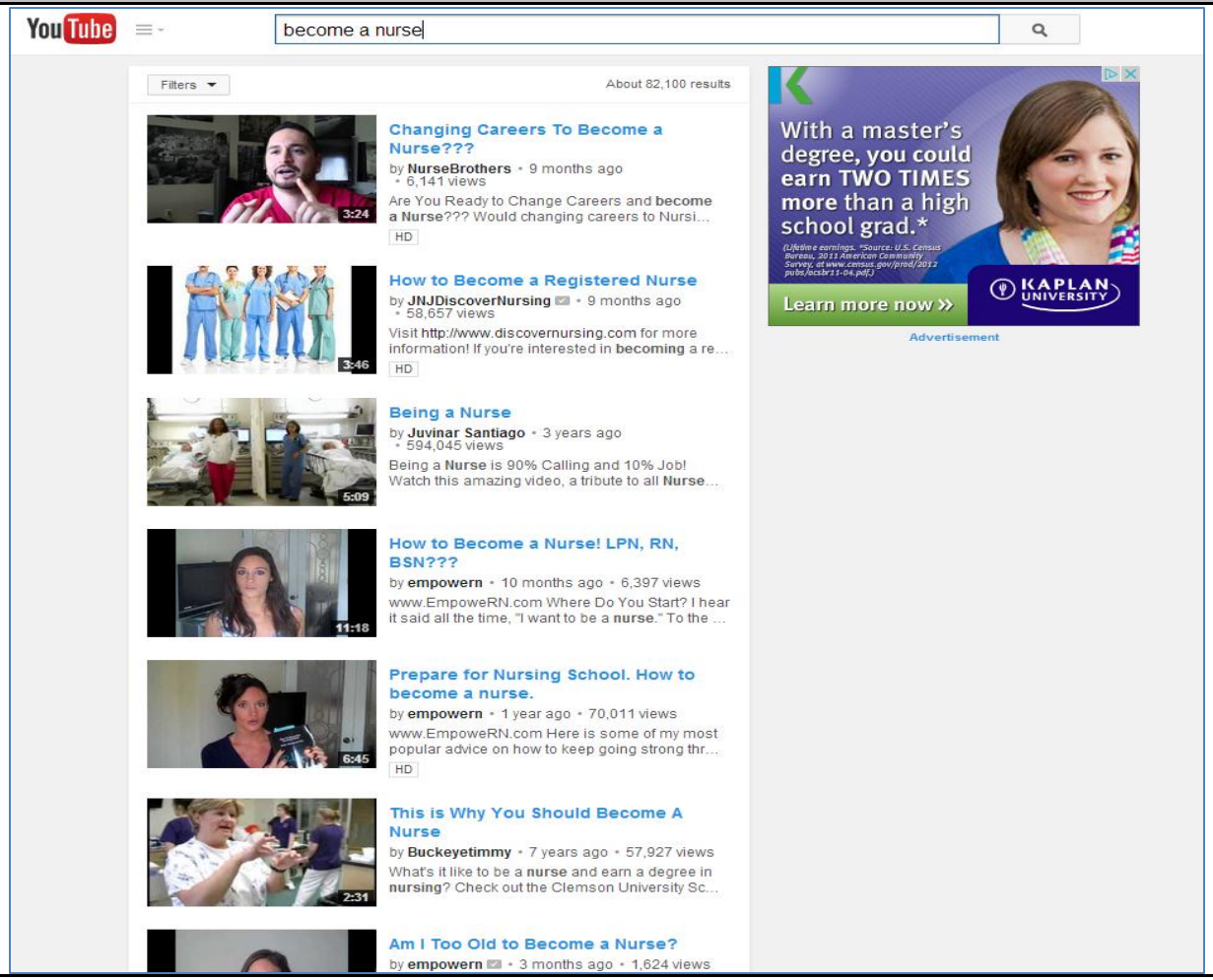
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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



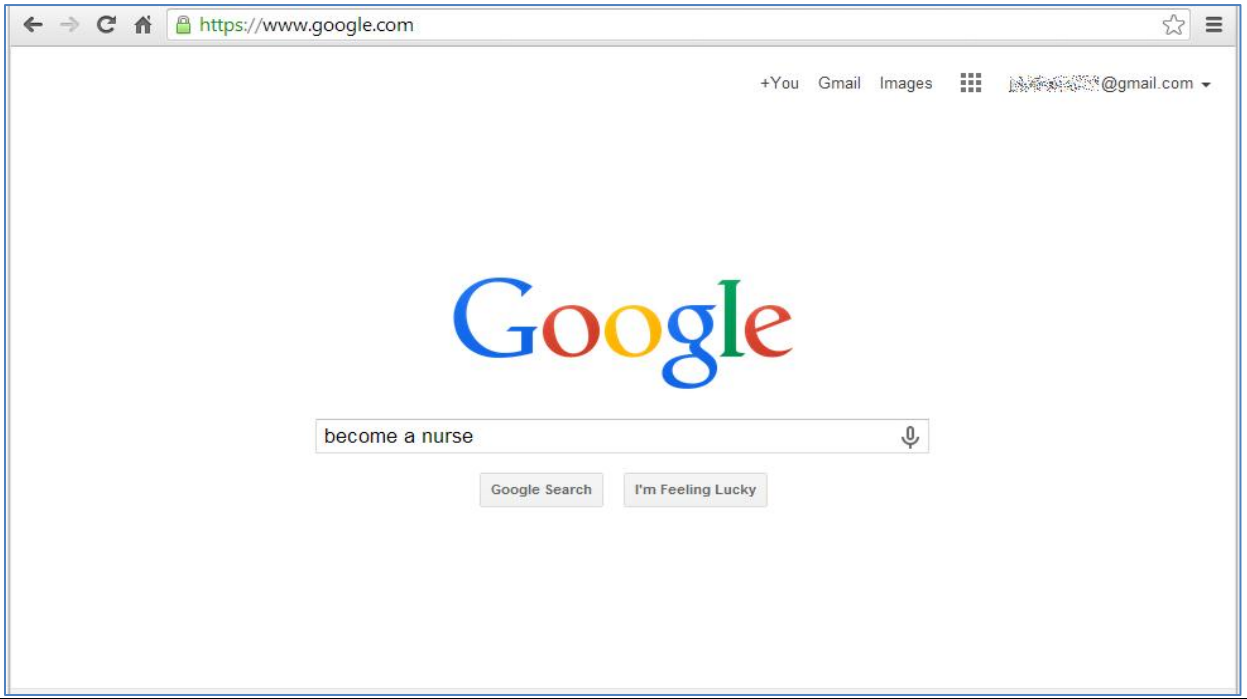
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



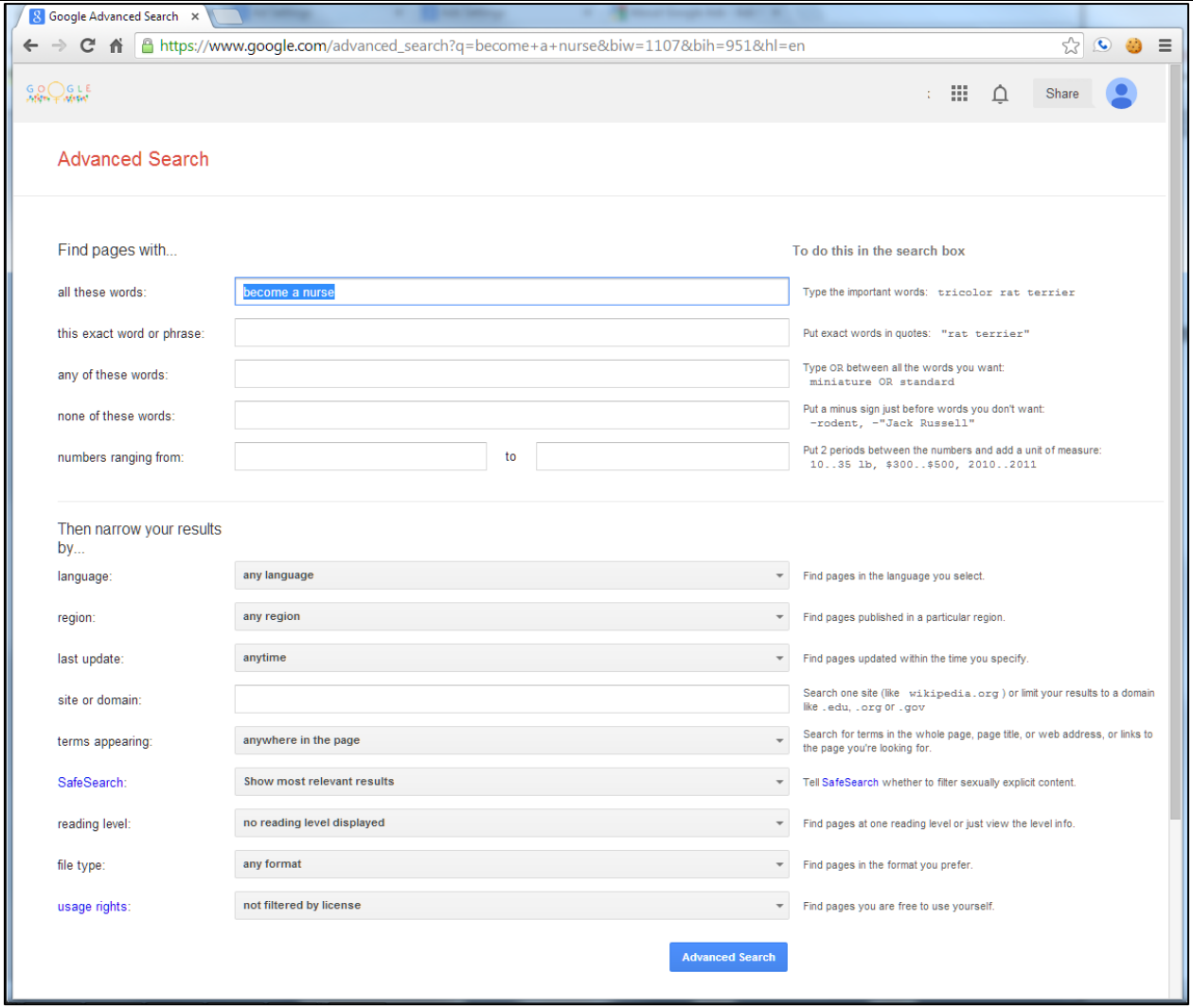
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

Google Custom Search

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
based upon interaction with the user, creating a search request that includes a search argument;	The Accused Instrumentalities operate a data processing device to interact with the user to create a search request that includes a search argument. See above. 

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



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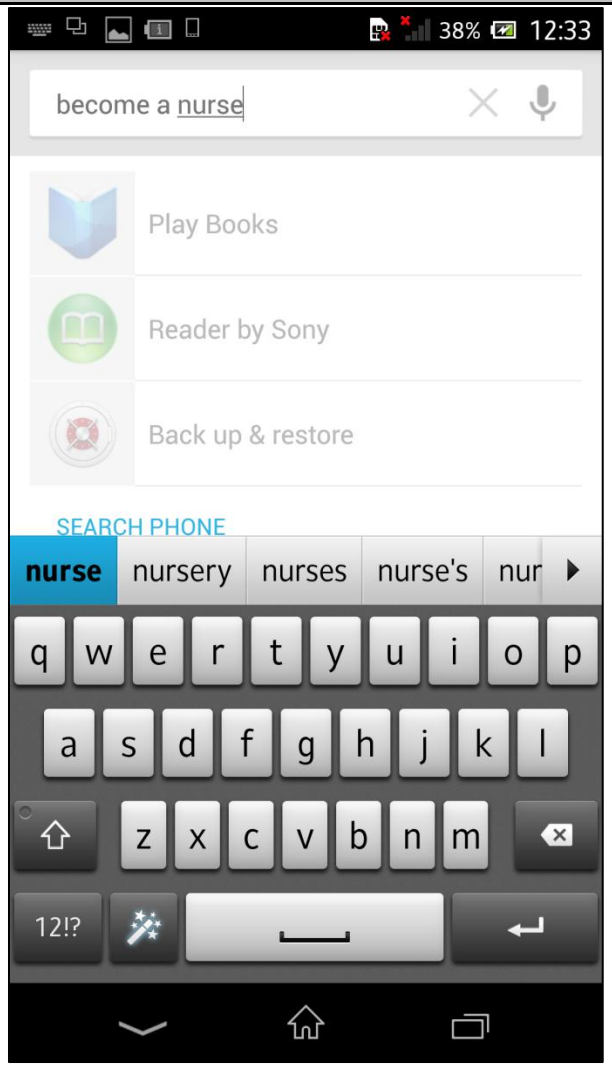
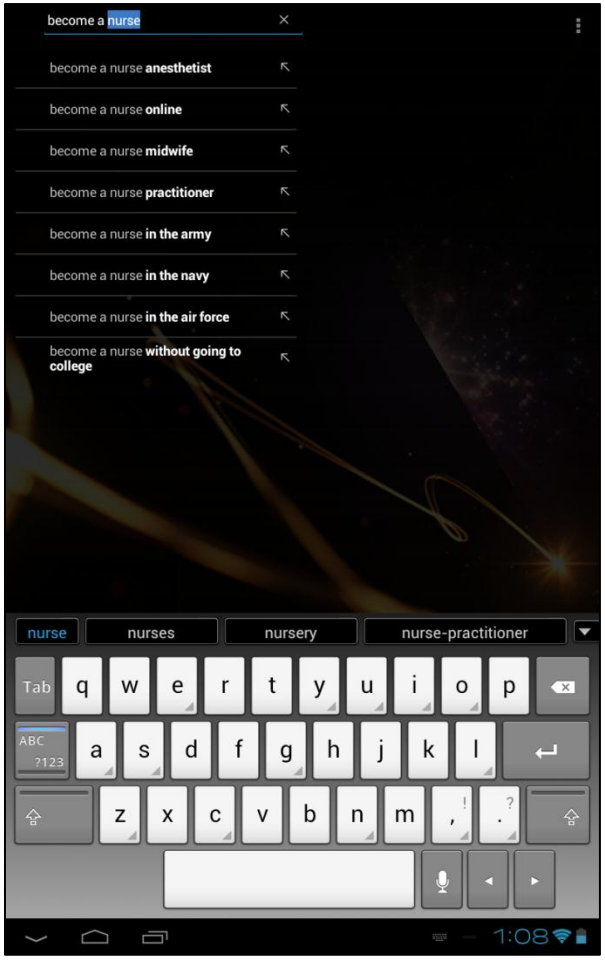
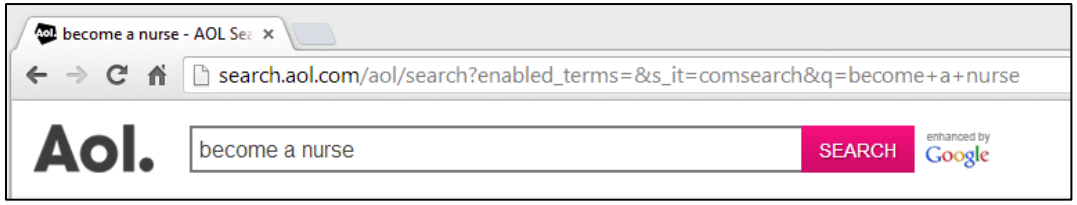
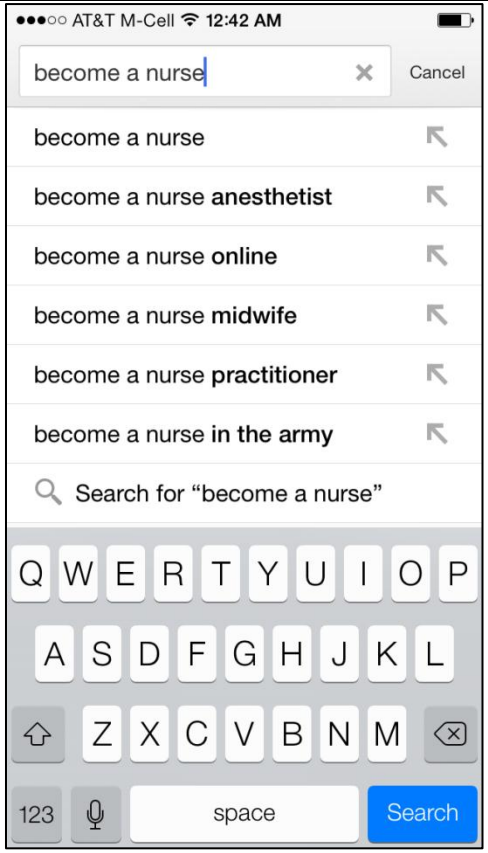
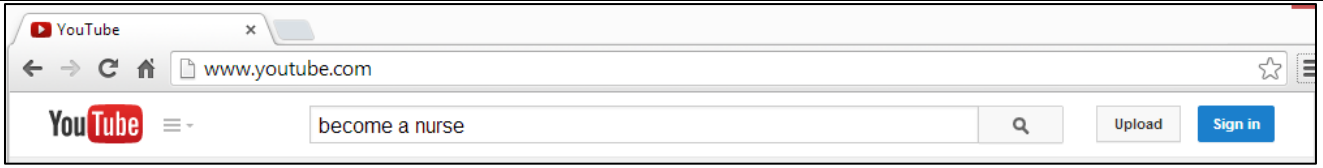
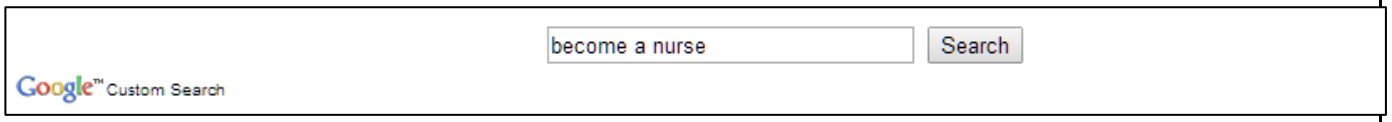
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Mobile Handset Running Android 4.2 

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Tablet Device Running Android 4.0.2 

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

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	  http://www.4nursing.com/search-our-site-or-search-the-internet.html
transmitting to the advertising machine via the communications link the search request that includes the search argument;	The Accused Instrumentalities operate a data processing device of user to transmit to the advertising machine via the communications link a search request that includes the search argument.

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

```
GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2%
3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14
&gs_id=2c&xhr=t&q=become%20a%
20nurse&es_nrs=true&pf=p&output=search&sclient=psy-
ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf.
&bvm=bv.62578216,d.dmQ&fp=2abeaecf5da1ba90&biw=1065&bih=880&dpr=1
&tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1
Host: www.google.com
Connection: keep-alive
User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36
Accept: */*
X-Client-Data: CL+
1yQEIlbbJAQiitskBCKm2yQEIxLbJAQiehsoBCKKIygEIuYjKAQ==
Referer: https://www.google.com/
Accept-Encoding: gzip,deflate,sdch
Accept-Language: en-US,en;q=0.8,hi;q=0.6
Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF=
0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID=
67=QGz_KCpZ55iFlc6lB2-
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APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m;
SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1:; OGP=-
270001:; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg;
SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18
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4BYF1pM0yYI_
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NaI_ds5DHLbFDKhVD4vnjX0-6
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94C9Q7wrmDqmkcf2x1PW4aYSFuT_3BRUegqm5
```
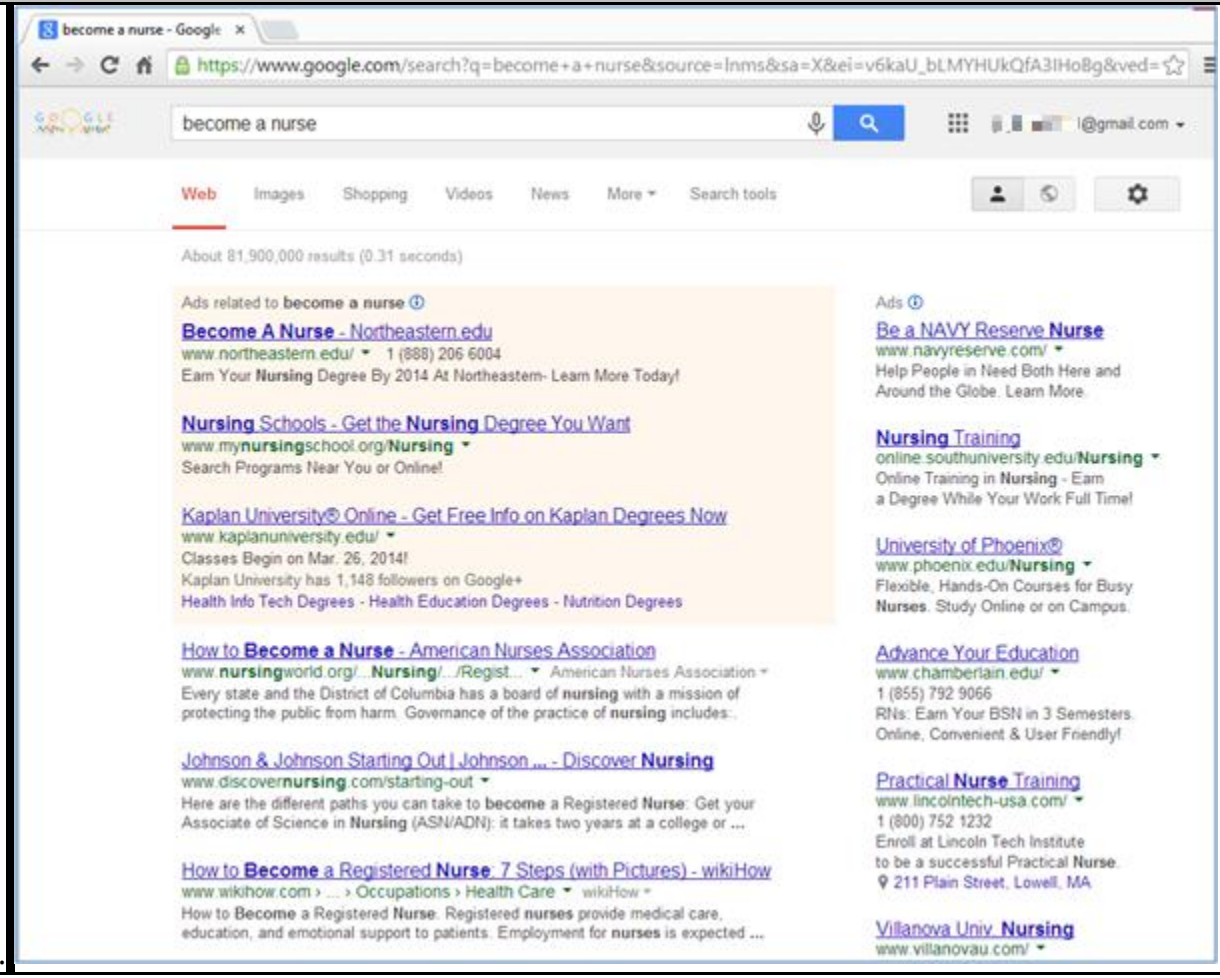
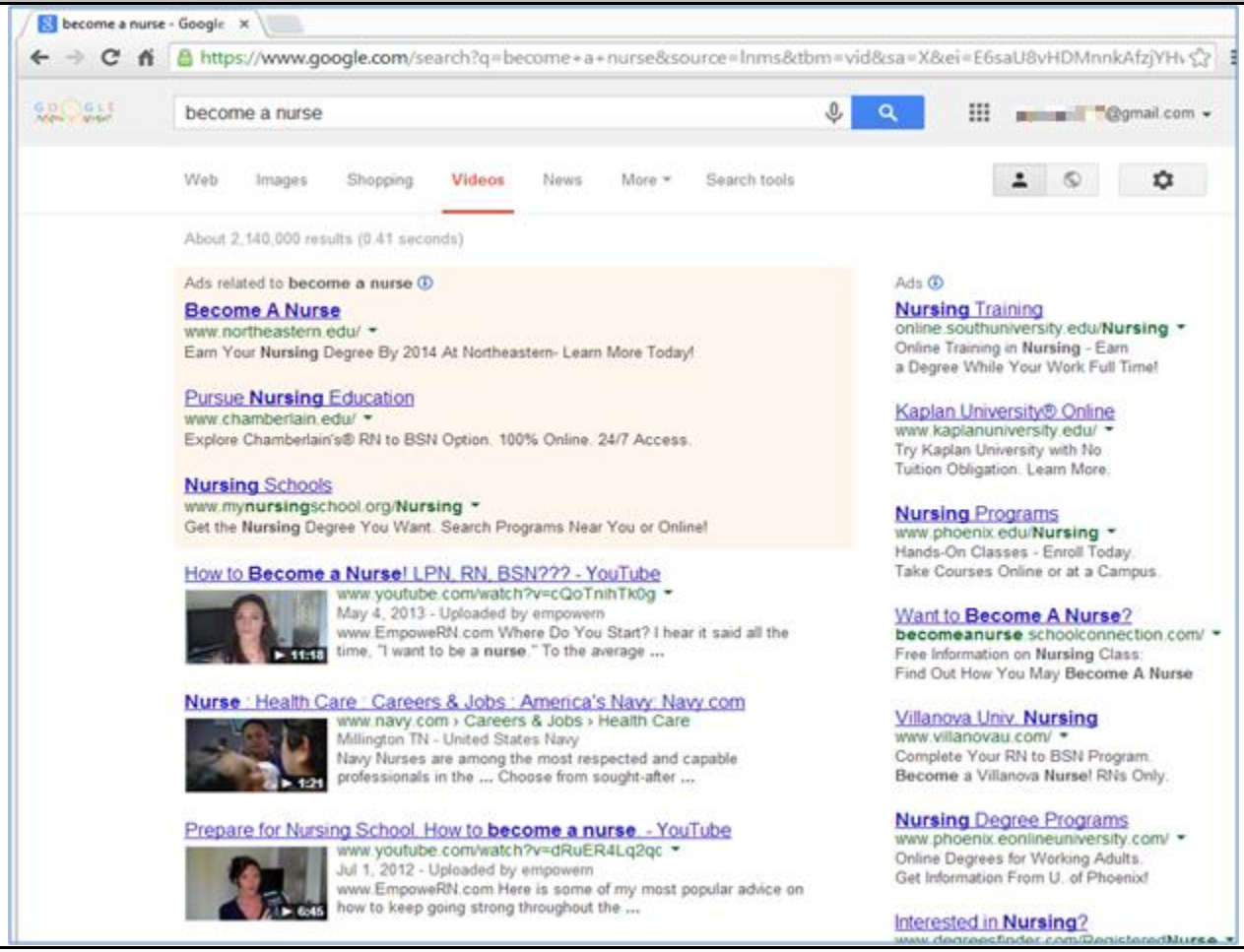
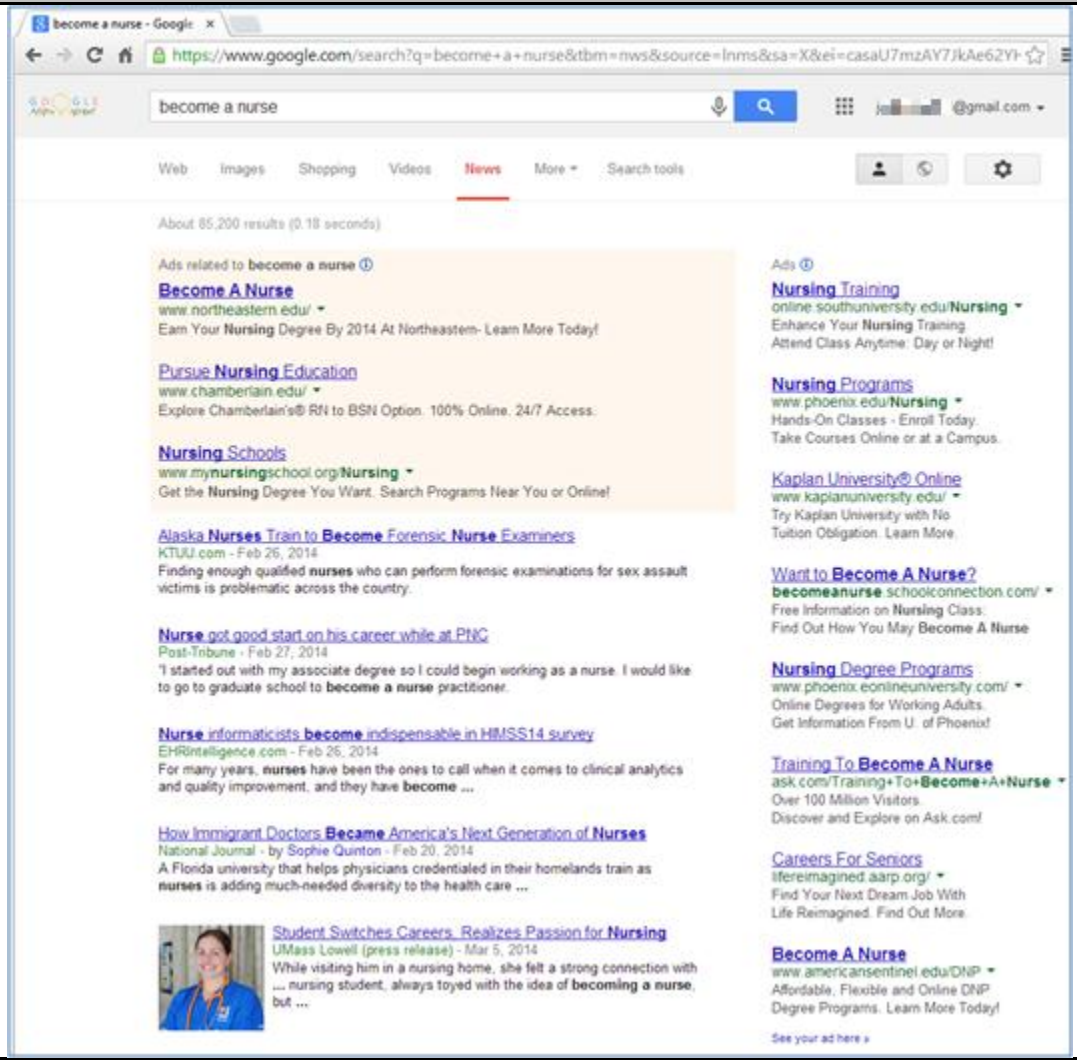
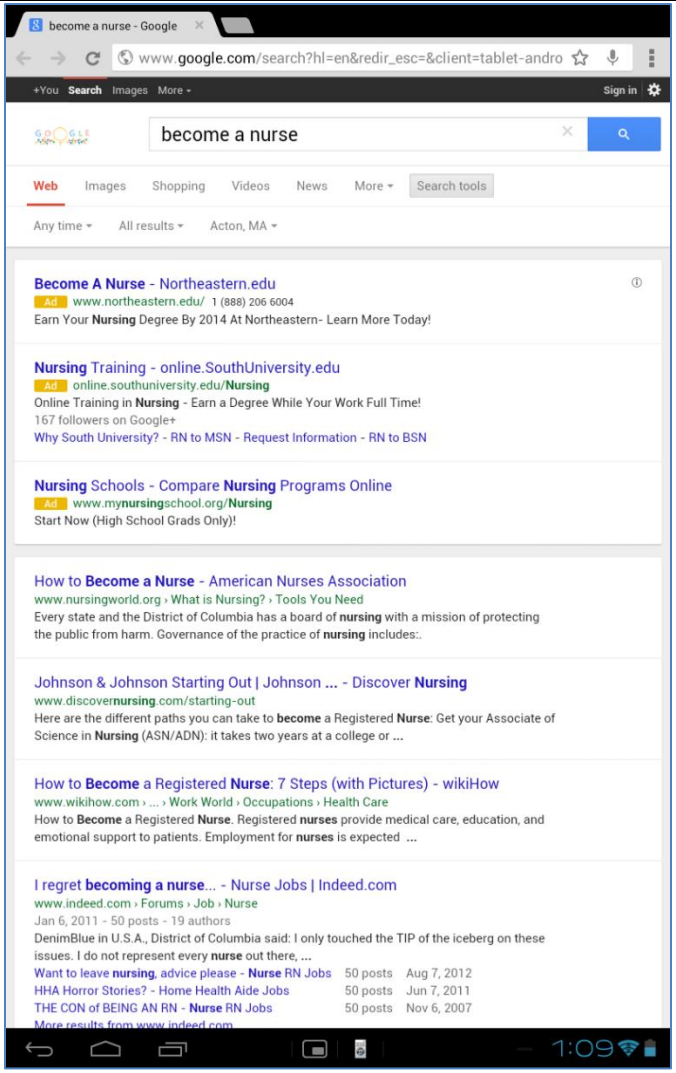

GET "search request"

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Trace of request transmitting via communications link the search request with search argument
receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine, the least one advertisement relating to the search argument.

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

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

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

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

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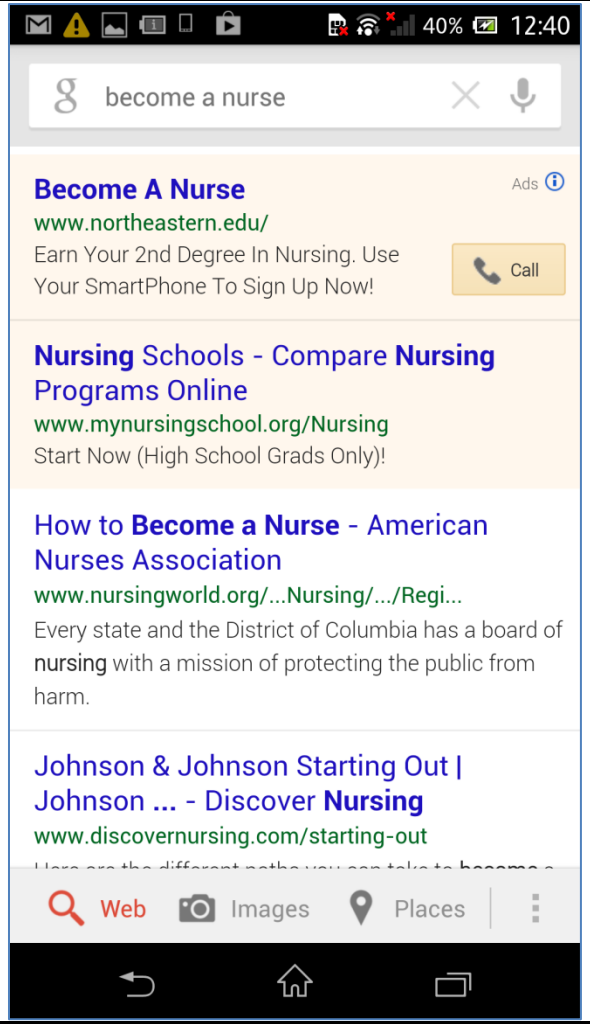
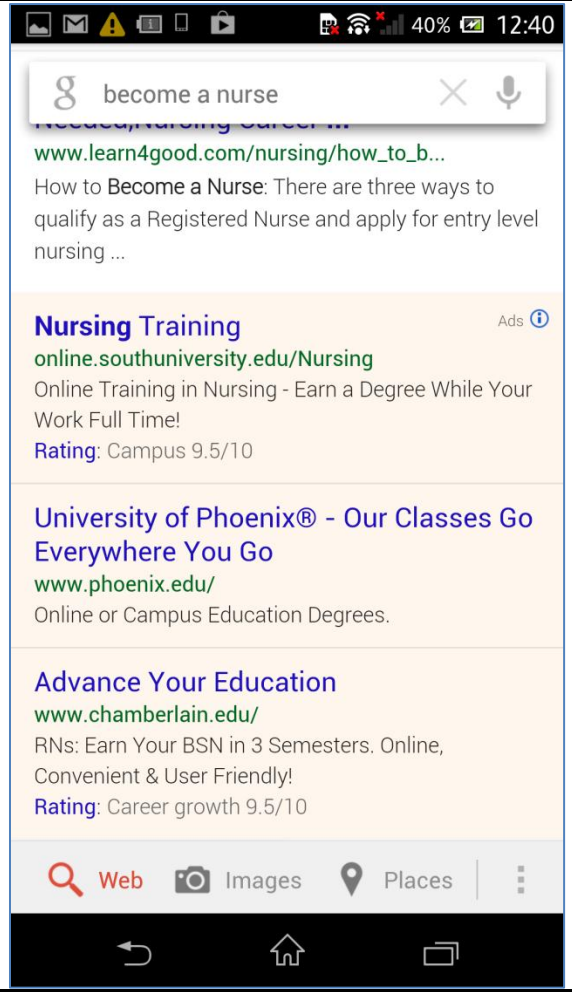
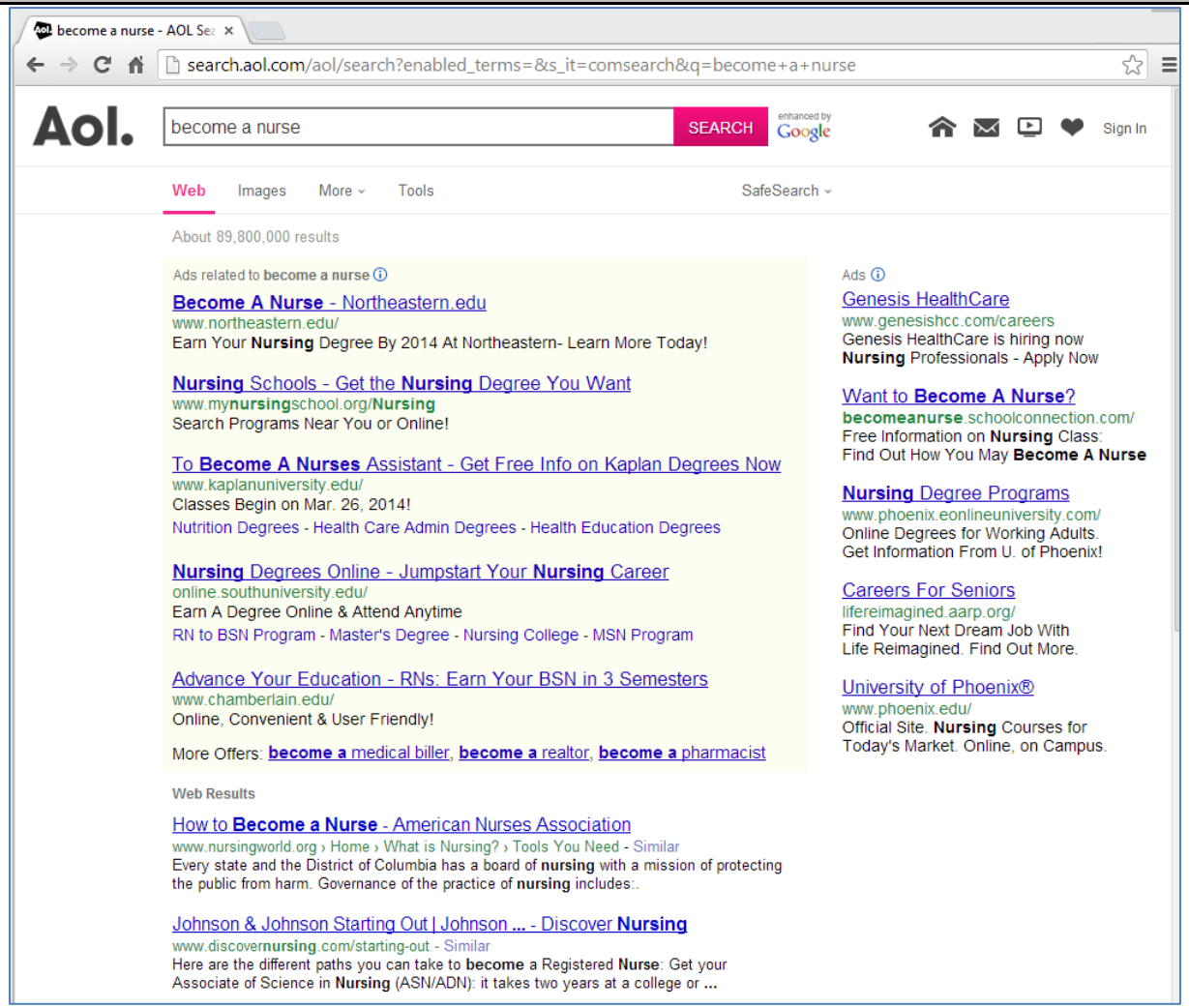
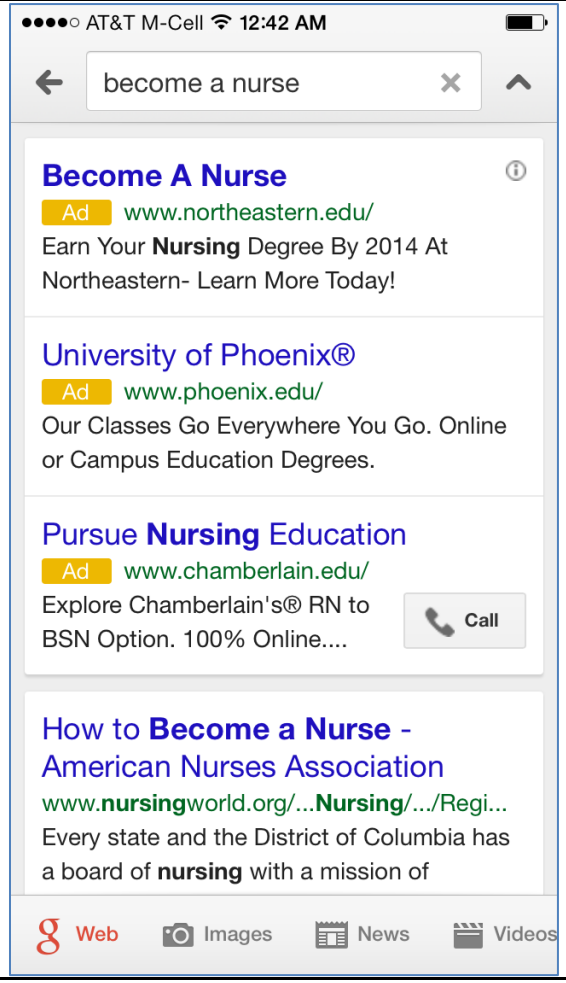
	

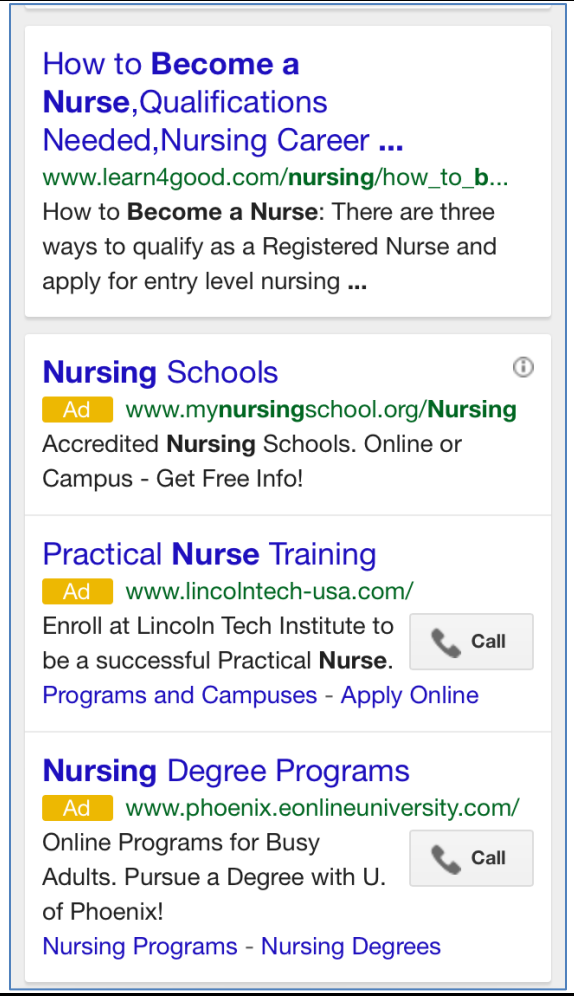
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

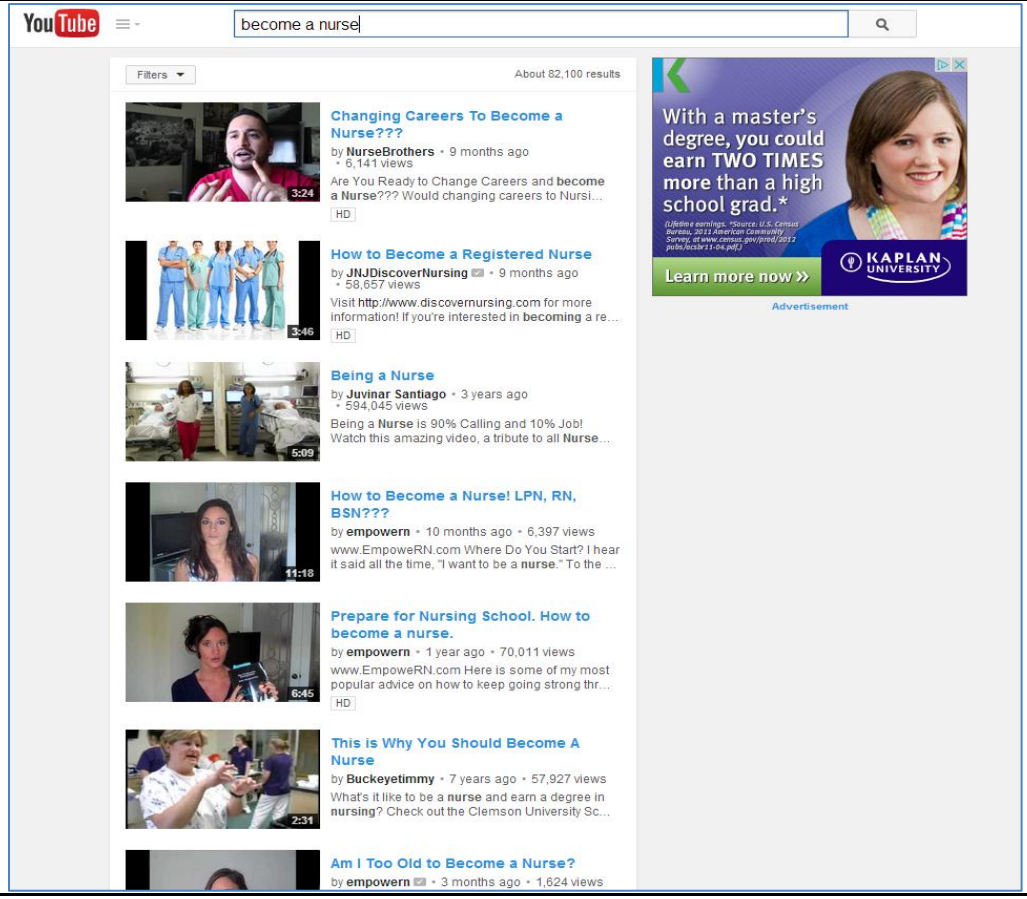
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

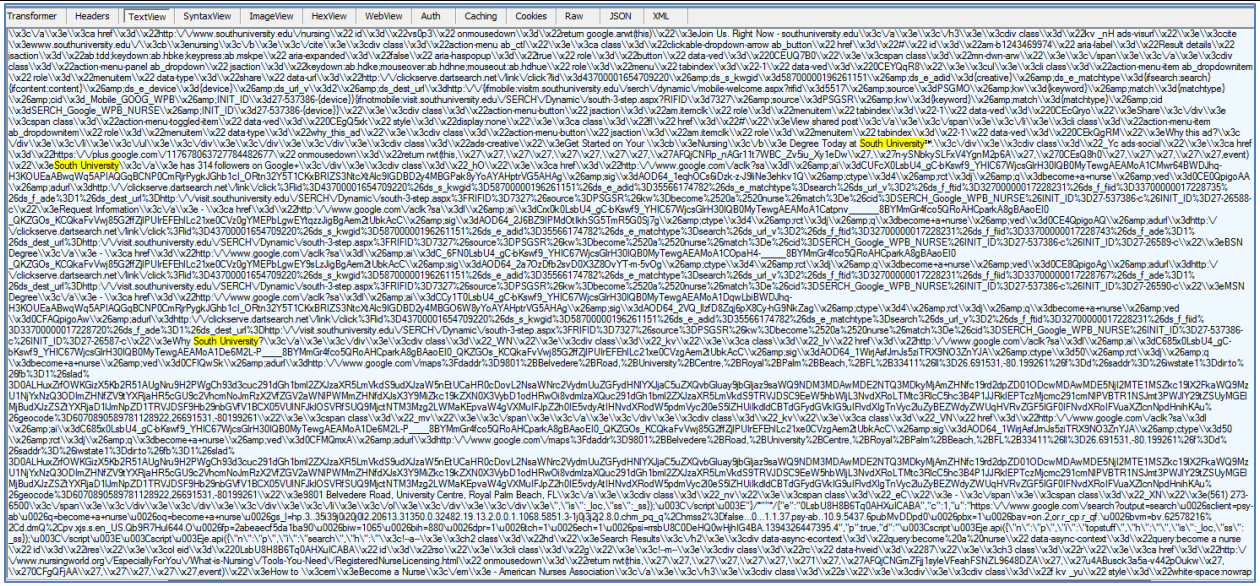
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



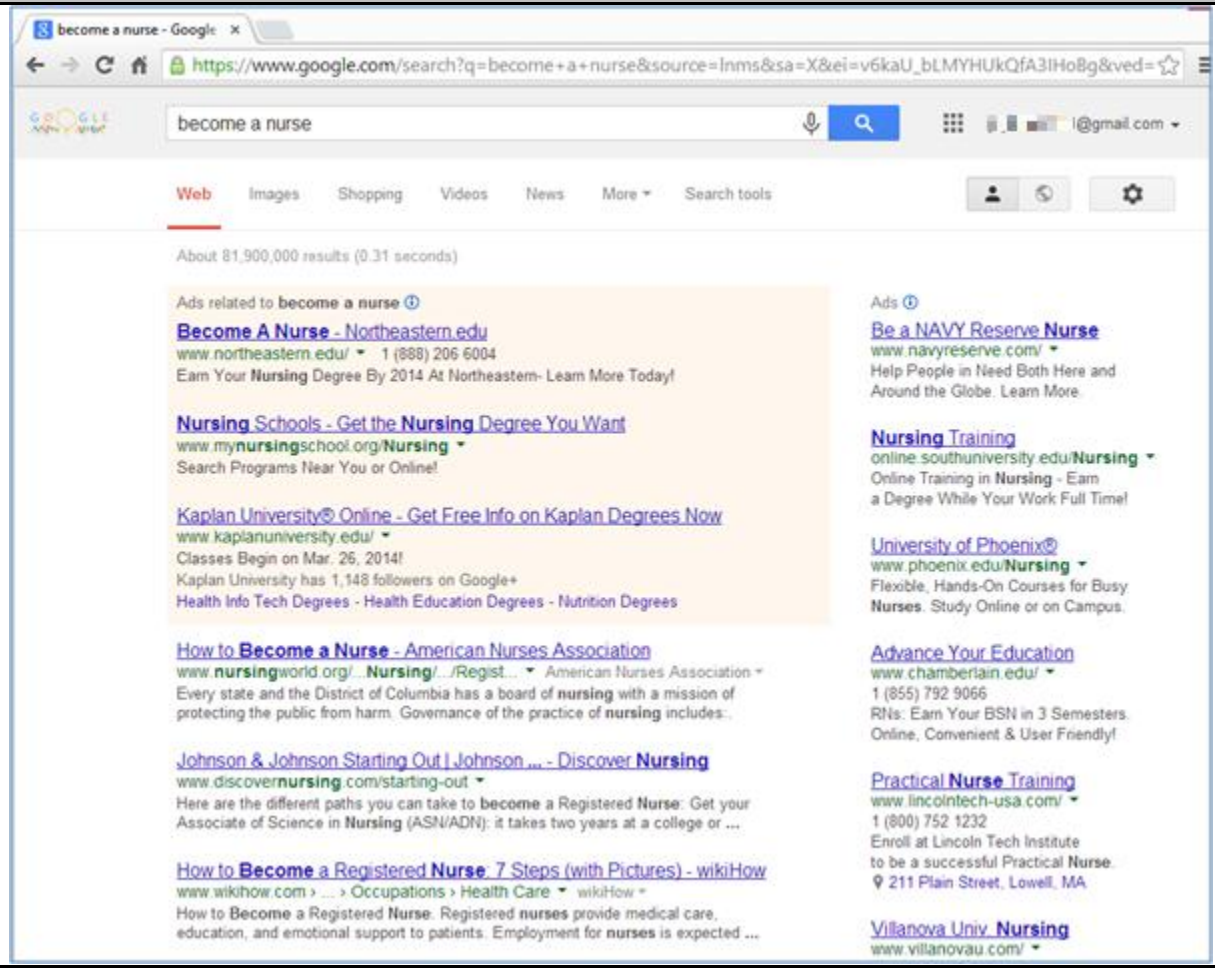
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

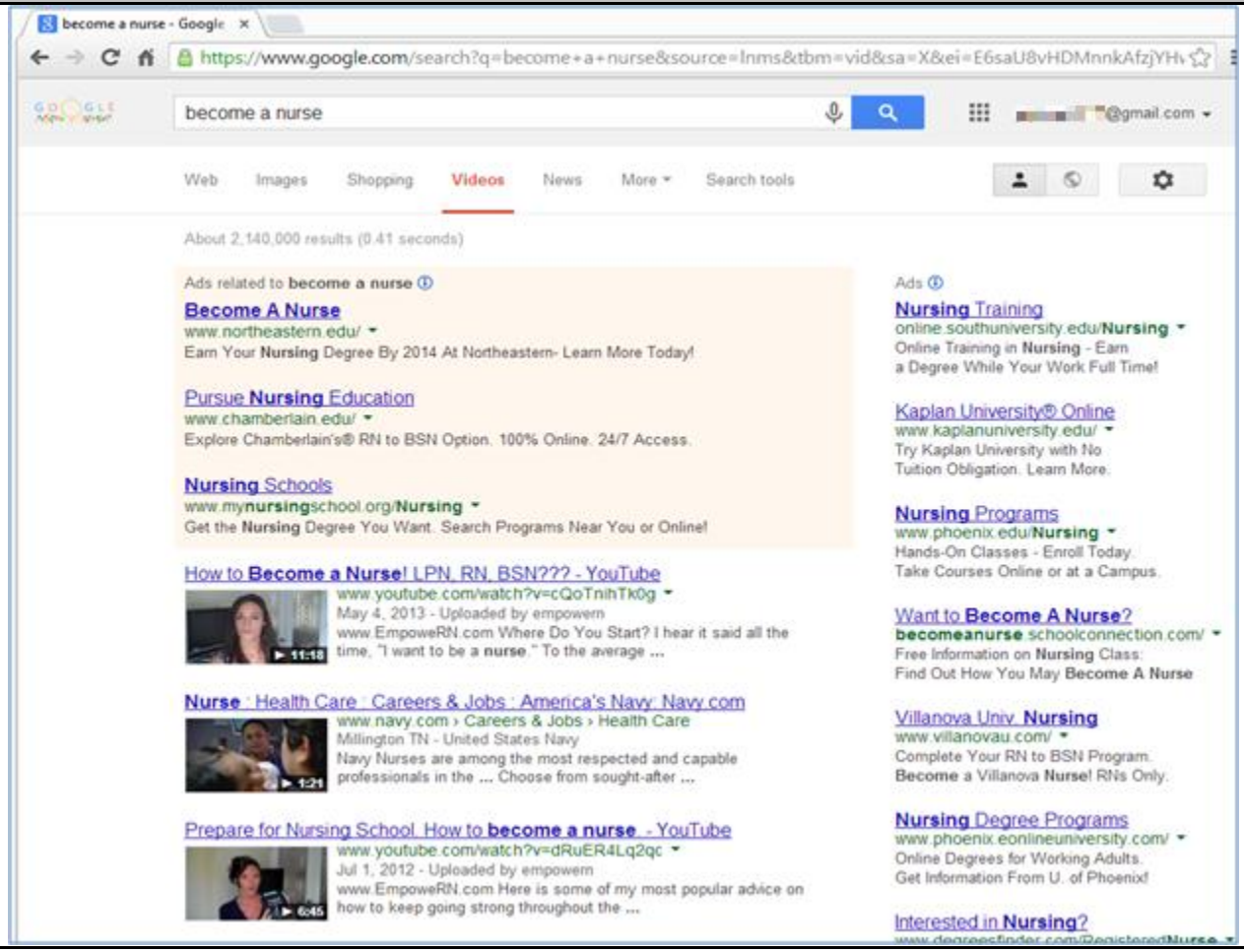
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

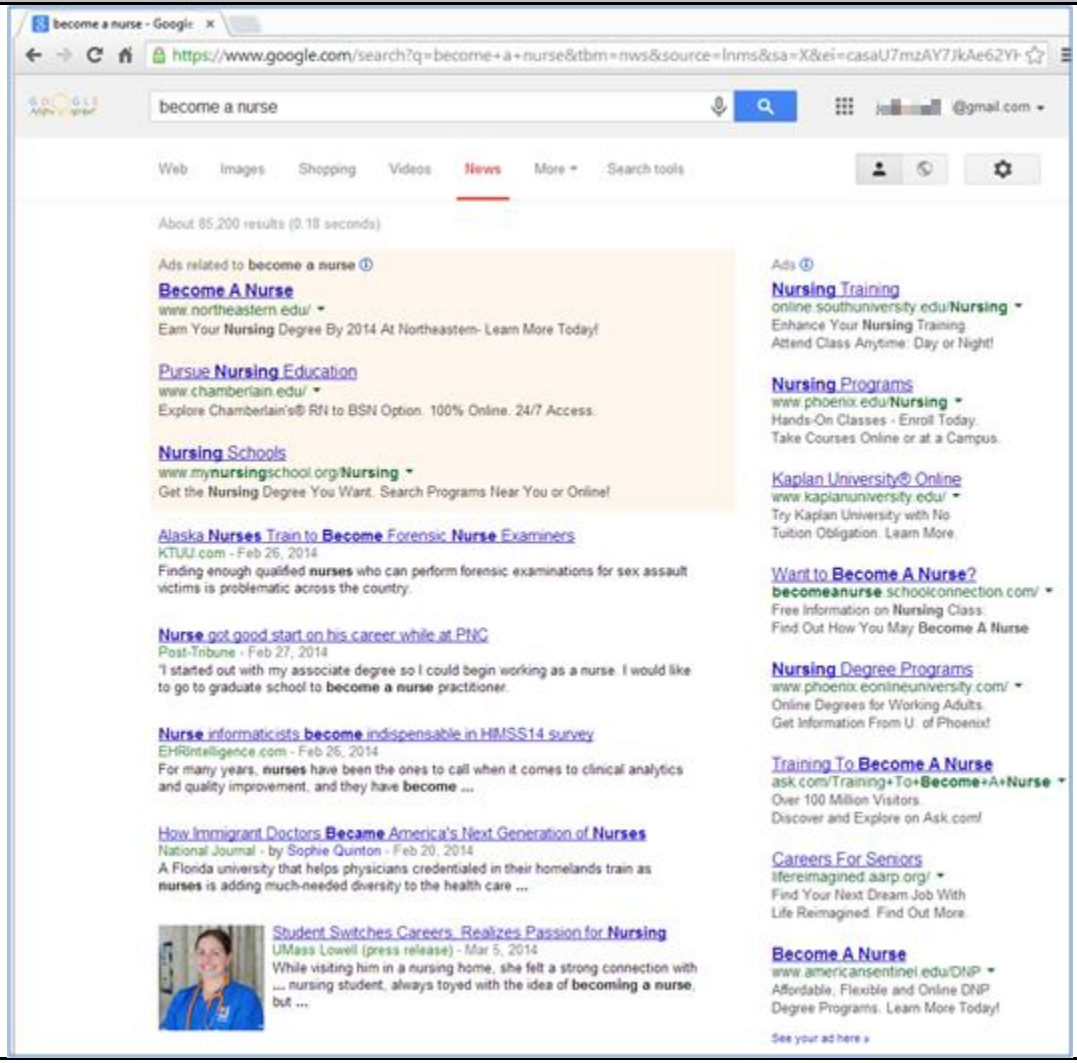
Google Custom Search

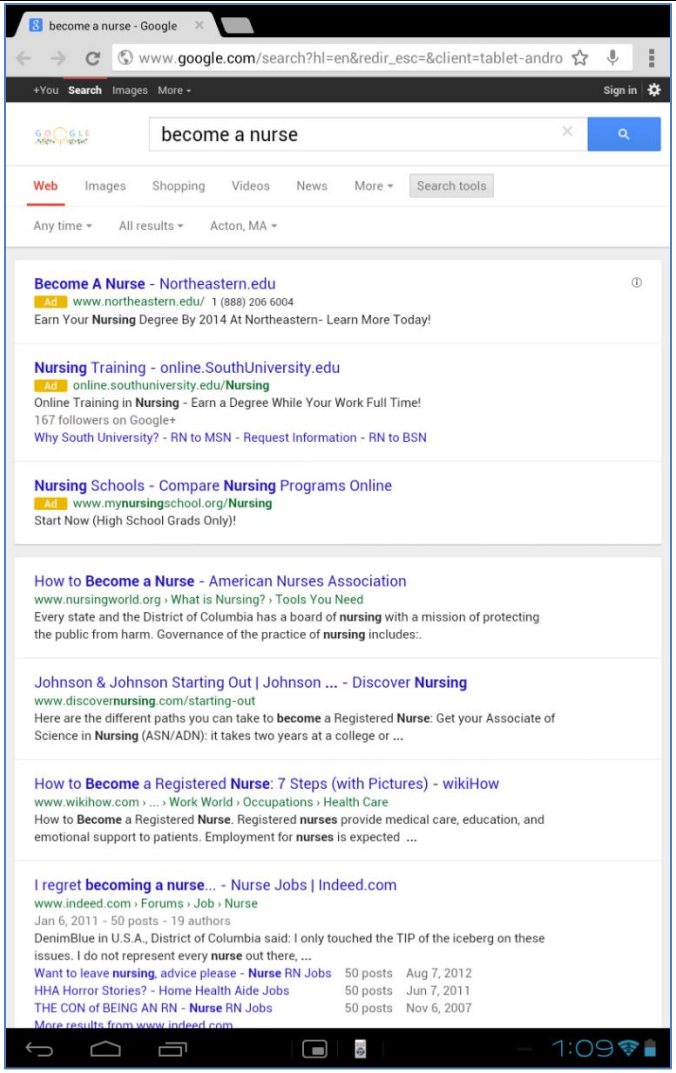
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 JSON response to device from Google

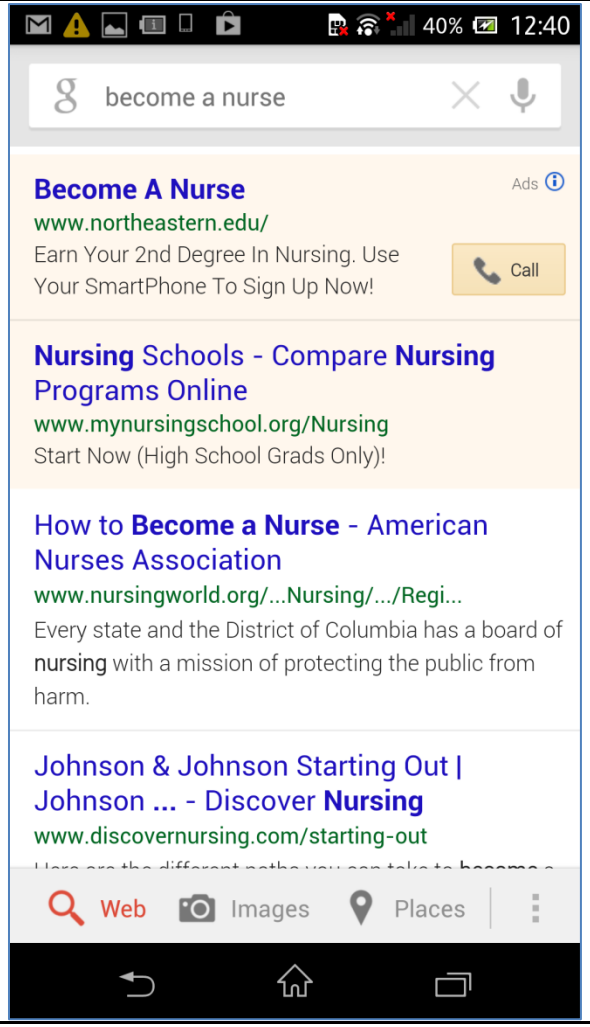
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	JSON Response to Device from Google
displaying the search results and the at least one advertisement on a display of the data processing device;	The Accused Instrumentalities operate a data processing device of a user to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

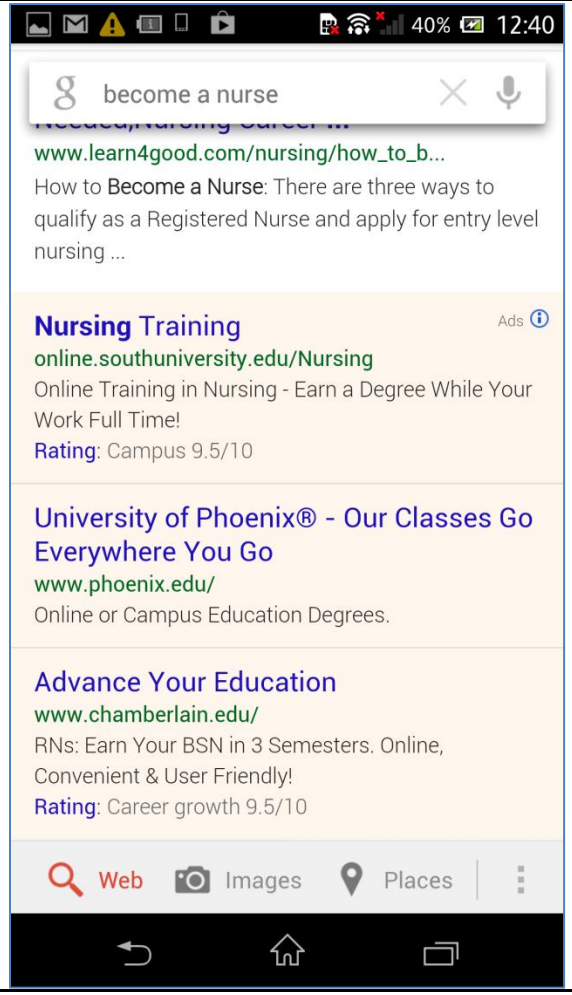
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

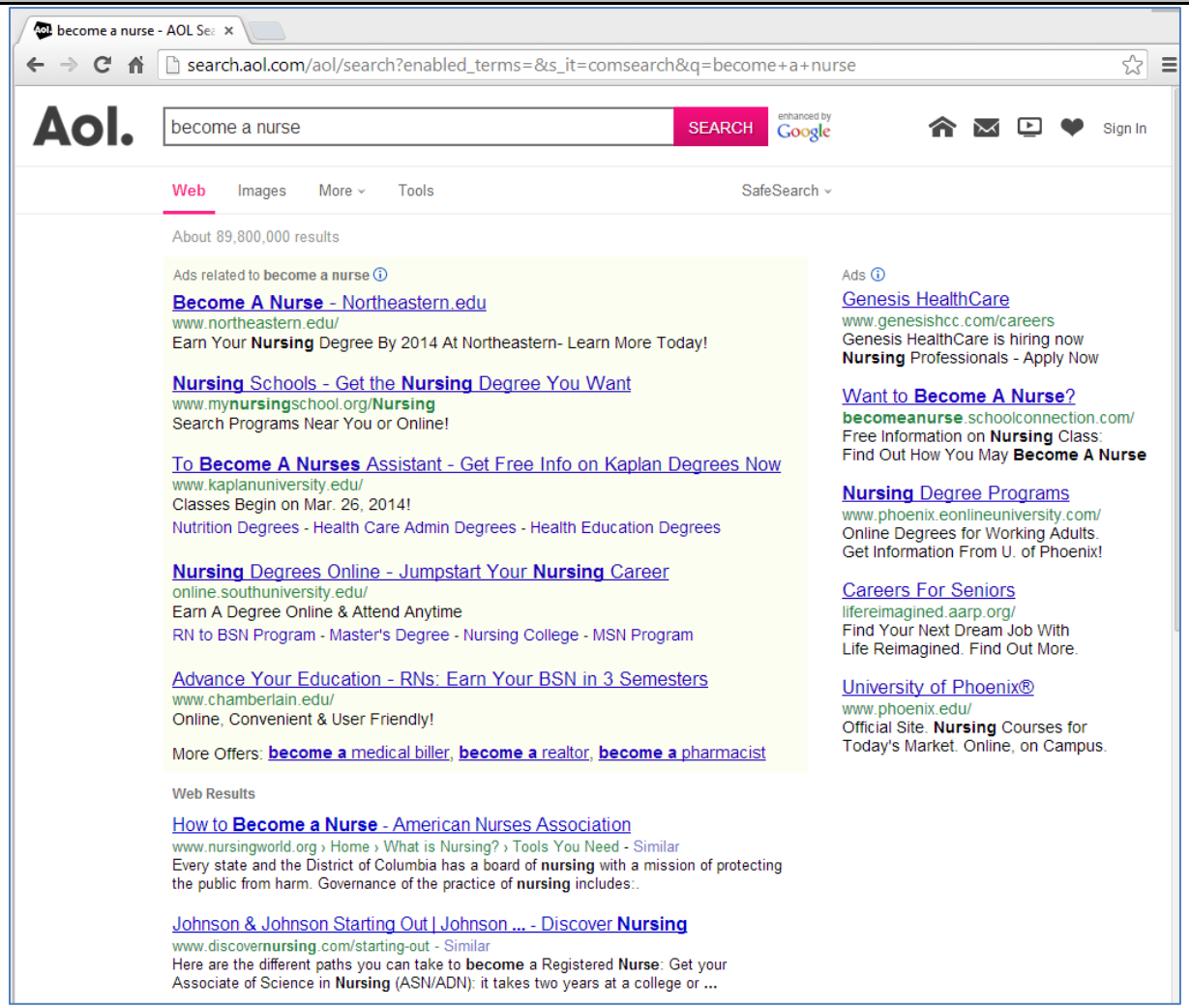
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

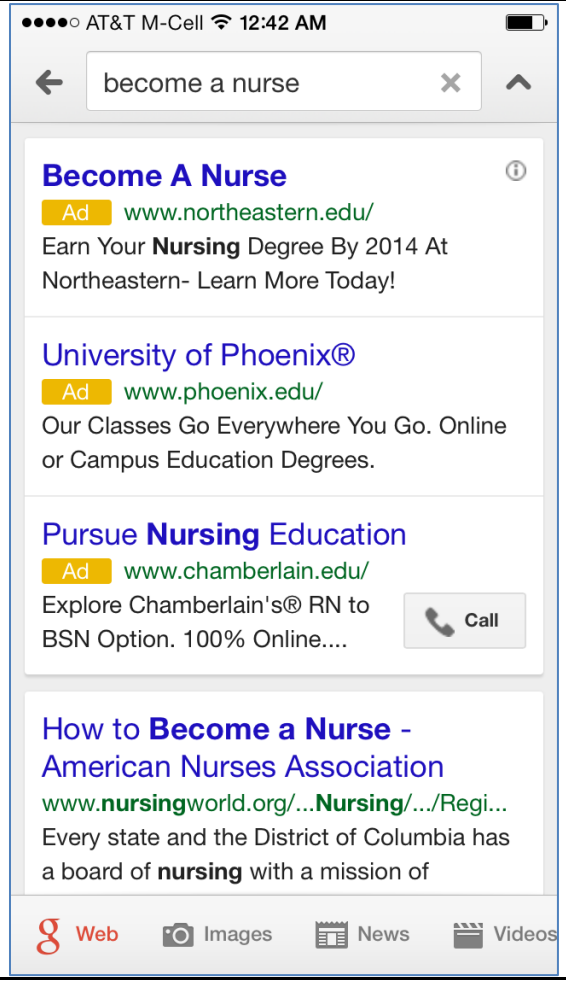
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

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

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



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

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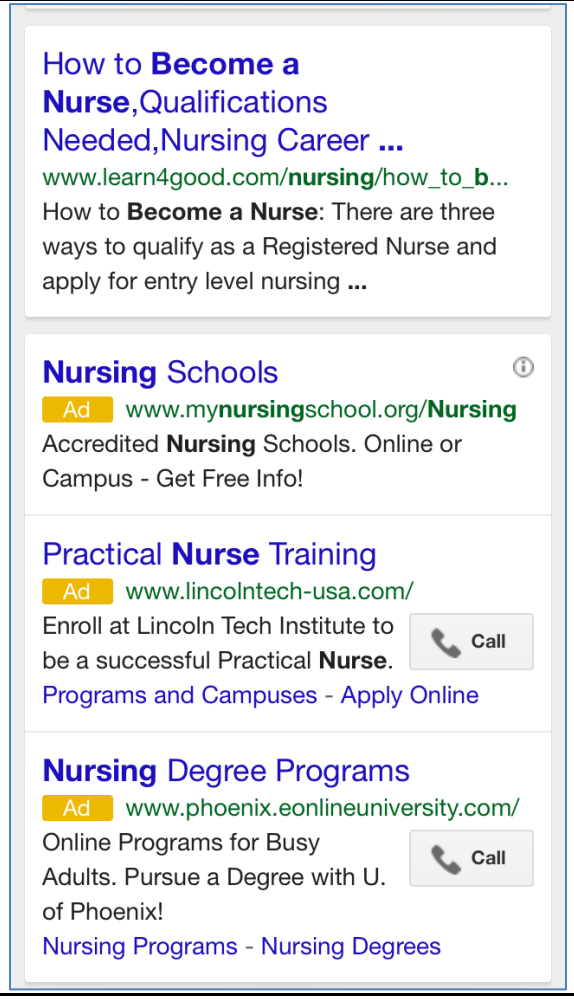
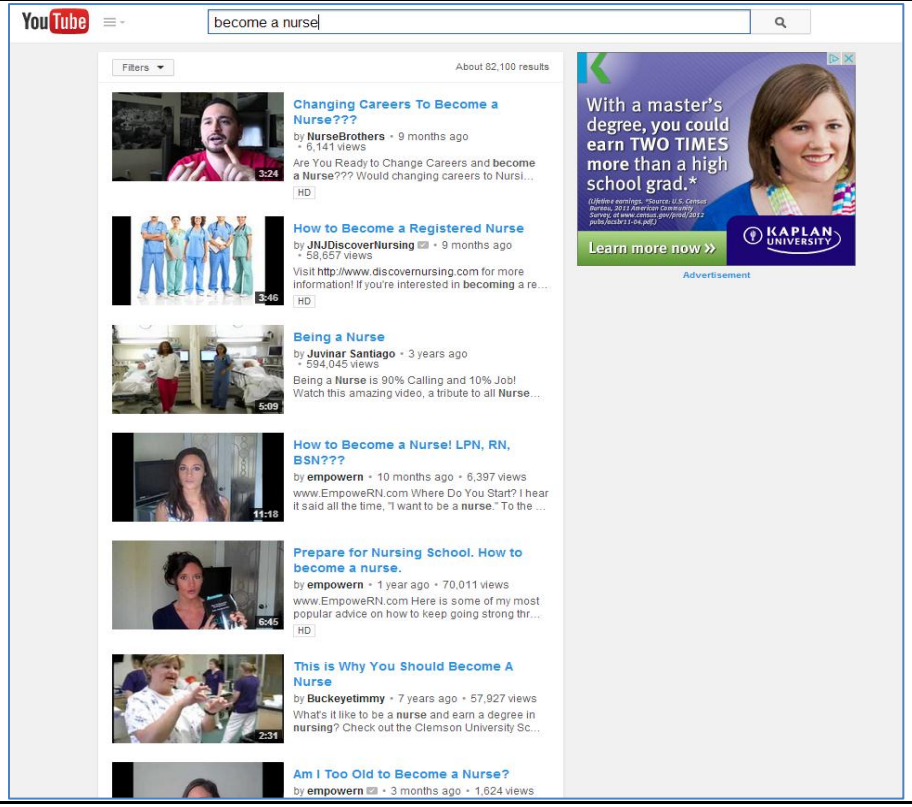


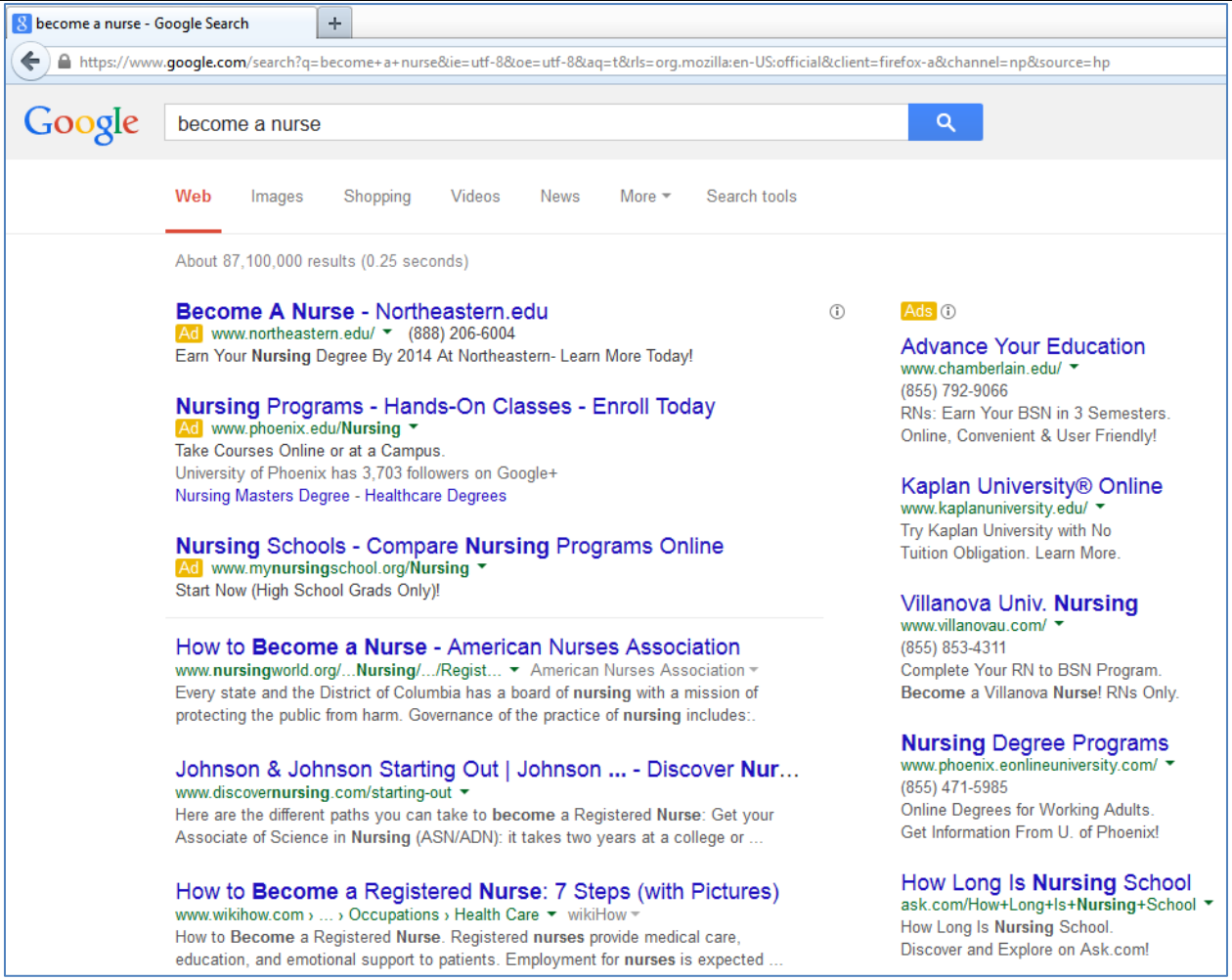
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

Google Custom Search

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

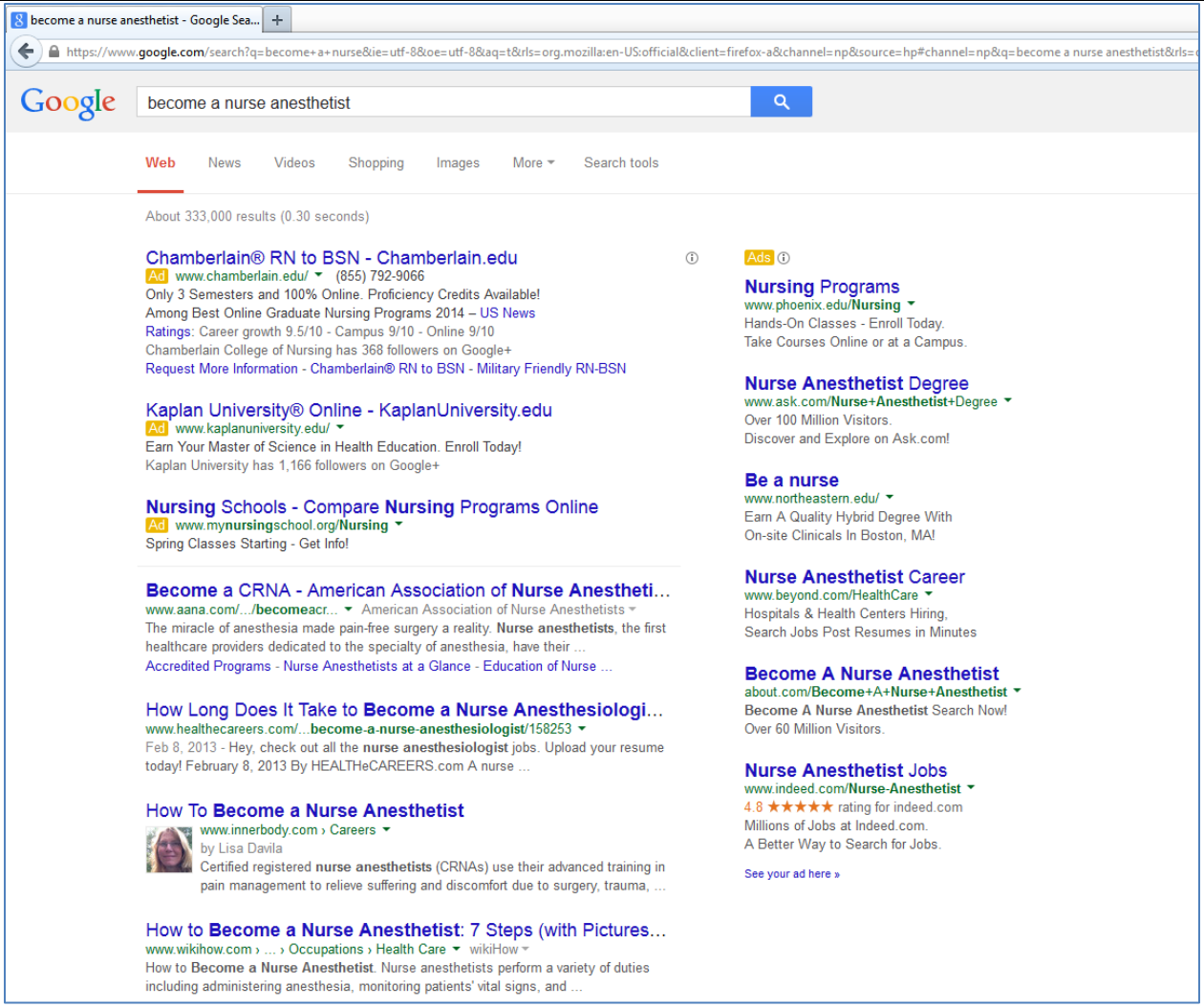
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



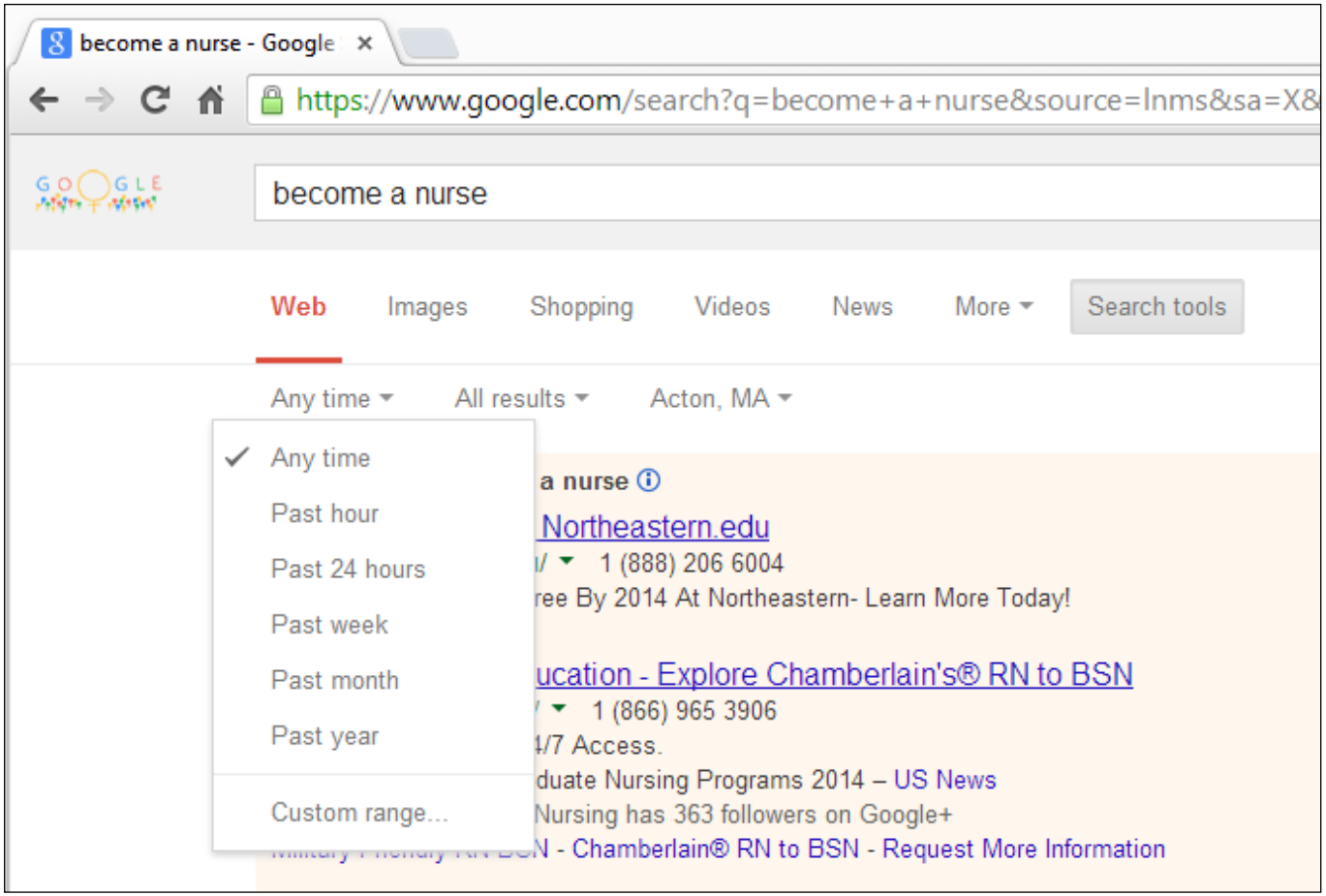
https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=np&source=hp

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

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



https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	US:official&client=firefox-a&channel=np&source=hp#channel=np&q=become%20a%20nurse%20anesthetist&rls=org.mozilla:en-US:official 

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	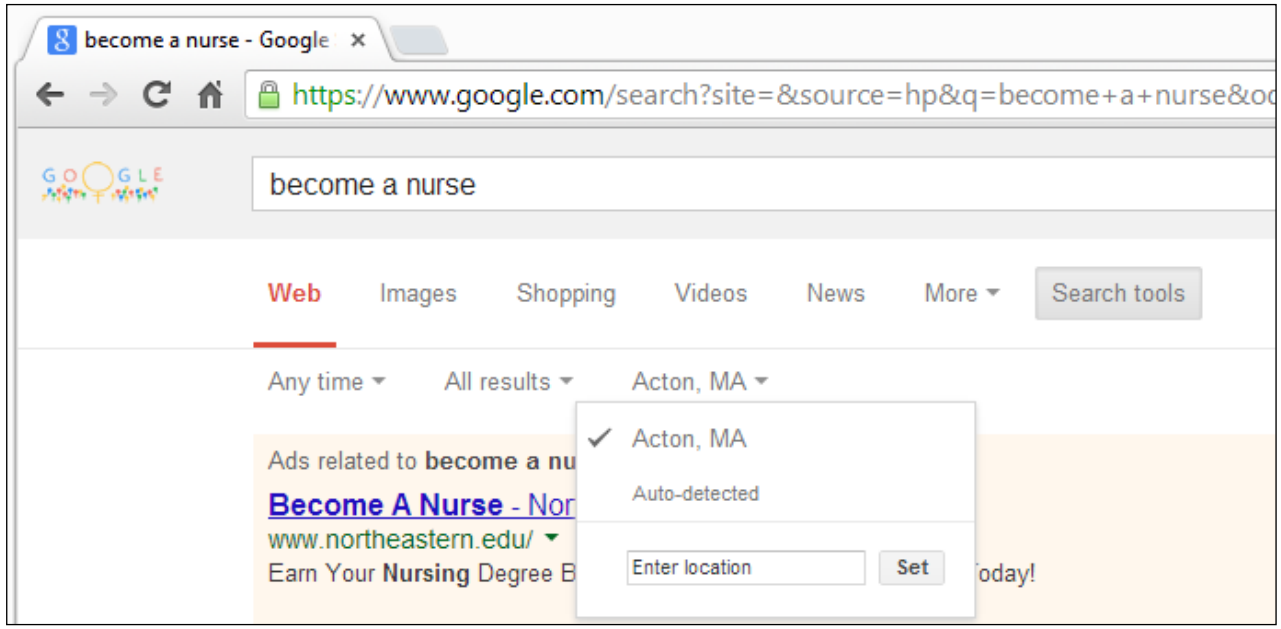

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	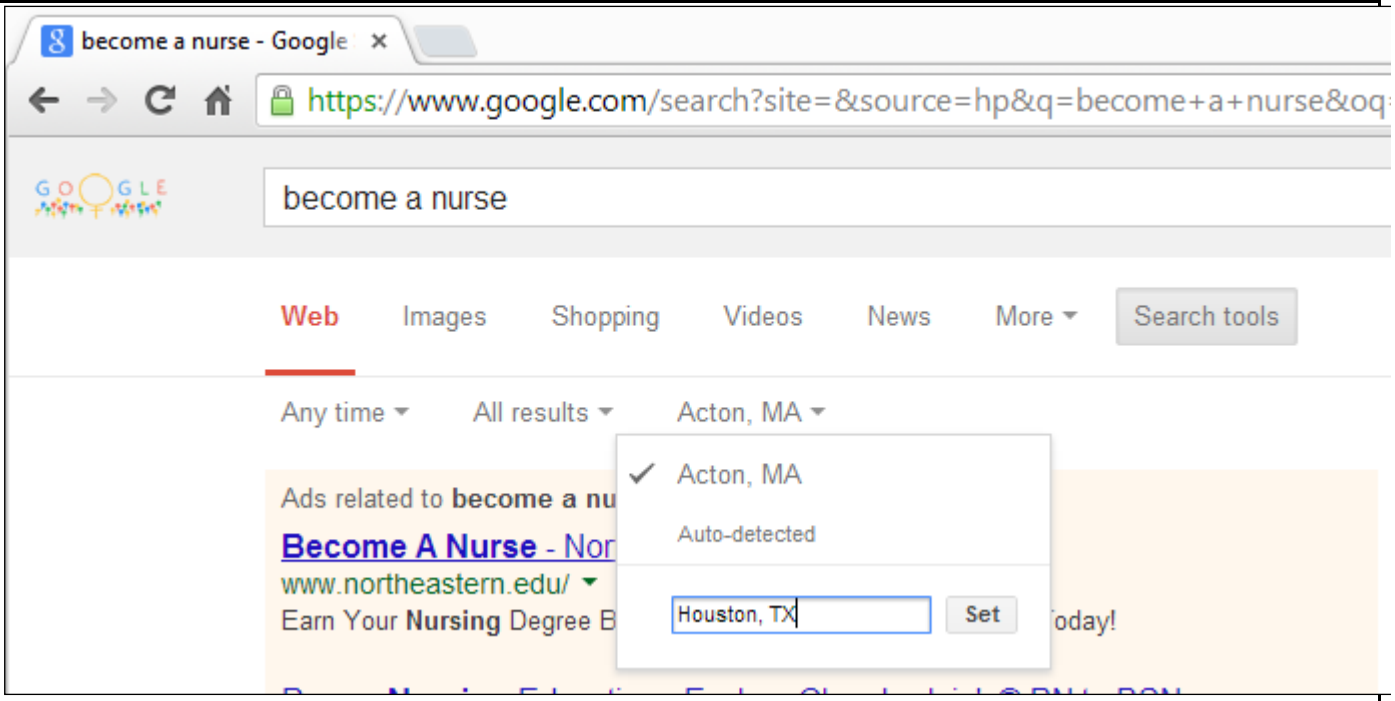

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	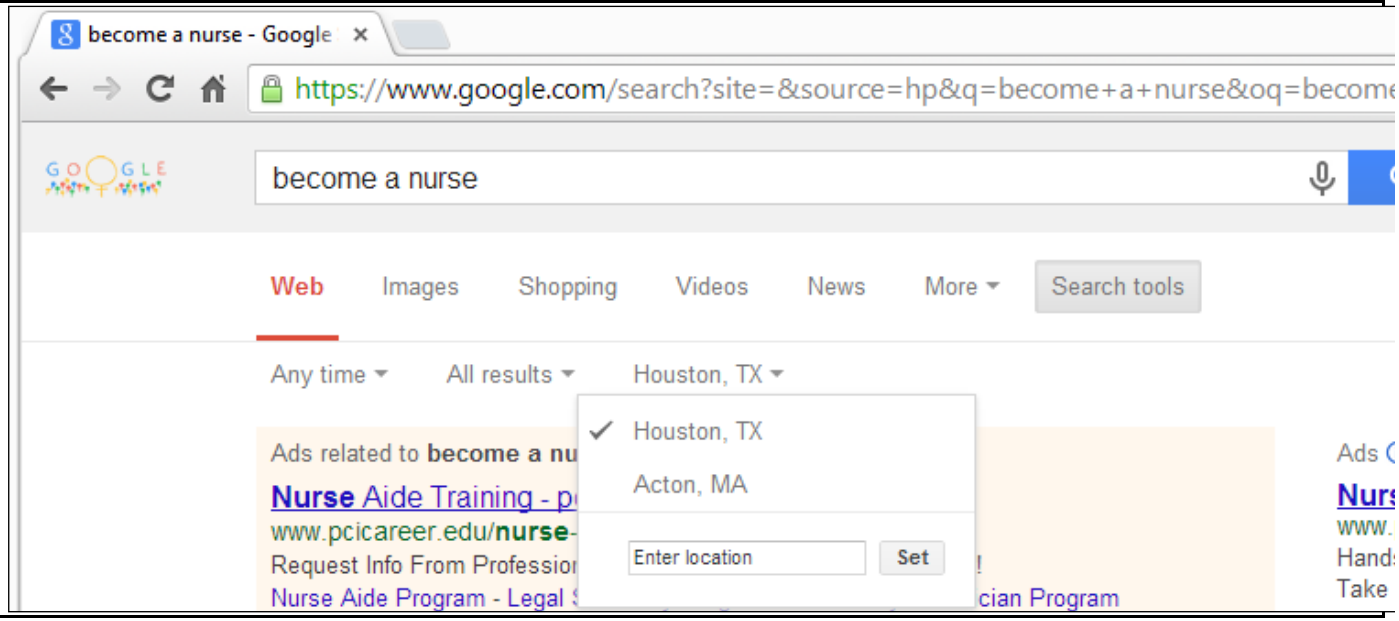

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	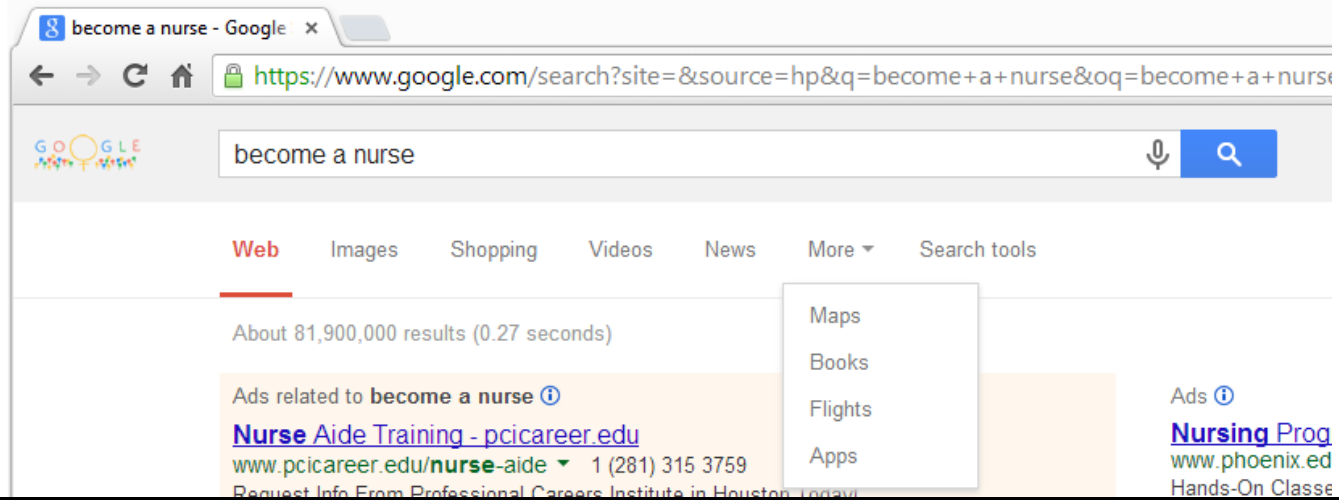

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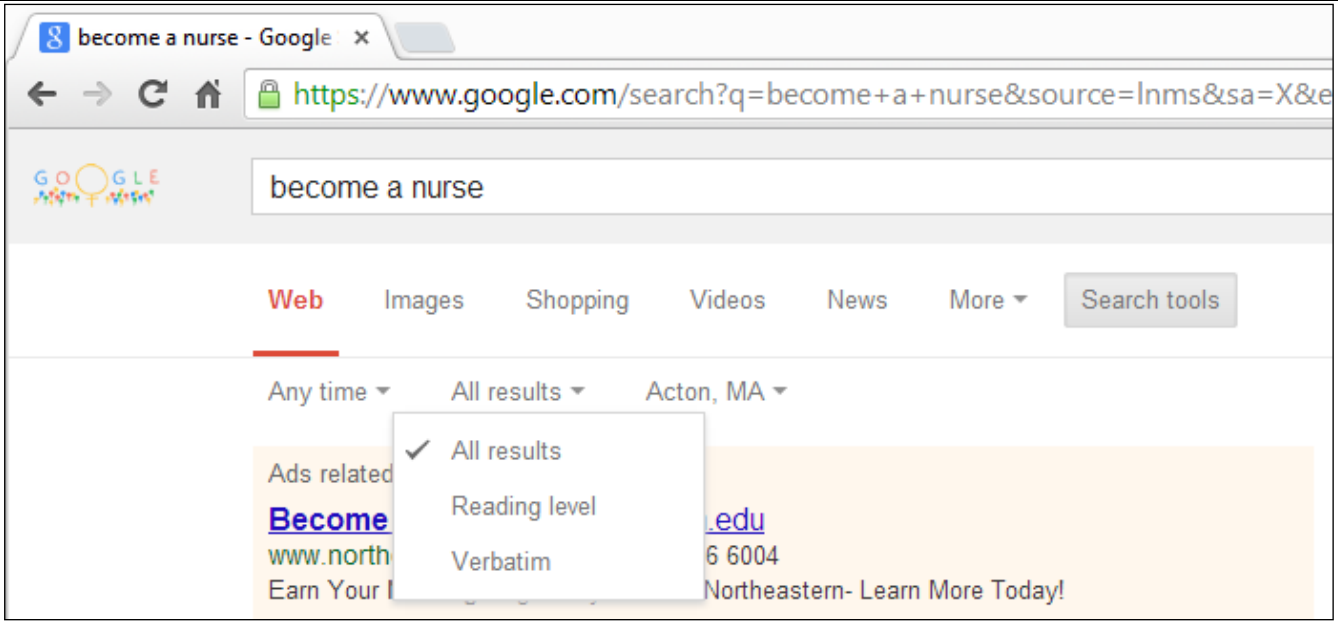

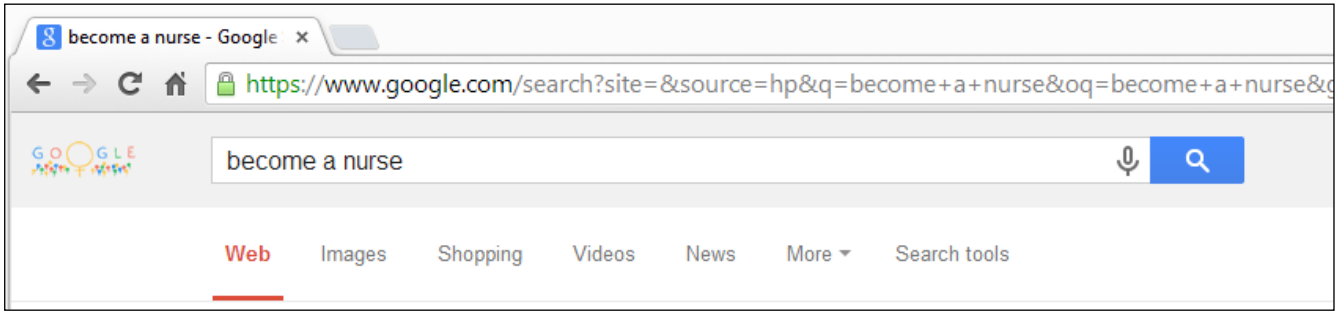

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	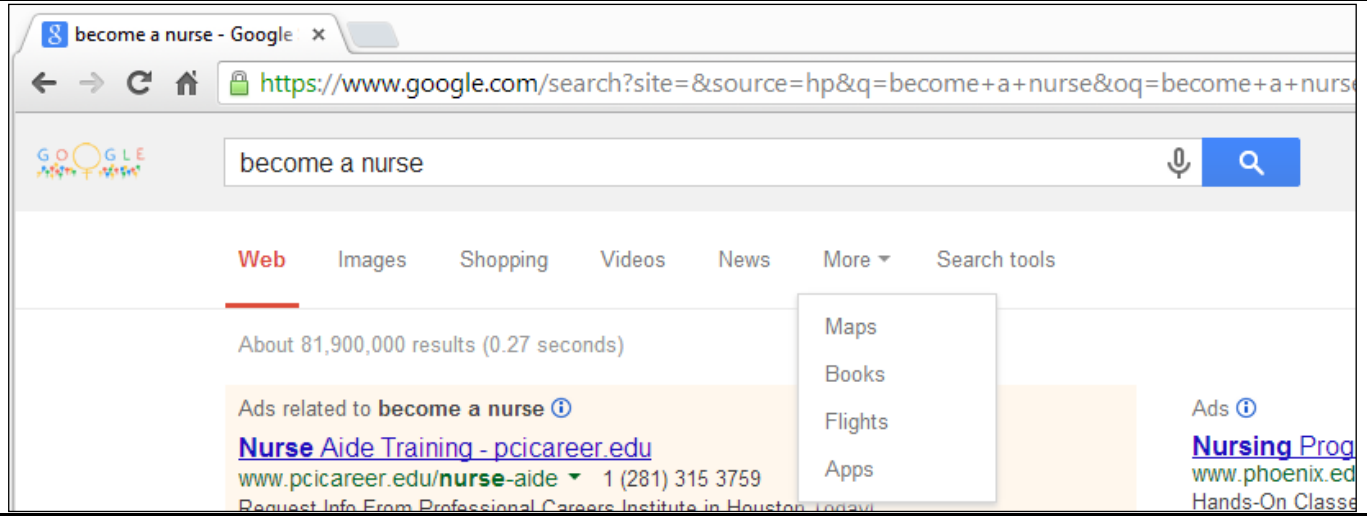

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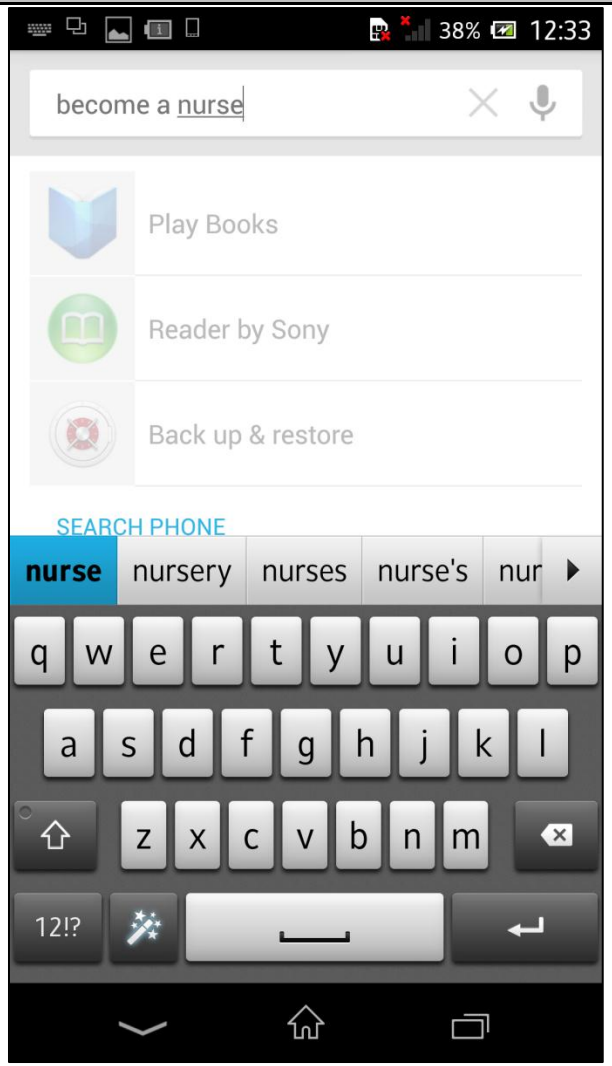
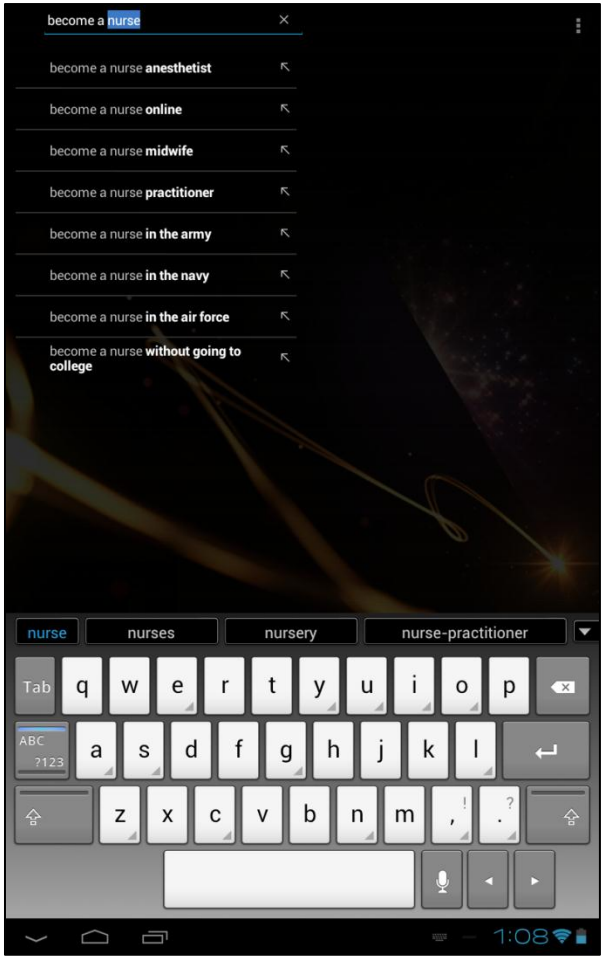
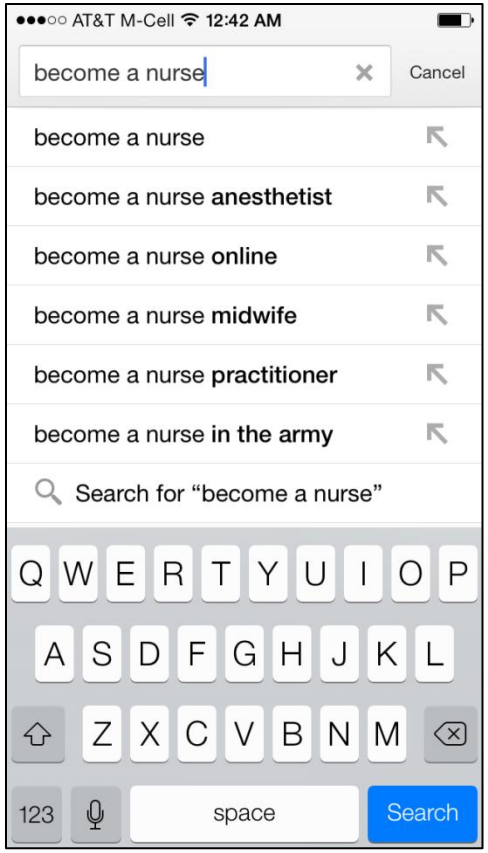
	

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Mobile Handset Running Android 4.2 

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	Tablet Device Running Android 4.0.2



Google Search App Running on iOS 7.1

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Find certain types of results

Some options are not available in all languages or only show if you're signed in to your Google Account.

At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.

For example, if you're in the market to buy a new camera, search for "digital camera" then click **Shopping**. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.

Examples:

- Images
- Maps
- Shopping
- News
- Videos
- Books
- Flights
- Apps

Filter your results

Some options are not available in all languages or only show if you're signed in to your Google Account.

Once you've decided which type of results you want, like **Web** or **Images**, you can filter your results even further using **Search tools**.

For example, here's how to see pictures of red planets:

1. Type `planets` in the search box.
2. Click **Images**.
3. Click **Search tools**.
4. Click **Color**, then select the red filter.

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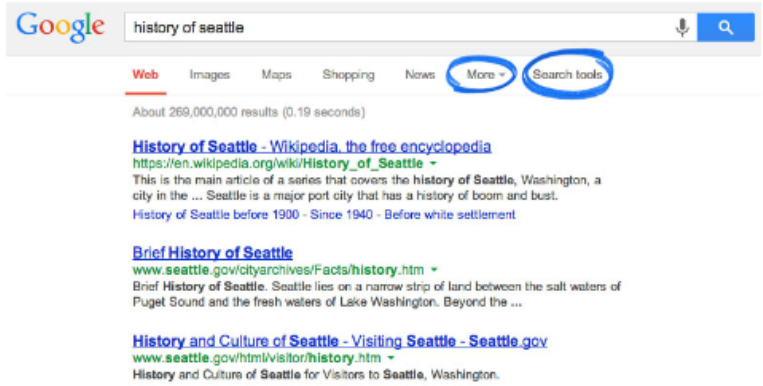
Filter your search results

You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.

Settings
Trying to change your search settings? Visit google.com/preferences to change settings like SafeSearch, search history, results per page, languages, and location.

How to add filters

1. At the top of your search results page, select a filtering option like **Images** or **News**. Click **More** to see extra choices.
2. Click **Search tools** to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.
3. Select one or more filters to narrow down your search results.
4. To go back to unfiltered results, click **Web** at the top of the search results page.
5. To remove any filters you've added through Search tools, click **Clear**.



https://support.google.com/websearch/answer/142143?hl=en

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	Search tools will vary based on the type of results you're looking at, but may include: • **Publish date**: Limit results according to when they were published on the Web. • **Verbatim**: Search for exact words or phrases. • **Dictionary**: Find definitions, synonyms, images, and more for your search term. • **Reading level**: Limit your search results by reading comprehension level. • **Private**: If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail. • **Nearby**: See results for your current location. • **Visited pages/Not yet visited**: If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited. • **Images**: Filter results by size, type, and color. Learn more about the search tools you can use with Image Search. • **Videos**: Filter by length of video, quality, and source, like youtube.com. • **Recipes**: Filter by ingredients, cook time, and calories. • **Applications**: Choose the price and operating system, or OS, for available apps. • **Patents**: Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at patents.google.com. https://support.google.com/websearch/answer/142143?hl=en
transmitting the search refinement input to the advertising machine via the communications link;	The Accused Instrumentalities operate a data processing device to transmit the search refinement input to the advertising machine via the communications link.

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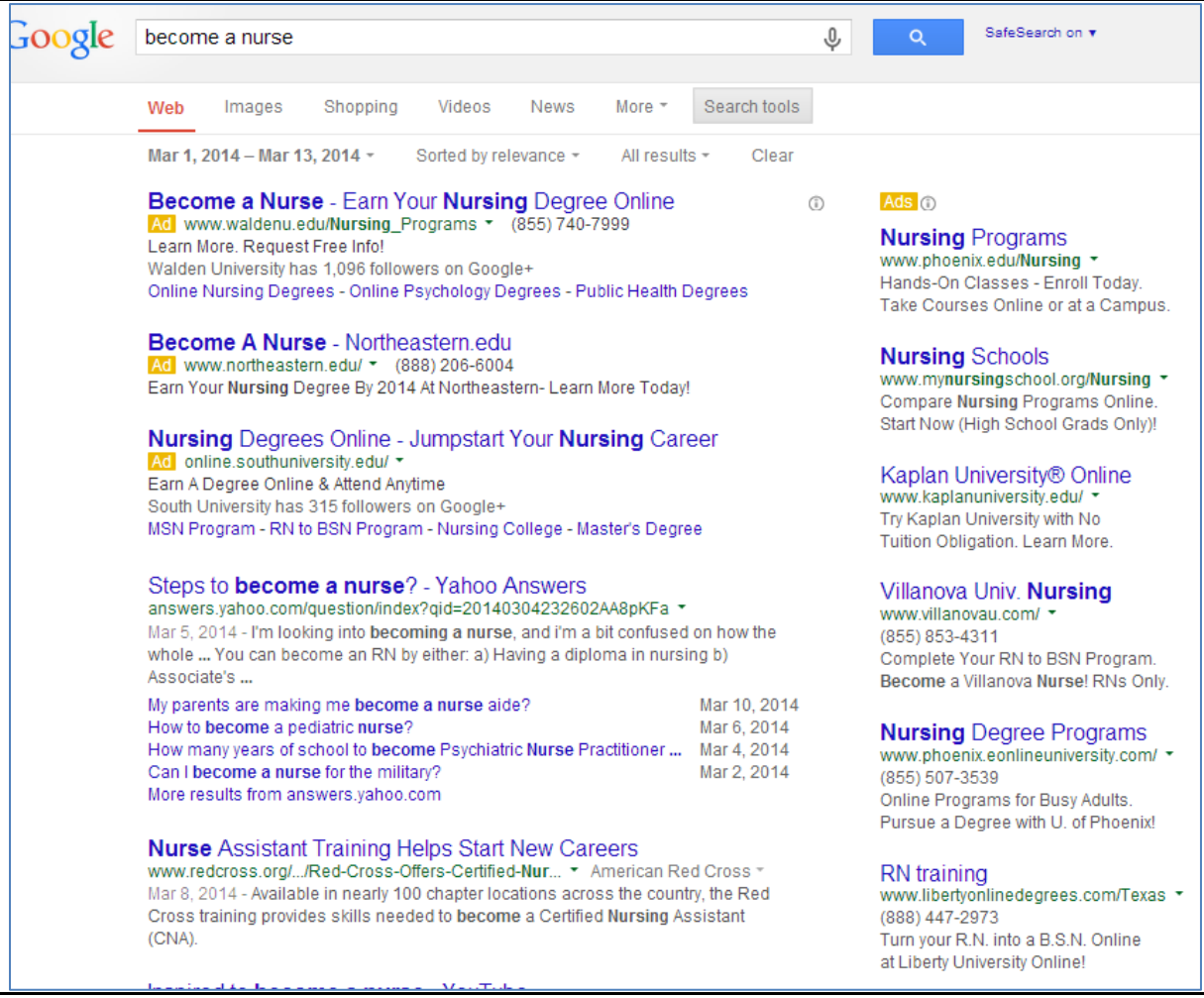
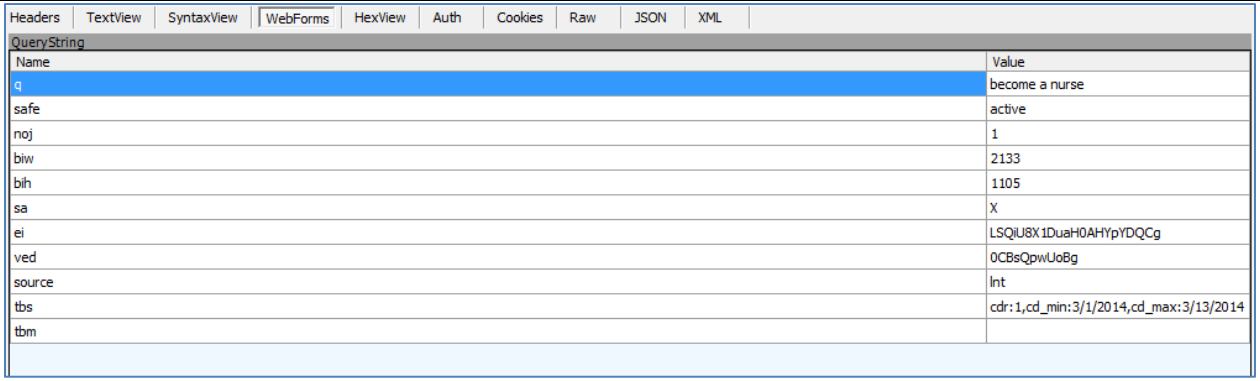
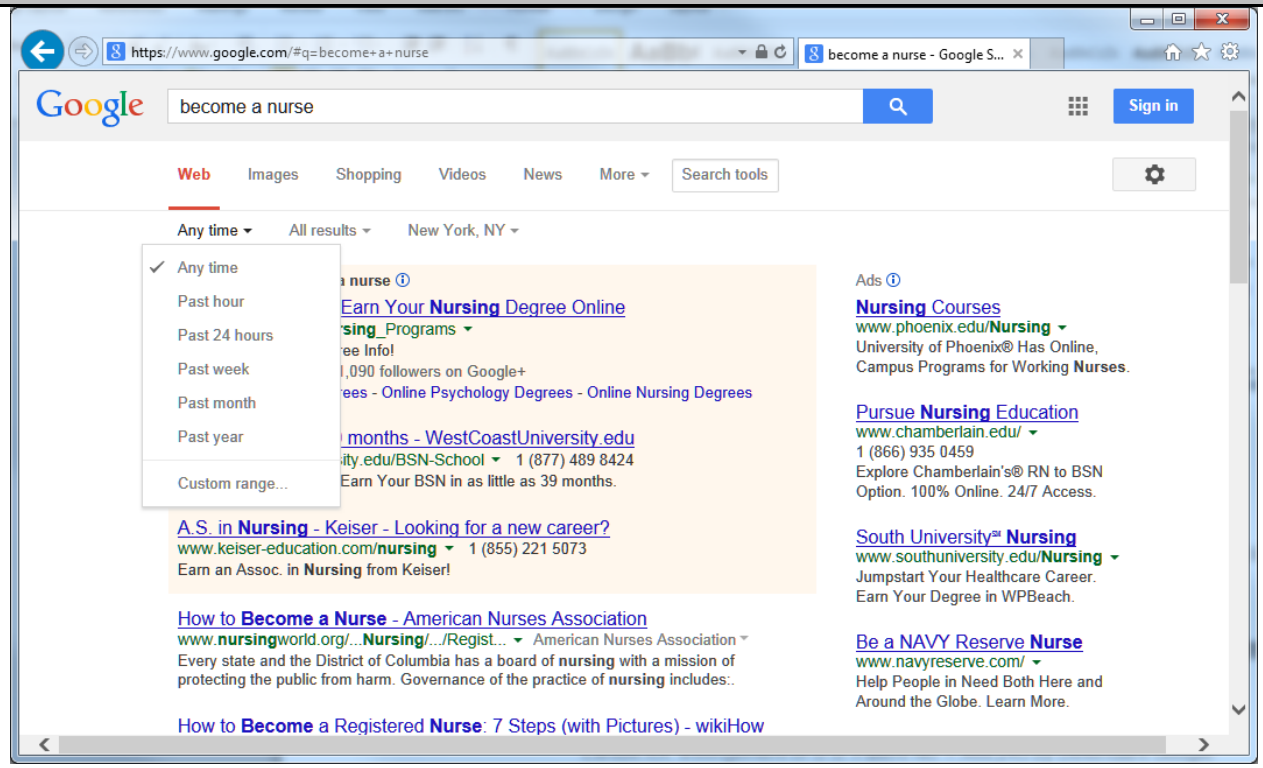
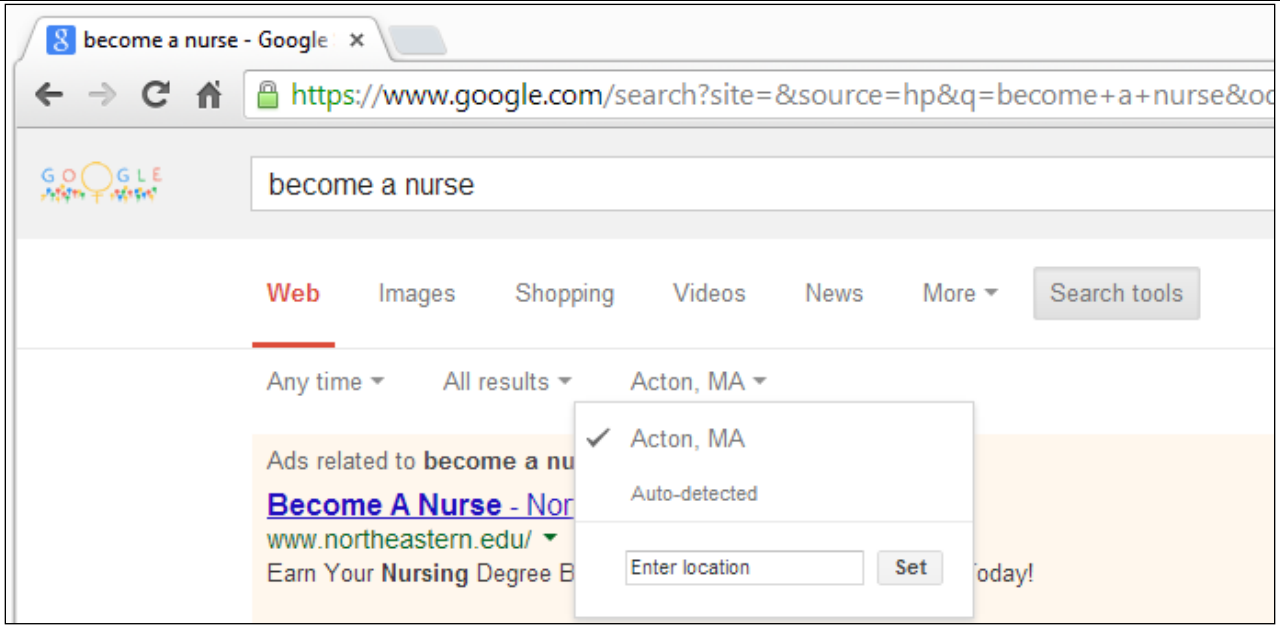
	

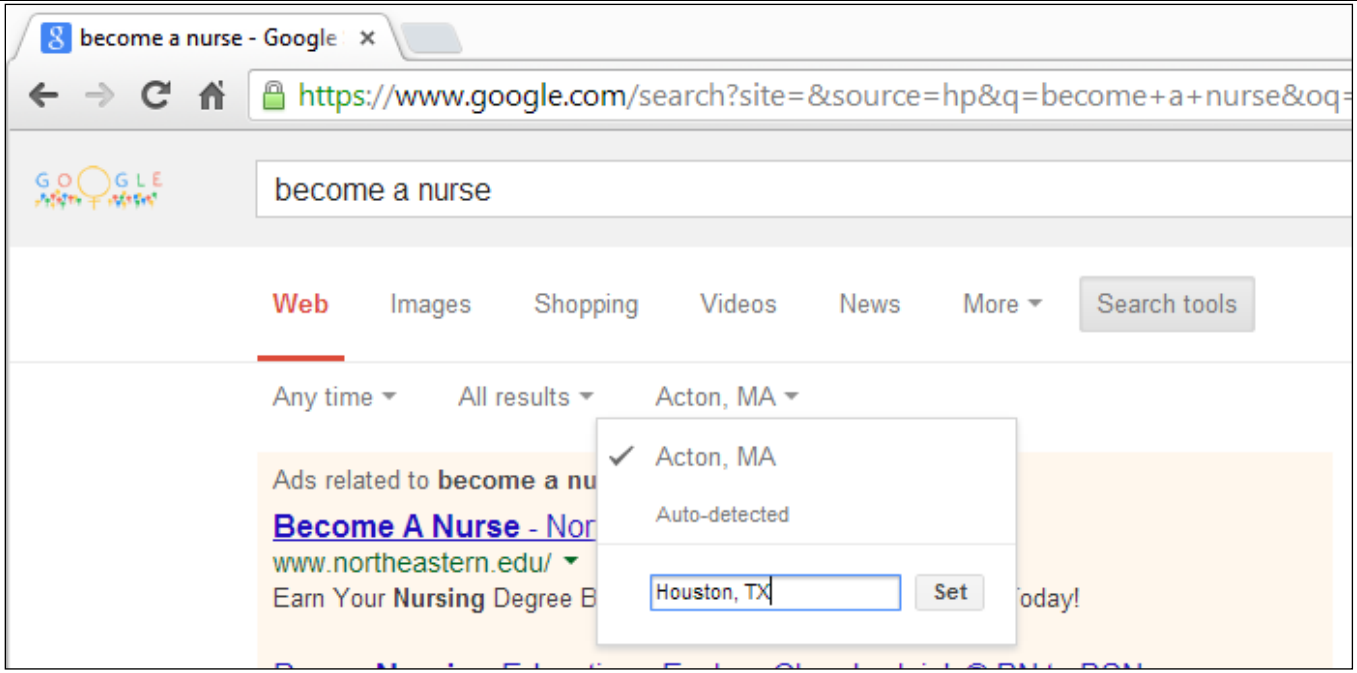
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



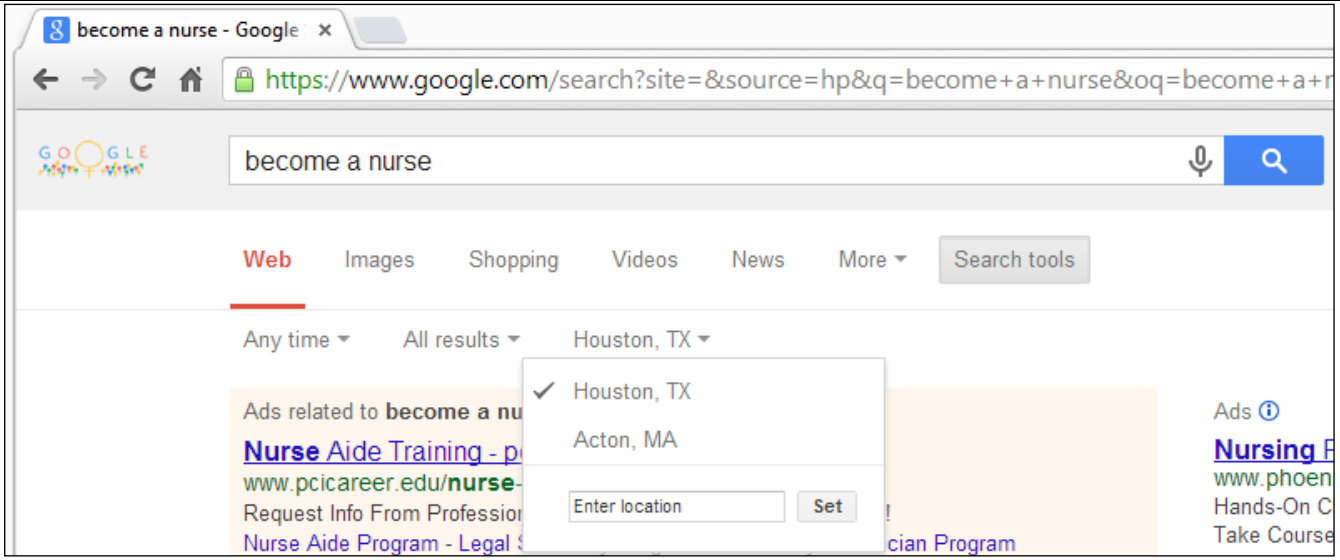
Fiddler showing search refinement input transmitted

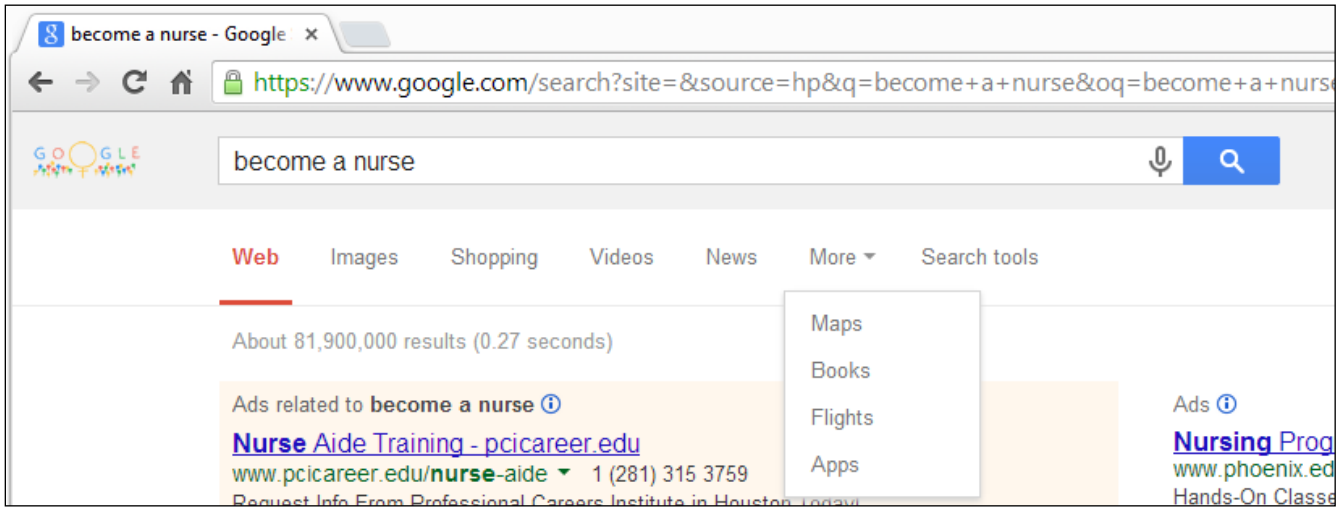
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

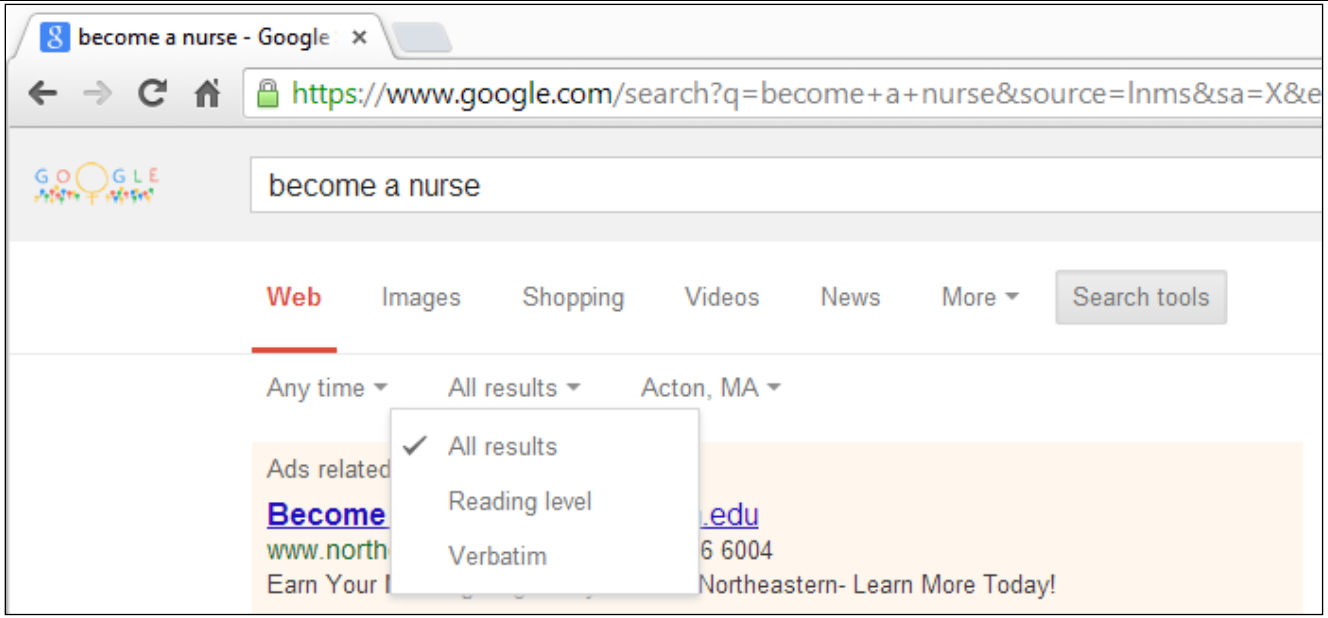
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

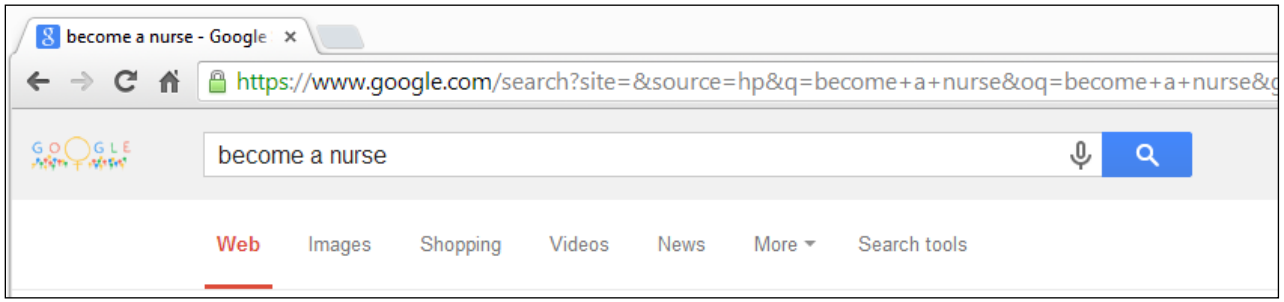
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

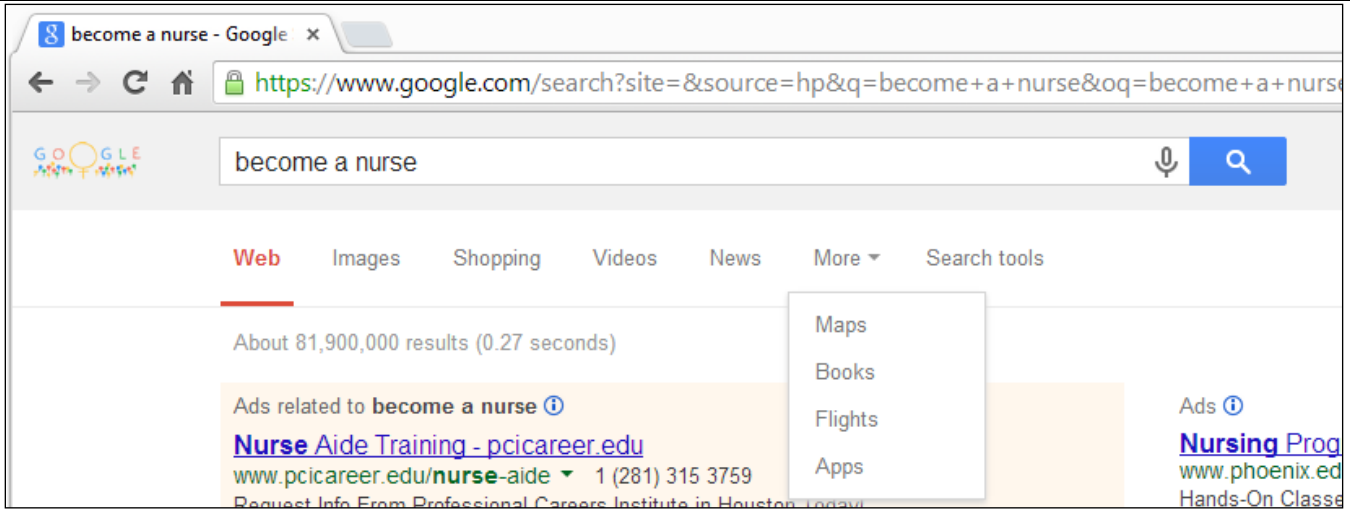




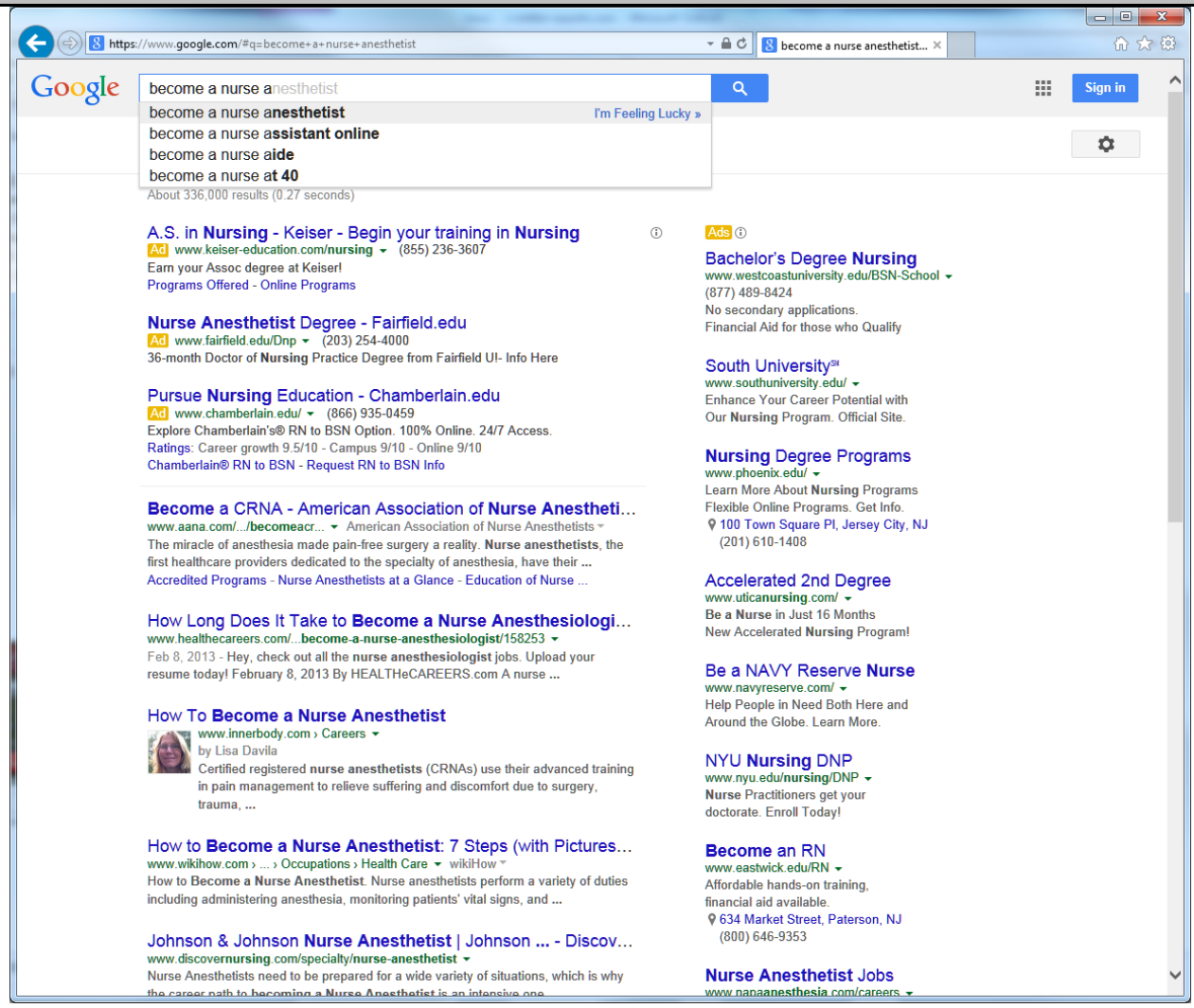
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



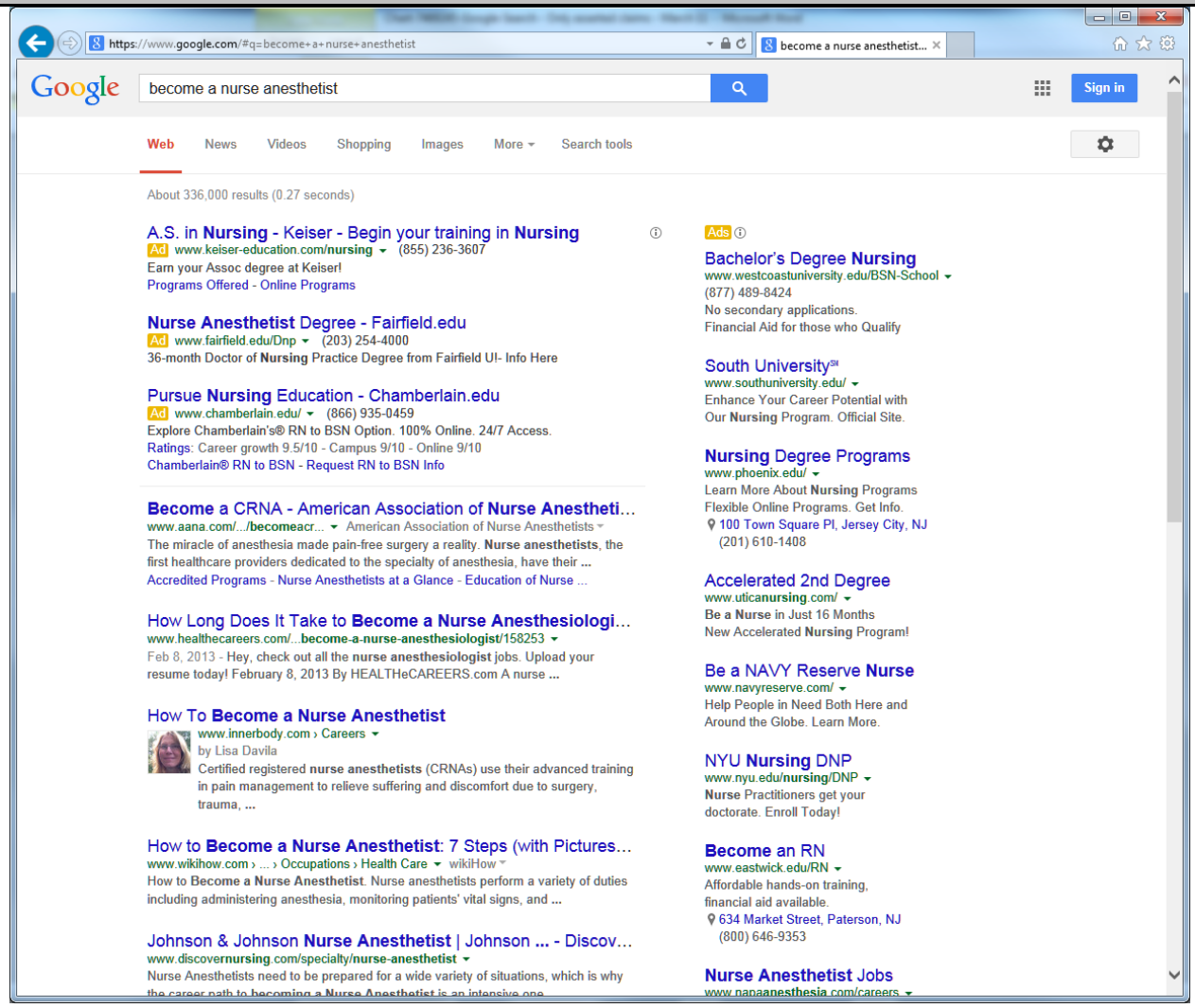


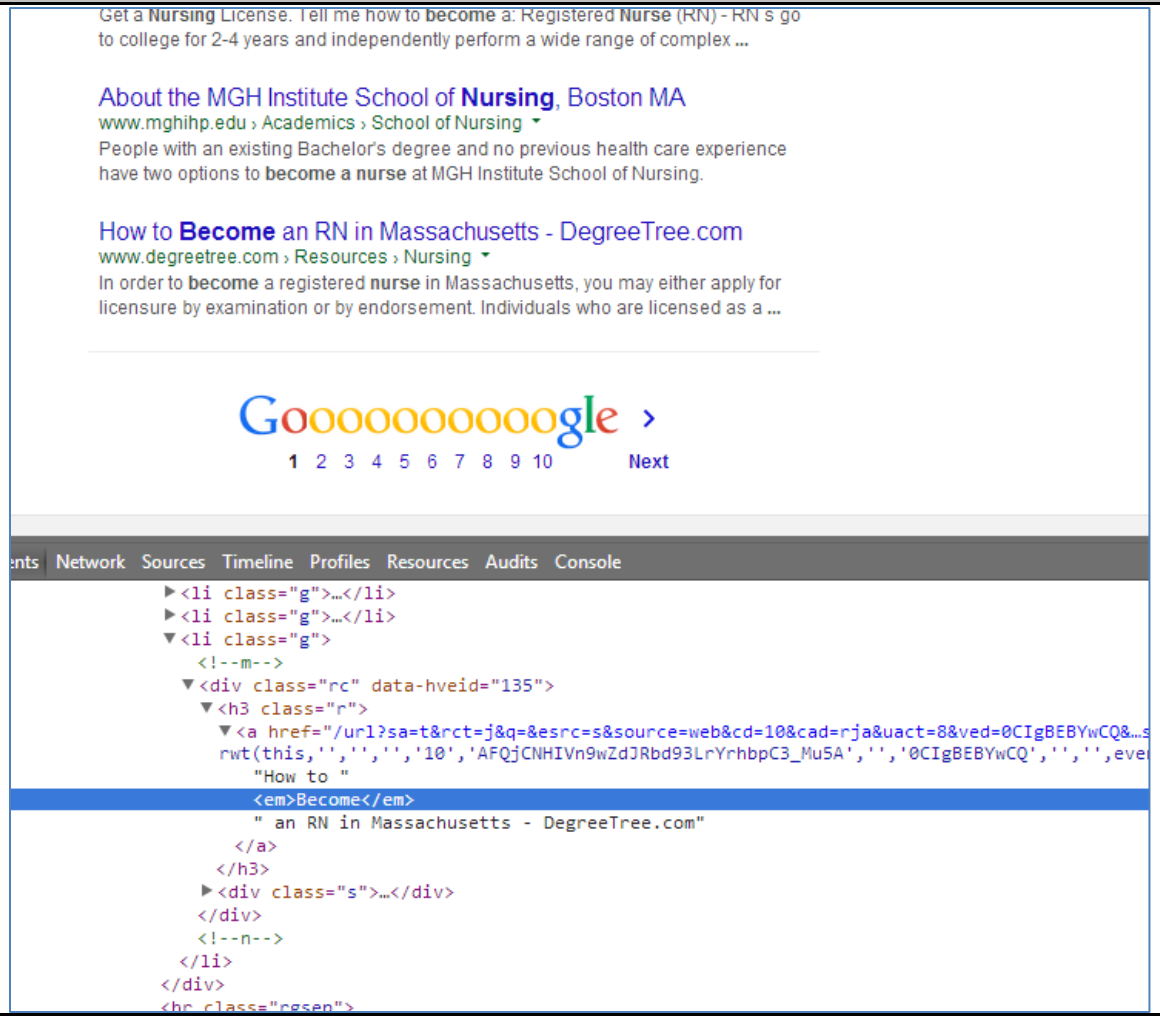
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	
receiving modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input; and	The Accused Instrumentalities operate a data processing device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

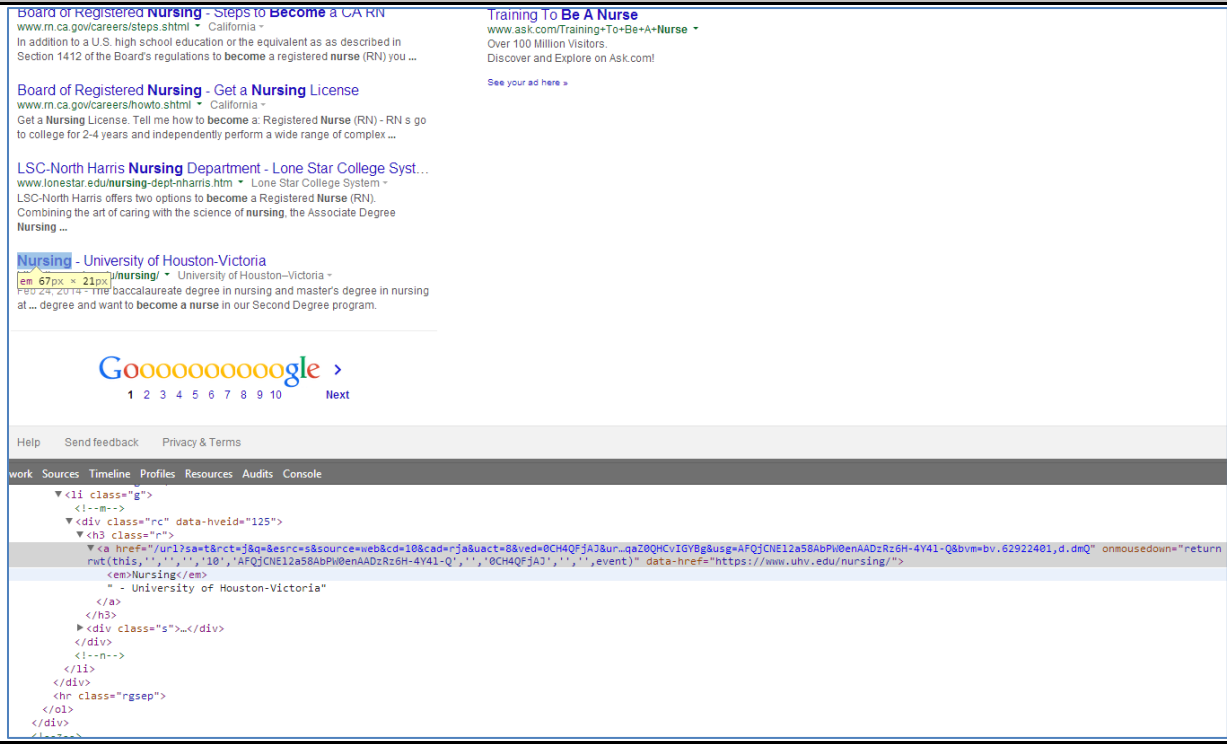
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



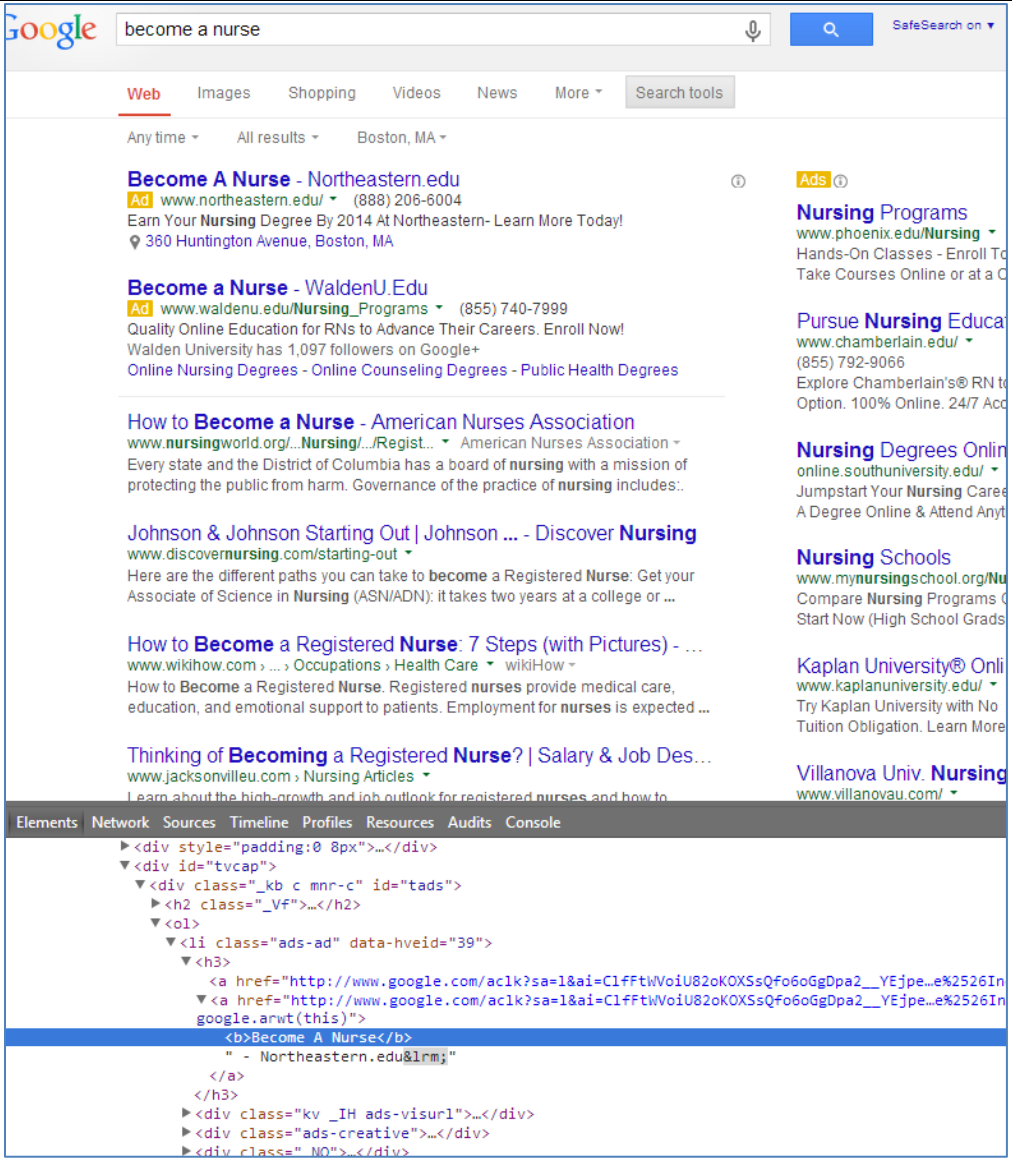
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

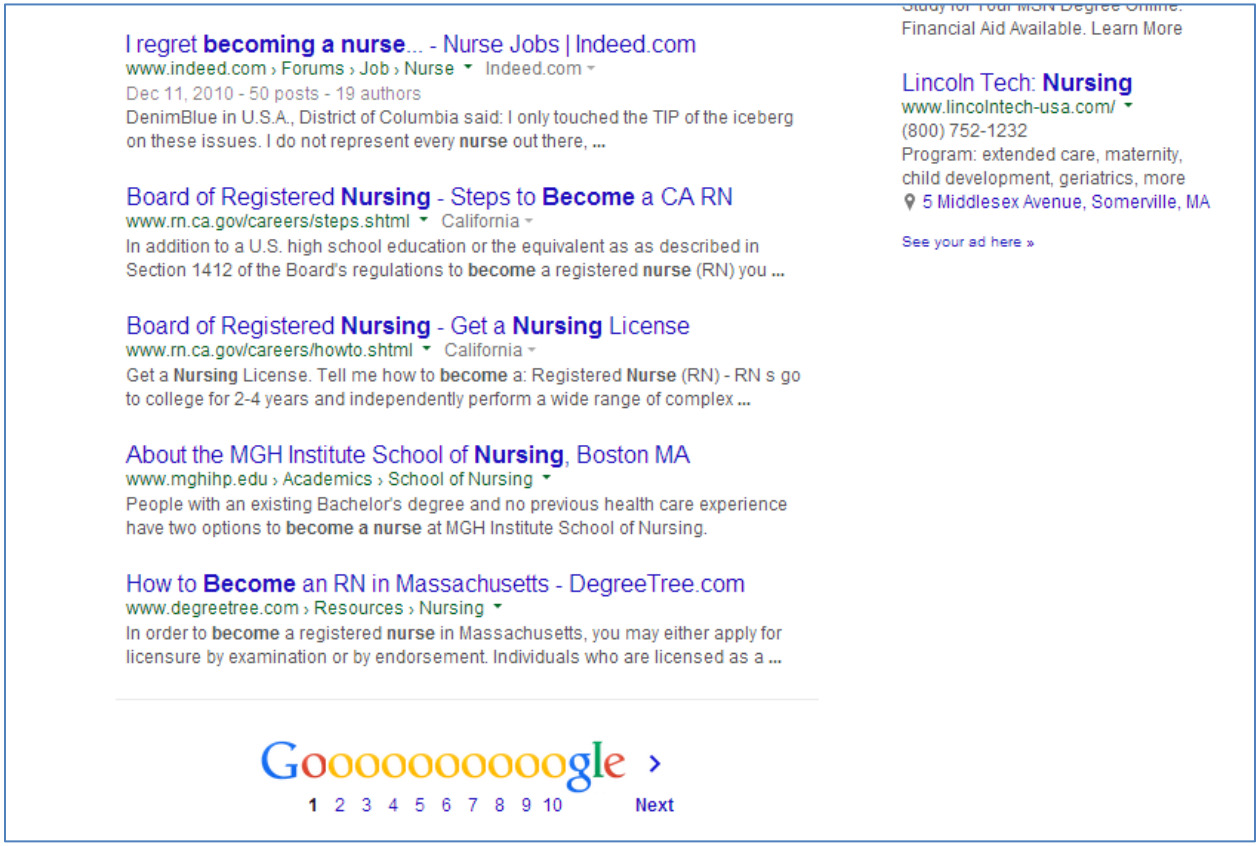


U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

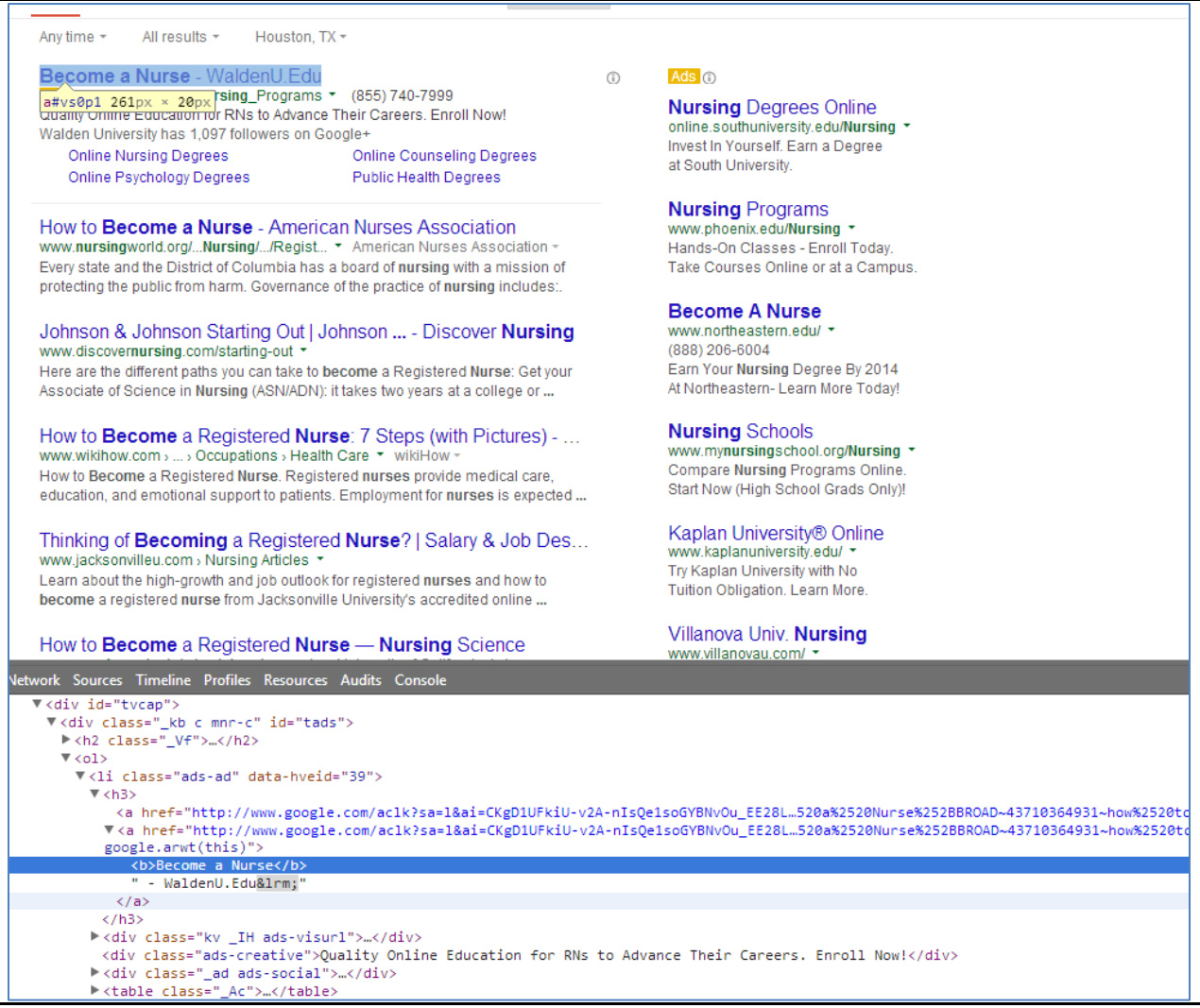
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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

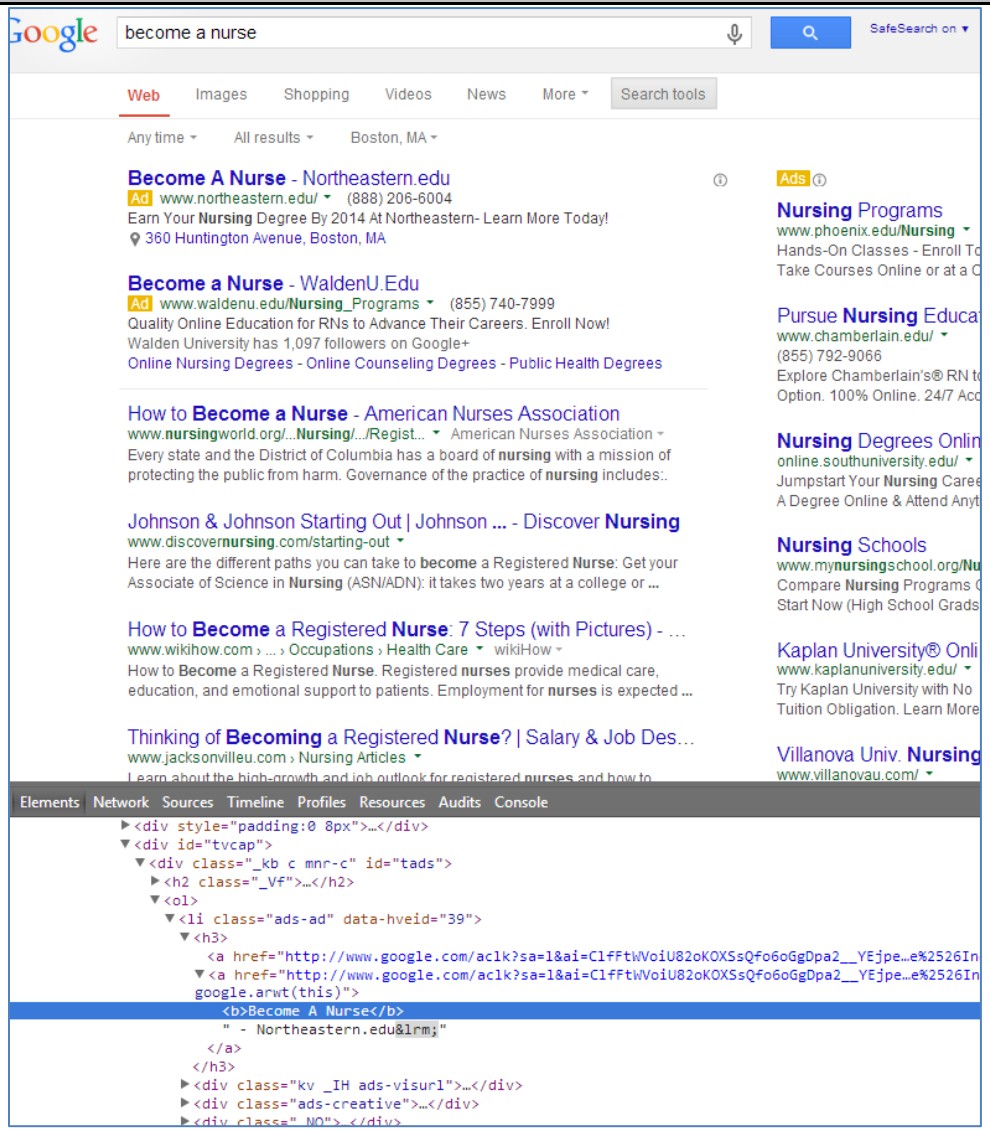


U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
displaying the modified search results and the at least one other advertisement on the display of the data processing device.	The Accused Instrumentalities operate a data processing device to display the modified search results and the at least one other advertisement on the display of the data processing device. 

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



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



U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 14	
The method of claim 12, wherein the search refinement input comprises at least one additional search argument.	The search refinement input comprises at least one additional search argument. See claim 5 and 12 above.

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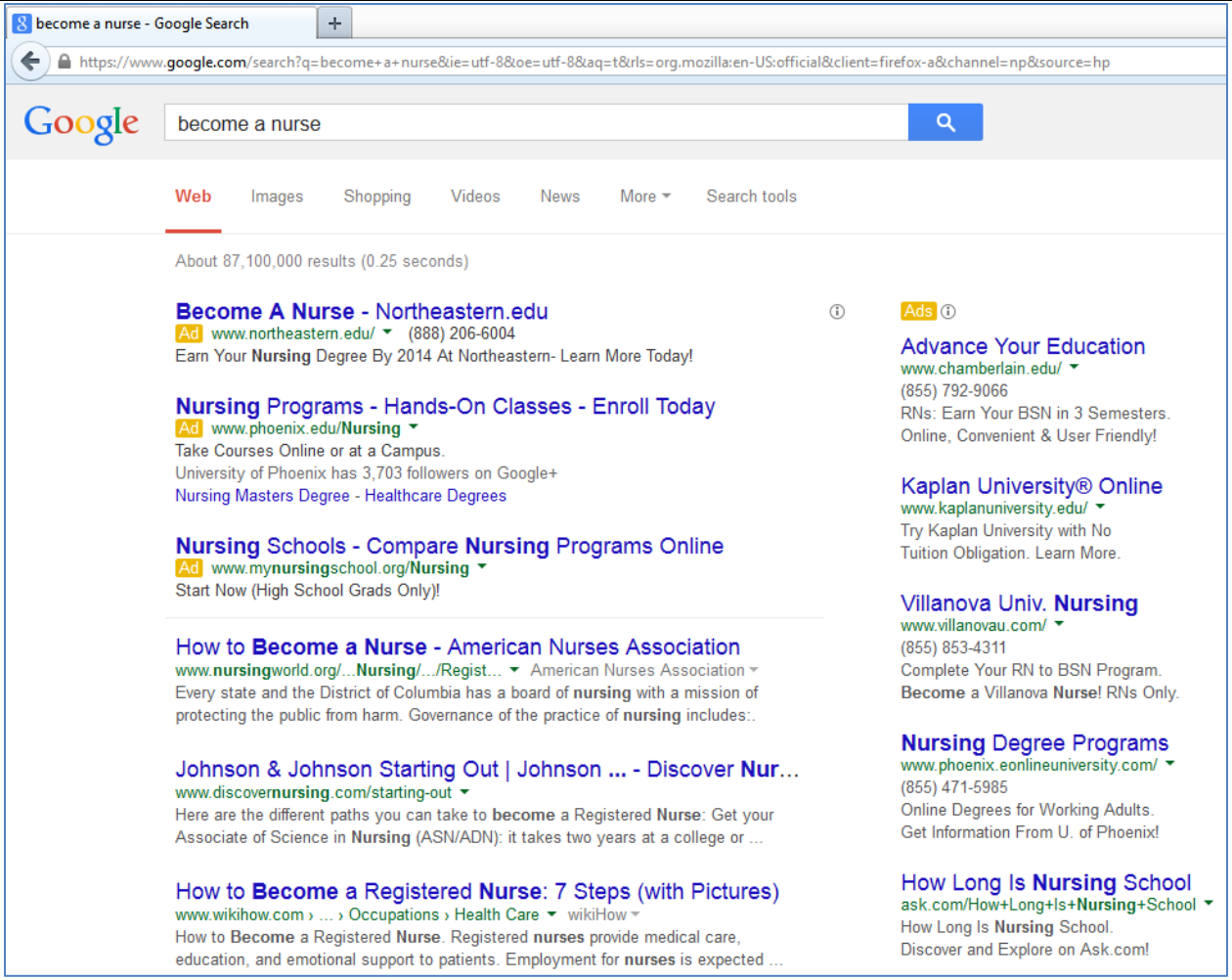

https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=np&source=hp

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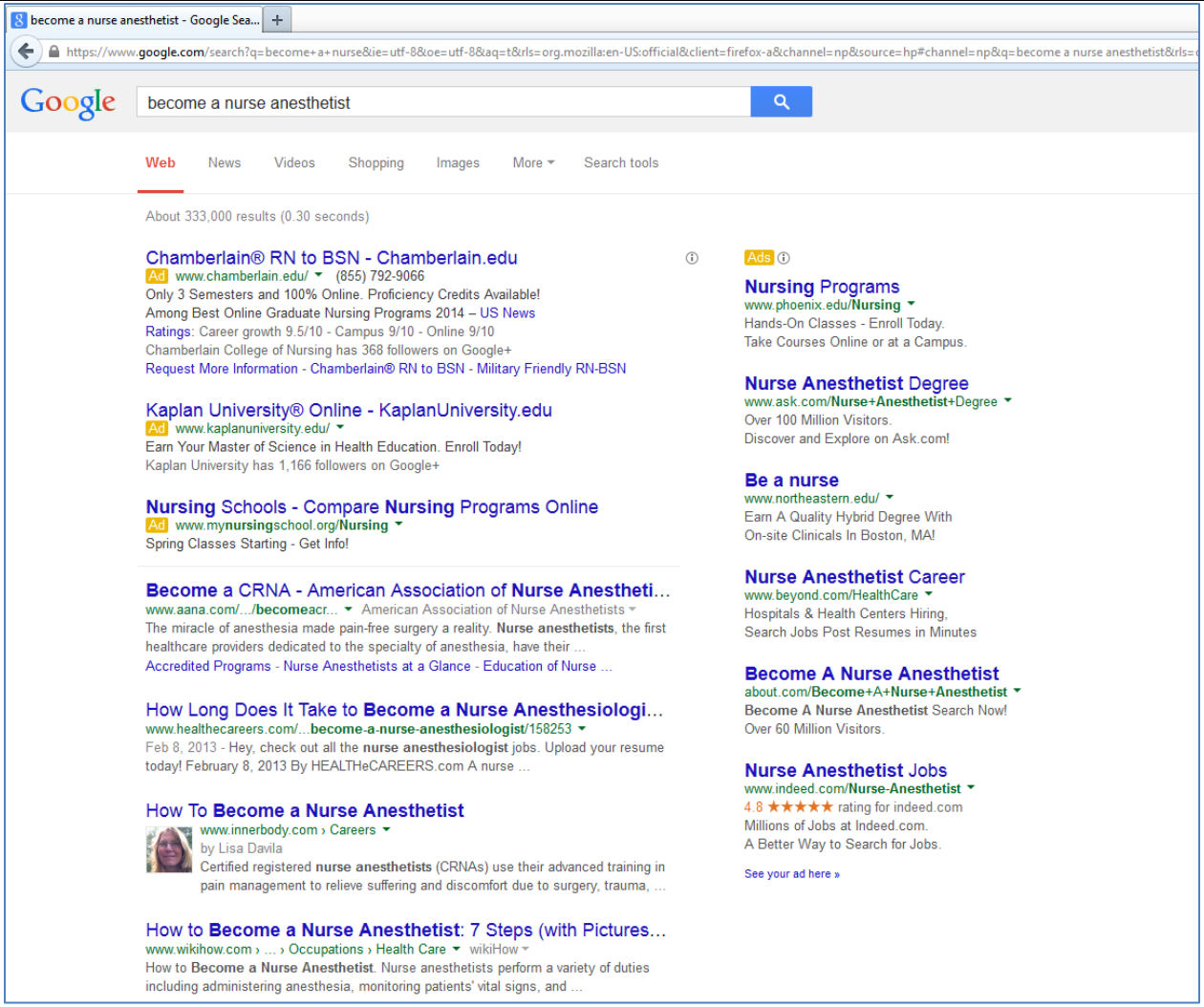
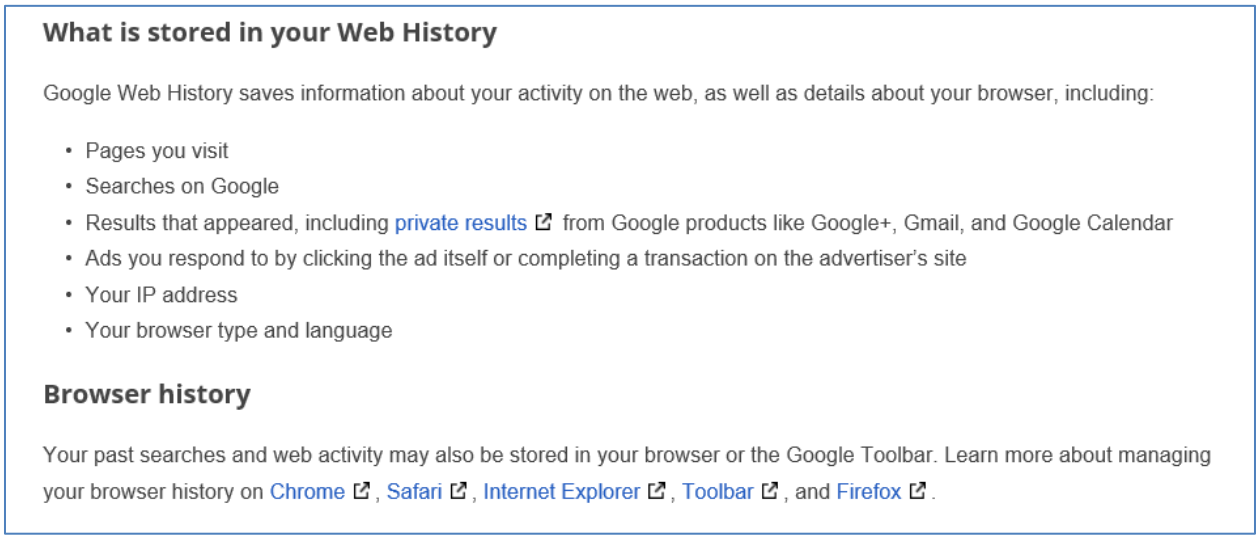
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	US:official&client=firefox-a&channel=np&source=hp#channel=np&q=become%20a%20nurse%20anesthetist&rls=org.mozilla:en-US:official  **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. https://support.google.com/accounts/answer/54068?hl=en
Claim No. 15	
The method of claim 12, wherein the search refinement input comprises additional	The search refinement input comprises additional search criteria. See claims 6 and 12 above.

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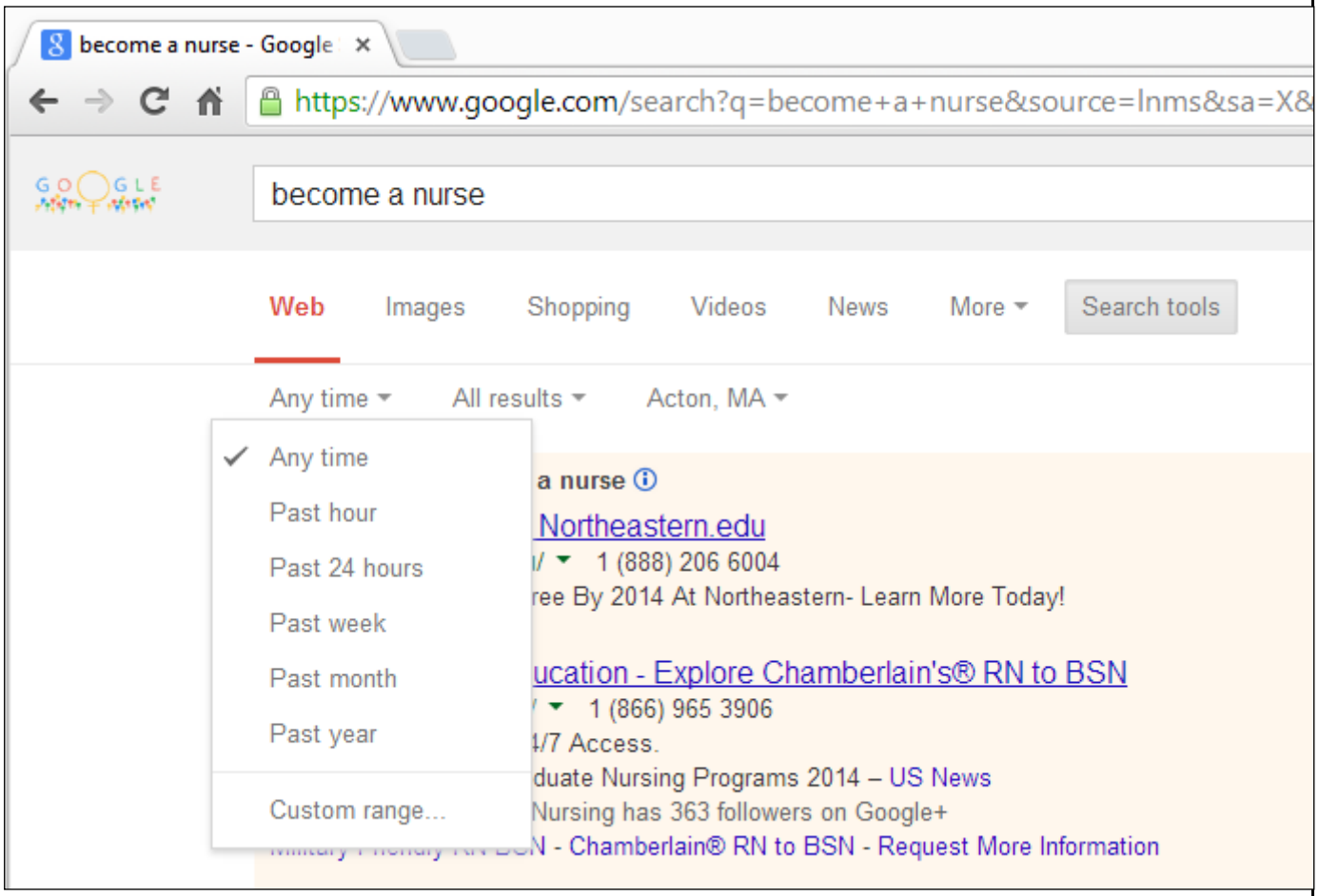
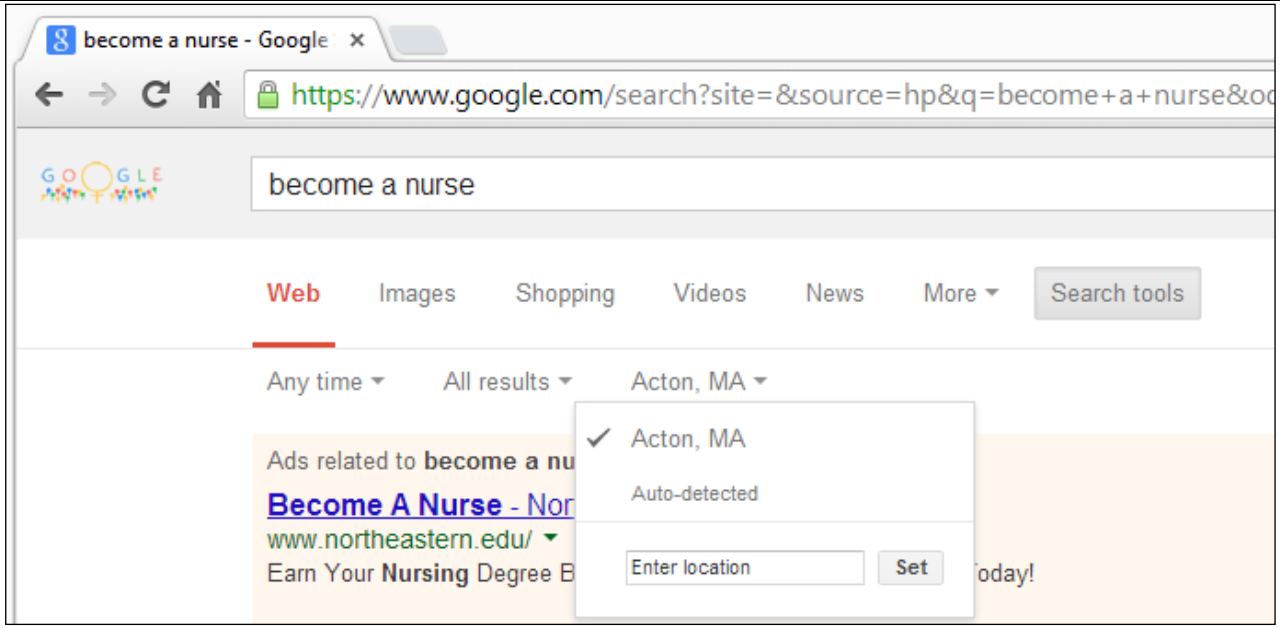
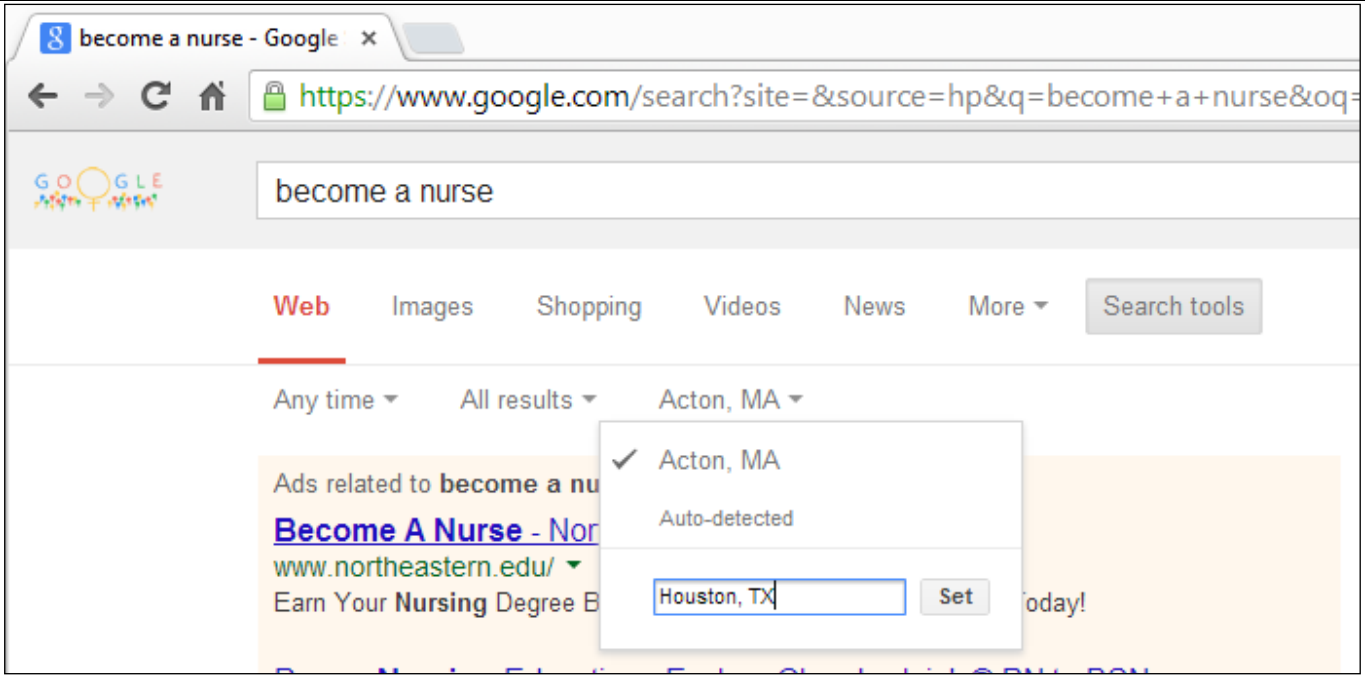
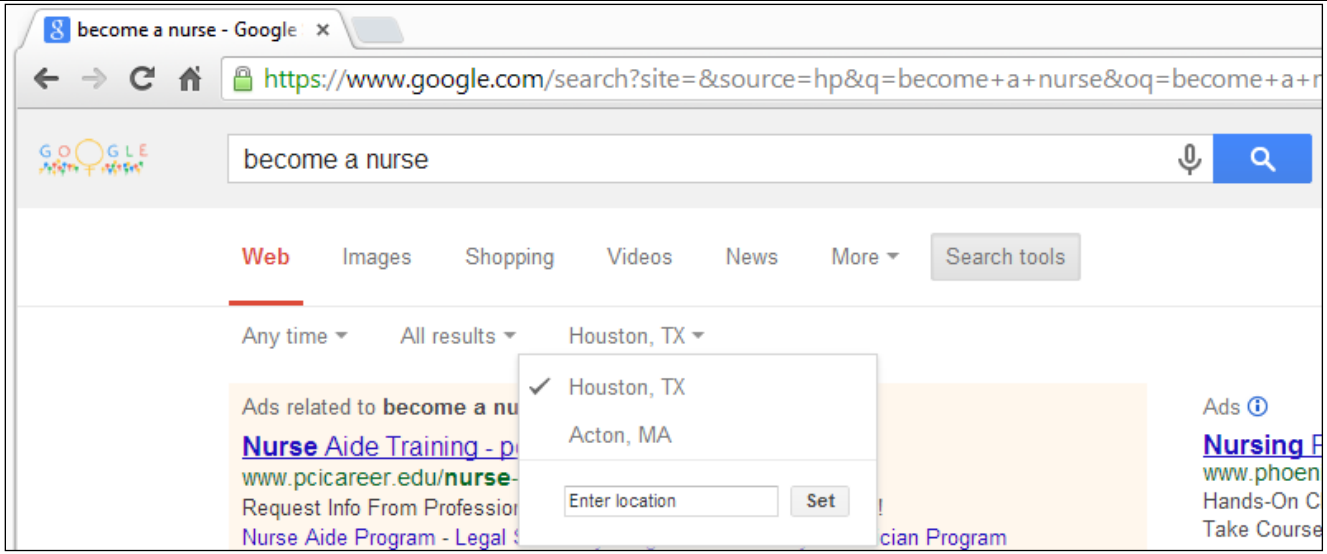
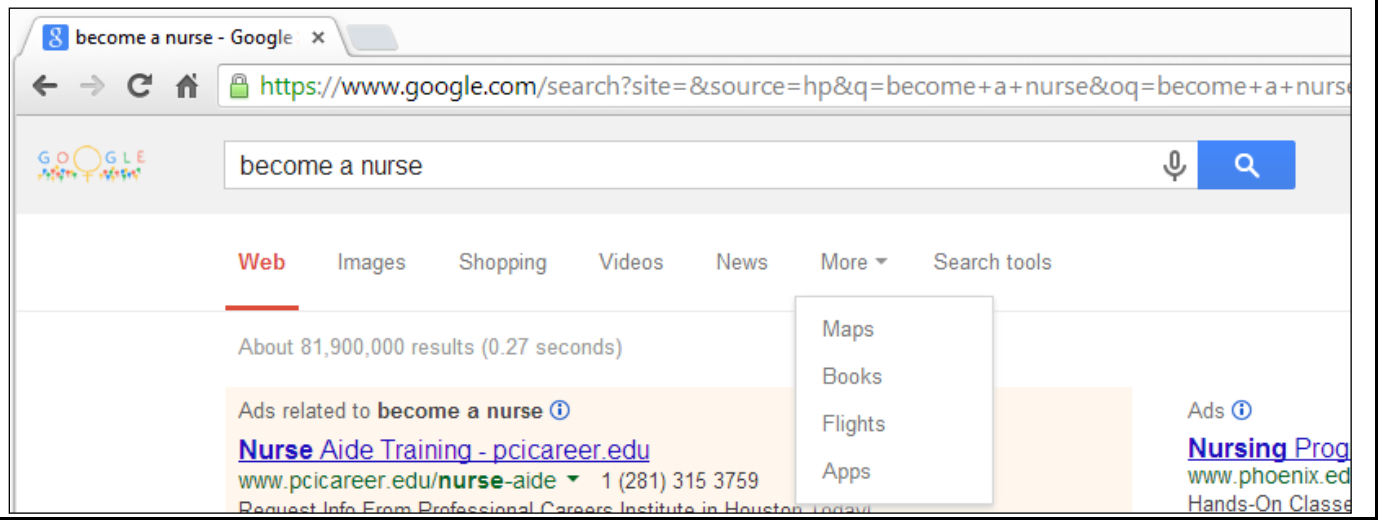
search criteria.	

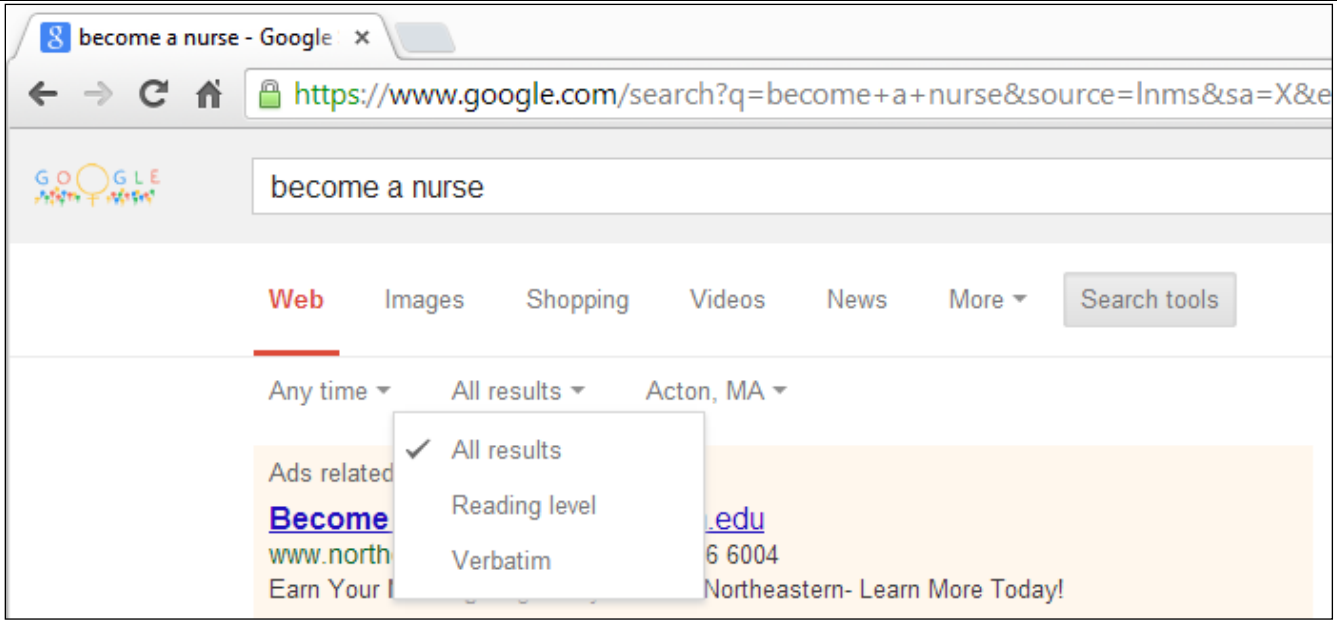
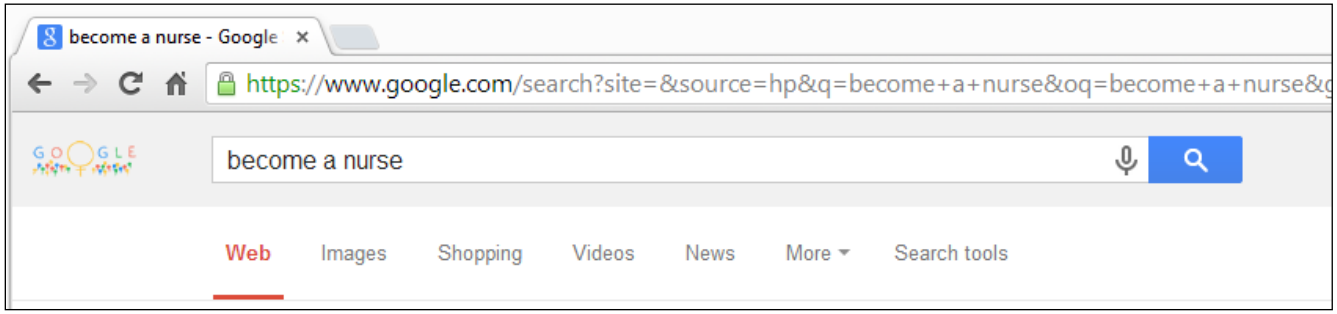
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

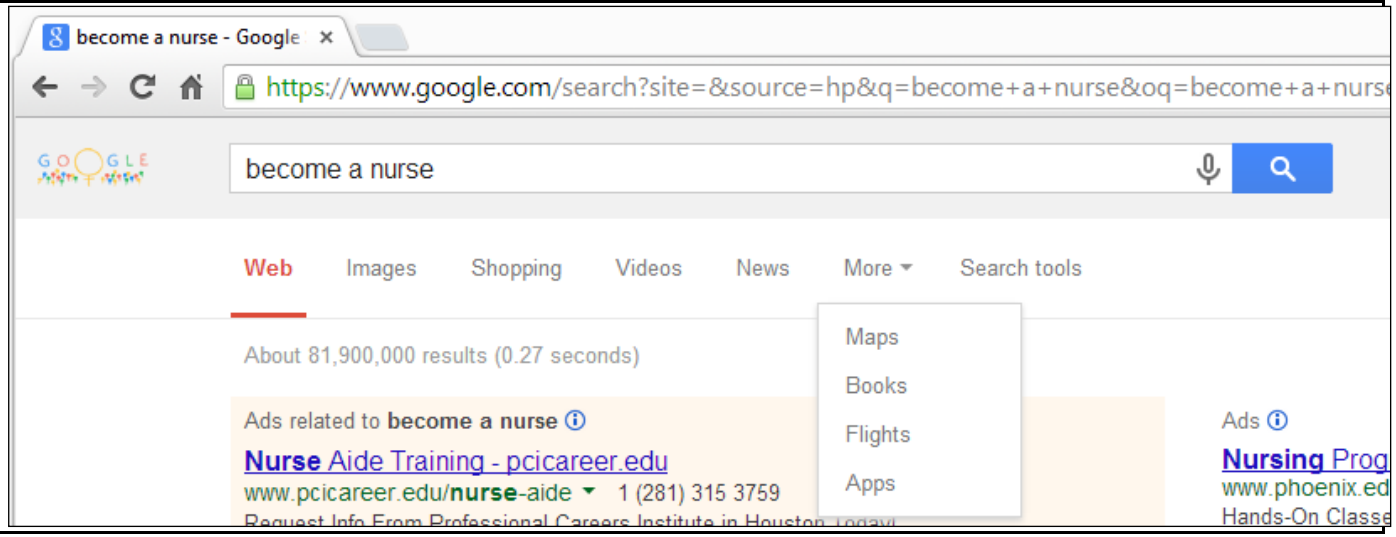
U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

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





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

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

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Find certain types of results

Some options are not available in all languages or only show if you're signed in to your Google Account.

At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.

For example, if you're in the market to buy a new camera, search for "digital camera" then click **Shopping**. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.

Examples:

- Images
- Maps
- Shopping
- News
- Videos
- Books
- Flights
- Apps

Filter your results

Some options are not available in all languages or only show if you're signed in to your Google Account.

Once you've decided which type of results you want, like **Web** or **Images**, you can filter your results even further using **Search tools**.

For example, here's how to see pictures of red planets:

1. Type `planets` in the search box.
2. Click **Images**.
3. Click **Search tools**.
4. Click **Color**, then select the red filter.

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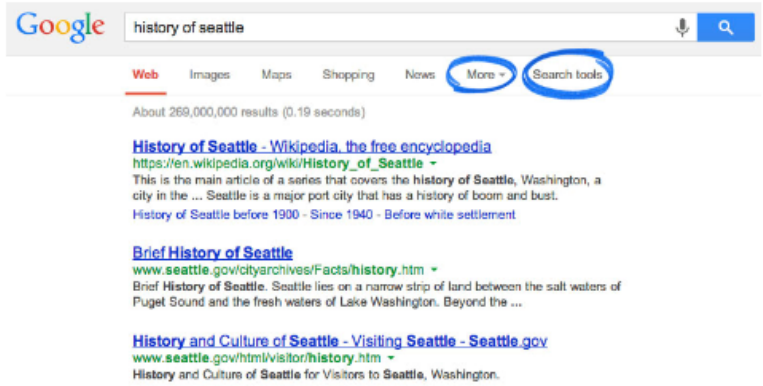
Filter your search results

You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.

Settings
Trying to change your search settings? Visit google.com/preferences to change settings like SafeSearch, search history, results per page, languages, and location.

How to add filters

1. At the top of your search results page, select a filtering option like **Images** or **News**. Click **More** to see extra choices.
2. Click **Search tools** to see more filters you can apply to your search. Since your options will be different based on your search and the filters you've already used, you won't see all the options every time.
3. Select one or more filters to narrow down your search results.
4. To go back to unfiltered results, click **Web** at the top of the search results page.
5. To remove any filters you've added through Search tools, click **Clear**.



https://support.google.com/websearch/answer/142143?hl=en

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Search tools will vary based on the type of results you're looking at, but may include:

- **Publish date**: Limit results according to when they were published on the Web.
- **Verbatim**: Search for exact words or phrases.
- **Dictionary**: Find definitions, synonyms, images, and more for your search term.
- **Reading level**: Limit your search results by reading comprehension level.
- **Private**: If you're signed in to your Google Account, you can see content that was shared with you on Google+ or Gmail.
- **Nearby**: See results for your current location.
- **Visited pages/Not yet visited**: If you're signed in to your Google Account and have Web History turned on, you can limit the results to pages you have or haven't already visited.
- **Images**: Filter results by size, type, and color. Learn more about the search tools you can use with Image Search.
- **Videos**: Filter by length of video, quality, and source, like youtube.com.
- **Recipes**: Filter by ingredients, cook time, and calories.
- **Applications**: Choose the price and operating system, or OS, for available apps.
- **Patents**: Select a patent's filing or publishing date, the patent office it was filed in, filing status, and type. You can also do a patent search directly at patents.google.com.

https://support.google.com/websearch/answer/142143?hl=en

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Filtering

Google search provides many ways for you to filter the results that are returned from your search query. In addition to the automatic filtering and language filtering described in this section, the search appliance provides filtering by query parameters, query terms and meta tags, which are documented in their respective sections.

Automatic Filtering

Google uses automatic filtering to ensure the highest quality search results.

Google search uses two types of automatic filters:

- **Duplicate Snippet Filter** - If multiple documents contain identical titles as well as the same information in their snippets in response to a query, only the most relevant document of that set is displayed in the results.
- **Duplicate Directory Filter** - If there are many results in a single web directory, then only the two most relevant results for that directory are displayed. An output flag indicates that more results are available from that directory.

By default, both of these filters are enabled. You can disable or enable the filters by using the `filter` parameter settings as shown in the table.

Filter value	Duplicate Snippet Filter	Duplicate Directory Filter
`filter=1`	Enabled (ON)	Enabled (ON)
`filter=0`	Disabled (OFF)	Disabled (OFF)
`filter=s`	Disabled (OFF)	Enabled (ON)
`filter=p`	Enabled (ON)	Disabled (OFF)

When a search filter is enabled and removes some results, the search results output indicates that results were filtered. See Estimated vs. Actual Number of Results for more information about how a filtered result set is identified and for recommendations for displaying the results.

Although the `filter=0` option exists, Google recommends against setting `filter=0` for typical search requests, because filtering significantly enhances the quality of most search results.

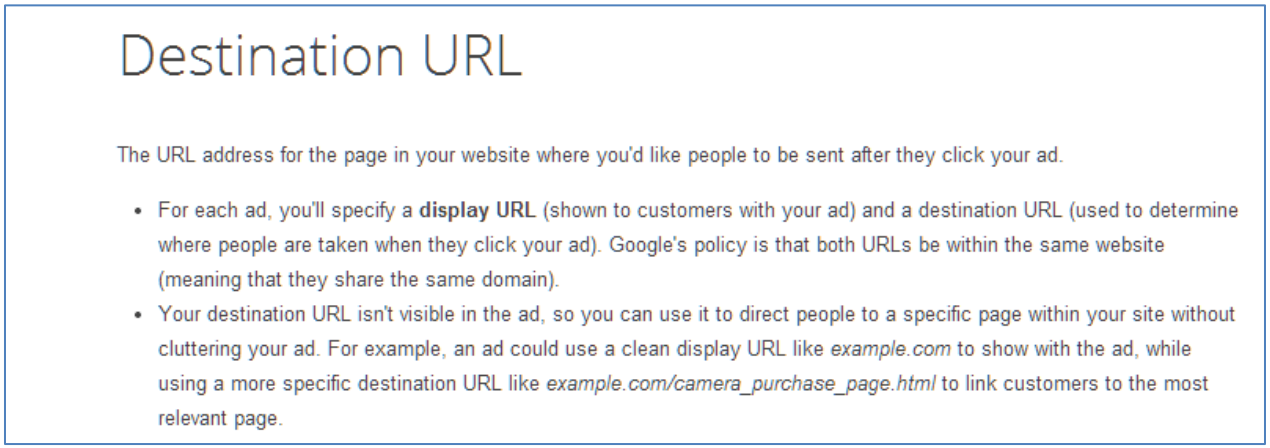
When the Google Search Appliance filters results, the top 1000 most relevant URLs are found before the filters are applied. A URL that is beyond the top 1000 most relevant results is not affected if you change the filter settings.

Back to top

Language Filters

Language filters limit a search to pages in the specified languages. The Google Search Appliance has built-in language filters that detect the language of a query and return appropriate results. You can combine language filters to further restrict search results.

https://developers.google.com/search-appliance/documentation/68/xml_reference#request_query_terms

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 16	
The method of claim 12, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The at least one advertisement includes a link to a website sponsoring the advertisement. See claims 7 and 12 above.  https://support.google.com/adwords/answer/2684490?hl=en

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Destination URL

What's the policy?

The **destination URL** is the URL that loads when a user clicks your ad. The **landing page URL** is where users actually end up after passing through any redirects associated with your destination URL. If the destination URL doesn't redirect, the destination URL and landing page URL are the same thing.

After clicking an ad, the user should end up on a site that complies with AdWords policy and works properly for all users in all browsers and devices.

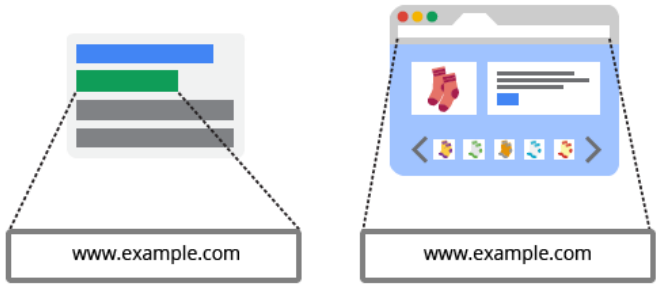
Requirements

Link to a functional site

- Your ad's destination URL can't lead to a website that is under construction or that links to an error page that displays a status code beginning with a 4 or a 5 (such as a 405 error). See the bottom of this page for help to fix these errors.
- Your landing page must work properly for all locations, regardless of where you're targeting your ad.
- Your website should load quickly on most popular browsers and devices. We recommend avoiding content or features on your site that delay a page's load time and that may make a user think that your site isn't working.
- Your ad's destination URL can't lead to an email address or a file instead of a webpage. Such files include image, audio, video, or document files that require an additional application to open or run (such as PDF files).
- If you're using dynamic tracking URLs, they must lead to a valid URL and meet all of the requirements listed here for destination URLs.

Match the domain of your ad's display URL

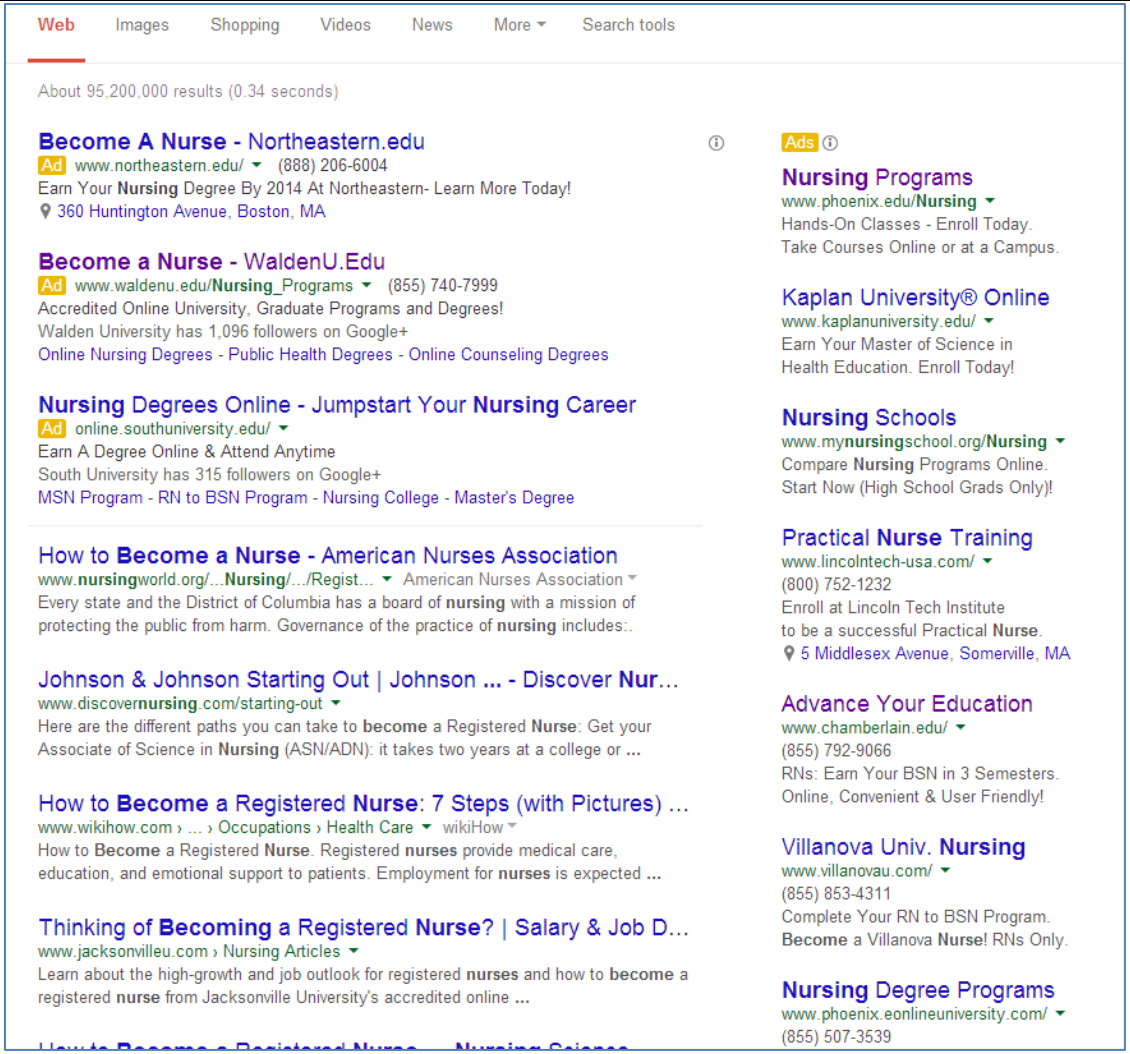
- Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."



 https://support.google.com/adwordspolicy/answer/1310892?rd=1

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

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



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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

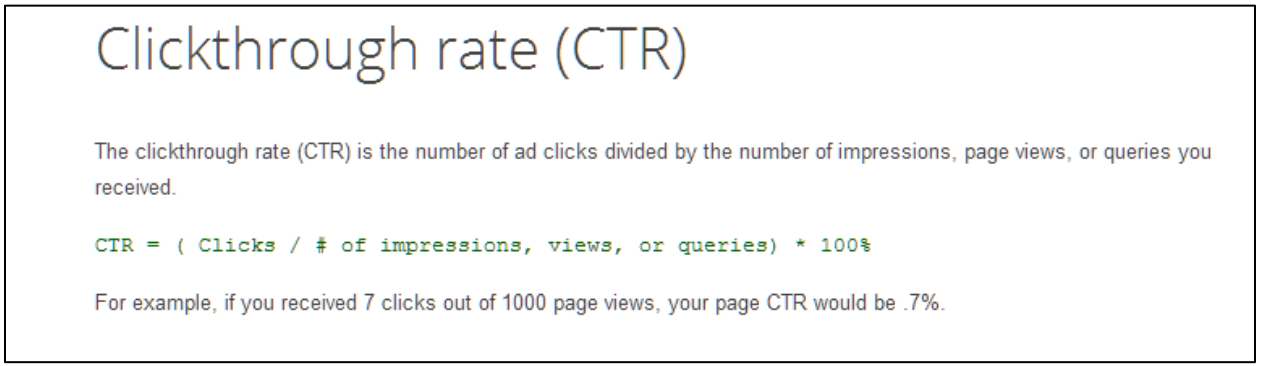
Clickthrough rate (CTR)

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%.

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	https://support.google.com/adsense/answer/112025?hl=en
transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.	Upon information and belief, the Accused Instrumentalities transmit the indication to the advertising machine via the communications link that the user does not select the at least one advertisement. See claims 8 and 12 above. 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.

U.S. PATENT NO. **7,895,178**	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	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
Claim No. 18	
The method of claim 12, further comprising: receiving user input to indicate selection of the at least one advertisement; and	The Accused instrumentalities receive user input to indicate selection of the at least one advertisement. See claim 12 above.

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

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.

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CTR = ( Clicks / # of impressions, views, or queries) * 100%
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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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transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	The Accused Instrumentalities operate a data processing device to transmit the indication to the advertising machine via the communications link that the user selects the at least one advertisement. See claim 12 above. Fiddler capture showing that Accused Instrumentalities transmit the indication that the user selects an advertisement