

EXHIBIT 6

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

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

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

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 1	
<p>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:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).¹</p>

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

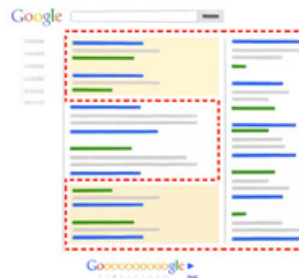
About the Google Search Network

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

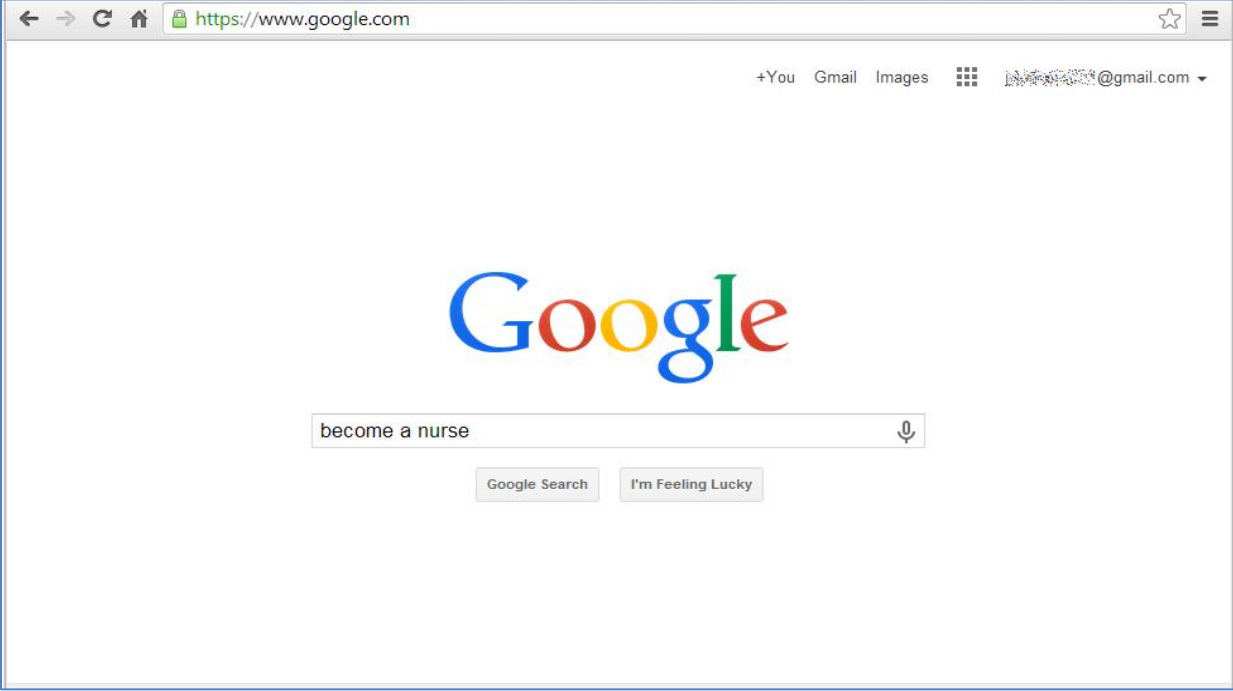
When you target your campaign to the Search Network and add keywords to your campaign's ad groups, your ads can appear on Google and other search sites based on the keywords you choose:

- **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
<p>receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities receive a search request from the data processing device via the communications link that includes a search argument.</p>  A screenshot of a web browser displaying the Google homepage. The address bar shows 'https://www.google.com'. The page features the Google logo in its multi-colored font. Below the logo is a search input field containing the text 'become a nurse'. To the right of the input field is a microphone icon. Below the search field are two buttons: 'Google Search' and 'I'm Feeling Lucky'. The top right corner of the browser window shows user account information: '+You Gmail Images' and a profile picture with the email address '@gmail.com'.

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

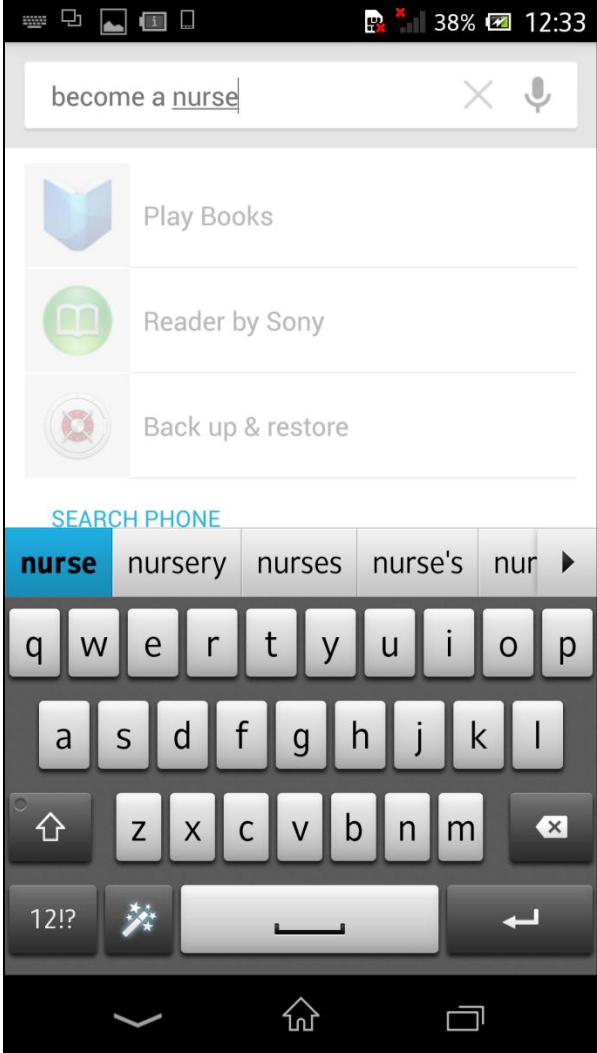
The screenshot displays the Google Advanced Search page in a browser window. The address bar shows the URL: https://www.google.com/advanced_search?q=become+a+nurse&biw=1107&bih=951&hl=en. The page title is "Advanced Search".

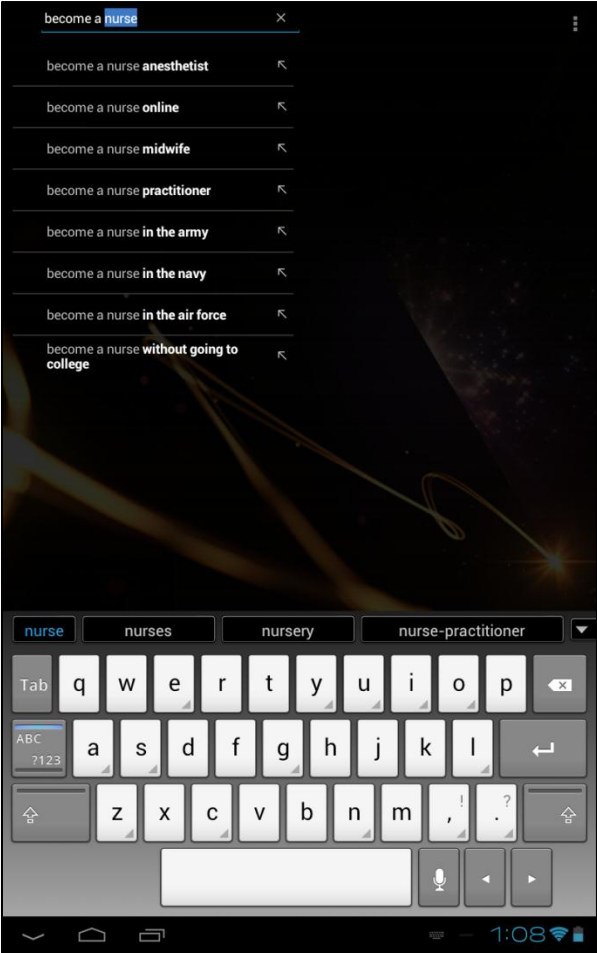
Find pages with...

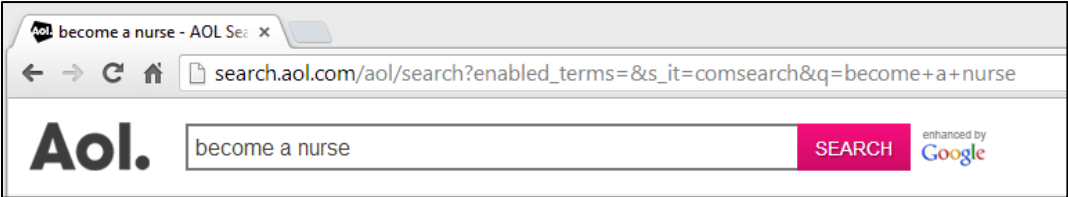
all these words:	<input type="text" value="become a nurse"/>	To do this in the search box	Type the important words: tricolor rat terrier
this exact word or phrase:	<input type="text"/>		Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>		Type OR between all the words you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

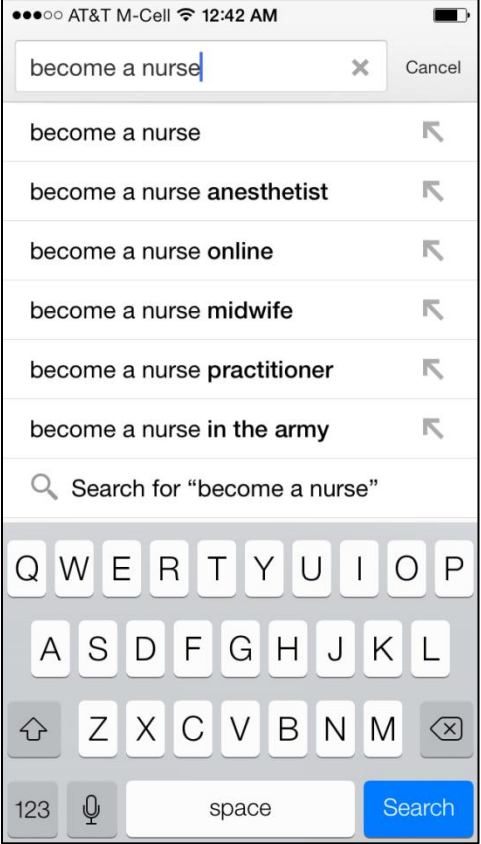
Then narrow your results by...

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

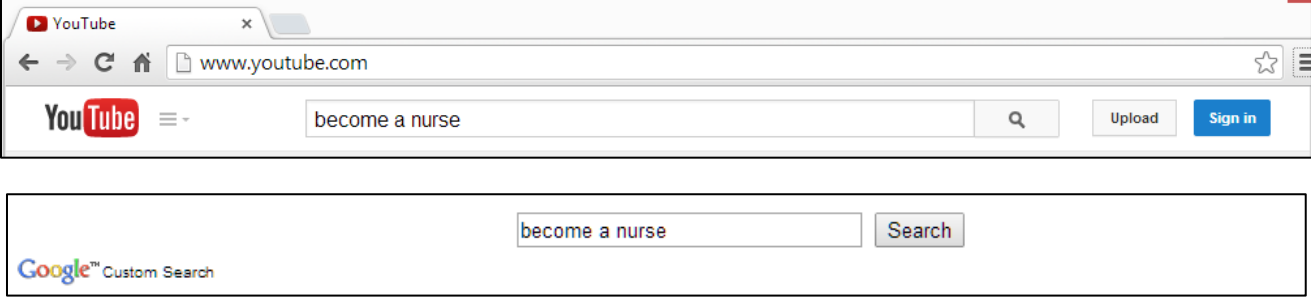
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, three search results are displayed: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white circular icon. Below the search results, the text "SEARCH PHONE" is visible. A keyboard is shown at the bottom, with the word "nurse" highlighted in blue. The keyboard also shows suggestions for "nursery", "nurses", "nurse's", and "nur". The status bar at the top of the phone screen shows a battery level of 38% and the time 12:33.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 329 1520 363">Mobile Handset Running Android 4.2</p>  <p data-bbox="980 396 1572 1344">A screenshot of an Android 4.2 mobile handset interface. At the top, a search bar contains the text "become a nurse" with a blue highlight under "nurse" and a close button (X) to its right. Below the search bar is a list of search suggestions, each followed by a left-pointing arrow icon: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions is a keyboard with a search bar above it containing "nurse", "nurses", "nursery", and "nurse-practitioner". The keyboard is a standard QWERTY layout with a microphone icon and navigation arrows at the bottom. The status bar at the very bottom shows the time "1:08" and icons for signal strength, Wi-Fi, and battery.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Running Android 4.0.2</p> 

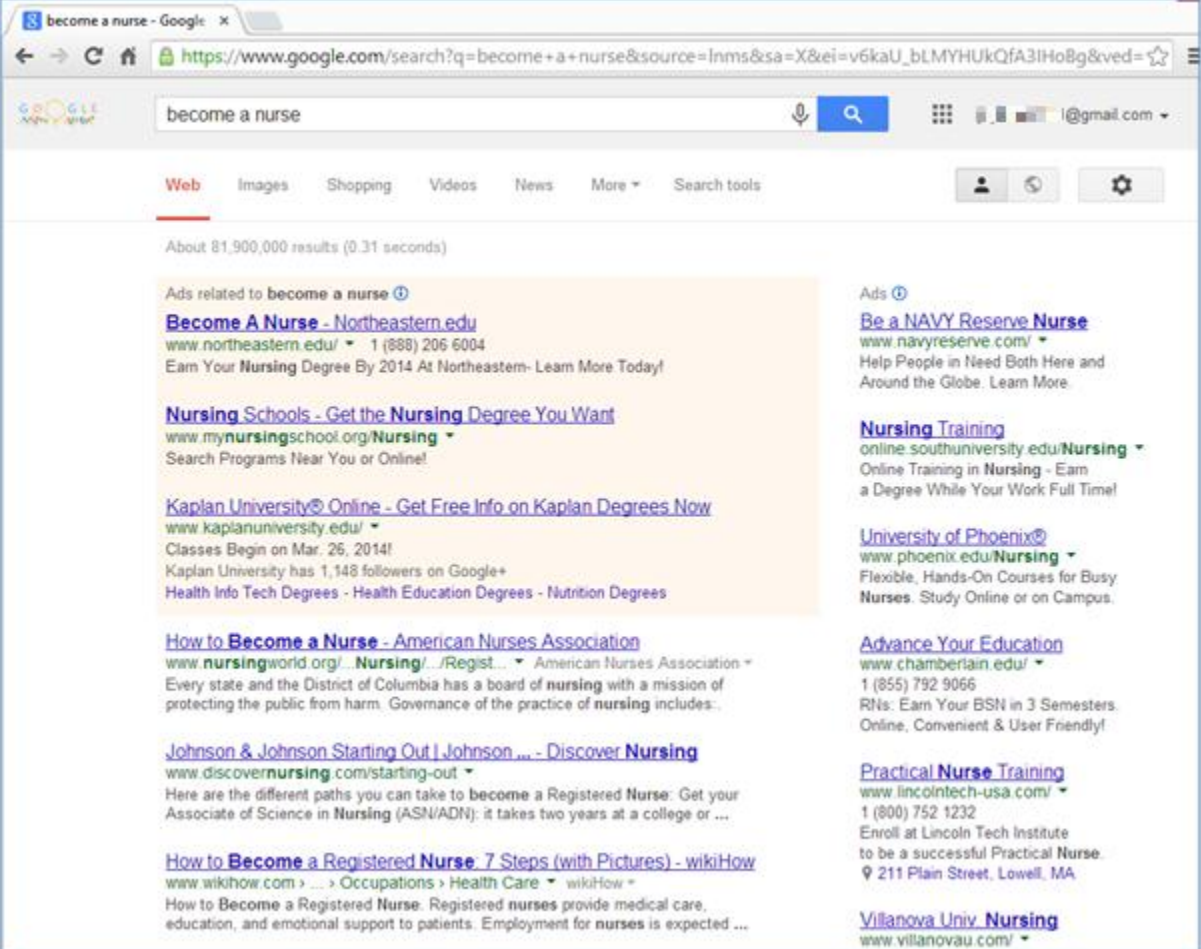
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. The status bar at the top indicates 'AT&T M-Cell' and '12:42 AM'. The search bar contains the text 'become a nurse' with a blue cursor. Below the search bar, a list of suggestions is displayed: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. At the bottom of the suggestions list is a search prompt: 'Search for "become a nurse"'. Below the suggestions is a standard QWERTY keyboard with a blue 'Search' button at the bottom right.</p>

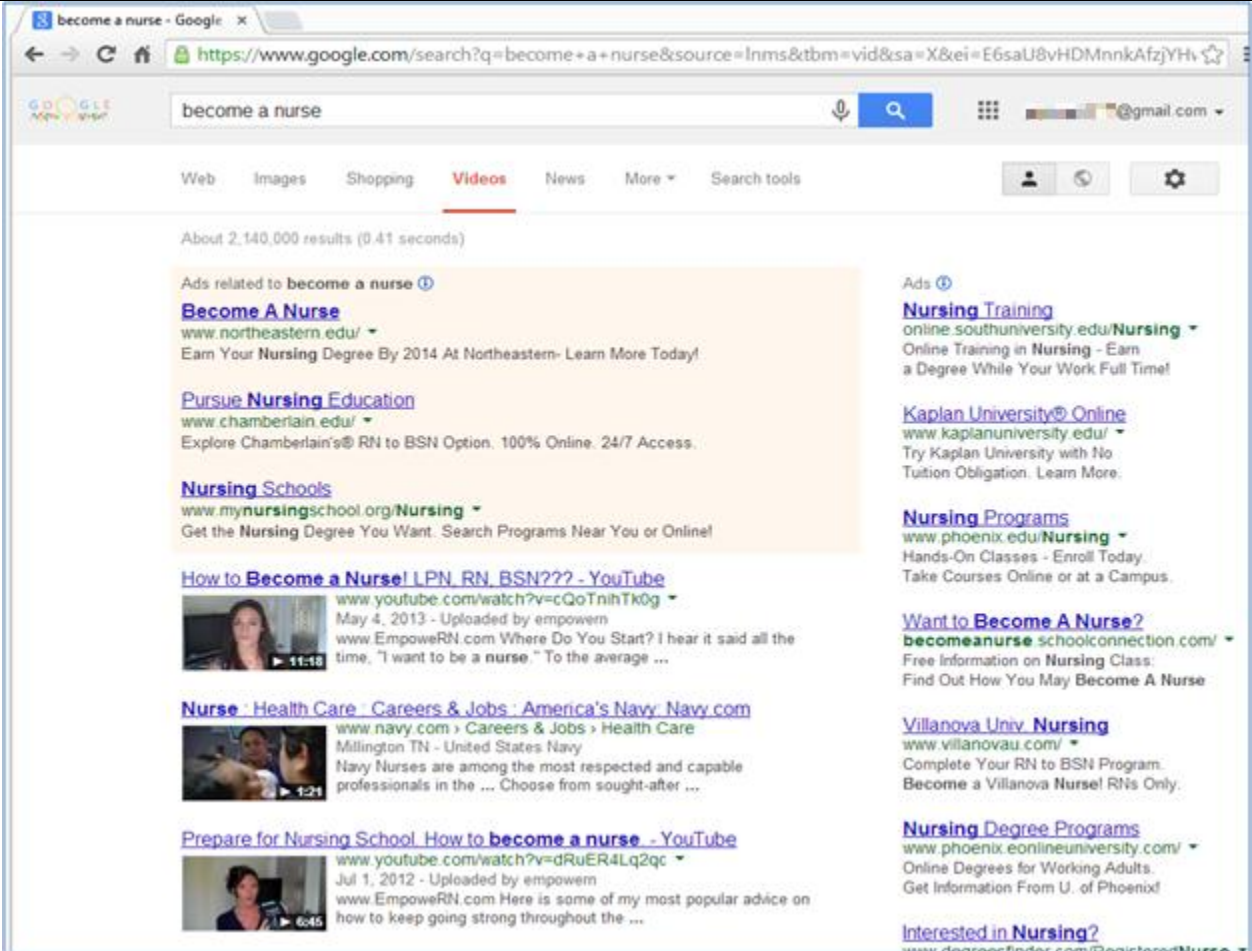
Google Search App Running on iOS 7.1

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p data-bbox="1073 634 1955 667">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

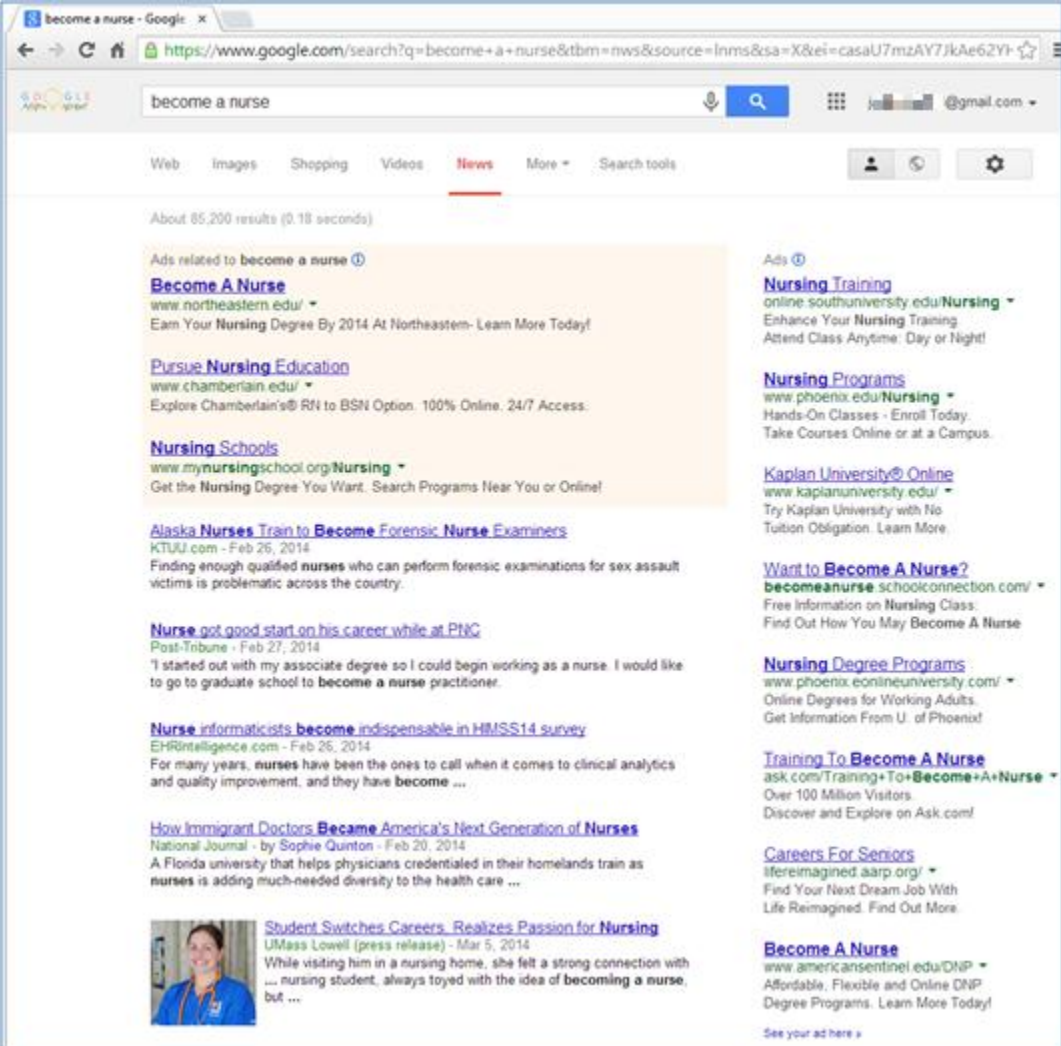
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&scient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIXLbJAQiehsOBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US, en; q=0.8, hi; q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JpYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3a9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTzJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPou-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEspIswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjXO-6 _HJdRLKcOMqWOBPpUusyZStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmKcf2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request"</p>

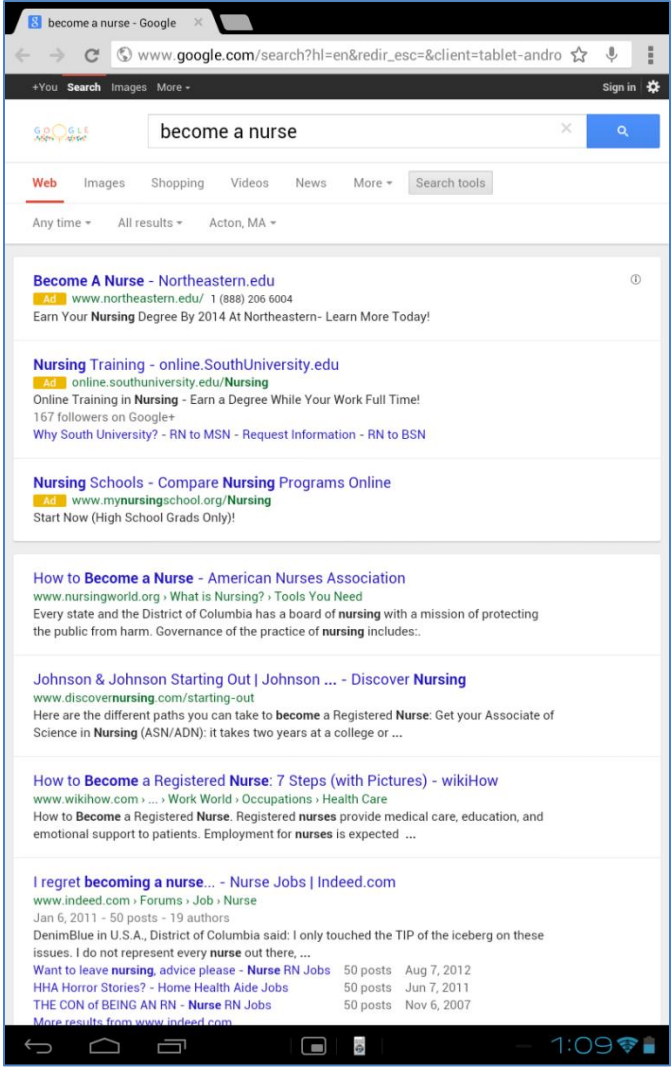
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>searching at least one database using the search argument to produce search results;</p>	<p>The Accused Instrumentalities search at least one database using the search argument to produce search results.</p> <p>See above.</p> <div data-bbox="621 513 1927 1149" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p> </div> <div style="width: 48%;"> <p>Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </div> </div> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>

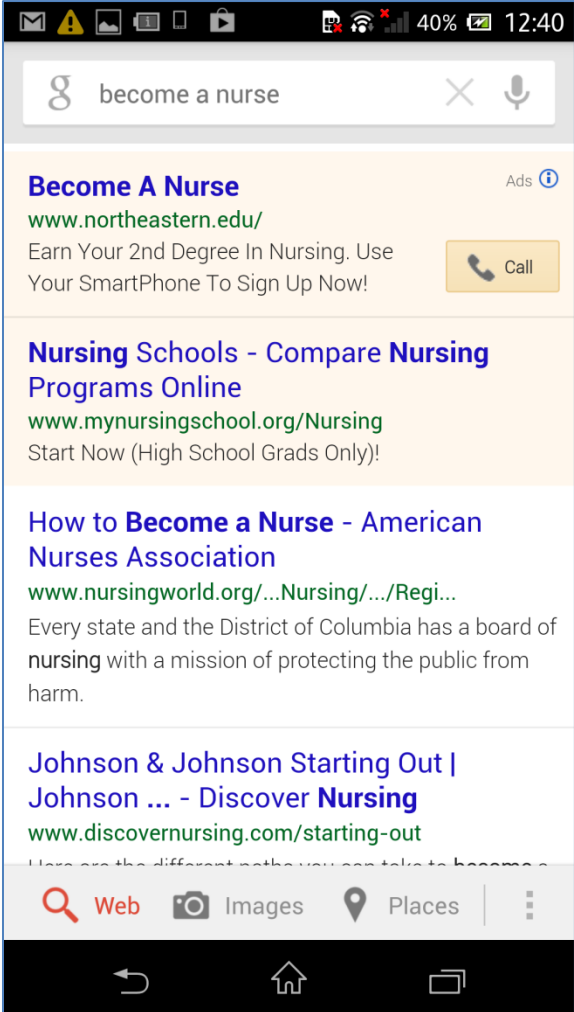
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesBe a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MAVillanova Univ Nursing: www.villanovau.com/. <p>The organic search results include:</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association: www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com > ... > Occupations > Health Care > wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...

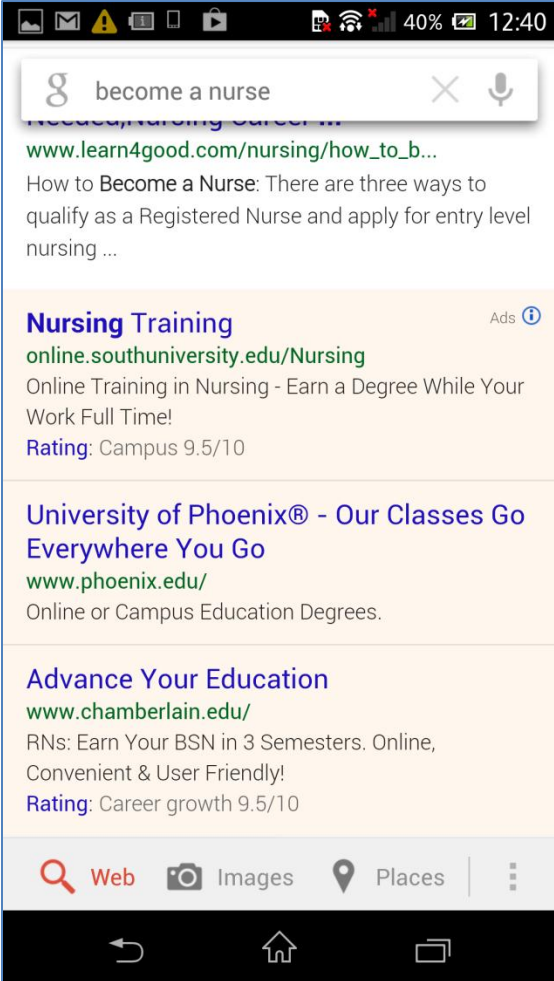
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the "Videos" tab. The search results include several advertisements and video thumbnails. The ads are for "Become A Nurse" (www.northeastern.edu), "Pursue Nursing Education" (www.chamberlain.edu), "Nursing Schools" (www.mynursingschool.org), "Nursing Training" (online.southuniversity.edu), "Kaplan University@ Online" (www.kaplanuniversity.edu), "Nursing Programs" (www.phoenix.edu), "Want to Become A Nurse?" (becomeanurse.schoolconnection.com), "Villanova Univ. Nursing" (www.villanovau.com), "Nursing Degree Programs" (www.phoenix.onlineuniversity.com), and "Interested in Nursing?" (www.degreefinder.com). The video thumbnails are for "How to Become a Nurse! LPN, RN, BSN???" (11:18), "Nurse: Health Care Careers & Jobs: America's Navy" (1:21), and "Prepare for Nursing School. How to become a nurse" (6:45).</p>

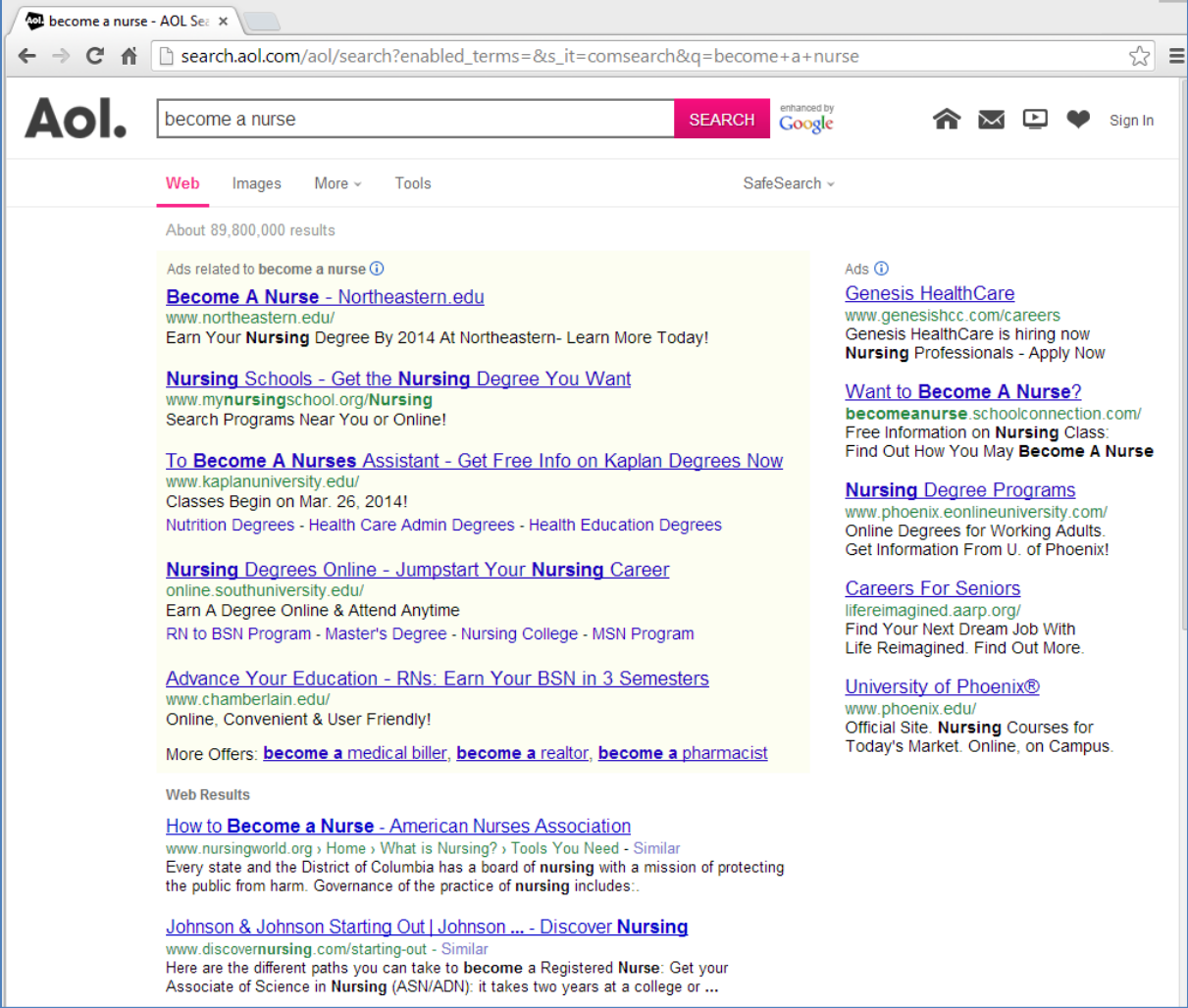
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

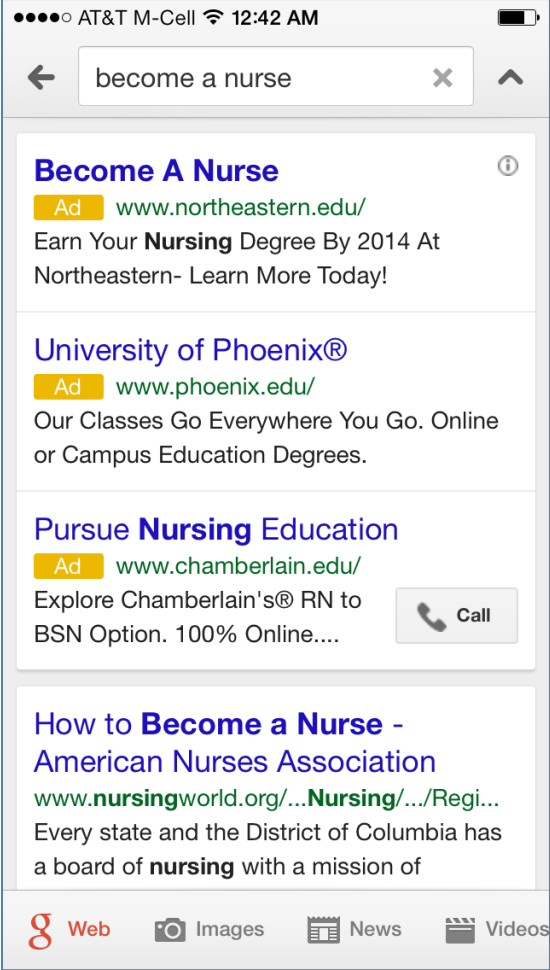
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@ Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out MoreBecome A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>At the bottom right, there is a link: "See your ad here ></p>

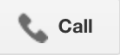
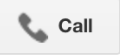
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: "Become A Nurse - Northeastern.edu" with URL www.northeastern.edu and phone number 1 (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "Nursing Training - online.SouthUniversity.edu" with URL online.southuniversity.edu/Nursing. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN"Advertisement 3: "Nursing Schools - Compare Nursing Programs Online" with URL www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: "How to Become a Nurse - American Nurses Association" with URL www.nursingworld.org. Text: "What is Nursing? · Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Organic Result 2: "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with URL www.discovernursing.com/starting-out. Text: "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ..."Organic Result 3: "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL www.wikihow.com. Text: "Work World · Occupations · Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: "I regret becoming a nurse... - Nurse Jobs Indeed.com" with URL www.indeed.com. Text: "Forums · Job · Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ..." <p>At the bottom of the screenshot, there is a list of forum posts from Indeed.com:</p> <ul style="list-style-type: none">"Want to leave nursing, advice please - Nurse RN Jobs" - 50 posts - Aug 7, 2012"HHA Horror Stories? - Home Health Aide Jobs" - 50 posts - Jun 7, 2011"THE CON of BEING AN RN - Nurse RN Jobs" - 50 posts - Nov 6, 2007 <p>More results from www.indeed.com</p>

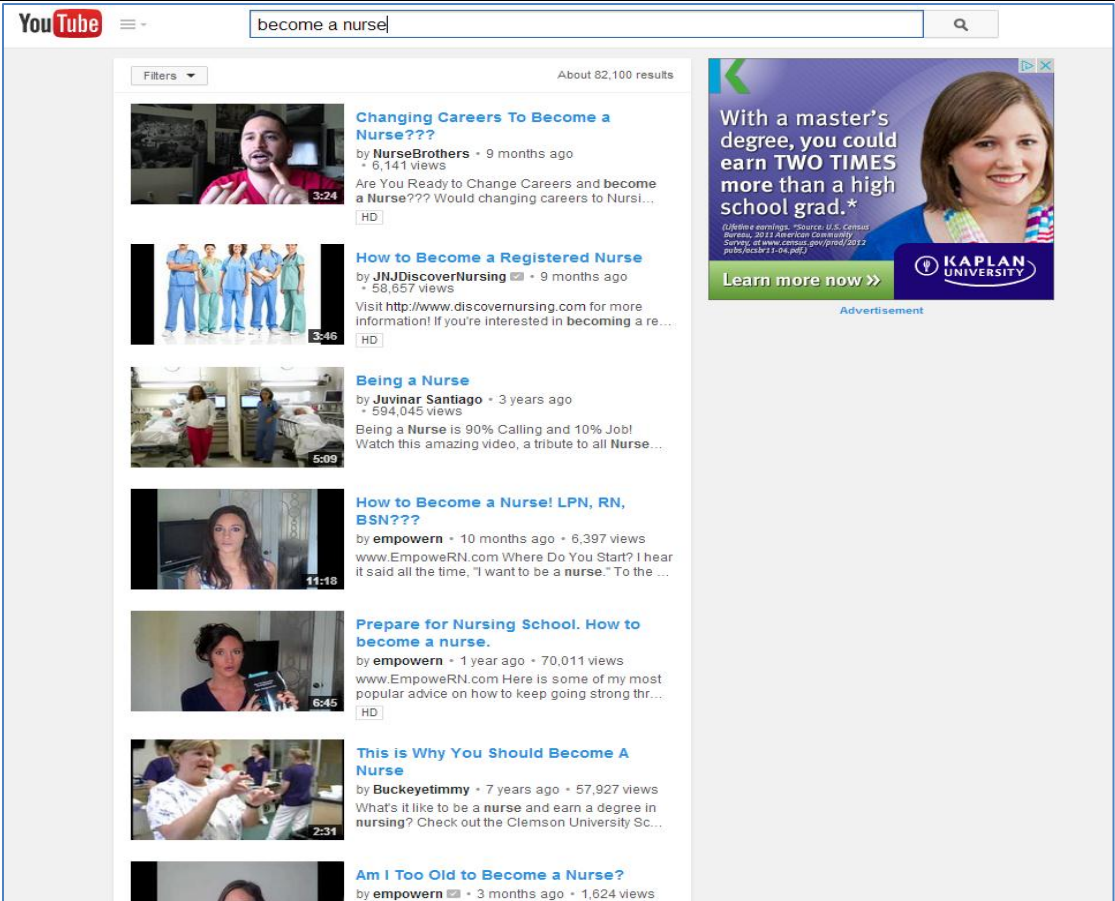
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several sponsored links:</p> <ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.Nursing Schools - Compare Nursing Programs Online from www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."Johnson & Johnson Starting Out Johnson ... - Discover Nursing from www.discovernursing.com/starting-out. Text: "Here are the different paths you can take to become a..." <p>The interface also shows a search bar with the Google logo, a microphone icon, and a bottom navigation bar with "Web", "Images", and "Places" tabs.</p>


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Search Bar: Contains the text "become a nurse" and a microphone icon.Search Results:<ul style="list-style-type: none">Organic Result: Title "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". URL: www.learn4good.com/nursing/how_to_b...Advertisement 1: Title "Nursing Training". URL: online.southuniversity.edu/Nursing. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: "Rating: Campus 9.5/10".Advertisement 2: Title "University of Phoenix® - Our Classes Go Everywhere You Go". URL: www.phoenix.edu/. Description: "Online or Campus Education Degrees."Advertisement 3: Title "Advance Your Education". URL: www.chamberlain.edu/. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: "Rating: Career growth 9.5/10".Navigation Bar: Includes icons for "Web", "Images", and "Places".Bottom Bar: Includes back, home, and recent apps icons.

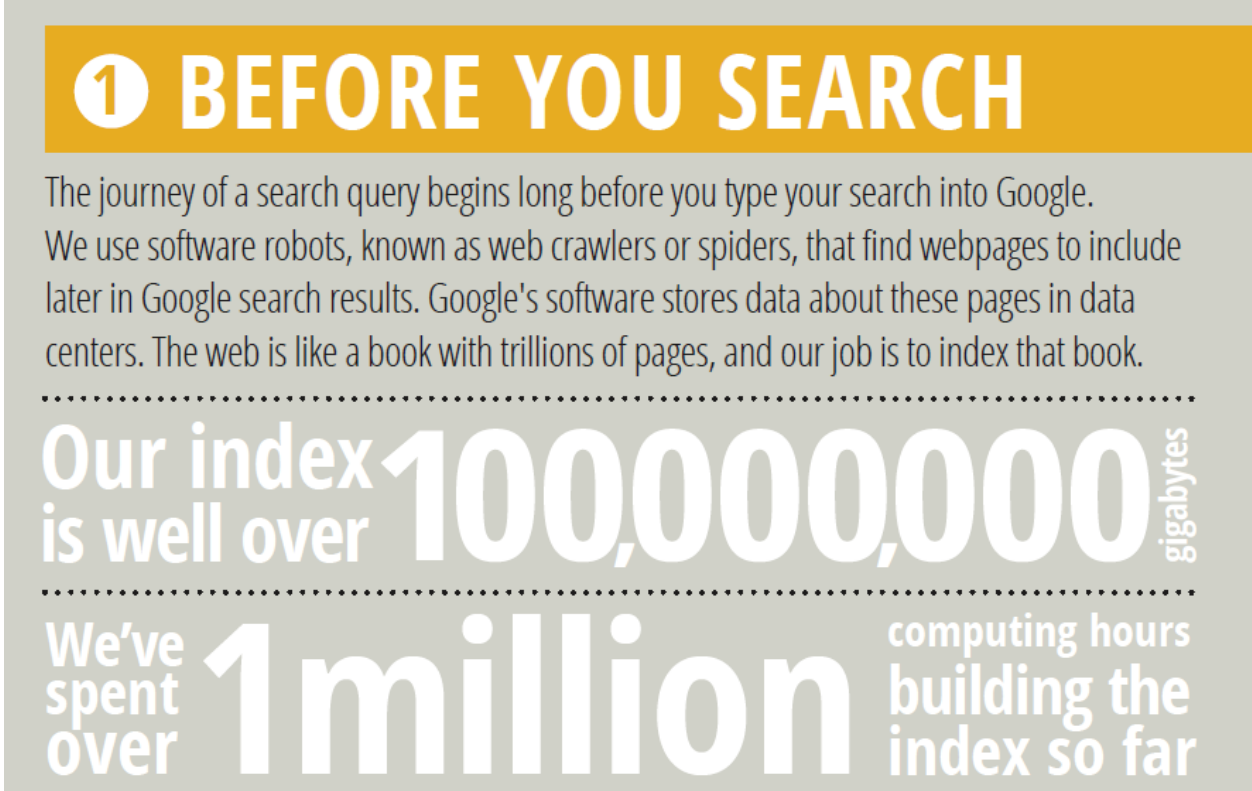
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and a "SEARCH" button. Below the search bar, there are navigation options for "Web",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

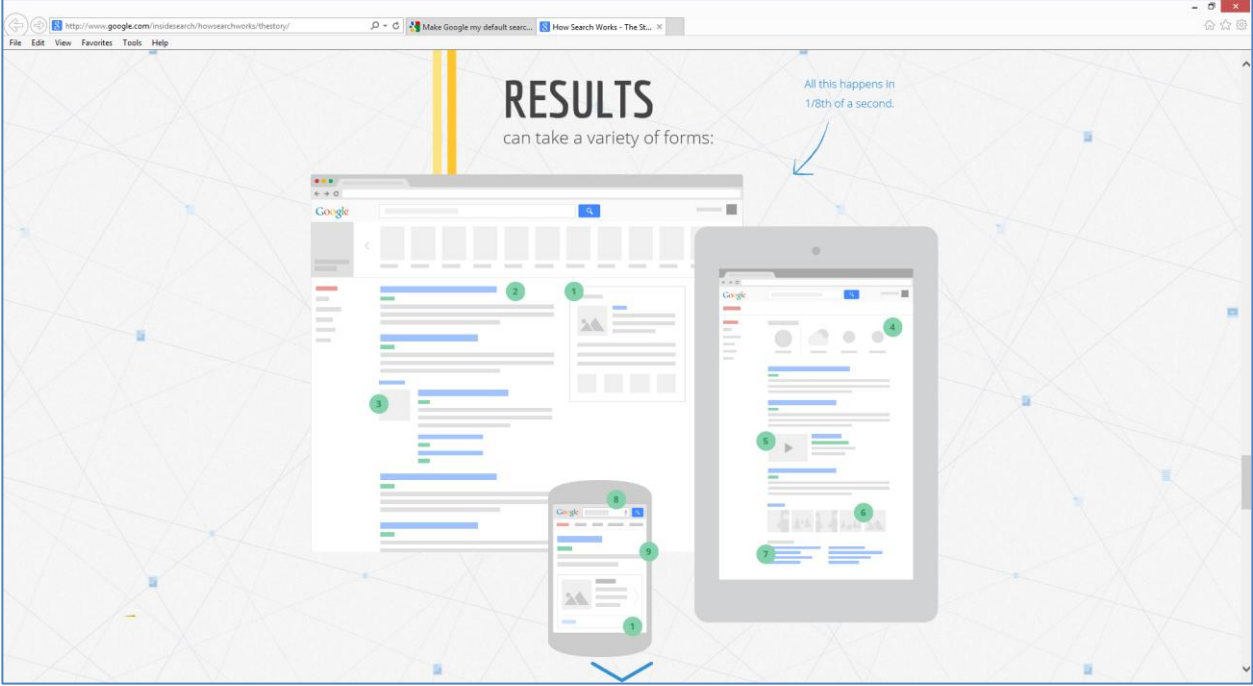
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/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

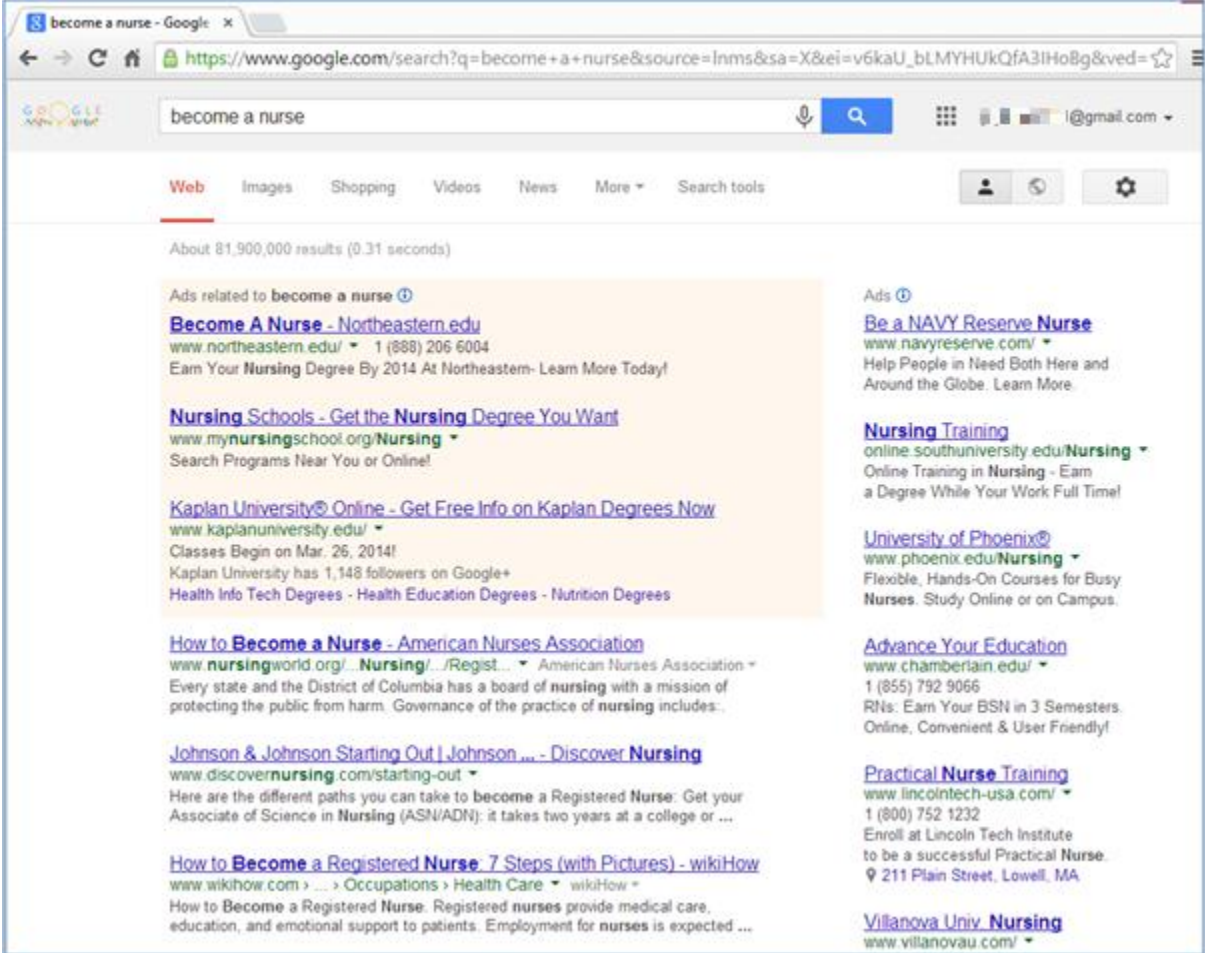
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 643"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 834"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1010 1065 1549 1305"> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p> </div>

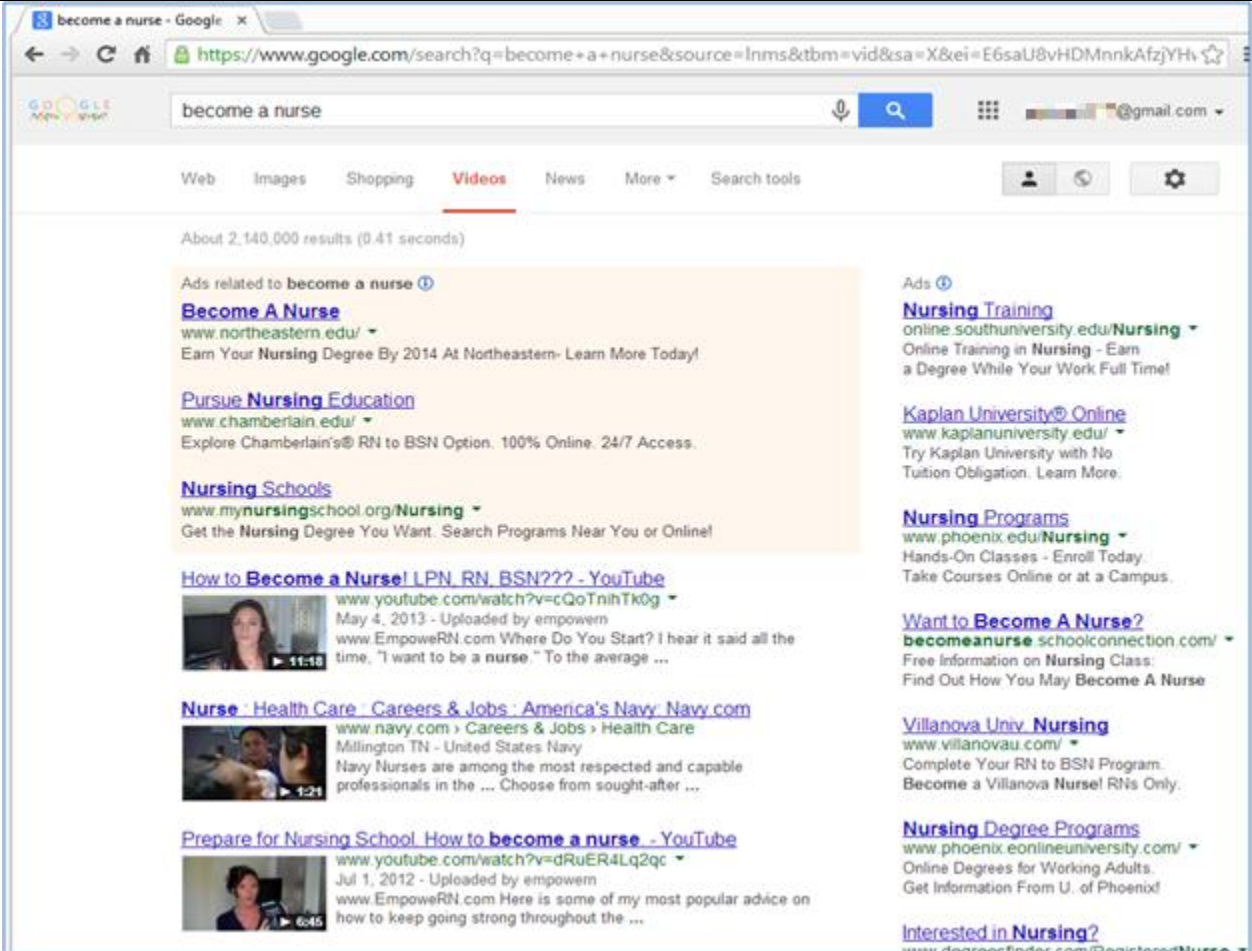
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???"How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.'" To the ..."Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and "Advertisement". A small note at the bottom of the ad reads: "(Lifetime earnings. *Source: U.S. Census Bureau, 2011 American Community Survey, at www.census.gov/prod/2012 pub/a11-04.pdf)".</p>

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	 <p style="text-align: center;">Google Custom search</p>

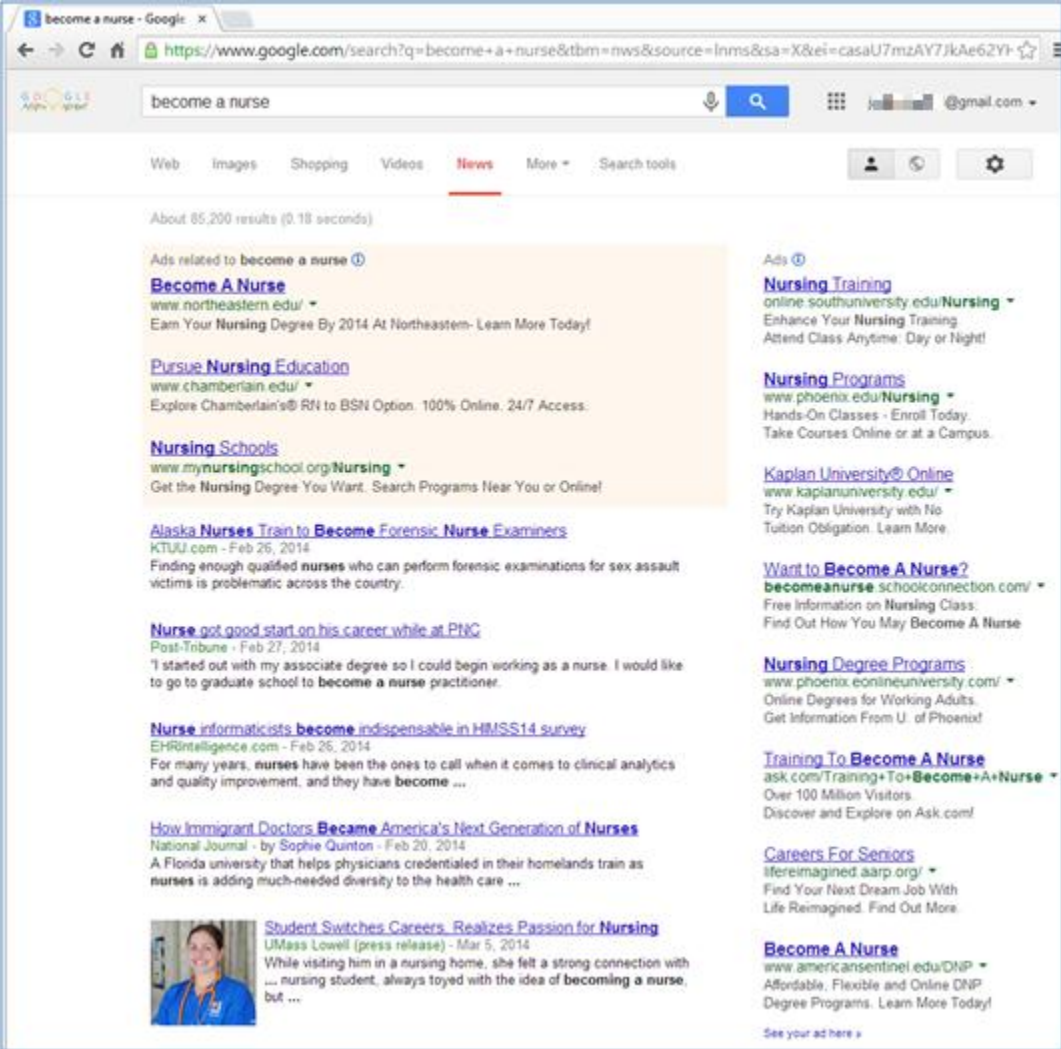
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>1 BEFORE YOU SEARCH</p> <p>The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search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

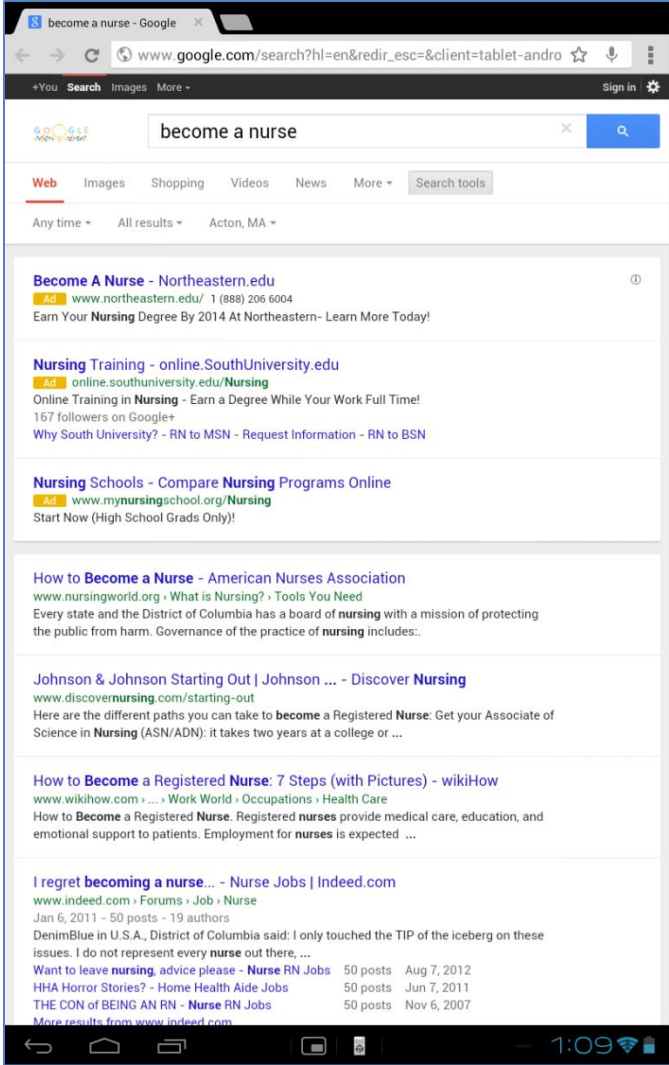
<p>U.S. PATENT NO. 7,895,178</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	 <p data-bbox="1136 1019 1955 1052">http://www.google.com/insideseach/howsearchworks/thestory/</p>
<p>selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;</p>	<p>The Accused Instrumentalities select at least one advertisement from an advertisement database relating to at least one of the search argument and the search results.</p> <p>See above.</p>

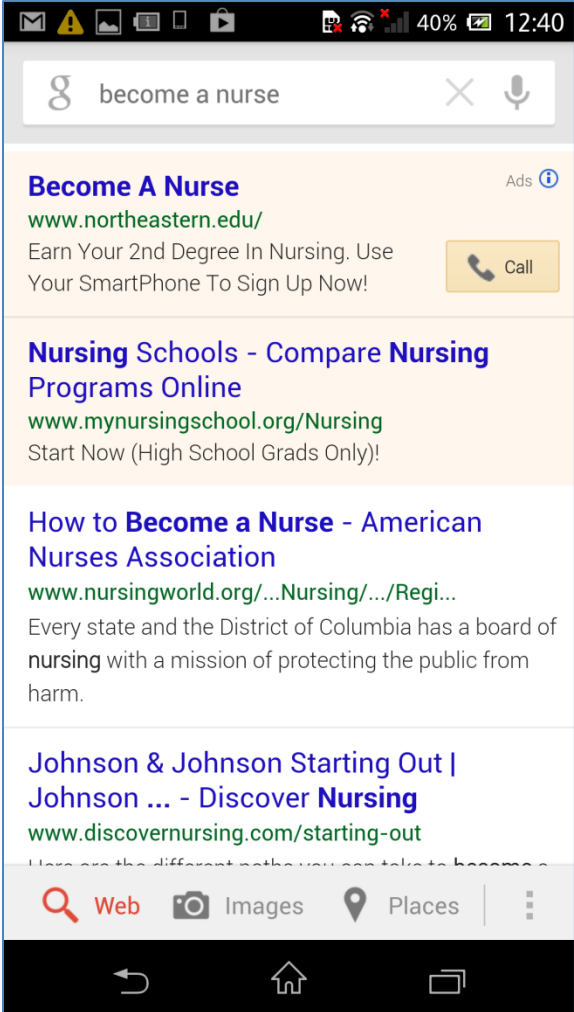
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are organized into two columns of ads. The left column includes:</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online! Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees How to Become a Nurse - American Nurses Association: www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes... Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com > ... > Occupations > Health Care > wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>The right column includes:</p> <ul style="list-style-type: none"> Be a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More. Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time! University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus. Advance Your Education: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Practical Nurse Training: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA Villanova Univ Nursing: www.villanovau.com/.

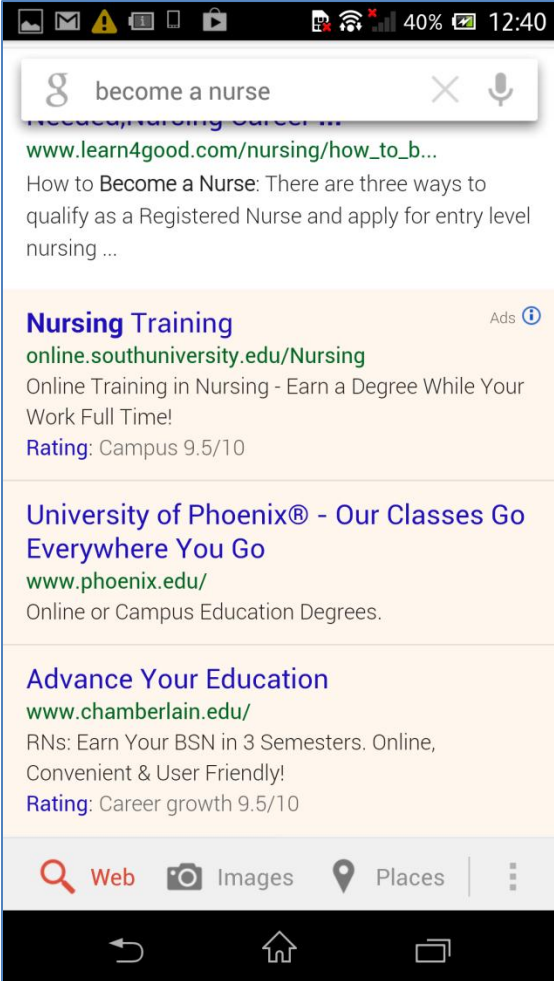
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and search tools. Below the search bar, it indicates "About 2,140,000 results (0.41 seconds)".</p> <p>The results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none">Become A Nurse www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education www.chamberlain.edu/ Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube www.youtube.com/watch?v=cQoTnihTk0g May 4, 2013 - Uploaded by empowern www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse: Health Care Careers & Jobs: America's Navy: Navy.com www.navy.com > Careers & Jobs > Health Care Millington TN - United States Navy Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School. How to become a nurse - YouTube www.youtube.com/watch?v=dRuER4Lq2qc Jul 1, 2012 - Uploaded by empowern www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>Ads:</p> <ul style="list-style-type: none">Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University® Online www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs www.phoenix.edu/Nursing Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class. Find Out How You May Become A NurseVillanova Univ. Nursing www.villanovau.com/ Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs www.phoenix.onlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!Interested in Nursing? www.degreefinder.com/DeictedtoNurse

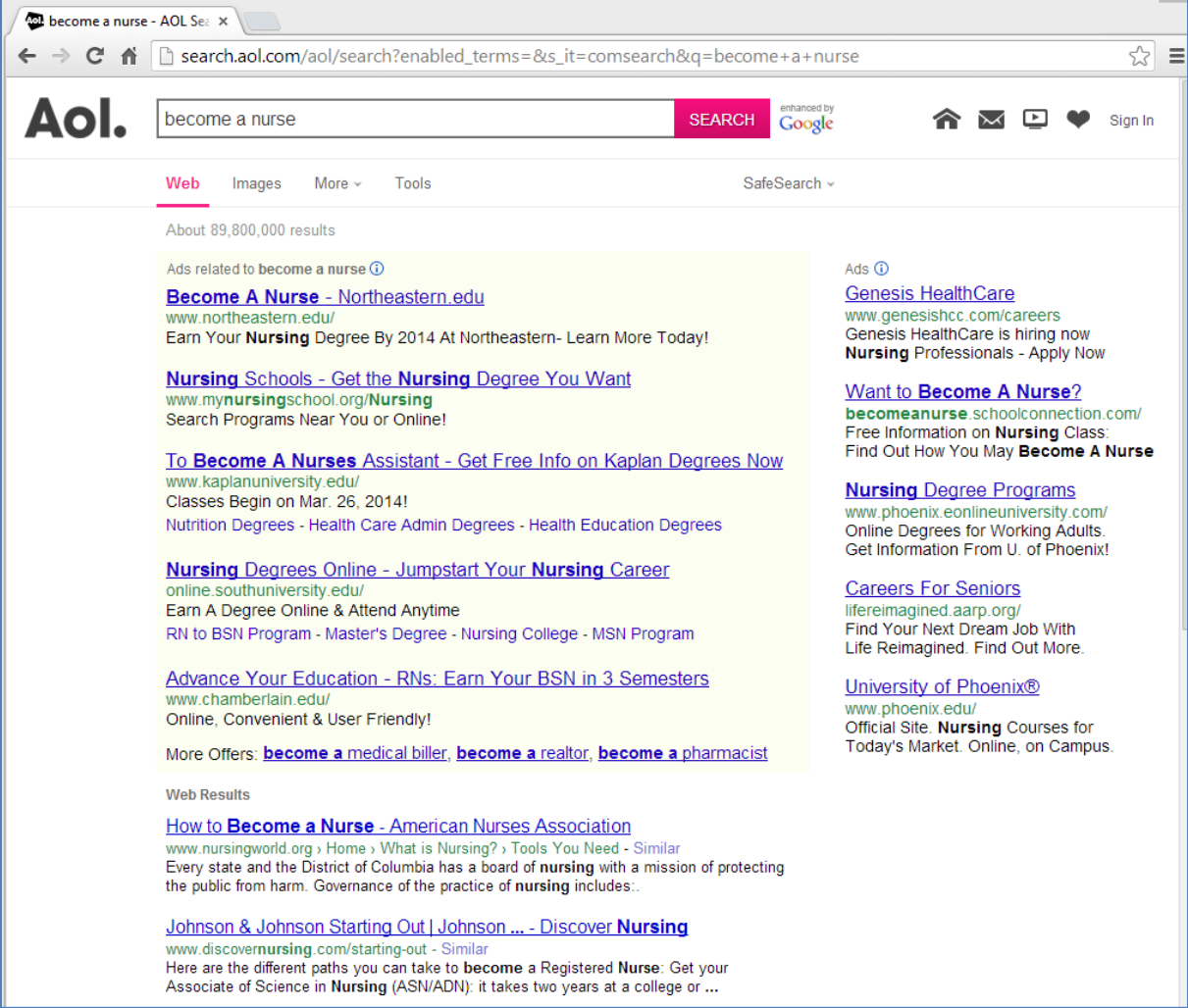
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

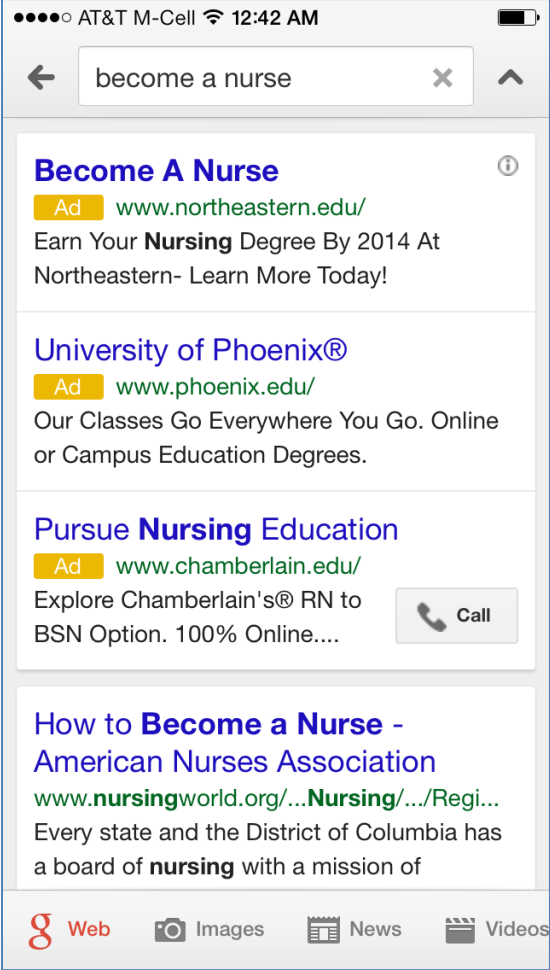
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@ Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out MoreBecome A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>The browser address bar shows the search URL: https://www.google.com/search?q=become+a+nurse&tbm=nws&source=lnms&csa=X&ei=casaU7mzAY7jkAe6ZYt...</p>

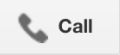
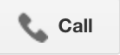
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a list format. The top result is an advertisement for "Become A Nurse - Northeastern.edu" with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for "Nursing Training - online.SouthUniversity.edu" with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for "Nursing Schools - Compare Nursing Programs Online" with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs Indeed.com". The search results are displayed on a mobile device interface with a navigation bar at the bottom showing the time as 1:09.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include:</p> <ul style="list-style-type: none">Become A Nurse (Ad): www.northeastern.edu/. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.Nursing Schools - Compare Nursing Programs Online: www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Text: "Here are the different paths you can take to become a..." <p>The bottom of the screen shows navigation tabs for "Web", "Images", and "Places", and a mobile OS navigation bar with back, home, and recent apps icons.</p>

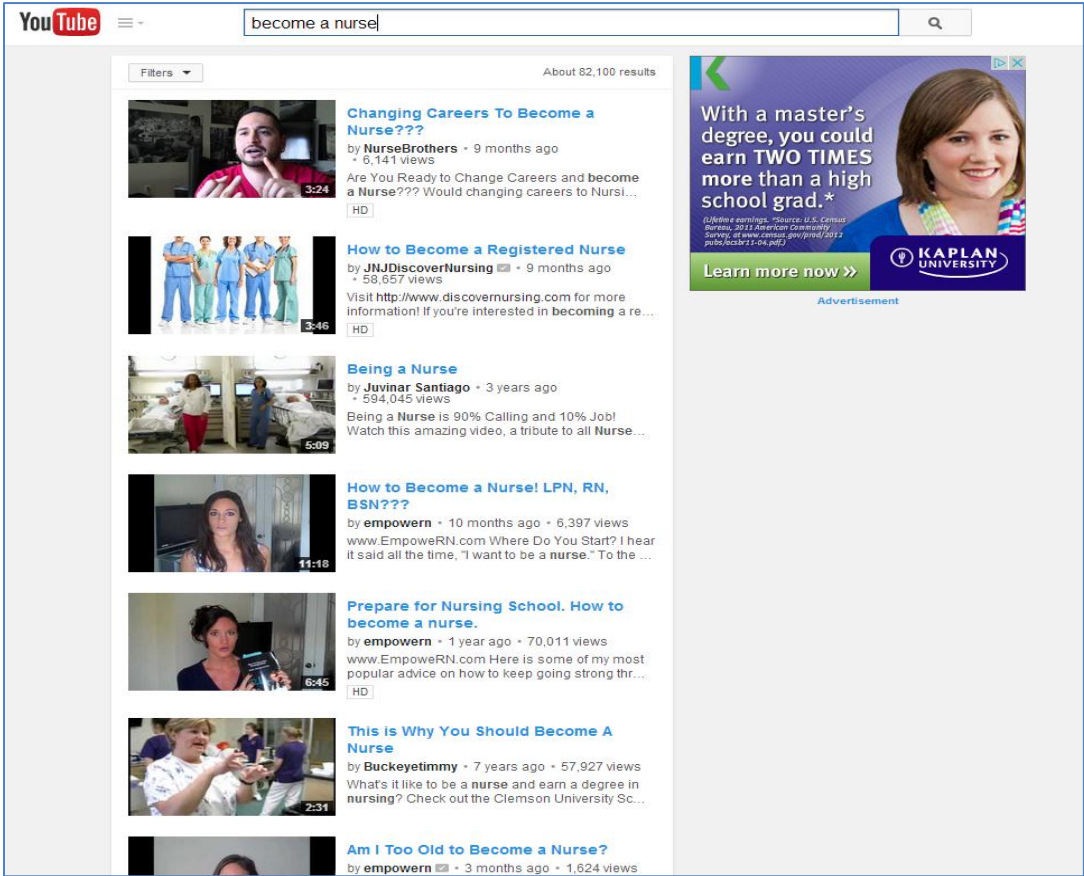
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... with the text "How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...". Below this are three sponsored ads:</p> <ul style="list-style-type: none">Nursing Training (Ads ⓘ) from online.southuniversity.edu/Nursing. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: Campus 9.5/10.University of Phoenix® - Our Classes Go Everywhere You Go from www.phoenix.edu/. Description: "Online or Campus Education Degrees."Advance Your Education from www.chamberlain.edu/. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: Career growth 9.5/10. <p>The bottom of the screen shows navigation icons for Web, Images, and Places, and a dock with back, home, and recent apps buttons.</p>


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

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 646"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1010 1062 1549 1305"> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p> </div>

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

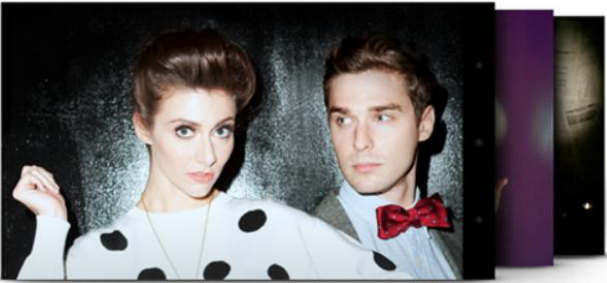
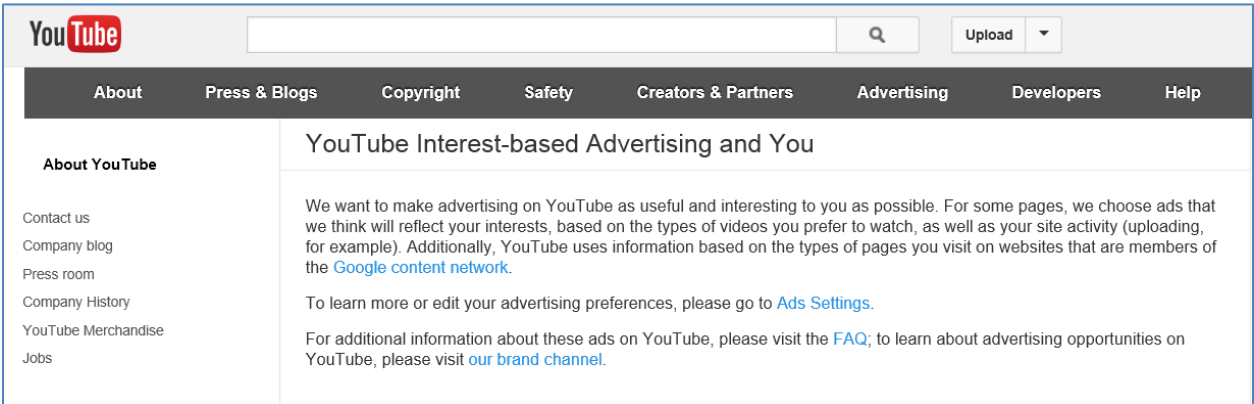
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results list several videos:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers, 9 months ago, 6,141 views.How to Become a Registered Nurse by JNDiscoverNursing, 9 months ago, 58,657 views.Being a Nurse by Juvinar Santiago, 3 years ago, 594,045 views.How to Become a Nurse! LPN, RN, BSN??? by empowern, 10 months ago, 6,397 views.Prepare for Nursing School. How to become a nurse. by empowern, 1 year ago, 70,011 views.This is Why You Should Become A Nurse by Buckeyetimmy, 7 years ago, 57,927 views.Am I Too Old to Become a Nurse? by empowern, 3 months ago, 1,624 views. <p>An advertisement for Kaplan University is displayed on the right side of the search results, featuring a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;">Google Custom Search</p>

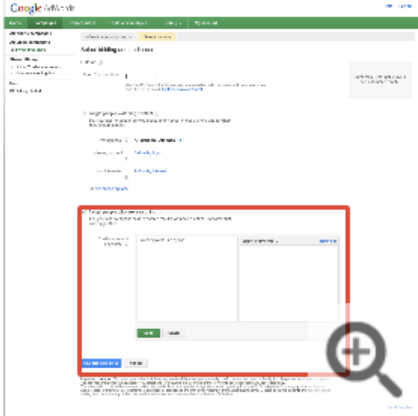
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1938 865"><h3>Using keyword matching options</h3><ul style="list-style-type: none">• Use matching options with your keywords to help control which searches can trigger your ad.• When choosing the appropriate match type for a keyword, we typically recommend starting with broad match to maximize your potential to show your ads on relevant searches.• Use the search terms report to monitor which keyword variations triggered your ads.<p>Keyword match types help control which searches can trigger your ad. For example, you could use broad match to show your ad to a wide audience or you could use exact match to hone in on specific groups of customers.</p><p>In general, the broader the keyword matching option, the more traffic potential that keyword has. Conversely, the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your <u>return on investment</u>.</p></div> <p data-bbox="1188 873 1955 906">https://support.google.com/adwords/answer/2497836?hl=en</p> <div data-bbox="653 946 1896 1312"><h3>How similar keywords match to search terms</h3><p>Your ads are eligible to appear based on the similarity of your keywords to the search terms a person enters when they're searching on Google or our search partner sites. Only one keyword can trigger an ad per search term. Check out the examples below to learn what happens when multiple keywords in your account match a search at the same time.</p></div> <p data-bbox="1188 1320 1955 1352">https://support.google.com/adwords/answer/2756257?hl=en</p>





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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="798 329 1753 1356"><h2 data-bbox="821 358 1556 456">How ads are matched to geographic locations</h2><ul data-bbox="840 505 1703 662" style="list-style-type: none">• AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the areas where you do business.• Location can be determined either by someone's physical location, or locations that they've shown interest in (known as locations of interest).• You can use your advanced location options to choose whether you'd like your ad to appear for someone's physical location, locations of interest, or both (which is the default setting).<div data-bbox="821 683 1719 732"><p>– Where your users are located (physical location)</p></div><p data-bbox="869 769 1688 841">The AdWords system uses a number of factors to determine someone's general physical location and whether to show your ad. When possible, we determine general physical location based on someone's computer or mobile device location.</p><ul data-bbox="886 868 991 886" style="list-style-type: none">• IP address:<p data-bbox="900 914 1709 959">Location is typically based on the Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.</p><p data-bbox="900 985 1703 1057">If a mobile device is connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we may use the carrier IP to determine the device's location.</p><ul data-bbox="886 1084 1029 1102" style="list-style-type: none">• Device location:<p data-bbox="900 1130 1715 1175">If users have enabled precise location sharing on a mobile device, we can detect the device location, and use on the search network, from one of the following sources based on availability:</p><ul data-bbox="919 1203 1709 1328" style="list-style-type: none">- GPS: Accuracy varies depending on GPS signal and connection.- Wi-Fi: Accuracy should be similar to the access range of a typical Wi-Fi router.- Google's cell ID (cell tower) location database: Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.</div> <p data-bbox="1188 1365 1955 1395">https://support.google.com/adwords/answer/2453995?hl=en</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 367 1940 756"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1230 764 1955 797">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="653 834 1898 1235"><p>YouTube</p><p>About Press & Blogs Copyright Safety Creators & Partners Advertising Developers Help</p><p>About YouTube</p><ul style="list-style-type: none">Contact usCompany blogPress roomCompany HistoryYouTube MerchandiseJobs<h3>YouTube Interest-based Advertising and You</h3><p>We want to make advertising on YouTube as useful and interesting to you as possible. For some pages, we choose ads that we think will reflect your interests, based on the types of videos you prefer to watch, as well as your site activity (uploading, for example). Additionally, YouTube uses information based on the types of pages you visit on websites that are members of the Google content network.</p><p>To learn more or edit your advertising preferences, please go to Ads Settings.</p><p>For additional information about these ads on YouTube, please visit the FAQ; to learn about advertising opportunities on YouTube, please visit our brand channel.</p></div> <p data-bbox="1398 1243 1955 1276">http://www.youtube.com/t/ads_preferences</p>


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="724 347 1041 378">About targeting groups</p> <p data-bbox="724 412 1934 475">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="724 509 1367 537">A single targeting group can contain the following types of targets:</p> <ul data-bbox="751 570 1913 1195" style="list-style-type: none"> <li data-bbox="751 570 1100 597">• Demographics: Age and gender. <li data-bbox="751 607 1719 634">• Topics: YouTube video or Google Display Network content targeted by category or sub-category. <li data-bbox="751 644 1881 708">• 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. <li data-bbox="751 717 1902 914">• Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include: <ul data-bbox="793 813 1545 914" style="list-style-type: none"> <li data-bbox="793 813 1194 841">◦ Channels (YouTube Partner Channels) <li data-bbox="793 850 1066 878">◦ Videos (YouTube Videos) <li data-bbox="793 888 1545 914">◦ Sites (Google Display Network - includes YouTube.com as a publisher site) <li data-bbox="751 948 1913 1044">• 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. <li data-bbox="751 1060 1856 1123">• 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). <li data-bbox="751 1140 1913 1195">• Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1192 1214 1955 1245" style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>

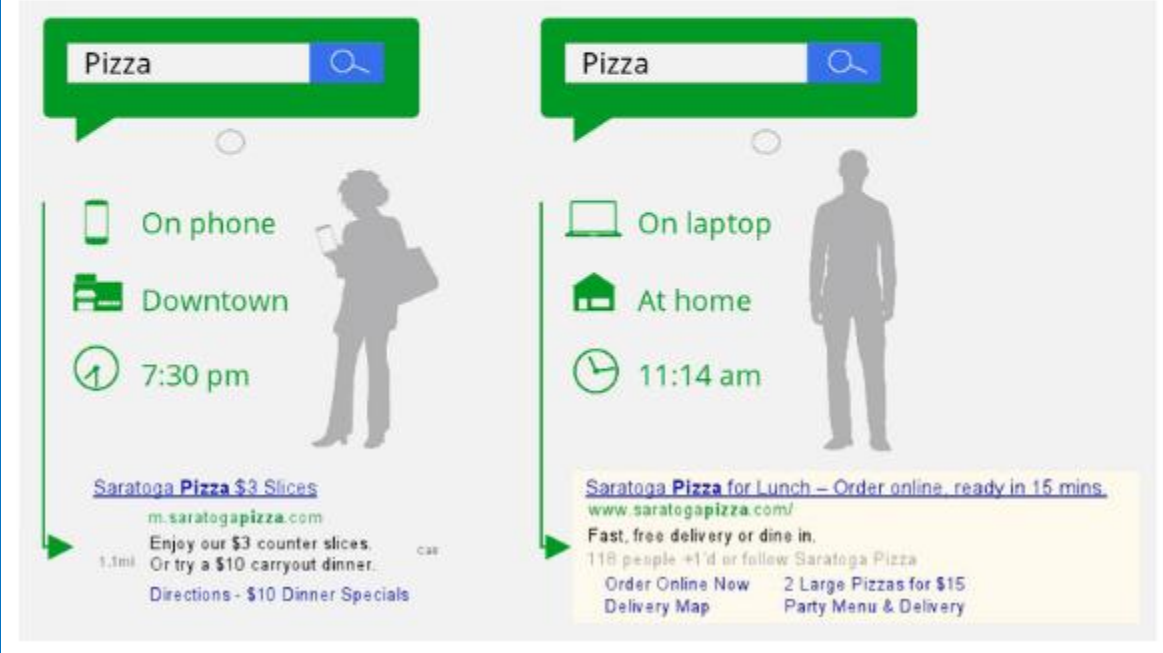
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="722 342 1394 370">2. Target people who are searching (TrueView in-search):</p> <ul data-bbox="785 407 1772 435" style="list-style-type: none">◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p data-bbox="758 1036 814 1063">Note</p> <p data-bbox="758 1092 1373 1120">Only In-Search ads will be targeted with these keywords.</p> <p data-bbox="758 1149 1898 1219">To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p data-bbox="1192 1252 1955 1279">https://support.google.com/youtube/answer/2454017?hl=en</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 331 1940 1252" style="border: 1px solid black; padding: 10px;"> <p>Why you may see particular ads</p> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Search ad</p> </div> <div style="text-align: center;">  <p>Gmail ad</p> </div> <div style="text-align: center;">  <p>Display ad</p> </div> </div> <p>On Google Search</p> <p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p> <ul style="list-style-type: none"> • Recent, previous searches related to your current search • Google Web History • Websites you've visited that belong to businesses that advertise with Google • Non-personally identifying information in your Google account, like your age and gender • Previous interactions with Google's ads or advertising services <hr/> <p> Example</p> <p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p> </div> <p style="text-align: right; margin-top: 10px;">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY				
	<p data-bbox="648 363 1157 399">Types of cookies used by Google</p> <p data-bbox="648 420 1923 477">We use different types of cookie to run Google websites. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser (though browsers for mobile devices may not offer this visibility).</p> <table border="1" data-bbox="648 496 1923 938"> <thead> <tr> <th data-bbox="657 501 848 540">Category of use</th> <th data-bbox="848 501 1915 540">Example</th> </tr> </thead> <tbody> <tr> <td data-bbox="657 540 848 932">Preferences</td> <td data-bbox="848 540 1915 932"> <p data-bbox="863 570 1896 688">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="863 711 1896 768">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="863 790 1896 909">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p> </td> </tr> </tbody> </table>	Category of use	Example	Preferences	<p data-bbox="863 570 1896 688">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="863 711 1896 768">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="863 790 1896 909">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>
Category of use	Example				
Preferences	<p data-bbox="863 570 1896 688">These cookies allow our websites to remember information that changes the way the site behaves or looks, such as your preferred language or the region you are in. For instance, by remembering your region, a website may be able to provide you with local weather reports or traffic news. These cookies can also assist you in changing text size, font and other parts of web pages that you can personalize.</p> <p data-bbox="863 711 1896 768">Loss of the information stored in a preference cookie may make the website experience less functional but should not prevent it from working.</p> <p data-bbox="863 790 1896 909">Most Google users will have a preferences cookie called 'PREF' in their browsers. A browser sends this cookie with requests to Google's sites. The PREF cookie may store your preferences and other information, in particular your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google's SafeSearch filter turned on.</p>				

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY		
	<table border="1"> <tr> <td data-bbox="695 332 892 1198">Advertising</td> <td data-bbox="892 332 1934 1198"> <p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p> </td> </tr> </table> <p data-bbox="1283 1203 1955 1235" style="text-align: right;">http://www.google.com/policies/technologies/types/</p>	Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>
Advertising	<p>We use cookies to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p> <p>Google uses cookies, like the PREF cookie, to help personalize ads on Google properties, like Google Search, particularly when you aren't signed in to a Google account. We also use cookies for advertising we serve outside of Google. Our main advertising cookie on non-Google sites is called 'id' and it is stored in browsers under the domain doubleclick.net. We use others with names such as _drt_, FLC, NID and exchange_uid.</p> <p>Sometimes a cookie may be set on the domain of the site you are visiting. In the case of our DoubleClick product, a cookie called '__gads' may be set on the domain of the site you are visiting.</p> <p>Other Google properties, like YouTube, may also use the DoubleClick cookie to personalize ads. Find out more about ads and YouTube.</p> <p>Google also uses various conversion cookies to help advertisers determine how many times people who click on their ads end up purchasing their products. These cookies allow Google and the advertiser to tell that you clicked the ad and later visited the advertiser site. Conversion cookies are not used by Google for interest based ad targeting and persist for a limited time only. These cookies are generally set in the googleadservices.com domain, but may also be set in the google.com/ads domain. Conversion cookie data may also be used in combination with your Google account to link conversion events across different devices you use. Only anonymous conversion cookie data is shared with advertisers.</p> <p>Some of our advertising products allow other companies to send their own cookies to your browser. For example, when you visit a page that uses DoubleClick, you may find that cookies are sent to your browser by Google and also by other parties. Each publisher and advertiser may work with various technology and service providers and each of these parties may set its own cookies, though each cookie can only be read by the domain that sets it. This means that several cookies may be sent to your browser by several companies in the time it takes a single web page to load. This is how most online advertising works.</p>		

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	<div data-bbox="705 329 1845 1203" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">Set up your ad's target language</h2><p>If you try to communicate with others who don't speak the same language, you might find it tough to get your message across. Similarly with AdWords, you want your ads to appear for customers who can understand them. We'll go over how to target the language that your customers speak, so you can be sure to reach the right audience.</p><p>With the AdWords language targeting feature, your ads can appear for customers who use Google products and third-party websites in the languages that your campaign targets. This helps ensure that your ads will appear on sites that are written in the language of the customers you'd like to reach.</p><p>See the full list of languages that you can target by viewing the "Languages" section of your campaign settings.</p><h3>How language targeting works in AdWords</h3><p>Language targeting allows you to choose the language of the sites that you'd like your ads to appear on. We'll show your ads to customers who use Google products (such as Search or Gmail) or visit sites on the Google Display Network (GDN) in that same language. Your ads should be written in the language that you target, because AdWords doesn't translate ads or keywords.</p><hr/><p> Example</p><p>Let's say you sell coffee beans online, and you want to target Spanish-speaking customers. You set up an AdWords campaign targeted to the Spanish language, with Spanish ads and keywords. As long as your customers' Google interface language settings are set to Spanish, your coffee ads can show when your Spanish language customers search for your keywords.</p></div> <p style="text-align: right;">https://support.google.com/adwords/answer/1722078?hl=en</p>

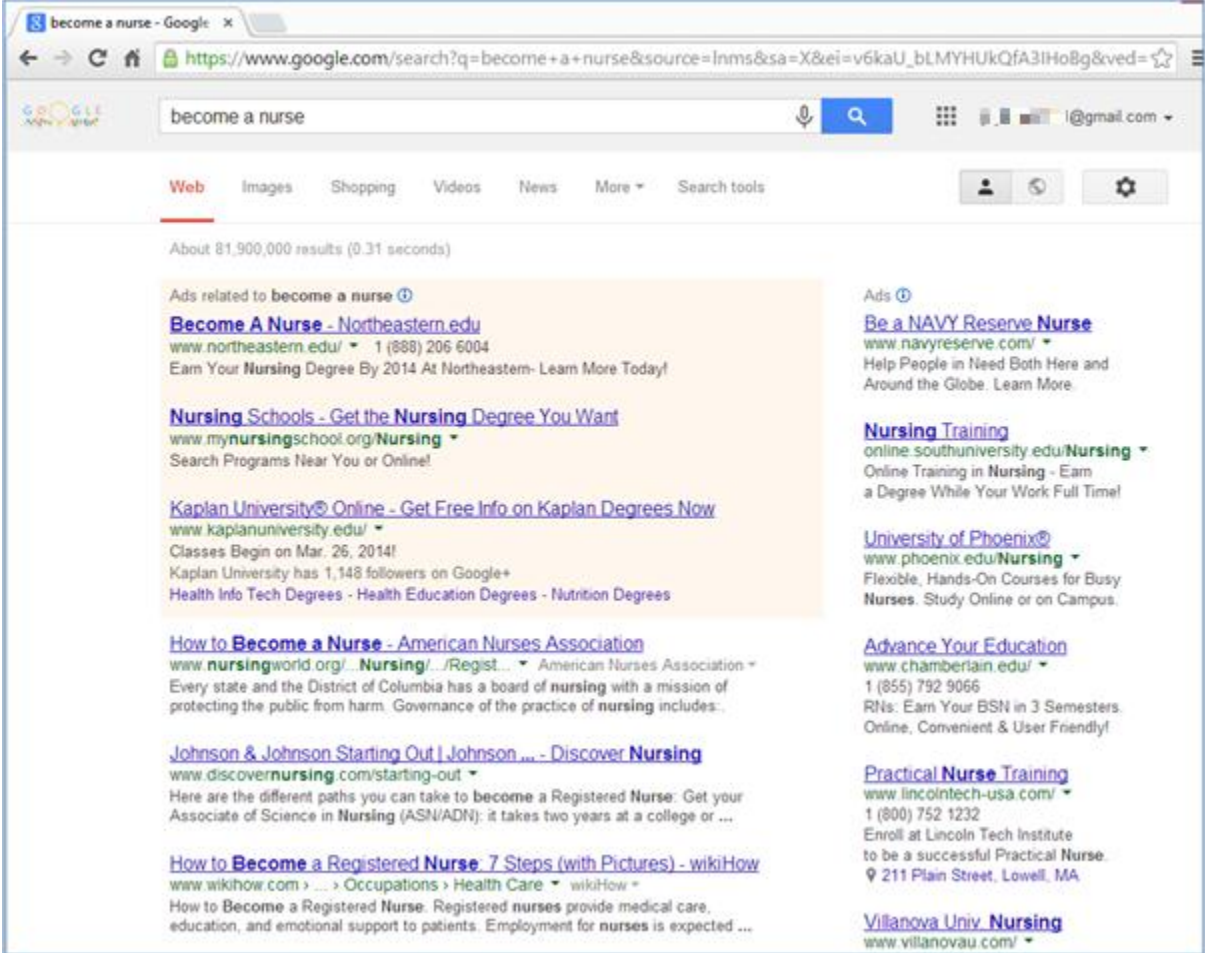
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Smarter ads optimized for varying user contexts: Ability to show the right creative, sitelink, app or extension based on user context and device capabilities. For example, you can show location extensions for customers near your store, on mobile, during business hours.</p>  <p>The diagram illustrates two user contexts for a search query 'Pizza':</p> <ul style="list-style-type: none"> Mobile Context (Left): A user is on a phone in a downtown area at 7:30 pm. The search results show a location-based ad for 'Saratoga Pizza \$3 Slices' with a 1.1mi distance and a 'Directions - \$10 Dinner Specials' link. Laptop Context (Right): A user is on a laptop at home at 11:14 am. The search results show a lunch ad for 'Saratoga Pizza for Lunch - Order online, ready in 15 mins.' with a '2 Large Pizzas for \$15' offer and a 'Party Menu & Delivery' link. <p>http://www.google.com/think/products/enhanced-campaigns.html</p>

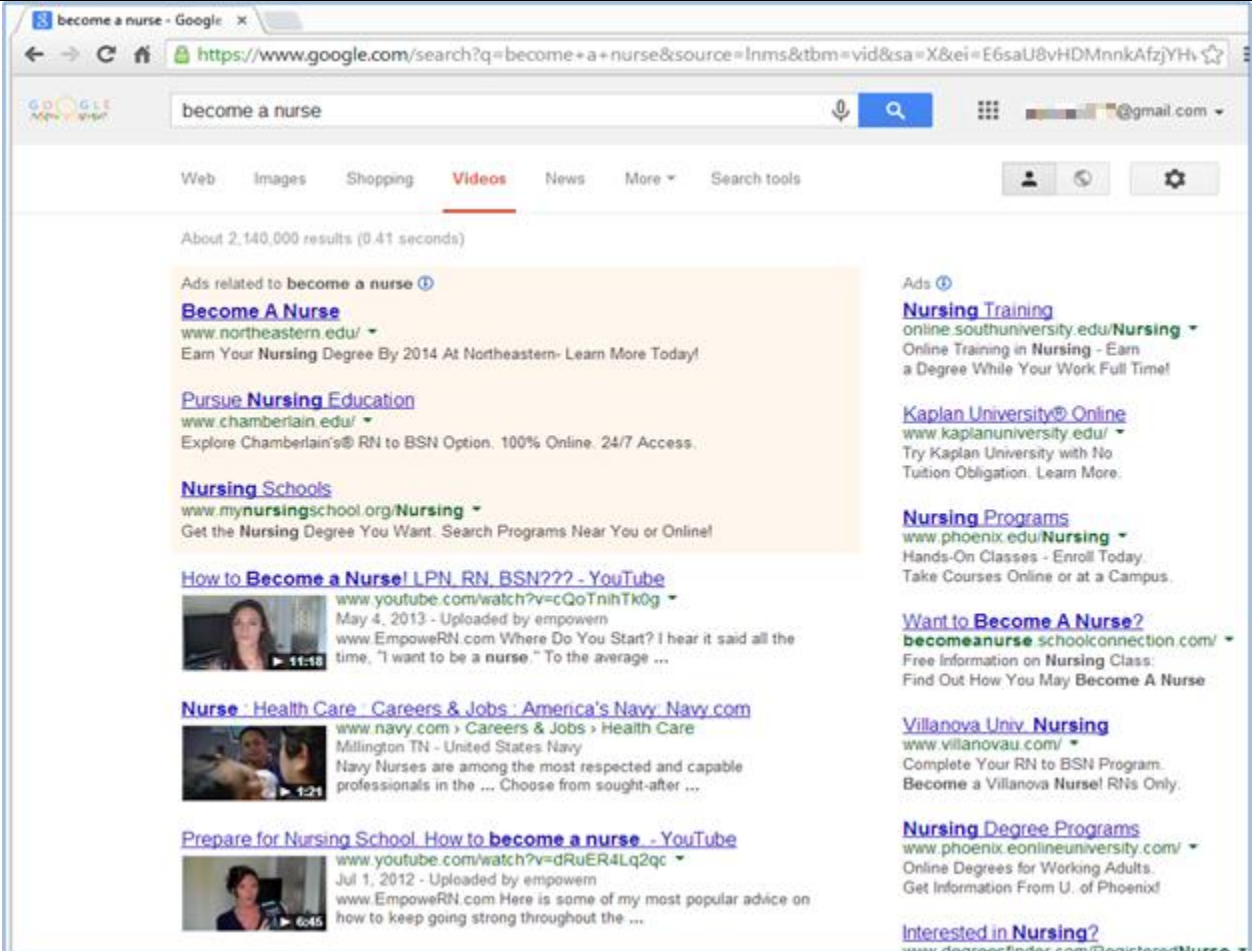
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 329 1896 849"> <h3>How AdWords Express works</h3> <p>Creating an ad is easy. Select your audience, write three lines about your business, and set your budget. AdWords Express automatically manages where and when your ads will appear in your local area. No keywords to choose, no ongoing maintenance.</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="663 496 1043 695"> </div> <div data-bbox="1075 496 1455 695"> </div> <div data-bbox="1493 386 1873 695"> <div style="border: 1px solid blue; padding: 5px; display: inline-block;">Get Started</div> <p>For free setup help call: 1-855-600-2762*</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div data-bbox="663 727 1043 812"> <p>People search on Google</p> <p>People search on Google for products and services that you have to offer.</p> </div> <div data-bbox="1075 727 1455 836"> <p>They see your ad</p> <p>We'll only show your ad to people if they search in your area. A marker on Google Maps helps your business stand out even more. Learn more</p> </div> <div data-bbox="1493 727 1873 836"> <p>You get more customers</p> <p>When people click on your ad, we'll take them to your website or free Google+ page. They can also call your business directly. It's that simple.</p> </div> </div> </div> <p data-bbox="600 857 1955 927" style="text-align: right;"> http://www.google.com/adwords/express/how-it-works.html#utm_source=awx&utm_campaign=ww-ww-et-nelson_searchchads&utm_medium=et </p> <div data-bbox="653 967 1896 1101" style="border: 1px solid blue; padding: 10px; margin-top: 10px;"> <p>Where geographically will people see my ad?</p> <p>Your ad can show when people anywhere include your location in their searches (ex: "pizza San Francisco") or when people are already in your geographic area and simply search for your product or service (ex: "pizza parlor").</p> </div> <p data-bbox="1310 1109 1955 1141" style="text-align: right;"> http://www.google.com/adwords/express/faq.html </p>

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	<p data-bbox="659 337 1896 581">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.</p> <p data-bbox="961 618 1955 654">http://adwords.blogspot.com/2012/11/get-local-in-time-for-holidays-and.html</p>

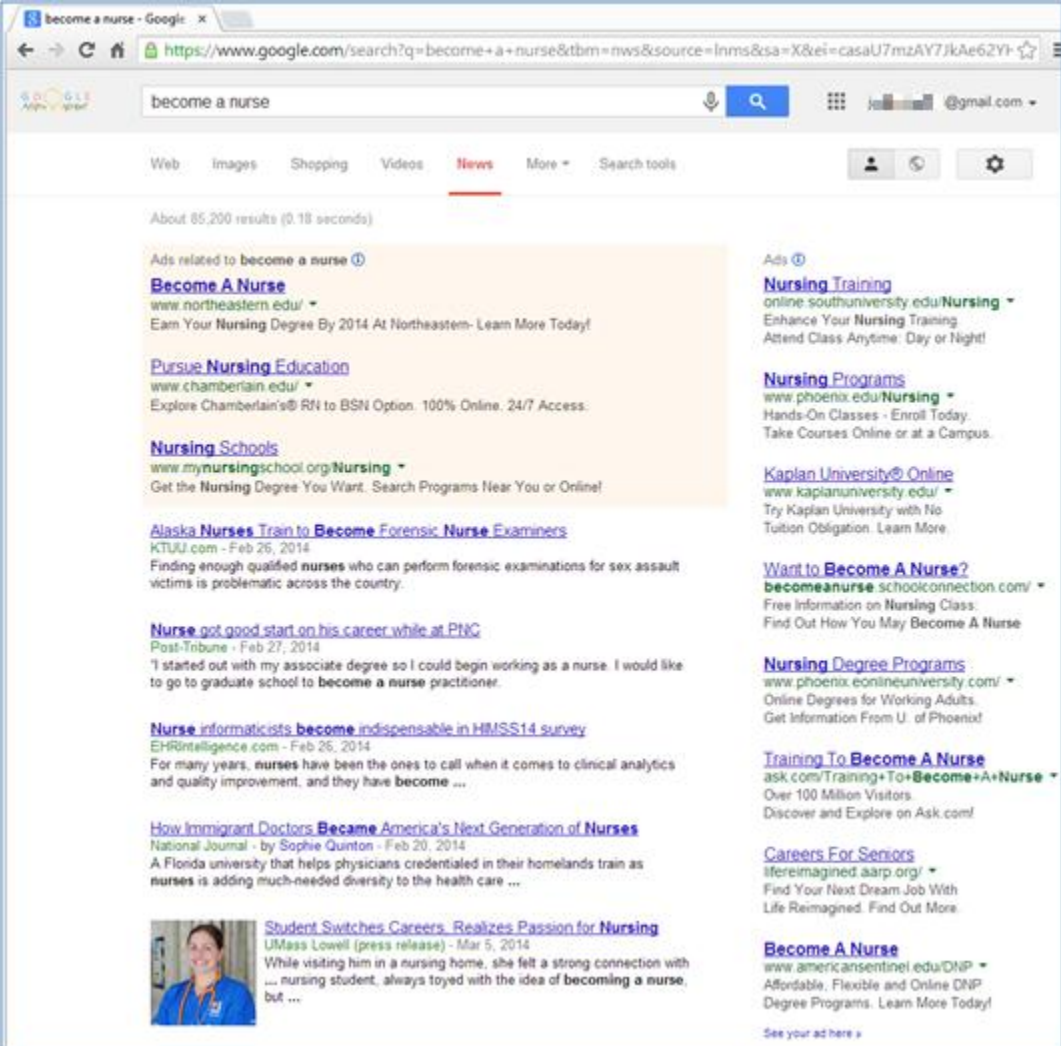
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>One of the biggest reasons why AdWords can be so effective for your business is that it provides the ability to target your ads specifically to your prospective customers. AdWords offers a variety of targeting options, such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

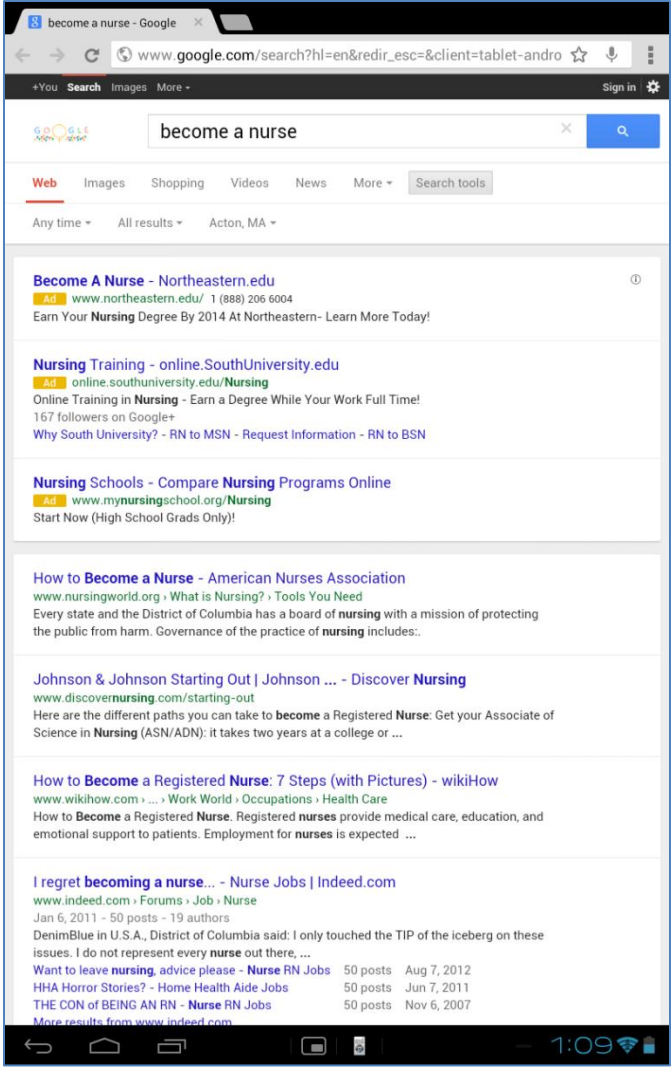
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The Accused Instrumentalities transmit the search results together with the at least one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

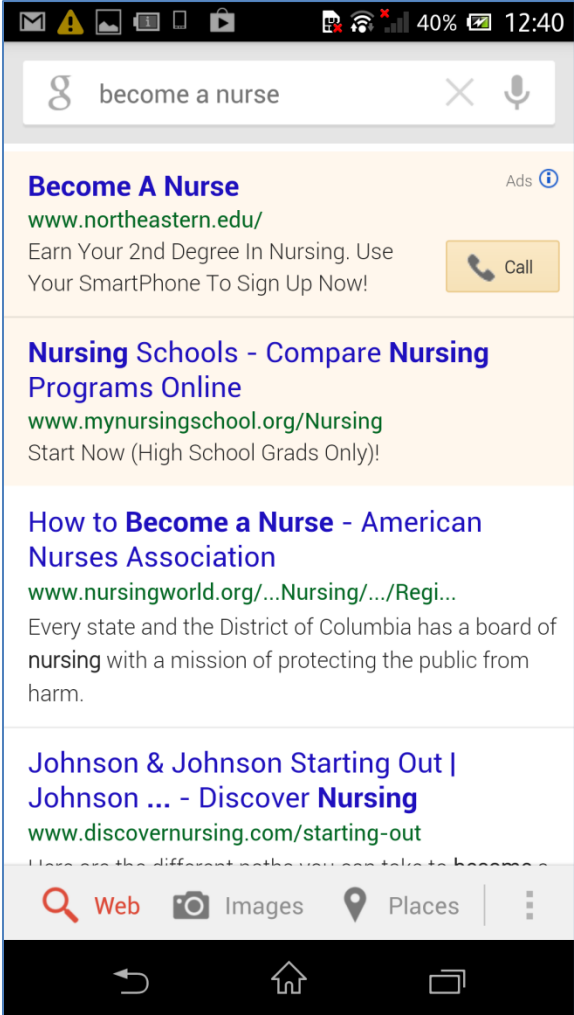
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online! Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees Be a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More. Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time! University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus. Advance Your Education: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly! Practical Nurse Training: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MA Villanova Univ Nursing: www.villanovau.com/. <p>The organic search results include:</p> <ul style="list-style-type: none"> How to Become a Nurse - American Nurses Association: www.nursingworld.org/...Nursing/.../Registr... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes... Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com > ... > Occupations > Health Care > wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...

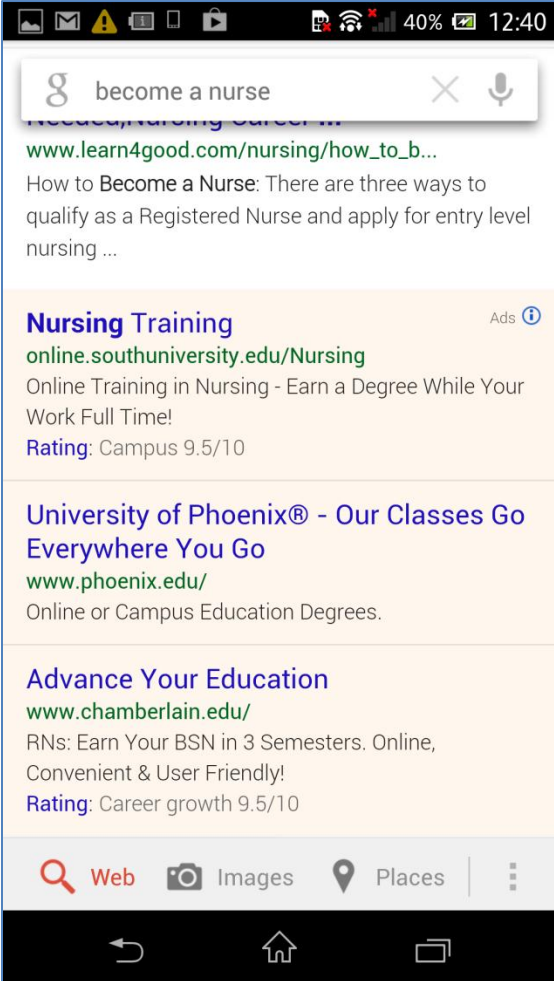
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and video thumbnails. The ads are for nursing programs from Northeastern University, Chamberlain University, Kaplan University, and Phoenix University. The video thumbnails are for "How to Become a Nurse! LPN, RN, BSN???", "Nurse: Health Care Careers & Jobs: America's Navy", and "Prepare for Nursing School. How to become a nurse".</p> <p>become a nurse - Google</p> <p>https://www.google.com/search?q=become+a+nurse&source=lnms&tbm=vid&sa=X&ei=E6saU8vHDMnnkAfzjYHv</p> <p>become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 2,140,000 results (0.41 seconds)</p> <p>Ads related to become a nurse</p> <p>Become A Nurse www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>Pursue Nursing Education www.chamberlain.edu/ Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>How to Become a Nurse! LPN, RN, BSN??? - YouTube www.youtube.com/watch?v=cQoTnihTk0g May 4, 2013 - Uploaded by empowern www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...</p> <p>Nurse: Health Care Careers & Jobs: America's Navy Navy.com www.navy.com > Careers & Jobs > Health Care Millington TN - United States Navy Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</p> <p>Prepare for Nursing School. How to become a nurse - YouTube www.youtube.com/watch?v=dRuER4Lq2qc Jul 1, 2012 - Uploaded by empowern www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ...</p> <p>Ads</p> <p>Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</p> <p>Kaplan University® Online www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.</p> <p>Nursing Programs www.phoenix.edu/Nursing Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class. Find Out How You May Become A Nurse</p> <p>Villanova Univ. Nursing www.villanovau.com/ Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</p> <p>Nursing Degree Programs www.phoenix.onlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p>Interested in Nursing? www.degreefinder.com/DeictedtoNurse</p>

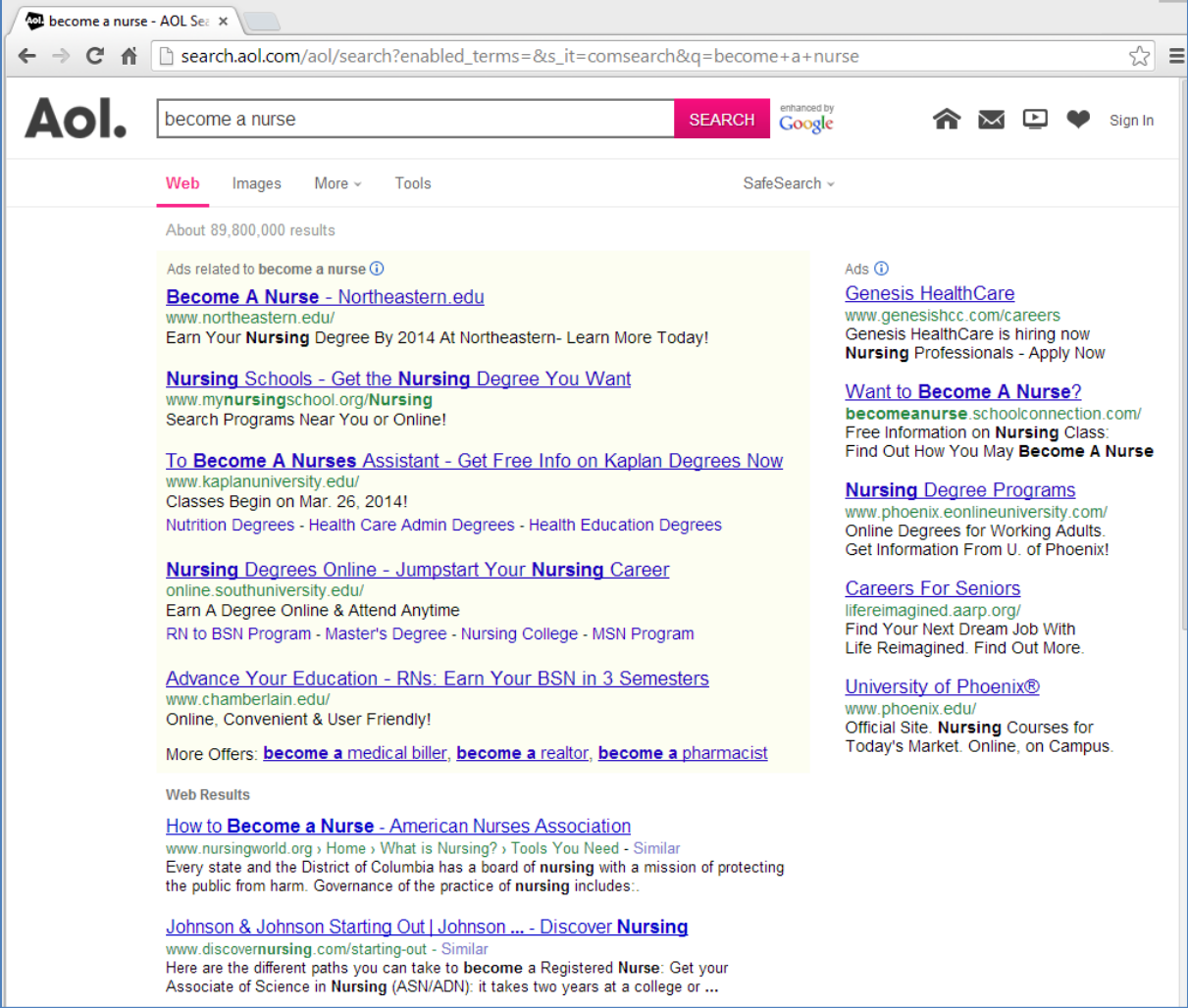
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

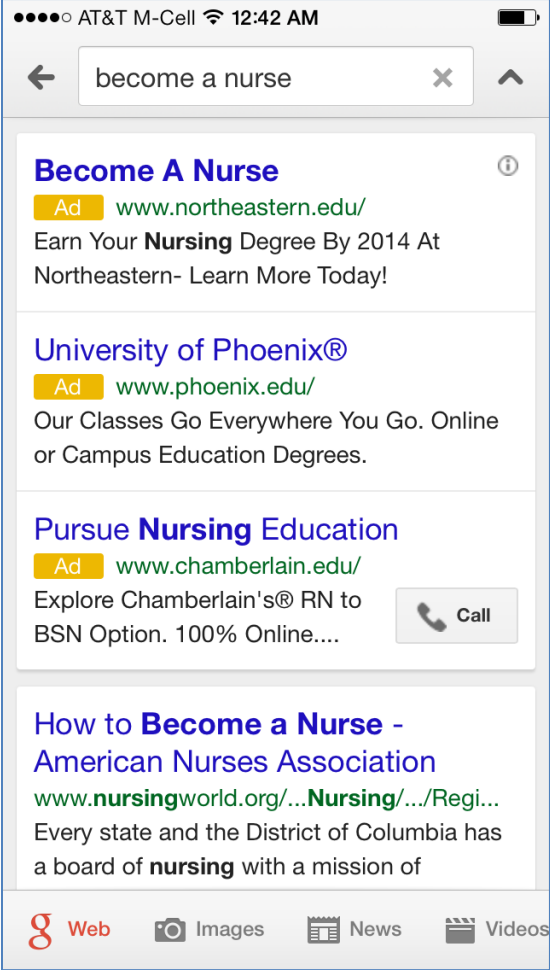
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online! <p>Other search results include:</p> <ul style="list-style-type: none">Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>On the right side of the page, there are several more advertisements:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@ Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A Nurse.Nursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out More.Become A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>At the bottom right, there is a link: "See your ad here ></p>

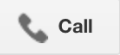
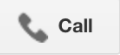
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY												
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Advertisement 1: "Become A Nurse - Northeastern.edu" with URL www.northeastern.edu and phone number 1 (888) 206 6004. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "Nursing Training - online.SouthUniversity.edu" with URL online.southuniversity.edu/Nursing. Text: "Online Training in Nursing - Earn a Degree While Your Work Full Time! 167 followers on Google+ Why South University? - RN to MSN - Request Information - RN to BSN"Advertisement 3: "Nursing Schools - Compare Nursing Programs Online" with URL www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!"Organic Result 1: "How to Become a Nurse - American Nurses Association" with URL www.nursingworld.org. Text: "What is Nursing? · Tools You Need Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:."Organic Result 2: "Johnson & Johnson Starting Out Johnson ... - Discover Nursing" with URL www.discovernursing.com/starting-out. Text: "Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ..."Organic Result 3: "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" with URL www.wikihow.com. Text: "Work World · Occupations · Health Care How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ..."Organic Result 4: "I regret becoming a nurse... - Nurse Jobs Indeed.com" with URL www.indeed.com. Text: "Forums · Job · Nurse Jan 6, 2011 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ..." <p>At the bottom of the screenshot, there is a list of forum posts from Indeed.com:</p> <table border="1"><thead><tr><th>Post Title</th><th>Posts</th><th>Date</th></tr></thead><tbody><tr><td>Want to leave nursing, advice please - Nurse RN Jobs</td><td>50 posts</td><td>Aug 7, 2012</td></tr><tr><td>HHA Horror Stories? - Home Health Aide Jobs</td><td>50 posts</td><td>Jun 7, 2011</td></tr><tr><td>THE CON of BEING AN RN - Nurse RN Jobs</td><td>50 posts</td><td>Nov 6, 2007</td></tr></tbody></table>	Post Title	Posts	Date	Want to leave nursing, advice please - Nurse RN Jobs	50 posts	Aug 7, 2012	HHA Horror Stories? - Home Health Aide Jobs	50 posts	Jun 7, 2011	THE CON of BEING AN RN - Nurse RN Jobs	50 posts	Nov 6, 2007
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THE CON of BEING AN RN - Nurse RN Jobs	50 posts	Nov 6, 2007											

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second ad is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Johnson & Johnson. The bottom of the screen shows navigation tabs for "Web", "Images", and "Places".</p>

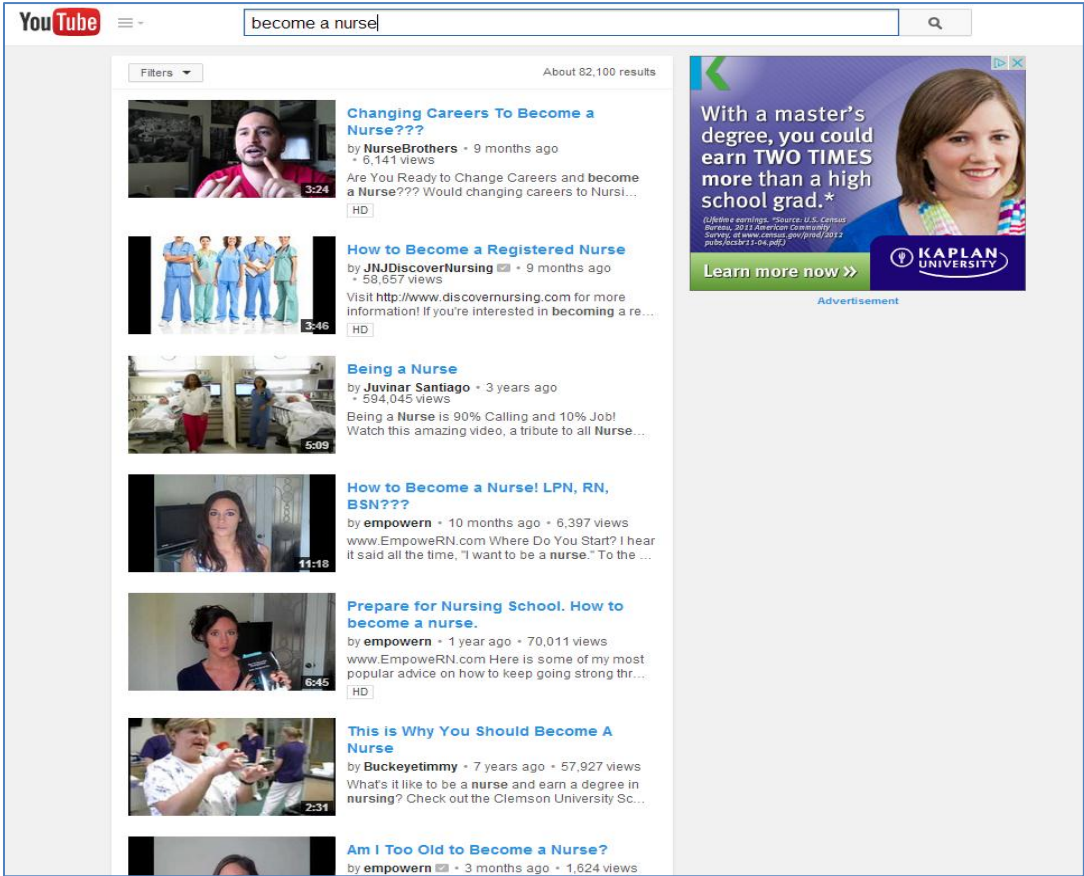
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training"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


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




U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Top status bar: AT&T M-Cell, signal strength, Wi-Fi, 12:42 AM, battery level.Search bar: "become a nurse" with a back arrow, a clear 'x' button, and a search icon.Search results:<ul style="list-style-type: none">Become A Nurse (Ad) from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"University of Phoenix® (Ad) from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Pursue Nursing Education (Ad) from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button.How to Become a Nurse - American Nurses Association from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of"Bottom navigation bar: Google logo, Web, Images, News, Videos.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 646"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1010 1062 1549 1305"> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p> </div>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface for the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.How to Become a Registered Nurse by JNDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46.Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09.How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18.Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45.This is Why You Should Become A Nurse by Buckeyetimmy • 7 years ago • 57,927 views. Video length: 2:31.Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. Video length: 2:31. <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". The Kaplan University logo is also visible.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;">HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How ></p> <p style="text-align: center;">Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>Registered Nurse Courses www.anthem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p>To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+ Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing & Health Programs Nursing & Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p>Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse... Jul 3, 2013 ... Nursing Entrepreneurs. Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault.tina.small.business.nurse.htm</p> <p>The Top Ten Reasons... Jokes and Nursing Humor on: The... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Nursing School www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p>Start a Career as a Nurse www.breckinridgenursing.com/ Classes Available Online & In Person. Get Started Today!</p> <p>Careers For Seniors lifeimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p>Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p> <p style="text-align: center;">Google Custom Search</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="667 331 1289 362">Make sure your business shows up on Google</p> <p data-bbox="667 394 1654 443">Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p> <div data-bbox="653 509 1896 837"><p data-bbox="835 513 926 532">Computer</p><p data-bbox="1310 513 1373 532">Tablet</p><p data-bbox="1738 513 1864 532">Mobile phone</p></div> <p data-bbox="1457 846 1955 878">http://www.google.com/ads/searchads/</p> <div data-bbox="653 919 1896 1053"><p data-bbox="684 935 1041 959">- Where on Google will my ads appear?</p><p data-bbox="716 984 1839 1032">Ads appear alongside or above Google search results, in sections marked "Sponsored links", as well as on other partner websites. Your ads can appear on a desktop computer, tablet or mobile phone.</p></div> <p data-bbox="1524 1062 1955 1094">http://www.google.com/ads/new/</p> <div data-bbox="653 1136 1896 1279"><p data-bbox="674 1161 982 1185">- Where will my ad show?</p><p data-bbox="716 1226 1818 1250">Your ad will show next to Google search results on the web, mobile phones, Google Maps, and relevant partner websites.</p></div> <p data-bbox="1314 1287 1955 1320">http://www.google.com/adwords/express/faq.html</p>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

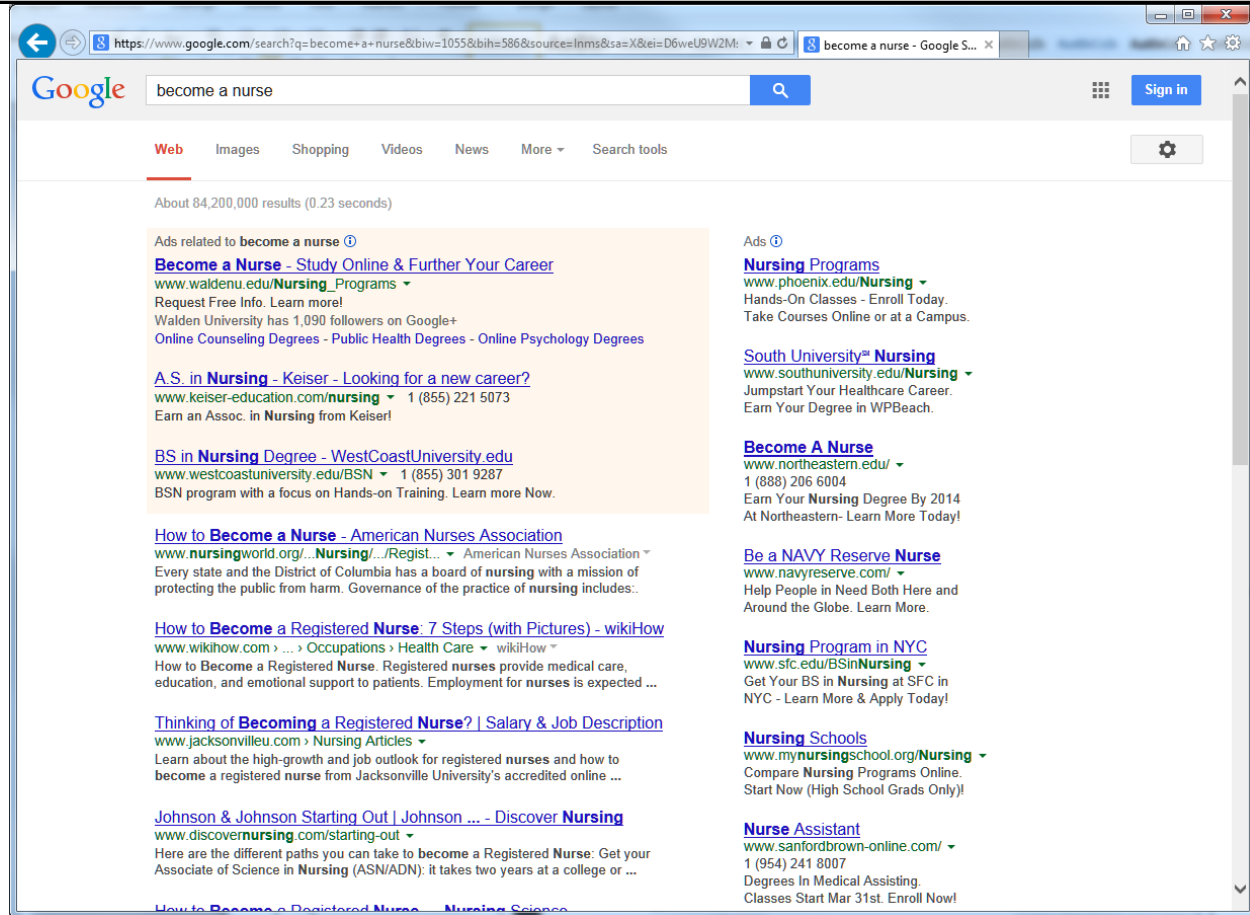
The screenshot displays the Fiddler Web Debugger interface. The main window shows a list of network requests. The selected request is a GET request to `https://www.google.com/search?output=search&client=psy-ab&sq-become+nruse&sq-become+nruse&sq-jhp.3.353902002.20613.31350.0.32482.19.13.2.0.1.1068.581.3-10322.8.0.chm_pg_s_120`. The right-hand pane shows the request headers, including 'Accept', 'Accept-Encoding', 'Accept-Language', 'User-Agent', 'Cookie', and 'Referer'. The 'Cookie' header is expanded, showing a session cookie for Google. The bottom pane shows the raw request data in hexadecimal and ASCII.

#	Result	Protocol	Host	URL
1	204	HTTPS	www.google.com	/jpn_204?ty=tbl&ct=1&cad=1&nm=6&el=rr&URCD=H&Q=H&G=4&A&Zv=1394326479539
2	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=3&gs_id=10&hr=1&sq-becomes_r=
3	200	HTTP	www.google.com	/
4	200	HTTP	www.google.com	/
5	200	HTTP	www.google.com	/
6	200	HTTP	www.google.com	/
7	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=3&gs_id=14&hr=1&sq-becomes_r=
8	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=6&gs_id=18&hr=1&sq-becomes_r=
9	200	HTTP	www.google.com	/
10	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=4&gs_id=18&hr=1&sq-becomes_r=
11	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=5&gs_id=18&hr=1&sq-becomes_r=
12	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=6&gs_id=18&hr=1&sq-becomes_r=
13	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=9&gs_id=18&hr=1&sq-becomes_r=
14	200	HTTP	www.google.com	/
15	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=11&gs_id=18&hr=1&sq-becomes_r=
16	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=13&gs_id=18&hr=1&sq-becomes_r=
17	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=14&gs_id=18&hr=1&sq-becomes_r=
18	200	HTTPS	www.google.com	/search?output=search&client=psy-ab&sq-become+nruse&sq-become+nruse&sq-jhp.3.353902002.20613.31350.0.32482.19.13.2.0.1.1068.581.3-10322.8.0.chm_pg_s_120
19	204	HTTPS	www.google.com	/jpn_204?ty=tbl&ct=1&cad=1&nm=6&el=rr&URCD=H&Q=H&G=4&A&Zv=1394326479539
20	200	HTTPS	www.google.com	/js/psysp-dm_pg_q%2chms2%3ofalse&gs_l=37&gs_r=psy-ab&tok=64H4G6T3M8pZ75CZq&cp=1&gs_id=18&hr=1&sq-becomes_r=
21	204	HTTPS	www.google.com	/jpn_204?ty=tbl&ct=1&cad=1&nm=6&el=rr&URCD=H&Q=H&G=4&A&Zv=1394326479539

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page displays several sponsored links (ads) for nursing programs from Walden University, Keiser University, West Coast University, and Northeastern University. Below the ads, there is a link to the American Nurses Association. A DOM Explorer window is overlaid on the bottom half of the page, showing the HTML structure of the search results. The selected element is an anchor tag () with a class of "rc" and a data-hveid of "64". The href attribute contains a long URL with various parameters, including "sa=t&rc=j&q=&source=s&source=web&cd=1&cad=rja&uact=8&ved=0CEEQFjAA&url=http%3A%2F%2Fwww.nursingworld.org%2FESpeciallyForYou%2FWhat-Is-Nursing%2FTools-You-Need%2FRegisteredNurseLicensing.html&ei=FKweU807B-u0AGFz1BQ&usq=AFQjCNGm2Fjj1syleVFeahFSNZL9648DZA&bvm=bv.62788935,d.dmQ". The DOM Explorer also shows the style and class attributes of the selected element and its parent container.

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

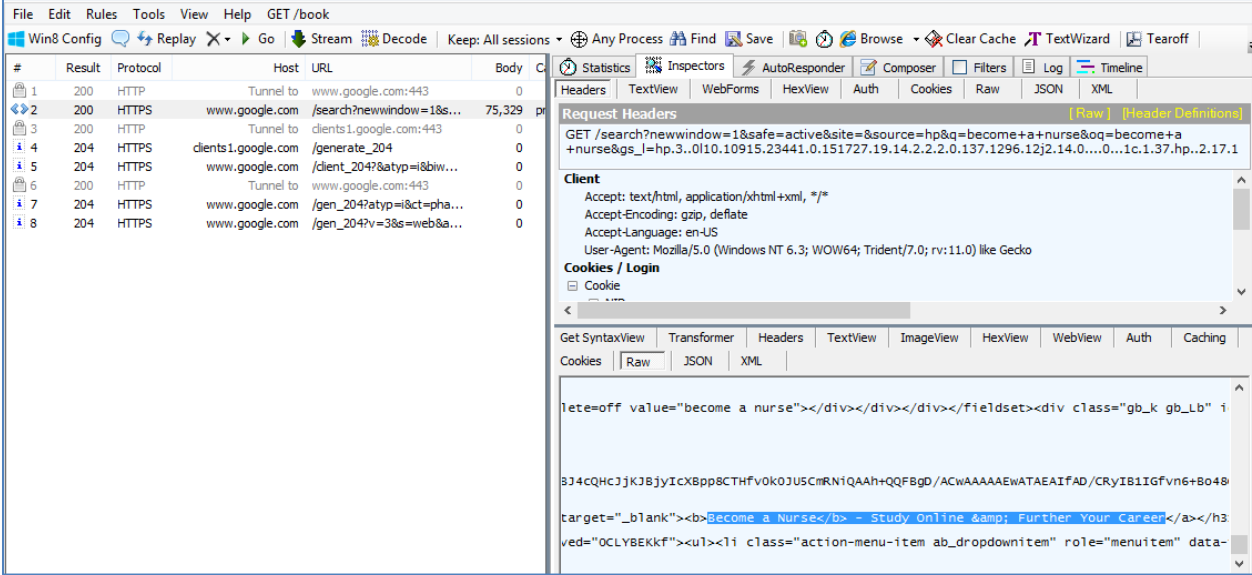
U.S. PATENT NO.
7,895,178

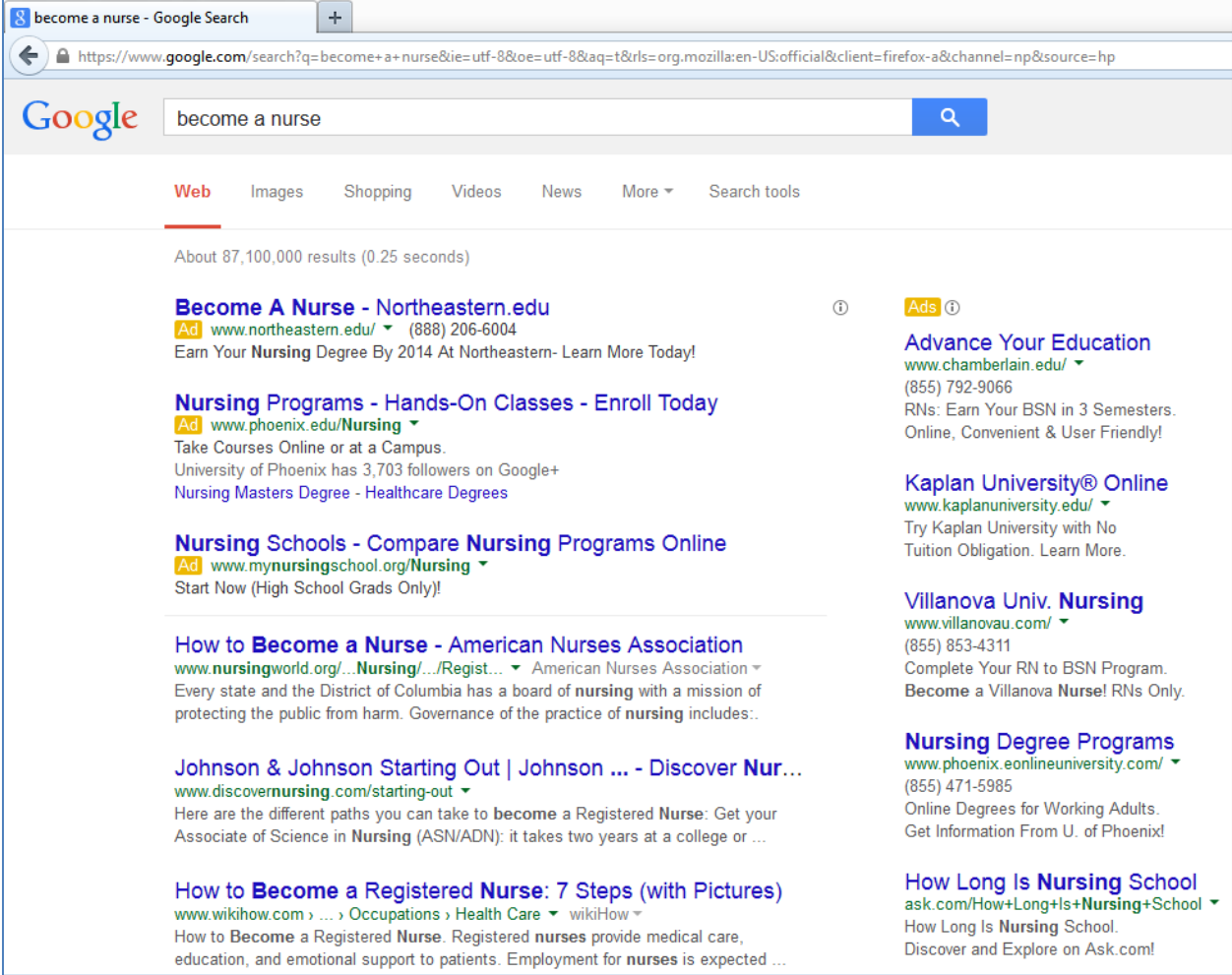
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a Google search results page for the query "become a nurse". The search results include several organic links and advertisements. A DOM Explorer window is overlaid on the bottom of the page, showing the HTML structure of the selected advertisement. The DOM Explorer displays the following HTML code for the selected element:

```
<a id="vs0p1" onmousedown="return google.arwt(this)" href="http://www.google.com/ac1k?sa=i&ai=CaPR2FKweU7-5Ce6ksAFdkofIu9y37wTrwIPgogH42YukAggAEAEoA1D1jIb8-v___8BYmGqYvApNgP0AHdwlRhA8gBAaoEKE_QdgiQvTyG-1Mb1HbgVtIK1v3d0IP1SKdQlLSUbK5h6KF025TuJpNAB4u_xR6Q8wM&sig=A0D64_2ExdR9HwkvXMeie05Mg_01Qx9Mhw&rct=j&q=become+a+nurse&ved=0CCgQ0Qw&adur=1http://info.waldenu.edu/walden-programs/nursing/?comm_code%3D4111325%26inFinity%3Dgaw-College%2520of%2520Health%2520Sciences%2520BUS%2520BENG%2520PART-NUR%2520NON%2520GEN%2520BALL%2520Become%2520a%2520Nurse%2520BROAD-43710364691-how%2520to%2520become%2520an%2520n-b">...</a>
```

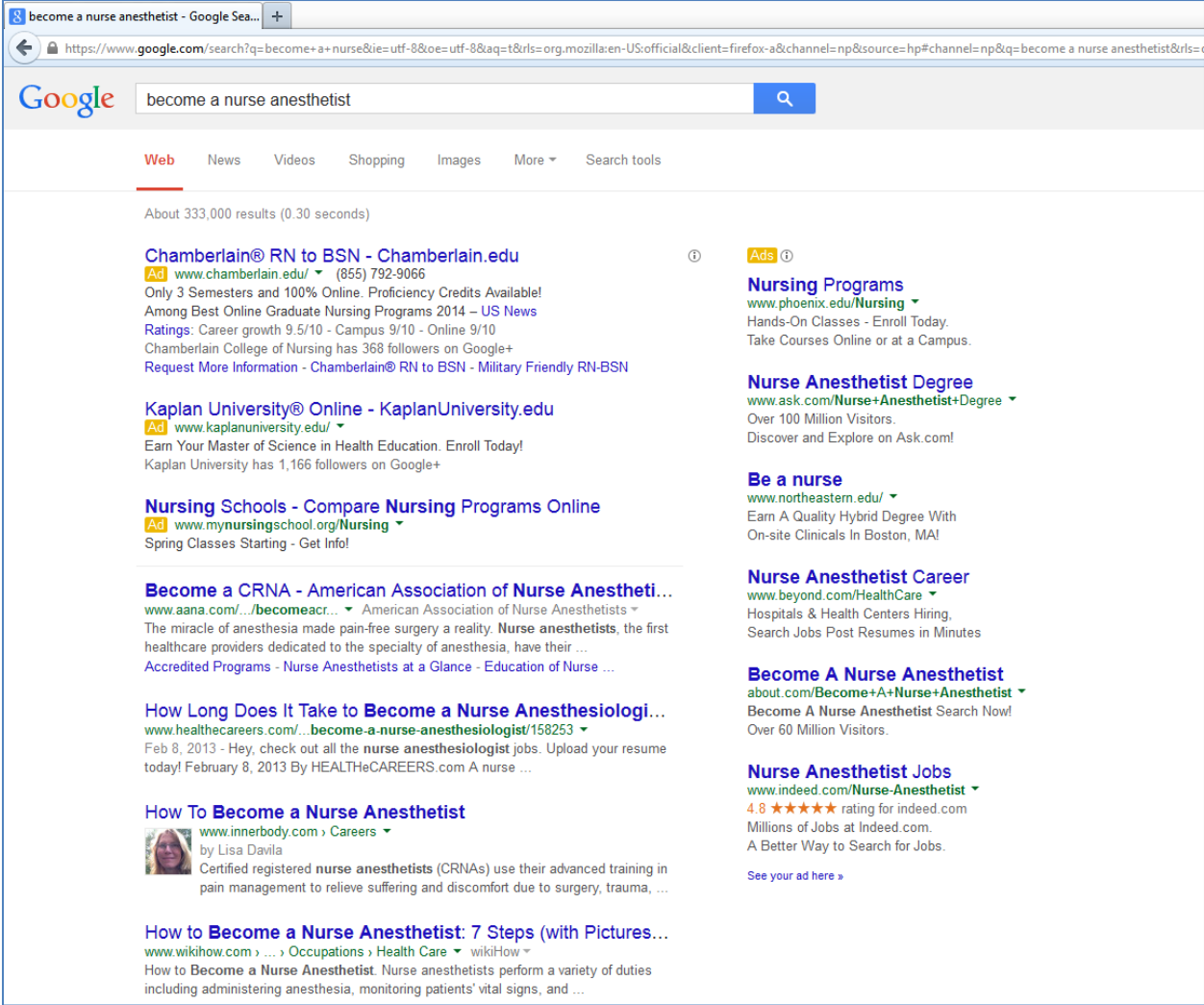
The DOM Explorer also shows the CSS styles for the selected element, including the text-decoration: underline property.

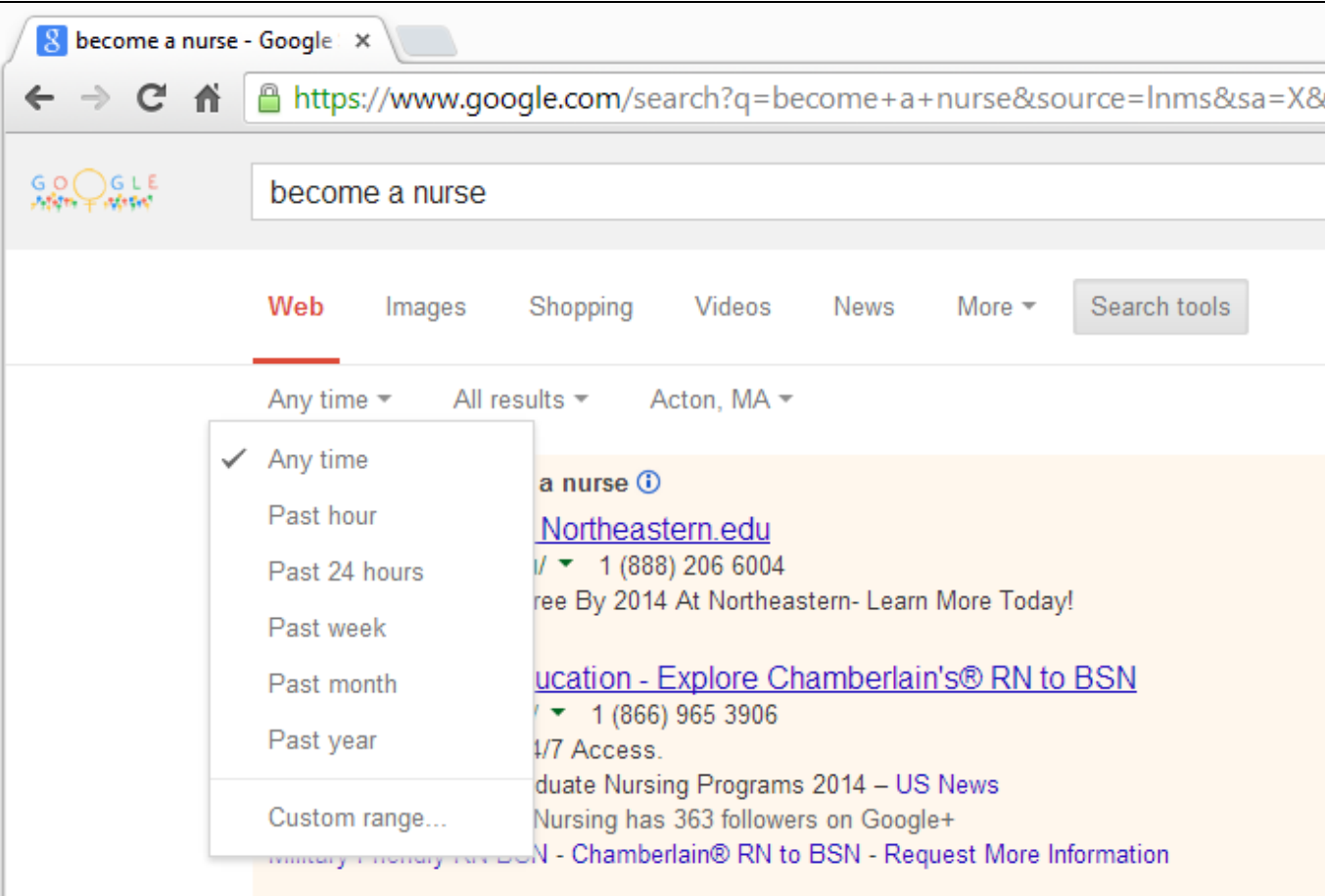
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a network traffic analysis tool (likely Wireshark or similar) displaying a list of network packets. Packet 2 is highlighted, showing a GET request to a Google search page. The 'Request Headers' tab is selected, showing the following headers:</p> <pre> Request Headers GET /search?newwindow=1&safe=active&site=&source=hp&q=become+a+nurse&oq=become+a+nurse&gs_l=hp.3..0110.10915.23441.0.151727.19.14.2.2.0.137.1296.12j2.14.0...1c.1.37.hp..2.17.1 Client Accept: text/html,application/xhtml+xml,*/* Accept-Encoding: gzip, deflate Accept-Language: en-US User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko Cookies / Login Cookie </pre> <p>The 'Cookies / Login' tab is also visible, showing a cookie with a value containing search refinement input:</p> <pre> Cookie value="become a nurse"></div></div></div></fieldset><div class="gb_k gb_Lb" i 3J4cQHcJjKjBjyICxBpp8CTHFvok0JUScmRniQAAh+QQFbgD/ACwAAAAAEwATAEAIAD/CRYIS1IGfvn6+8o4B target="_blank">Become a Nurse - Study Online &amp; Further Your Career</h3 ved="OCLYBEKkf"><li class="action-menu-item ab_dropdownitem" role="menuitem" data- </pre>
<p>receiving search refinement input from the data processing device via the communications link;</p>	<p>The Accused Instrumentalities receive search refinement input from the data processing device via the communications link.</p>

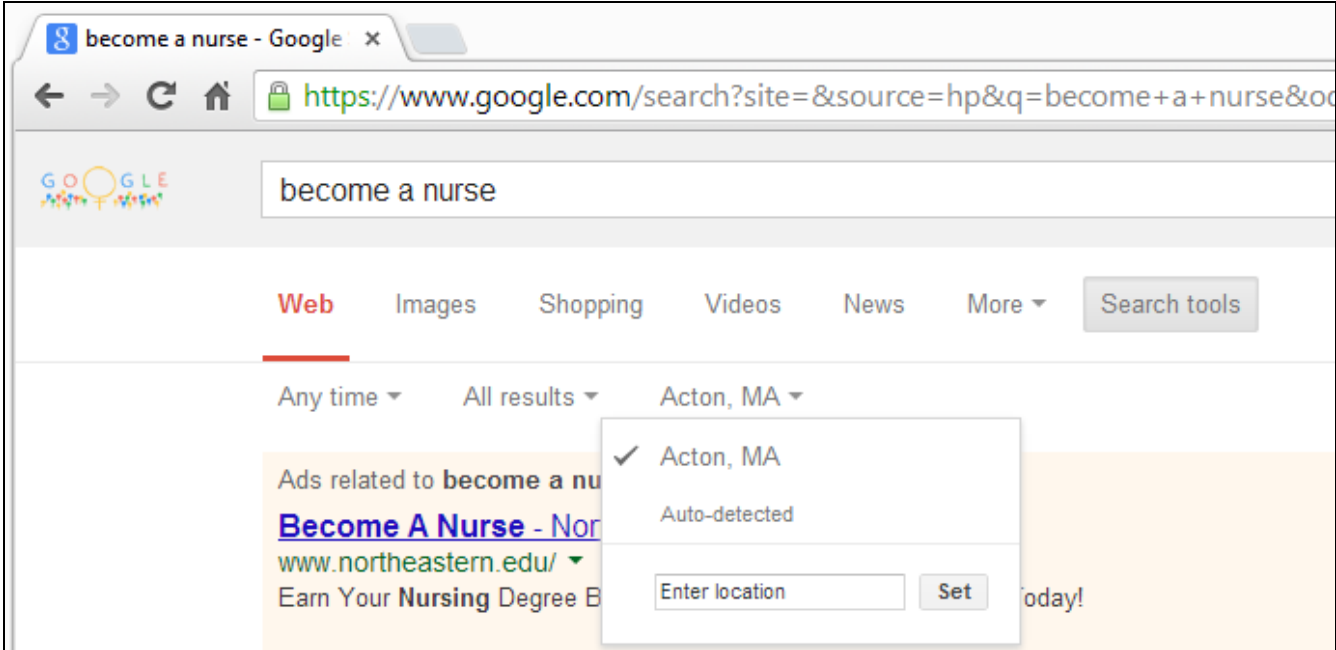
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements (marked with "Ad") and organic search results. The advertisements are for nursing programs from Northeastern.edu, Phoenix.edu, MyNursingSchool.org, Villanova Univ. Nursing, and Phoenix.eonlineuniversity.com. Organic results include "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nur...", and "How to Become a Registered Nurse: 7 Steps (with Pictures)".</p> <p>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</p>

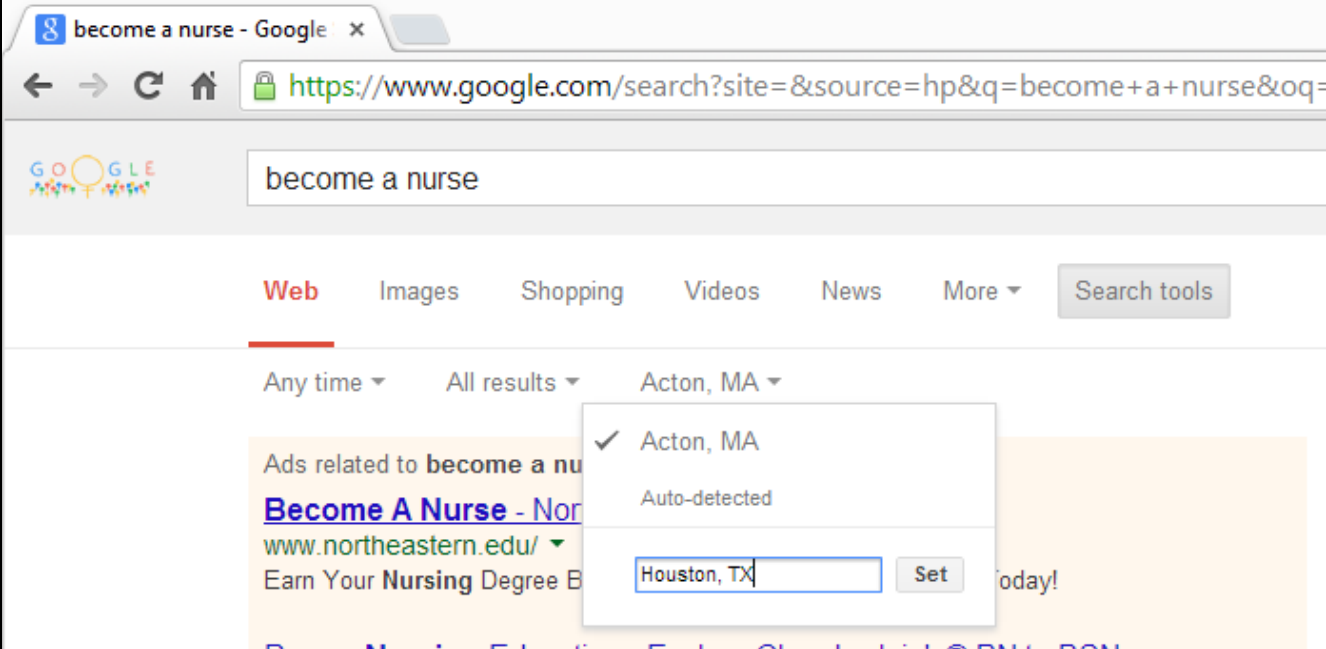
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

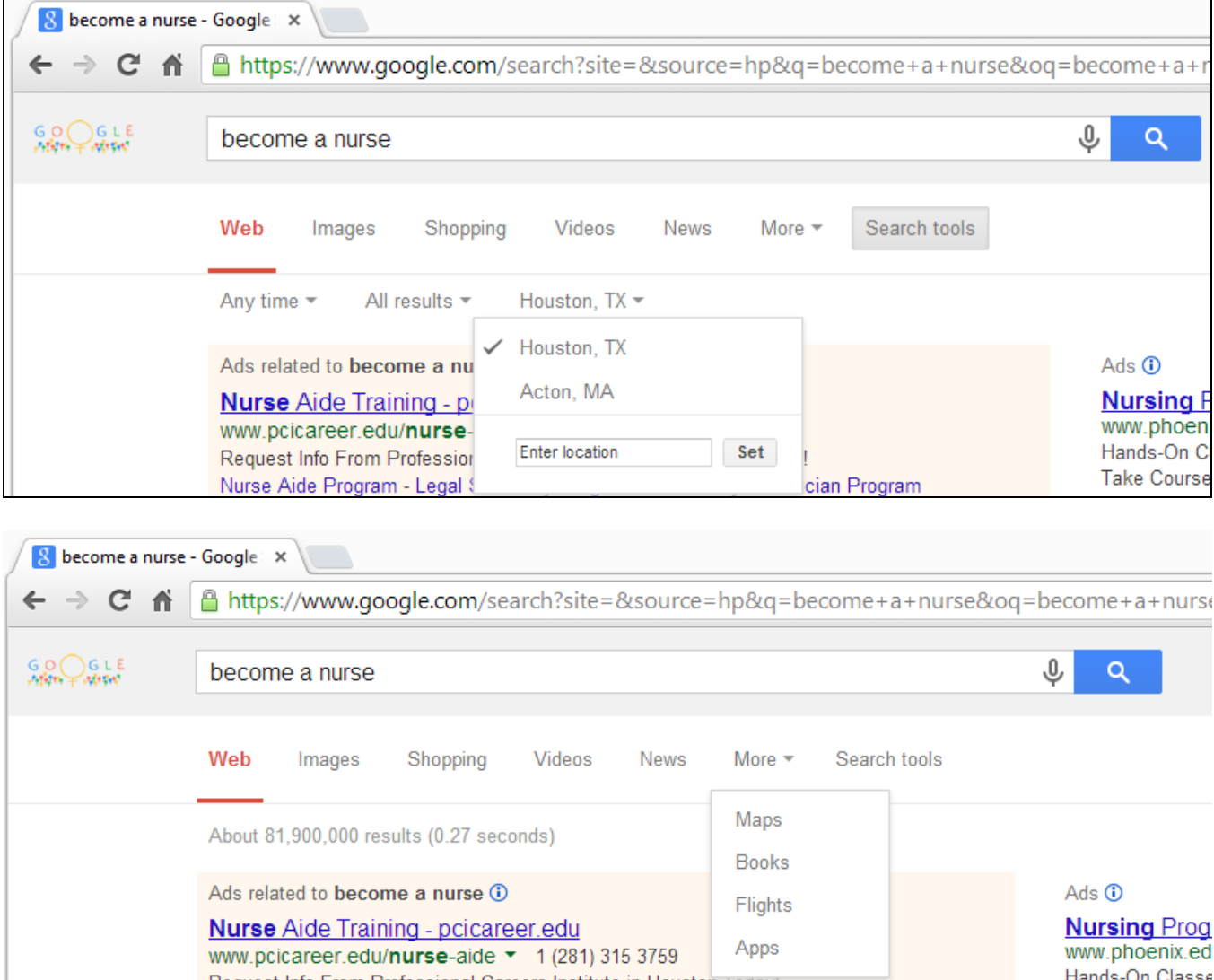
Case No. 2:13-cv-893
 Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

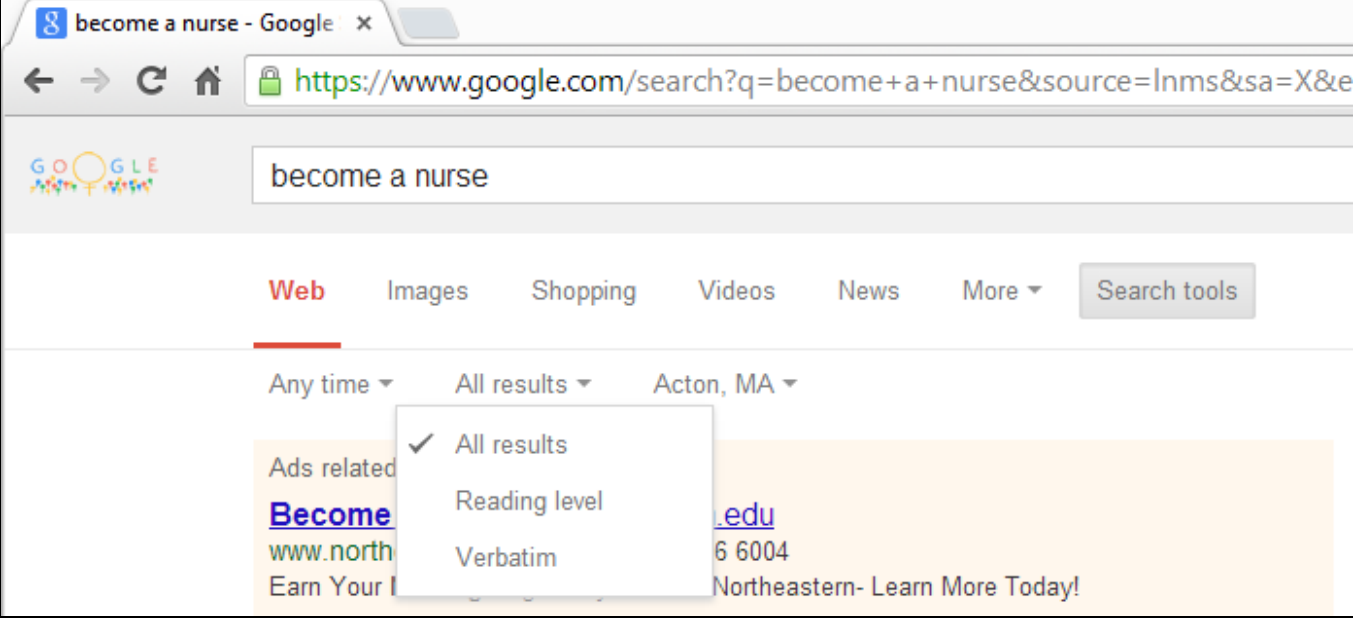
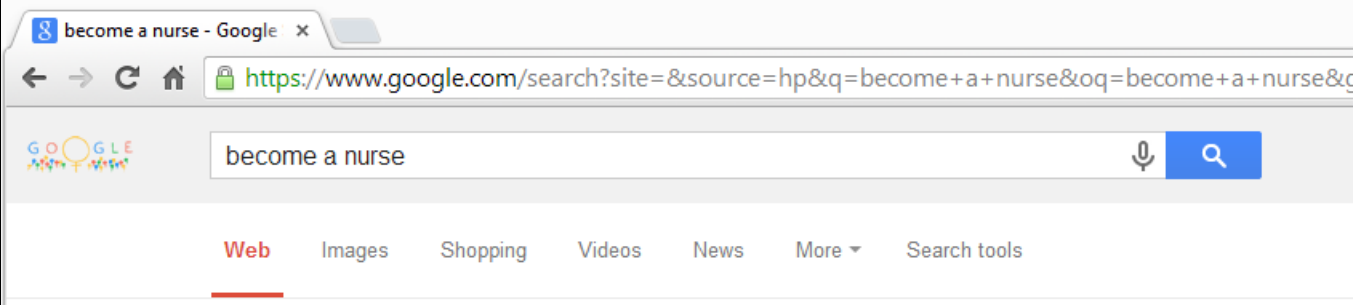
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several organic links and paid advertisements. The organic results are:</p> <ul style="list-style-type: none"> Chamberlain® RN to BSN - Chamberlain.edu: An advertisement for Chamberlain College of Nursing, highlighting online programs and accreditation. Kaplan University® Online - KaplanUniversity.edu: An advertisement for Kaplan University's online nursing programs. Nursing Schools - Compare Nursing Programs Online: A link to MyNursingSchool.org for comparing nursing programs. Become a CRNA - American Association of Nurse Anesthetists: A link to the American Association of Nurse Anesthetists (AANA) website. How Long Does It Take to Become a Nurse Anesthesiologi...: A link to HealthCareers.com regarding the time to become a nurse anesthesiologist. How To Become a Nurse Anesthetist: A link to Innerbody.com with a byline for Lisa Davila, discussing the training for CRNAs. How to Become a Nurse Anesthetist: 7 Steps (with Pictures...: A link to WikiHow.com providing a step-by-step guide. <p>The paid advertisements on the right side of the page include:</p> <ul style="list-style-type: none"> Nursing Programs: An advertisement for Phoenix.edu's nursing programs. Nurse Anesthetist Degree: An advertisement for Ask.com's nurse anesthetist degree program. Be a nurse: An advertisement for Northeastern.edu's hybrid nursing degree. Nurse Anesthetist Career: An advertisement for Beyond.com's health care career resources. Become A Nurse Anesthetist: An advertisement for About.com's search for nurse anesthetist programs. Nurse Anesthetist Jobs: An advertisement for Indeed.com's job listings for nurse anesthetists. <p>At the bottom of the screenshot, the URL is visible: https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-</p>

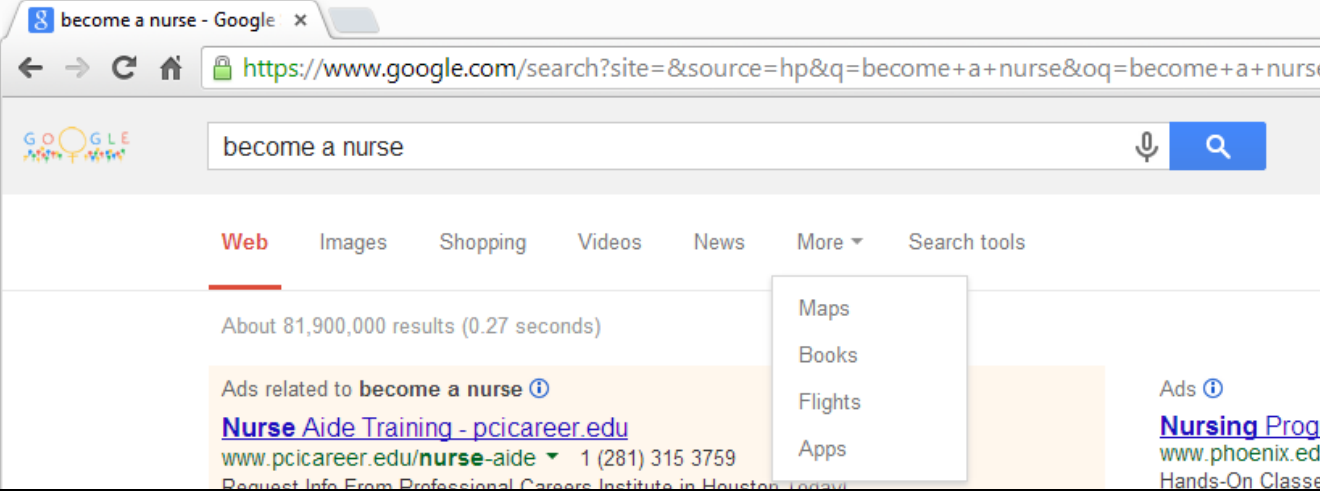
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&client=firefox-a&channel=np&source=hp#channel=np&q=become%20a%20nurse%20anesthetist&rls=org.mozilla:en-US:official</p>  <p>The screenshot shows a Google search interface. The search query is "become a nurse". The search results are filtered by "Web". A dropdown menu is open over the "Any time" filter, showing options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include a link to "Northeastern.edu" and "Education - Explore Chamberlain's® RN to BSN".</p>

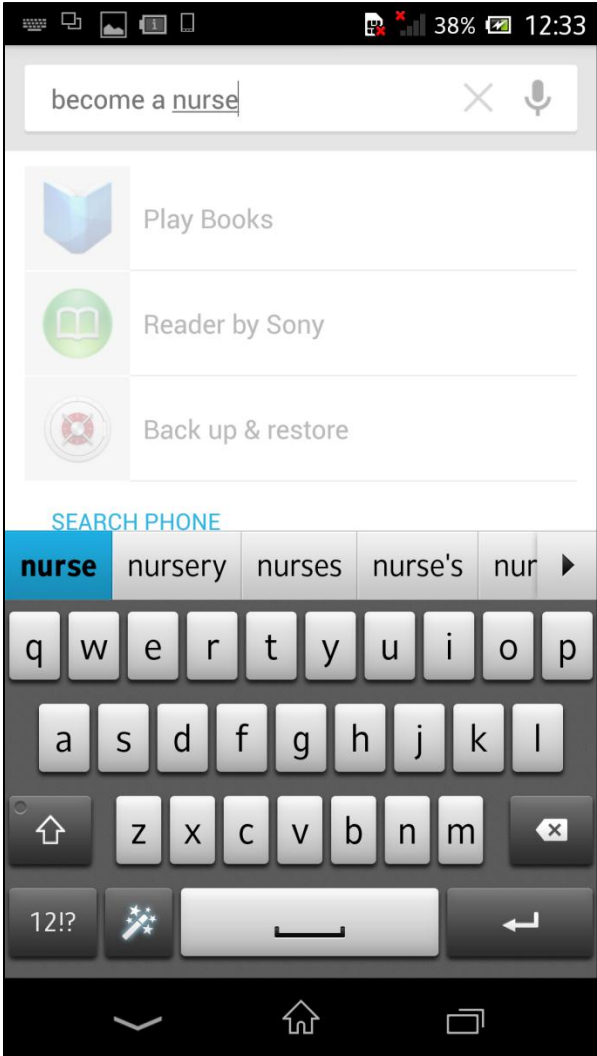
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The browser's address bar displays the URL: https://www.google.com/search?site=&source=hp&q=become+a+nurse&oc. The search results are filtered by "Web". A location dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. An advertisement for "Become A Nurse - Northeastern University" is visible, with the URL www.northeastern.edu/ and the text "Earn Your Nursing Degree B...". A "Set" button is visible next to the location dropdown.</p>

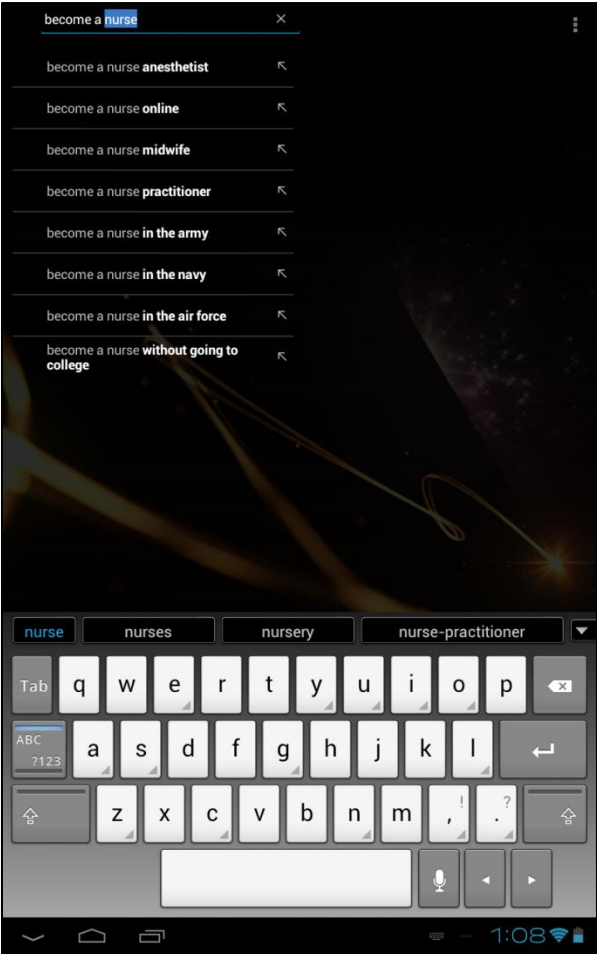
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The search results are filtered by location, with "Acton, MA" selected in the dropdown menu. The dropdown menu also shows "Auto-detected" and "Houston, TX" (which is currently entered in the input field). Below the search bar, there are navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results include an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/".</p>


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	 <p>The image displays two screenshots of a Google search for "become a nurse". The top screenshot shows a search results page with a location dropdown menu open, listing "Houston, TX" (checked) and "Acton, MA". The bottom screenshot shows the same search results page with a different dropdown menu open, listing "Maps", "Books", "Flights", and "Apps".</p> <p>become a nurse - Google x</p> <p>https://www.google.com/search?site=&source=hp&q=become+a+nurse&oq=become+a+nurse</p> <p>become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>Any time All results Houston, TX</p> <p>Ads related to become a nurse</p> <p>Nurse Aide Training - pcicareer.edu www.pcicareer.edu/nurse-aid Request Info From Professional Careers Institute in Houston, Texas</p> <p>Houston, TX Acton, MA</p> <p>Enter location Set</p> <p>Ads Nursing Program www.phoenix.edu Hands-On Class Take Course</p> <p>become a nurse - Google x</p> <p>https://www.google.com/search?site=&source=hp&q=become+a+nurse&oq=become+a+nurse</p> <p>become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 81,900,000 results (0.27 seconds)</p> <p>Ads related to become a nurse</p> <p>Nurse Aide Training - pcicareer.edu www.pcicareer.edu/nurse-aid 1 (281) 315 3759 Request Info From Professional Careers Institute in Houston, Texas</p> <p>Maps Books Flights Apps</p> <p>Ads Nursing Program www.phoenix.edu Hands-On Class</p>

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	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results are filtered by "Web". A dropdown menu is open over the "All results" filter, showing options: "All results" (selected), "Reading level", and "Verbatim". Below the dropdown, a search result snippet is visible for "Become a nurse" from "www.northeastern.edu", with the text "Earn Your Bachelor's Degree in Nursing at Northeastern- Learn More Today!".</p>  <p>The second screenshot shows the same Google search page for "become a nurse". The search bar is visible with the query "become a nurse" and a search button. Below the search bar, the navigation tabs "Web", "Images", "Shopping", "Videos", "News", and "More" are visible, with "Web" selected.</p>

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	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected. The search results show "About 81,900,000 results (0.27 seconds)". There is an advertisement for "Nurse Aide Training - pcicareer.edu" with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". A dropdown menu is open over the "More" tab, listing "Maps", "Books", "Flights", and "Apps".</p>

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	 <p>The screenshot shows an Android search interface. At the top, the status bar displays icons for Wi-Fi, cellular signal, 38% battery, and the time 12:33. Below the status bar is a search bar containing the text "become a nurse". To the right of the search bar are a close button (X) and a microphone icon. Below the search bar are three suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red circular icon. Below these suggestions is a "SEARCH PHONE" section with a list of suggestions: "nurse" (highlighted in blue), "nursery", "nurses", "nurse's", and "nur" followed by a right arrow. Below the suggestions is a QWERTY keyboard. At the bottom of the screen are three navigation icons: a downward arrow, a home button, and a recent apps button.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1016 331 1535 358">Mobile Handset running on Android 4.2</p>  <p data-bbox="1031 1382 1520 1409">Tablet Device Running Android 4.0.2</p> <p>The screenshot shows a search interface on a mobile device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a back arrow icon on the right. The suggestions are: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". At the bottom of the screen, a keyboard is visible with a search bar above it containing the word "nurse". The search bar also shows suggestions: "nurses", "nursery", and "nurse-practitioner". The time displayed at the bottom right is 1:08.</p>

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	 <p>The screenshot shows a mobile search interface on an AT&T M-Cell phone at 12:42 AM. The search bar contains the text "become a nurse". Below the search bar, a list of search suggestions is displayed, each with a right-pointing arrow:</p> <ul style="list-style-type: none">become a nursebecome a nurse anesthetistbecome a nurse onlinebecome a nurse midwifebecome a nurse practitionerbecome a nurse in the army <p>Below the list is a search prompt: "Search for 'become a nurse'". At the bottom of the screen is a QWERTY keyboard with a "Search" button in the bottom right corner.</p>

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	Google Search App Running on iOS 7.1

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1835 1370" style="border: 1px solid black; padding: 10px;"><p>Find certain types of results</p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click Shopping. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none">• Images• Maps• Shopping• News• Videos• Books• Flights• Apps<p>Filter your results</p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like Web or Images, you can filter your results even further using Search tools.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none">1. Type planets in the search box.2. Click Images.3. Click Search tools.4. Click Color, then select the red filter.</div>

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

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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**.

Google history of seattle

Web Images Maps Shopping News More Search tools

About 269,000,000 results (0.19 seconds)

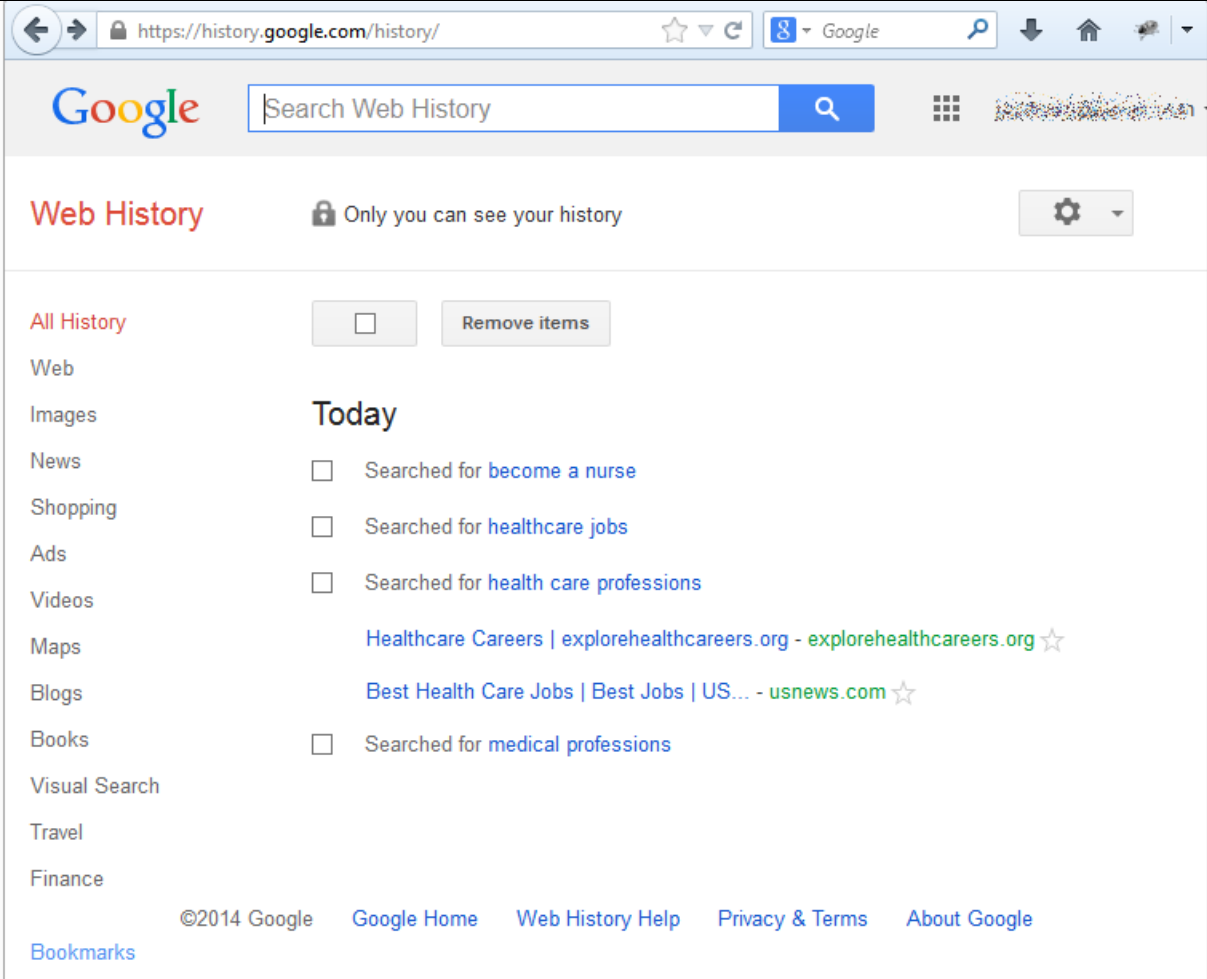
[History of Seattle - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/History_of_Seattle)
https://en.wikipedia.org/wiki/History_of_Seattle
 This is the main article of a series that covers the history of Seattle, Washington, a city in the ... Seattle is a major port city that has a history of boom and bust.
[History of Seattle before 1900 - Since 1940 - Before white settlement](#)

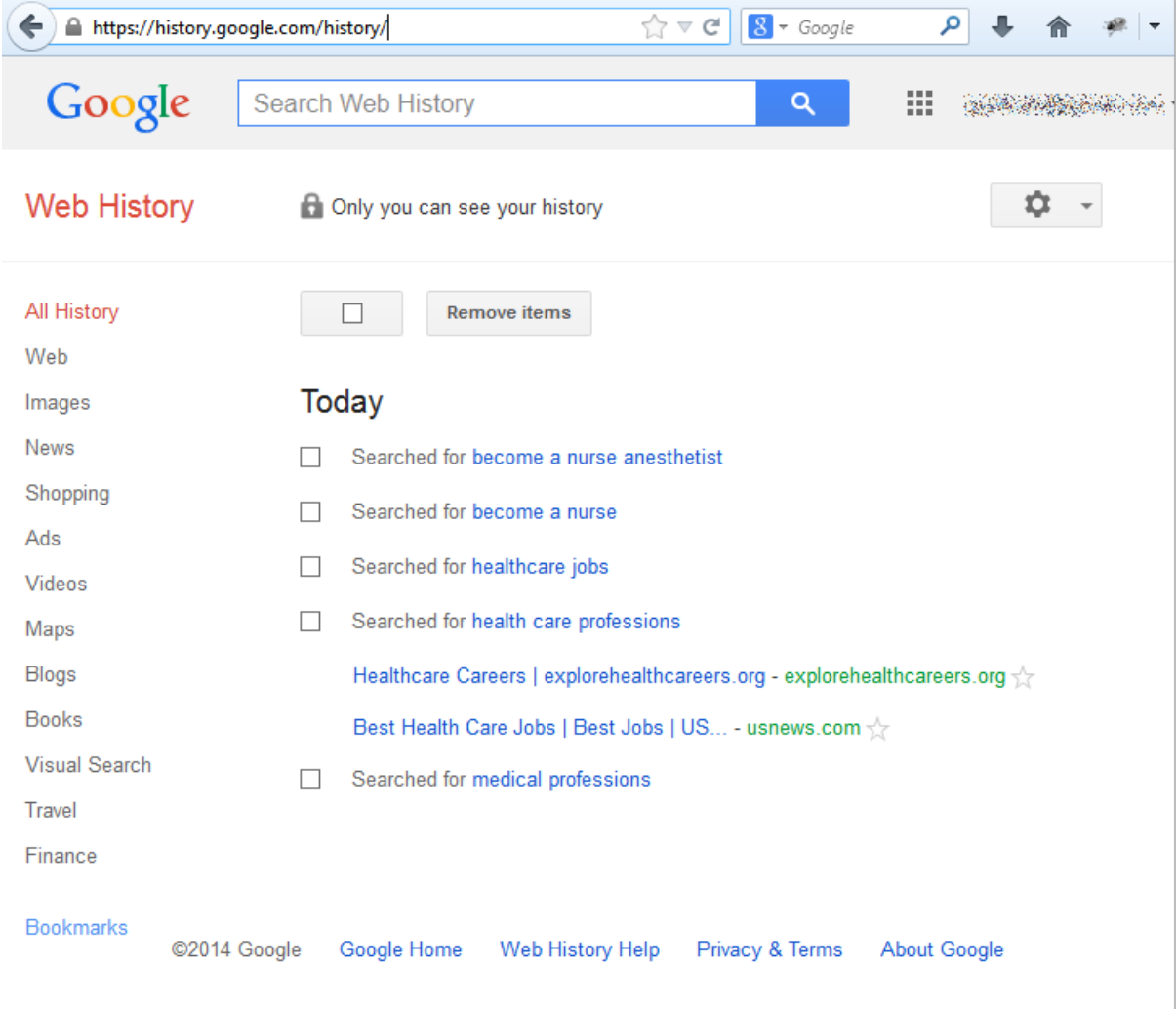
[Brief History of Seattle](http://www.seattle.gov/cityarchives/Facts/history.htm)
www.seattle.gov/cityarchives/Facts/history.htm
 Brief History of Seattle. Seattle lies on a narrow strip of land between the salt waters of Puget Sound and the fresh waters of Lake Washington. Beyond the ...

[History and Culture of Seattle - Visiting Seattle - Seattle.gov](http://www.seattle.gov/html/visitor/history.htm)
www.seattle.gov/html/visitor/history.htm
 History and Culture of Seattle for Visitors to Seattle, Washington.

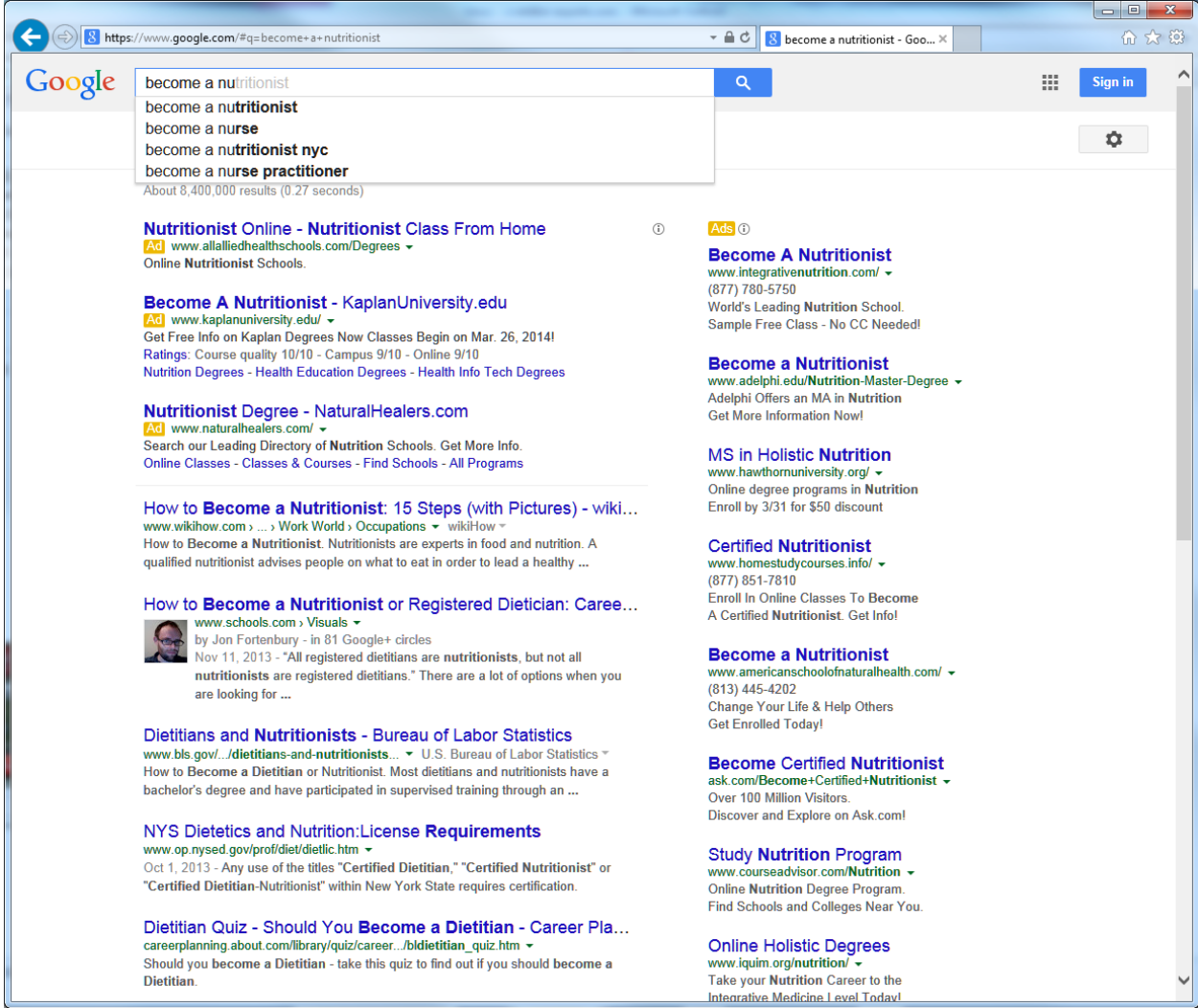
<https://support.google.com/websearch/answer/142143?hl=en>

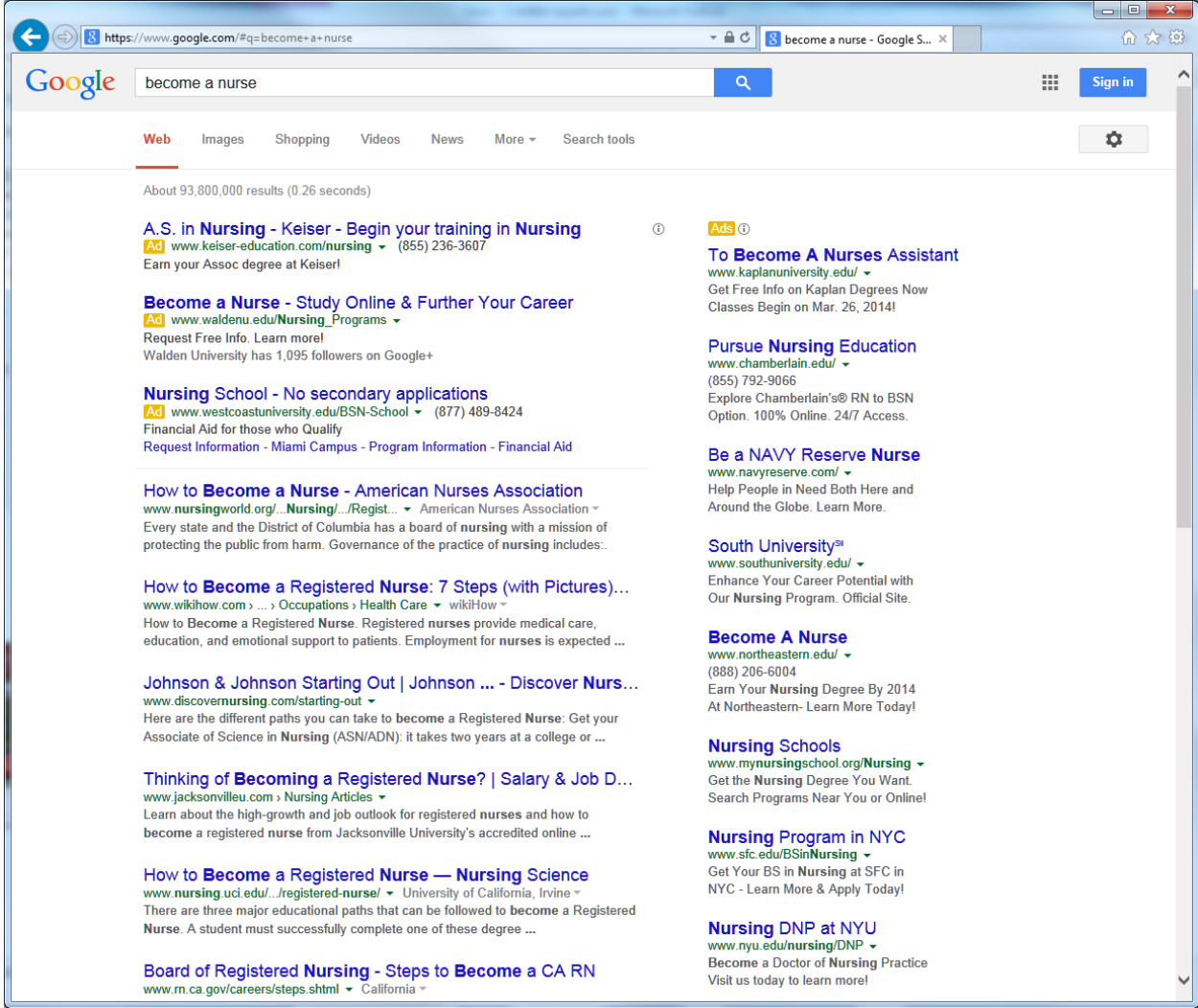
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	<p>Search tools will vary based on the type of results you're looking at, but may include:</p> <ul style="list-style-type: none"> • Publish date: Limit results according to when they were published on the Web. • Verbatim: Search for exact words or 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 . <p style="text-align: right;">https://support.google.com/websearch/answer/142143?hl=en</p>

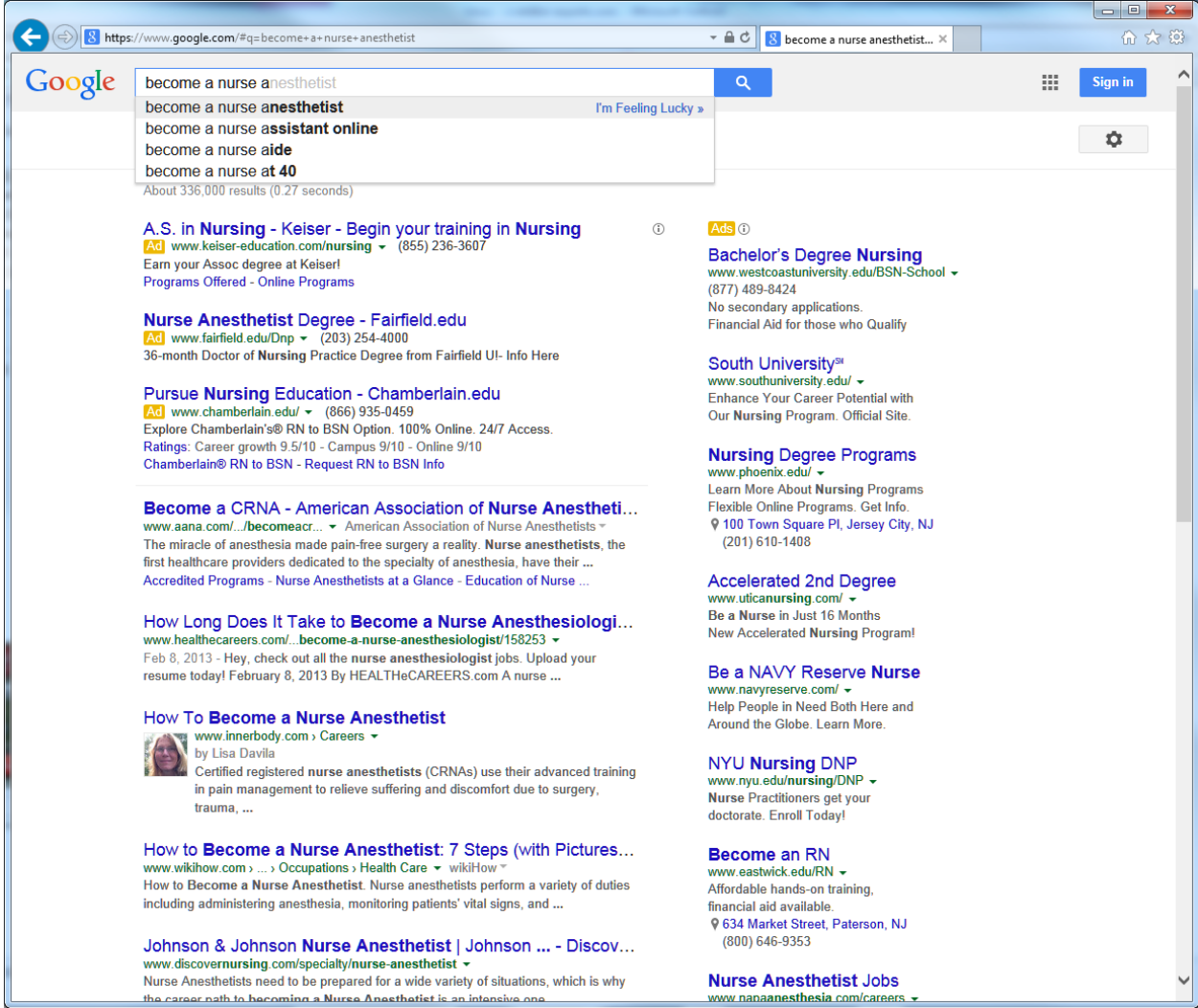
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page in a browser window. The address bar displays 'https://history.google.com/history/'. The search bar contains 'Search Web History'. The page title is 'Web History' with a lock icon and the text 'Only you can see your history'. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area is titled 'Today' and lists search history items with checkboxes: 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Searched for medical professions'. Two search results are visible: 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org' and 'Best Health Care Jobs Best Jobs US... - usnews.com'. The footer includes '©2014 Google' and links for 'Google Home', 'Web History Help', 'Privacy & Terms', and 'About Google'.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. The address bar displays 'https://history.google.com/history/'. The search bar contains 'Search Web History'. The page title is 'Web History' with a lock icon and the text 'Only you can see your history'. A sidebar on the left lists various search categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area is titled 'Today' and lists several search entries, each with a checkbox and a description: 'Searched for become a nurse anesthetist', 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Searched for medical professions'. Two search results are highlighted with blue text and a star icon: 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org' and 'Best Health Care Jobs Best Jobs US... - usnews.com'. The footer includes '©2014 Google', 'Google Home', 'Web History Help', 'Privacy & Terms', and 'About Google'.</p>
producing modified search	The Accused Instrumentalities produce modified search results based upon at least the search refinement

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
results based upon at least the search refinement input;	input. See above.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nutritionist". The search results are displayed in a grid format. On the left side, there are several organic search results, including a link to "Nutritionist Online - Nutritionist Class From Home" from allaliedhealthschools.com, "Become A Nutritionist - KaplanUniversity.edu", "Nutritionist Degree - NaturalHealers.com", "How to Become a Nutritionist: 15 Steps (with Pictures) - wiki...", "How to Become a Nutritionist or Registered Dietician: Caree...", "Dietitians and Nutritionists - Bureau of Labor Statistics", "NYS Dietetics and Nutrition: License Requirements", and "Dietitian Quiz - Should You Become a Dietitian - Career Pla...". On the right side, there are several advertisements, including "Become A Nutritionist" from integrativenutrition.com, "Become a Nutritionist" from adelphi.edu, "MS in Holistic Nutrition" from hawthornuniversity.org, "Certified Nutritionist" from homestudycourses.info, "Become a Nutritionist" from americanschoolofnaturalhealth.com, "Become Certified Nutritionist" from ask.com, "Study Nutrition Program" from courseadvisor.com, and "Online Holistic Degrees" from iquim.org. The search results are sorted by relevance, and the page shows "About 8,400,000 results (0.27 seconds)".</p>

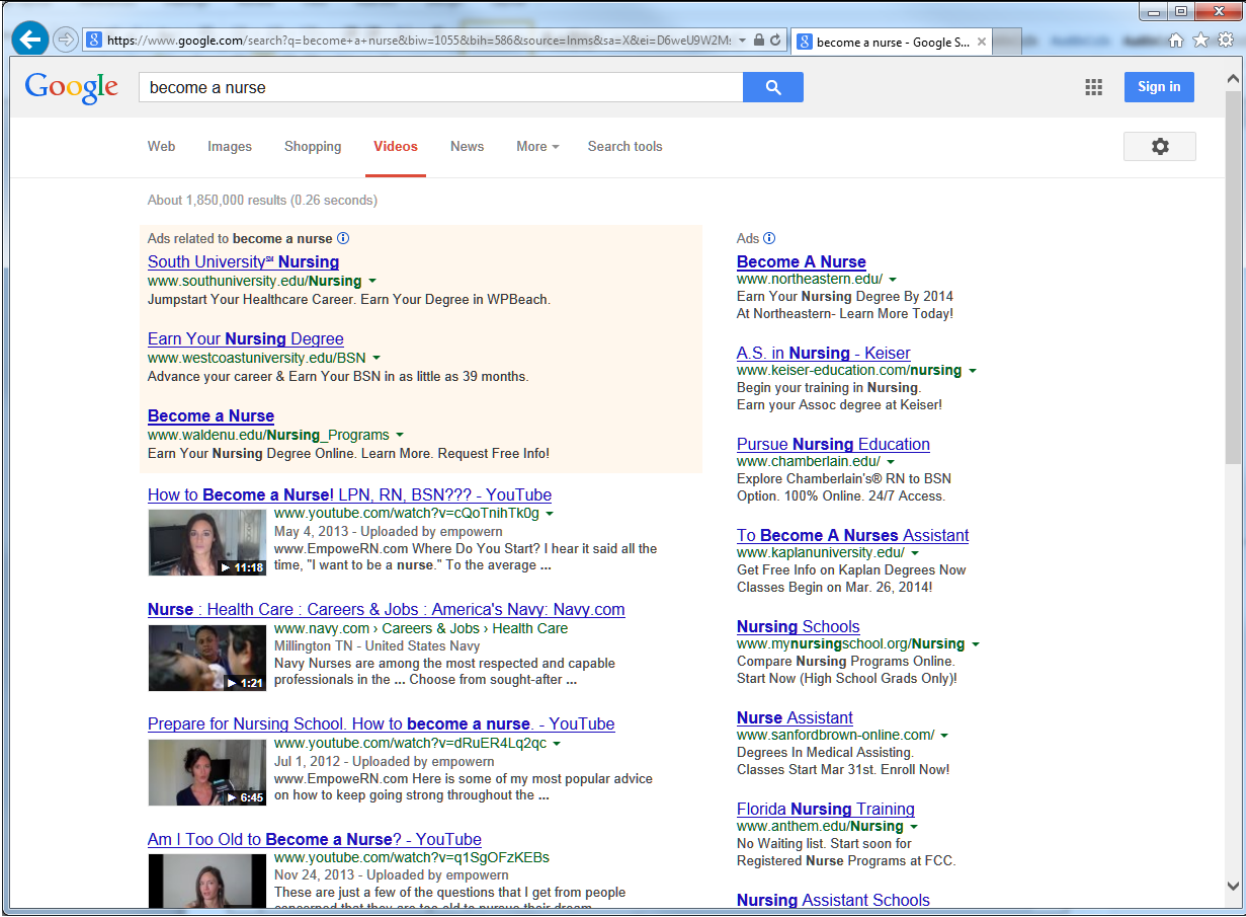
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The results include several advertisements and organic search results. Advertisements include:</p> <ul style="list-style-type: none"> A.S. in Nursing - Keiser - Begin your training in Nursing (www.keiser-education.com/nursing) - Earn your Assoc degree at Keiser! Become a Nurse - Study Online & Further Your Career (www.waldenu.edu/Nursing_Programs) - Request Free Info. Learn more! Nursing School - No secondary applications (www.westcoastuniversity.edu/BSN-School) - Financial Aid for those who Qualify To Become A Nurses Assistant (www.kaplanuniversity.edu/) - Get Free Info on Kaplan Degrees Now Pursue Nursing Education (www.chamberlain.edu/) - Explore Chamberlain's RN to BSN Option. Be a NAVY Reserve Nurse (www.navyreserve.com/) - Help People in Need Both Here and Around the Globe. South University (www.southuniversity.edu/) - Enhance Your Career Potential with Our Nursing Program. Become A Nurse (www.northeastern.edu/) - Earn Your Nursing Degree By 2014 Nursing Schools (www.mynursingschool.org/Nursing) - Get the Nursing Degree You Want. Nursing Program in NYC (www.sfc.edu/BSinNursing) - Get Your BS in Nursing at SFC in NYC. Nursing DNP at NYU (www.nyu.edu/nursing/DNP) - Become a Doctor of Nursing Practice <p>Organic search results include:</p> <ul style="list-style-type: none"> How to Become a Nurse - American Nurses Association (www.nursingworld.org/...Nursing/.../Regist...) How to Become a Registered Nurse: 7 Steps (with Pictures)... (www.wikihow.com) Johnson & Johnson Starting Out Johnson ... - Discover Nurs... (www.discovernursing.com/starting-out) Thinking of Becoming a Registered Nurse? Salary & Job D... (www.jacksonvilleu.com) How to Become a Registered Nurse — Nursing Science (www.nursing.uci.edu/.../registered-nurse/) Board of Registered Nursing - Steps to Become a CA RN (www.rn.ca.gov/careers/steps.shtml)

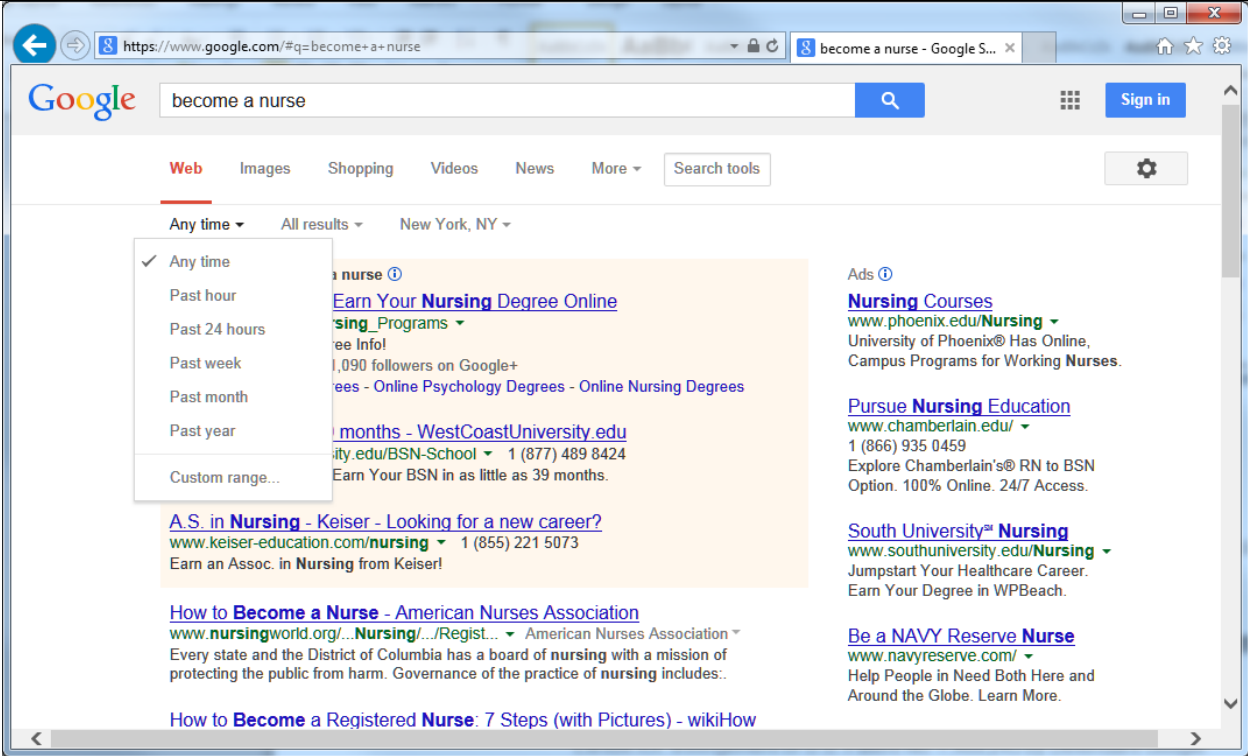
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are for Keiser University, Fairfield University, Chamberlain.edu, American Association of Nurse Anesthetists (AANA), HealthCareers.com, Innerbody.com, Wikihow.com, and Johnson & Johnson. The organic results include "Bachelor's Degree Nursing" from West Coast University, "South University", "Nursing Degree Programs" from Phoenix.edu, "Accelerated 2nd Degree" from Utica Nursing, "Be a NAVY Reserve Nurse" from Navy Reserve, "NYU Nursing DNP", "Become an RN" from Eastwick.edu, and "Nurse Anesthetist Jobs" from NANA Anesthesia.</p>

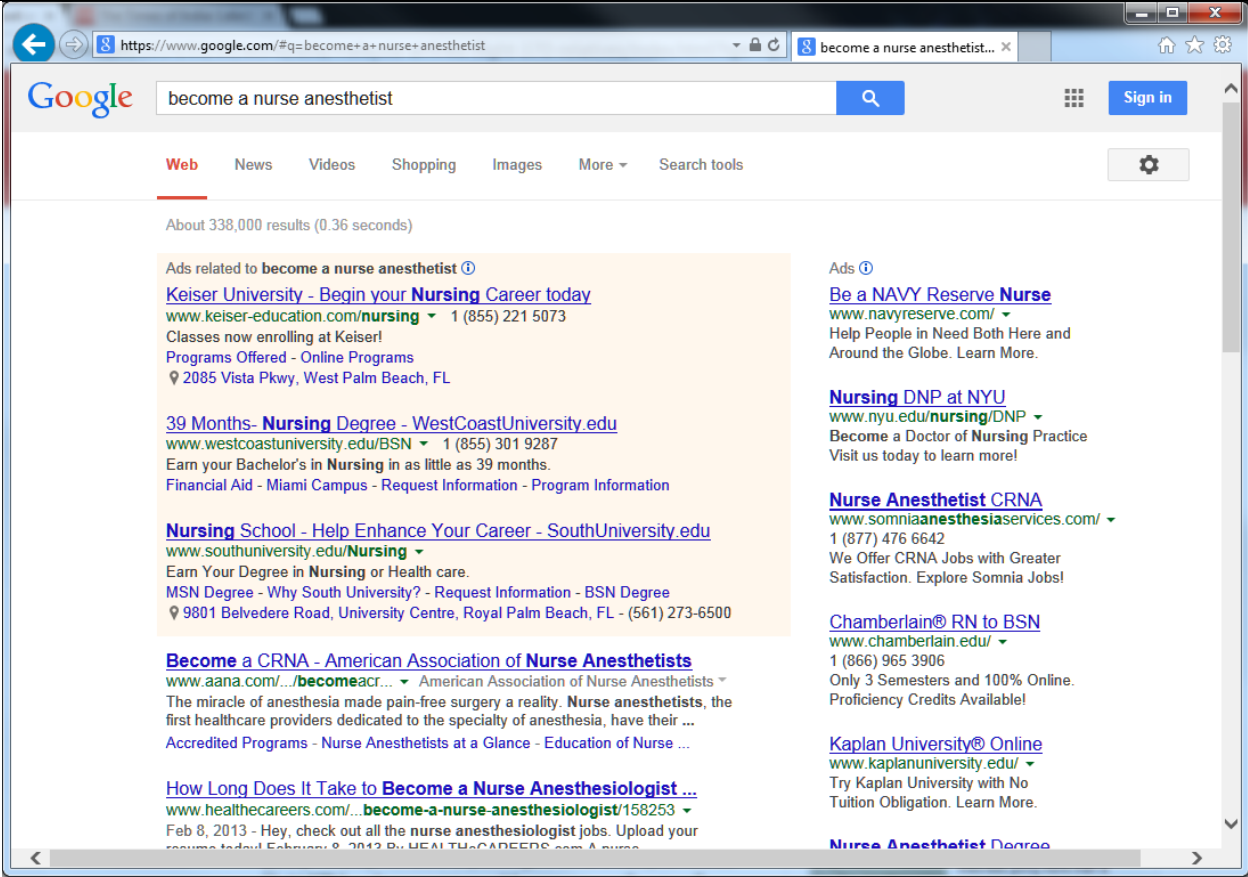
U.S. PATENT NO.
7,895,178

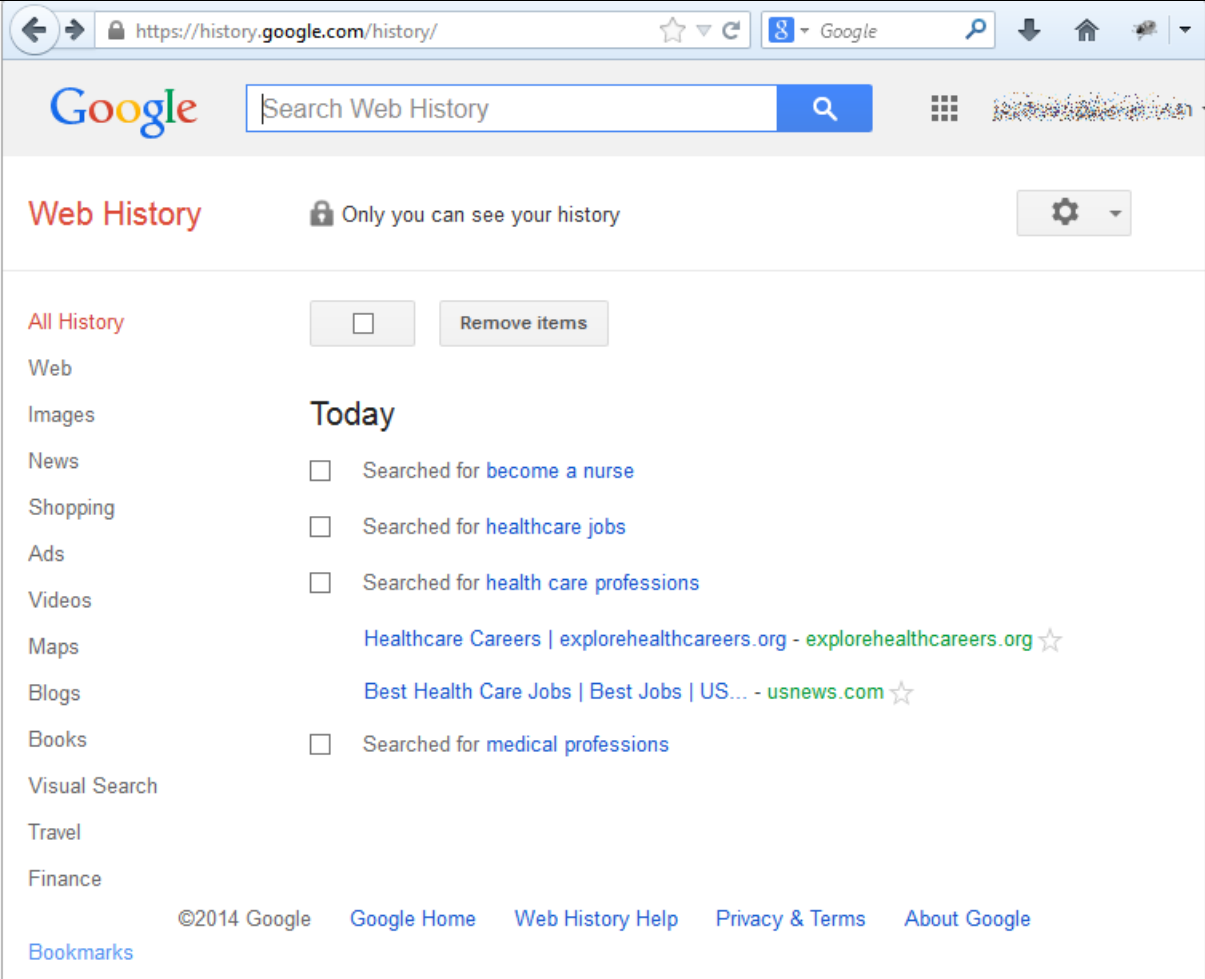
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The screenshot shows a Google search for "become a nurse anesthetist". The search results are displayed on a desktop browser window. The search bar at the top contains the text "become a nurse anesthetist" and the Google logo is visible on the left. Below the search bar, there are navigation tabs for "Web", "News", "Videos", "Shopping", "Images", "More", and "Search tools". The search results are organized into two columns. The left column contains several organic search results, including "A.S. in Nursing - Keiser - Begin your training in Nursing", "Nurse Anesthetist Degree - Fairfield.edu", "Pursue Nursing Education - Chamberlain.edu", "Become a CRNA - American Association of Nurse Anesthetists...", "How Long Does It Take to Become a Nurse Anesthesiologi...", "How To Become a Nurse Anesthetist" by Lisa Davila, "How to Become a Nurse Anesthetist: 7 Steps (with Pictures...", and "Johnson & Johnson Nurse Anesthetist | Johnson ... - Discov...". The right column contains several paid advertisements, including "Bachelor's Degree Nursing" from West Coast University, "South University", "Nursing Degree Programs" from Phoenix, "Accelerated 2nd Degree" from Utica Nursing, "Be a NAVY Reserve Nurse" from Navy Reserve, "NYU Nursing DNP", "Become an RN" from Eastwick, and "Nurse Anesthetist Jobs" from NANA Anesthesia. The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse+anesthetist".

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	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">South University® Nursing www.southuniversity.edu/Nursing Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.Earn Your Nursing Degree www.westcoastuniversity.edu/BSN Advance your career & Earn Your BSN in as little as 39 months.Become a Nurse www.waldenu.edu/Nursing_Programs Earn Your Nursing Degree Online. Learn More. Request Free Info!How to Become a Nurse! LPN, RN, BSN??? - YouTube www.youtube.com/watch?v=cQoTnihTk0g May 4, 2013 - Uploaded by empowern www.EmpoweRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse : Health Care : Careers & Jobs : America's Navy: Navy.com www.navy.com > Careers & Jobs > Health Care Millington TN - United States Navy Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School. How to become a nurse - YouTube www.youtube.com/watch?v=dRuER4Lq2qc Jul 1, 2012 - Uploaded by empowern www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throughout the ...Am I Too Old to Become a Nurse? - YouTube www.youtube.com/watch?v=q1SgOFzKEBs Nov 24, 2013 - Uploaded by empowern These are just a few of the questions that I get from people concerned that they are too old to pursue their dream. <p>Ads</p> <ul style="list-style-type: none">Become A Nurse www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!A.S. in Nursing - Keiser www.keiser-education.com/nursing Begin your training in Nursing. Earn your Assoc degree at Keiser!Pursue Nursing Education www.chamberlain.edu/ Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014!Nursing Schools www.mynursingschool.org/Nursing Compare Nursing Programs Online. Start Now (High School Grads Only)!Nurse Assistant www.sanfordbrown-online.com/ Degrees In Medical Assisting. Classes Start Mar 31st. Enroll Now!Florida Nursing Training www.aitnem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC.Nursing Assistant Schools

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	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results include several links to nursing programs and information. A date filter dropdown menu is open, showing options like "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include:</p> <ul style="list-style-type: none">Earn Your Nursing Degree Online - WestCoastUniversity.eduA.S. in Nursing - Keiser - Looking for a new career? - www.keiser-education.com/nursingHow to Become a Nurse - American Nurses Association - www.nursingworld.orgHow to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHowNursing Courses - www.phoenix.edu/NursingPursue Nursing Education - www.chamberlain.eduSouth University® Nursing - www.southuniversity.edu/NursingBe a NAVY Reserve Nurse - www.navyreserve.com

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are:</p> <ul style="list-style-type: none">Keiser University - Begin your Nursing Career today www.keiser-education.com/nursing - 1 (855) 221 5073 Classes now enrolling at Keiser! Programs Offered - Online Programs 2085 Vista Pkwy, West Palm Beach, FL39 Months- Nursing Degree - WestCoastUniversity.edu www.westcoastuniversity.edu/BSN - 1 (855) 301 9287 Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program InformationNursing School - Help Enhance Your Career - SouthUniversity.edu www.southuniversity.edu/Nursing - Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500Become a CRNA - American Association of Nurse Anesthetists www.aana.com/.../becomeacr... - American Association of Nurse Anesthetists - The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...How Long Does It Take to Become a Nurse Anesthesiologist ... www.healthcareers.com/...become-a-nurse-anesthesiologist/158253 - Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none">Be a NAVY Reserve Nurse www.navyreserve.com/ - Help People in Need Both Here and Around the Globe. Learn More.Nursing DNP at NYU www.nyu.edu/nursing/DNP - Become a Doctor of Nursing Practice Visit us today to learn more!Nurse Anesthetist CRNA www.somniaanesthesiaservices.com/ - 1 (877) 476 6642 We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!Chamberlain® RN to BSN www.chamberlain.edu/ - 1 (866) 965 3906 Only 3 Semesters and 100% Online. Proficiency Credits Available!Kaplan University® Online www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.Nurse Anesthetist Degree

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page in a browser window. The address bar displays 'https://history.google.com/history/'. The page title is 'Web History' and it includes a lock icon and the text 'Only you can see your history'. A search bar is present with the text 'Search Web History'. On the left, a sidebar lists various categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, and Finance. The main content area is titled 'Today' and lists several search entries, each with a checkbox and a description: 'Searched for become a nurse', 'Searched for healthcare jobs', 'Searched for health care professions', 'Healthcare Careers explorehealthcareers.org - explorehealthcareers.org', 'Best Health Care Jobs Best Jobs US... - usnews.com', and 'Searched for medical professions'. At the bottom, there is a footer with copyright information and links for Google Home, Web History Help, Privacy & Terms, and About Google.</p>

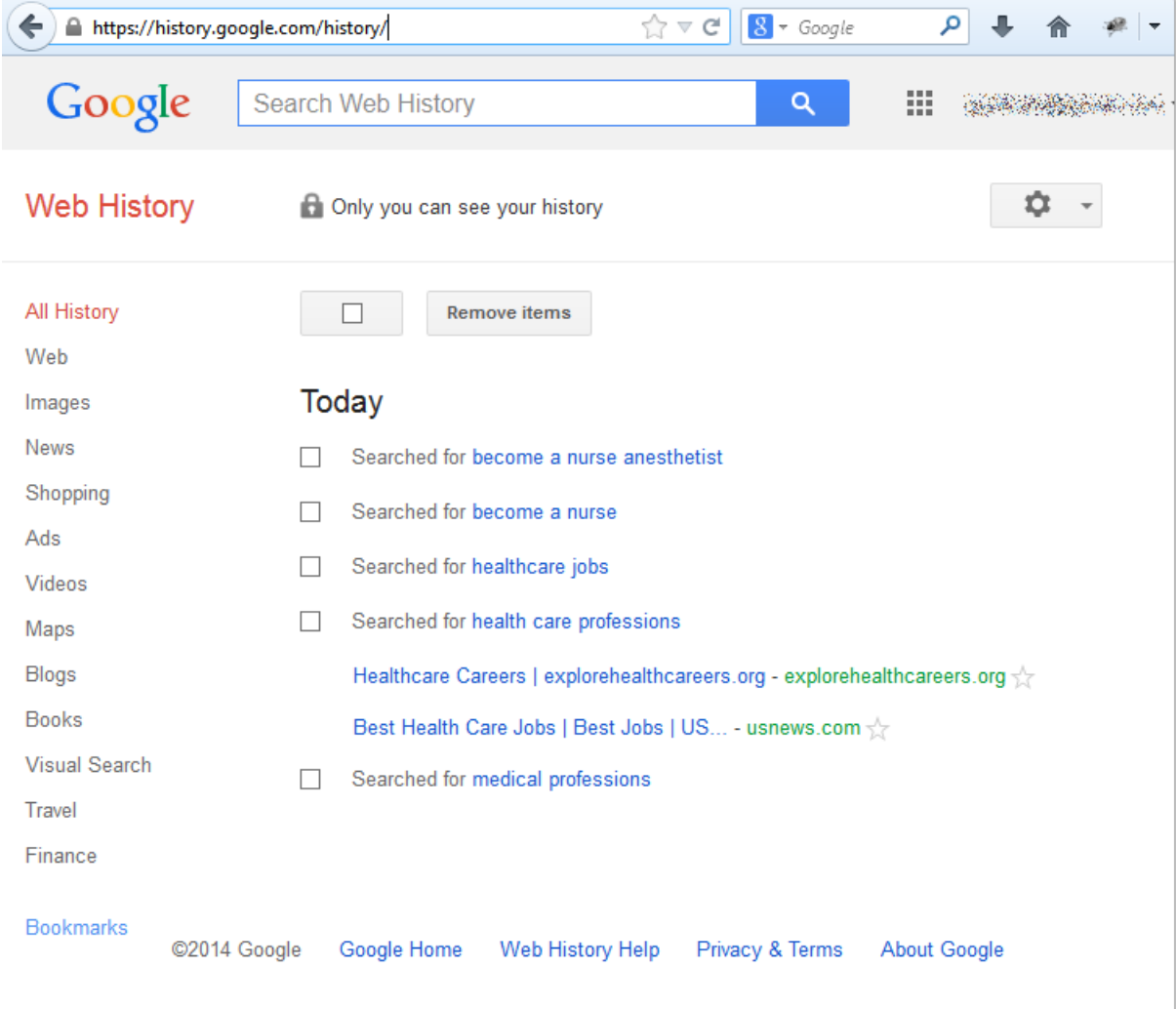
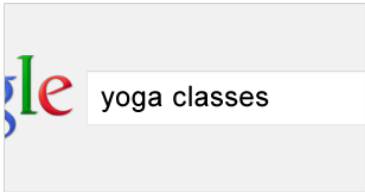
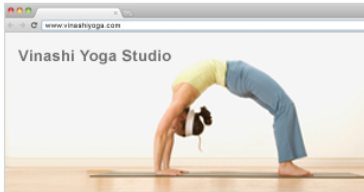

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page. The browser address bar displays "https://history.google.com/history/". The page title is "Web History" and it includes a lock icon and the text "Only you can see your history". A search bar labeled "Search Web History" is present. On the left, a vertical menu lists various categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The "All History" section is expanded, showing a list of search activities under the heading "Today". Each entry includes a checkbox and a description of the search query. The search history includes:</p> <ul style="list-style-type: none"><input type="checkbox"/> Searched for become a nurse anesthetist<input type="checkbox"/> Searched for become a nurse<input type="checkbox"/> Searched for healthcare jobs<input type="checkbox"/> Searched for health care professionsHealthcare Careers explorehealthcareers.org - explorehealthcareers.org ☆Best Health Care Jobs Best Jobs US... - usnews.com ☆<input type="checkbox"/> Searched for medical professions <p>At the bottom of the page, there is a footer with the text "©2014 Google" and links for "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>

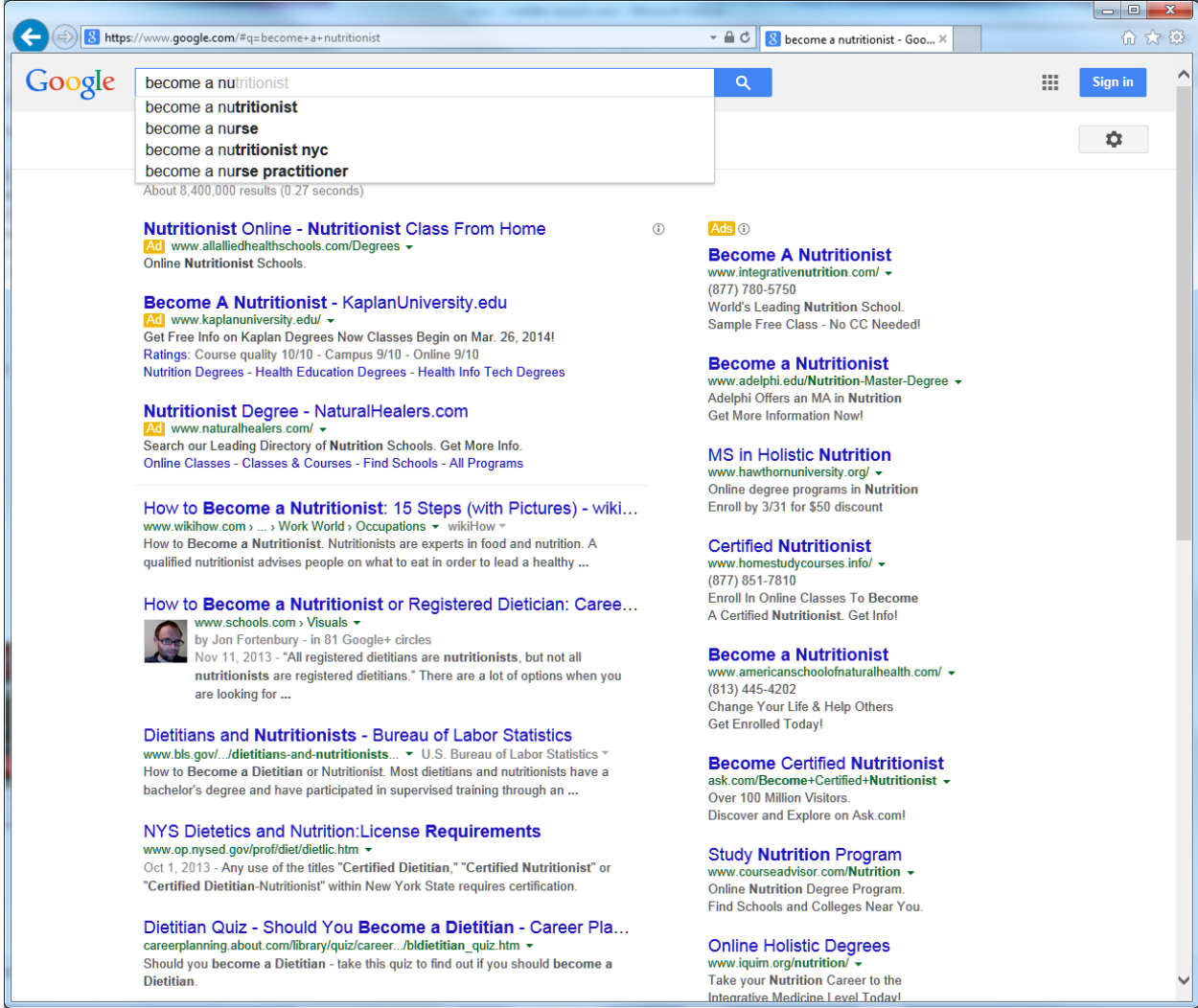
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

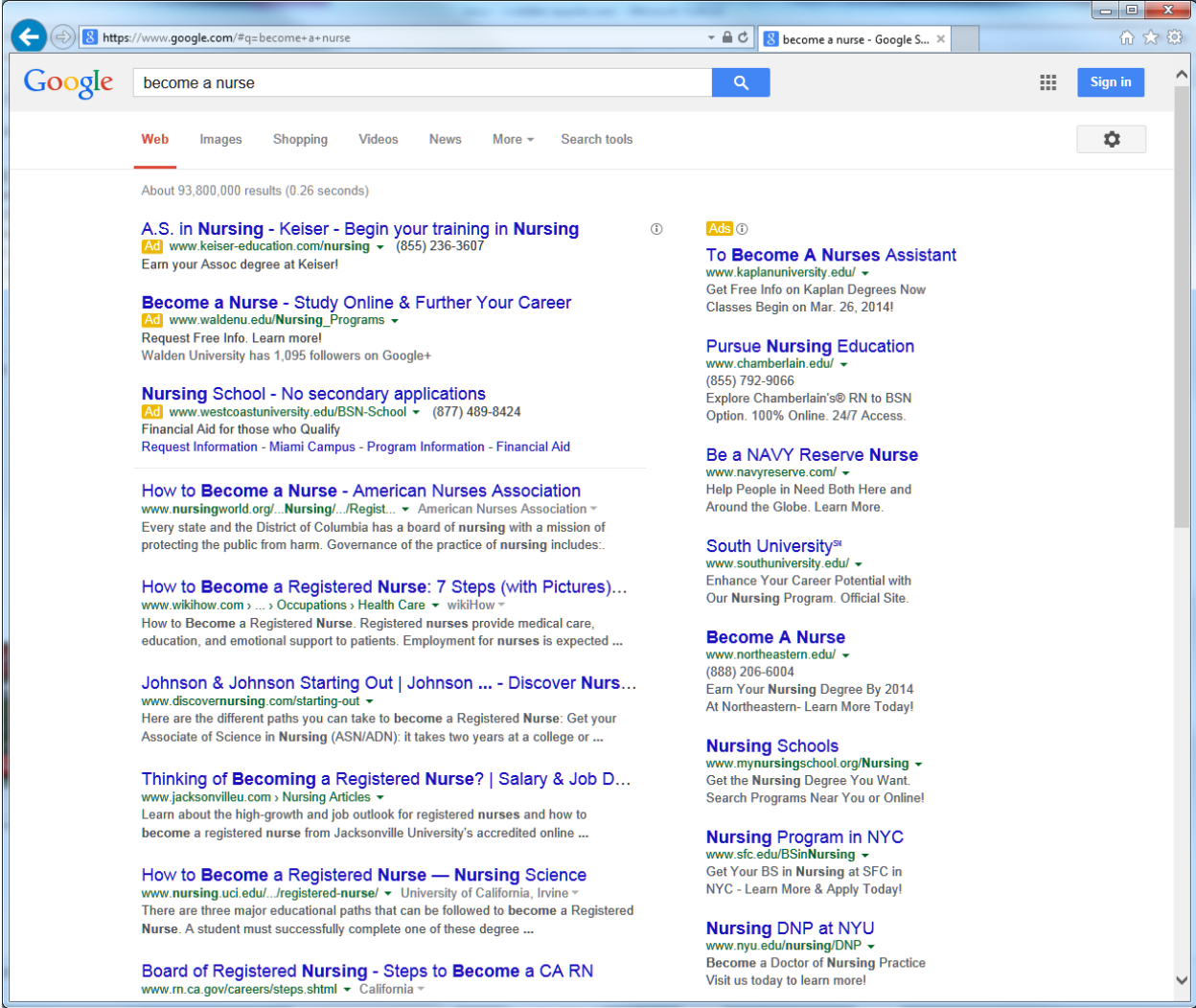
<p>U.S. PATENT NO. 7,895,178</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
<p>selecting at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results; and</p>	<p>The Accused Instrumentalities select at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> • 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. <p>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:</p> <ul style="list-style-type: none"> • 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. <p>http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</p>

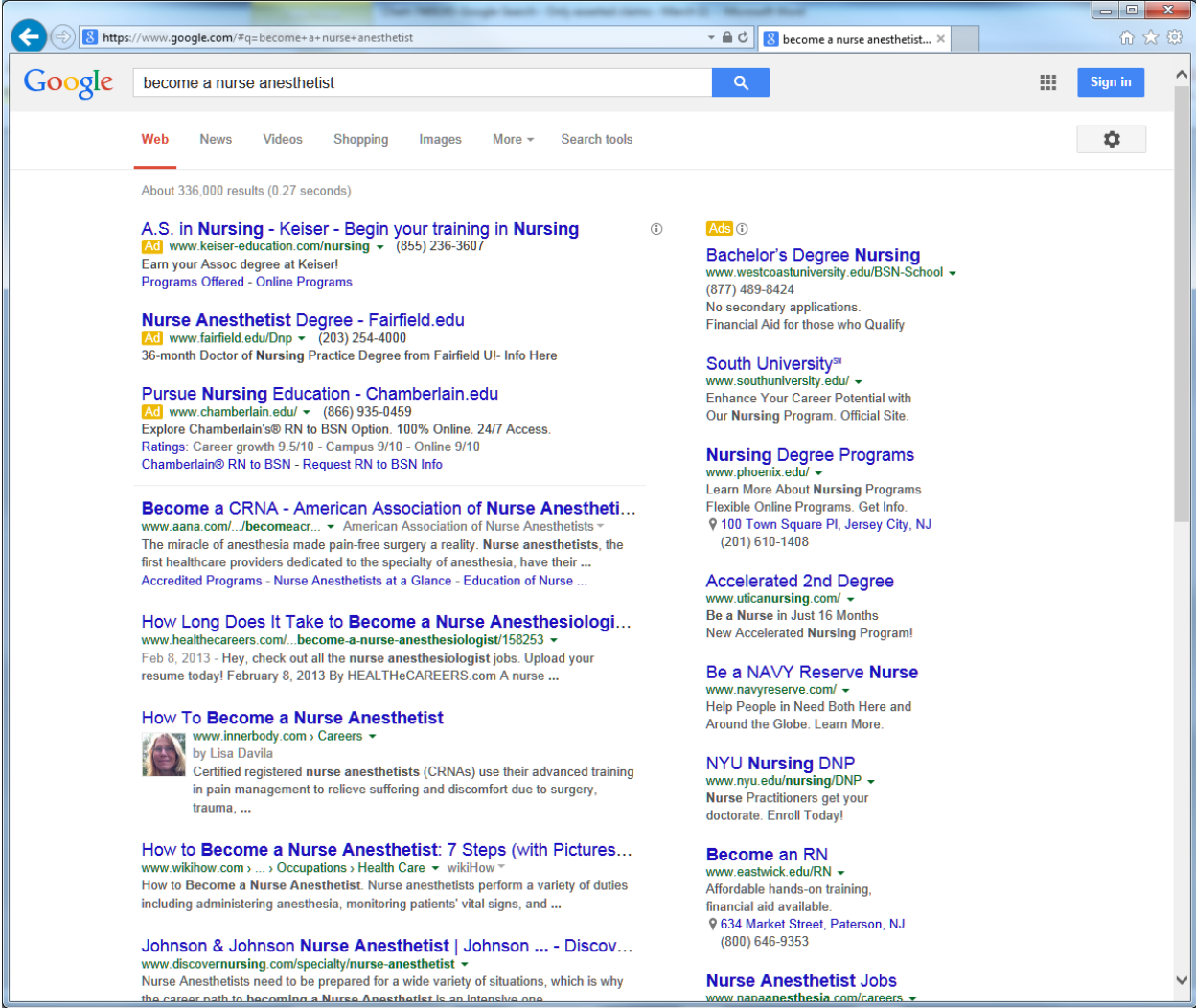
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 367 1896 906"><p>Ads on Google Target your ads Ad types Costs FAQ</p><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><div data-bbox="1465 493 1770 537">Get started now For free support call: 1-800-877-2981*</div><div data-bbox="669 558 1031 748"><p>gle yoga classes</p></div><div data-bbox="1066 558 1428 748"><p>Yoga for beginners www.vinashiyoga.com Start your journey today Special – 10 classes for \$100 (354) 555-0111 - Directions</p></div><div data-bbox="1461 558 1822 748"><p>Vinashi Yoga Studio</p></div><ol style="list-style-type: none"><li data-bbox="669 777 1031 862">1. People search on Google People use keywords (or search terms) to search for specific products and services.<li data-bbox="1066 777 1428 883">2. They see your ad If the keywords you've chosen match what people search for, your ad appears next to or above Google search results. Learn more<li data-bbox="1461 777 1822 862">3. You get more customers When people click on your ad, they'll go to your website to learn more or buy.</div> <p data-bbox="1094 915 1955 948">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 331 1896 1049"> <h2 style="text-align: center;">How AdWords works</h2> <p>To understand how AdWords works and make the most of your advertising budget, it's important to familiarize yourself with some key building blocks -- like keywords, placements, Ad Rank, bids, and Quality Score.</p> <h3>How keywords trigger your ad to appear</h3> <p>Keywords are words or phrases you choose that can trigger your ad to show on search and other sites. For example, if you deliver fresh flowers, you could use "fresh flower delivery" as one keyword in your AdWords campaign. When someone searches Google using the phrase "fresh flower delivery" or a similar term, your ad might appear next to Google search results. Your ad can also appear on other websites in the Google Network that are related to fresh flower delivery.</p> <hr/> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  <p>Tip</p> </div> <div> <p>Create a list of keywords that are most relevant to your business -- rather than more general keywords -- to reach people who are most interested in your product or service. For example, use "fresh flower delivery" rather than simply "flower." This improves your ad's performance.</p> </div> </div> <hr/> <p>Placements: Advertising on non-search websites Read more</p> </div> <div data-bbox="1346 760 1635 1045" style="border: 1px solid gray; padding: 5px; margin-top: 10px;"> <p>All of the places where your AdWords ad can appear, including Google sites, websites that partner with us, and other placements like mobile phone apps.</p> </div> <div data-bbox="1635 824 1848 945" style="margin-top: 10px;"> <p>you use specific keywords, your ad is showing to people who search for "fresh flower delivery" rather than "flowers," so your ad dollars go further.</p> </div> <p style="text-align: right; margin-top: 20px;"> https://support.google.com/adwords/answer/2497976?hl=en </p>

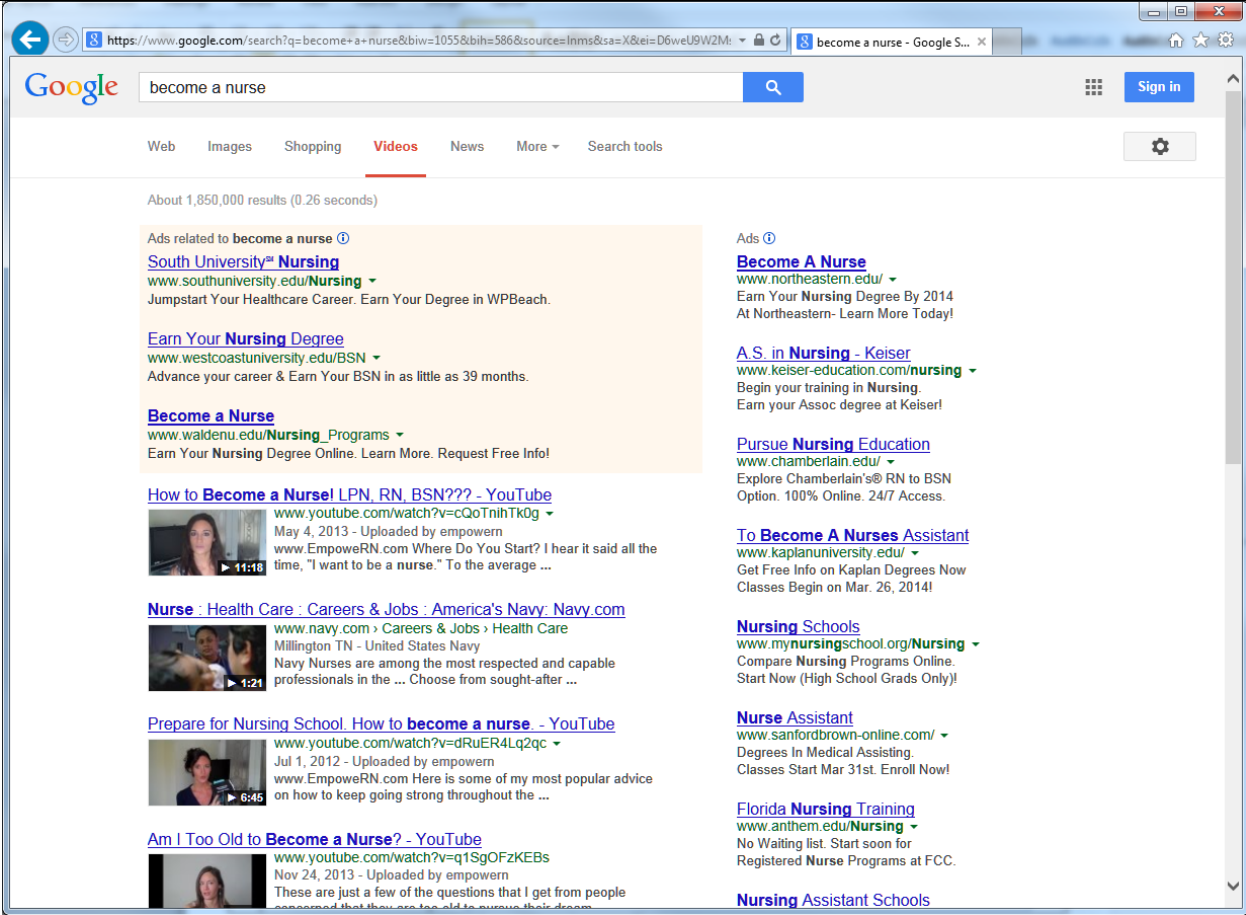
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nutritionist". The search results are displayed in a grid format. On the left side, there are several organic search results, including a link to "How to Become a Nutritionist: 15 Steps (with Pictures) - wikiHow" and "How to Become a Nutritionist or Registered Dietician: Career...". On the right side, there are several advertisements, including "Nutritionist Online - Nutritionist Class From Home", "Become A Nutritionist - KaplanUniversity.edu", "Nutritionist Degree - NaturalHealers.com", "Become A Nutritionist - Integrativenutrition.com", "Become a Nutritionist - Adelphi.edu", "MS in Holistic Nutrition - Hawthornuniversity.org", "Certified Nutritionist - Homestudycourses.info", "Become a Nutritionist - Americanschoolofnaturalhealth.com", "Become Certified Nutritionist - Ask.com", "Study Nutrition Program - Courseadvisor.com", and "Online Holistic Degrees - Iqim.org".</p>

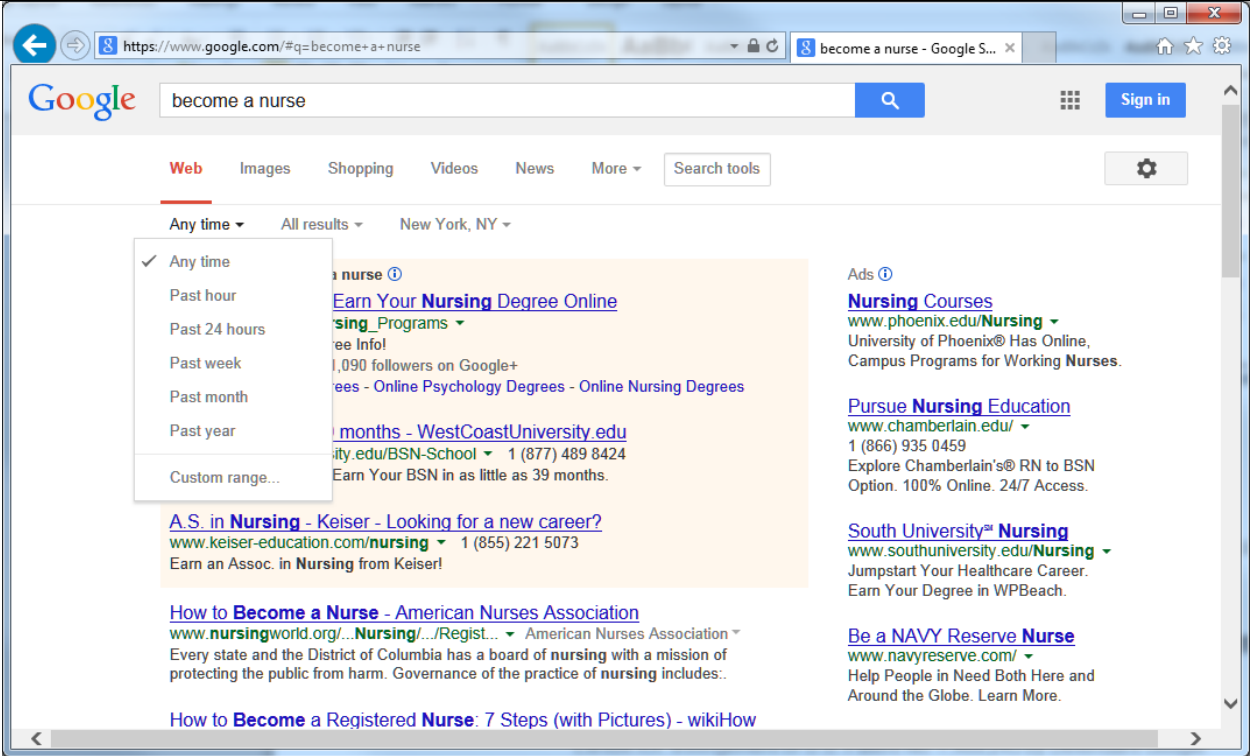
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The search results are organized into two columns. The left column contains organic search results and advertisements for nursing programs, including Keiser University, Walden University, and West Coast University. The right column contains advertisements for Kaplan University, Chamberlain's RN to BSN program, Navy Reserve Nurse, South University, Northeastern University, MyNursingSchool.org, SFC, and NYU. The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

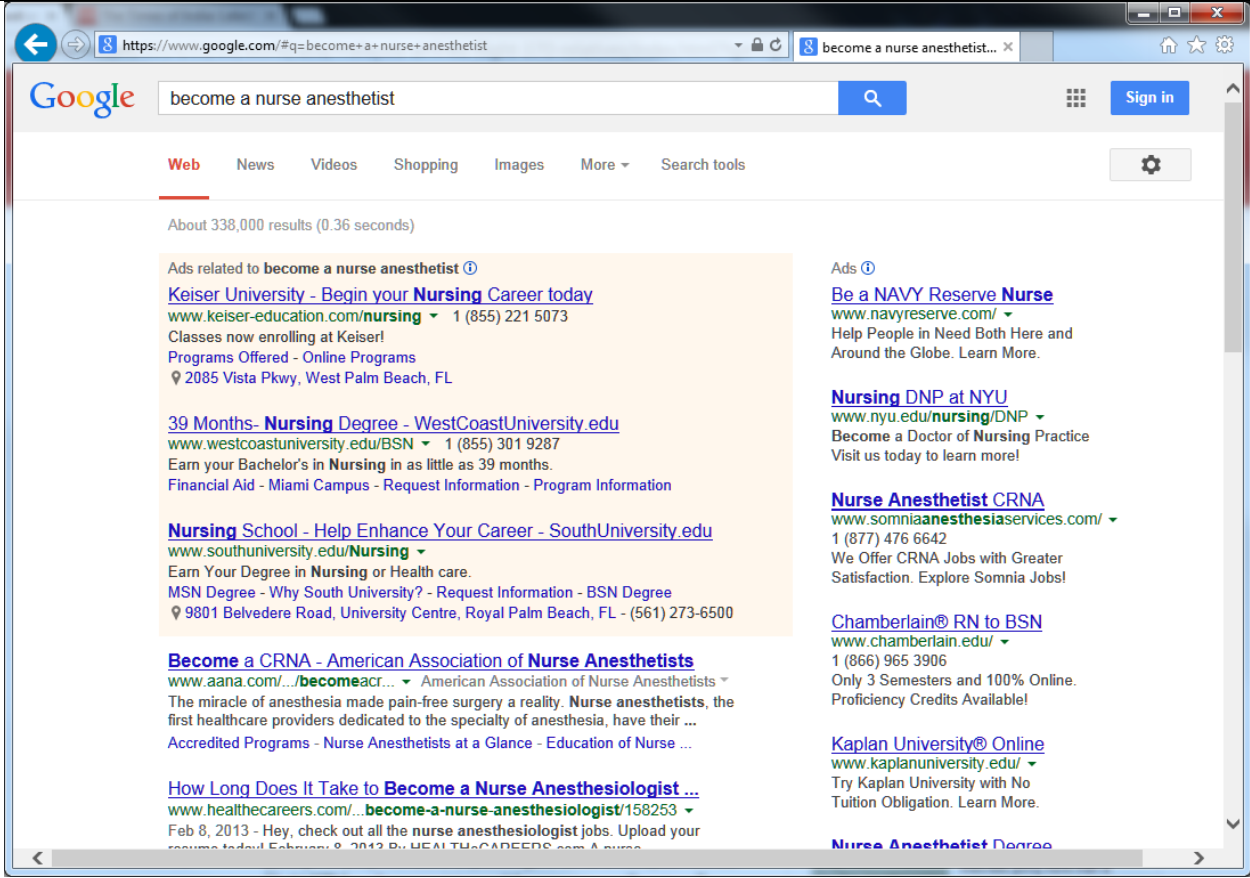
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

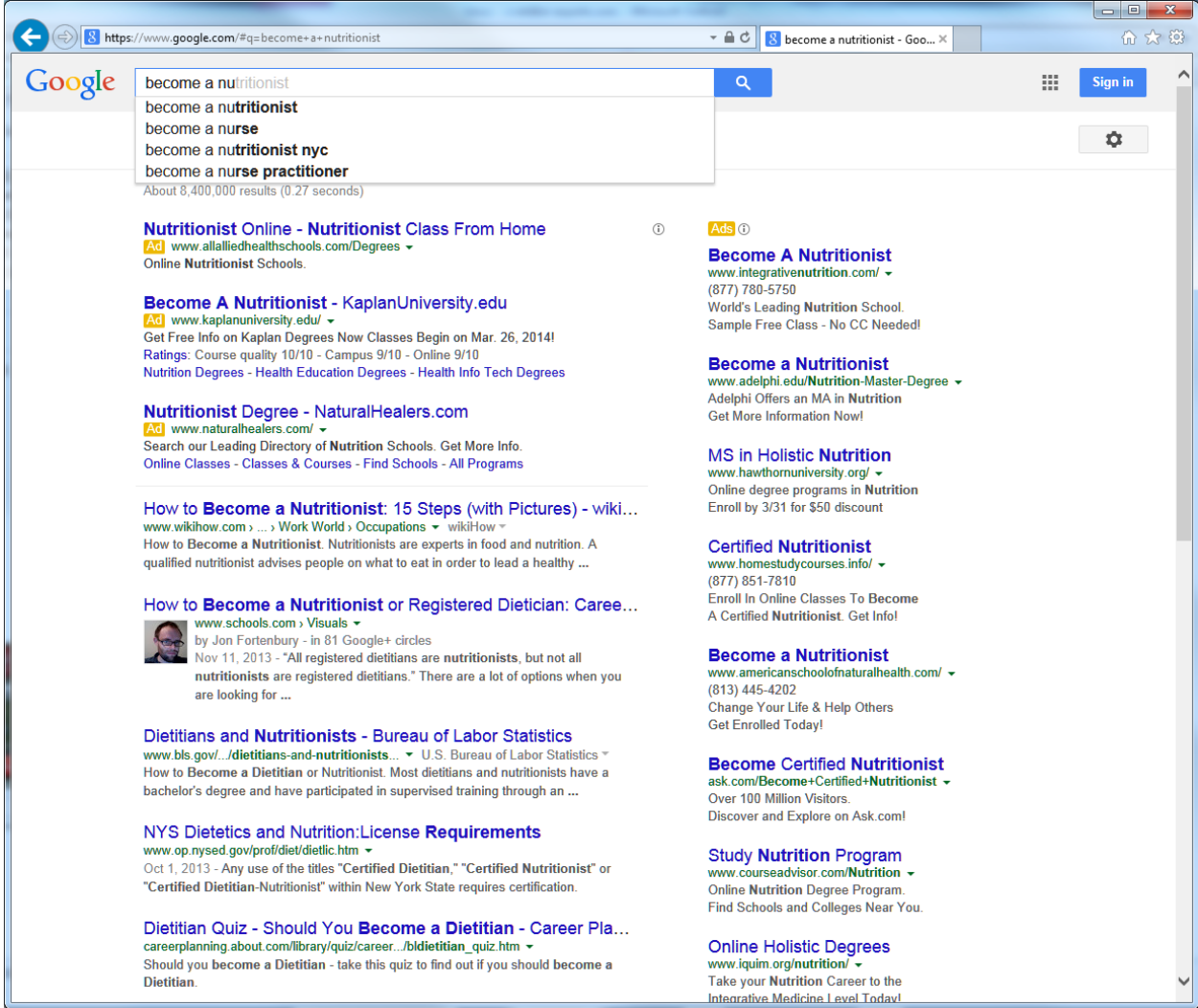
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 336,000 results. The top results include several advertisements for nursing programs and degree options from various institutions such as Keiser, Fairfield.edu, Chamberlain.edu, West Coast University, South University, Phoenix.edu, Utica Nursing, Navy Reserve, NYU, Eastwick.edu, and Papanastasia.com. The search interface includes the Google logo, search bar, navigation tabs (Web, News, Videos, Shopping, Images, More), and a "Sign in" button.</p>

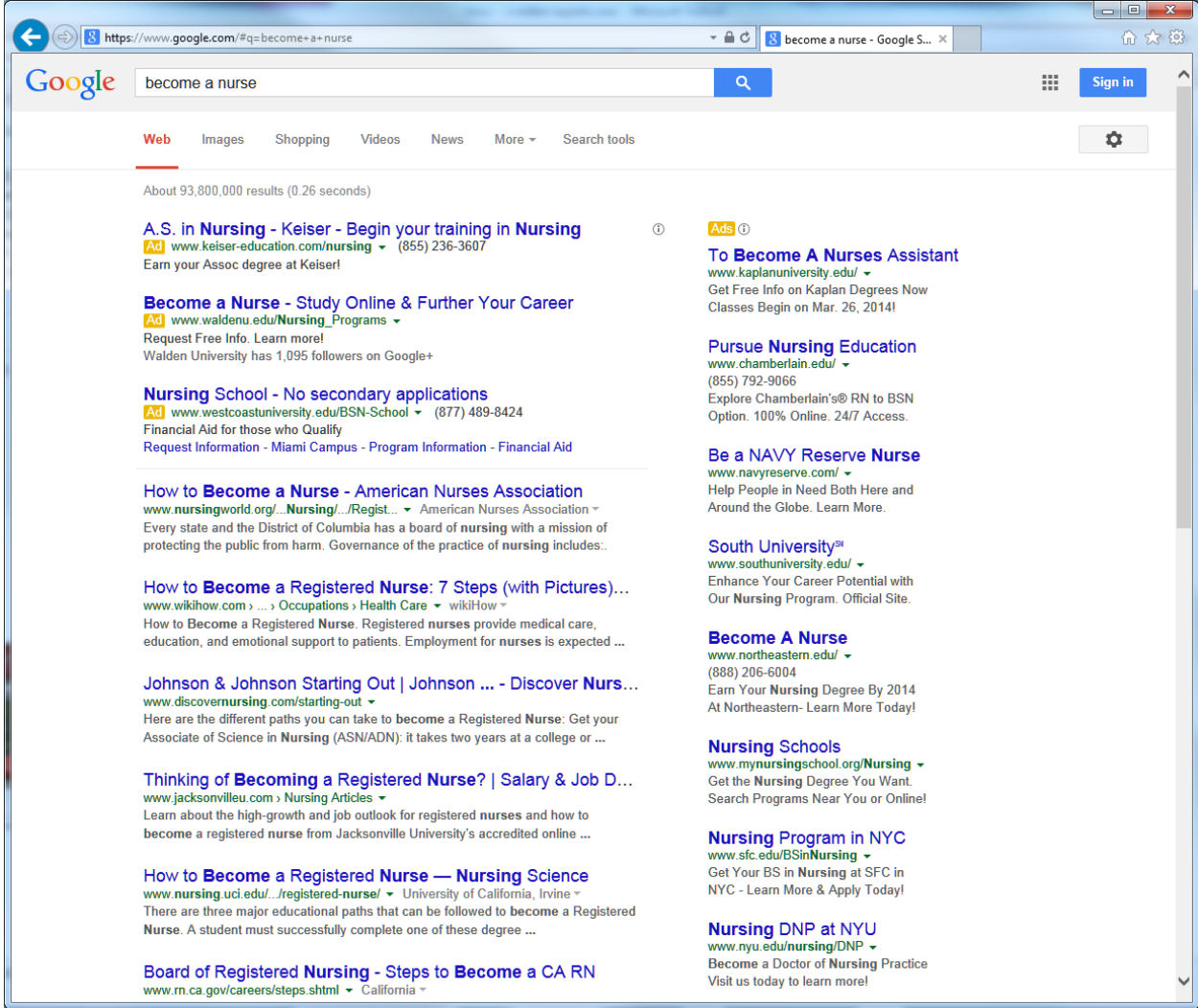
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 1,850,000 results. The search results are categorized into several sections:</p> <ul style="list-style-type: none">Ads related to become a nurse:<ul style="list-style-type: none">South University® Nursing: www.southuniversity.edu/Nursing - Jumpstart Your Healthcare Career. Earn Your Degree in WPBeach.Earn Your Nursing Degree: www.westcoastuniversity.edu/BSN - Advance your career & Earn Your BSN in as little as 39 months.Become a Nurse: www.waldenu.edu/Nursing_Programs - Earn Your Nursing Degree Online. Learn More. Request Free Info!How to Become a Nurse! LPN, RN, BSN??? - YouTube: www.youtube.com/watch?v=cQoTnihTk0g - May 4, 2013 - Uploaded by empowern. www.EmpoweRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse : Health Care : Careers & Jobs : America's Navy: Navy.com: www.navy.com > Careers & Jobs > Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School. How to become a nurse - YouTube: www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowern. www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throughout the ...Am I Too Old to Become a Nurse? - YouTube: www.youtube.com/watch?v=q1SgOFzKEBs - Nov 24, 2013 - Uploaded by empowern. These are just a few of the questions that I get from people concerned that they are too old to pursue their dream. <p>Ads:</p> <ul style="list-style-type: none">Become A Nurse: www.northeastern.edu/ - Earn Your Nursing Degree By 2014. At Northeastern- Learn More Today!A.S. in Nursing - Keiser: www.keiser-education.com/nursing - Begin your training in Nursing. Earn your Assoc degree at Keiser!Pursue Nursing Education: www.chamberlain.edu/ - Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.To Become A Nurses Assistant: www.kaplanuniversity.edu/ - Get Free Info on Kaplan Degrees Now. Classes Begin on Mar. 26, 2014!Nursing Schools: www.mynursingschool.org/Nursing - Compare Nursing Programs Online. Start Now (High School Grads Only)!Nurse Assistant: www.sanfordbrown-online.com/ - Degrees In Medical Assisting. Classes Start Mar 31st. Enroll Now!Florida Nursing Training: www.aitnem.edu/Nursing - No Waiting list. Start soon for Registered Nurse Programs at FCC.Nursing Assistant Schools:

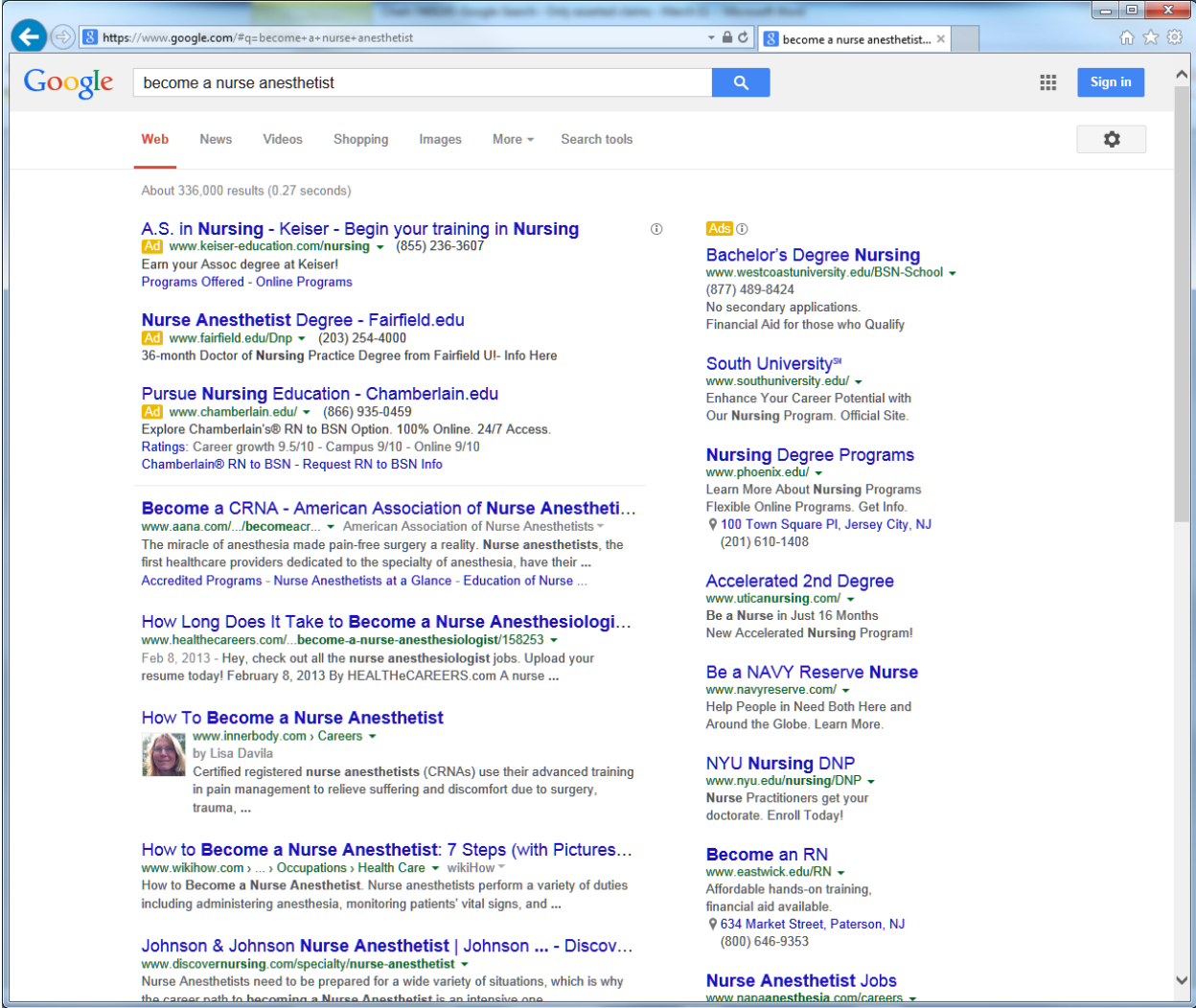
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results include several links to nursing programs and information. A date filter dropdown menu is open, showing options like "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results include:</p> <ul style="list-style-type: none">Earn Your Nursing Degree Online - WestCoastUniversity.eduA.S. in Nursing - Keiser - Looking for a new career? www.keiser-education.com/nursingHow to Become a Nurse - American Nurses Association - www.nursingworld.orgHow to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHowNursing Courses - www.phoenix.edu/NursingPursue Nursing Education - www.chamberlain.eduSouth University Nursing - www.southuniversity.edu/NursingBe a NAVY Reserve Nurse - www.navyreserve.com

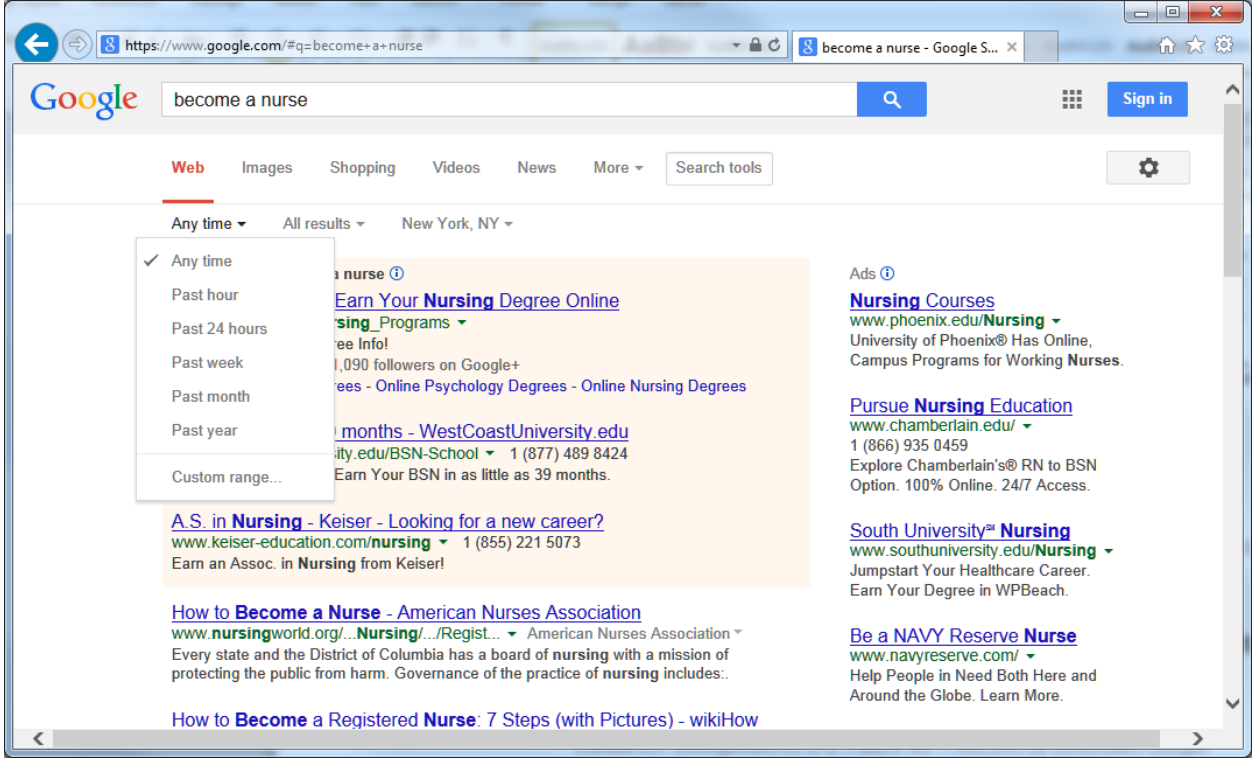
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several organic links and a column of advertisements. The advertisements are for Keiser University, West Coast University, South University, American Association of Nurse Anesthetists, Chamberlain RN to BSN, and Kaplan University. The organic results include links to nursing programs, CRNA information, and how long it takes to become a nurse anesthesiologist.</p>
<p>transmitting at least one of the modified search results and the at least one other advertisement via the</p>	<p>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.</p>

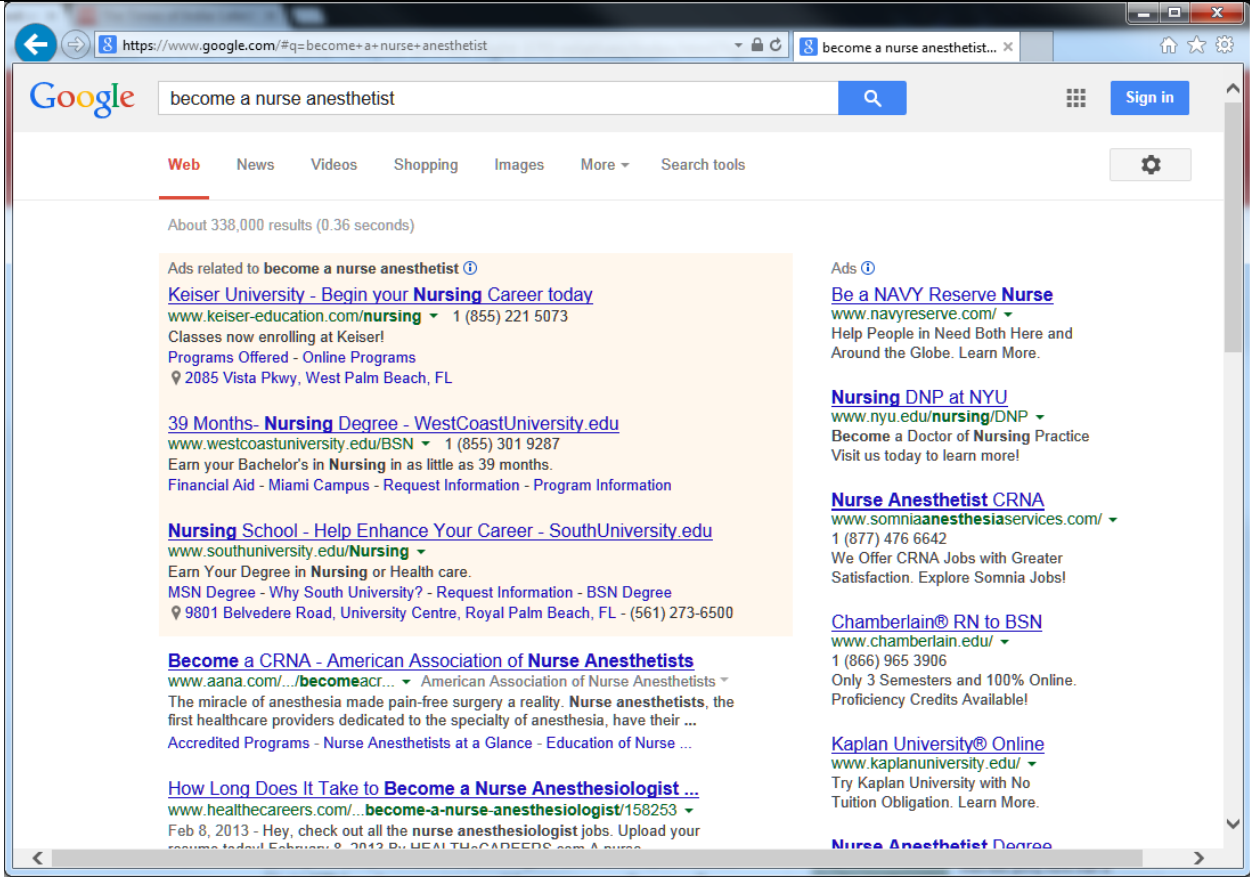
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>communications link to the data processing device.</p>	 <p>The screenshot shows a Google search interface with the query "become a nutritionist". The search results include several organic links and advertisements. The organic results are:</p> <ul style="list-style-type: none"> Nutritionist Degree - NaturalHealers.com: Search our Leading Directory of Nutrition Schools. Get More Info. Online Classes - Classes & Courses - Find Schools - All Programs How to Become a Nutritionist: 15 Steps (with Pictures) - wikiHow: How to Become a Nutritionist. Nutritionists are experts in food and nutrition. A qualified nutritionist advises people on what to eat in order to lead a healthy ... How to Become a Nutritionist or Registered Dietician: Career Paths - schools.com: by Jon Fortenbury - in 81 Google+ circles. Nov 11, 2013 - "All registered dietitians are nutritionists, but not all nutritionists are registered dietitians." There are a lot of options when you are looking for ... Dietitians and Nutritionists - Bureau of Labor Statistics: How to Become a Dietitian or Nutritionist. Most dietitians and nutritionists have a bachelor's degree and have participated in supervised training through an ... NYS Dietetics and Nutrition: License Requirements: Oct 1, 2013 - Any use of the titles "Certified Dietitian," "Certified Nutritionist" or "Certified Dietitian-Nutritionist" within New York State requires certification. Dietitian Quiz - Should You Become a Dietitian - Career Planning: Should you become a Dietitian - take this quiz to find out if you should become a Dietitian. <p>The advertisements on the right side of the page include:</p> <ul style="list-style-type: none"> Nutritionist Online - Nutritionist Class From Home: www.alliedhealthschools.com/Degrees Become A Nutritionist - KaplanUniversity.edu: Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! Become A Nutritionist: www.integrativenutrition.com/ (877) 780-5750. World's Leading Nutrition School. Sample Free Class - No CC Needed! Become a Nutritionist: www.adelphi.edu/Nutrition-Master-Degree. Adelphi Offers an MA in Nutrition. Get More Information Now! MS in Holistic Nutrition: www.hawthornuniversity.org/. Online degree programs in Nutrition. Enroll by 3/31 for \$50 discount Certified Nutritionist: www.homestudycourses.info/. (877) 851-7810. Enroll In Online Classes To Become A Certified Nutritionist. Get Info! Become a Nutritionist: www.americanschoolofnaturalhealth.com/. (813) 445-4202. Change Your Life & Help Others. Get Enrolled Today! Become Certified Nutritionist: ask.com/Become+Certified+Nutritionist. Over 100 Million Visitors. Discover and Explore on Ask.com! Study Nutrition Program: www.courseadvisor.com/Nutrition. Online Nutrition Degree Program. Find Schools and Colleges Near You. Online Holistic Degrees: www.iqim.org/nutrition/. Take your Nutrition Career to the Integrative Medicine Level Today!

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 93,800,000 results. The search results are organized into two columns. The left column contains organic search results and sponsored ads for nursing programs from institutions like Keiser, Walden University, and West Coast University. The right column contains sponsored ads for nursing assistant, nursing education, and Navy Reserve Nurse programs. The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

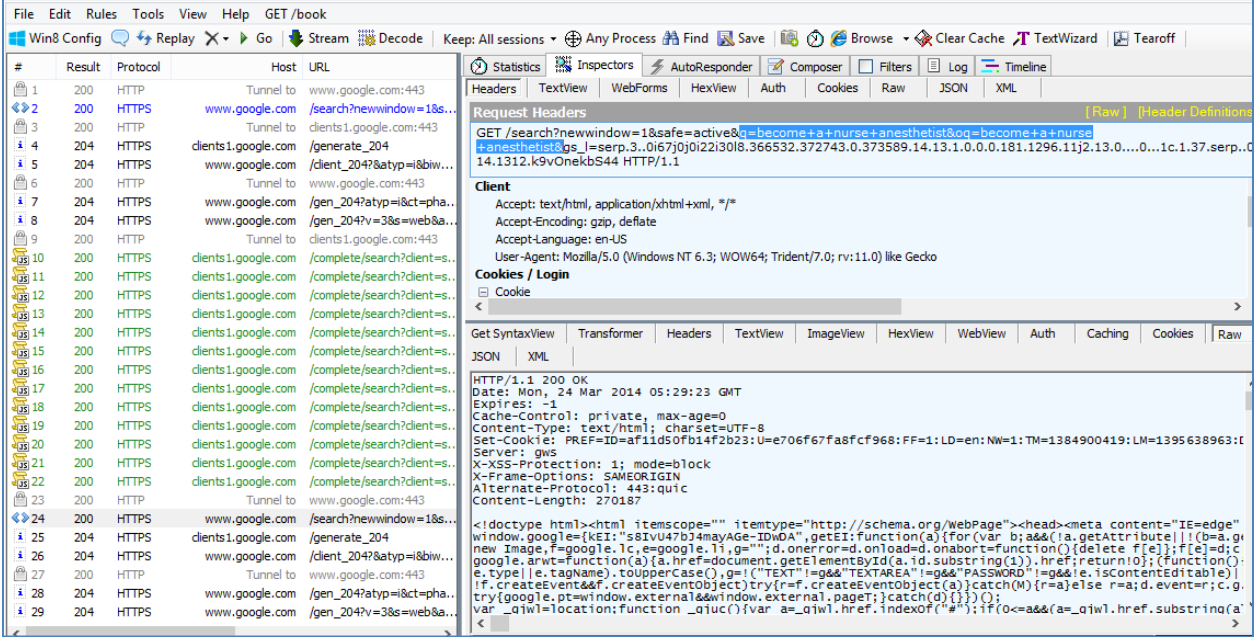
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

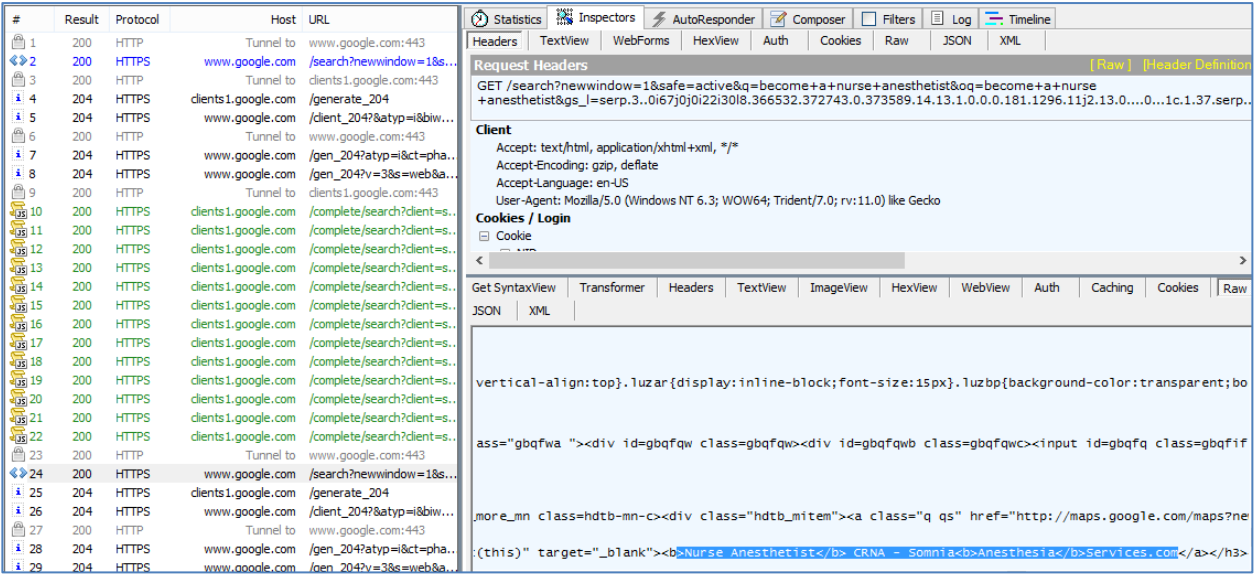
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are for Keiser University, Fairfield University, Chamberlain.edu, West Coast University, South University, Phoenix.edu, Utica Nursing, Navy Reserve Nurse, NYU Nursing DNP, Eastwick.edu, and NANA Anesthesia. The organic results include information from the American Association of Nurse Anesthetists (AANA), HealthCareers.com, Innerbody.com, and WikiHow.</p>

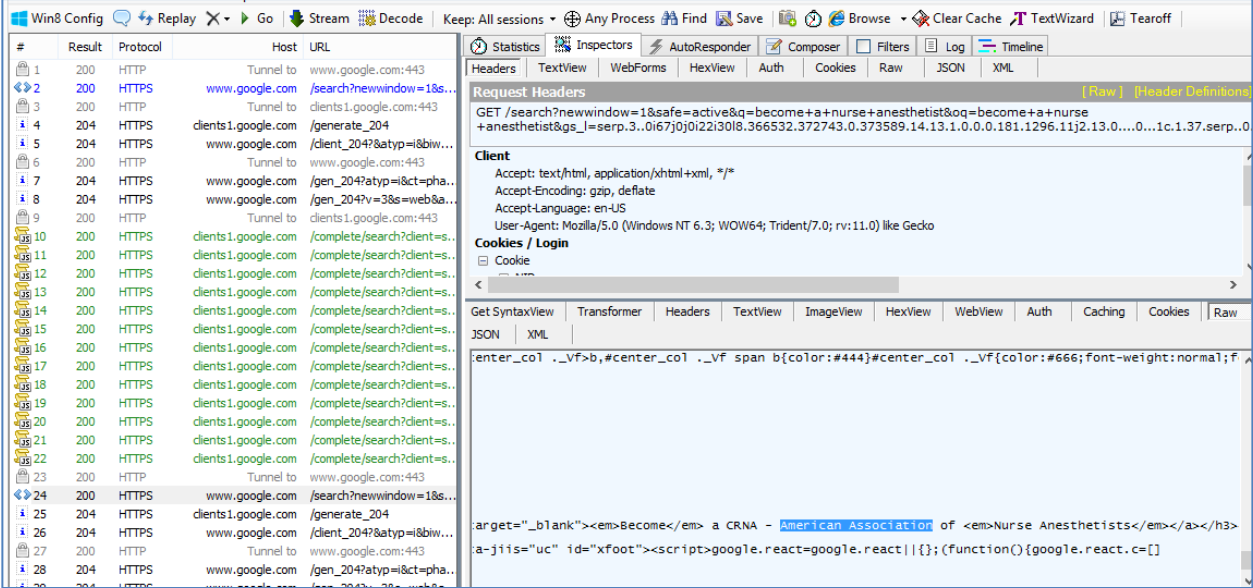
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a date filter dropdown menu on the left, which is open and shows options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association". The browser's address bar shows the URL "https://www.google.com/#q=become+a+nurse".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Keiser University - Begin your Nursing Career today www.keiser-education.com/nursing - 1 (855) 221 5073 Classes now enrolling at Keiser! Programs Offered - Online Programs 2085 Vista Pkwy, West Palm Beach, FL39 Months- Nursing Degree - WestCoastUniversity.edu www.westcoastuniversity.edu/BSN - 1 (855) 301 9287 Earn your Bachelor's in Nursing in as little as 39 months. Financial Aid - Miami Campus - Request Information - Program InformationNursing School - Help Enhance Your Career - SouthUniversity.edu www.southuniversity.edu/Nursing - Earn Your Degree in Nursing or Health care. MSN Degree - Why South University? - Request Information - BSN Degree 9801 Belvedere Road, University Centre, Royal Palm Beach, FL - (561) 273-6500Become a CRNA - American Association of Nurse Anesthetists www.aana.com/.../becomeacr... - American Association of Nurse Anesthetists - The miracle of anesthesia made pain-free surgery a reality. Nurse anesthetists, the first healthcare providers dedicated to the specialty of anesthesia, have their ... Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...How Long Does It Take to Become a Nurse Anesthesiologist ... www.healthcareers.com/...become-a-nurse-anesthesiologist/158253 - Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHCAREERS.com A nurse <p>The organic search results on the right side of the page include:</p> <ul style="list-style-type: none">Be a NAVY Reserve Nurse www.navyreserve.com/ - Help People in Need Both Here and Around the Globe. Learn More.Nursing DNP at NYU www.nyu.edu/nursing/DNP - Become a Doctor of Nursing Practice Visit us today to learn more!Nurse Anesthetist CRNA www.somniaanesthesiaservices.com/ - 1 (877) 476 6642 We Offer CRNA Jobs with Greater Satisfaction. Explore Somnia Jobs!Chamberlain® RN to BSN www.chamberlain.edu/ - 1 (866) 965 3906 Only 3 Semesters and 100% Online. Proficiency Credits Available!Kaplan University® Online www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.Nurse Anesthetist Degree

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the network tab of a web browser's developer tools. The top section shows a list of 29 network requests. The selected request (index 24) is a GET request to <code>www.google.com/search?newwindow=1&safe=active&...&become+a+nurse+...&nc=serp.3.01670j0223018.366532.372743.0.373589.14.13.1.0.0.0.181.1296.11j2.13.0....0...1c.1.37.serp..0.14.1312.k9vOnekbs44 HTTP/1.1</code>. The right-hand pane shows the details for this request, including the 'Request Headers' section with the following content:</p> <pre>GET /search?newwindow=1&safe=active&...&become+a+nurse+...&nc=serp.3.01670j0223018.366532.372743.0.373589.14.13.1.0.0.0.181.1296.11j2.13.0....0...1c.1.37.serp..0.14.1312.k9vOnekbs44 HTTP/1.1</pre> <p>The 'Client' section lists the following headers:</p> <pre>Accept: text/html,application/xhtml+xml,*/* Accept-Encoding: gzip, deflate Accept-Language: en-US User-Agent: Mozilla/5.0 (Windows NT 6.3; WOW64; Trident/7.0; rv:11.0) like Gecko</pre> <p>The 'Cookies / Login' section shows a single cookie:</p> <pre>Cookie</pre> <p>The 'Response' section shows the following headers:</p> <pre>HTTP/1.1 200 OK Date: Mon, 24 Mar 2014 05:29:23 GMT Expires: -1 Cache-Control: private, max-age=0 Content-Type: text/html; charset=UTF-8 Set-Cookie: PREFID=af11d50fb14f2b23;U=e706f67fa8fc968;FF=1;LD=en;NW=1;TM=138490419;LM=1395638963;... Server: gws X-XSS-Protection: 1; mode=block X-Frame-Options: SAMEORIGIN Alternate-Protocol: 443:quic Content-Length: 270187</pre> <p>The body of the response is HTML code, starting with <code><!doctype html><html itemscope="" itemtype="http://schema.org/WebPage"><head><meta content="IE=edge" window.google={kE1:"s81vU47b14mayAge-IDwDA",getE1:function(a){for(var b;a&&(!a.getAttribute) !(b=a.g...></code></p>

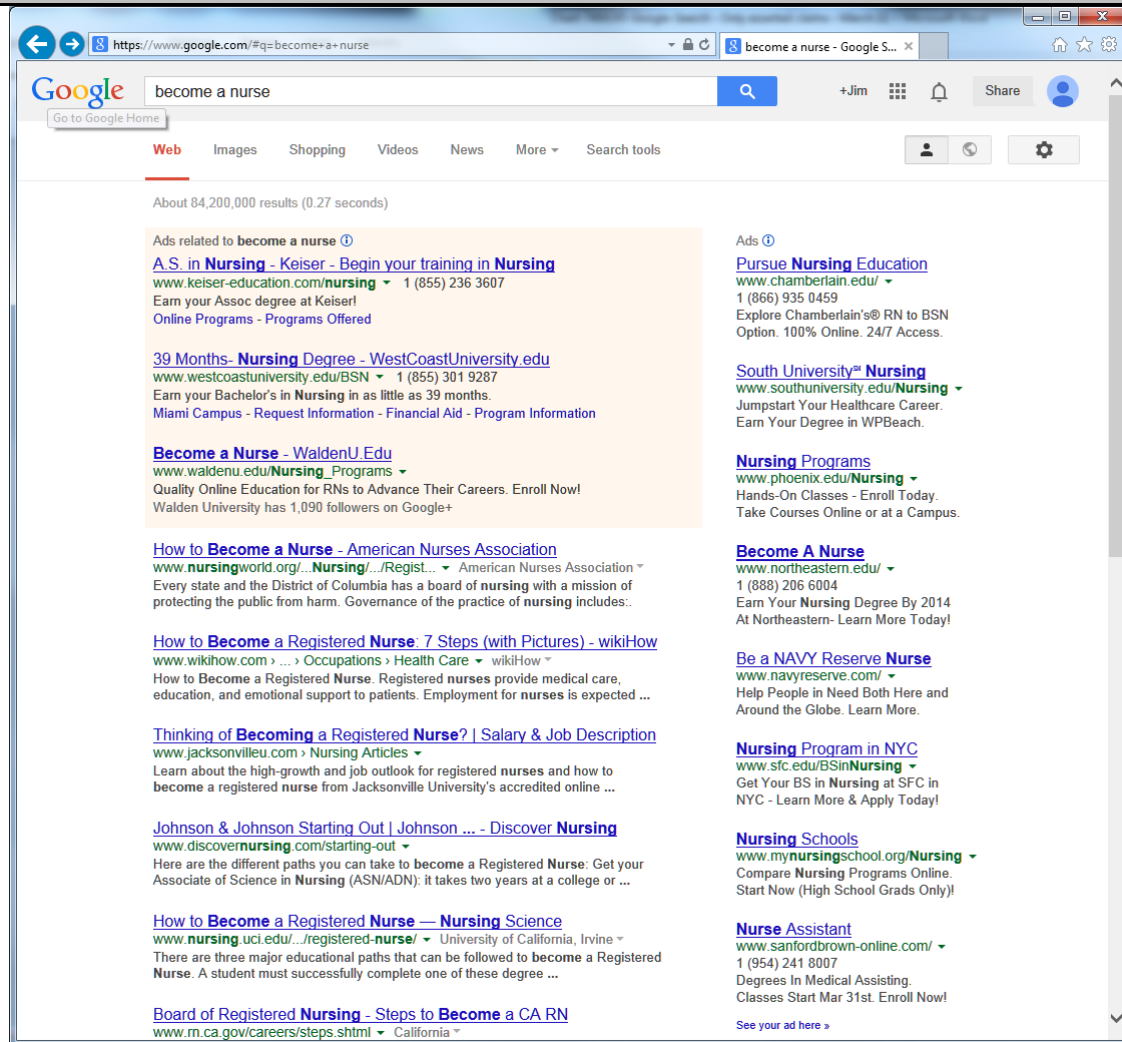
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a network monitoring tool interface. On the left, a list of 29 network requests is shown, including their status (e.g., 200), protocol (e.g., HTTP, HTTPS), host (e.g., www.google.com, clients1.google.com), and URL. Request #24 is selected. The right pane shows the details for this request, including the request headers (a GET request to a search URL), client information (Mozilla/5.0), and cookies/login data. The bottom pane shows the raw HTML response, with a snippet of CSS and HTML code visible, including a link to 'Nurse Anesthetist - CRNA - Sonmia - Anesthesia Services.com'.</p>

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

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY



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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

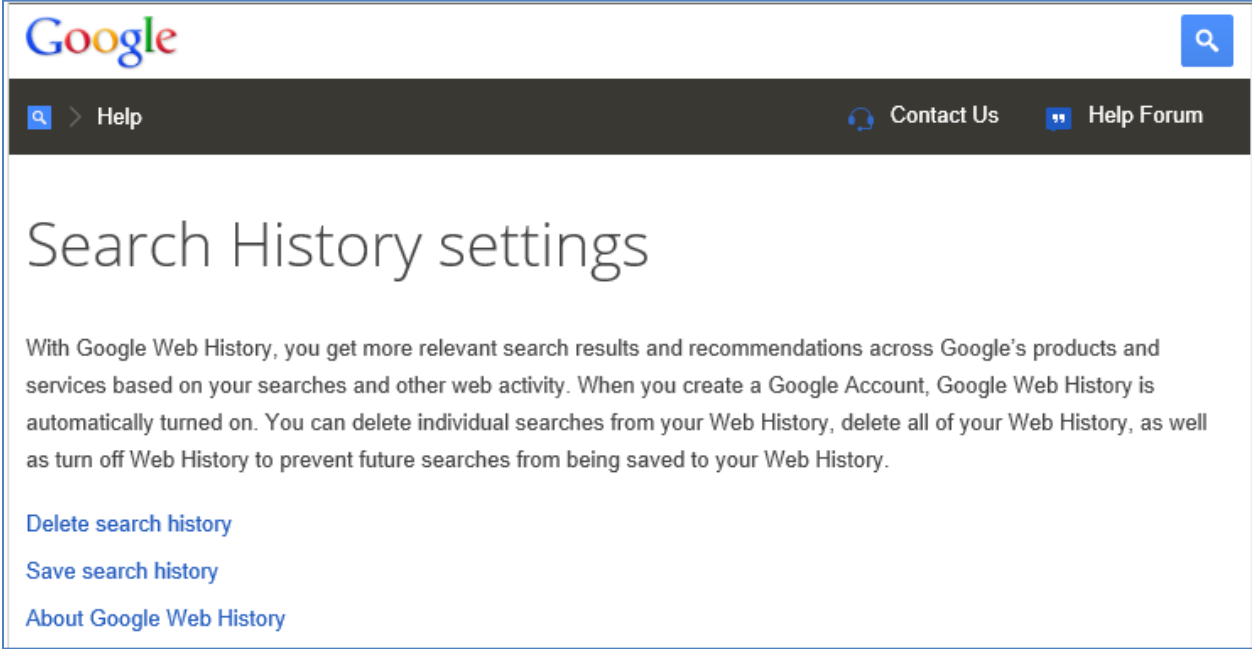
The screenshot shows a Google search for "become a nurse anesthetist". The search results are displayed in a two-column layout. The left column contains several search results, including:

- Ads related to become a nurse anesthetist**
 - Nursing School -39 months - WestCoastUniversity.edu**
www.westcoastuniversity.edu/BSN-School - 1 (877) 489 8424
Advance your career & Earn Your BSN in as little as 39 months.
Miami Campus - Program Information - Financial Aid - Request Information
 - A.S. in Nursing - Keiser - Begin your training in Nursing**
www.keiser-education.com/nursing - 1 (855) 236 3607
Earn your Assoc degree at Keiser!
Programs Offered - Online Programs
 - Pursue Nursing Education - Explore Chamberlain's® RN to BSN**
www.chamberlain.edu/ - 1 (866) 935 0459
Option. 100% Online. 24/7 Access.
Chamberlain College of Nursing has 363 followers on Google+
Chamberlain® RN to BSN - Call Today: 855-792-9066 - Request RN to BSN Info
 - Become a CRNA - American Association of Nurse Anesthetists**
www.aana.com/.../becomeacr... - American Association of Nurse Anesthetists
The miracle of anesthesia made pain-free surgery a reality. **Nurse anesthetists**, the first healthcare providers dedicated to the specialty of anesthesia, have their ...
Accredited Programs - Nurse Anesthetists at a Glance - Education of Nurse ...
 - How Long Does it Take to Become a Nurse Anesthesiologist ...**
www.healthcareers.com/.../become-a-nurse-anesthesiologist/158253 -
Feb 8, 2013 - Hey, check out all the nurse anesthesiologist jobs. Upload your resume today! February 8, 2013 By HEALTHeCAREERS.com A nurse ...
 - How to Become a Nurse Anesthetist**
www.innerbody.com > Careers -
by Lisa Davila
Certified registered nurse anesthetists (CRNAs) use their advanced training in pain management to relieve suffering and discomfort due to surgery, trauma, ...
 - How to Become a Nurse Anesthetist: 7 Steps (with Pictures) - wikiH...**
www.wikihow.com > ... > Occupations > Health Care - wikiHow -
How to Become a Nurse Anesthetist. Nurse anesthetists perform a variety of duties including administering anesthesia, monitoring patients' vital signs, and ...
 - Johnson & Johnson Nurse Anesthetist | Johnson ... - Discover Nursing**
www.discovernursing.com/specialty/nurse-anesthetist -

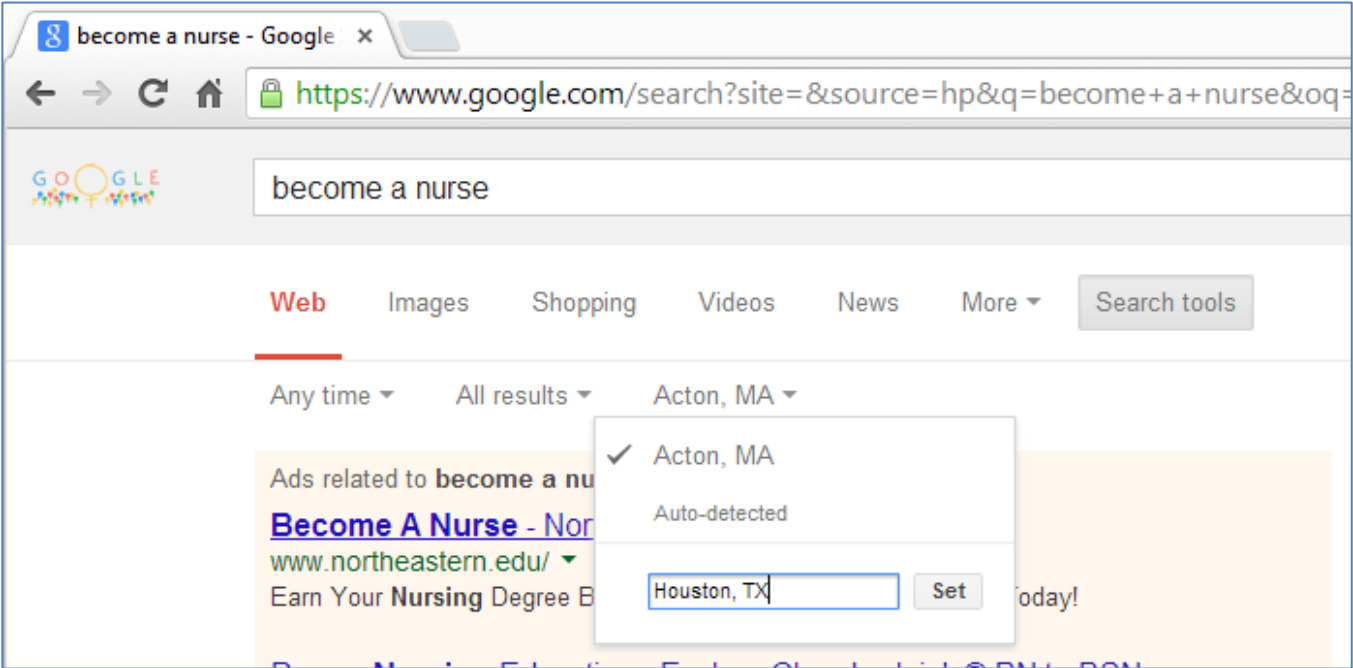
The right column contains additional search results:

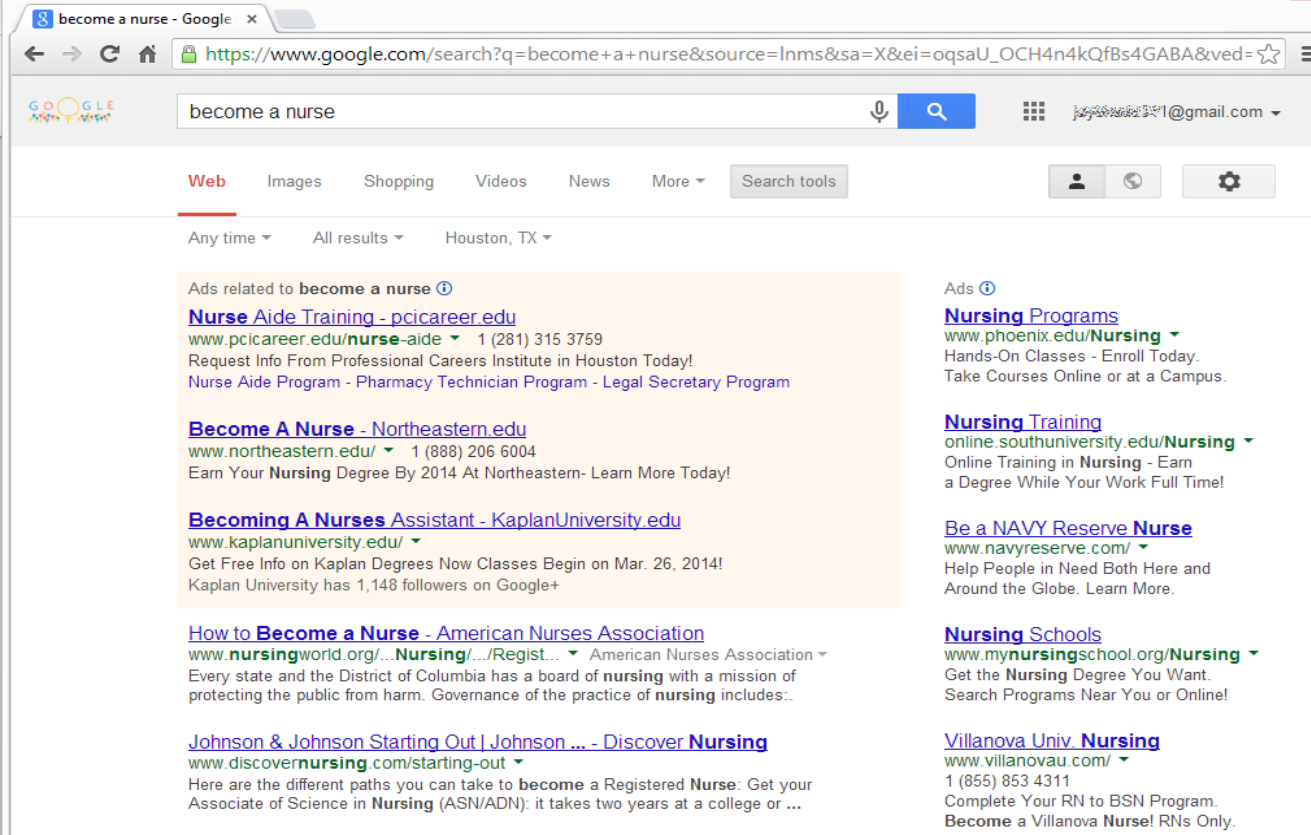
- Ads**
 - Nurse Anesthetist Degree**
www.fairfield.edu/Dnp -
1 (203) 254 4000
36-month Doctor of Nursing Practice Degree from Fairfield UI- Info Here
 - Nursing DNP at NYU**
www.nyu.edu/nursing/DNP -
Become a Doctor of Nursing Practice
Visit us today to learn more!
 - South University®**
www.southuniversity.edu/ -
Enhance Your Career Potential with Our Nursing Program. Official Site.
 - University of Phoenix®**
www.phoenix.edu/Nursing -
Demand for Nurses is High. Get Your Career Started Today with a Degree.
100 Town Square Pl, Jersey City, NJ
(201) 610-1408
 - Nurse Anesthetist CRNA**
www.somniaanesthesiaservices.com/ -
1 (877) 476 6642
We Offer CRNA Jobs with Greater Satisfaction. Explore Sonnia Jobs!
 - Be a NAVY Reserve Nurse**
www.navyreserve.com/ -
Help People in Need Both Here and Around the Globe. Learn More.
 - Become an RN**
www.eastwick.edu/RN -
Affordable hands-on training, financial aid available.
250 Moore Street, Hackensack, NJ
(201) 488-9400
 - Nurse Anesthetist Degree**
www.ask.com/Nurse+Anesthetist+Degree -

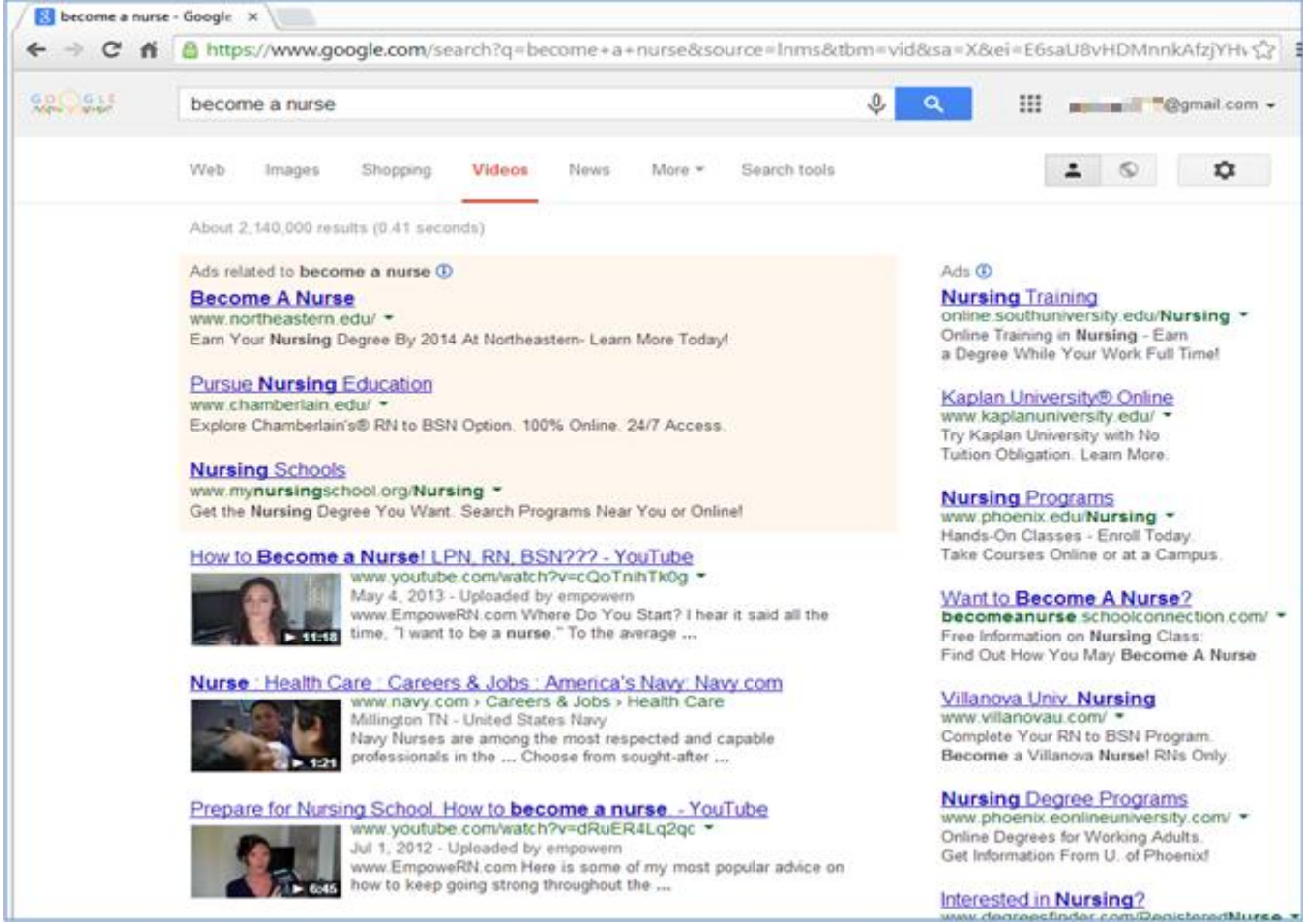
The browser address bar shows the URL: https://www.google.com/#q=become+a+nurse+anesthetist

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search History settings page. At the top is the Google logo and a search icon. Below that is a navigation bar with a search icon, a right arrow, and the word "Help". To the right of the navigation bar are links for "Contact Us" and "Help Forum". The main heading is "Search History settings". Below the heading is a paragraph of text: "With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History." Below the paragraph are three blue links: "Delete search history", "Save search history", and "About Google Web History".</p> <p>https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> • 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. <p>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:</p> <ul style="list-style-type: none"> • 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. <p>http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 6	
<p>The method of claim 1, wherein the search refinement input comprises additional search criteria.</p>	<p>The Accused Instrumentalities receive search refinement input comprising additional search criteria.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a Google search interface. The search bar contains the text 'become a nurse'. Below the search bar, there are tabs for 'Web', 'Images', 'Shopping', 'Videos', 'News', and 'More'. A dropdown menu is open, showing 'Acton, MA' as the selected location, with a checkmark next to it. Below this, there is an input field containing 'Houston, TX' and a 'Set' button. The page also displays search filters for 'Any time', 'All results', and 'Acton, MA'. A search result is visible with the title 'Become A Nurse - Nor' and the URL 'www.northeastern.edu/'.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results are categorized into "Web" results and "Ads related to become a nurse".</p> <p>Web Results:</p> <ul style="list-style-type: none"> How to Become a Nurse - American Nurses Association www.nursingworld.org/.../Nursing/.../Regist... Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:. Johnson & Johnson Starting Out Johnson ... - Discover Nursing www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... <p>Ads related to become a nurse:</p> <ul style="list-style-type: none"> Nurse Aide Training - pcicareer.edu www.pcicareer.edu/nurse-aide 1 (281) 315 3759 Request Info From Professional Careers Institute in Houston Today! Nurse Aide Program - Pharmacy Technician Program - Legal Secretary Program Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Becoming A Nurses Assistant - KaplanUniversity.edu www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+ <p>Other Results:</p> <ul style="list-style-type: none"> Nursing Programs www.phoenix.edu/Nursing Hands-On Classes - Enroll Today. Take Courses Online or at a Campus. Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time! Be a NAVY Reserve Nurse www.navyreserve.com/ Help People in Need Both Here and Around the Globe. Learn More. Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online! Villanova Univ. Nursing www.villanovau.com/ 1 (855) 853 4311 Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the "Videos" tab selected. The search results include several video thumbnails and links to educational content:</p> <ul style="list-style-type: none">Ads related to become a nurse<ul style="list-style-type: none">Become A Nurse - www.northeastern.edu/ - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education - www.chamberlain.edu/ - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools - www.mynursingschool.org/Nursing - Get the Nursing Degree You Want. Search Programs Near You or Online!How to Become a Nurse! LPN, RN, BSN??? - YouTube - www.youtube.com/watch?v=cQoTnihTk0g - May 4, 2013 - Uploaded by empowern. www.EmpoweRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...Nurse : Health Care : Careers & Jobs : America's Navy : Navy.com - www.navy.com > Careers & Jobs > Health Care Millington TN - United States Navy. Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...Prepare for Nursing School. How to become a nurse - YouTube - www.youtube.com/watch?v=dRuER4Lq2qc - Jul 1, 2012 - Uploaded by empowern. www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side of the search results, there are additional ads and links:</p> <ul style="list-style-type: none">Nursing Training - online.southuniversity.edu/Nursing - Online Training in Nursing - Earn a Degree While Your Work Full Time!Kaplan University@ Online - www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More.Nursing Programs - www.phoenix.edu/Nursing - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Want to Become A Nurse? - becomeanurse.schoolconnection.com/ - Free Information on Nursing Class: Find Out How You May Become A NurseVillanova Univ. Nursing - www.villanovau.edu/ - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.Nursing Degree Programs - www.phoenix.onlineuniversity.com/ - Online Degrees for Working Adults. Get Information From U. of Phoenix!Interested in Nursing? - www.degreefinder.com/RegisteredNurse...

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Context is subtle, and it's not easy for a computer to replicate the kind of contextual understanding humans have in everyday conversation. Yet, despite the challenges, over the past decade context has become a foundational part of search, and it's hard to imagine search without it:</p> <ul style="list-style-type: none"> • 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. <p>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:</p> <ul style="list-style-type: none"> • 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. <p>http://insidesearch.blogspot.com/2011/11/some-thoughts-on-personalization.html</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
<p>The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p>See claim 1 above.</p> <div data-bbox="648 557 1902 992" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; font-size: 1.2em;">Destination URL</p> <p>The URL address for the page in your website where you'd like people to be sent after they click your ad.</p> <ul style="list-style-type: none"> 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 <i>example.com</i> to show with the ad, while using a more specific destination URL like <i>example.com/camera_purchase_page.html</i> to link customers to the most relevant page. </div> <p style="text-align: right;">https://support.google.com/adwords/answer/2684490?hl=en</p>

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

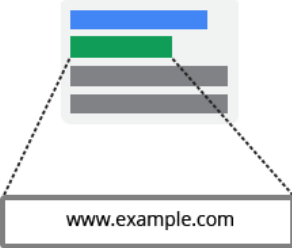
Requirements

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

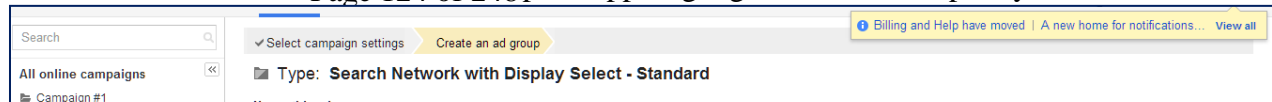
- Your landing page's domain must match the domain of the display URL in your ad. For example, if the website that you're advertising is using the domain "example.com," your ad's display URL must also contain "example.com."



www.example.com




www.example.com

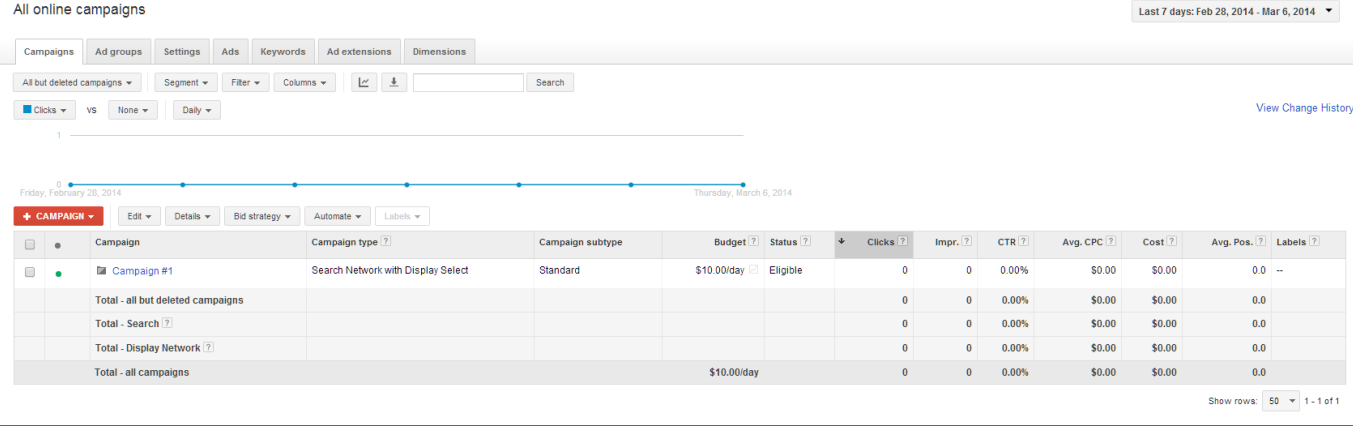


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 8	
The method of claim 1, further comprising:	Upon information and belief, the Accused Instrumentalities determine, via communication with the data processing device that the user does not select the at least one advertisement.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


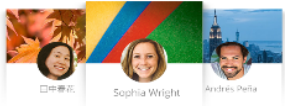


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>determining, via communication with the data processing device that the user does not select the at least one advertisement; and</p>	<div data-bbox="653 329 1896 1388"> <p>About 95,200,000 results (0.30 seconds)</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 65%;"> <p>Become A Nurse - Northeastern.edu <small>Ad</small> www.northeastern.edu/ (888) 206-6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! 360 Huntington Avenue, Boston, MA</p> <p>Become a Nurse - WaldenU.Edu <small>Ad</small> www.waldenu.edu/Nursing_Programs (855) 740-7999 Quality Online Education for RNs to Advance Their Careers. Enroll Now! Walden University has 1,096 followers on Google+ Online Counseling Degrees - Online Psychology Degrees - Online Nursing Degrees</p> <p>To Become A Nurses Assistant - KaplanUniversity.edu <small>Ad</small> www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014!</p> <hr/> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/...Nursing/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.</p> <p>Johnson & Johnson Starting Out Johnson ... - Discover Nur... www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p>How to Become a Registered Nurse: 7 Steps (with Pictures) ... www.wikihow.com > ... > Occupations > Health Care > wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p>Thinking of Becoming a Registered Nurse? Salary & Job D... www.jacksonvilleu.com > Nursing Articles Learn about the high-growth and job outlook for registered nurses and how to become a registered nurse from Jacksonville University's accredited online ...</p> <p>I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com > Forums > Job > Nurse > Indeed.com Dec 11, 2010 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ...</p> </div> <div style="width: 30%;"> <p>Ads</p> <p>Nursing Programs www.phoenix.edu/Nursing Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</p> <p>Nursing Degrees Online online.southuniversity.edu/ Jumpstart Your Nursing Career. Earn A Degree Online & Attend Anytime</p> <p>Pursue Nursing Education www.chamberlain.edu/ (855) 792-9066 Explore Chamberlain's® RN to BSN Option. 100% Online. 24/7 Access.</p> <p>Nursing Schools www.mynursingschool.org/Nursing Compare Nursing Programs Online. Start Now (High School Grads Only)!</p> <p>Lincoln Tech: Nursing www.lincolntech-usa.com/ (800) 752-1232 Program: extended care, maternity, child development, geriatrics, more 5 Middlesex Avenue, Somerville, MA</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ (855) 507-3539 Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p>High Paid Nursing Degree www.smarterschooling.com/NursingDegree Top Accredited Nursing Programs. Get High Paid & In Demand Career.</p> <p>Villanova Univ. Online</p> </div> </div> </div>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="657 367 1898 987" style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> • CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views) • Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab • A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks. • You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase. </div> <p style="text-align: right;">https://support.google.com/adwords/answer/2615875?hl=en</p> <div data-bbox="657 1065 1898 1419" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> <p style="text-align: center;">$CTR = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$</p> <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> </div>

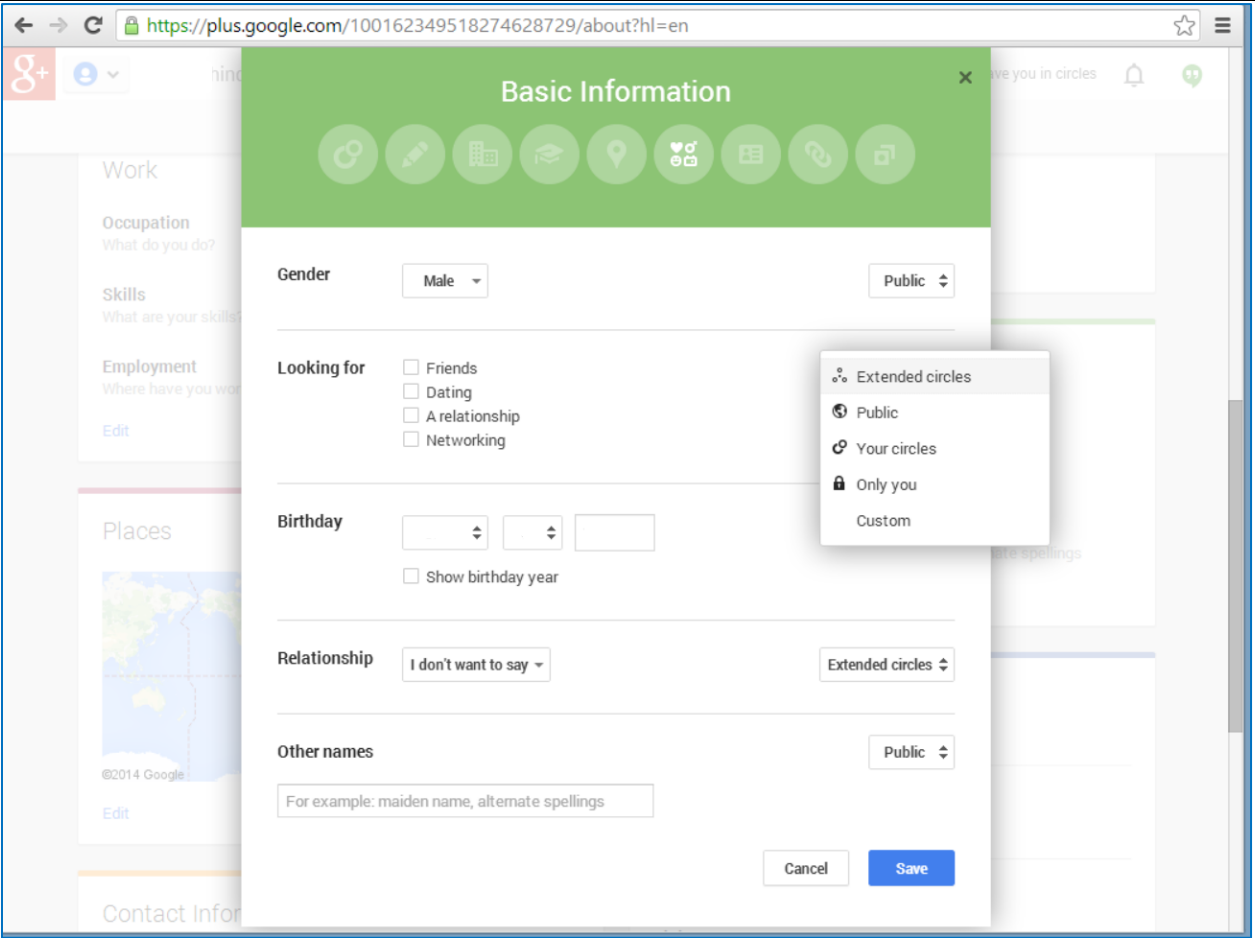
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>https://support.google.com/adsense/answer/112025?hl=en</p>
<p>updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.</p>	<p>Upon information and belief, the Accused Instrumentalities update advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement</p> <div data-bbox="674 550 1877 1276" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <h3 style="text-align: center;">Ad Rank</h3> <p>A value that's used to determine your ad position, where ads are shown on a page. Ad Rank is calculated using your bid amount and Quality Score.</p> <div style="display: flex; align-items: flex-start;">  <div> <p>Understanding AdWords Ad Rank</p> <p>Learn about how Ad Rank is determined and how to increase your ads' chances of ranking high. Read more about ad rank: http://goo.gl/KawwRW Subscribe to AdWords Help on YouTube: http://www.youtube.com/adwordshelp</p> </div> </div> <ul style="list-style-type: none"> Ad Rank determines your ad position -- where your ad shows on the page in relation to other ads. The main components of your Ad Rank are your bids and the quality of your ads, keywords, and website as measured by what we call Quality Score. We also incorporate the expected impact from your extensions and other ad formats when computing your Ad Rank. When estimating the expected impact of extensions and ad formats, we consider such factors as the relevance, clickthrough rates, and the prominence of the extensions or formats on the search results page. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions. Your Ad Rank is recalculated each time your ad is eligible to appear, so your ad position can fluctuate each time depending on your competition at that moment. </div> <p style="text-align: right;">https://support.google.com/adwords/answer/1752122</p>

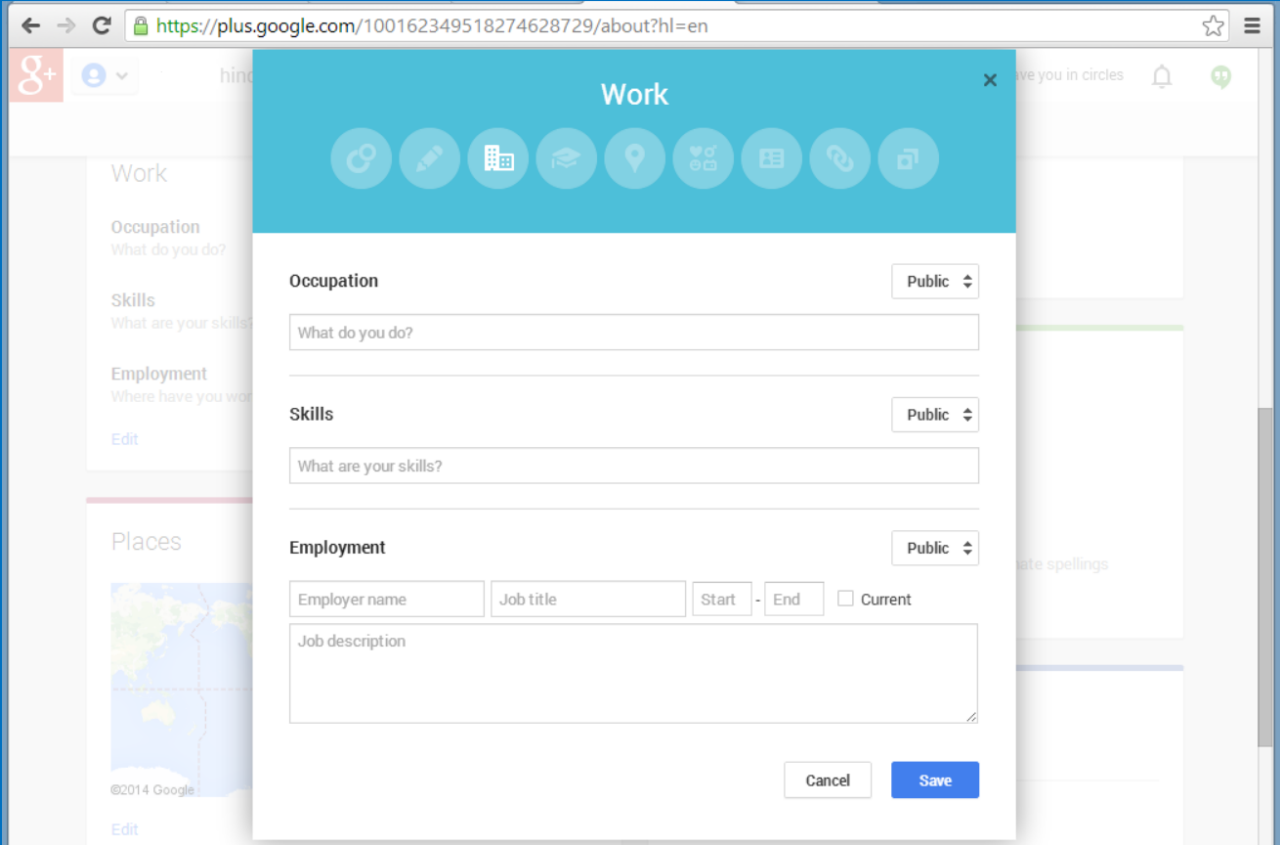
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																																																																								
	 <p>The screenshot displays the Google AdWords 'All online campaigns' page. At the top, it shows the date range 'Last 7 days: Feb 28, 2014 - Mar 6, 2014'. Below this are navigation tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', and 'Dimensions'. A search bar and filter options are present. A line chart shows performance over time from Friday, February 28, 2014, to Thursday, March 6, 2014. Below the chart is a table of campaign data:</p> <table border="1"> <thead> <tr> <th>Campaign</th> <th>Campaign type</th> <th>Campaign subtype</th> <th>Budget</th> <th>Status</th> <th>Clicks</th> <th>Impr.</th> <th>CTR</th> <th>Avg. CPC</th> <th>Cost</th> <th>Avg. Pos.</th> <th>Labels</th> </tr> </thead> <tbody> <tr> <td>Campaign #1</td> <td>Search Network with Display Select</td> <td>Standard</td> <td>\$10.00/day</td> <td>Eligible</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td>--</td> </tr> <tr> <td colspan="5">Total - all but deleted campaigns</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - Search</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - Display Network</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> <tr> <td colspan="5">Total - all campaigns</td> <td>0</td> <td>0</td> <td>0.00%</td> <td>\$0.00</td> <td>\$0.00</td> <td>0.0</td> <td></td> </tr> </tbody> </table> <p>At the bottom right of the screenshot, the URL https://adwords.google.com/cm/CampaignMgmt? is visible.</p>	Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Campaign #1	Search Network with Display Select	Standard	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0.0	--	Total - all but deleted campaigns					0	0	0.00%	\$0.00	\$0.00	0.0		Total - Search					0	0	0.00%	\$0.00	\$0.00	0.0		Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0		Total - all campaigns					0	0	0.00%	\$0.00	\$0.00	0.0	
Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels																																																														
Campaign #1	Search Network with Display Select	Standard	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0.0	--																																																														
Total - all but deleted campaigns					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - Search					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Total - all campaigns					0	0	0.00%	\$0.00	\$0.00	0.0																																																															
Claim No. 9																																																																									
<p>The method of claim 1, further comprising selecting the at least one advertisement based upon a least one of user profile data and user preference data.</p>	<p>The Accused Instrumentalities select the at least one advertisement based upon a least one of user profile data and user preference data.</p> <p>See claim 1 above.</p>																																																																								

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

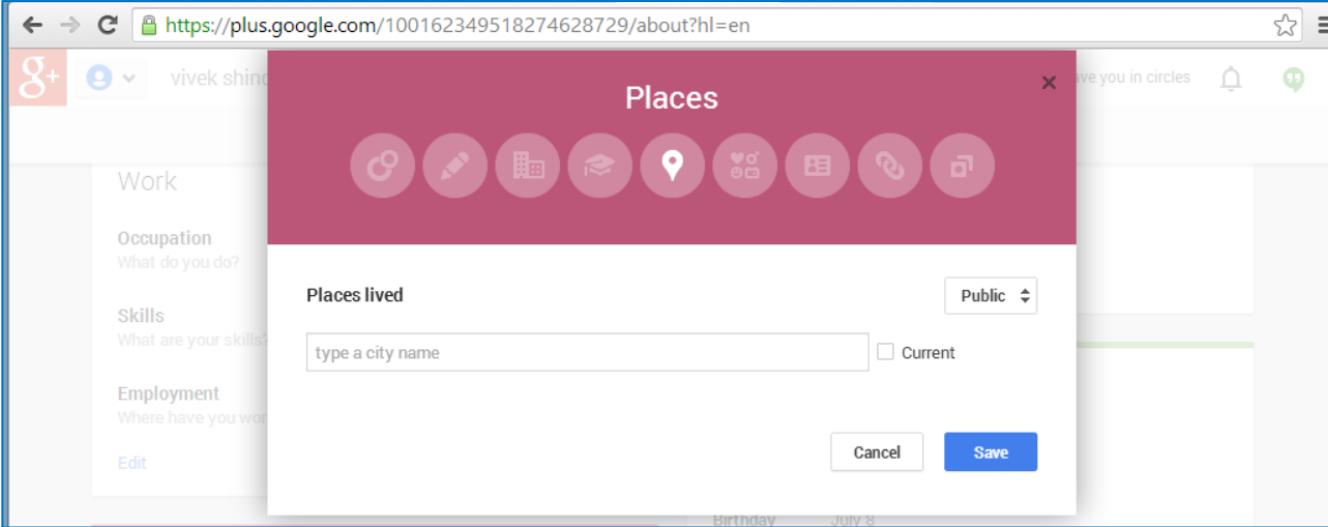
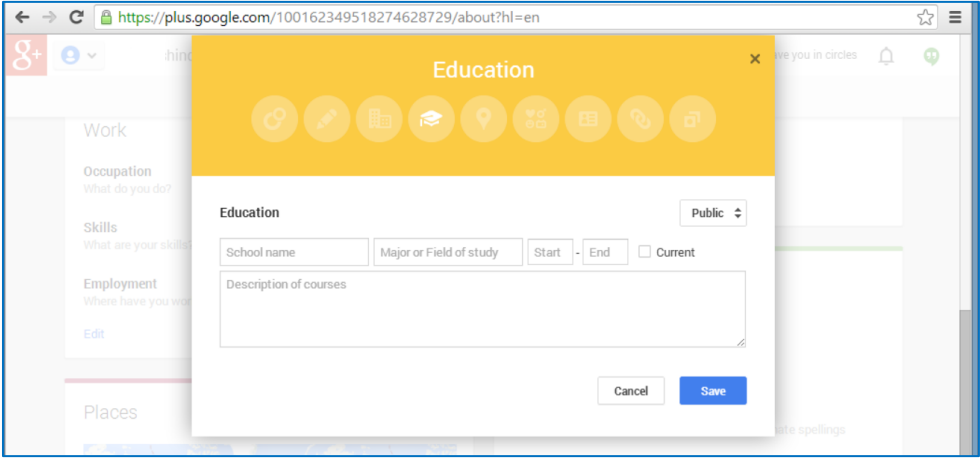
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="869 326 1787 1386"><h2 style="text-align: center;">Create your Google Account</h2><p style="text-align: center;">One account is all you need A single username and password gets you into everything Google.</p><div style="text-align: center;"></div><p style="text-align: center;">Make Google yours Set up your profile and preferences just the way you like.</p><div style="text-align: center;"></div><p style="text-align: center;">Take it all with you Switch between devices, and pick up wherever you left off.</p><div style="text-align: center;"></div><div style="float: right; width: 30%;"><p>Name First <input type="text"/> Last <input type="text"/></p><p>Choose your username <input type="text"/> @gmail.com I prefer to use my current email address</p><p>Create a password <input type="password"/></p><p>Confirm your password <input type="password"/></p><p>Birthday Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></p><p>Gender I am... <input type="text"/></p><p>Mobile phone <input type="text"/></p><p>Your current email address <input type="text"/></p><p>Default homepage <input checked="" type="checkbox"/> Set Google as my default homepage. <small>Your default homepage in your browser is the first page that appears when you open your browser.</small></p><p>Prove you're not a robot <input type="checkbox"/> Skip this verification (phone verification may be required)</p><div style="border: 1px solid gray; padding: 5px;"><p>Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="P"/></p></div><p>Location United States <input type="text"/></p></div></div> <p style="text-align: right;">https://accounts.google.com/SignUp?service=mail</p>

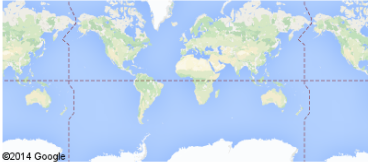
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google Plus profile page with the 'Basic Information' edit modal open. The modal contains the following fields and options:</p> <ul style="list-style-type: none">Gender: Male (dropdown)Privacy: Public (dropdown)Looking for: <input type="checkbox"/> Friends, <input type="checkbox"/> Dating, <input type="checkbox"/> A relationship, <input type="checkbox"/> NetworkingBirthday: [Month] [Day] [Year] (dropdowns), <input type="checkbox"/> Show birthday yearRelationship: I don't want to say (dropdown), Extended circles (dropdown)Other names: [Text input], Public (dropdown) <p>A dropdown menu is open over the 'Public' privacy setting, showing the following options:</p> <ul style="list-style-type: none">Extended circlesPublicYour circlesOnly youCustom <p>The background of the profile page shows sections for 'Work', 'Occupation', 'Skills', 'Employment', and 'Places'.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page for a user named 'hind'. The profile is titled 'Work' and is set to 'Public'. The page contains several input fields for user information:</p> <ul style="list-style-type: none">Occupation: A text input field with the placeholder 'What do you do?' and a 'Public' dropdown menu.Skills: A text input field with the placeholder 'What are your skills?' and a 'Public' dropdown menu.Employment: A section with a 'Public' dropdown menu, containing fields for 'Employer name', 'Job title', 'Start', 'End', and a 'Current' checkbox, followed by a larger 'Job description' text area. <p>At the bottom right of the form are 'Cancel' and 'Save' buttons. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page footer includes '©2014 Google' and an 'Edit' link.</p>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>A screenshot of a Google+ profile page with a 'Places' dialog box open. The dialog box has a maroon header with the word 'Places' and a close button. Below the header is a row of nine circular icons representing different location-related actions. The main content area of the dialog is titled 'Places lived' and includes a dropdown menu set to 'Public', a text input field with the placeholder 'type a city name', and a checkbox labeled 'Current'. At the bottom of the dialog are 'Cancel' and 'Save' buttons. The background shows a profile sidebar with sections for 'Work', 'Occupation', 'Skills', and 'Employment'.</p>  <p>A screenshot of the same Google+ profile page with an 'Education' dialog box open. The dialog box has a yellow header with the word 'Education' and a close button. Below the header is a row of nine circular icons representing different education-related actions. The main content area is titled 'Education' and includes a dropdown menu set to 'Public', input fields for 'School name', 'Major or Field of study', 'Start', and 'End', a checkbox labeled 'Current', and a larger text area for 'Description of courses'. At the bottom of the dialog are 'Cancel' and 'Save' buttons. The background shows the same profile sidebar as the previous screenshot.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="701 402 1944 1321"><p style="text-align: right;">About</p><hr/><div data-bbox="701 444 1100 727"><p>Story</p><p>Tagline A brief description of you</p><p>Introduction Put a little about yourself here so people know they've found the correct jay.</p><p>Bragging rights Examples: survived high school, have 3 kids, etc.</p><p>Edit</p></div><hr/><div data-bbox="701 737 1100 1019"><p>Places</p><p>©2014 Google</p><p>Edit</p></div><hr/><div data-bbox="701 1029 1100 1321"><p>Links</p><p>Other profiles</p><p>Picasa Web Albums</p><p>Contributor to What pages feature your work?</p><p>Links What pages interest you?</p><p>Edit</p></div><div data-bbox="1100 444 1520 695"><p>Work</p><p>Occupation What do you do?</p><p>Skills What are your skills?</p><p>Employment Where have you worked?</p><p>Edit</p></div><hr/><div data-bbox="1100 704 1520 922"><p>Basic Information</p><p>Gender Prefer not to say</p><p>Looking for Who are you looking for?</p><p>Relationship Seeing anyone?</p><p>Other names For example: maiden name, alternate spellings</p><p>Edit</p></div><div data-bbox="1520 444 1944 818"><p>Education</p><p>Where have you gone to school?</p><p>Edit</p><hr/><p>Contact Information</p><p>Home</p><p>How can people reach you at home?</p><p>Work</p><p>How can people reach you at work?</p><p>Edit</p></div></div> <p style="text-align: right;">https://profiles.google.com/XXXXX/about</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="659 337 961 367">Unique device identifier</p> <p data-bbox="659 386 1892 532">A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p> <p data-bbox="911 574 1955 610">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

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.

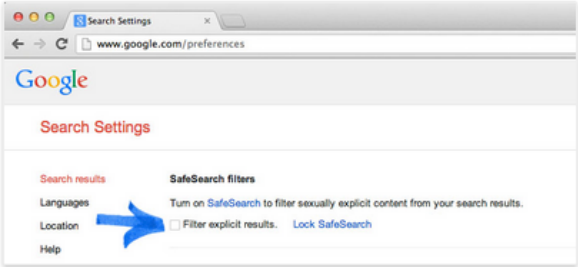
When you sign in to Chrome, your Chrome settings on that computer are saved to your [Google Account](#). When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.


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](#)

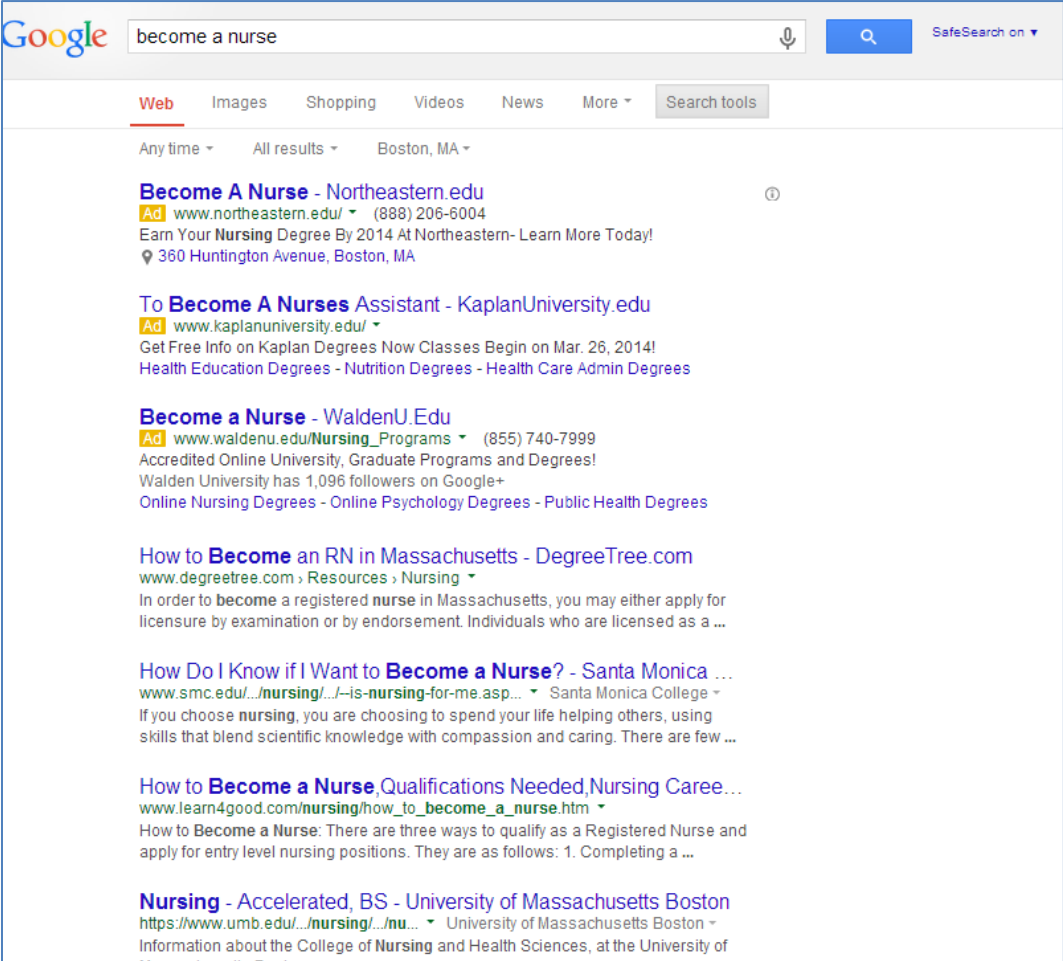
<https://support.google.com/chrome/answer/165139?hl=en>

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
	<div data-bbox="735 331 1816 1214" style="border: 1px solid black; padding: 10px;"><h2 style="text-align: center;">SafeSearch: Turn on or off</h2><p>With SafeSearch, you can help prevent adult content from appearing in your search results. No filter is 100 percent accurate, but SafeSearch should help you avoid most of this type of material.</p><h3>Turn SafeSearch on or off</h3><ol style="list-style-type: none">1. Visit the Search Settings page.2. In the "SafeSearch filters" section:<ul style="list-style-type: none">◦ 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.<ol style="list-style-type: none">3. Click Save button at the bottom of the page.</div> <p style="text-align: center;">https://support.google.com/websearch/answer/510?p=settings_safesearch&hl=en#safe</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY																				
	<div data-bbox="653 329 1896 735" style="border: 1px solid #ccc; padding: 10px;"> <h2 style="text-align: center;">Enable or disable cookies</h2> <p> If you're trying to use your Google Account and see a message saying your browser's cookie functionality is turned off, it's likely your browser's cookies are disabled.</p> <p>Cookies help sites remember information about your visit, like your preferred language and other settings. With this information, sites can make your next visit easier and the site more useful to you. Cookies need to be enabled on your browser to use your Google Account and any Google services that require a Google Account, such as Gmail.</p> </div> <p style="text-align: right;">https://support.google.com/accounts/answer/61416</p> <div data-bbox="653 816 1896 1352" style="border: 1px solid #ccc; padding: 10px;"> <h3 style="color: #c00000;">Search Settings</h3> <p>Search results Which language should Google products use?</p> <p>Languages</p> <p>Help</p> <table border="0"> <tr> <td><input type="radio"/> Deutsch</td> <td><input type="radio"/> hrvatski</td> <td><input type="radio"/> português (Portugal)</td> <td><input type="radio"/> ไทย</td> </tr> <tr> <td><input checked="" type="radio"/> English</td> <td><input type="radio"/> italiano</td> <td><input type="radio"/> Tiếng Việt</td> <td><input type="radio"/> 한국어</td> </tr> <tr> <td><input type="radio"/> español</td> <td><input type="radio"/> Nederlands</td> <td><input type="radio"/> Türkçe</td> <td><input type="radio"/> 中文 (简体)</td> </tr> <tr> <td><input type="radio"/> español (Latinoamérica)</td> <td><input type="radio"/> polski</td> <td><input type="radio"/> русский</td> <td><input type="radio"/> 中文 (繁體)</td> </tr> <tr> <td><input type="radio"/> français</td> <td><input type="radio"/> português (Brasil)</td> <td><input type="radio"/> العربية</td> <td><input type="radio"/> 日本語</td> </tr> </table> <p>Show more -</p> <p>Currently showing search results in: English Edit</p> </div> <p style="text-align: right;">https://www.google.com/preferences#languages</p>	<input type="radio"/> Deutsch	<input type="radio"/> hrvatski	<input type="radio"/> português (Portugal)	<input type="radio"/> ไทย	<input checked="" type="radio"/> English	<input type="radio"/> italiano	<input type="radio"/> Tiếng Việt	<input type="radio"/> 한국어	<input type="radio"/> español	<input type="radio"/> Nederlands	<input type="radio"/> Türkçe	<input type="radio"/> 中文 (简体)	<input type="radio"/> español (Latinoamérica)	<input type="radio"/> polski	<input type="radio"/> русский	<input type="radio"/> 中文 (繁體)	<input type="radio"/> français	<input type="radio"/> português (Brasil)	<input type="radio"/> العربية	<input type="radio"/> 日本語
<input type="radio"/> Deutsch	<input type="radio"/> hrvatski	<input type="radio"/> português (Portugal)	<input type="radio"/> ไทย																		
<input checked="" type="radio"/> English	<input type="radio"/> italiano	<input type="radio"/> Tiếng Việt	<input type="radio"/> 한국어																		
<input type="radio"/> español	<input type="radio"/> Nederlands	<input type="radio"/> Türkçe	<input type="radio"/> 中文 (简体)																		
<input type="radio"/> español (Latinoamérica)	<input type="radio"/> polski	<input type="radio"/> русский	<input type="radio"/> 中文 (繁體)																		
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U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="770 329 1782 1360"><h2>Save your search settings</h2><p>You can save your search settings to your Google Account so that your settings are the same no matter what phone, tablet, or computer you're using.</p><h3>Save your settings to your account</h3><p>Phone settings are saved separately from desktop and tablet settings. After you follow the steps below on your desktop or tablet, you'll also need to follow them on your phone. If you use the Google Search app, there are some other settings you can change on the app's settings page.</p><ol style="list-style-type: none">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.<p>Now, no matter what device you're on, your settings will be the same as long as you're signed in.</p><p>Go to the Search Settings page</p><hr/><p>+ Settings still aren't saving</p><h3>Save your settings without being signed in</h3><p>When you're not signed in, updating your search settings page saves your settings to the browser and computer you're using at the time.</p><p>These settings may change if:</p><ul style="list-style-type: none">• You switch to another computer or browser with different settings.• Someone else visits the Search settings page and changes any settings.<p>When you're not signed in, your settings are saved in a small browser file on your computer called a cookie if you have cookies turned on.</p></div> <p data-bbox="911 1369 1955 1399">https://support.google.com/websearch/answer/2539428?p=settings_signin&hl=en</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements for nursing programs:</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu: Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! 360 Huntington Avenue, Boston, MA To Become A Nurses Assistant - KaplanUniversity.edu: Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! Health Education Degrees - Nutrition Degrees - Health Care Admin Degrees Become a Nurse - WaldenU.Edu: Accredited Online University, Graduate Programs and Degrees! Walden University has 1,096 followers on Google+ Online Nursing Degrees - Online Psychology Degrees - Public Health Degrees How to Become an RN in Massachusetts - DegreeTree.com: In order to become a registered nurse in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ... How Do I Know if I Want to Become a Nurse? - Santa Monica ...: If you choose nursing, you are choosing to spend your life helping others, using skills that blend scientific knowledge with compassion and caring. There are few ... How to Become a Nurse, Qualifications Needed, Nursing Caree...: How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing positions. They are as follows: 1. Completing a ... Nursing - Accelerated, BS - University of Massachusetts Boston: Information about the College of Nursing and Health Sciences, at the University of ...

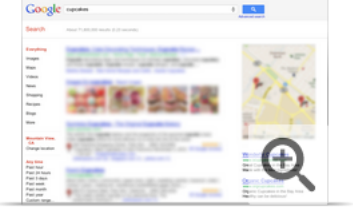
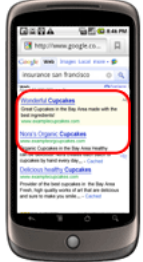
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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The screenshot shows a Google search interface with the query "become a nurse". The search results are displayed in a list format. The first result is an advertisement for WaldenU.Edu, titled "Become a Nurse - WaldenU.Edu". Below it are two more advertisements for pcicareer.edu and Phoenix.edu. The remaining results are organic search results from OHSU, DegreeTree.com, Santa Monica College, and the University of Houston-Victoria, all providing information about nursing programs and requirements.

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.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 12	
<p>A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:</p>	<p>Google’s advertising services and applications perform the steps of the claimed method. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).</p> <div data-bbox="648 737 1896 1279" style="border: 1px solid black; padding: 10px; margin: 20px auto; width: 80%;"> <p style="font-size: small; margin: 0;"> Ads on Google Target your ads Ad types Costs FAQ </p> <hr/> <p>A quick look at ads on Google</p> <p style="font-size: x-small;">Here’s how ads on Google can help you get you more interested visitors to your website.</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 30%; text-align: center;">  <p>1. People search on Google</p> <p style="font-size: x-small;">People use keywords (or search terms) to search for specific products and services.</p> </div> <div style="width: 30%; text-align: center;">  <p>2. They see your ad</p> <p style="font-size: x-small;">If the keywords you’ve chosen match what people search for, your ad appears next to or above Google search results. Learn more</p> </div> <div style="width: 30%; text-align: center;">  <p>3. You get more customers</p> <p style="font-size: x-small;">When people click on your ad, they’ll go to your website to learn more or buy.</p> </div> </div> <div style="text-align: right; margin-top: 10px;"> <p style="font-size: small; margin: 0;"> Get started now For free support call: 1-800-877-2981* </p> </div> </div>
<p>http://www.google.com/adwords/how-it-works/ads-on-google.html</p>	

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 326 1896 849"><h2 data-bbox="674 354 1644 483">Advertising on Google AdWords: An overview</h2><hr data-bbox="674 544 1896 547"/><p data-bbox="709 565 743 607"> Tip</p><p data-bbox="766 625 1732 651">New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p><hr data-bbox="674 669 1896 672"/><ul data-bbox="695 701 1854 841" style="list-style-type: none">• AdWords, Google's online advertising program, lets you reach new customers and grow your business.• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.• There's no minimum spending commitment. You can pause or stop anytime.• Get started at https://adwords.google.com.</div> <p data-bbox="835 857 1955 889">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="785 329 1770 1360" style="border: 1px solid black; padding: 10px;"> <p data-bbox="827 354 1325 378">Showing your ads on Google Search and other search sites</p> <p data-bbox="867 431 1755 509">If you use keywords to target your ads, you select a set of keywords related to the product or service you'd like to advertise. Then, when people search using the words or phrases you picked, your text ads can appear alongside or above search results.</p> <ul data-bbox="884 537 1759 586" style="list-style-type: none"> • On Google search sites: Your ads can appear on Google Search, Shopping, Maps, Images, and Groups when someone searches on your keywords. Here's an example, for the keyword "cupcakes": <div data-bbox="884 639 1234 846" style="text-align: center;">  </div> <ul data-bbox="884 906 1759 1044" style="list-style-type: none"> • On other search sites that are part of the Search Network: When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages. • On mobile search: Your ads can appear on http://m.google.com, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search: <div data-bbox="900 1052 1041 1312" style="text-align: center;">  </div> <p data-bbox="905 1317 1318 1341" style="text-align: center;">AdWords ad on mobile version of Google Search</p> <p data-bbox="835 1369 1955 1399" style="text-align: center;">https://support.google.com/adwords/answer/3464133?hl=en&ref_topic=3121763&rd=1</p> </div>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/search?output=search&client=psy- ab&q=become+a+nurs&od=become+a+nurs&qs_l=hp.3..35139101201012.20613.31350.0.32482.19.13.2.0.0.1.1068.5851.3-110131212.8.0.cfm_pg_q%2Chmss2% 3Dfalse...0...1.1.37.psv-ab..10.9.5437.6pubMvDpd0&pbx=1&bav=on.2.or.r_cp.r_of.&ovm=bv.62578216%2Cd.dmQ%2Cpv.xTs.s.en.US.Qb9R7Hu1644.O&fp=zabeaef5da1ba90 &dlw=1065&dlh=880&dpr=1&tch=1&ech=1&ps1=rrsbU8C0dEHQ0wH1hIG4BA.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+iyQE1lbbJAQiitskBCKmzyQEIXLbJAQiehsOBCKKIygEIuyjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip,deflate,sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF=0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID=67=QGz_KCpZ55f1c6182- CGzNou7vTCLZnq5JPYhQA7twmtHZbqMfj5GXtUdV8kM_IDWYag3a9jiTPhtcnyNSC5pdT_C49FQYd055_vzLpu_fa_Xj50o6IqdgfHMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2DpuRgx- 9cFM9jrSPav1ovzbhSfQimQ6wd1nPtpC6aRrywbiPW-n74tUdVTZJ3o_JUNuRjYvQ00JB3uxn7TIQIV5e9vXiZDv33-Ux17amPOU-vpyOZJ-b8Y; HSID=AaEaE17vWkX1Gyt; SSID=AacdrAQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRakQ/ATz05sw7_Kw-0k17m; SAPISID=TOKE1fxorbzGMaa1/AFcQwYYxyHhLH50ad; OGPc=270001-1;; OGP=-270001; S=grandcentral=Jdp7P1YaRoxAbbcuJ9rycg; SID=DQAAAMoAAACV8ppgvOZHgv1fFmC45tvAPC2nw18-18 _gdynaMUKfXR6FAGEdf020RkX1CahvXID2rvyEsp1swPA1cBkhbnvM8p8h62UC0548YF1pM0yYT_41kk_AcZububIG_n_1rKKGhtmuZ9FfwFaoLYtodIP4AYb52jirTt_-NaI_ds5DHLbFDkhVD4vnjX0-6 _hjDRLKCOMQW8PpusyzStNdHSOLJ4THBvOHe0kcsHalxv2yGLtk-94c9q7wrmDqmkcf2x1PW4ay5Fut_3BRUegqm5 </pre> <p style="text-align: center;">HTTP Get Request to Google</p>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays a Google search for "become a nurse" on the URL <https://www.google.com/#q=become+a+nurse>. The search results page shows various educational and professional resources, including links to nursing schools like West Coast University, South University, and Kaplan University, as well as professional organizations like the American Nurses Association. A Developer Tools window is open on the right side of the browser, showing the HTML structure of the search results. The "Elements" tab is active, displaying a tree view of the DOM. A blue highlight is placed on a specific element within the search results, which is a link to "Registered Nurse AS" from arizona.edu. The HTML code for this element is visible in the Developer Tools, showing a list of search results with various attributes and classes.

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

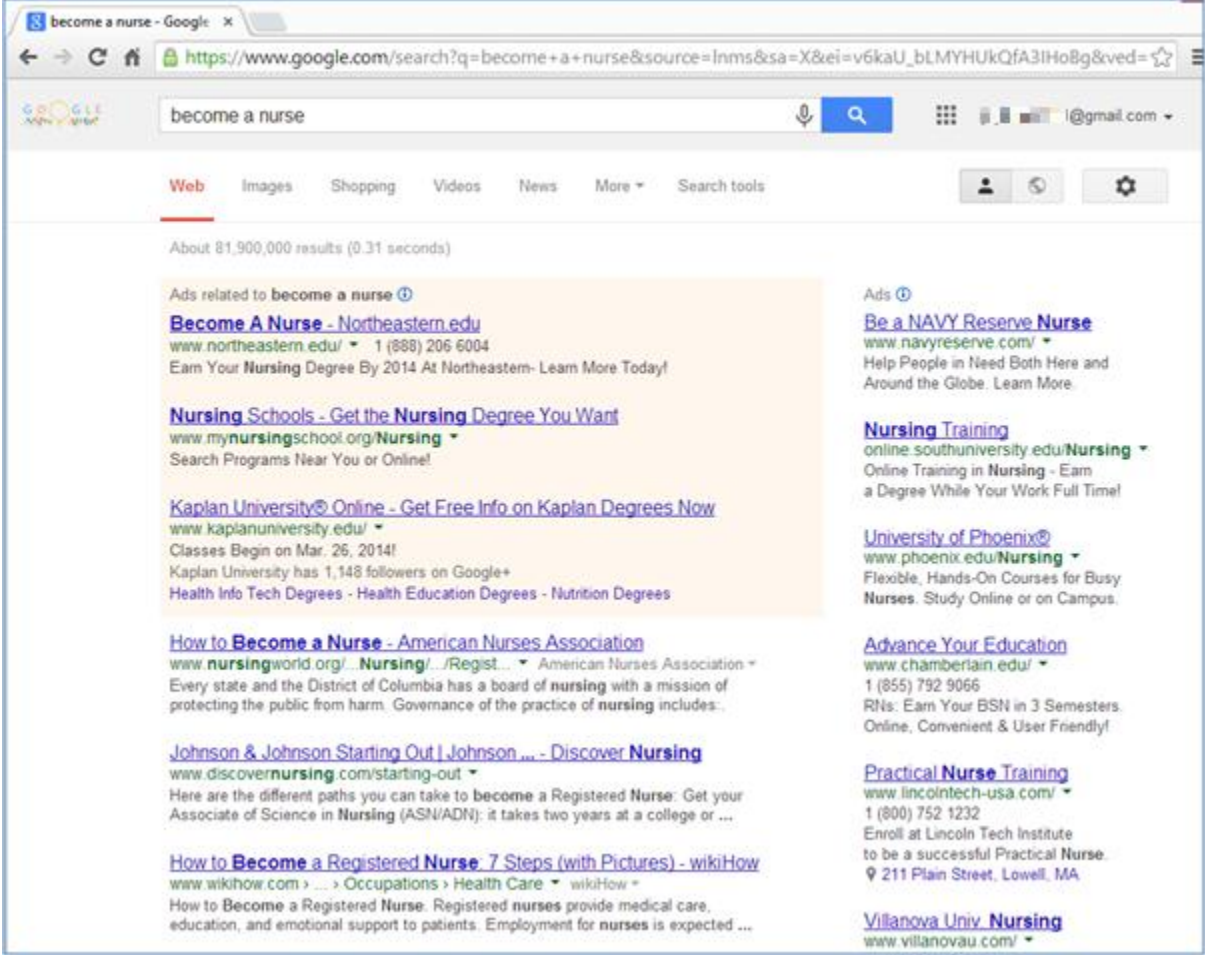
U.S. PATENT NO.
7,895,178

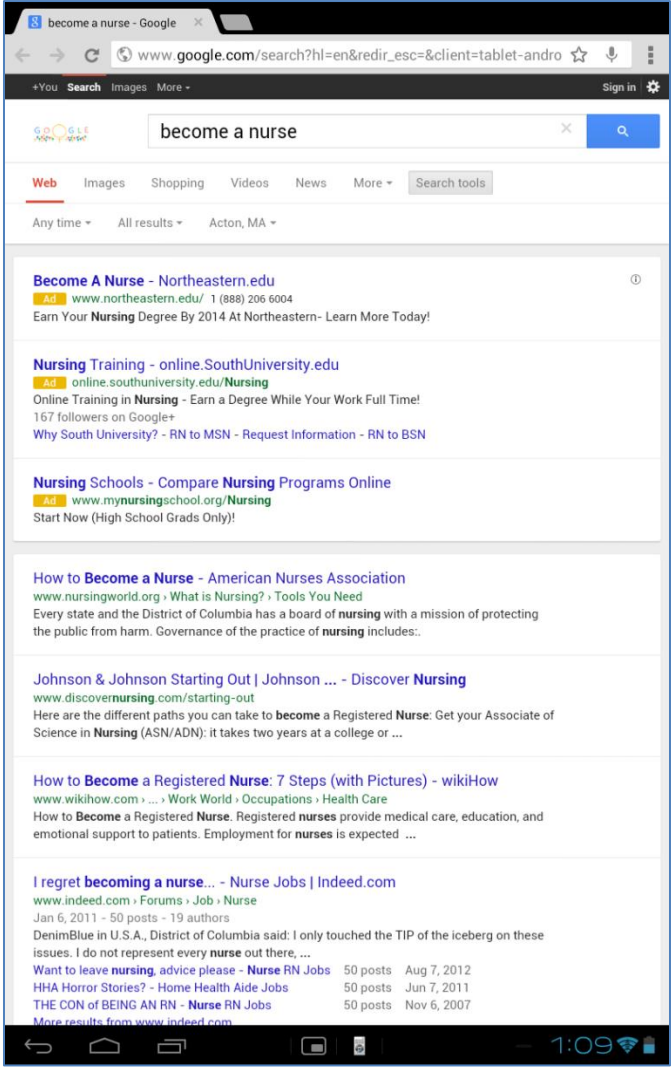
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

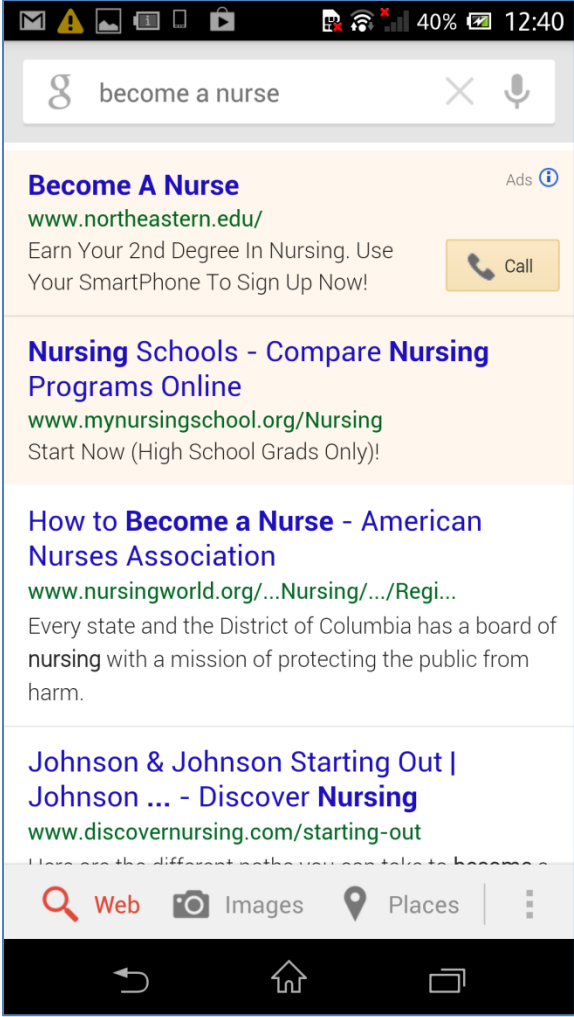
The screenshot shows a Google search for "become a nurse" on the URL https://www.google.com/#q=become+a+nurse. The search results page displays several links related to nursing education, including "A.S. in Nursing - Keiser - Looking for a new career?", "Nursing Degree - 39 Months - WestCoastUniversity.edu", "Join Us - Right Now - southuniversity.edu", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out | Johnson ... - Discover Nursing", "How to Become a Registered Nurse - 7 Steps (with Pictures) - wikiHow", "How to Become a Registered Nurse - Nursing Science", and "I regret becoming a nurse - Nurse Jobs | Indeed.com".

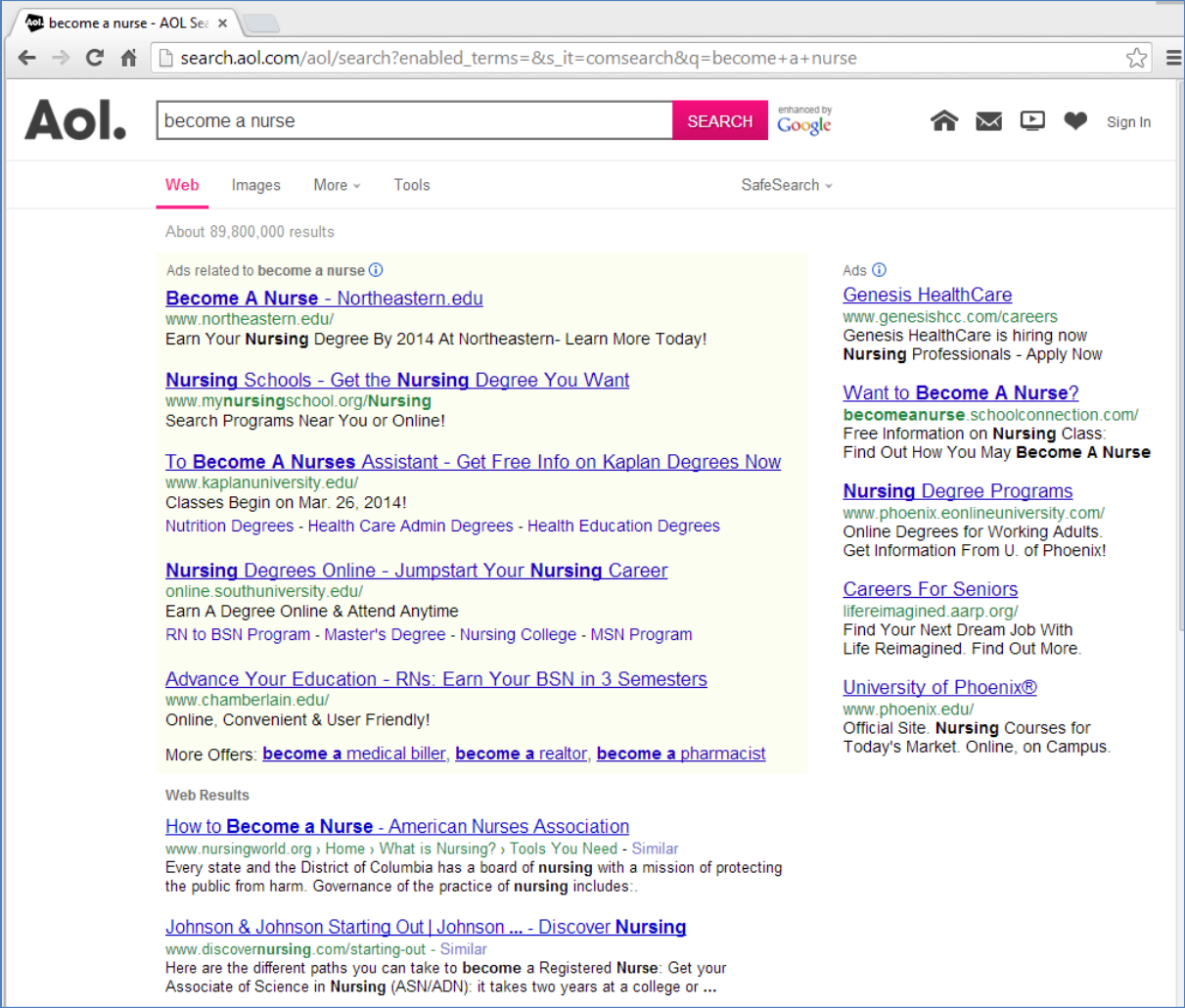
The Developer Tools overlay shows the HTML structure of the search results. The selected element is a search result snippet for "Degree - 39 Months - WestCoastUniversity.edu". The HTML code for this snippet is as follows:

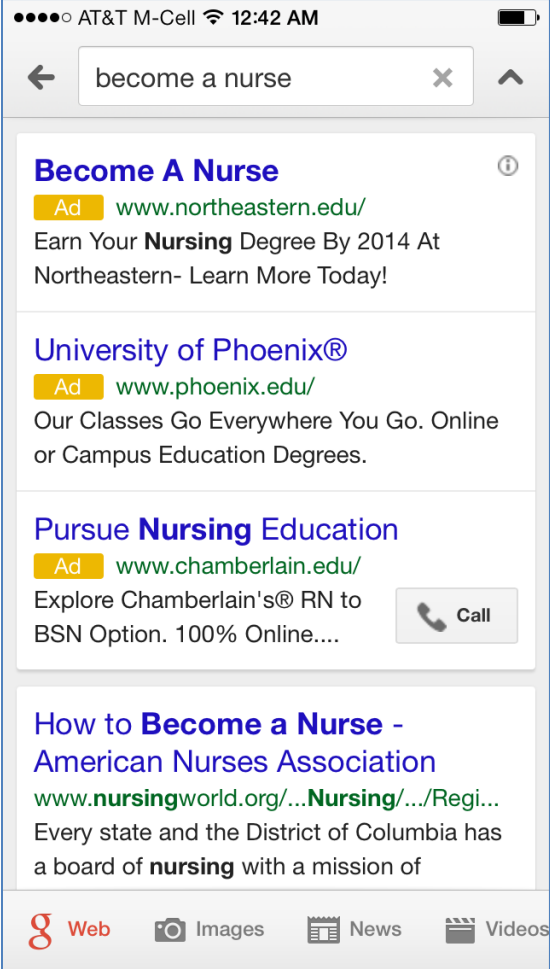
```
<div id="rcnt" style="clear:both;position:relative;zoom:1">
  <div data-jibp="h" data-jiis="uc" id="gko-srp-sp" style="</div>
  <div id="em" style="display:none"></div>
  <div class="col" style="width:0"></div>
  <div class="col" style="width:0"></div>
  <div id="center_col" style="padding-top: 0px; visibility: visible">
    <div data-jibp="h" data-jiis="uc" id="taw" style="margin-right: 0px">
      <div></div>
      <div style="padding: 0 8px"></div>
      <div id="tvcap">
        <div class="kb_c" id="tads">
          <h2 class="_LF"></h2>
          <ol>
            <li class="ads-ast" data-hveid="40"></li>
            <li class="ads-ast" data-hveid="54">
              <a href="http://www.google.com/ack?sa=1&ai=CF81V8L8M4_gc-bksw9_YHIC-vux0wEq-1_tuniversity.edu/program-ide=50p2" style="display:none"></a>
              <a href="http://www.google.com/ack?sa=1&ai=CF81V8L8M4_gc-bksw9_YHIC-vux0wEq-1_tuniversity.edu/program-ide=50p2" style="display:none">
                Degree - 39 Months - WestCoastUniversity.edu</a>
            </li>
          </ol>
          <div class="kv_nM ads-vigurl"></div>
          <div class="ads-creative">Earn your BSN in as little as 39 months. Learn more today.</div>
          </li>
          <li class="ads-ast" data-hveid="67"></li>
        </ol>
      </div>
      <div class="meed" id="res" role="main"></div>
      <div data-jibp="h" data-jiis="uc" id="bottomcu" style="</div>
      <div data-jibp="h" data-jiis="uc" id="bottomads" style="</div>
      <div class="meed" id="extrares" style="padding: 0 8px"></div>
    </div>
  </div>
</div>
```

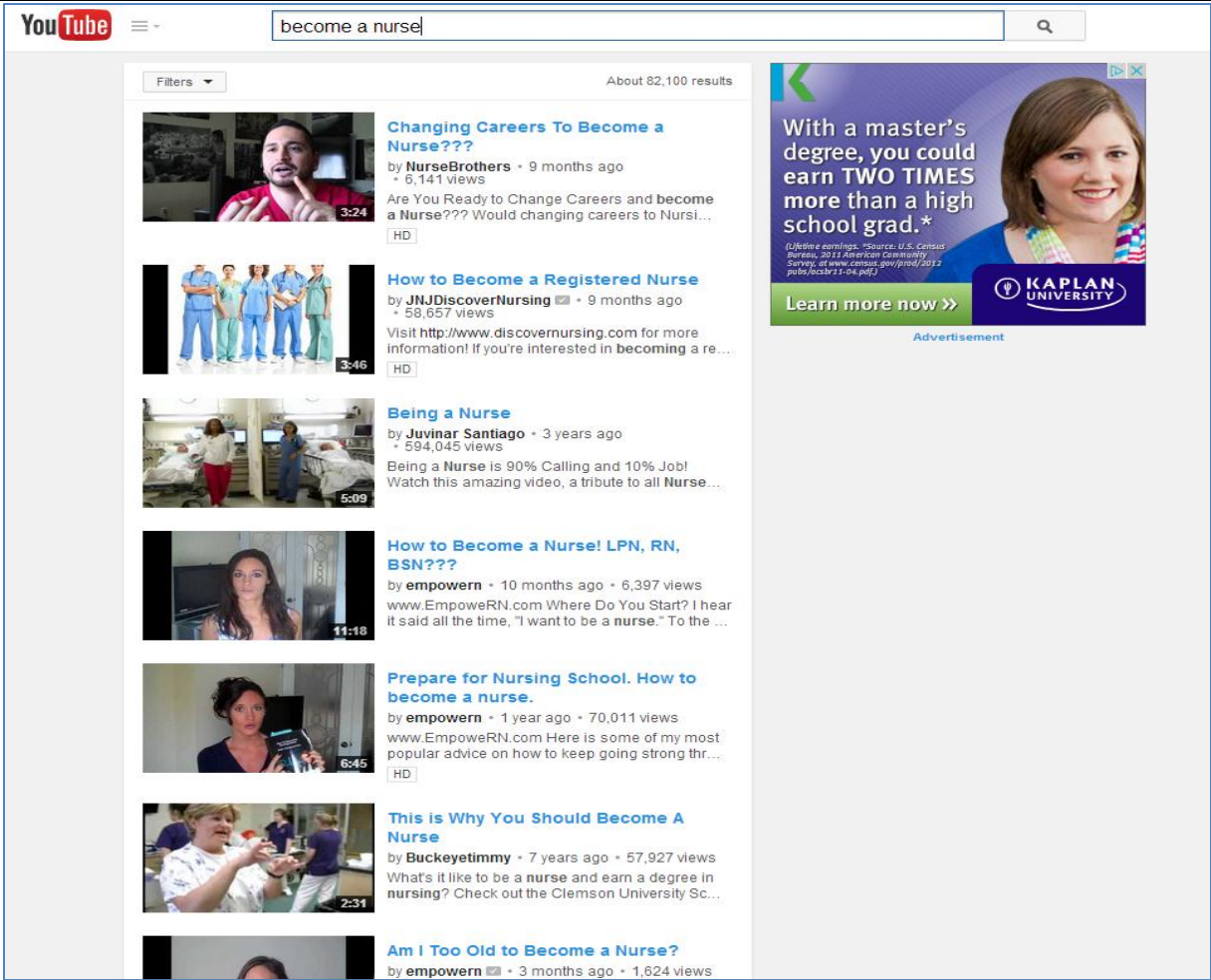

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online!Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition DegreesBe a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More.Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time!University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus.Advance Your Education: www.chamberlain.edu/. 1 (855) 792 9066. RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!Practical Nurse Training: www.lincolntech-usa.com/. 1 (800) 752 1232. Enroll at Lincoln Tech Institute to be a successful Practical Nurse. 211 Plain Street, Lowell, MAVillanova Univ Nursing: www.villanovau.com/. <p>The organic search results include:</p> <ul style="list-style-type: none">How to Become a Nurse - American Nurses Association: www.nursingworld.org/.../Nursing/.../Registr... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes...Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com > ... > Occupations > Health Care > wikiHow. How to Become a Registered Nurse: Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a list format. The top result is an advertisement for Northeastern University, titled "Become A Nurse - Northeastern.edu", with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for South University, titled "Nursing Training - online.SouthUniversity.edu", with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for MyNursingSchool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs Indeed.com". The search results are displayed on a mobile device interface, with a search bar at the top and a list of results below. The device's status bar at the bottom shows the time as 1:09 and various icons for signal strength, Wi-Fi, and battery.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first advertisement is for "Become A Nurse" from www.northeastern.edu, featuring a "Call" button. The second advertisement is for "Nursing Schools - Compare Nursing Programs Online" from www.mynursingschool.org. The third result is from the American Nurses Association, and the fourth is from Johnson & Johnson. The bottom of the screen shows navigation icons for Web, Images, and Places.</p>

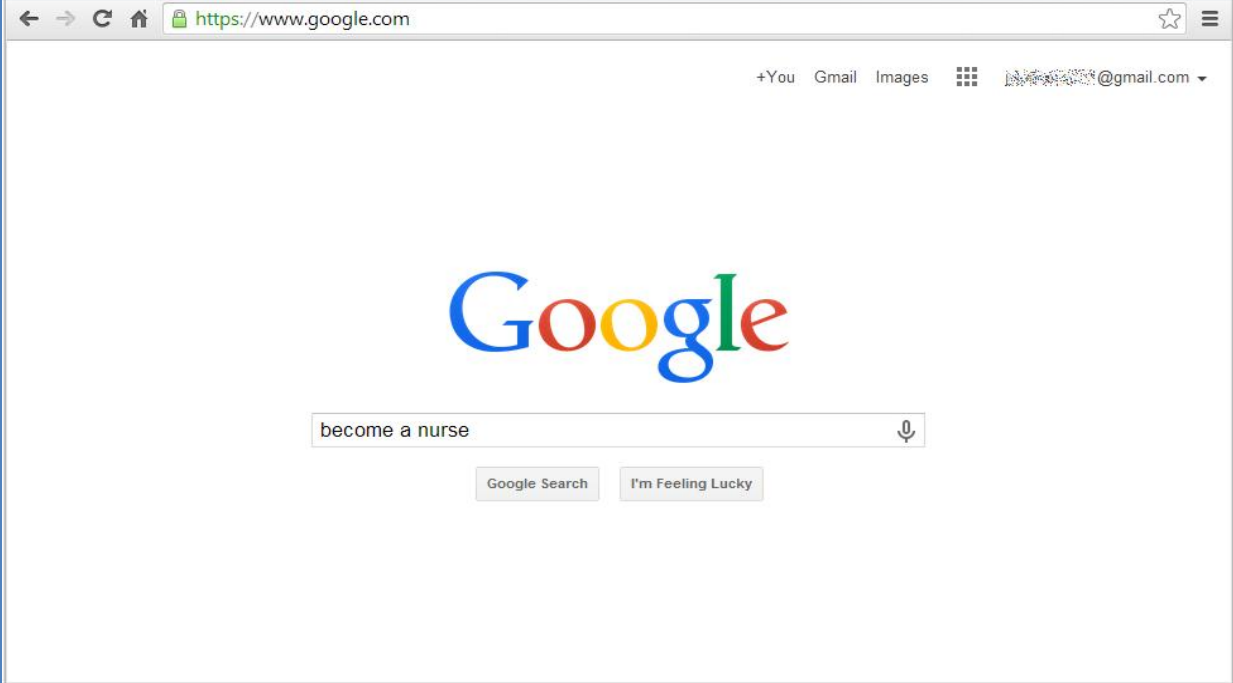
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar shows "search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse". The search bar contains "become a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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Advertisement 1: "Become A Nurse" from www.northeastern.edu/. Text: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!"Advertisement 2: "University of Phoenix®" from www.phoenix.edu/. Text: "Our Classes Go Everywhere You Go. Online or Campus Education Degrees."Advertisement 3: "Pursue Nursing Education" from www.chamberlain.edu/. Text: "Explore Chamberlain's® RN to BSN Option. 100% Online...." with a "Call" button.Search Result: "How to Become a Nurse - American Nurses Association" from www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of" <p>At the bottom of the screenshot, there are navigation icons for "Web", "Images", "News", and "Videos".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse". The search results are as follows:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24. Description: "Are You Ready to Change Careers and become a Nurse??? Would changing careers to Nursi..."How to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 views. Video length: 3:46. Description: "Visit http://www.discovernursing.com for more information! If you're interested in becoming a re..."Being a Nurse by Juvinar Santiago • 3 years ago • 594,045 views. Video length: 5:09. Description: "Being a Nurse is 90% Calling and 10% Job! Watch this amazing video, a tribute to all Nurse..."How to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 views. Video length: 11:18. Description: "www.EmpoweRN.com Where Do You Start? I hear it said all the time, 'I want to be a nurse.'" To the ...Prepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 views. Video length: 6:45. Description: "www.EmpoweRN.com Here is some of my most popular advice on how to keep going strong thr..."This is Why You Should Become A Nurse by Bucketetimmy • 7 years ago • 57,927 views. Video length: 2:34. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."Am I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views. Video length: 2:34. Description: "Am I Too Old to Become a Nurse?" <p>On the right side of the search results, there is an advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and includes the Kaplan University logo. A small note at the bottom of the ad reads: "(Lifetime earnings. *Source: U.S. Census Bureau, 2011 American Community Survey. @ www.census.gov/prod/2012/pub/acsbr11-04.pdf)".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER? Find Out How ></p> <p>Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web</p> <p>About 156 results (0.21 seconds)</p> <p>Ads by Google related to: become a nurse</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>Registered Nurse Courses www.anthem.edu/Nursing No Waiting list. Start soon for Registered Nurse Programs at FCC. Apply Now About FCC All Programs Accreditations</p> <p>To Become A Nurses Assistant www.kaplanuniversity.edu/ Get Free Info on Kaplan Degrees Now Classes Begin on Mar. 26, 2014! 1,147 people follow Kaplan University on Google+ Nutrition Degrees Health Care Admin Degrees Health Education Degrees Health Info Tech Degrees Medical Assistant Degrees</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix! Nursing & Health Programs Nursing & Health Degrees Browse Nursing Degrees Speak To An Advisor Today Online Nursing Degrees Request Free Information</p> <p>Tina Lanciault, RN, SmallBusinessNurse.com, Delaware Nurse... Jul 3, 2013 ... Nursing Entrepreneurs. Nurse-Owned Businesses ... careers for nurses nurse education nursing information becoming a nurse what do nurses ... www.nursingentrepreneurs.com/directory.entrepreneurs.delaware.lanciault_tina.small.business.nurse.htm</p> <p>The Top Ten Reasons... Jokes and Nursing Humor on: The... Jokes and Nursing Humor : Nursing & Medical Humor links and sites that will ... Amazon Store (Nursing and more) Top Ten Reasons To Become A Nurse www.nursinghumor.com/top.ten.reasons.htm</p> <p>Ads by Google</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Nursing School www.westcoastuniversity.edu/BSN-School No secondary applications. Financial Aid for those who Qualify</p> <p>Start a Career as a Nurse www.breckinridgenursing.com/ Classes Available Online & In Person. Get Started Today!</p> <p>Careers For Seniors lifeimagined.aarp.org/ Find Your Next Dream Job With Life Reimagined. Find Out More.</p> <p>Training To Become A Nurse ask.com/Training+To+Become+A+Nurse Training To Become A Nurse. Discover and Explore on Ask.com! 9,788 people follow Ask.com on Google+</p>

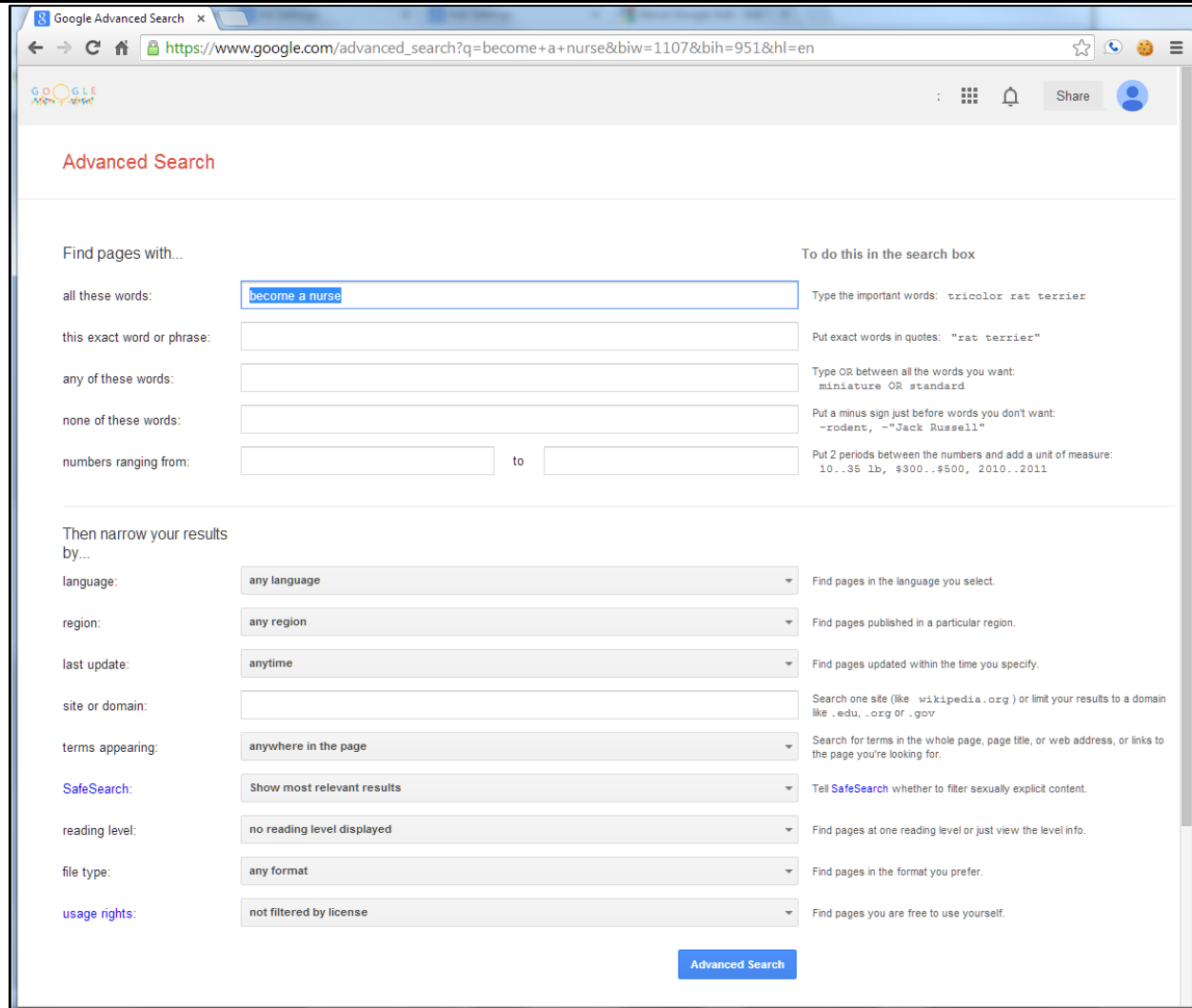
Google Custom Search

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>based upon interaction with the user, creating a search request that includes a search argument;</p>	<p>The Accused Instrumentalities operate a data processing device to interact with the user to create a search request that includes a search argument.</p> <p>See above.</p>  <p>The screenshot shows a web browser window with the address bar displaying 'https://www.google.com'. The page content includes the Google logo, a search bar containing the text 'become a nurse', and two buttons: 'Google Search' and 'I'm Feeling Lucky'. The browser interface also shows navigation icons, a user profile icon, and a search menu icon.</p>

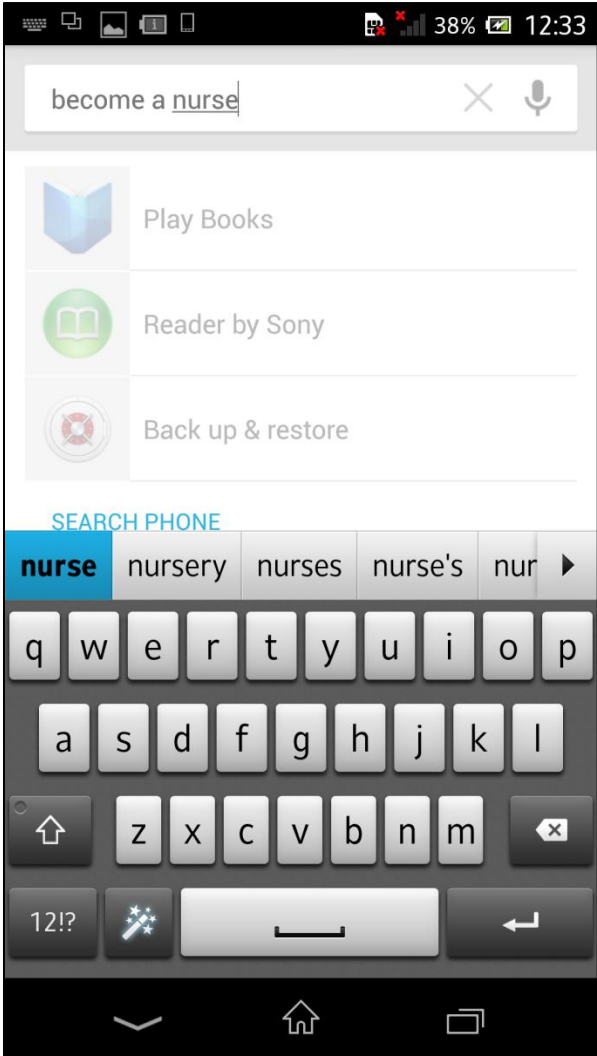
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

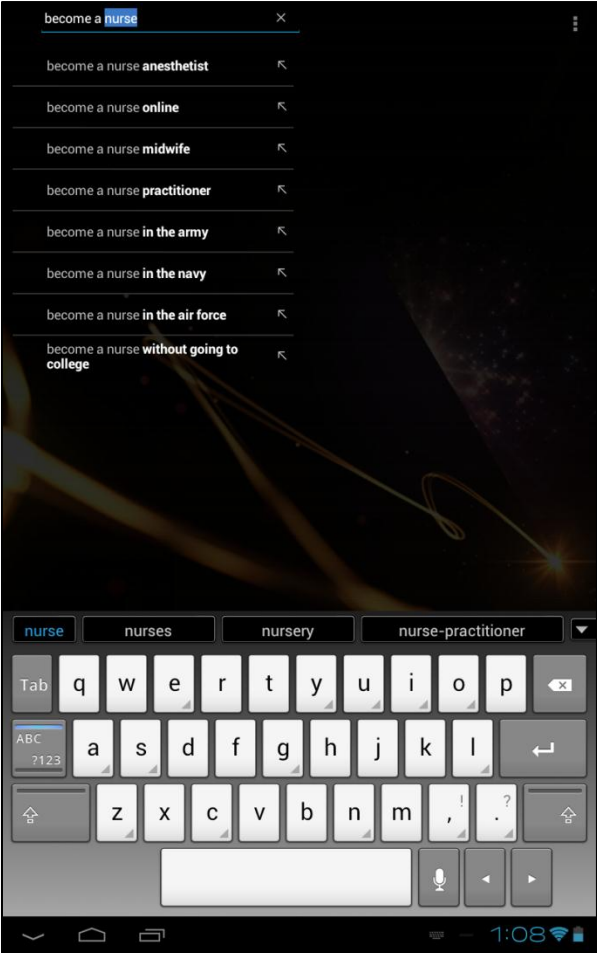
U.S. PATENT NO.
7,895,178

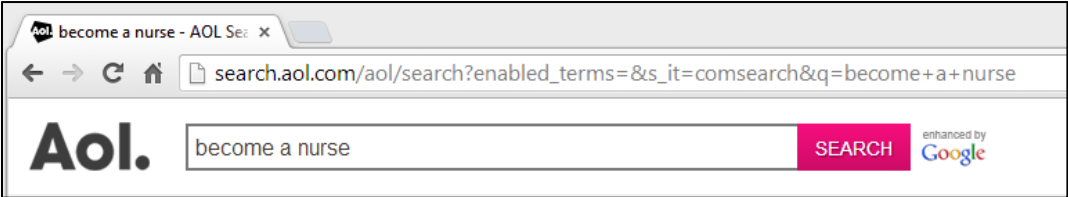
INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

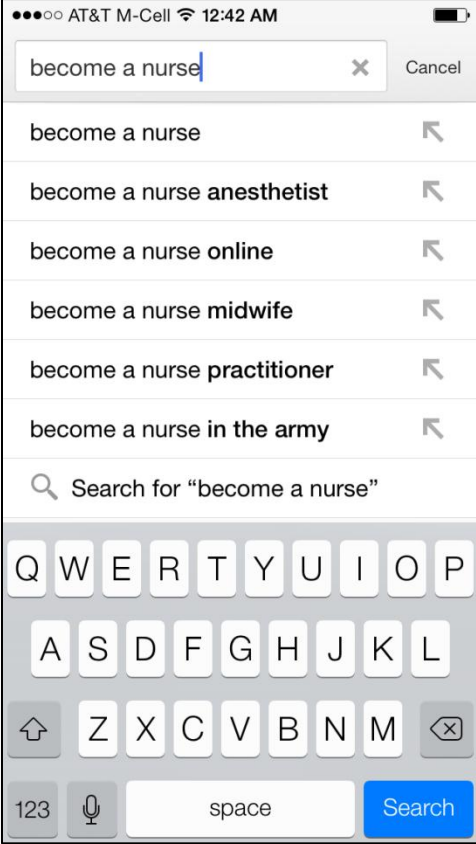


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY


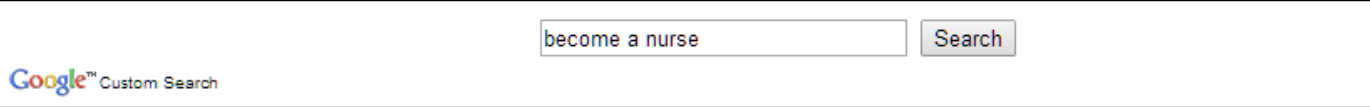
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, three search results are displayed: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white circular icon. Below the search results, the text "SEARCH PHONE" is visible. A keyboard is shown at the bottom, with the word "nurse" highlighted in blue. The keyboard also shows suggestions for "nursery", "nurses", "nurse's", and "nur". The status bar at the top of the phone screen shows a battery level of 38% and the time 12:33.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 329 1520 358">Mobile Handset Running Android 4.2</p>  <p data-bbox="980 396 1572 1344">A screenshot of an Android 4.2 mobile handset interface. At the top, a search bar contains the text "become a nurse" with a blue highlight under "nurse" and a close button (X) to its right. Below the search bar is a list of search suggestions, each with a back arrow icon to its right: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions is a keyboard with a search bar above it containing "nurse", "nurses", "nursery", and "nurse-practitioner". The keyboard has a "Tab" key, a "q w e r t y u i o p" row, an "ABC ?123" key, an "a s d f g h j k l" row, a "z x c v b n m , ! . ?" row, and a spacebar. At the bottom of the screen, there is a navigation bar with a home button, a back button, and a recent apps button. The time "1:08" and battery status are visible in the bottom right corner.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

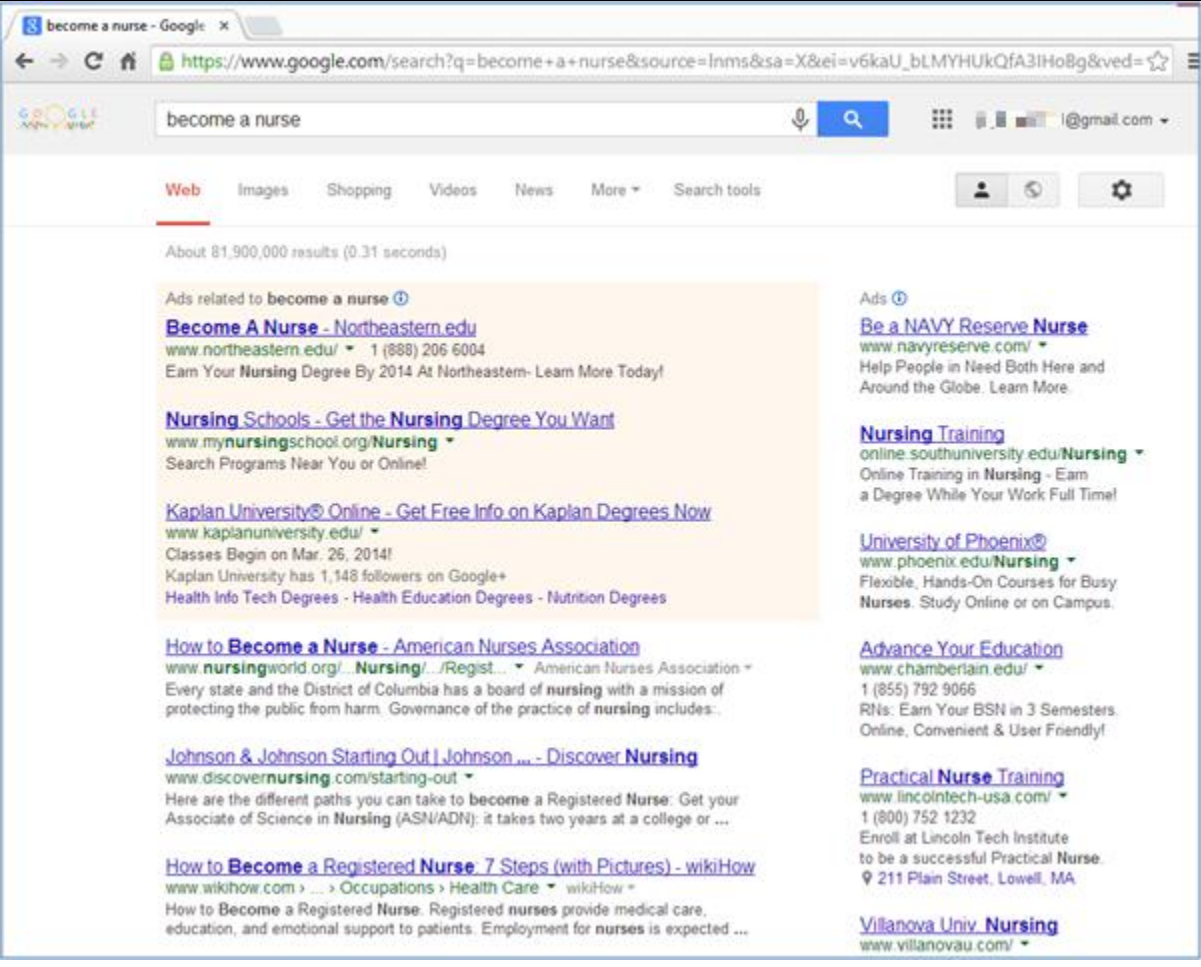
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. The status bar at the top indicates 'AT&T M-Cell' and '12:42 AM'. The search bar contains the text 'become a nurse' with a blue cursor. Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. Below the suggestions is a search prompt: 'Search for "become a nurse"'. At the bottom, a QWERTY keyboard is visible, with a blue 'Search' button on the right.</p>

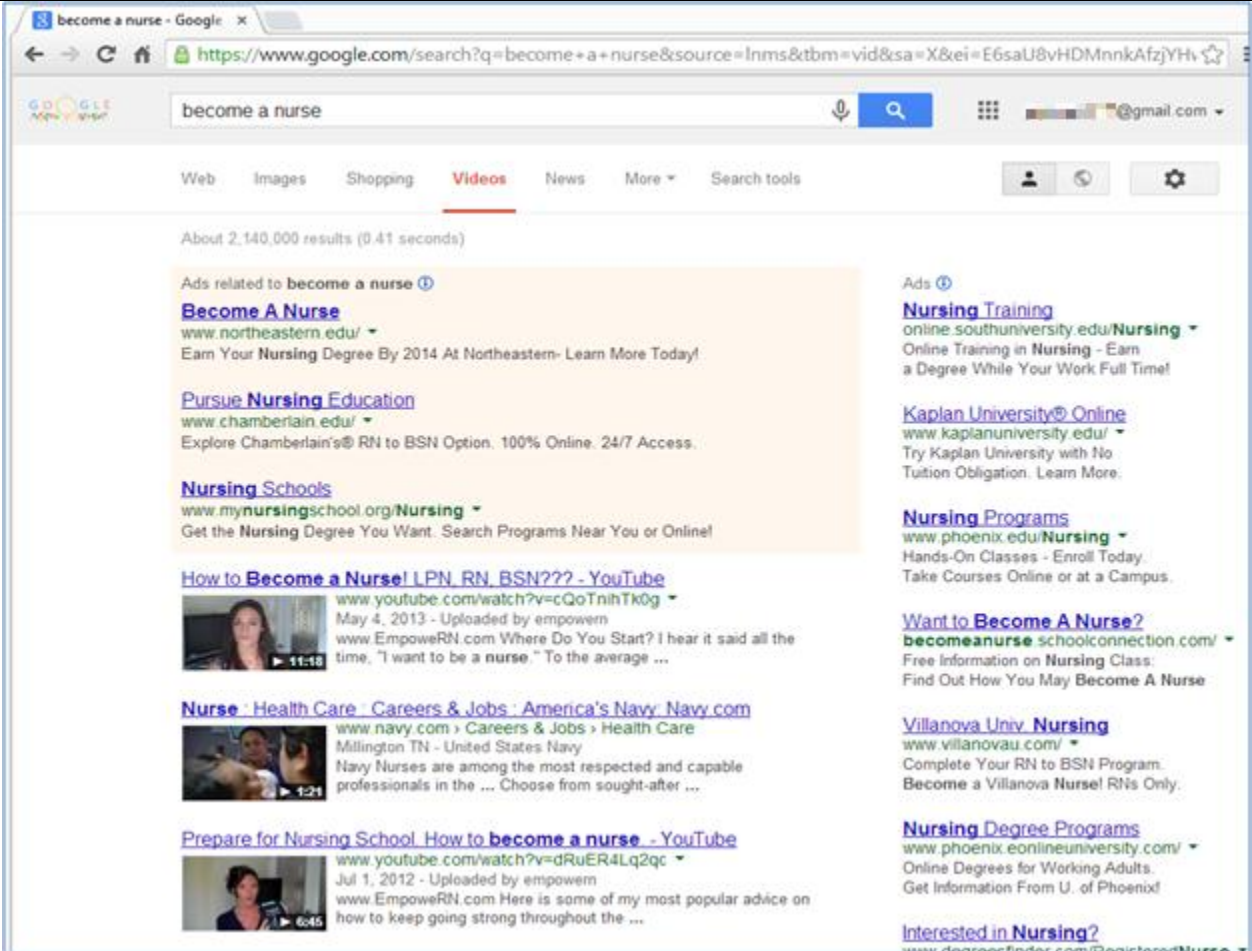
Google Search App Running on iOS 7.1

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	  <p data-bbox="1073 708 1955 737">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>
<p>transmitting to the advertising machine via the communications link the search request that includes the search argument;</p>	<p>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.</p>

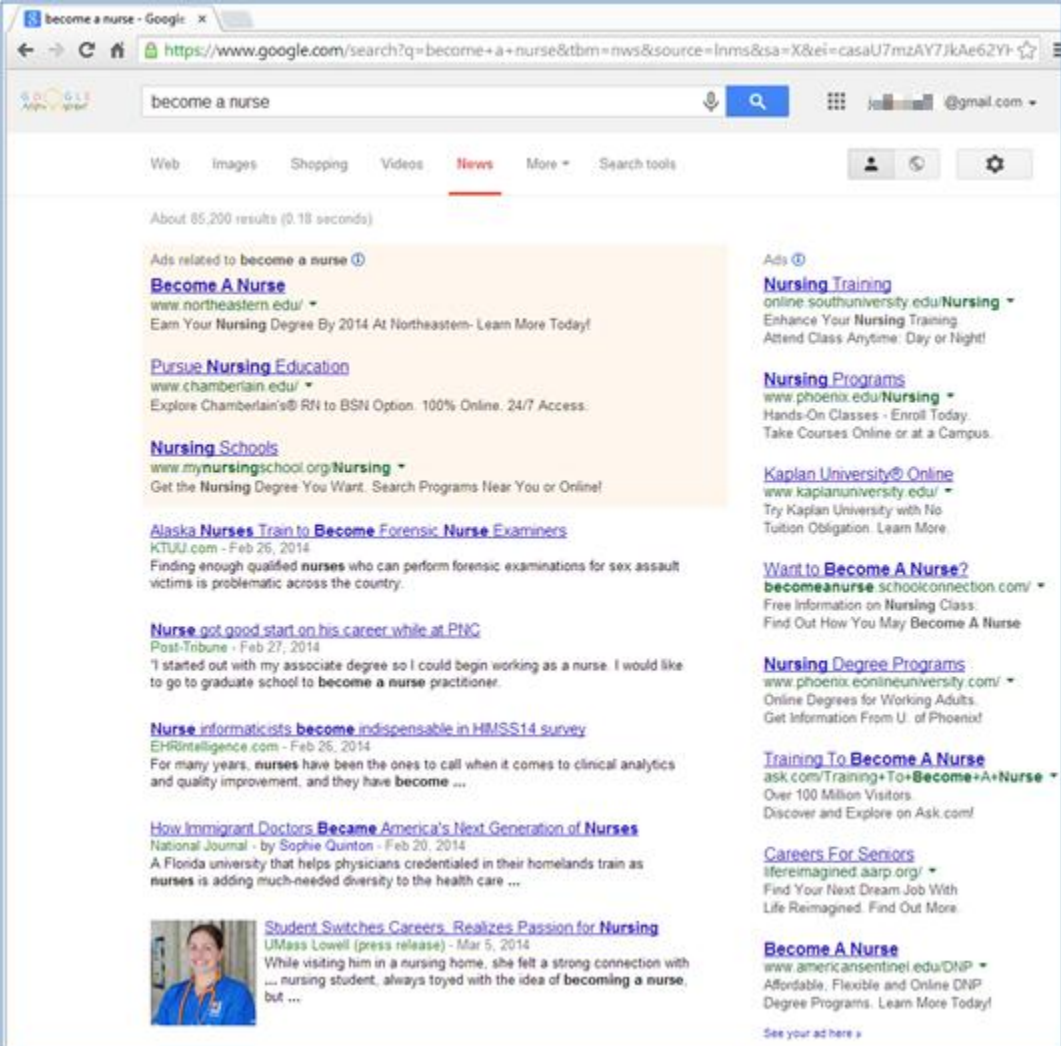
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8p275CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIlbbJAQiitskBCKm2yQEIxLbJAQiehsoBCKKIygEIuYjKAQ== Referer: https://www.google.com/ Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US,en;q=0.8,hi;q=0.6 Cookie: PREF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCp255iFlc61B2- cGzNoU7vTcLZnq5JPHYQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkX1Gyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssw7_Kw-0k17m; SAPISID=TOKEifxorbzGmaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1;; OGP=- 270001;; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGMTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPPUsyzStNdHSOLJ4THBv0He0kc5halxv2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request"</p>

<p>U.S. PATENT NO. 7,895,178</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
	<pre>GET https://www.google.com/search?output=search&client=psy- ab&q=become+a+nurs&&oeq=become+a+nurs&&qs_l=hp,3..35139101201012.20613.31350.0,32482.19.13.2.0.0.1.1068.5851.3-1j0j1j2.8.0.cfm_gg_q%2Chms2% 3Dfalse...0...1.1.37.psy-ab..10.9.5457.6pubMvDpd0&pbx=1&ba=on.2.or-f_cp_r_of.&bvm=by.62578216%2Cd_dmQ%2Cpv.X1s.s.en.US.Qb9R.7Hu1644.0&fp=zabeaecf5da1ba90 &dl=1065&dlh=88&dlr=1&tch=1&ech=1&ps1=rrsbu8c0ehQ0wh1hIG4BA.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+1yQEI1bbJAQiitskBCkMzyQEIXLbJAQiehs0BCKKIyGEIuyjKAQ== 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_KCpZ55f1c61B2- CGzNou7vtCLZnq5JPyhQA7twmthZbqMfj5GXTUdV8kM_idWyag3a9jiTPhtcnyNS5pdT_C49FQYdo55_vzLPu_fa_xj50o6IqdgfhMqgJP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduc6e2DpuRgx- 9cFM9jrSPav10vzbhSfQmQ6WdInPtpC6aRrywb1PW-n74tUdVTZJ3o_JUNuRjyVq00jB3uxn7TIQiv5e9vX1ZDv33-Ux17amPOU-vpyOZJ-b8Y;HSID=AaeAAe17vNWXtIGyt; SSID=AacdrAQ6T8Qsq9qYA;AFISID=kPpusgQ-C7GRakQ/ATz05sw_Kw-0k17m;SAPISID=TOKE1fxorbzGMAa1/AFcQwYxyHhLH50ad;OGPC=270001-1;;OGP=-270001;; S=sgr&ndcentral=JdpPFIYR0XAbbcuj9rycg;SID=DQAAAMoAACV8ppV02Hgviffmc45tvaPC2mwi6-18 _gpynaM8krXR6FAGEdFo2ohR1cAhvXID2rvyEsd1swpA1cBkhbNYM8p8h62UC0548YF1pm0yYI_41kk_Ac2ubub8IG_rn_rkGHTmuZ9fFvWfaOLYtdIP4AYb52jirTt_-NaI_ds55DLhbFDkHVD4vnjX0-6 _HJdRLKcomQw08PpusyzStNdHSOLJ4THBv0He0kcsHa1xv2yGLtk-94C9Q7wrmdQmkcf2x1PW4ay5FuT_3BRUegqms</pre> <p>Trace of request transmitting via communications link the search request with search argument</p>
<p>receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine, the least one advertisement relating to the search argument.</p>

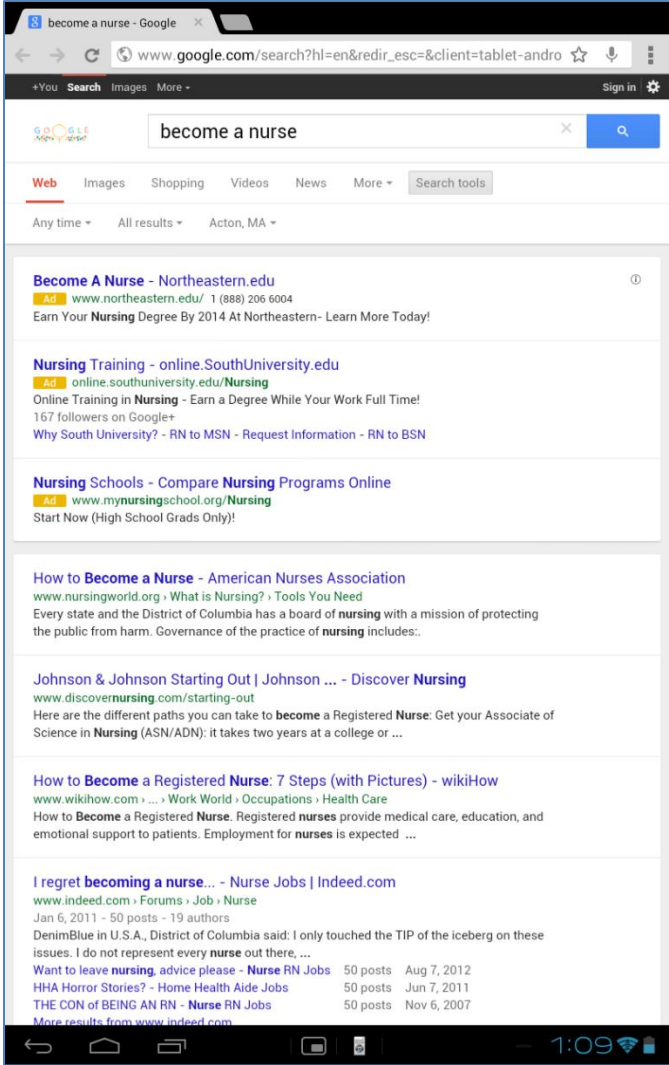
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The results are displayed in two columns. The left column contains several organic search results, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University® Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", and "How to Become a Registered Nurse 7 Steps (with Pictures) - wikiHow". The right column contains several advertisements, including "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ Nursing".</p>

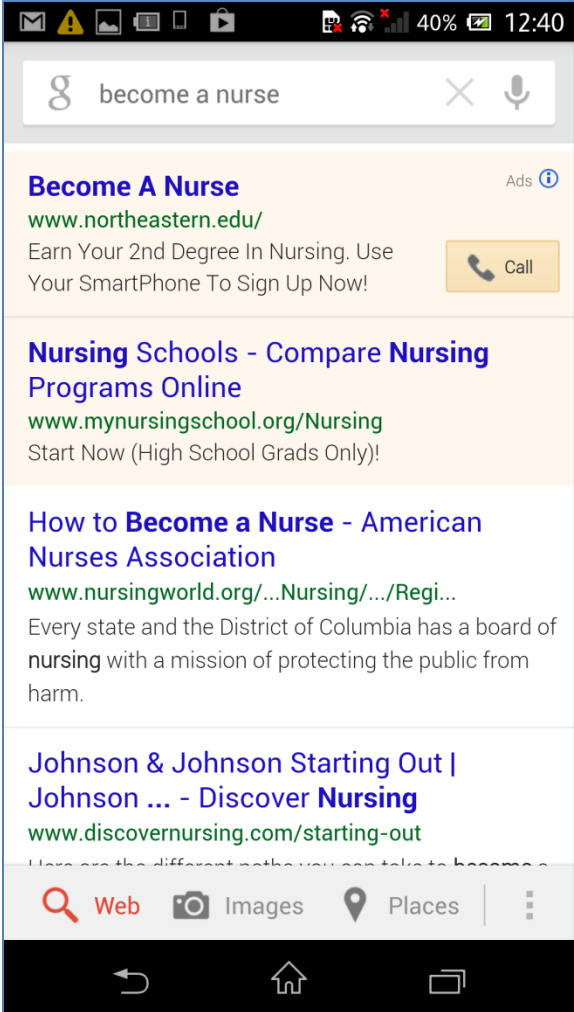
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and video thumbnails. The ads are for nursing programs from Northeastern University, Chamberlain University, MyNursingSchool.org, Phoenix University, and Villanova University. The video thumbnails are for "How to Become a Nurse! LPN, RN, BSN???", "Nurse: Health Care Careers & Jobs: America's Navy", and "Prepare for Nursing School. How to become a nurse".</p> <p>become a nurse - Google</p> <p>https://www.google.com/search?q=become+a+nurse&source=lnms&tbm=vid&sa=X&ei=E6saU8vHDMnnkAfzjYHv</p> <p>become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 2,140,000 results (0.41 seconds)</p> <p>Ads related to become a nurse</p> <p>Become A Nurse www.northeastern.edu/ Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>Pursue Nursing Education www.chamberlain.edu/ Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.</p> <p>Nursing Schools www.mynursingschool.org/Nursing Get the Nursing Degree You Want. Search Programs Near You or Online!</p> <p>How to Become a Nurse! LPN, RN, BSN??? - YouTube www.youtube.com/watch?v=cQoTnihTk0g May 4, 2013 - Uploaded by empowern www.EmpowerRN.com Where Do You Start? I hear it said all the time, "I want to be a nurse." To the average ...</p> <p>Nurse: Health Care Careers & Jobs: America's Navy Navy.com www.navy.com > Careers & Jobs > Health Care Millington TN - United States Navy Navy Nurses are among the most respected and capable professionals in the ... Choose from sought-after ...</p> <p>Prepare for Nursing School. How to become a nurse - YouTube www.youtube.com/watch?v=dRuER4Lq2qc Jul 1, 2012 - Uploaded by empowern www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ...</p> <p>Ads</p> <p>Nursing Training online.southuniversity.edu/Nursing Online Training in Nursing - Earn a Degree While Your Work Full Time!</p> <p>Kaplan University® Online www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.</p> <p>Nursing Programs www.phoenix.edu/Nursing Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.</p> <p>Want to Become A Nurse? becomeanurse.schoolconnection.com/ Free Information on Nursing Class: Find Out How You May Become A Nurse</p> <p>Villanova Univ. Nursing www.villanovau.com/ Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</p> <p>Nursing Degree Programs www.phoenix.onlineuniversity.com/ Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p>Interested in Nursing? www.degreefinder.com/DeictedtoNurse</p>

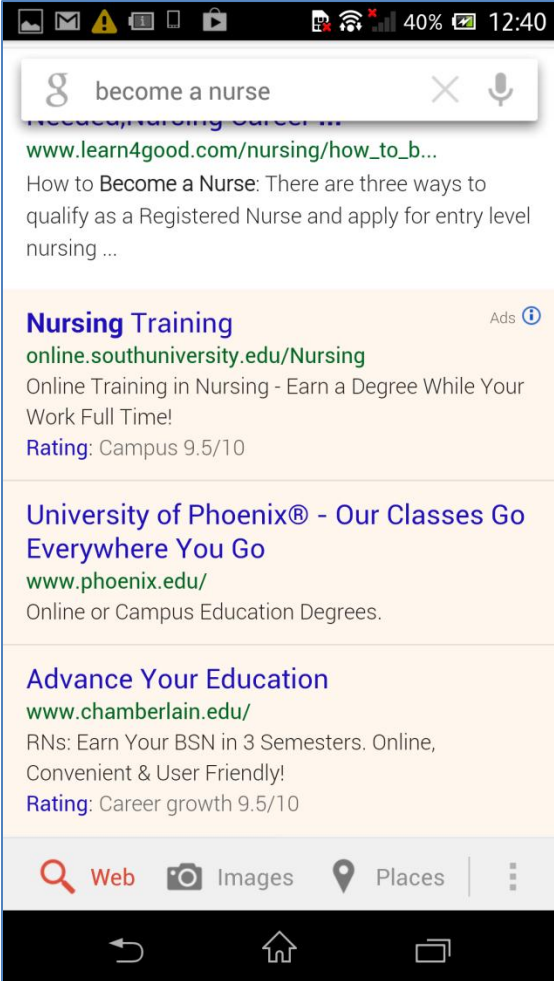
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

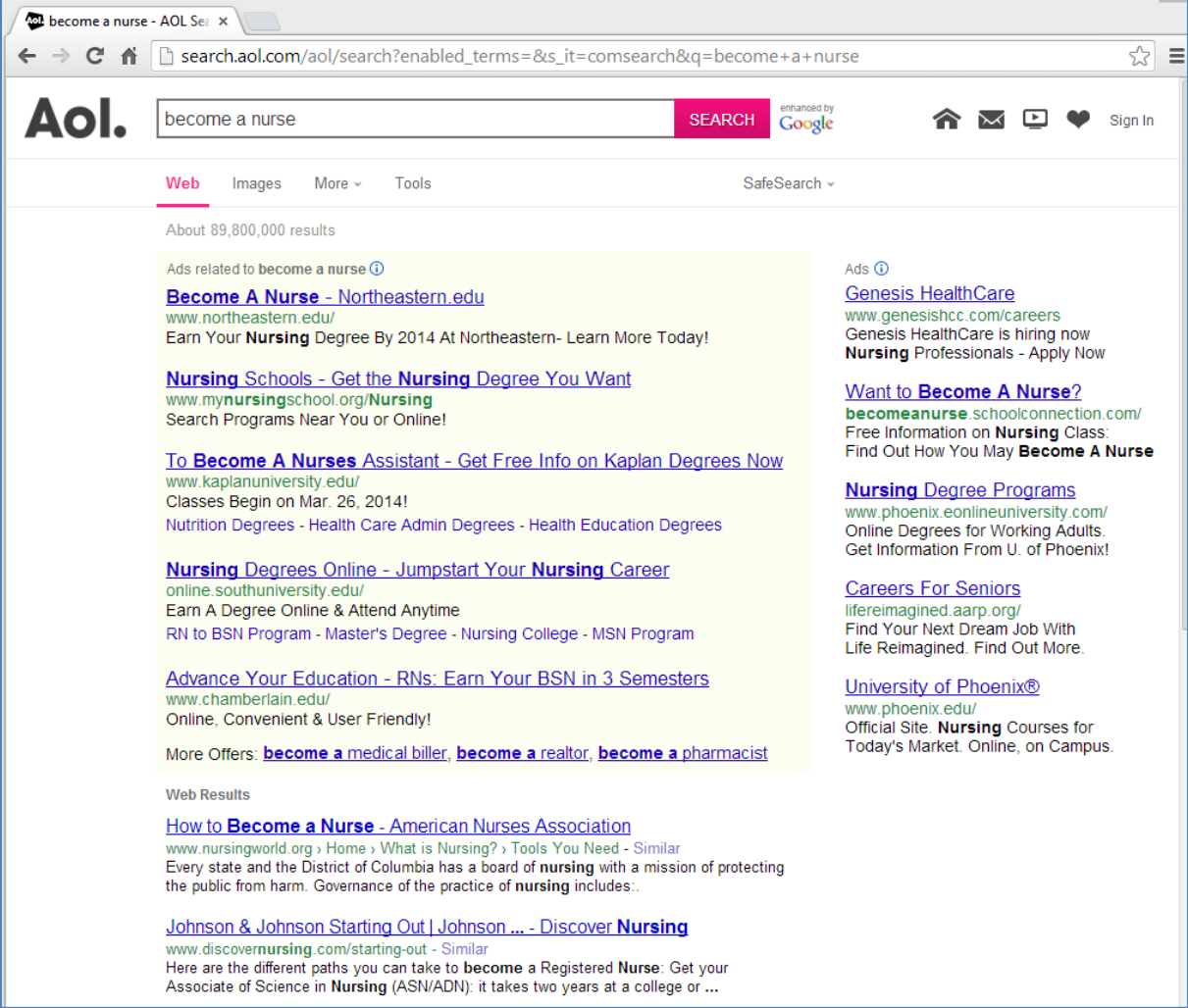
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@ Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out MoreBecome A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>At the bottom right, there is a link: "See your ad here ></p>

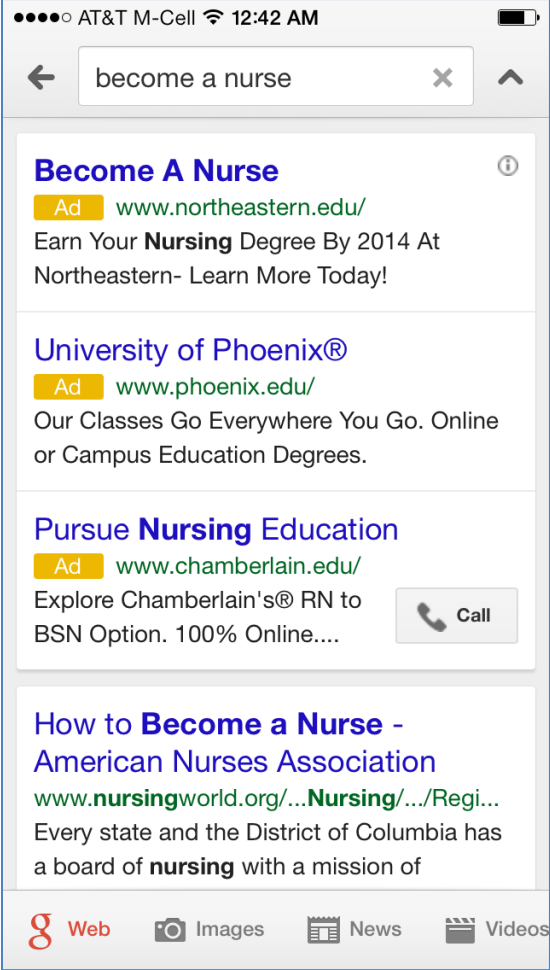
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

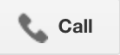
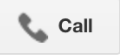
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a mobile-optimized format. The top result is an advertisement for Northeastern University, titled "Become A Nurse - Northeastern.edu", with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for South University, titled "Nursing Training - online.SouthUniversity.edu", with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for MyNursingSchool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the URL "www.mynursingschool.org/Nursing" and the text "Start Now (High School Grads Only!)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs Indeed.com". The bottom of the screenshot shows the mobile device's navigation bar with a back arrow, home button, and recent apps button, along with the time "1:09" and battery status.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include:</p> <ul style="list-style-type: none">Become A Nurse (Advertisement): www.northeastern.edu/. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.Nursing Schools - Compare Nursing Programs Online: www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Text: "Here are the different paths you can take to become a..." <p>The interface also shows a navigation bar with "Web", "Images", and "Places" options, and a bottom dock with navigation icons.</p>

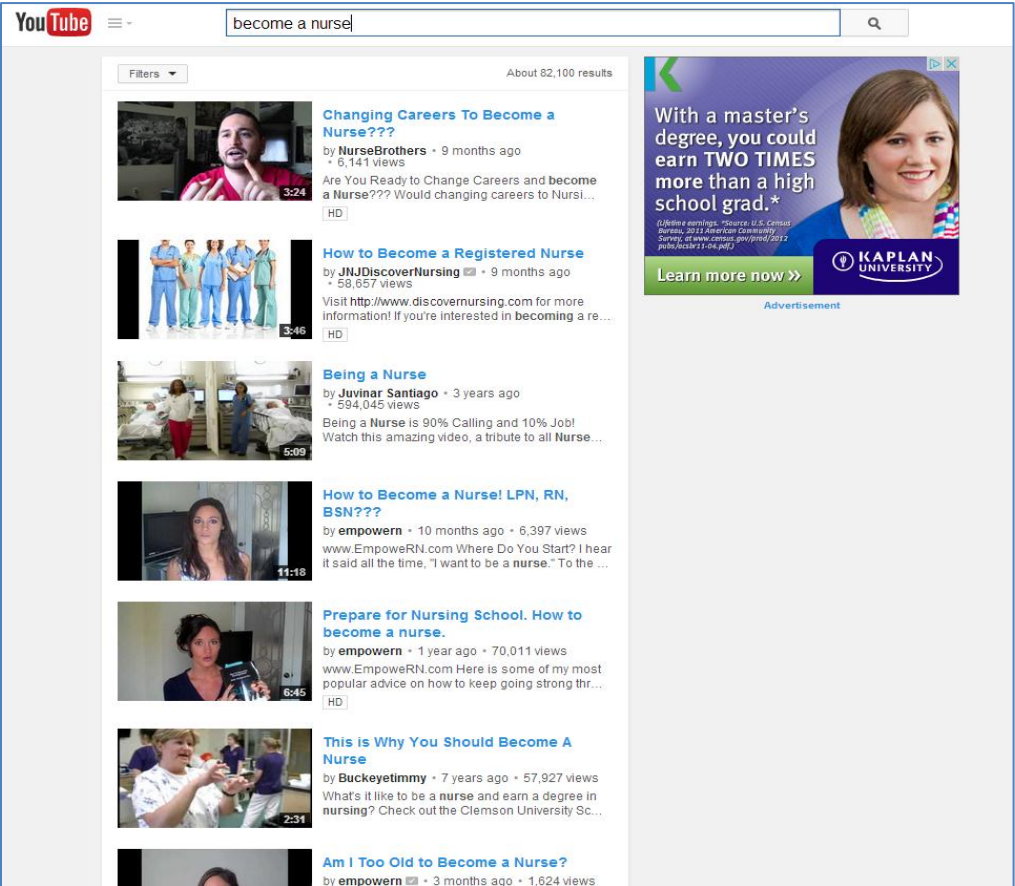
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Search Bar: Contains the text "become a nurse" and a microphone icon.Search Results:<ul style="list-style-type: none">Organic Result: From www.learn4good.com/nursing/how_to_b.... Title: "How to Become a Nurse". Description: "There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...".Advertisement 1: Title: "Nursing Training". URL: online.southuniversity.edu/Nursing. Description: "Online Training in Nursing - Earn a Degree While Your Work Full Time!". Rating: "Campus 9.5/10".Advertisement 2: Title: "University of Phoenix® - Our Classes Go Everywhere You Go". URL: www.phoenix.edu/. Description: "Online or Campus Education Degrees."Advertisement 3: Title: "Advance Your Education". URL: www.chamberlain.edu/. Description: "RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!". Rating: "Career growth 9.5/10".Navigation Bar: Includes icons for "Web", "Images", and "Places".Bottom Bar: Includes navigation icons for back, home, and recent apps.


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

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

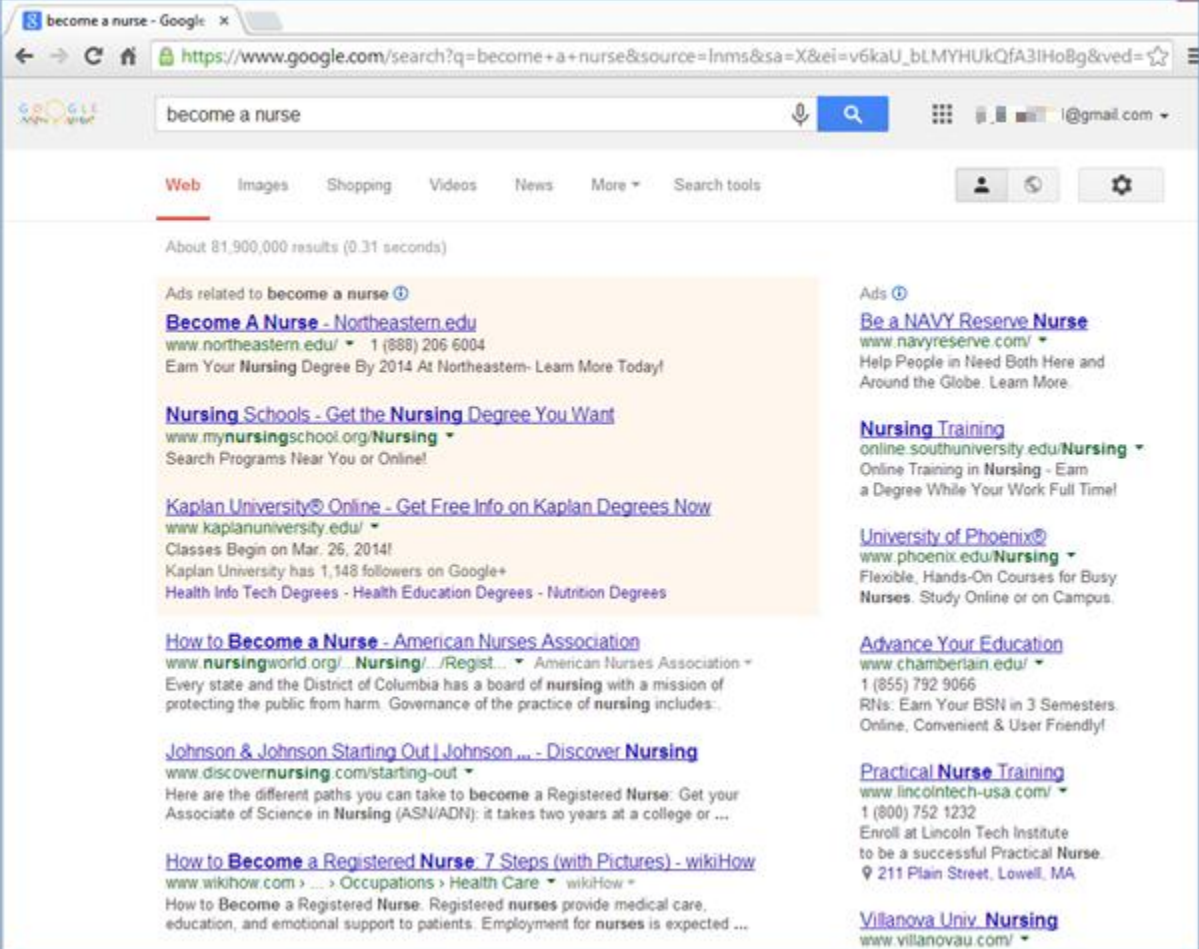
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="1010 331 1549 643"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 850 1549 1052"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1010 1065 1549 1305"> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p> </div>

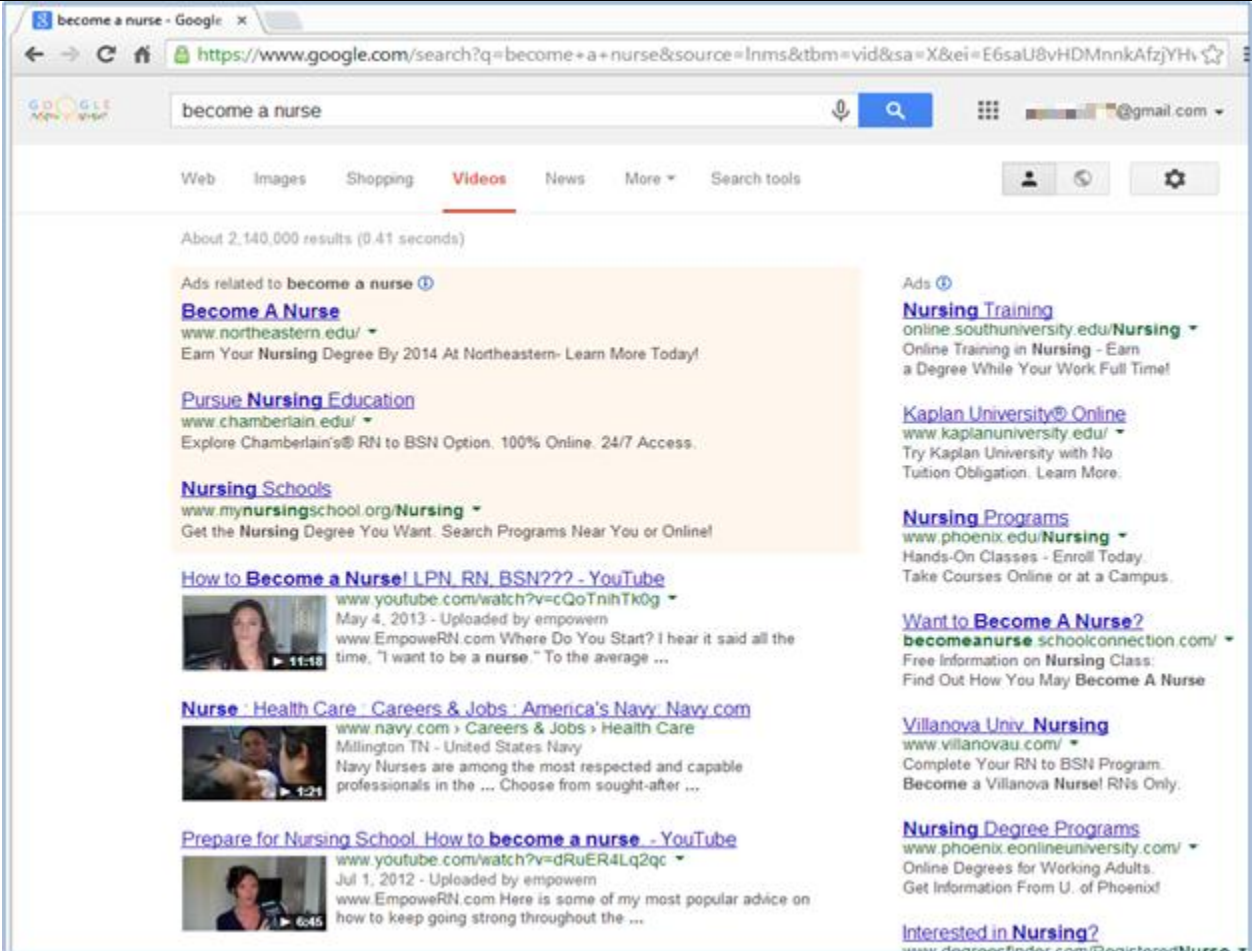
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search interface with the query "become a nurse" in the search bar. The search results are displayed in a list format, including video thumbnails, titles, channel names, and view counts. The top result is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. Other results include "How to Become a Registered Nurse" by JNDiscoverNursing (58,657 views), "Being a Nurse" by Juvinar Santiago (594,045 views), "How to Become a Nurse! LPN, RN, BSN???" by empower (6,397 views), "Prepare for Nursing School. How to become a nurse." by empower (70,011 views), "This is Why You Should Become A Nurse" by Buckeytimmy (57,927 views), and "Am I Too Old to Become a Nurse?" by empower (1,624 views). On the right side of the search results, there is an advertisement for Kaplan University featuring a woman's portrait and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>".</p>

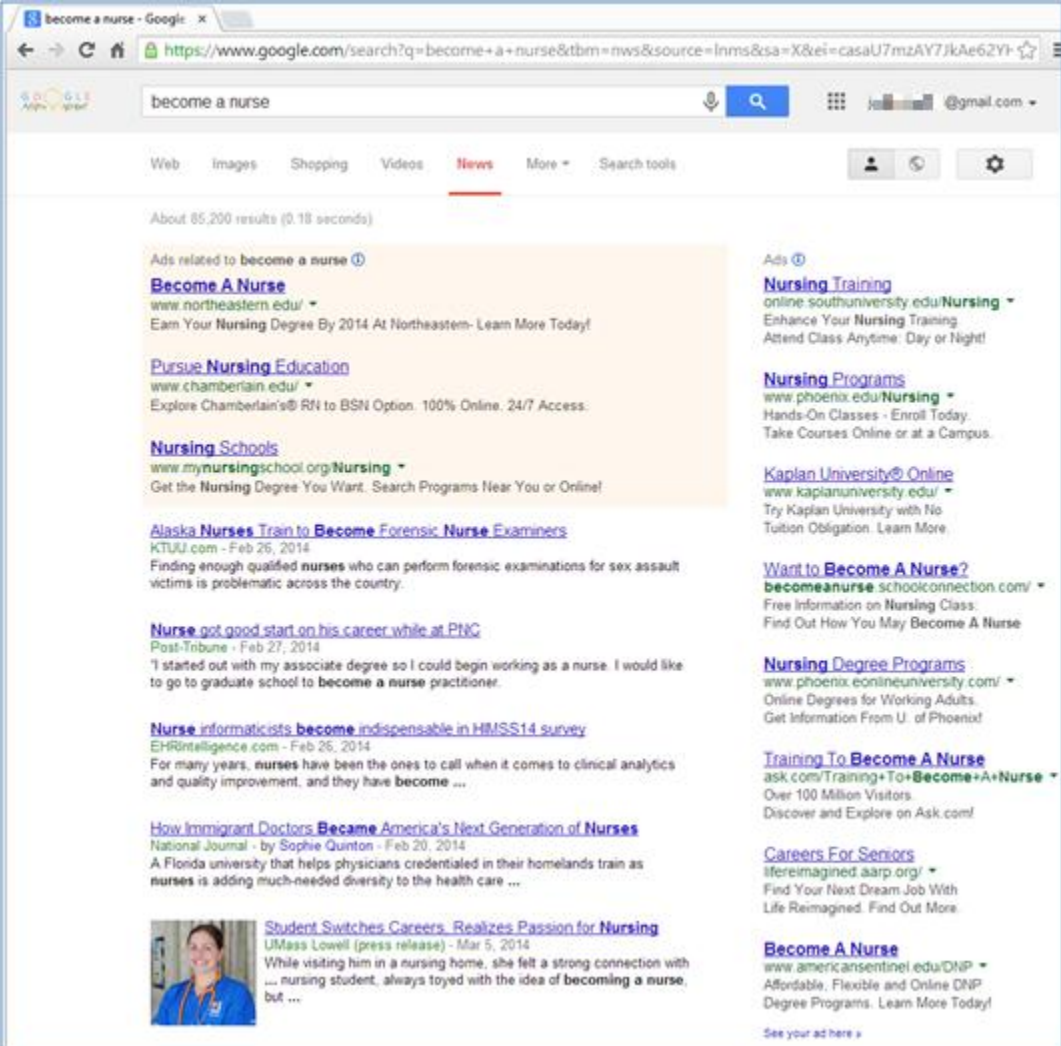
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;">Google Custom Search</p>

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

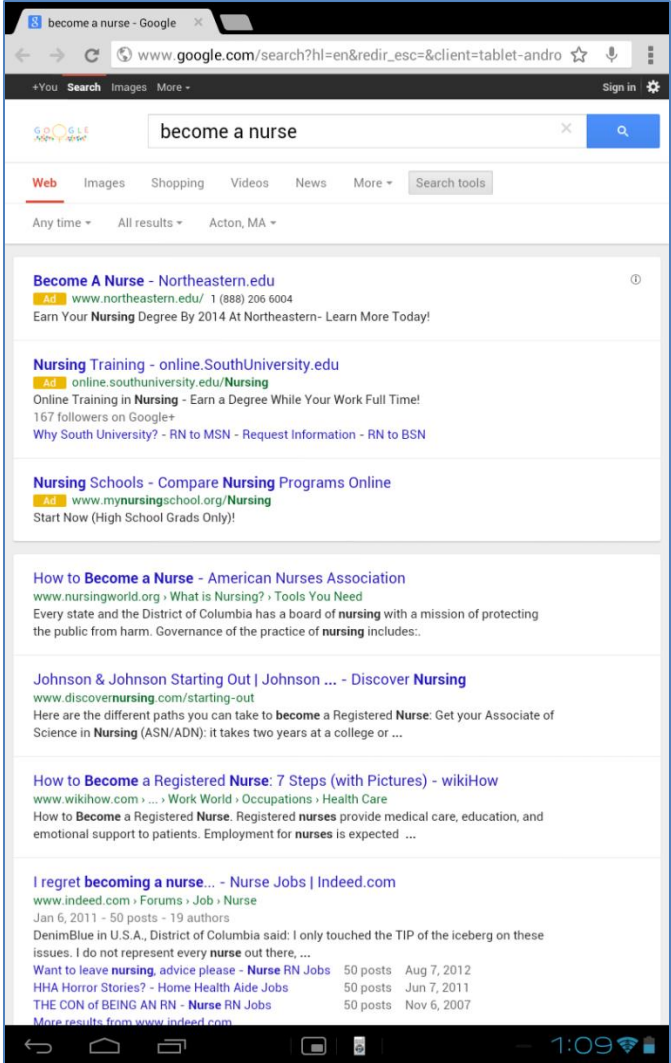
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes a search bar with the query "become a nurse", navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More", and a search tools icon. Below the search bar, it indicates "About 81,900,000 results (0.31 seconds)".</p> <p>The results are divided into two columns. The left column features a highlighted section titled "Ads related to become a nurse" with several links: "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "Kaplan University® Online - Get Free Info on Kaplan Degrees Now", "How to Become a Nurse - American Nurses Association", and "Johnson & Johnson Starting Out Johnson ... - Discover Nursing".</p> <p>The right column features a section titled "Ads" with several links: "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ Nursing".</p>

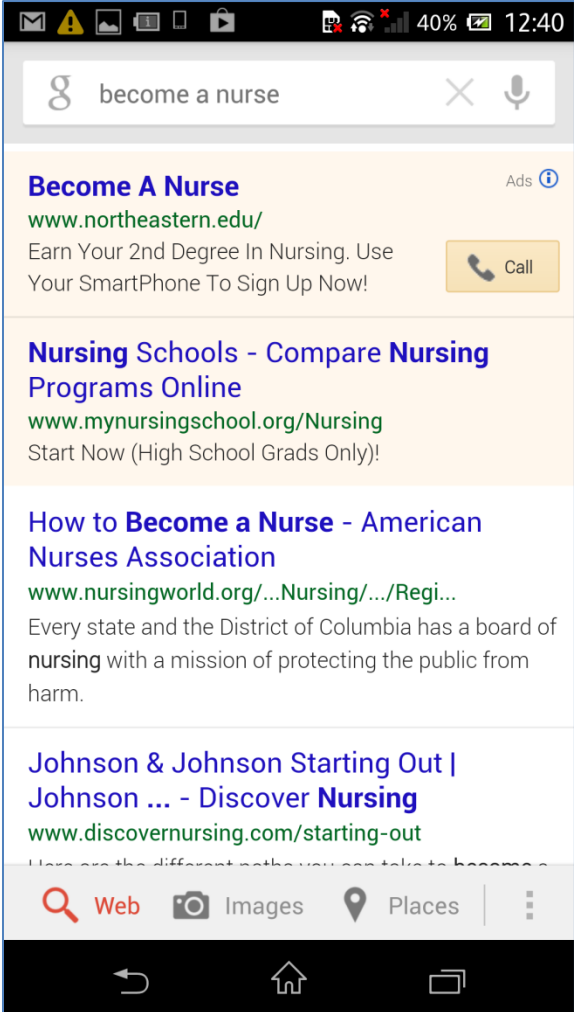
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The ads are for nursing schools and programs, such as "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, "Nursing Training" from southuniversity.edu, "Kaplan University@ Online" from kaplanuniversity.edu, "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from schoolconnection.com, "Villanova Univ. Nursing" from villanovau.com, and "Nursing Degree Programs" from phoenix.onlineuniversity.com. There are also several YouTube video results, including "How to Become a Nurse! LPN, RN, BSN???", "Nurse: Health Care Careers & Jobs: America's Navy", and "Prepare for Nursing School. How to become a nurse".</p>

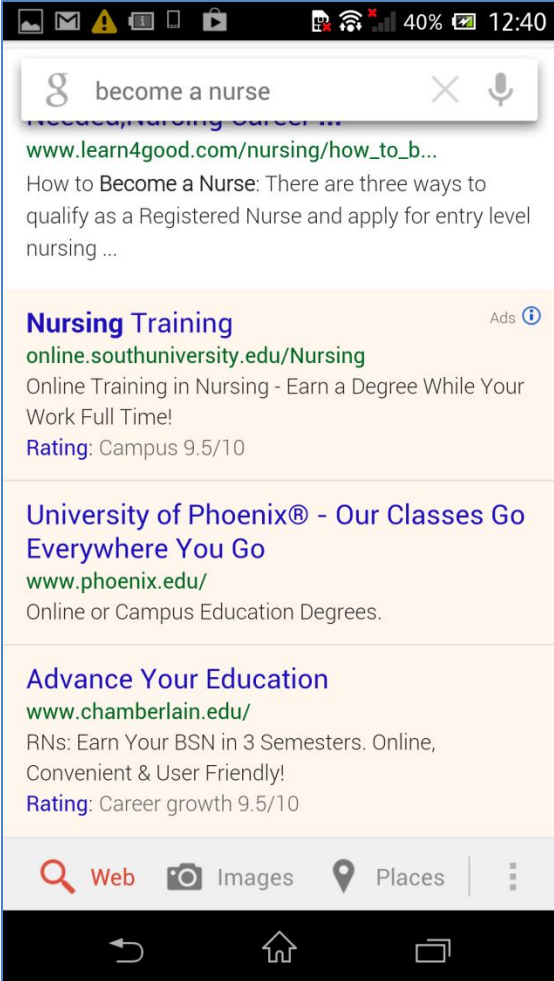
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

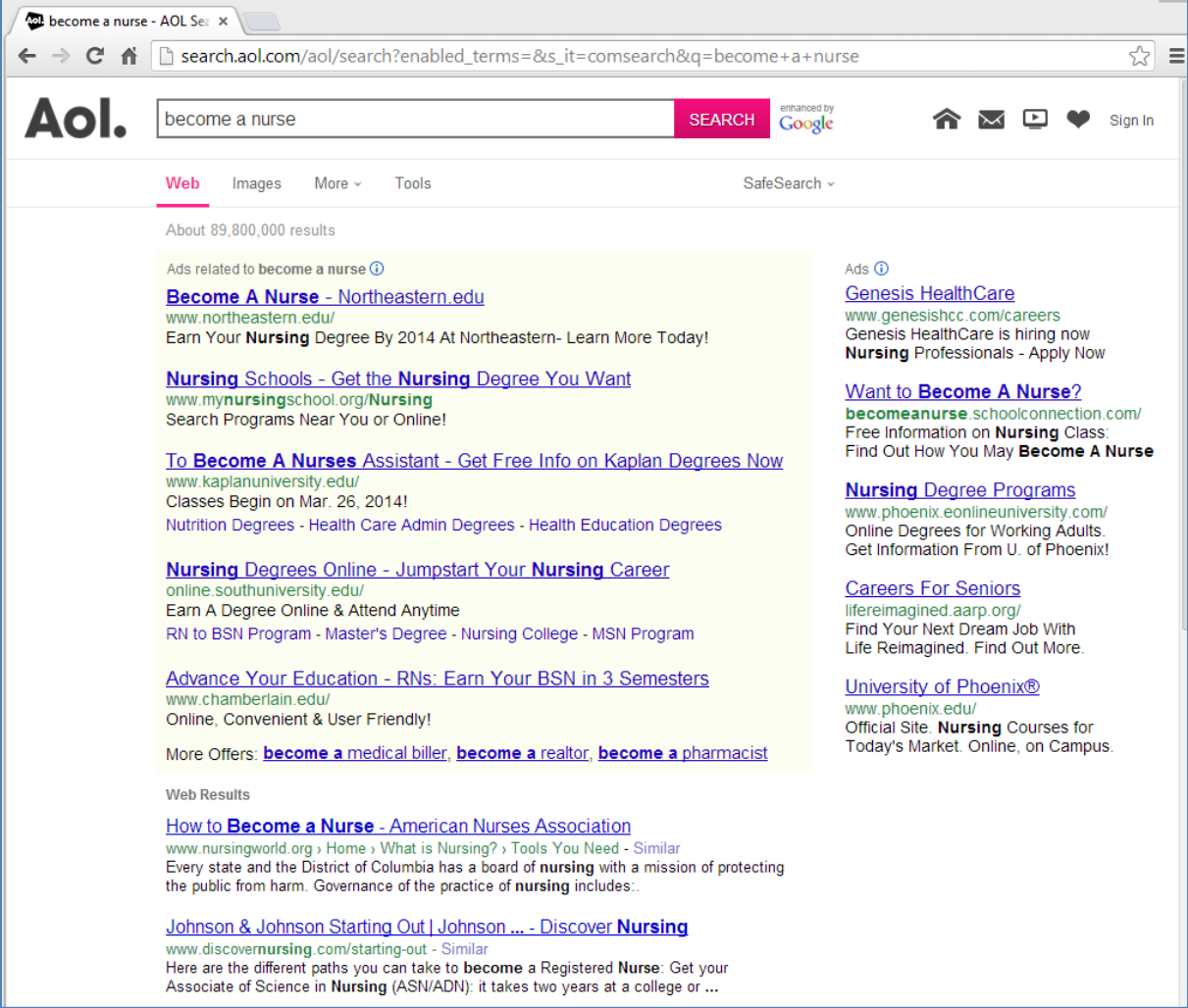
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and organic search results. The advertisements are highlighted in a light orange box and include:</p> <ul style="list-style-type: none">Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access.Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online!Alaska Nurses Train to Become Forensic Nurse Examiners (KTUU.com) - Feb 26, 2014. Finding enough qualified nurses who can perform forensic examinations for sex assault victims is problematic across the country.Nurse got good start on his career while at PNC (Post-Tribune) - Feb 27, 2014. I started out with my associate degree so I could begin working as a nurse. I would like to go to graduate school to become a nurse practitioner.Nurse informaticists become indispensable in HIMSS14 survey (EHRIntelligence.com) - Feb 26, 2014. For many years, nurses have been the ones to call when it comes to clinical analytics and quality improvement, and they have become ...How Immigrant Doctors Became America's Next Generation of Nurses (National Journal) - by Sophie Quinton - Feb 20, 2014. A Florida university that helps physicians credentialed in their homelands train as nurses is adding much-needed diversity to the health care ...Student Switches Careers, Realizes Passion for Nursing (UMass Lowell press release) - Mar 5, 2014. While visiting him in a nursing home, she felt a strong connection with ... nursing student, always toyed with the idea of becoming a nurse, but ... <p>Organic search results include:</p> <ul style="list-style-type: none">Nursing Training (online.southuniversity.edu) - Enhance Your Nursing Training. Attend Class Anytime. Day or Night!Nursing Programs (www.phoenix.edu) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus.Kaplan University@ Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More.Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class. Find Out How You May Become A NurseNursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Training To Become A Nurse (ask.com) - Over 100 Million Visitors. Discover and Explore on Ask.com!Careers For Seniors (lifereimagined.aarp.org) - Find Your Next Dream Job With Life Reimagined. Find Out MoreBecome A Nurse (www.americansentinel.edu) - Affordable, Flexible and Online DNP Degree Programs. Learn More Today! <p>The browser address bar shows the search URL: https://www.google.com/search?q=become+a+nurse&tbm=nws&source=lnms&sa=X&ei=casaU7mzAY7jkAe62YI...</p>

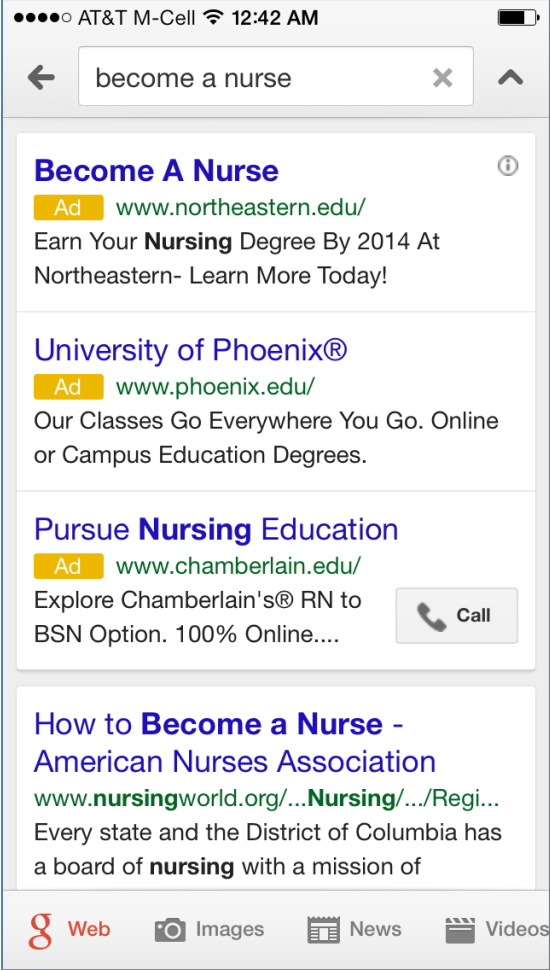
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

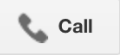
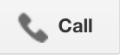
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are displayed in a mobile-friendly format. The top result is an advertisement for Northeastern University, titled "Become A Nurse - Northeastern.edu", with the URL "www.northeastern.edu/1(888)2066004" and the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Below this is another advertisement for South University, titled "Nursing Training - online.SouthUniversity.edu", with the URL "online.southuniversity.edu/Nursing" and the text "Online Training in Nursing - Earn a Degree While Your Work Full Time!". The third advertisement is for MyNursingSchool.org, titled "Nursing Schools - Compare Nursing Programs Online", with the URL "www.mynursingchool.org/Nursing" and the text "Start Now (High School Grads Only!)". Below the advertisements are several organic search results, including "How to Become a Nurse - American Nurses Association", "Johnson & Johnson Starting Out Johnson ... - Discover Nursing", "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow", and "I regret becoming a nurse... - Nurse Jobs Indeed.com". The bottom of the screenshot shows the mobile device's navigation bar with the time 1:09 and various status icons.</p>

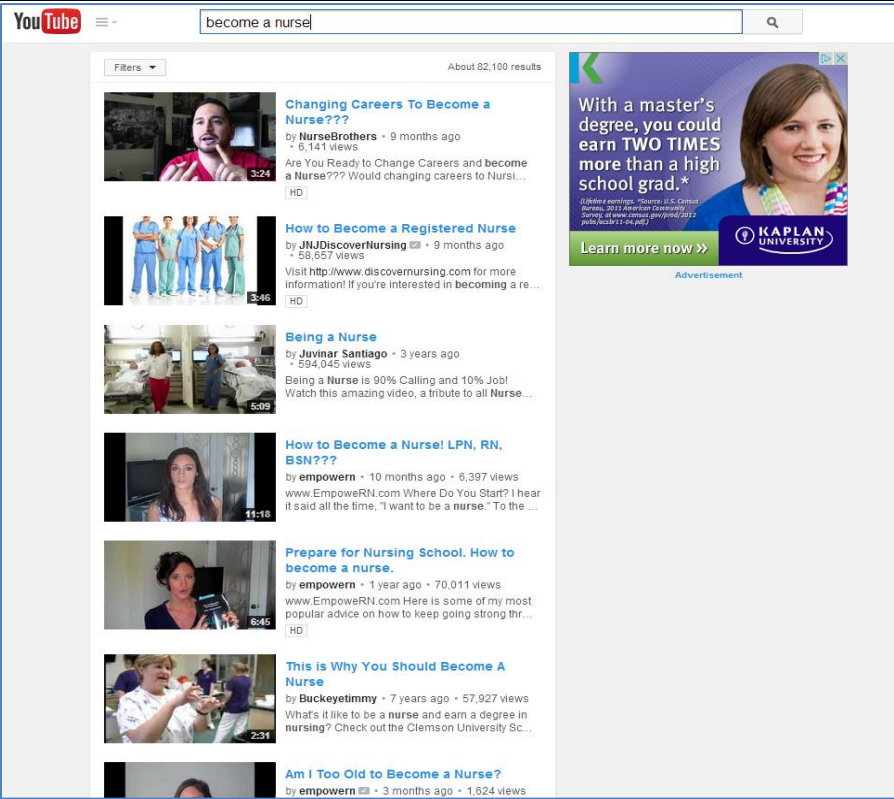
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include:</p> <ul style="list-style-type: none">Become A Nurse (Ad): www.northeastern.edu/. Text: "Earn Your 2nd Degree In Nursing. Use Your SmartPhone To Sign Up Now!". Includes a "Call" button.Nursing Schools - Compare Nursing Programs Online: www.mynursingschool.org/Nursing. Text: "Start Now (High School Grads Only)!".How to Become a Nurse - American Nurses Association: www.nursingworld.org/...Nursing/.../Regi.... Text: "Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm."Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Text: "Here are the different paths you can take to become a..." <p>The interface also shows a navigation bar with "Web", "Images", and "Places" options, and a bottom dock with navigation icons.</p>


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from learn4good.com and three sponsored advertisements for nursing training from South University, the University of Phoenix, and Chamberlain University. The interface includes a status bar at the top with icons for notifications, battery, and time (12:40), and a bottom navigation bar with icons for back, home, and recent apps.</p>

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

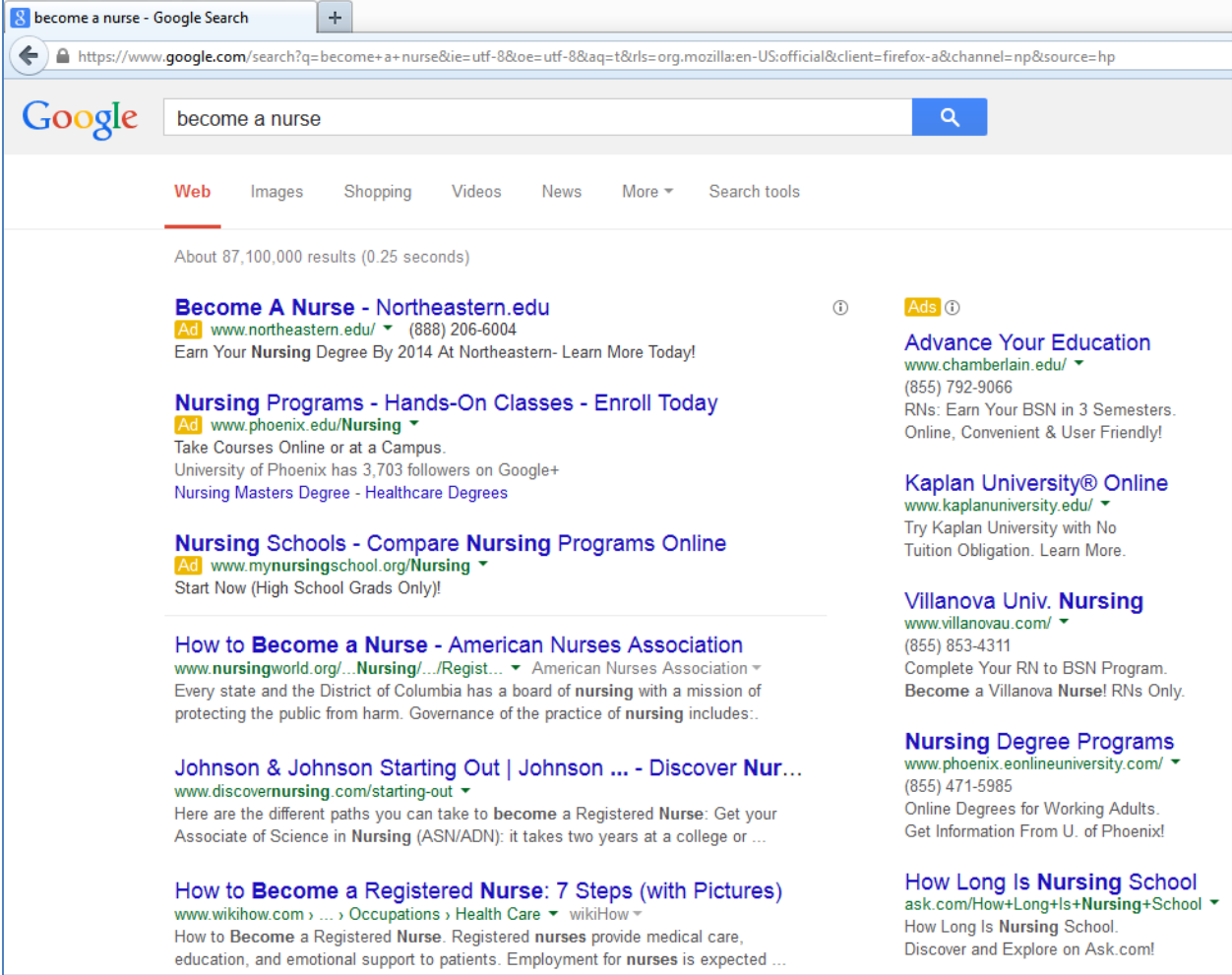
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following content:</p> <ul style="list-style-type: none">Search bar: "become a nurse"Search results:<ul style="list-style-type: none">Become A Nurse (Ad) www.northeastern.edu/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

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	<div data-bbox="1010 331 1549 646"> <p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p> </div> <div data-bbox="1010 656 1549 837"> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> </div> <div data-bbox="1010 847 1549 1052"> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p> </div> <div data-bbox="1010 1062 1549 1305"> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p> </div>

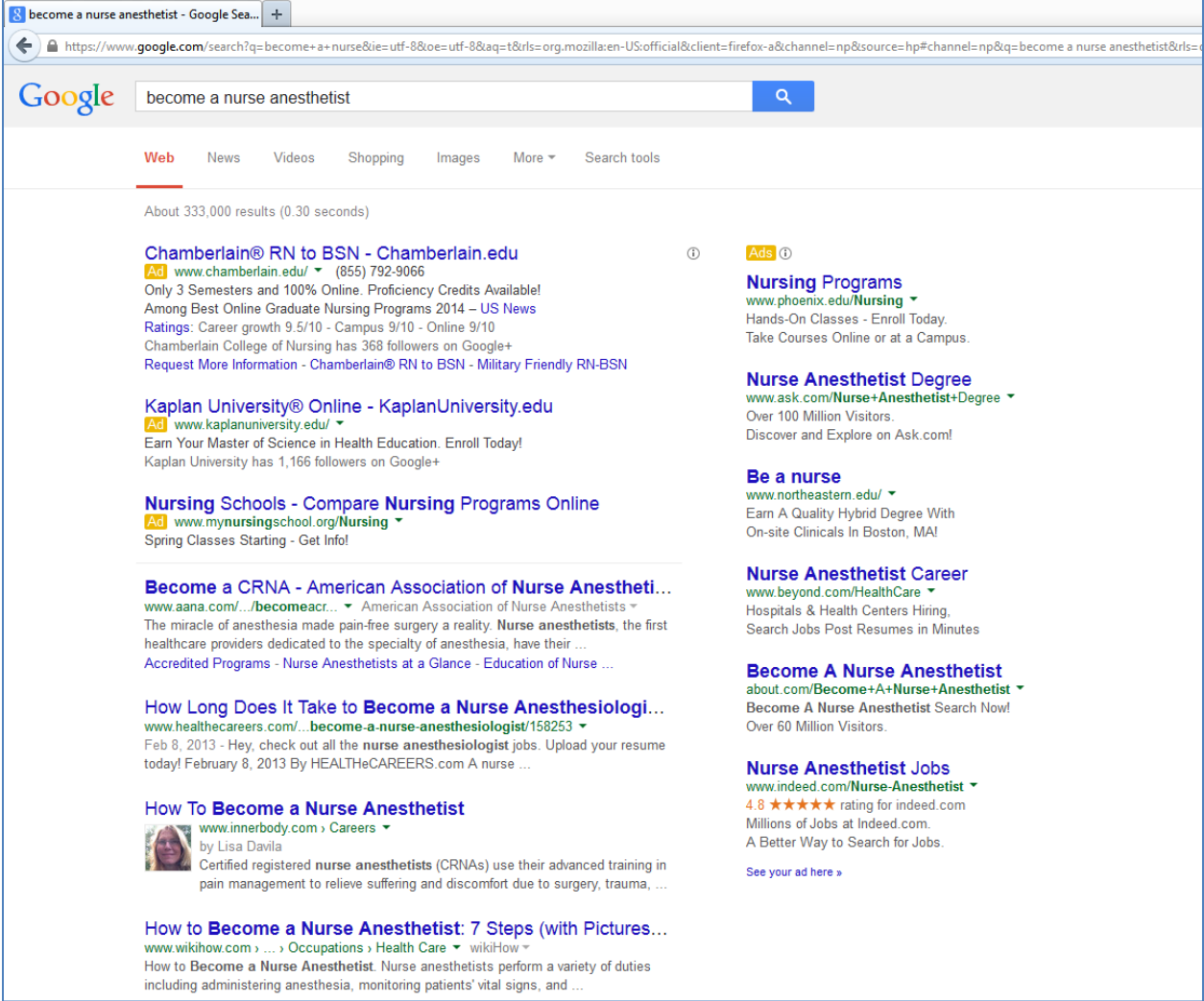
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a YouTube search results page for the query "become a nurse". The search bar at the top contains the text "become a nurse" and shows "About 82,100 results". The results are listed in a vertical column, each with a video thumbnail, title, and metadata. The first video is "Changing Careers To Become a Nurse???" by NurseBrothers, with 6,141 views. The second is "How to Become a Registered Nurse" by JNDiscoverNursing, with 58,657 views. The third is "Being a Nurse" by Juvinar Santiago, with 594,045 views. The fourth is "How to Become a Nurse! LPN, RN, BSN???" by empowern, with 6,397 views. The fifth is "Prepare for Nursing School. How to become a nurse." by empowern, with 70,011 views. The sixth is "This is Why You Should Become A Nurse" by Buckettimmy, with 57,927 views. The seventh is "Am I Too Old to Become a Nurse?" by empowern, with 1,624 views. On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" and "Learn more now >>". Below the ad, it says "Advertisement".</p>

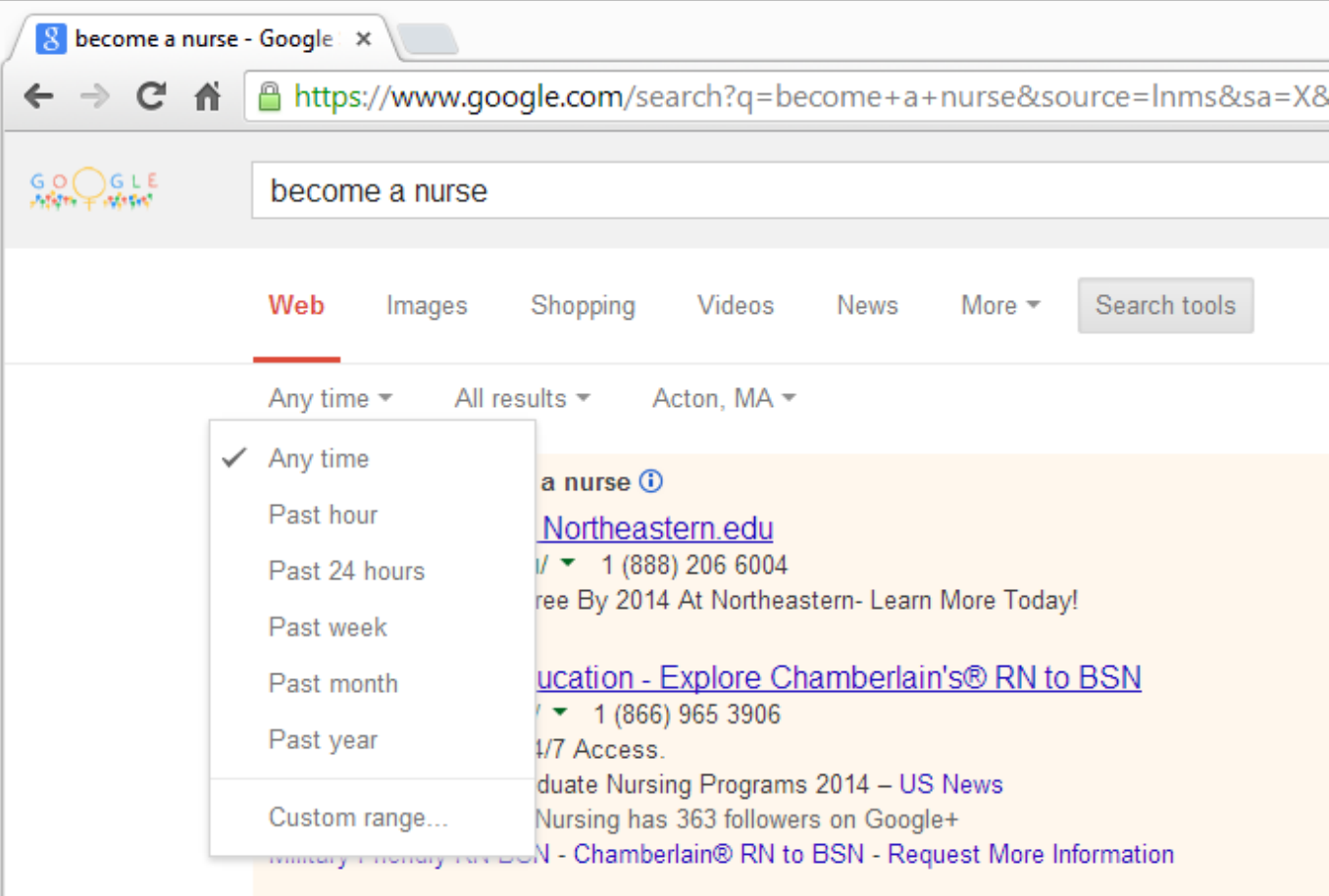
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p style="text-align: center;">Google Custom Search</p>

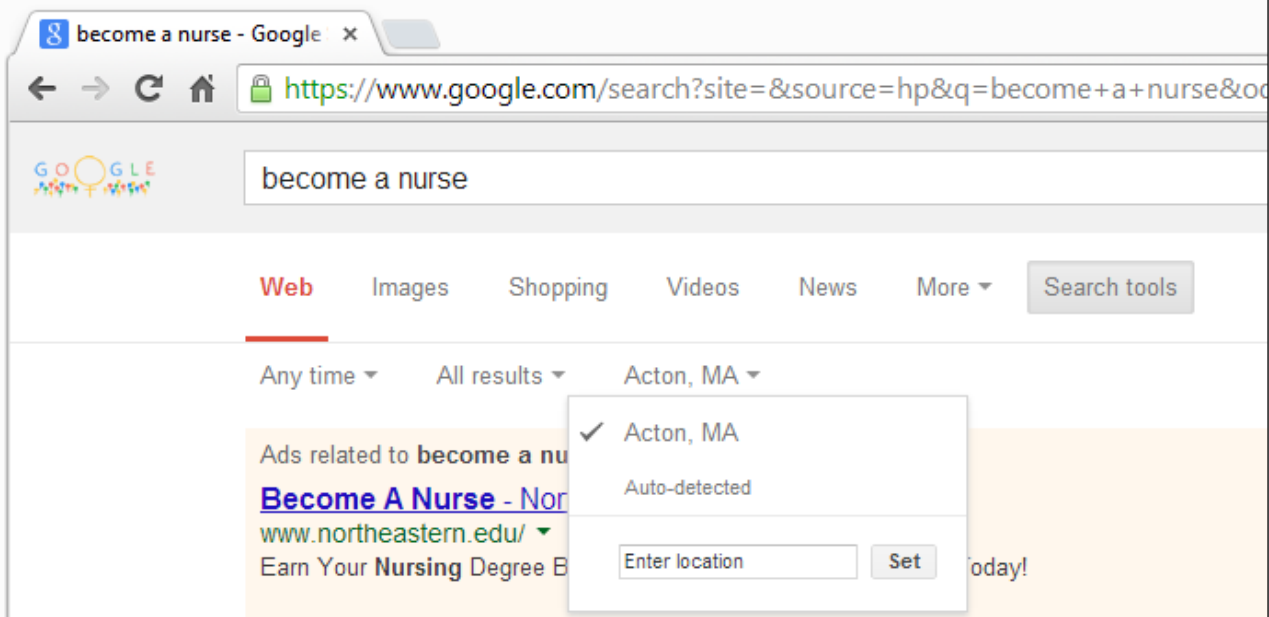
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
based upon interaction with the user, receiving search refinement input;	The Accused Instrumentalities operate a data processing device to interact with the user to receive search refinement input.

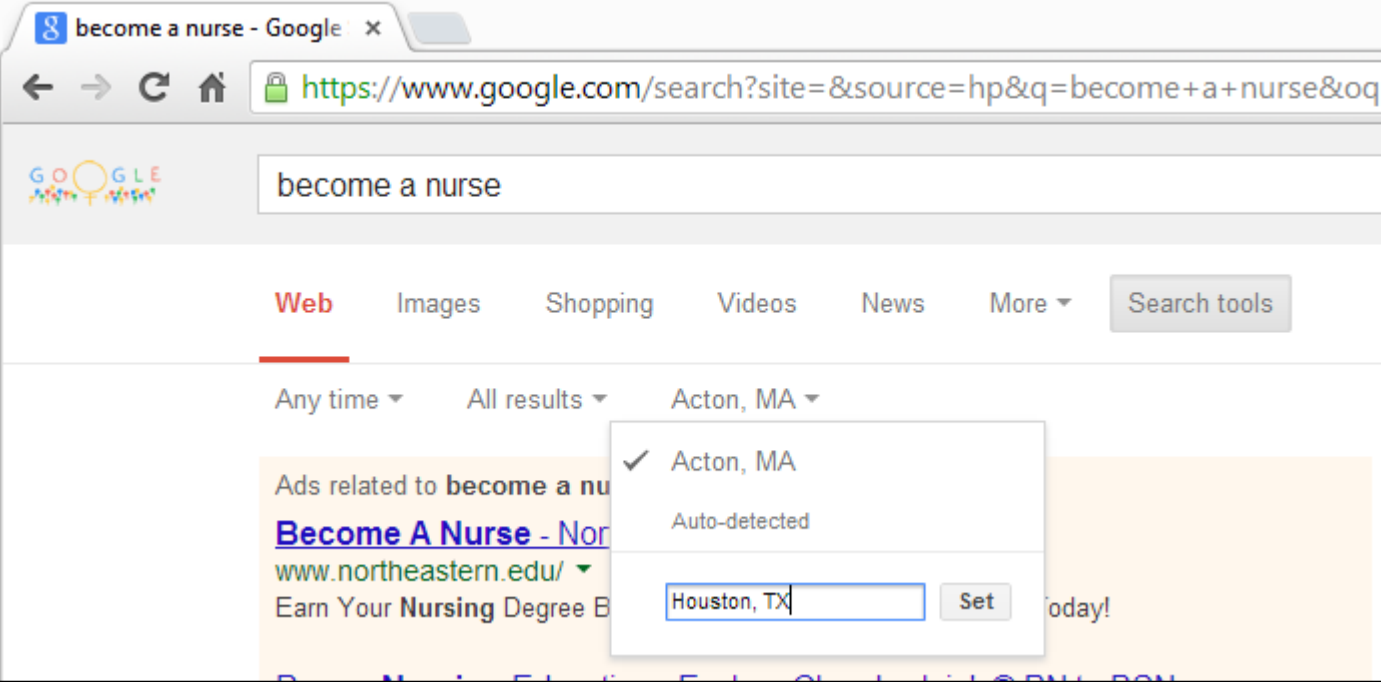
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>become a nurse - Google Search</p> <p>https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=np&source=hp</p> <p>Google become a nurse</p> <p>Web Images Shopping Videos News More Search tools</p> <p>About 87,100,000 results (0.25 seconds)</p> <p>Become A Nurse - Northeastern.edu Ad www.northeastern.edu/ (888) 206-6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!</p> <p>Nursing Programs - Hands-On Classes - Enroll Today Ad www.phoenix.edu/Nursing Take Courses Online or at a Campus. University of Phoenix has 3,703 followers on Google+ Nursing Masters Degree - Healthcare Degrees</p> <p>Nursing Schools - Compare Nursing Programs Online Ad www.mynursingschool.org/Nursing Start Now (High School Grads Only)!</p> <p>How to Become a Nurse - American Nurses Association www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.</p> <p>Johnson & Johnson Starting Out Johnson ... - Discover Nur... www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ...</p> <p>How to Become a Registered Nurse: 7 Steps (with Pictures) www.wikihow.com > ... > Occupations > Health Care > wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...</p> <p>Advance Your Education www.chamberlain.edu/ (855) 792-9066 RNs: Earn Your BSN in 3 Semesters. Online, Convenient & User Friendly!</p> <p>Kaplan University® Online www.kaplanuniversity.edu/ Try Kaplan University with No Tuition Obligation. Learn More.</p> <p>Villanova Univ. Nursing www.villanovau.com/ (855) 853-4311 Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only.</p> <p>Nursing Degree Programs www.phoenix.eonlineuniversity.com/ (855) 471-5985 Online Degrees for Working Adults. Get Information From U. of Phoenix!</p> <p>How Long Is Nursing School ask.com/How+Long+Is+Nursing+School How Long Is Nursing School. Discover and Explore on Ask.com!</p> <p>https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=np&source=hp</p>

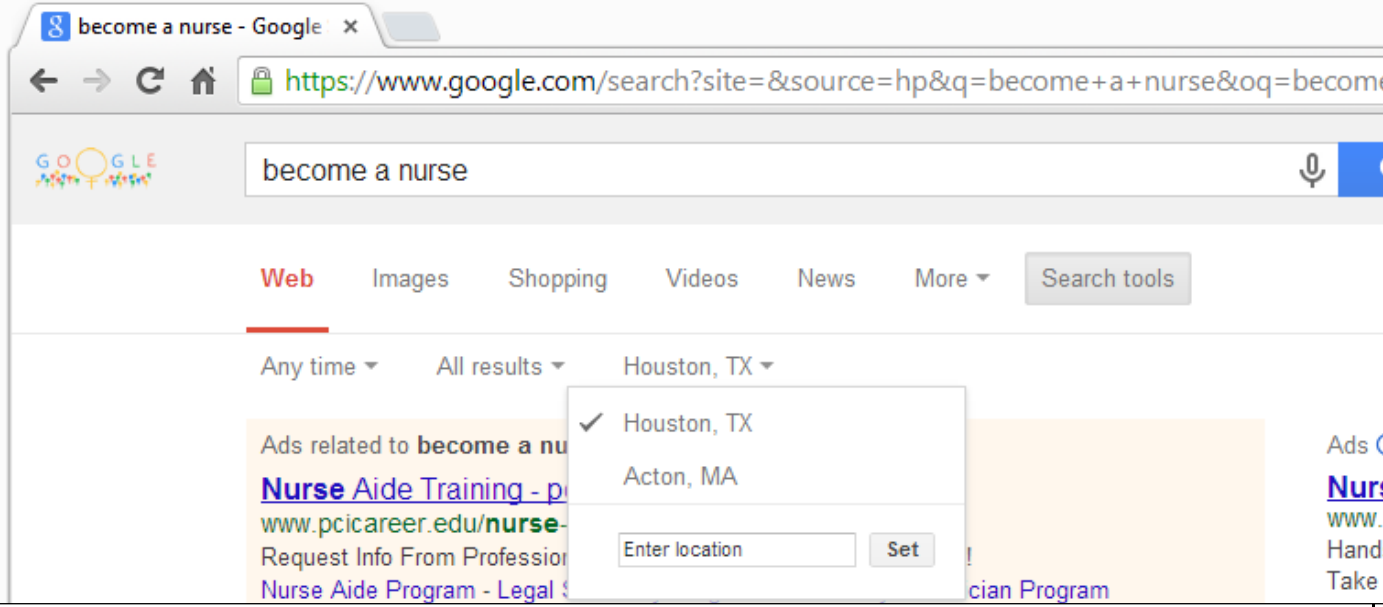
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

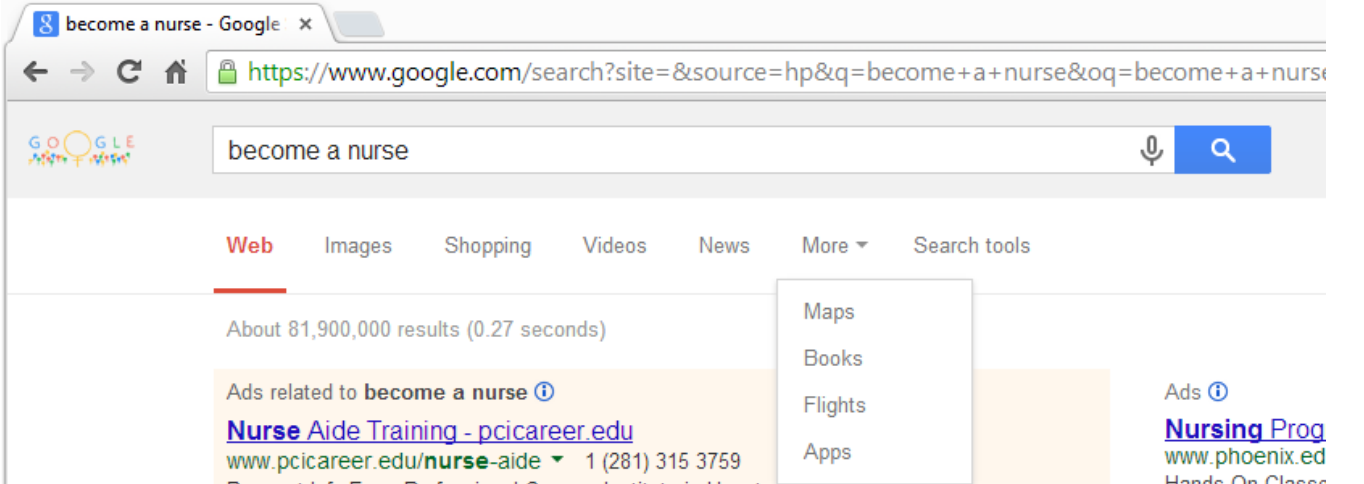
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results are organized into two columns. The left column contains organic search results, including advertisements for Chamberlain RN to BSN, Kaplan University Online, Nursing Schools comparison, and articles from AANA, HealthCareers.com, Innerbody.com, and WikiHow. The right column contains a vertical stack of advertisements for Nursing Programs, Nurse Anesthetist Degree, Be a nurse, Nurse Anesthetist Career, and Nurse Anesthetist Jobs. The browser's address bar at the bottom of the screenshot displays the full search URL: https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-</p>

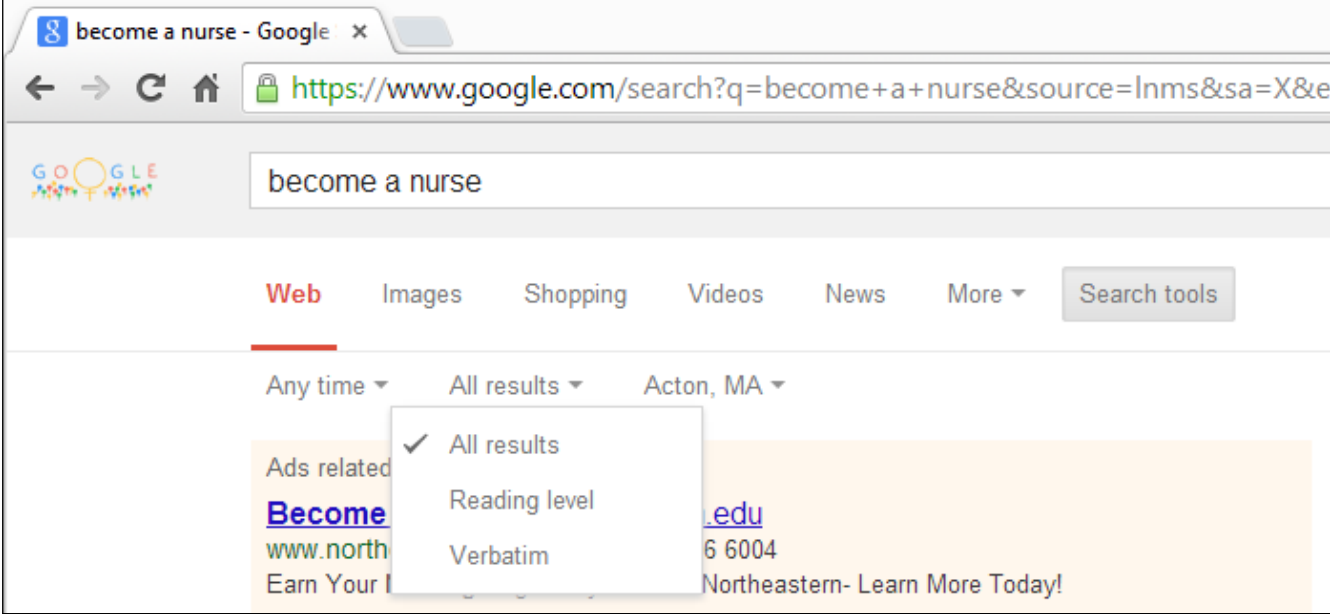
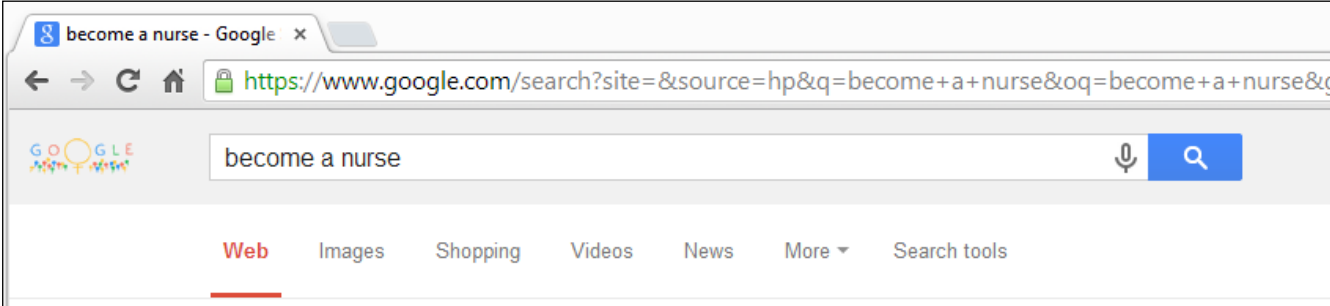
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&client=firefox-a&channel=np&source=hp#channel=np&q=become%20a%20nurse%20anesthetist&rls=org.mozilla:en-US:official</p>  <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. A dropdown menu is open under "Any time", showing options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results are partially visible, showing a result for "become a nurse" with a link to "Northeastern.edu" and a phone number "1 (888) 206 6004". Other results include "Education - Explore Chamberlain's® RN to BSN" and "Graduate Nursing Programs 2014 - US News".</p>

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	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". An advertisement is displayed, titled "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/". The ad text includes "Earn Your Nursing Degree". A location dropdown menu is open, showing "Acton, MA" as the selected location, with "Auto-detected" below it. There is an "Enter location" input field and a "Set" button.</p>

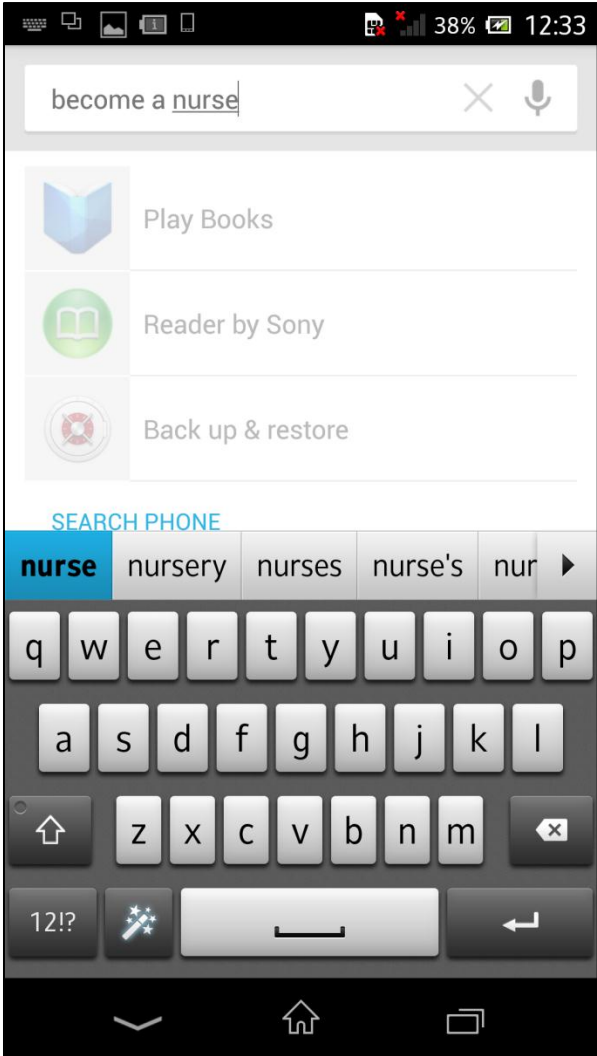
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The browser's address bar displays the URL: https://www.google.com/search?site=&source=hp&q=become+a+nurse&oq=. The search results are filtered by "Web". A location dropdown menu is open, showing "Acton, MA" as the current location and "Houston, TX" as the selected location. Below the dropdown, there is a search result snippet for "Become A Nurse - Northeastern University" with the URL www.northeastern.edu/ and the text "Earn Your Nursing Degree B...".</p>

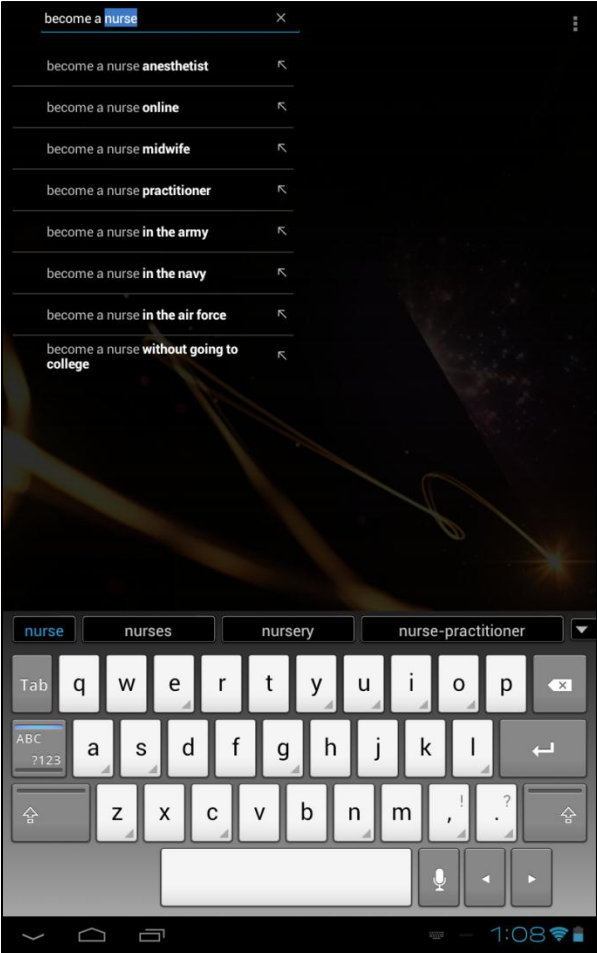
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the search results, there are filters for "Any time", "All results", and "Houston, TX". A dropdown menu is open over the "Houston, TX" filter, showing "Houston, TX" with a checkmark and "Acton, MA". Below the dropdown menu, there is an "Enter location" input field and a "Set" button. The search results include an advertisement for "Nurse Aide Training - p" with the URL "www.pcicareer.edu/nurse-".</p>

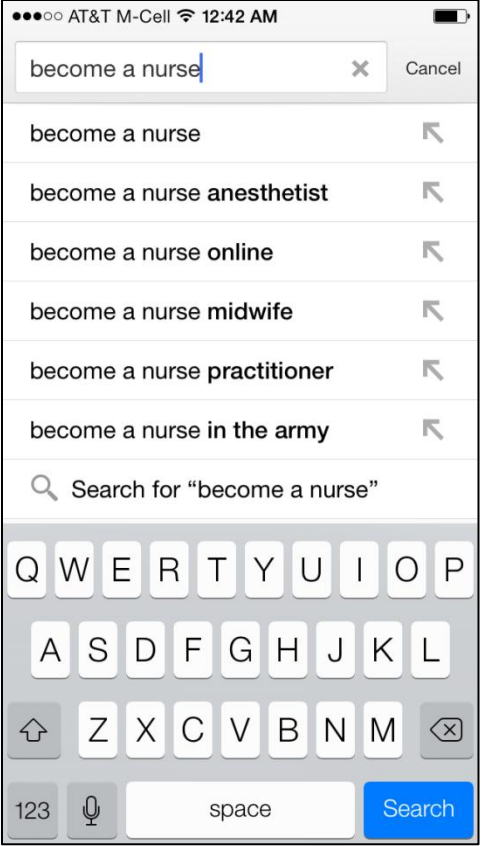
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the search query "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". A dropdown menu is open over the "More" link, listing "Maps", "Books", "Flights", and "Apps". An advertisement for "Nurse Aide Training - pcicareer.edu" is visible, with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". Another advertisement for "Nursing Prog" from "www.phoenix.ed" is partially visible on the right.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results are filtered by "Web". A dropdown menu is open over the search filters, showing options: "All results" (selected), "Reading level", and "Verbatim". Below the dropdown, an advertisement is visible for "Become a nurse" from "www.northeastern.edu".</p>  <p>The second screenshot shows the same Google search page for "become a nurse". The search bar is visible with the query "become a nurse". The navigation tabs include "Web", "Images", "Shopping", "Videos", "News", and "More". The "Web" tab is selected.</p>



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	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are navigation tabs for "Web", "Images", "Shopping", "Videos", "News", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 81,900,000 results (0.27 seconds)". There are two advertisement blocks. The first is titled "Ads related to become a nurse" and features a link for "Nurse Aide Training - pcicareer.edu" with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". The second advertisement is titled "Nursing Prog" and features the URL "www.phoenix.ed" and the text "Hands-On Classe". A dropdown menu is open over the "More" tab, listing "Maps", "Books", "Flights", and "Apps".</p>

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	 <p>The screenshot shows an Android search interface. At the top, the search bar contains the text "become a nurse". Below the search bar, three search results are displayed: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white circular icon. Below the search results, the text "SEARCH PHONE" is visible. A keyboard is shown at the bottom, with the word "nurse" highlighted in blue. The keyboard also shows suggestions for "nursery", "nurses", "nurse's", and "nur". The status bar at the top of the phone screen shows a battery level of 38% and the time 12:33.</p>

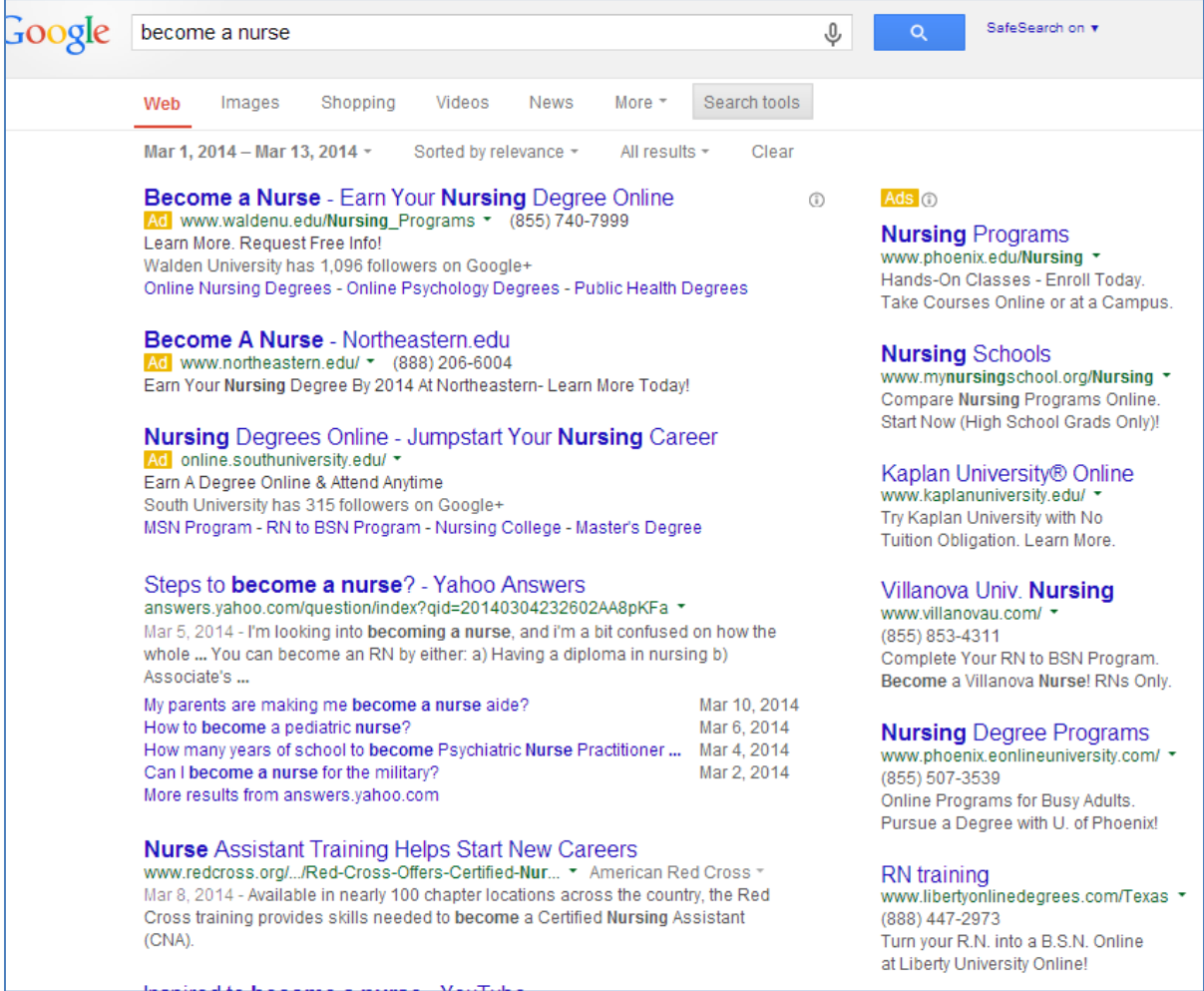
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 329 1520 358">Mobile Handset Running Android 4.2</p>  <p data-bbox="980 396 1572 1344">A screenshot of an Android 4.2 mobile handset. The screen displays a search bar with the text "become a nurse" and a list of suggestions: "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", "become a nurse in the army", "become a nurse in the navy", "become a nurse in the air force", and "become a nurse without going to college". Below the suggestions is a keyboard with a search bar containing "nurse" and suggestions for "nurses", "nursery", and "nurse-practitioner". The time 1:08 is visible in the bottom right corner.</p>

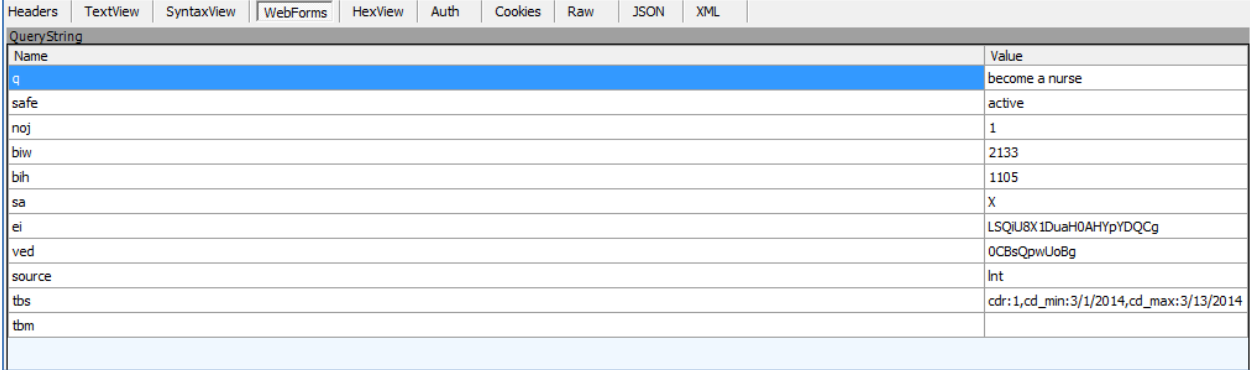
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1031 331 1520 362">Tablet Device Running Android 4.0.2</p>  <p data-bbox="1016 1344 1535 1375">Google Search App Running on iOS 7.1</p>

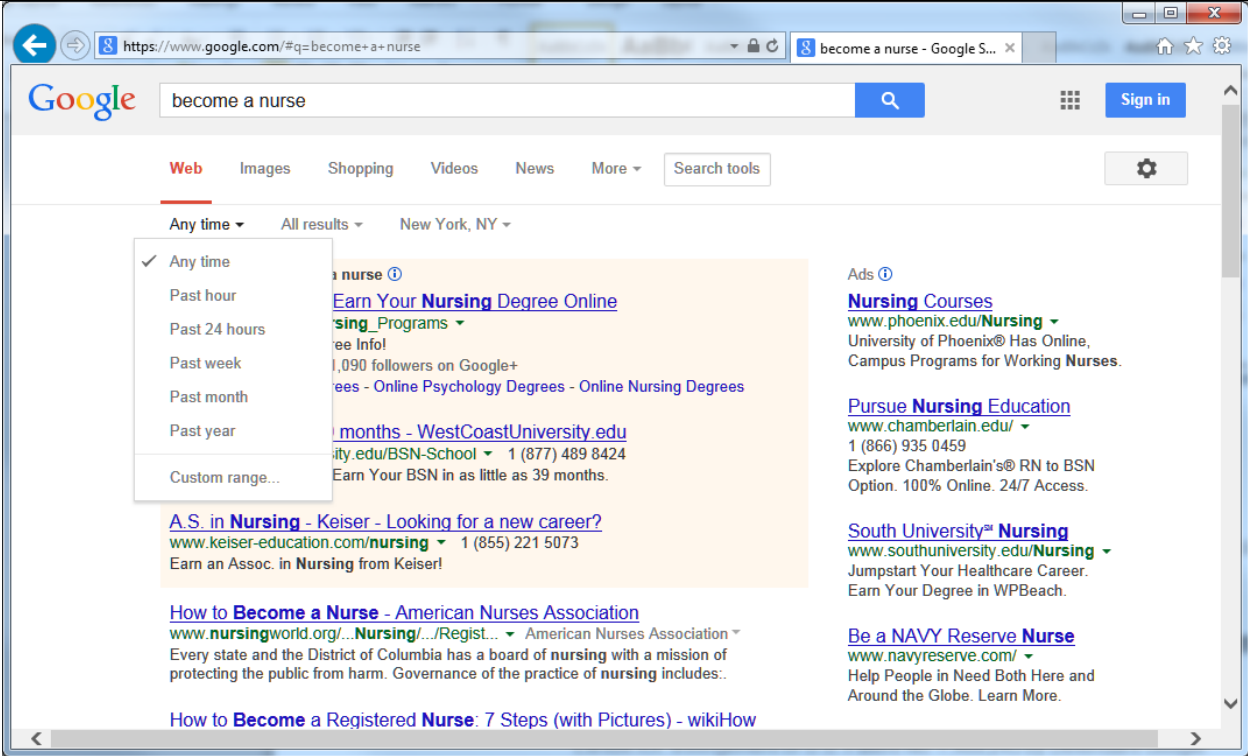
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1835 1370" style="border: 1px solid black; padding: 10px;"><p>Find certain types of results</p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click Shopping. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none">• Images• Maps• Shopping• News• Videos• Books• Flights• Apps<p>Filter your results</p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like Web or Images, you can filter your results even further using Search tools.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none">1. Type planets in the search box.2. Click Images.3. Click Search tools.4. Click Color, then select the red filter.</div>

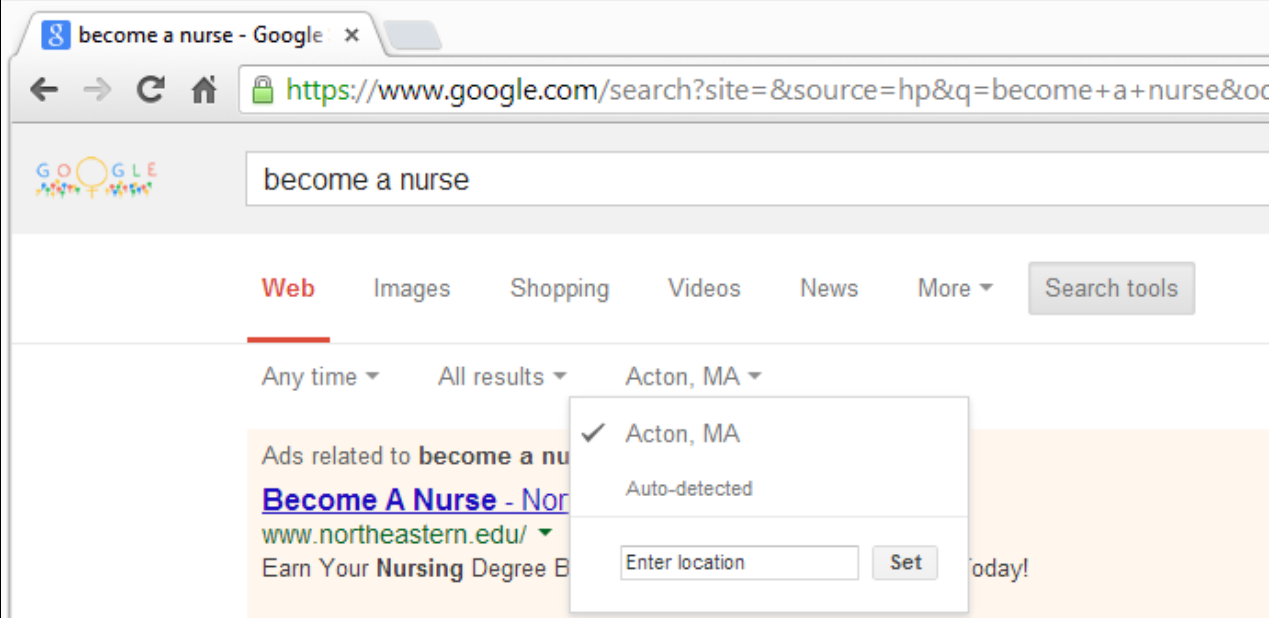
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 365 1940 1333" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Filter your search results</h2> <p>You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.</p> <hr/> <div data-bbox="787 592 1827 690"> <p> Settings Trying to change your search settings? Visit google.com/preferences to change settings like SafeSearch, search history, results per page, languages, and location.</p> </div> <hr/> <h3>How to add filters</h3> <ol style="list-style-type: none"> At the top of your search results page, select a filtering option like Images or News. Click More to see extra choices. 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. Select one or more filters to narrow down your search results. To go back to unfiltered results, click Web at the top of the search results page. To remove any filters you've added through Search tools, click Clear. <div data-bbox="1140 797 1887 1177" style="border: 1px solid gray; padding: 5px; margin-top: 10px;">  <p>The screenshot shows a Google search for "history of seattle". The search bar contains the text "history of seattle". Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "News", "More", and "Search tools". The "More" and "Search tools" tabs are circled in blue. Below the tabs, it says "About 269,000,000 results (0.19 seconds)". The first result is "History of Seattle - Wikipedia, the free encyclopedia" with a URL "https://en.wikipedia.org/wiki/History_of_Seattle". Below this is a snippet: "This is the main article of a series that covers the history of Seattle, Washington, a city in the ... Seattle is a major port city that has a history of boom and bust." Below that are two more results: "Brief History of Seattle" from "www.seattle.gov/cityarchives/Facts/history.htm" and "History and Culture of Seattle - Visiting Seattle - Seattle.gov" from "www.seattle.gov/html/visitor/history.htm".</p> </div> <p style="text-align: right; margin-top: 10px;">https://support.google.com/websearch/answer/142143?hl=en</p> </div>

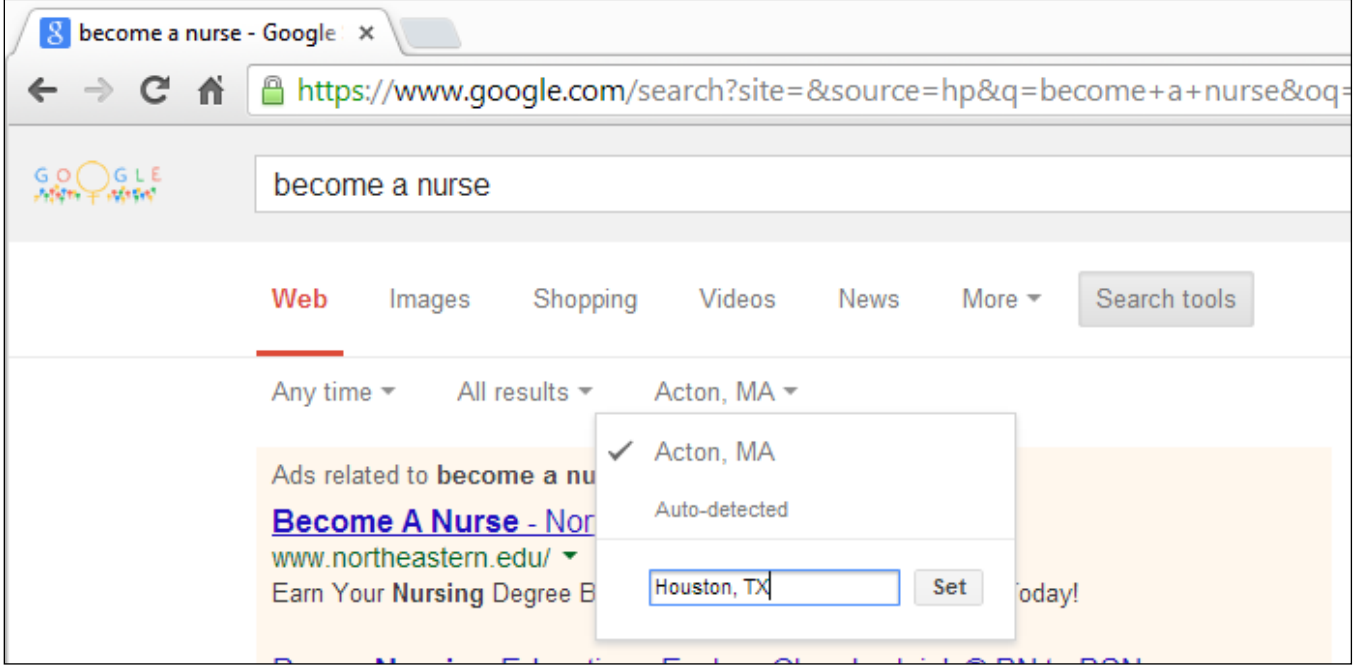
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Search tools will vary based on the type of results you're looking at, but may include:</p> <ul style="list-style-type: none"> • Publish date: Limit results according to when they were published on the Web. • Verbatim: Search 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 . <p style="text-align: right;">https://support.google.com/websearch/answer/142143?hl=en</p>
<p>transmitting the search refinement input to the advertising machine via the communications link;</p>	<p>The Accused Instrumentalities operate a data processing device to transmit the search refinement input to the advertising machine via the communications link.</p>

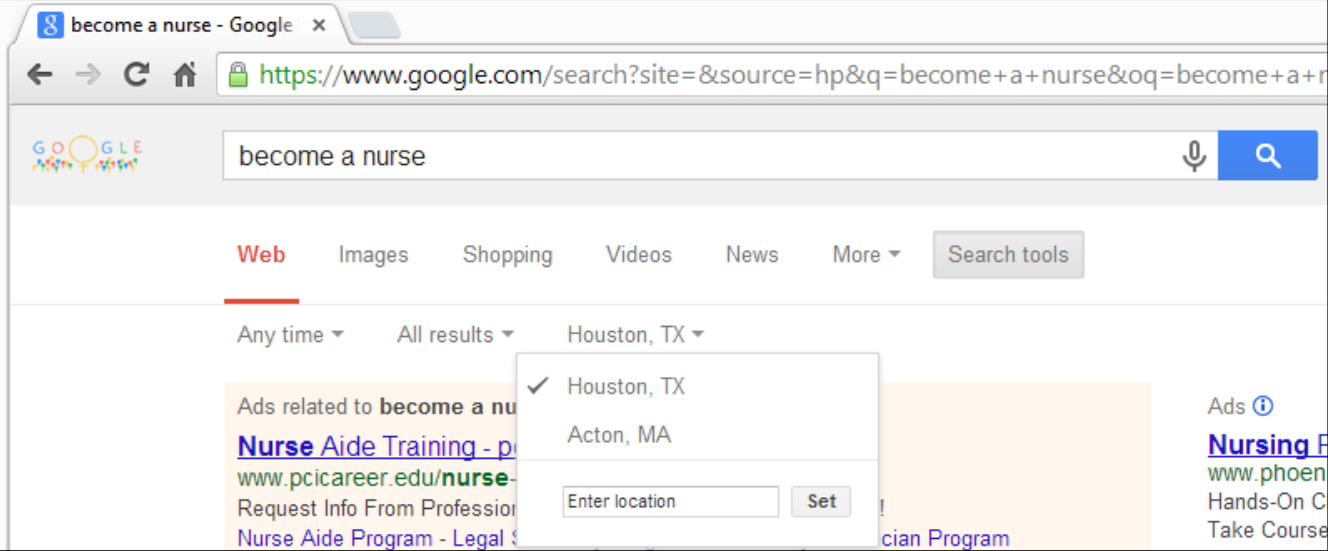
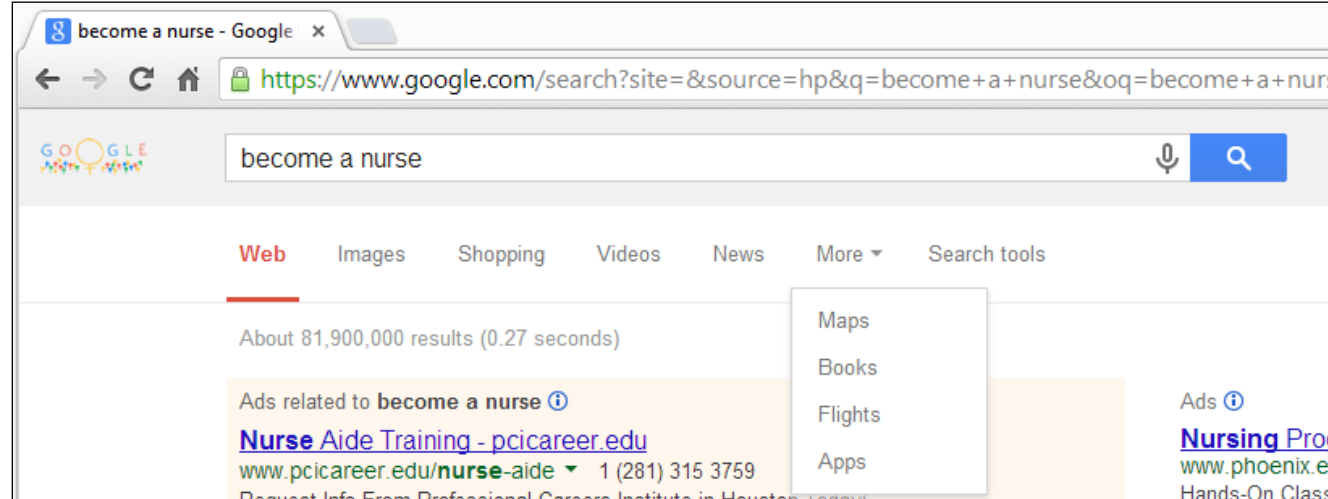
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on March 1, 2014. The search results include several advertisements and organic results. Advertisements from Walden University, Northeastern University, and South University promote online nursing degrees. Organic results include a Yahoo Answers question about becoming a nurse, a Red Cross article about nursing assistant training, and various nursing school websites like Villanova and Liberty University.</p>

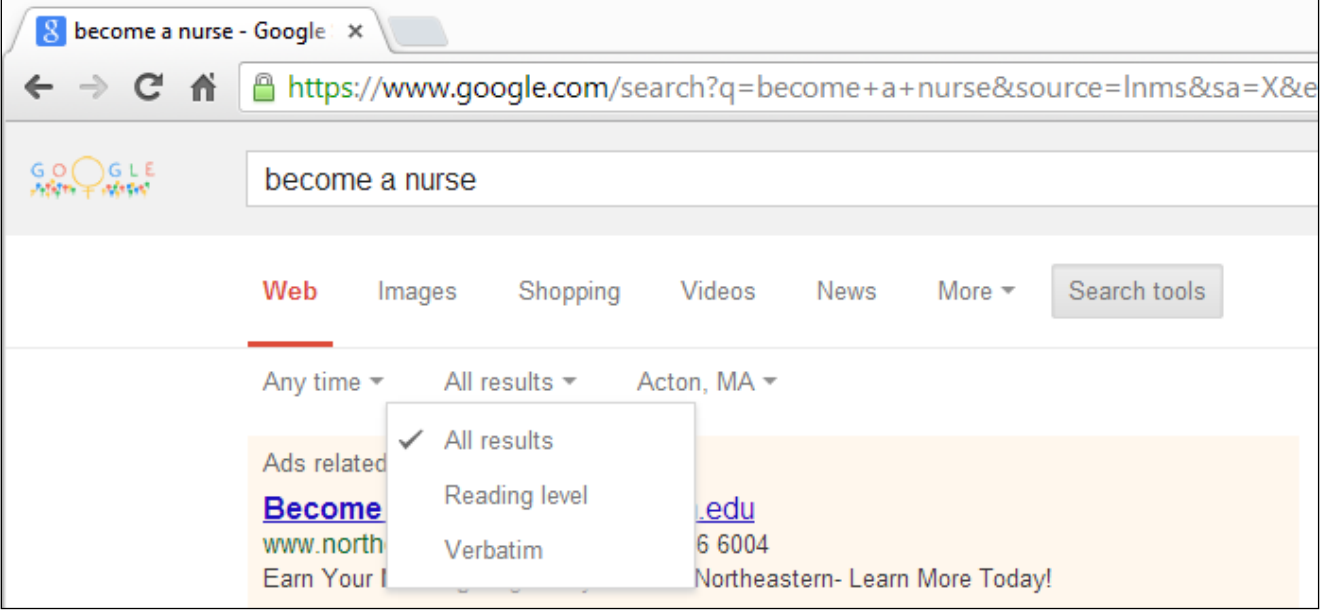
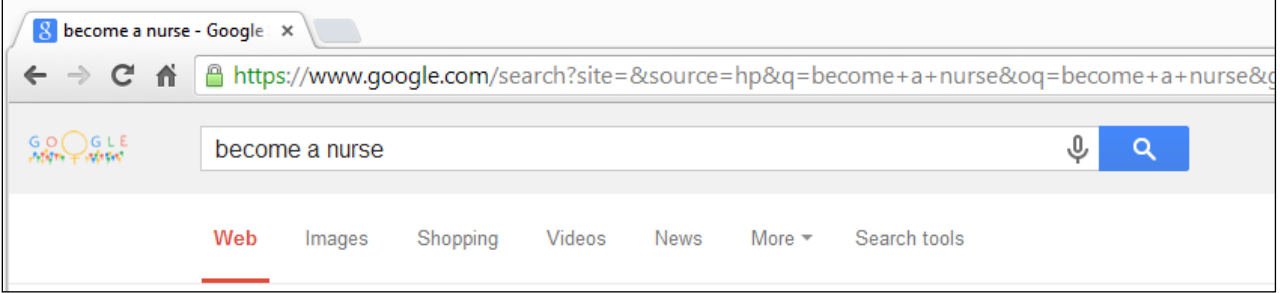
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>Fiddler showing search refinement input transmitted</p>

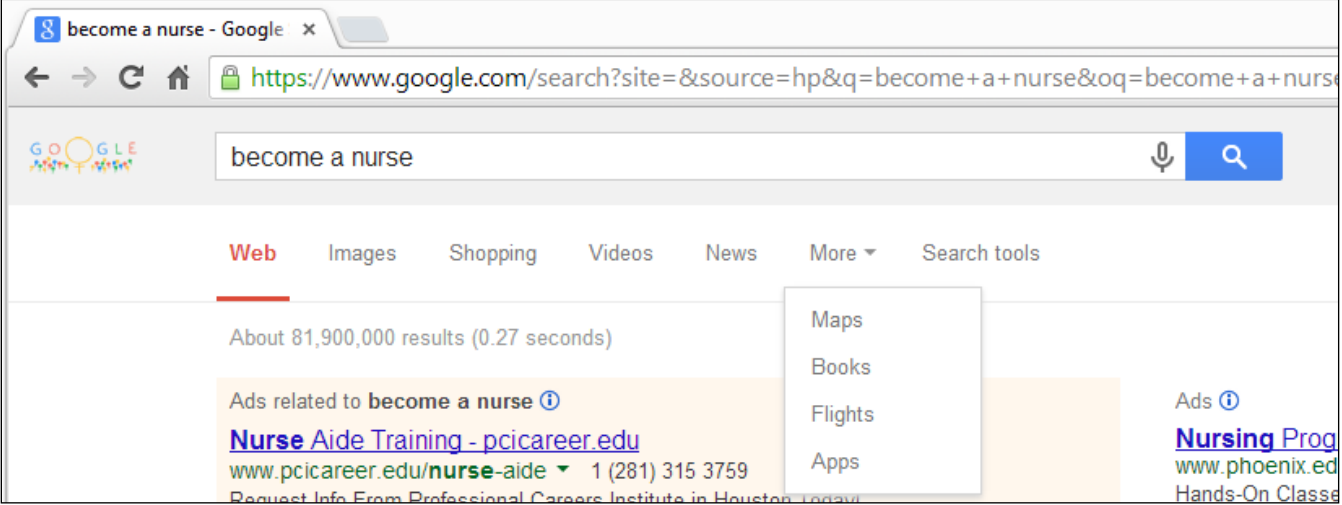
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" in a browser window. The search results page includes a date filter dropdown menu on the left, which is open and shows options: "Any time" (selected), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results list several links related to nursing education, such as "Earn Your Nursing Degree Online", "Pursue Nursing Education", and "How to Become a Nurse - American Nurses Association".</p>

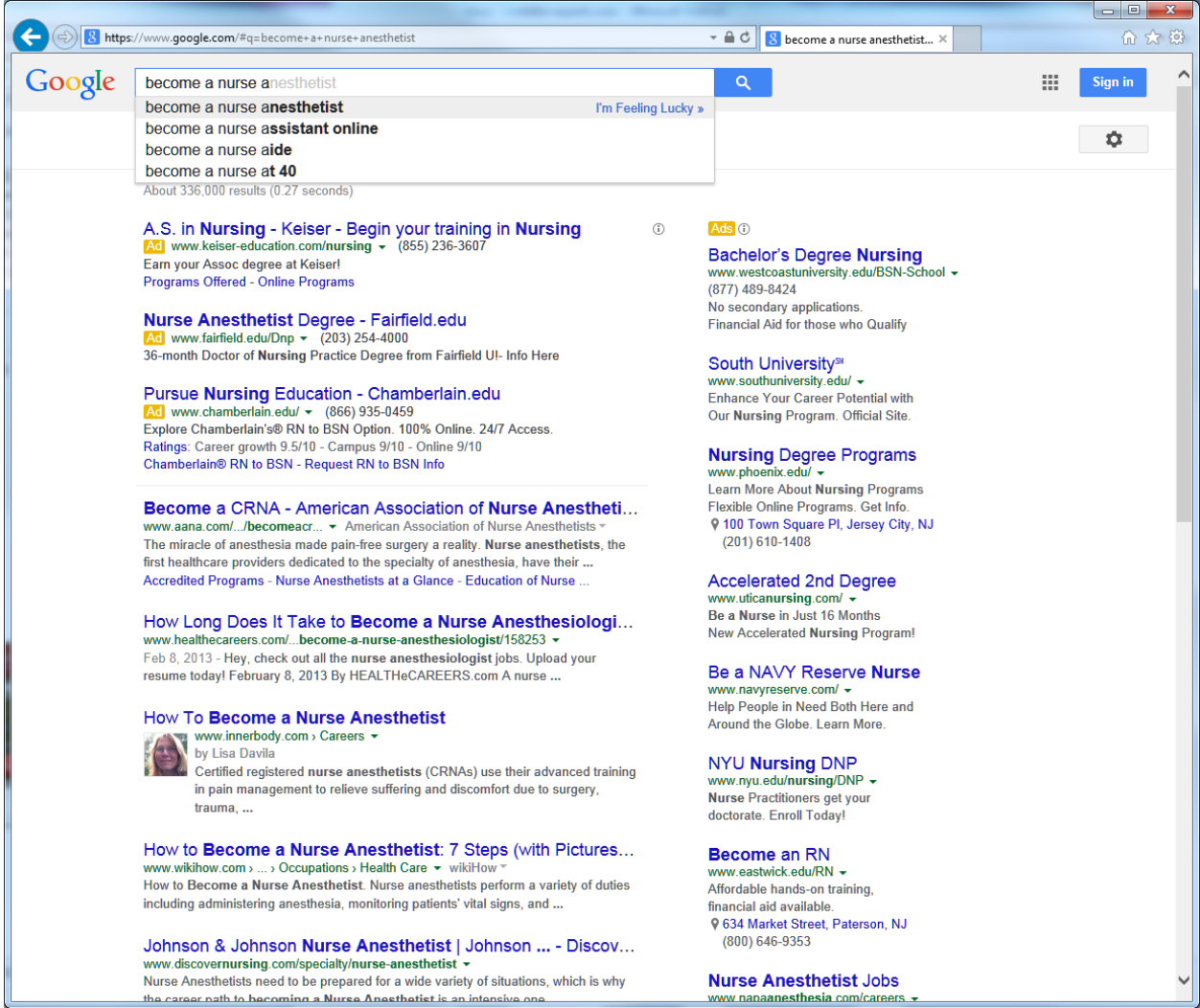
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button is visible on the right. Below the tabs, there are filters for "Any time", "All results", and "Acton, MA". A dropdown menu is open over the "Acton, MA" filter, showing a checked option for "Acton, MA" and an option for "Auto-detected". Below the dropdown, there is an "Enter location" input field and a "Set" button. In the background, an advertisement is partially visible with the text "Become A Nurse - Nor" and "www.northeastern.edu/".</p>

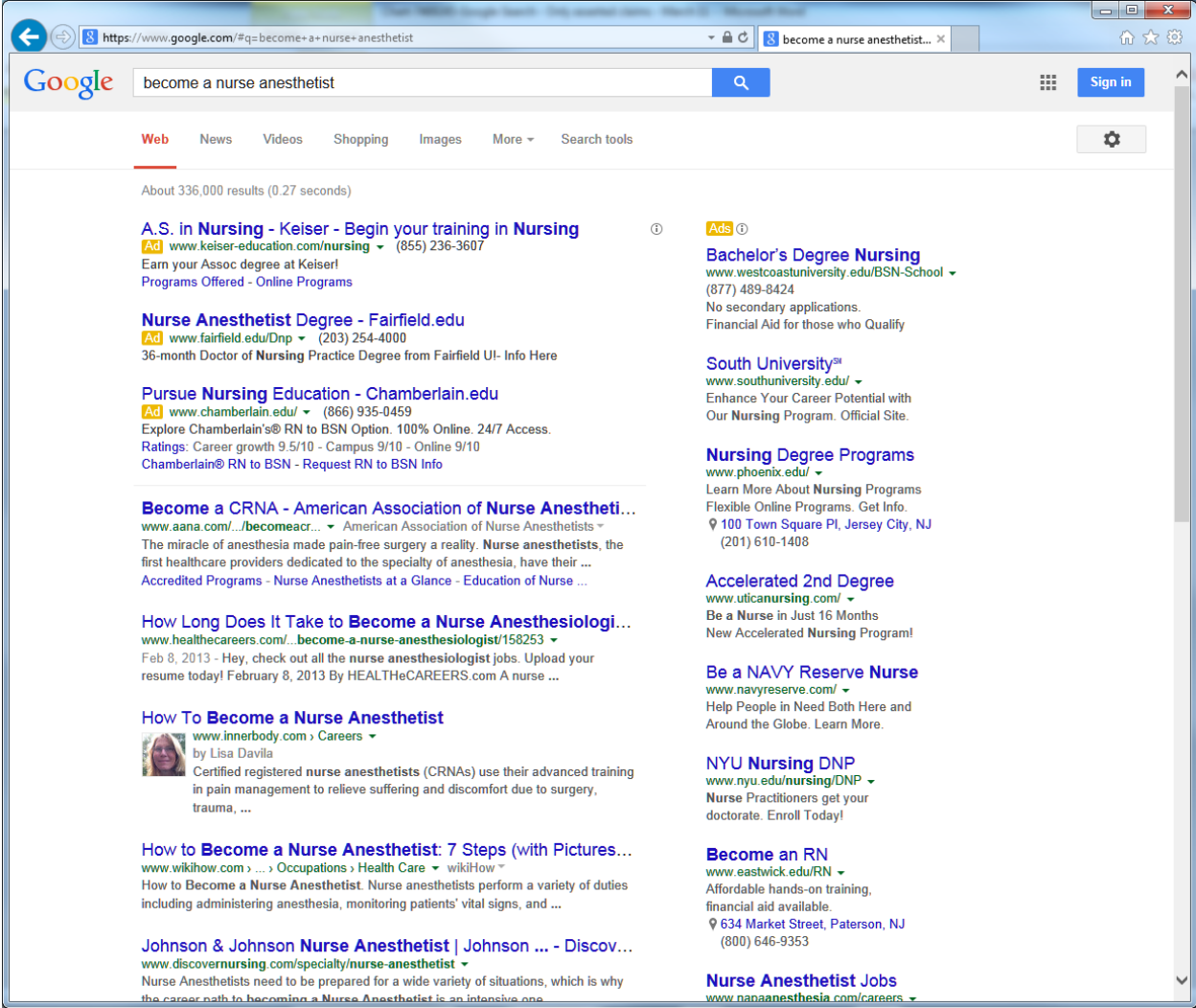
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A "Search tools" button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


U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a location dropdown menu that is open, showing "Houston, TX" as the selected location. Other options visible are "Acton, MA". The search results list "Nurse Aide Training - pcicareer.edu" as the top result.</p>
	 <p>The screenshot shows the same Google search for "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". A dropdown menu is open, showing options for "Maps", "Books", "Flights", and "Apps". The top search result is "Nurse Aide Training - pcicareer.edu".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". A dropdown menu is open over the "All results" filter, with "All results" selected. The search results include a link to "Become a nurse" from "www.northeastern.edu" with the text "Earn Your Bachelor's Degree in Nursing".</p>  <p>The screenshot shows a Google search for "become a nurse". The search bar contains the text "become a nurse" and a search button. The navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More" are visible.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface. The search bar contains the text "become a nurse". Below the search bar, there are navigation tabs for "Web", "Images", "Shopping", "Videos", "News", and "More". The search results show "About 81,900,000 results (0.27 seconds)". There are advertisements for "Nurse Aide Training - pcicareer.edu" and "Nursing Program - www.phoenix.edu".</p>
<p>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</p>	<p>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.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several advertisements and organic links. The advertisements are for Keiser University, Fairfield University, Chamberlain.edu, American Association of Nurse Anesthetists (AANA), HealthCareers.com, Innerbody.com, Wikihow.com, and Johnson & Johnson. The organic results include "Bachelor's Degree Nursing" from West Coast University, "South University", "Nursing Degree Programs" from Phoenix.edu, "Accelerated 2nd Degree" from Utica Nursing, "Be a NAVY Reserve Nurse" from Navy Reserve, "NYU Nursing DNP", "Become an RN" from Eastwick.edu, and "Nurse Anesthetist Jobs" from AANA.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page for the query "become a nurse anesthetist". The page displays approximately 336,000 results. The top results include several advertisements for nursing programs and degree options from various institutions such as Keiser, Fairfield.edu, Chamberlain.edu, West Coast University, South University, Phoenix.edu, Utica Nursing, Navy Reserve, NYU, Eastwick.edu, and Papanastasia.com. The search interface includes the Google logo, navigation tabs (Web, News, Videos, Shopping, Images, More), and a search bar with the query text.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Get a Nursing License. Tell me how to become a Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p> <p>About the MGH Institute School of Nursing, Boston MA www.mghihp.edu › Academics › School of Nursing ▾ People with an existing Bachelor's degree and no previous health care experience have two options to become a nurse at MGH Institute School of Nursing.</p> <p>How to Become an RN in Massachusetts - DegreeTree.com www.degreetree.com › Resources › Nursing ▾ In order to become a registered nurse in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ...</p> <hr/> <p style="text-align: center;"> > 1 2 3 4 5 6 7 8 9 10 Next</p> <p>ents Network Sources Timeline Profiles Resources Audits Console</p> <pre> ▶<li class="g">... ▶<li class="g">... ▼<li class="g"> <!--m--> ▼<div class="rc" data-hveid="135"> ▼<h3 class="r"> ▼<a href="/url?sa=t&rct=j&q=&esrc=s&source=web&cd=10&cad=rja&uact=8&ved=0CIgBEBYwCQ&...s rwt(this,'','','','10','AFQjCNHIVn9wZdJRbd93LrYrhbpC3_Mu5A','','','0CIgBEBYwCQ','','',eve "How to " Become " an RN in Massachusetts - DegreeTree.com" </h3> ▶<div class="s">...</div> </div> <!--n--> </div> <hr class="ngsep"> </pre>

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

The screenshot shows a Google search for "become a nurse". The search results include several organic links and a prominent advertisement for "Become A Nurse - Northeastern.edu". The advertisement text reads: "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! 360 Huntington Avenue, Boston, MA". Below the search results, the browser's developer console is open, displaying the HTML code for the advertisement. The code shows a list item with a class of "ads-ad" and a href attribute pointing to "http://www.google.com/ac1k?sa=1&ai=C1fFtwVoiU82oK0XSsQfo6oGgDpa2__YEjpe...e%2526In". The text "Become A Nurse" is highlighted in blue in the console view.

<p>Board of Registered Nursing - Steps to Become a CA RN www.m.ca.gov/careers/steps.shtml - California - In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p>	<p>Training To Be A Nurse www.ask.com/Training+To+Be+A+Nurse - Over 100 Million Visitors. Discover and Explore on Ask.com! See your ad here ></p>
<p>Board of Registered Nursing - Get a Nursing License www.m.ca.gov/careers/howto.shtml - California - Get a Nursing License. Tell me how to become a Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p>	

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>displaying the modified search results and the at least one other advertisement on the display of the data processing device.</p>	<p>The Accused Instrumentalities operate a data processing device to display the modified search results and the at least one other advertisement on the display of the data processing device.</p> <div data-bbox="653 440 1896 1271" style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 65%;"> <p>I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › Forums › Job › Nurse › Indeed.com › Dec 11, 2010 - 50 posts - 19 authors DenimBlue in U.S.A., District of Columbia said: I only touched the TIP of the iceberg on these issues. I do not represent every nurse out there, ...</p> <p>Board of Registered Nursing - Steps to Become a CA RN www.rn.ca.gov/careers/steps.shtml › California › In addition to a U.S. high school education or the equivalent as as described in Section 1412 of the Board's regulations to become a registered nurse (RN) you ...</p> <p>Board of Registered Nursing - Get a Nursing License www.rn.ca.gov/careers/howto.shtml › California › Get a Nursing License. Tell me how to become a: Registered Nurse (RN) - RN s go to college for 2-4 years and independently perform a wide range of complex ...</p> <p>About the MGH Institute School of Nursing, Boston MA www.mghihp.edu › Academics › School of Nursing › People with an existing Bachelor's degree and no previous health care experience have two options to become a nurse at MGH Institute School of Nursing.</p> <p>How to Become an RN in Massachusetts - DegreeTree.com www.degreetree.com › Resources › Nursing › In order to become a registered nurse in Massachusetts, you may either apply for licensure by examination or by endorsement. Individuals who are licensed as a ...</p> </div> <div style="width: 30%; border-left: 1px solid black; padding-left: 10px;"> <p>Study for your RN Degree Online. Financial Aid Available. Learn More</p> <p>Lincoln Tech: Nursing www.lincolntech-usa.com/ › (800) 752-1232 Program: extended care, maternity, child development, geriatrics, more 5 Middlesex Avenue, Somerville, MA</p> <p>See your ad here »</p> </div> </div> <div style="text-align: center; margin-top: 20px;">  </div> </div>

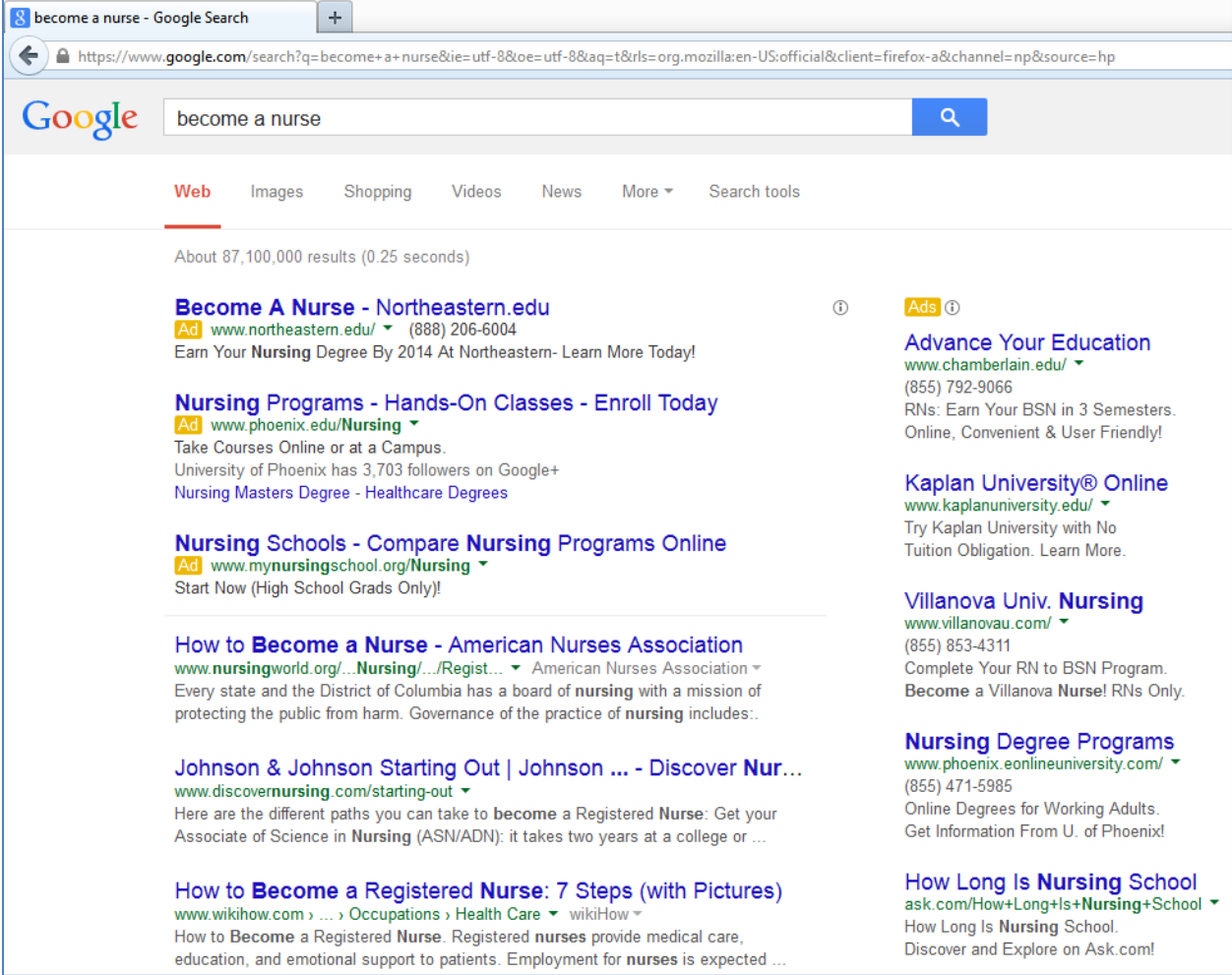
<p>U.S. PATENT NO. 7,895,178</p>	<p>INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY</p>
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Google search for "become a nurse" in Boston, MA. The search results include several ads and organic links. The first ad is for "Become A Nurse - Northeastern.edu" with a link to www.northeastern.edu. The second ad is for "Become a Nurse - WaldenU.Edu" with a link to www.waldenu.edu. Below the ads are organic search results from the American Nurses Association, Johnson & Johnson, and Wikia. A developer tools window is open at the bottom, showing the HTML structure of the first ad, with the text "Become A Nurse" highlighted.

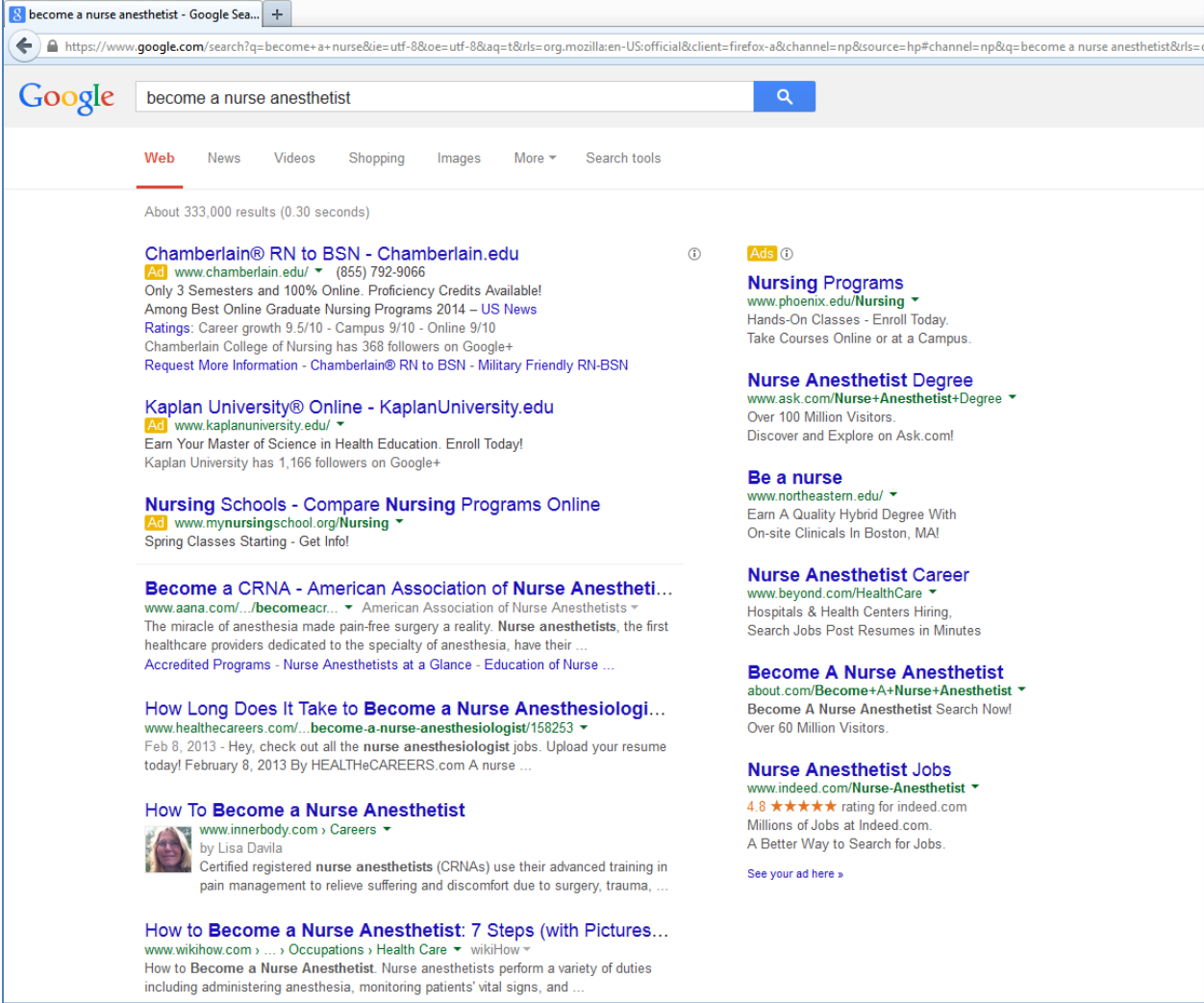
Google search for "become a nurse" in Houston, TX. The search results show the top of the page with the search bar, navigation tabs (Web, Images, Shopping, Videos, News, More), and the location filter set to Houston, TX.

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.

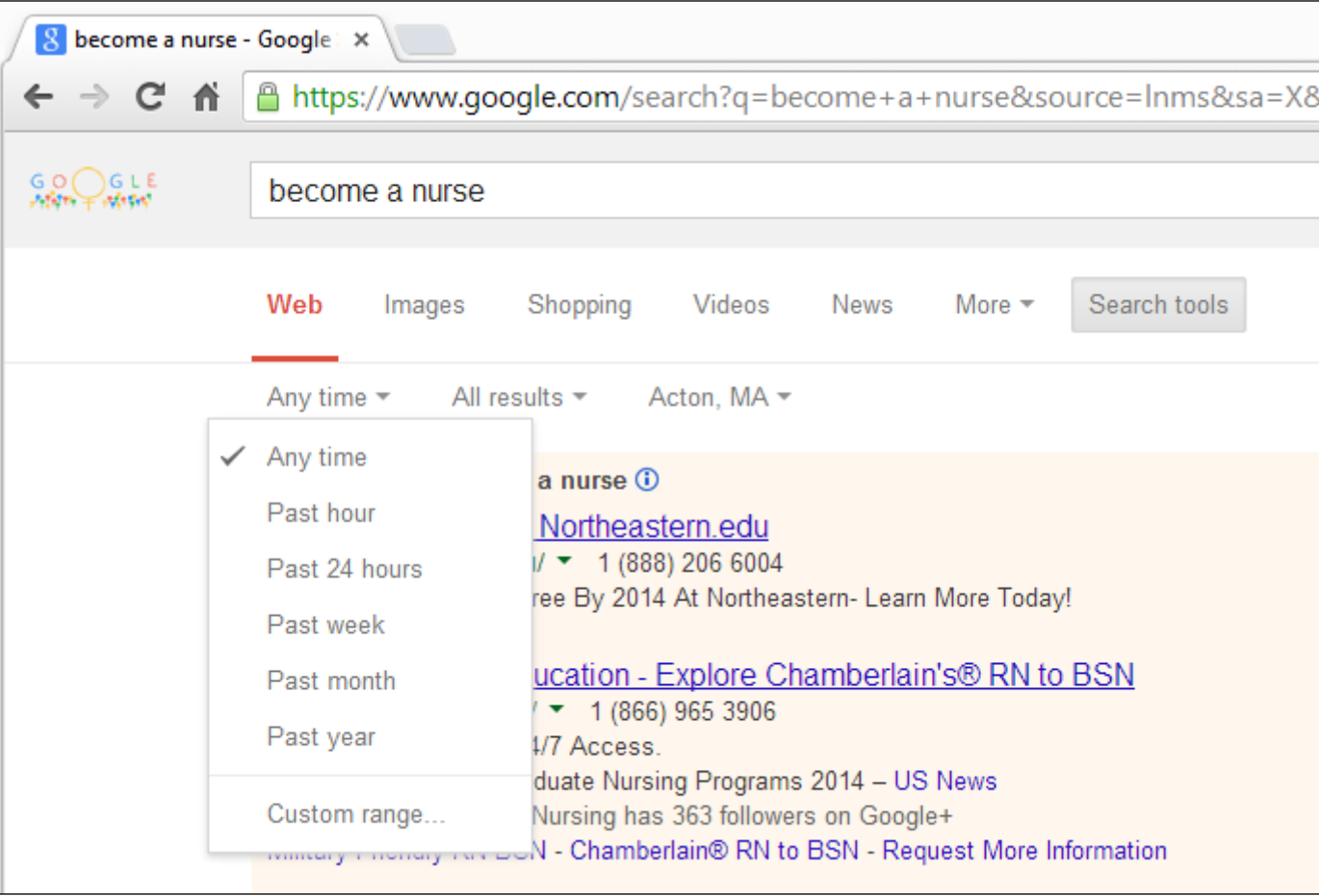
Case No. 2:13-cv-893
Exhibit E: Infringement of U.S. Patent No. 7,895,178 by Defendant Google

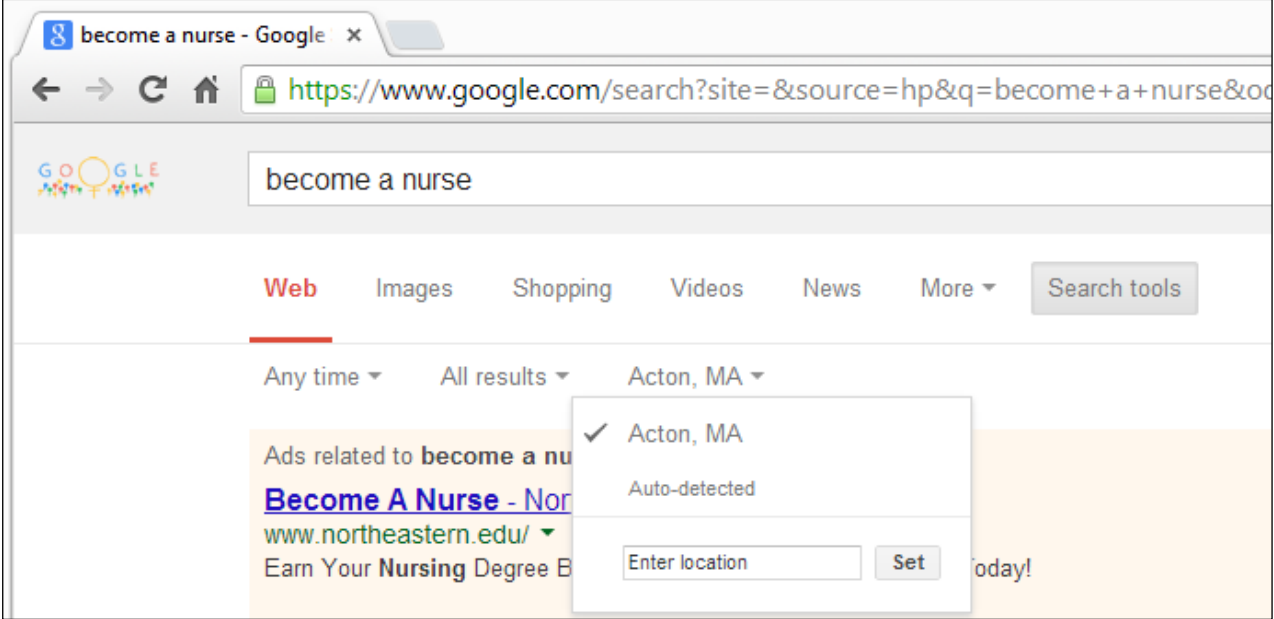
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic results. The advertisements are for nursing programs from Northeastern.edu, Phoenix.edu, MyNursingSchool.org, Villanova Univ. Nursing, and Phoenix.eonlineuniversity.com. Organic results include the American Nurses Association, Johnson & Johnson, and WikiHow.</p> <p>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</p>

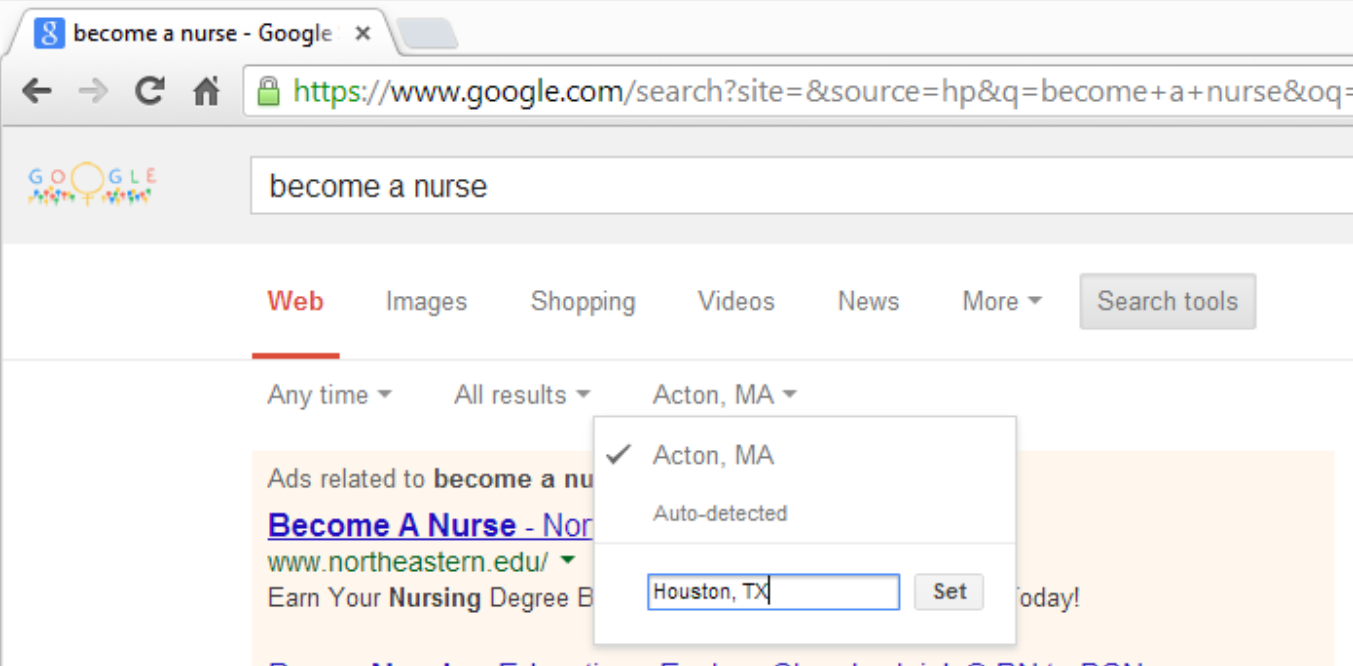
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

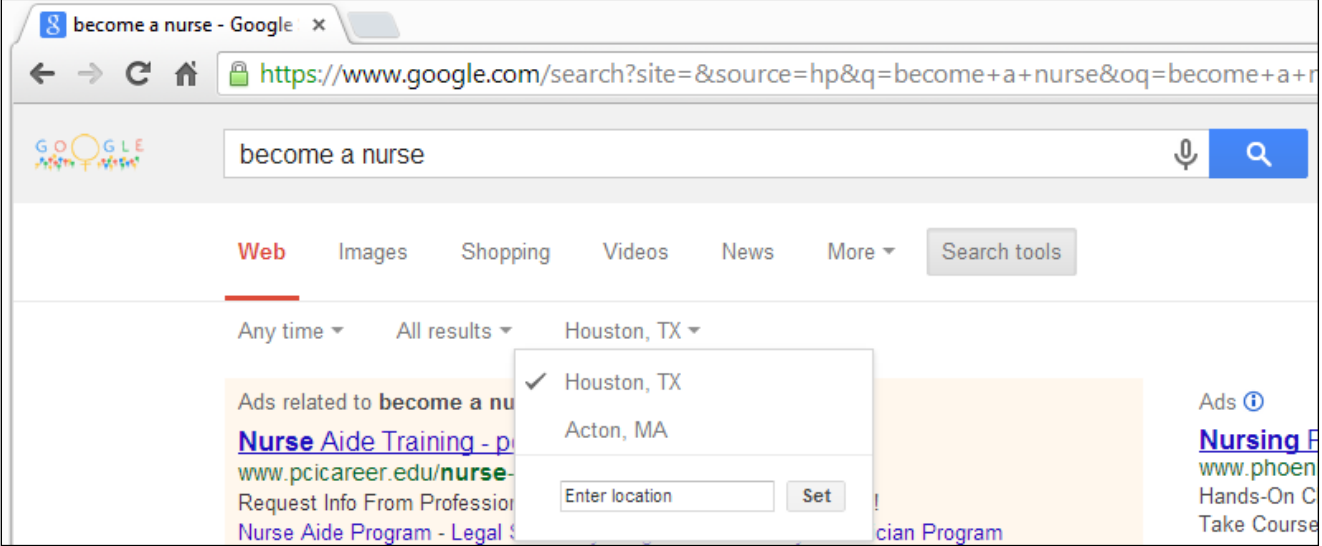
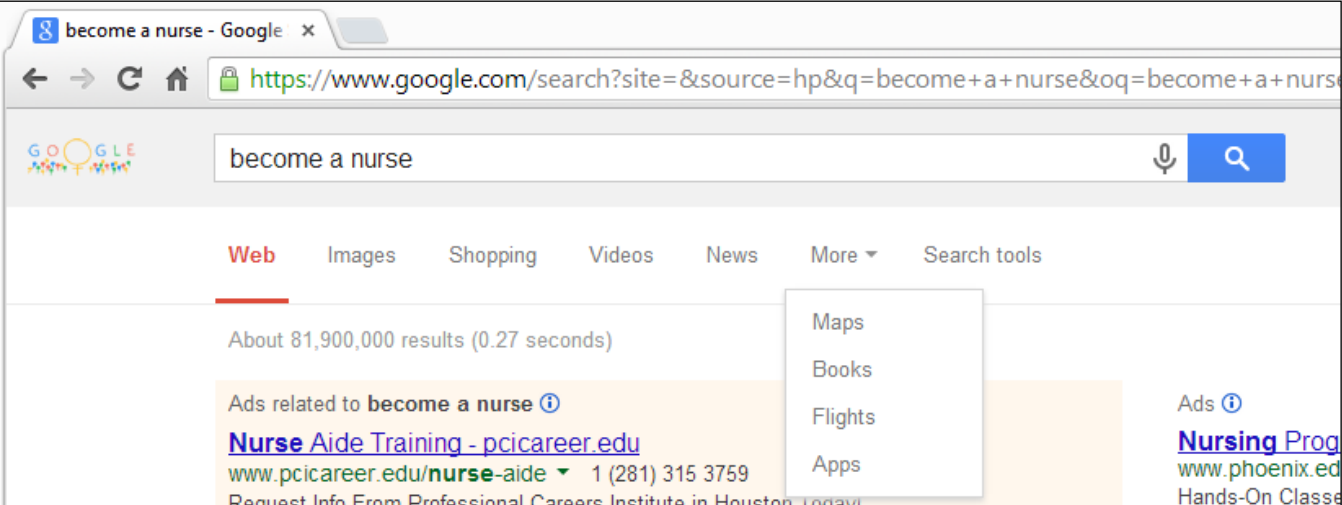
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface with the query "become a nurse anesthetist". The search results include several organic links and paid advertisements. The organic results are:</p> <ul style="list-style-type: none"> Chamberlain® RN to BSN - Chamberlain.edu: An advertisement for Chamberlain College of Nursing, highlighting online programs and accreditation. Kaplan University® Online - KaplanUniversity.edu: An advertisement for Kaplan University's online programs. Nursing Schools - Compare Nursing Programs Online: A link to MyNursingSchool.org for comparing programs. Become a CRNA - American Association of Nurse Anesthetists: A link to the American Association of Nurse Anesthetists (AANA). How Long Does It Take to Become a Nurse Anesthesiologi...: A link to HealthCareers.com regarding nurse anesthesiologist jobs. How To Become a Nurse Anesthetist: A link to Innerbody.com with a byline for Lisa Davila. How to Become a Nurse Anesthetist: 7 Steps (with Pictures...: A link to WikiHow.com. <p>The paid advertisements on the right side of the page include:</p> <ul style="list-style-type: none"> Nursing Programs from phoenix.edu. Nurse Anesthetist Degree from ask.com. Be a nurse from northeastern.edu. Nurse Anesthetist Career from beyond.com. Become A Nurse Anesthetist from about.com. Nurse Anesthetist Jobs from indeed.com. <p>At the bottom of the screenshot, the full URL is visible: https://www.google.com/search?q=become+a+nurse&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-</p>

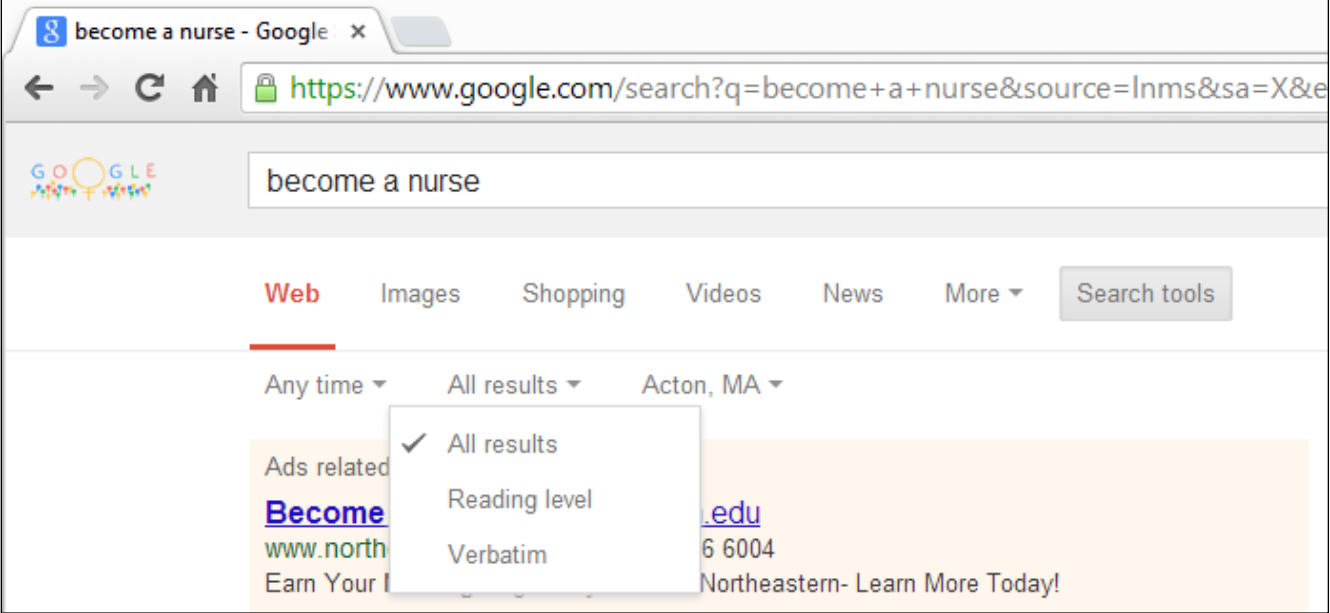
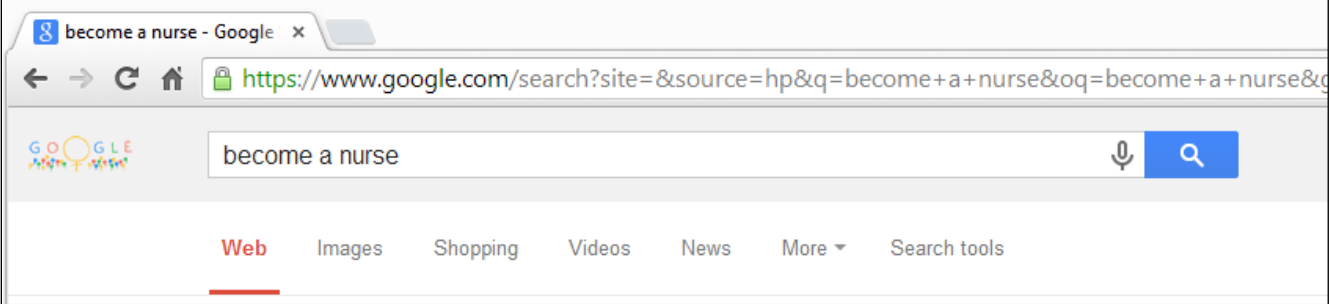
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: right;">US:official&client=firefox-a&channel=np&source=hp#channel=np&q=become%20a%20nurse%20anesthetist&rls=org.mozilla:en-US:official</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>What is stored in your Web History</p> <p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p> <ul style="list-style-type: none"> • Pages you visit • Searches on Google • Results that appeared, including private results from Google products like Google+, Gmail, and Google Calendar • Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site • Your IP address • Your browser type and language <p>Browser history</p> <p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on Chrome, Safari, Internet Explorer, Toolbar, and Firefox.</p> </div> <p style="text-align: right;">https://support.google.com/accounts/answer/54068?hl=en</p>
Claim No. 15	
The method of claim 12, wherein the search refinement input comprises additional	The search refinement input comprises additional search criteria. See claims 6 and 12 above.

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search criteria.	 <p>The screenshot shows a Google search page for the query "become a nurse". The search results are filtered by "Any time". The search bar contains the text "become a nurse". The search results include a link to "Northeastern.edu" and "Chamberlain's® RN to BSN".</p>

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


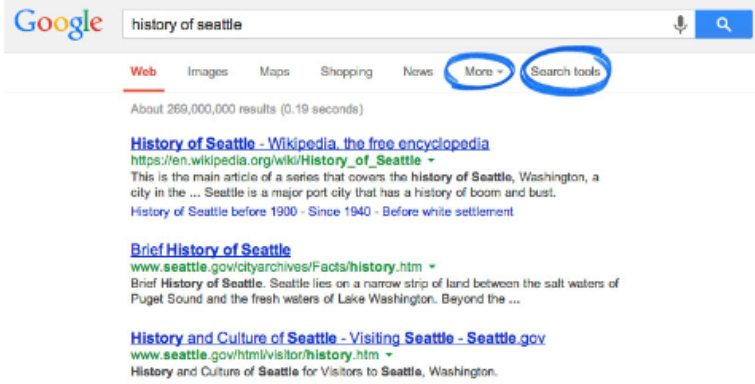
U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search interface for the query "become a nurse". The search results are filtered by location, currently set to "Acton, MA". A dropdown menu is open, showing "Acton, MA" as the selected location (marked with a checkmark) and "Auto-detected" as an option. Below the dropdown, there is a text input field containing "Houston, TX" and a "Set" button. The search results include an advertisement for "Become A Nurse - Northeastern University" with the URL "www.northeastern.edu/".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a location dropdown menu that is open, showing "Houston, TX" as the selected location. Other options include "Acton, MA" and an "Enter location" field. The search results also display an advertisement for "Nurse Aide Training - pcicareer.edu" and a "Nursing Program" advertisement.</p>
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a dropdown menu with options: "Maps", "Books", "Flights", and "Apps". The search results also display an advertisement for "Nurse Aide Training - pcicareer.edu" and a "Nursing Program" advertisement.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results page includes a dropdown menu with the following options: "All results" (selected), "Reading level", and "Verbatim". The search results also show a snippet for "Become www.north Earn Your I" and "Northeastern- Learn More Today!".</p>  <p>The screenshot shows a Google search for "become a nurse". The search bar contains the text "become a nurse". The navigation tabs include "Web", "Images", "Shopping", "Videos", "News", and "More".</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the search query "become a nurse". The search results page displays "About 81,900,000 results (0.27 seconds)". A dropdown menu is open over the "More" link, listing "Maps", "Books", "Flights", and "Apps". An advertisement for "Nurse Aide Training - pcicareer.edu" is visible, with the URL "www.pcicareer.edu/nurse-aide" and a phone number "1 (281) 315 3759". Another advertisement for "Nursing Program" is partially visible on the right.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 329 1835 1370" style="border: 1px solid black; padding: 10px;"><p>Find certain types of results</p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>At the top of a search results page, you'll see a number of ways to filter your results to see one type of content.</p><p>For example, if you're in the market to buy a new camera, search for "digital camera" then click Shopping. Now you'll see all sorts of digital cameras to buy. You can then filter by price, brand, size, and more.</p><p>Examples:</p><ul style="list-style-type: none">• Images• Maps• Shopping• News• Videos• Books• Flights• Apps<p>Filter your results</p><hr/><p>Some options are not available in all languages or only show if you're signed in to your Google Account.</p><hr/><p>Once you've decided which type of results you want, like Web or Images, you can filter your results even further using Search tools.</p><p>For example, here's how to see pictures of red planets:</p><ol style="list-style-type: none">1. Type planets in the search box.2. Click Images.3. Click Search tools.4. Click Color, then select the red filter.</div>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 365 1940 1333" style="border: 1px solid blue; padding: 10px;"> <h2 style="text-align: center;">Filter your search results</h2> <p>You can filter and customize your results by using the options at the top of the results page. For example, you can choose to just see blogs updated within the last 24 hours, or photos of a certain color.</p> <hr/> <div data-bbox="787 592 1827 690"> <p> Settings Trying to change your search settings? Visit google.com/preferences to change settings like SafeSearch, search history, results per page, languages, and location.</p> </div> <hr/> <h3>How to add filters</h3> <ol style="list-style-type: none"> At the top of your search results page, select a filtering option like Images or News. Click More to see extra choices. 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. Select one or more filters to narrow down your search results. To go back to unfiltered results, click Web at the top of the search results page. To remove any filters you've added through Search tools, click Clear. <div data-bbox="1138 795 1887 1177" style="border: 1px solid gray; padding: 5px; margin-top: 10px;">  <p>The screenshot shows a Google search for "history of seattle". The search bar contains the text "history of seattle". Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "News", "More", and "Search tools". The "More" and "Search tools" tabs are circled in blue. Below the tabs, it says "About 269,000,000 results (0.19 seconds)". The first result is "History of Seattle - Wikipedia, the free encyclopedia" with a URL "https://en.wikipedia.org/wiki/History_of_Seattle". Below that is "Brief History of Seattle" with a URL "www.seattle.gov/cityarchives/Facts/history.htm". The third result is "History and Culture of Seattle - Visiting Seattle - Seattle.gov" with a URL "www.seattle.gov/html/visitor/history.htm".</p> </div> </div> <p style="text-align: right; margin-top: 10px;">https://support.google.com/websearch/answer/142143?hl=en</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="604 477 1932 1101" style="border: 1px solid black; padding: 10px;"> <p>Search tools will vary based on the type of results you're looking at, but may include:</p> <ul style="list-style-type: none"> • 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 . </div> <p data-bbox="1171 1109 1955 1141" style="text-align: right;">https://support.google.com/websearch/answer/142143?hl=en</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY															
	<p>Filtering</p> <p>Google search provides many ways for you to filter the results that are returned from your search query. In addition to the automatic filtering and language filtering described in this section, the search appliance provides filtering by query parameters, query terms and meta tags, which are documented in their respective sections.</p> <p>Automatic Filtering</p> <p>Google uses automatic filtering to ensure the highest quality search results.</p> <p>Google search uses two types of automatic filters:</p> <ul style="list-style-type: none"> • 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. <p>By default, both of these filters are enabled. You can disable or enable the filters by using the <code>filter</code> parameter settings as shown in the table.</p> <table border="1" data-bbox="669 787 1856 982"> <thead> <tr> <th>Filter value</th> <th>Duplicate Snippet Filter</th> <th>Duplicate Directory Filter</th> </tr> </thead> <tbody> <tr> <td><code>filter=1</code></td> <td>Enabled (ON)</td> <td>Enabled (ON)</td> </tr> <tr> <td><code>filter=0</code></td> <td>Disabled (OFF)</td> <td>Disabled (OFF)</td> </tr> <tr> <td><code>filter=s</code></td> <td>Disabled (OFF)</td> <td>Enabled (ON)</td> </tr> <tr> <td><code>filter=p</code></td> <td>Enabled (ON)</td> <td>Disabled (OFF)</td> </tr> </tbody> </table> <p>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.</p> <p>Although the <code>filter=0</code> option exists, Google recommends against setting <code>filter=0</code> for typical search requests, because filtering significantly enhances the quality of most search results.</p> <p>When the Google Search Appliance filters results, the top 1000 most relevant URLs are found before the filters are applied. A URL that is beyond the top 1000 most relevant results is not affected if you change the filter settings.</p> <p>Back to top</p> <p>Language Filters</p> <p>Language filters limit a search to pages in the specified languages. The Google Search Appliance has built-in language filters that detect the language of a query and return appropriate results. You can combine language filters to further restrict search results.</p> <p>https://developers.google.com/search-appliance/documentation/68/xml_reference#request_query_terms</p>	Filter value	Duplicate Snippet Filter	Duplicate Directory Filter	<code>filter=1</code>	Enabled (ON)	Enabled (ON)	<code>filter=0</code>	Disabled (OFF)	Disabled (OFF)	<code>filter=s</code>	Disabled (OFF)	Enabled (ON)	<code>filter=p</code>	Enabled (ON)	Disabled (OFF)
Filter value	Duplicate Snippet Filter	Duplicate Directory Filter														
<code>filter=1</code>	Enabled (ON)	Enabled (ON)														
<code>filter=0</code>	Disabled (OFF)	Disabled (OFF)														
<code>filter=s</code>	Disabled (OFF)	Enabled (ON)														
<code>filter=p</code>	Enabled (ON)	Disabled (OFF)														

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 16	
<p>The method of claim 12, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p>See claims 7 and 12 above.</p> <div data-bbox="653 643 1906 1078" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; font-size: 1.2em;">Destination URL</p> <p>The URL address for the page in your website where you'd like people to be sent after they click your ad.</p> <ul style="list-style-type: none"> 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 <i>example.com</i> to show with the ad, while using a more specific destination URL like <i>example.com/camera_purchase_page.html</i> to link customers to the most relevant page. </div> <p style="text-align: right;">https://support.google.com/adwords/answer/2684490?hl=en</p>

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

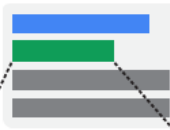
Requirements

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."



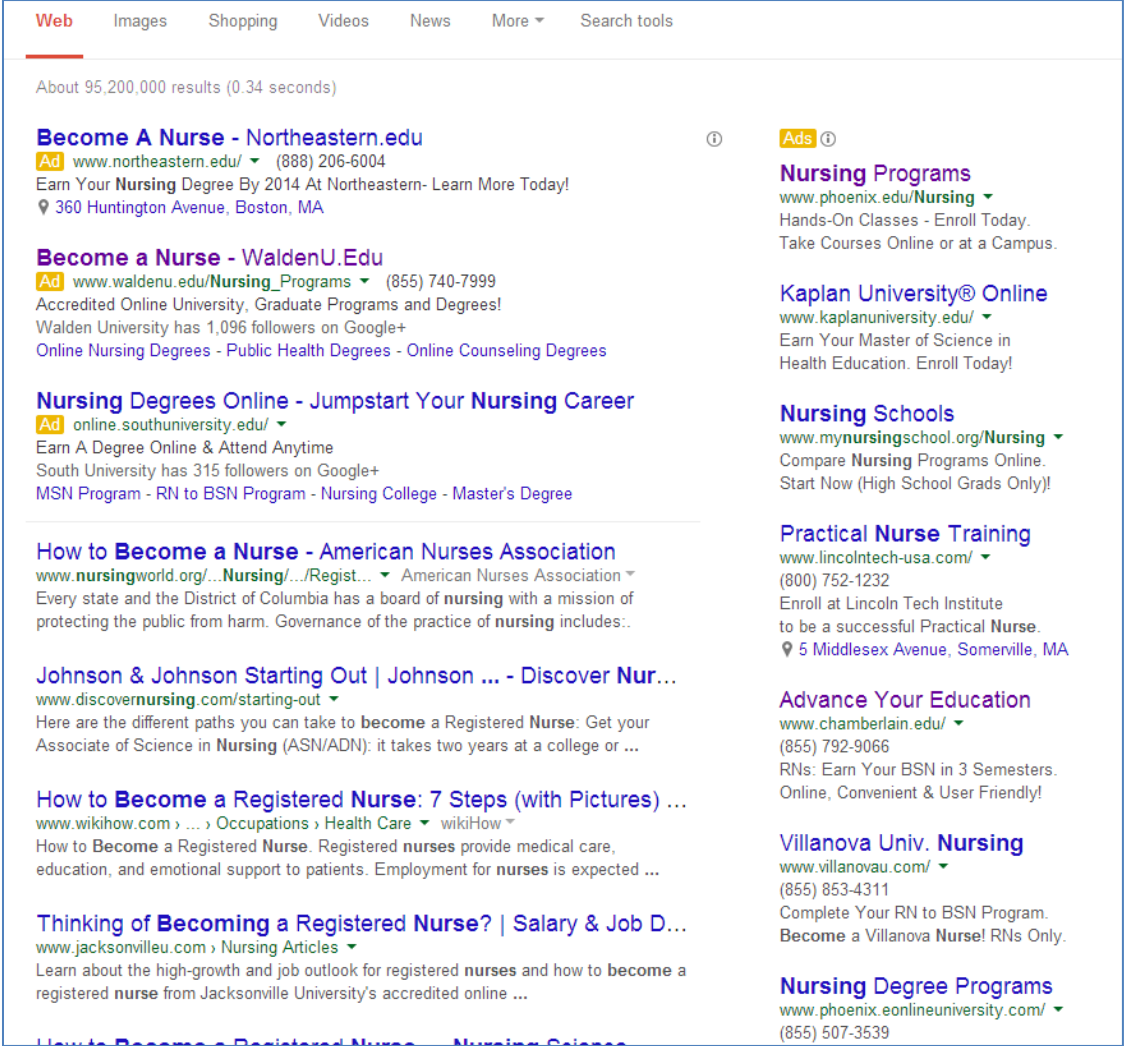
www.example.com



www.example.com

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.

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for 'Nursing Programs' with approximately 95,200,000 results. The results are organized into two columns. The left column contains several organic search results and ads, including 'Become A Nurse - Northeastern.edu', 'Become a Nurse - WaldenU.Edu', 'Nursing Degrees Online - Jumpstart Your Nursing Career', 'How to Become a Nurse - American Nurses Association', 'Johnson & Johnson Starting Out Johnson ... - Discover Nur...', 'How to Become a Registered Nurse: 7 Steps (with Pictures) ...', and 'Thinking of Becoming a Registered Nurse? Salary & Job D...'. The right column contains a section for 'Ads' with results from 'www.phoenix.edu/Nursing', 'Kaplan University® Online', 'Nursing Schools', 'Practical Nurse Training', 'Advance Your Education', 'Villanova Univ. Nursing', and 'Nursing Degree Programs'. The search interface includes navigation tabs for 'Web', 'Images', 'Shopping', 'Videos', 'News', and 'More', along with a search bar and 'Search tools'.</p>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="655 331 1896 951"><h3>Clickthrough rate (CTR)</h3><p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p><ul style="list-style-type: none">• CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views)• Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab• A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks.• You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.</div> <p data-bbox="1188 995 1955 1027">https://support.google.com/adwords/answer/2615875?hl=en</p> <div data-bbox="655 1032 1896 1386"><h3>Clickthrough rate (CTR)</h3><p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p>$\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$<p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p></div>

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>https://support.google.com/adsense/answer/112025?hl=en</p>
<p>transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.</p>	<p>Upon information and belief, the Accused Instrumentalities transmit the indication to the advertising machine via the communications link that the user does not select the at least one advertisement.</p> <p>See claims 8 and 12 above.</p> <div data-bbox="653 771 1896 1390" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <h3 style="text-align: center;">Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> • CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (called impressions). For example, if you have five clicks and 1000 impressions, then your CTR is 0.5%. CTR = Clicks on your ads ÷ Impressions (ad views) • Each of your ads and keywords have their own CTRs that you can see listed in your account. Find them on your Campaigns tab • A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's Quality Score which can affect your costs and ad position. Note that a good CTR is relative to what you're advertising and on which networks. • You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase. </div>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 329 1896 951"> <h3>Clickthrough rate (CTR)</h3> <p>A ratio showing how often people who see your ad end up clicking it. CTR can be used to gauge how well your keywords and ads are performing.</p> <ul style="list-style-type: none"> 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. <p style="text-align: right;">https://support.google.com/adwords/answer/2615875?hl=en</p> </div> <div data-bbox="653 992 1896 1349"> <h3>Clickthrough rate (CTR)</h3> <p>The clickthrough rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received.</p> $\text{CTR} = (\text{Clicks} / \# \text{ of impressions, views, or queries}) * 100\%$ <p>For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.</p> <p style="text-align: right;">https://support.google.com/adsense/answer/112025?hl=en</p> </div>

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

U.S. PATENT NO. 7,895,178	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.</p>	<p>The Accused Instrumentalities operate a data processing device to transmit the indication to the advertising machine via the communications link that the user selects the at least one advertisement.</p> <p>See claim 12 above.</p> <div data-bbox="604 511 1948 1198" style="border: 1px solid black; padding: 5px;"> <pre> <script>>window.googleJavaScriptRedirect=1</script><script>var m={navigateTo:function(b,a,d){ if(b!=a&&b.google){if(b.google.r){b.google.r=0;b.location.href=d;a.location.replace("about:blank");}}else{a.location.replace(d);}}}; m.navigateTo(parent>window, "http://www.googleadservices.com/pagead/aclk?sa\x3dL\x26ai\x3dC-flIlesnU6_KM5HKswf2hYHYBYCSvNE H2Ozb77kBv4b0CAGAEAEoA1Dz7qyg_v____8BYMmGr4fco5QRoAH43eO5A8gBAaoEKE_Q_zQaCicHd9t6Cb3rToxZo3w1N el0c9JG7dX3tyLfDmp7L498VFuAB_ChNEaQBwM\x26ved\x3d0CCgQ0Qw\x26val\x3dChBiNmMwM2VhNjg0Yjg0MmQ5EI vsi5kFGgh9NL0Cmy9yKyABKAAw36D6pa3FwoWwATiL7IuZBUCL7IuZBQ\x26sig\x3dAOD64_1LAWPmBs200CGn2kfmBgS _gcr0WQ\x26adurl\x3dhttp://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliate e_Name%3DPlattformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26S ource_Code%3DPPCPlattform%26TrackingCode%3DsWNB2VoZK_dc%7Cpcrid%7C49849304008%7Cpkw%7Cnursing% 2520training%7Cpmt%7Cb"); </script><noscript><META http-equiv="refresh" content= "0;URL='http://www.googleadservices.com/pagead/aclk?sa=L&ai=C-flIlesnU6_KM5HKswf2hYHYBYCSv NEH2Ozb77kBv4b0CAGAEAEoA1Dz7qyg_v____8BYMmGr4fco5QRoAH43eO5A8gBAaoEKE_Q_zQaCicHd9t6Cb3rToxZo3w lNel0c9JG7dX3tyLfDmp7L498VFuAB_ChNEaQBwM&ved=0CCgQ0Qw&val=ChBiNmMwM2VhNjg0Yjg0MmQ5EIvs i5kFGgh9NL0Cmy9yKyABKAAw36D6pa3FwoWwATiL7IuZBUCL7IuZBQ&sig=AOD64_1LAWPmBs200CGn2kfmBgS_gcr 0WQ&adurl=http://www.keiser-education.com/undergrad_nursing_associate.php%3FAffiliate_Name %3DPlattformPPCGoogle%26SearchEngine%3DGoogle%26SearchKeyword%3Dnursing%2520training%26Source_ Code%3DPPCPlattform%26TrackingCode%3DsWNB2VoZK_dc%7Cpcrid%7C49849304008%7Cpkw%7Cnursing%2520tr aining%7Cpmt%7Cb'"> </noscript> </pre> </div> <p>Fiddler capture showing that Accused Instrumentalities transmit the indication that the user selects an advertisement</p>