

EXHIBIT 8

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

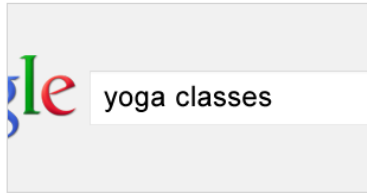
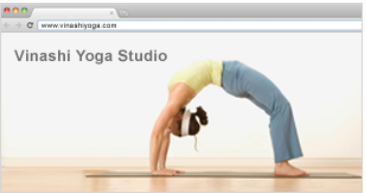
The following analysis shows how each claim element is literally present. In the event that a claim element is deemed to be missing under a literal infringement analysis (e.g., due to claim construction), Rockstar reserves the right to demonstrate the presence of a substantial equivalent of such an element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

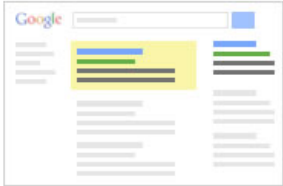
To the extent that the descriptions below give rise to either direct or indirect infringement, Rockstar alleges both.

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

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

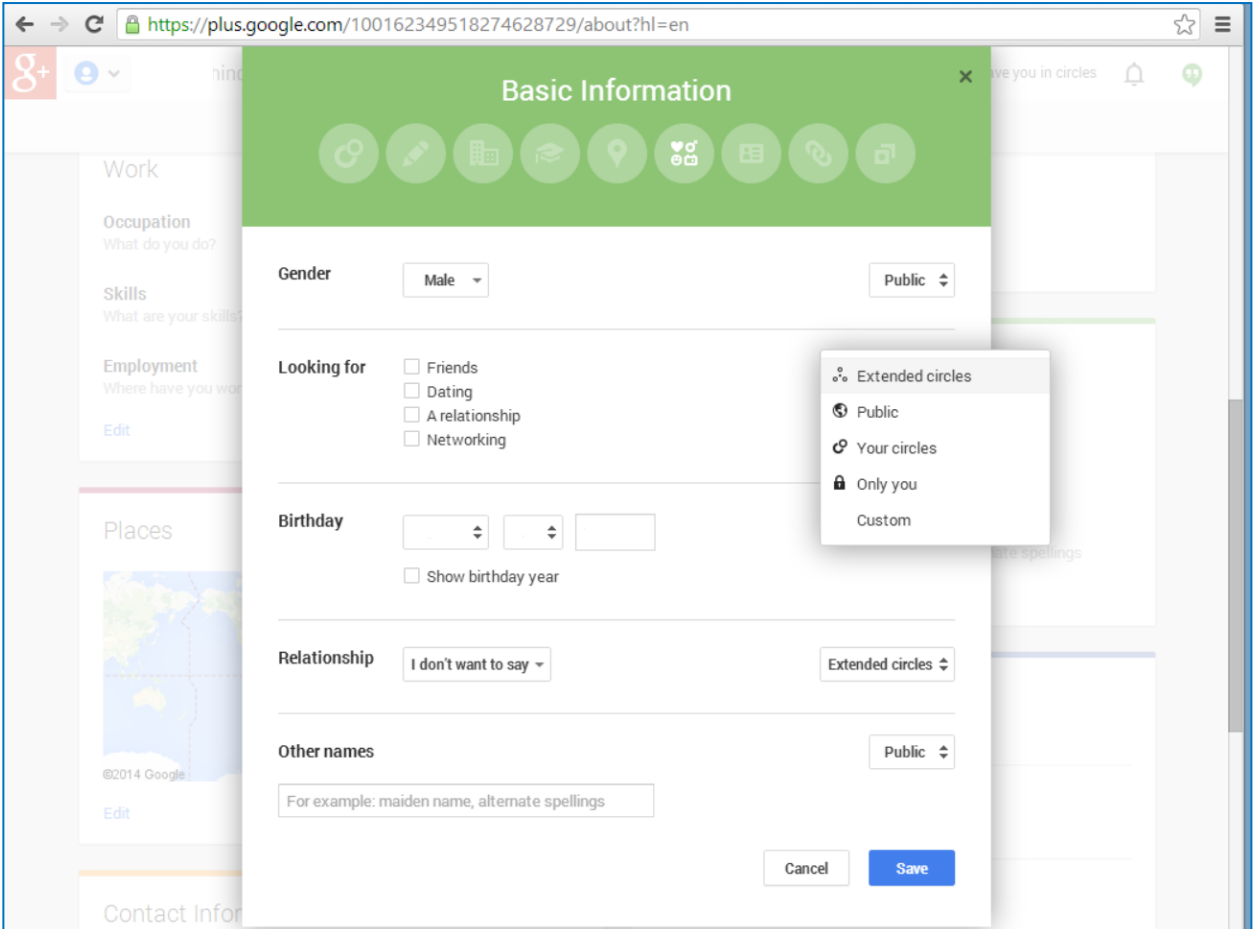
¹ Content demonstrating that preamble elements are found in the accused instrumentalities shall not be construed as an admission that the preamble is limiting.

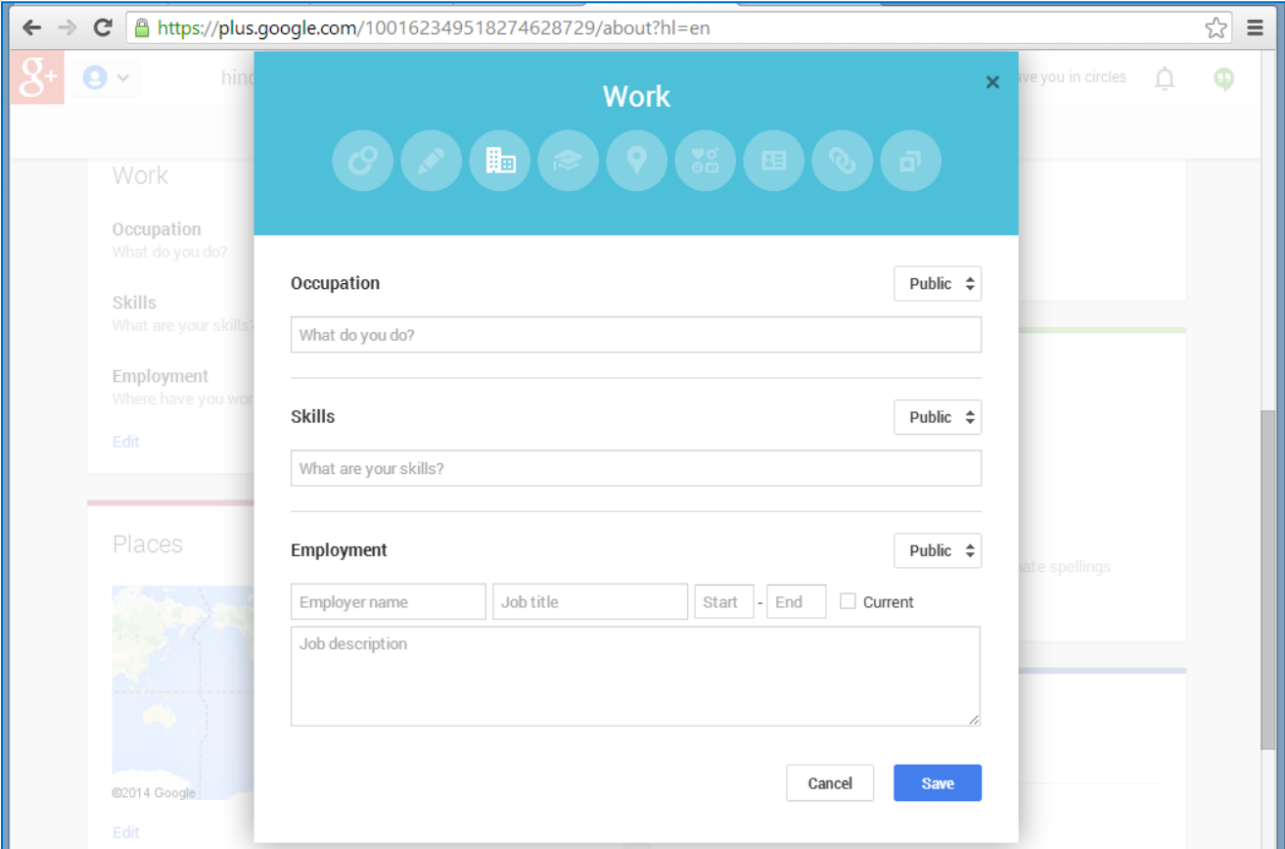
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="651 292 1890 836"><p>Ads on Google Target your ads Ad types Costs FAQ</p><hr/><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><div data-bbox="1459 418 1764 462"><p>Get started now For free support call: 1-800-877-2981*</p></div><div data-bbox="661 487 1024 678"></div><div data-bbox="1060 487 1423 678"><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="1459 487 1822 678"></div><ol style="list-style-type: none"><li data-bbox="661 706 1024 803">1. People search on Google People use keywords (or search terms) to search for specific products and services.<li data-bbox="1060 706 1423 803">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="1459 706 1822 803">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="1092 841 1953 876">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

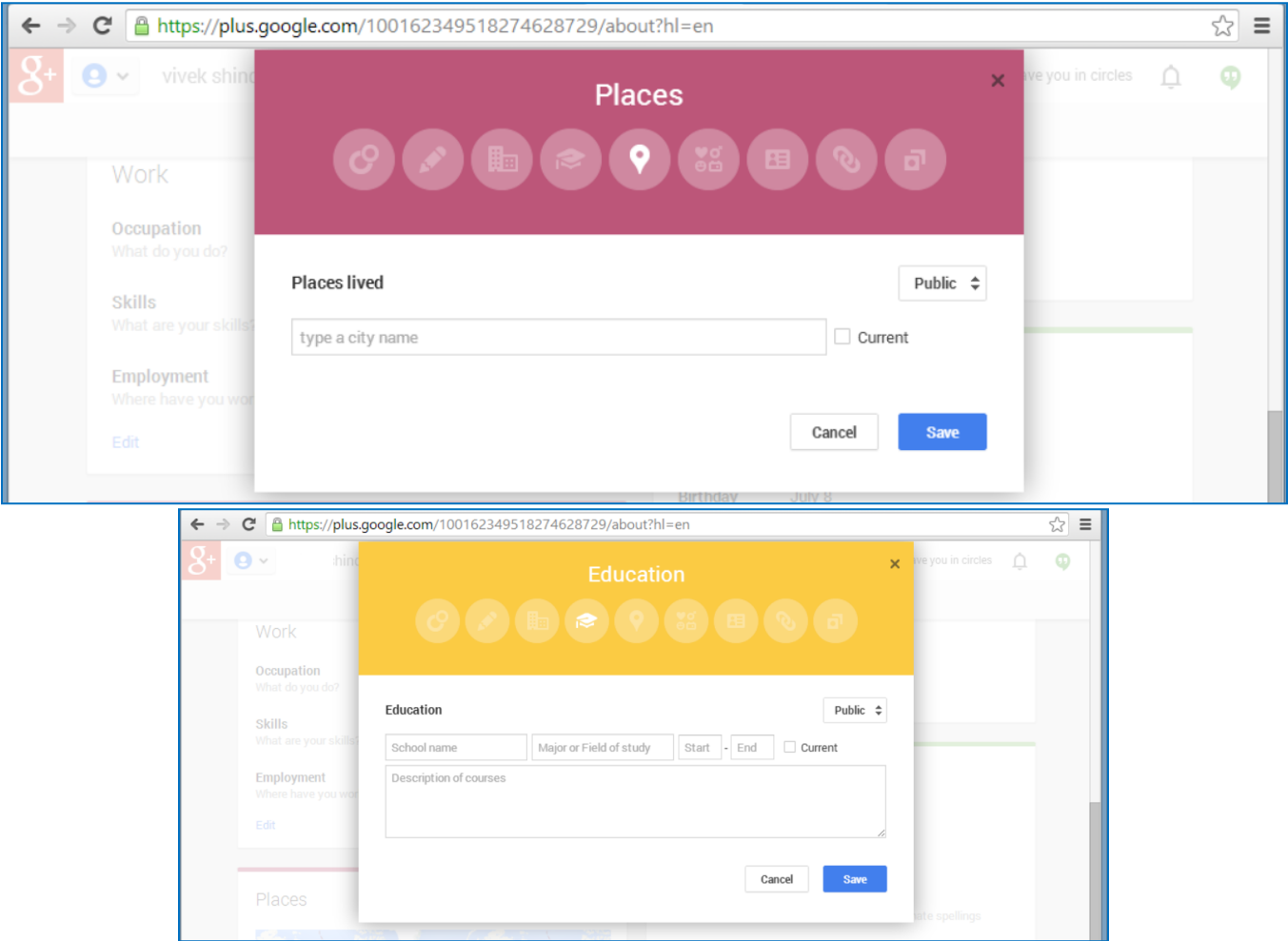
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 293 1906 1341"><h2 data-bbox="793 316 1188 365">Search Network</h2><p data-bbox="793 425 1873 483">A group of search-related websites where your ads can appear. These include Google search sites and non-Google search sites (like AOL) that partner with Google to show search ads, called <u>search partners</u>.</p><p data-bbox="793 717 1839 776">When you advertise on the Search Network, your ad can show next to search results when someone searches for your products or services using terms related to one of your <u>keywords</u>.</p><ul data-bbox="810 805 1885 993" style="list-style-type: none">• The Search Network includes Google Search, Shopping, Maps, Images, and Groups, as well as search partner sites like AOL.• Ads are matched to search results pages based on the terms or phrases someone searches. For example, a search on Google for "home plumbing repair" might show an ad that uses that phrase as a keyword.• The Search Network is part of the Google Network, our name for all the webpages and apps where AdWords ads can appear.<h3 data-bbox="793 1026 1194 1052">When to use the Search Network</h3><p data-bbox="793 1088 1869 1146">When you create a new campaign, you'll be asked to choose a campaign type which, among other things, determines the networks where your ads can show. Think about your business goals when deciding which networks to use.</p><p data-bbox="793 1175 1482 1198">Here are some general recommendations for when to use the Search Network:</p><ul data-bbox="810 1227 1535 1318" style="list-style-type: none">• You're relatively new to AdWords• You want your ads to appear next to Google search results• You only want to reach customers searching for your specific product or service</div> <p data-bbox="1192 1347 1955 1383">https://support.google.com/adwords/answer/90956?ctx=tltp</p>


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>creating user profile data for the user;</p>	<p>The Accused Instrumentalities create user profile data for the user.</p> <div data-bbox="837 365 1698 1360" style="border: 1px solid black; padding: 10px; margin: 20px auto; width: 80%;"> </div> <p style="text-align: right;">https://accounts.google.com/SignUp</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with the following details:</p> <ul style="list-style-type: none">URL: https://plus.google.com/100162349518274628729/about?hl=enSection: Basic InformationGender: Male (dropdown)Privacy: Public (dropdown)Looking for:<ul style="list-style-type: none"><input type="checkbox"/> Friends<input type="checkbox"/> Dating<input type="checkbox"/> A relationship<input type="checkbox"/> NetworkingBirthday: (date fields) and <input type="checkbox"/> Show birthday yearRelationship: I don't want to say (dropdown)Privacy: Extended circles (dropdown)Other names: (text input) and Privacy: Public (dropdown)Buttons: Cancel, Save

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page for a user named 'hind'. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The profile is set to 'Public'. The 'Work' section is expanded, showing three categories: Occupation, Skills, and Employment. Each category has a 'Public' dropdown menu. The 'Occupation' field is labeled 'What do you do?'. The 'Skills' field is labeled 'What are your skills?'. The 'Employment' section includes fields for 'Employer name', 'Job title', 'Start', 'End', and a checkbox for 'Current'. Below these is a 'Job description' text area. At the bottom right of the form are 'Cancel' and 'Save' buttons. The background shows a 'Places' section with a map and a copyright notice for 2014 Google.</p>


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots of the Google+ profile editing interface, illustrating the 'Places' and 'Education' sections. The top screenshot shows the 'Places' modal form, which includes a 'Places lived' section with a text input field for 'type a city name' and a 'Current' checkbox. The bottom screenshot shows the 'Education' modal form, which includes fields for 'School name', 'Major or Field of study', 'Start', 'End', and 'Current', along with a 'Description of courses' text area. Both screenshots show the profile editing sidebar on the left with sections for Work, Occupation, Skills, and Employment.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="590 367 1955 1370"><h3>How Google uses cookies</h3><p>A cookie is a small piece of text sent to your browser by a website you visit. It helps the website to remember information about your visit, like your preferred language and other settings. That can make your next visit easier and the site more useful to you. Cookies play an important role. Without them, using the web would be a much more frustrating experience.</p><p>We use cookies for many purposes. We use them, for example, to remember your safe search preferences, to make the ads you see more relevant to you, to count how many visitors we receive to a page, to help you sign up for our services and to protect your data.</p><p>You can see a list of the types of cookie used by Google and also find out how Google uses cookies in advertising. Our privacy policy explains how we protect your privacy in our use of cookies and other information.</p></div> <p data-bbox="1255 1377 1955 1409">http://www.google.com/policies/technologies/cookies/</p>

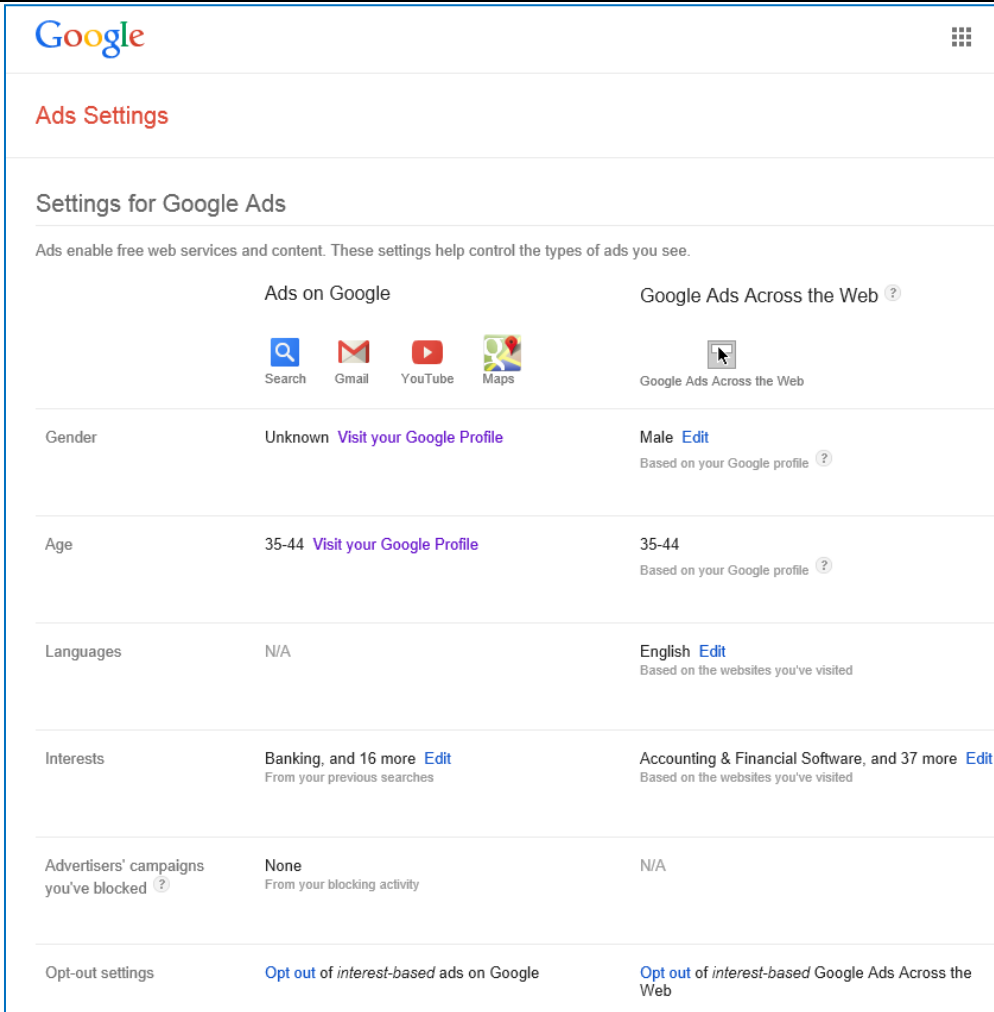
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>How Google uses cookies in advertising</p> <p>Cookies help to make advertising more effective – and that is what keeps thousands of websites free of charge. Without cookies, it’s harder for an advertiser to reach its audience,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

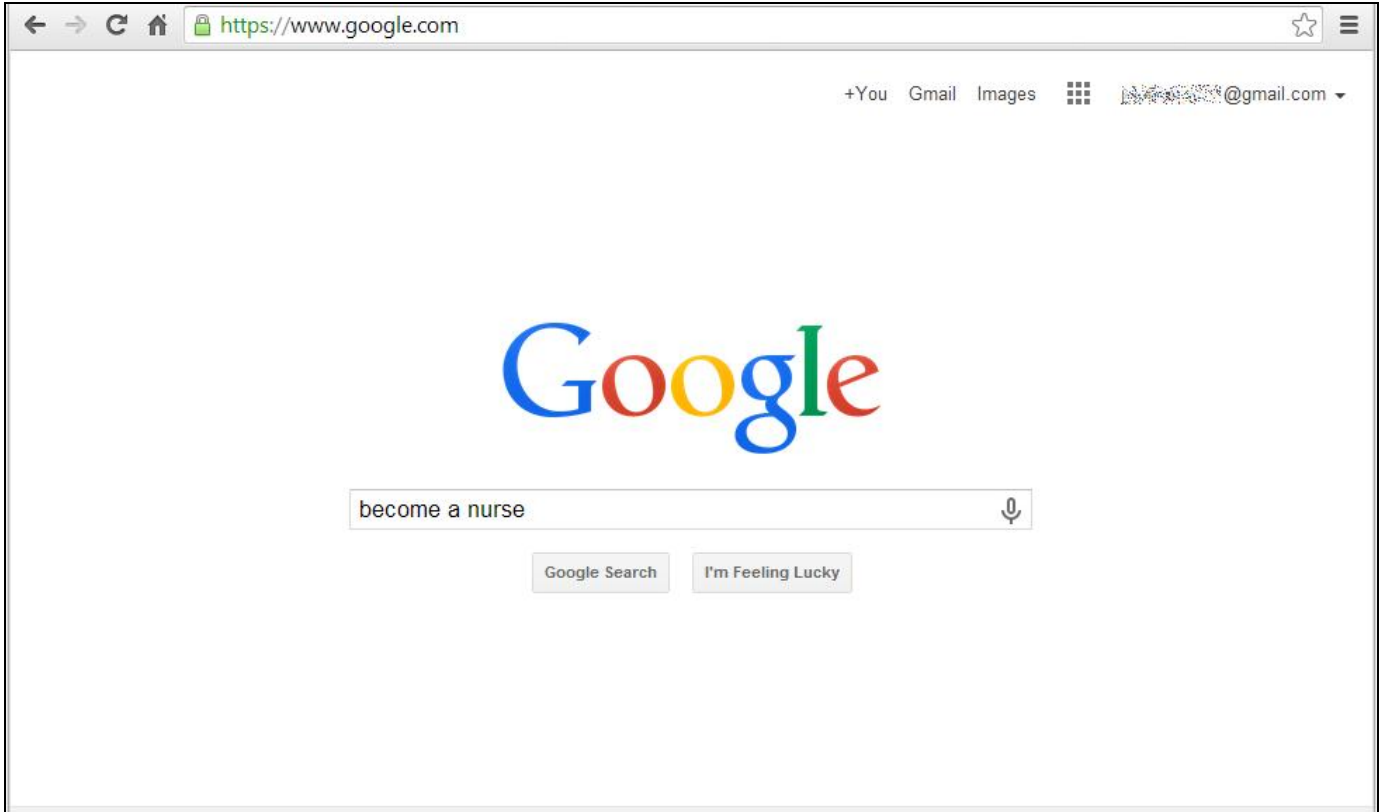
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p>Other technologies used in advertising</p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example,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

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 1214"><p style="text-align: center;">About</p><hr/><div data-bbox="653 342 1047 597"><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="653 639 1047 906"><p>Places</p><p>©2014 Google</p><p>Edit</p></div><hr/><div data-bbox="653 948 1047 1214"><p>Links</p><p>Other profiles</p><p>Picasa Web Albums</p><p>Contributor to</p><p>What pages feature your work?</p><p>Links</p><p>What pages interest you?</p><p>Edit</p></div><div data-bbox="1066 342 1461 597"><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="1066 613 1461 813"><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="1486 342 1881 456"><p>Education</p><p>Where have you gone to school?</p><p>Edit</p></div><hr/><div data-bbox="1486 496 1881 708"><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>

Case No. 2:13-cv-893
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U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top is the Google logo and a grid icon. Below it is the heading "Ads Settings" in red. Underneath is "Settings for Google Ads" with a sub-heading: "Ads enable free web services and content. These settings help control the types of ads you see." There are two main sections: "Ads on Google" and "Google Ads Across the Web".</p> <p>Ads on Google includes icons for Search, Gmail, YouTube, and Maps. Below this are settings for Gender (Unknown, Visit your Google Profile), Age (35-44, Visit your Google Profile), Languages (N/A), Interests (Banking, and 16 more, Edit; From your previous searches), Advertisers' campaigns you've blocked (None, From your blocking activity), and Opt-out settings (Opt out of interest-based ads on Google).</p> <p>Google Ads Across the Web includes an icon for Google Ads Across the Web. Below this are settings for Gender (Male, Edit; Based on your Google profile), Age (35-44, Based on your Google profile), Languages (English, Edit; Based on the websites you've visited), Interests (Accounting & Financial Software, and 37 more, Edit; Based on the websites you've visited), Advertisers' campaigns you've blocked (N/A), and Opt-out settings (Opt out of interest-based Google Ads Across the Web).</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities receive from the data processing device via the communications link a search request that includes a search argument.</p>  <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 (back, forward, refresh, home) and a user profile icon with the text '+You Gmail Images' and an email address ending in '@gmail.com'.</p>

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7,933,883

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows the Google Advanced Search interface. The search query entered is "become a nurse". The page is divided into two main sections: "Find pages with..." and "Then narrow your results by...".

Find pages with...

- all these words:
- this exact word or phrase:
- any of these words:
- none of these words:
- numbers ranging from: to

To do this in the search box

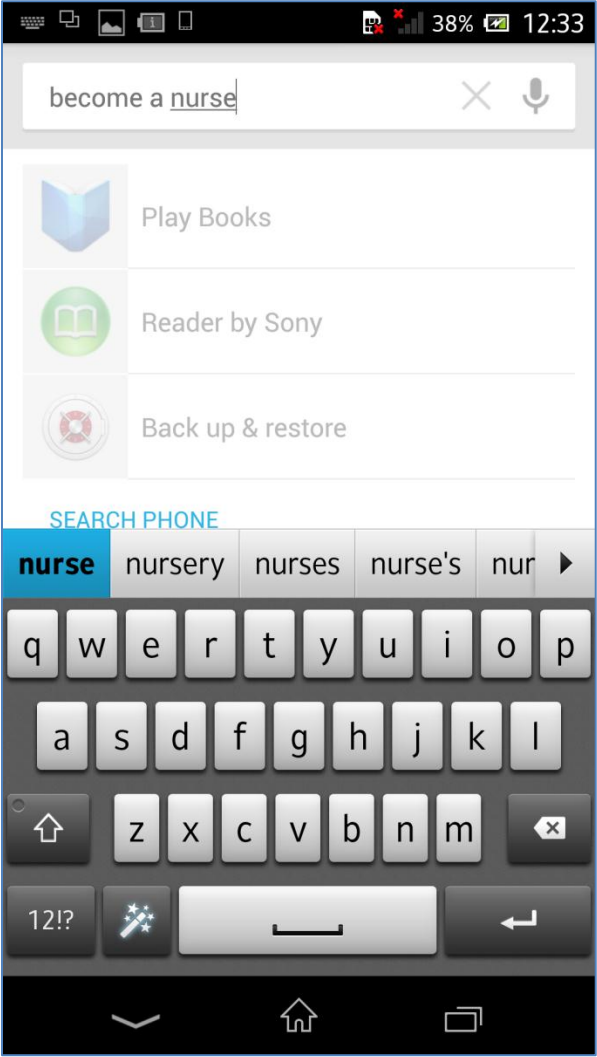
- Type the important words: tricolor rat terrier
- Put exact words in quotes: "rat terrier"
- Type OR between all the words you want: miniature OR standard
- Put a minus sign just before words you don't want: -rodent, -"Jack Russell"
- Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

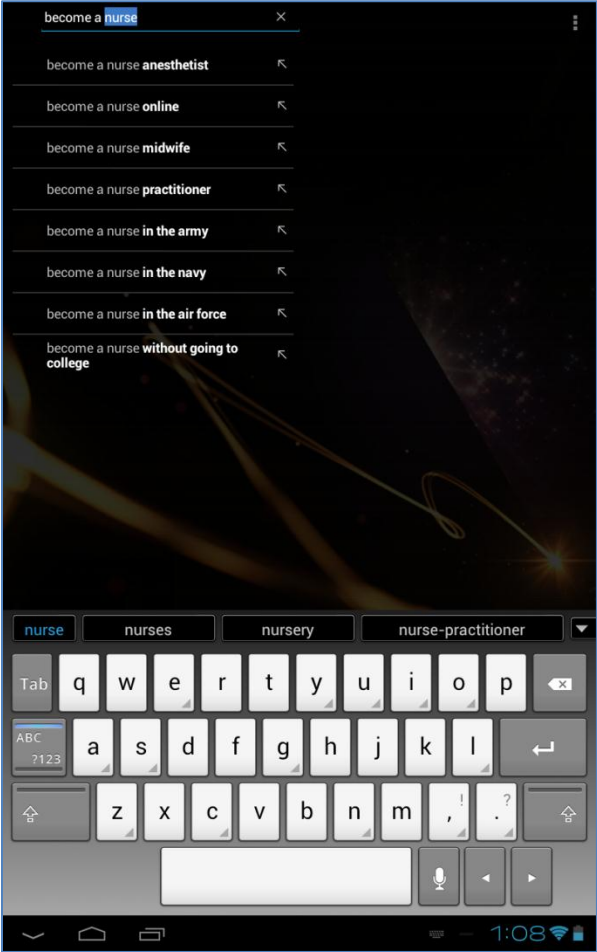
Then narrow your results by...

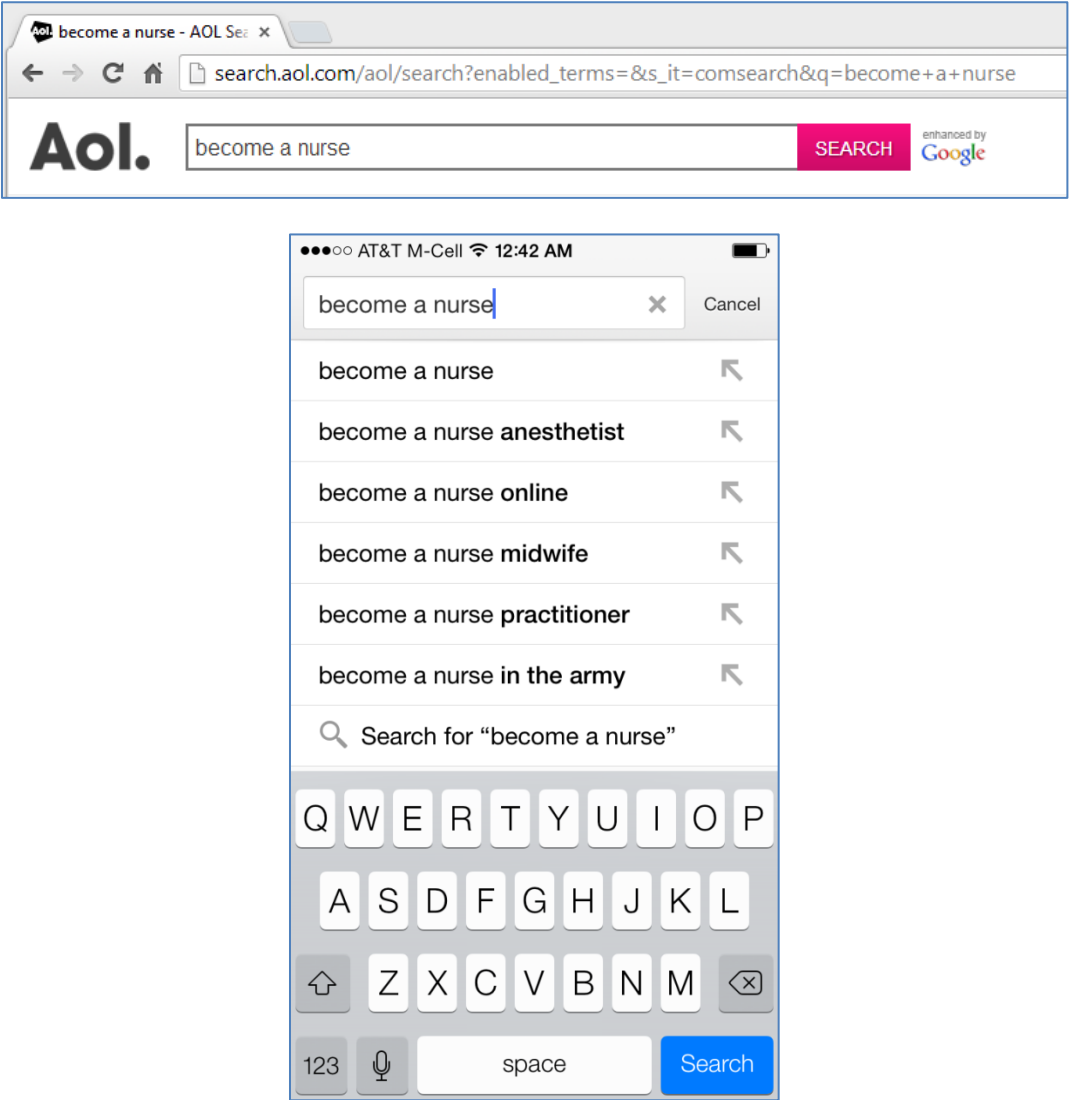
- language: Find pages in the language you select.
- region: Find pages published in a particular region.
- last update: Find pages updated within the time you specify.
- site or domain: Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
- terms appearing: Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
- SafeSearch: Tell SafeSearch whether to filter sexually explicit content.
- reading level: Find pages at one reading level or just view the level info.
- file type: Find pages in the format you prefer.
- usage rights: Find pages you are free to use yourself.

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

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

U.S. PATENT NO. 7,933,883	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, there are three search results: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white lifebuoy icon. Below these results is a "SEARCH PHONE" section with a list of suggestions: "nurse", "nursery", "nurses", "nurse's", and "nur". The "nurse" suggestion is highlighted in blue. Below the suggestions is a QWERTY keyboard. At the bottom of the screen, there are three navigation icons: a back arrow, a home button, and a recent apps button. The status bar at the top shows the time as 12:33 and the battery level as 38%.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1024 293 1514 326">Mobile Handset Running Android 4.2</p>  <p data-bbox="1024 1344 1514 1377">Tablet Device Running Android 4.02</p> <p>The image shows a screenshot of an Android 4.2 mobile handset. At the top, there is a search bar with the text "become a nurse" and a close button (X). Below the search bar, a list of search suggestions is displayed, each with a right-pointing arrow: "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 the word "nurse" and a dropdown menu showing "nurses", "nursery", and "nurse-practitioner". The keyboard is a standard QWERTY layout with a microphone icon and navigation buttons at the bottom. The status bar at the very bottom shows the time as 1:08 and various system icons.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots. The top screenshot is a desktop browser window from AOL. The address bar shows the URL: search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse. The search bar contains the text "become a nurse" and a pink "SEARCH" button. The AOL logo is on the left, and "enhanced by Google" is on the right. The bottom screenshot is a mobile phone interface showing a search bar with "become a nurse" and a list of suggestions: "become a nurse", "become a nurse anesthetist", "become a nurse online", "become a nurse midwife", "become a nurse practitioner", and "become a nurse in the army". Below the suggestions is a keyboard with a blue "Search" button.</p>

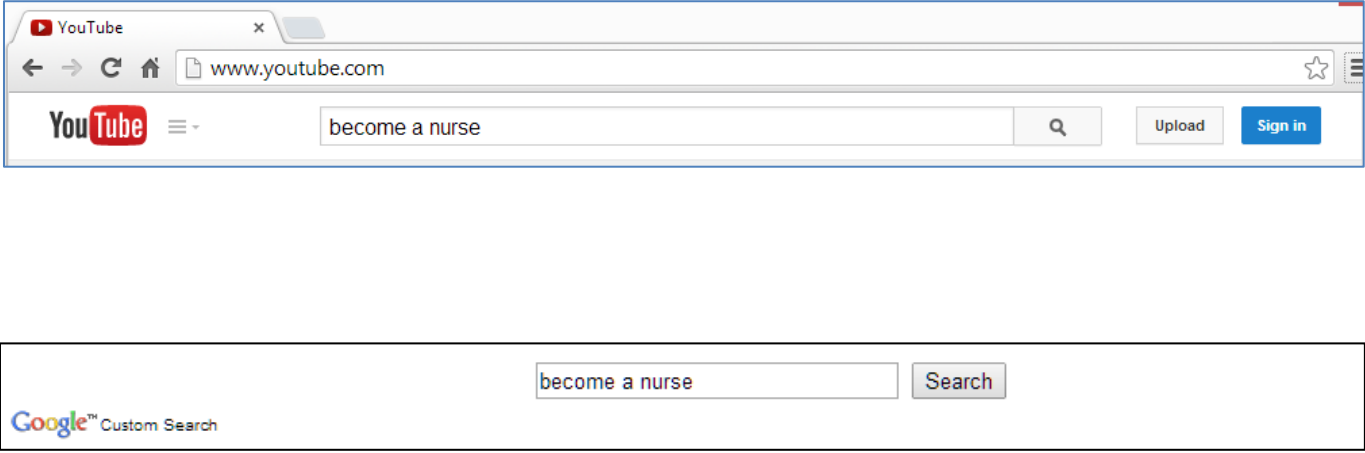
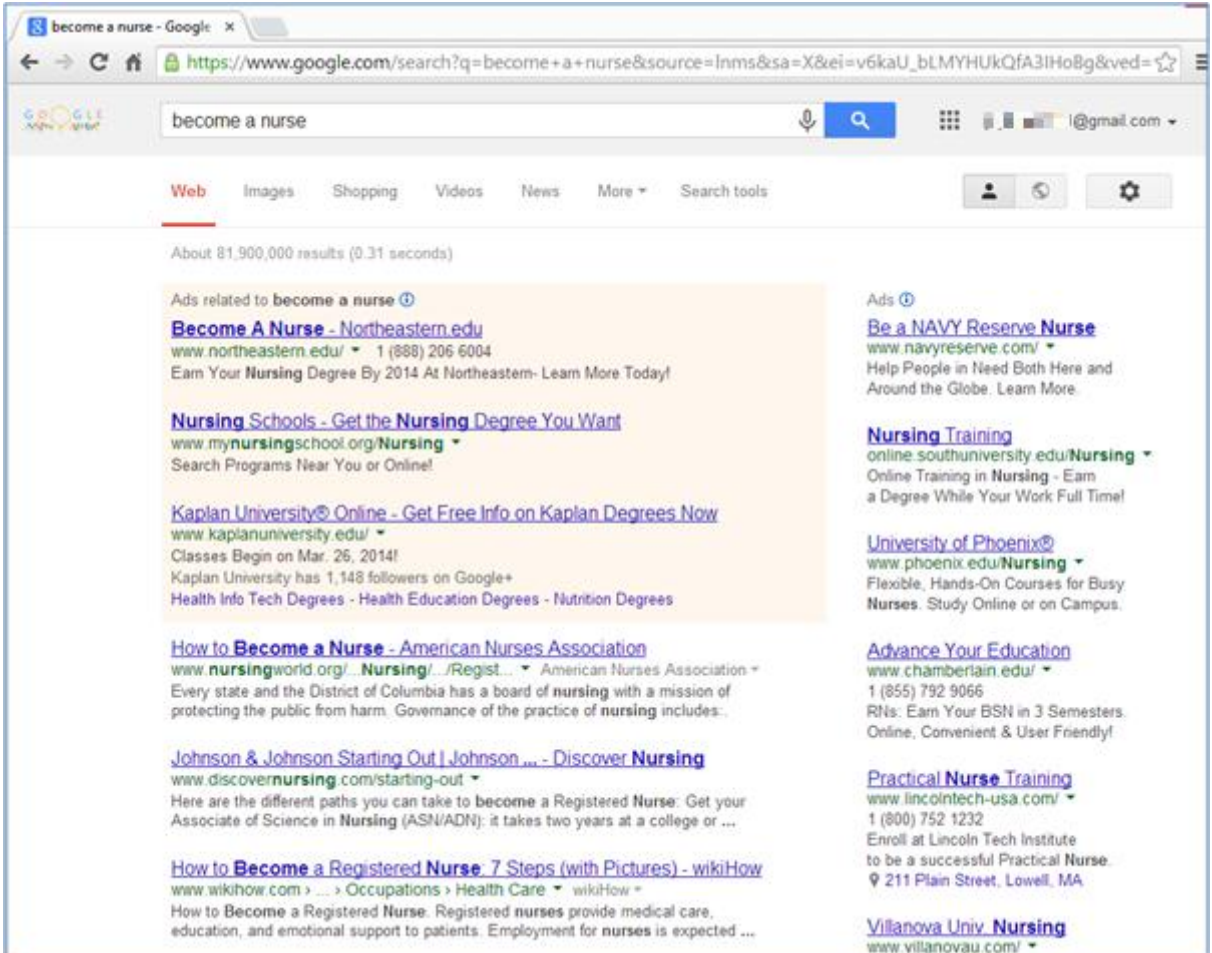
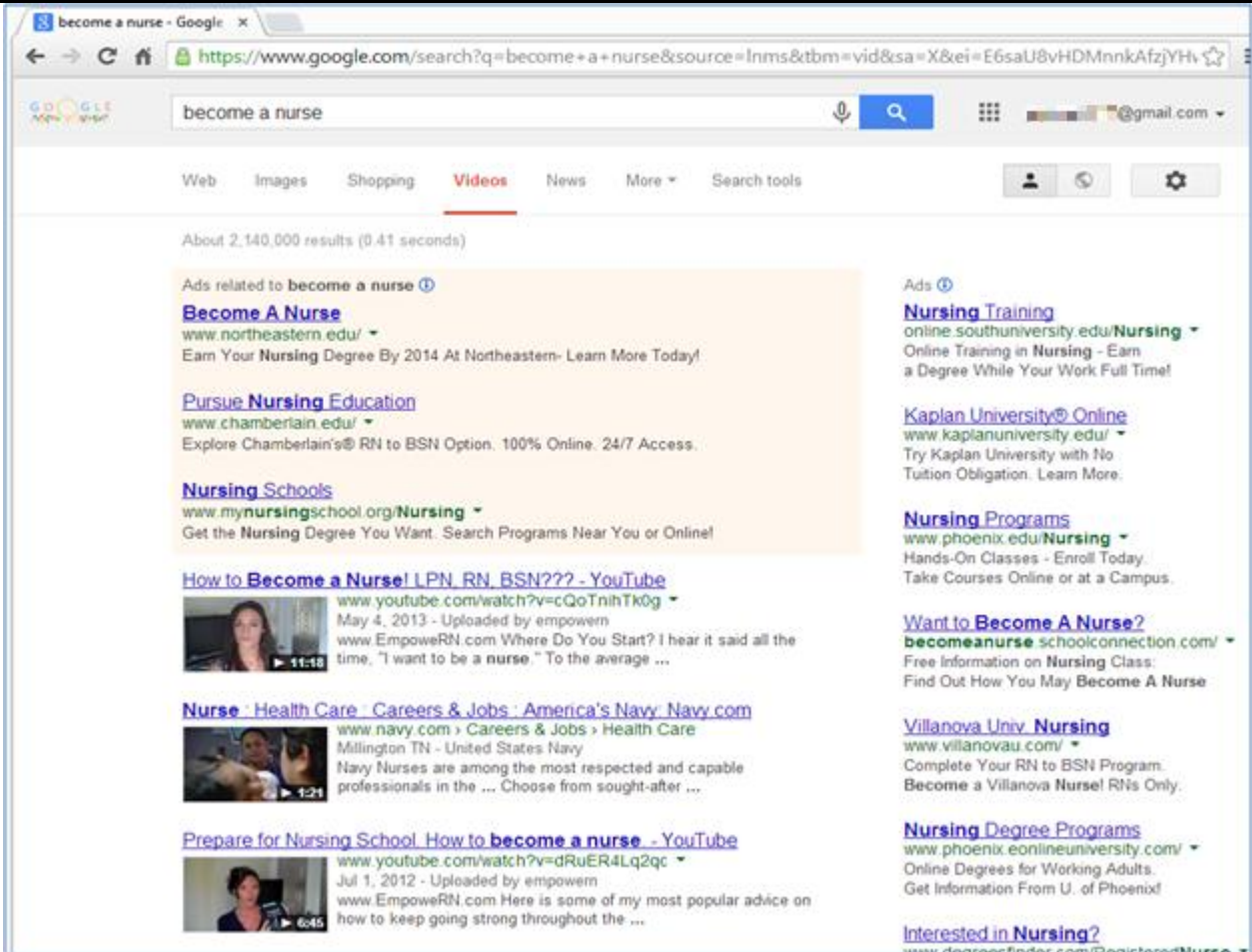
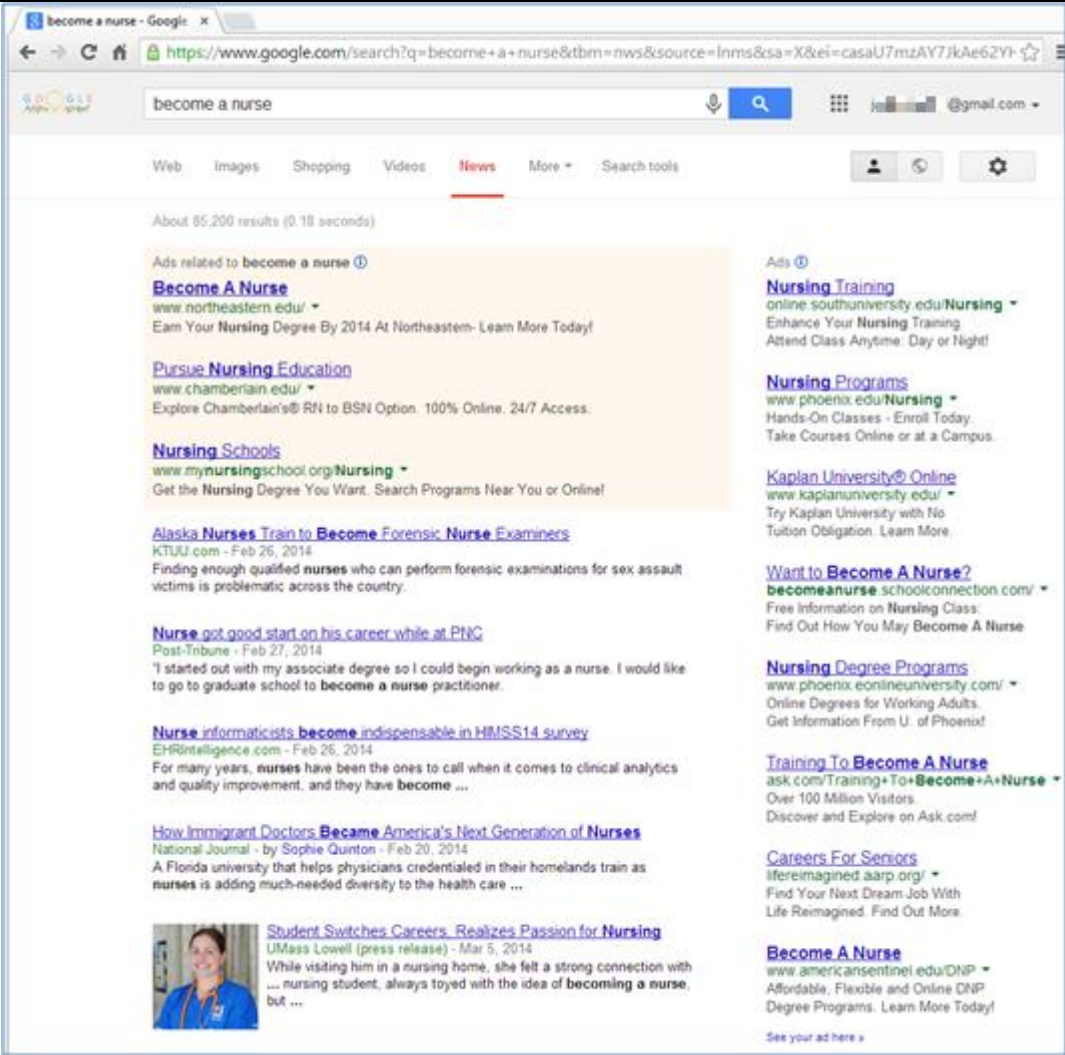
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Google Search App Running on iOS 7.1</p>  <p>The screenshot shows a mobile browser interface. The top part is a YouTube search page with the URL 'www.youtube.com' and a search bar containing 'become a nurse'. Below this is a Google Custom Search widget with the same search term 'become a nurse' and a 'Search' button. The URL at the bottom of the screenshot is 'http://www.4nursing.com/search-our-site-or-search-the-internet.html'.</p>

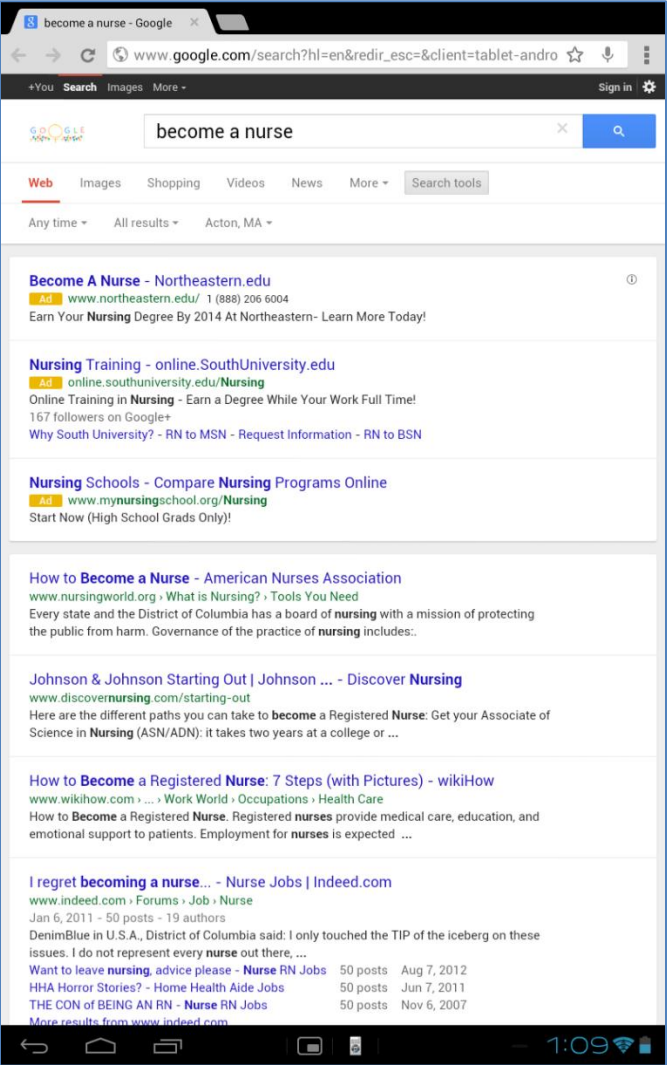
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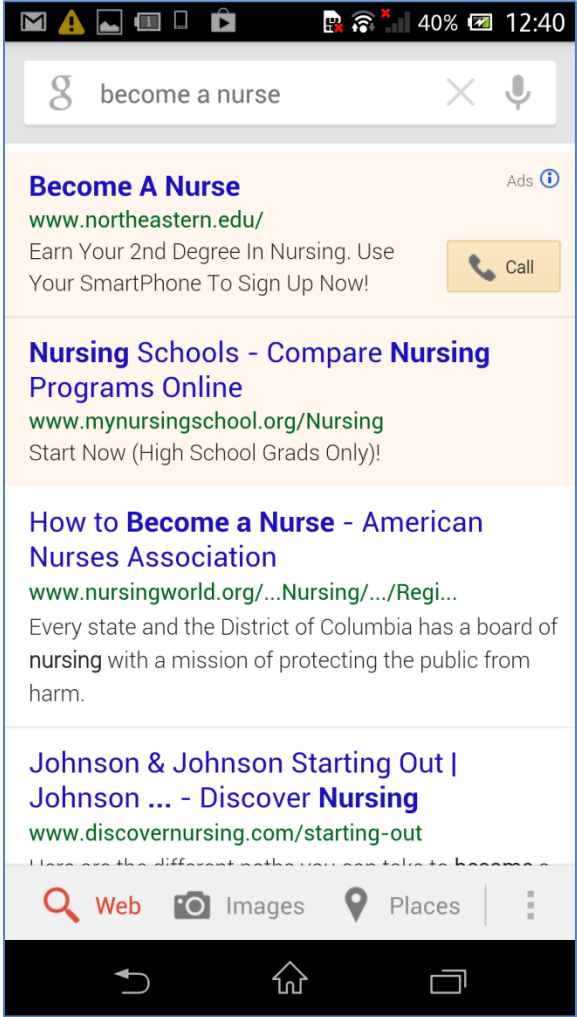
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pg_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEIIlbbJAQiitskBCKm2yQEIXLbJAQiehsobCKKIYgEIuYjKAQ== 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_KCpZ55iFlc61B2- cGzNoU7vTcLZnq5JPyhQHA7twmtH2bqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdc55 _VzLPu_fa_Xj8Oo6IqdgfhMggjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6Wd1nPtpPc6aRrywbiPW- n74tUdvT2J3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXi2Dv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrxR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhdV4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request" of Advanced Search</p>
<p>searching at least one database having data network related information using the search argument to generate</p>	<p>The Accused Instrumentalities search at least one database having data network related information using the search argument to generate search results.</p> <p>See above.</p>

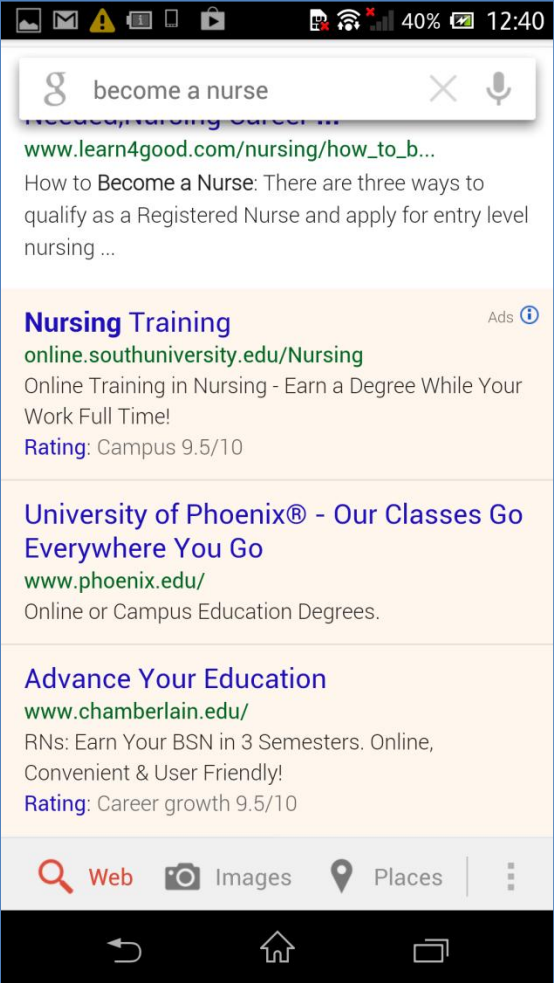
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
search results;	 <p>The screenshot shows a Google search for "become a nurse". The search results include several advertisements and organic search results. The advertisements are:</p> <ul style="list-style-type: none"> Become 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/.../Regist... American Nurses Association Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:.. Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com > ... > Occupations > Health Care > wikiHow How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ...

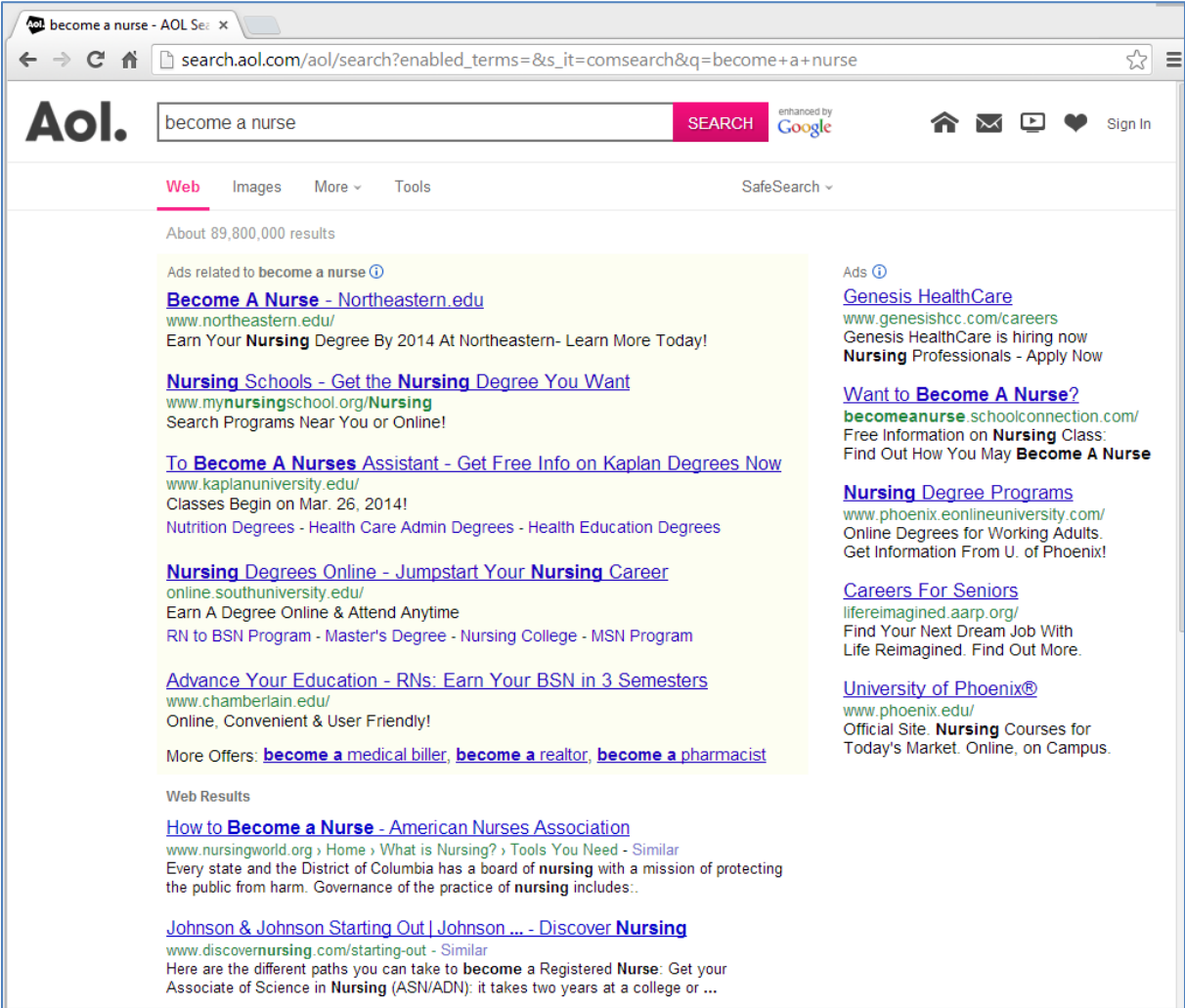
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a desktop browser. The search results page includes several advertisements and video thumbnails. The ads are for nursing programs from Northeastern University, Chamberlain College of Nursing, and MyNursingSchool.org. There are also three video results from YouTube, with titles like "How to Become a Nurse! LPN, RN, BSN???", "Nurse - Health Care Careers & Jobs - America's Navy", and "Prepare for Nursing School. How to become a nurse". On the right side, there are more ads for "Nursing Training" from South University, "Kaplan University Online", "Nursing Programs" from Phoenix College, "Want to Become A Nurse?" from SchoolConnection.com, "Villanova Univ Nursing", "Nursing Degree Programs" from Phoenix College, and "Interested in Nursing?".</p>

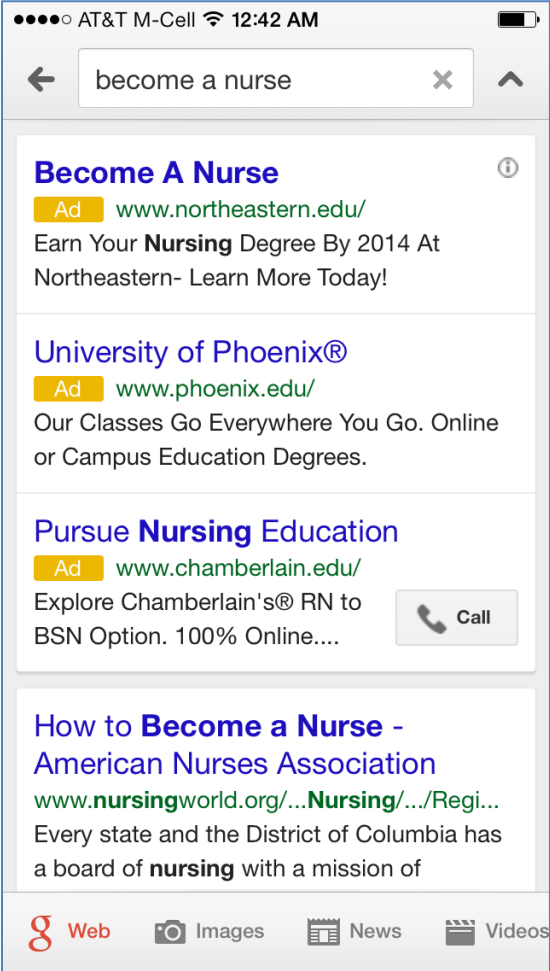
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 85,200 results. The results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Pursue Nursing Education (www.chamberlain.edu): Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access. Nursing Schools (www.mynursingschool.org): 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>News:</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.phoenixonlineuniversity.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>See your ad here ></p>

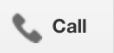
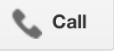
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing 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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › 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...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 › ... › 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 ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › 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, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

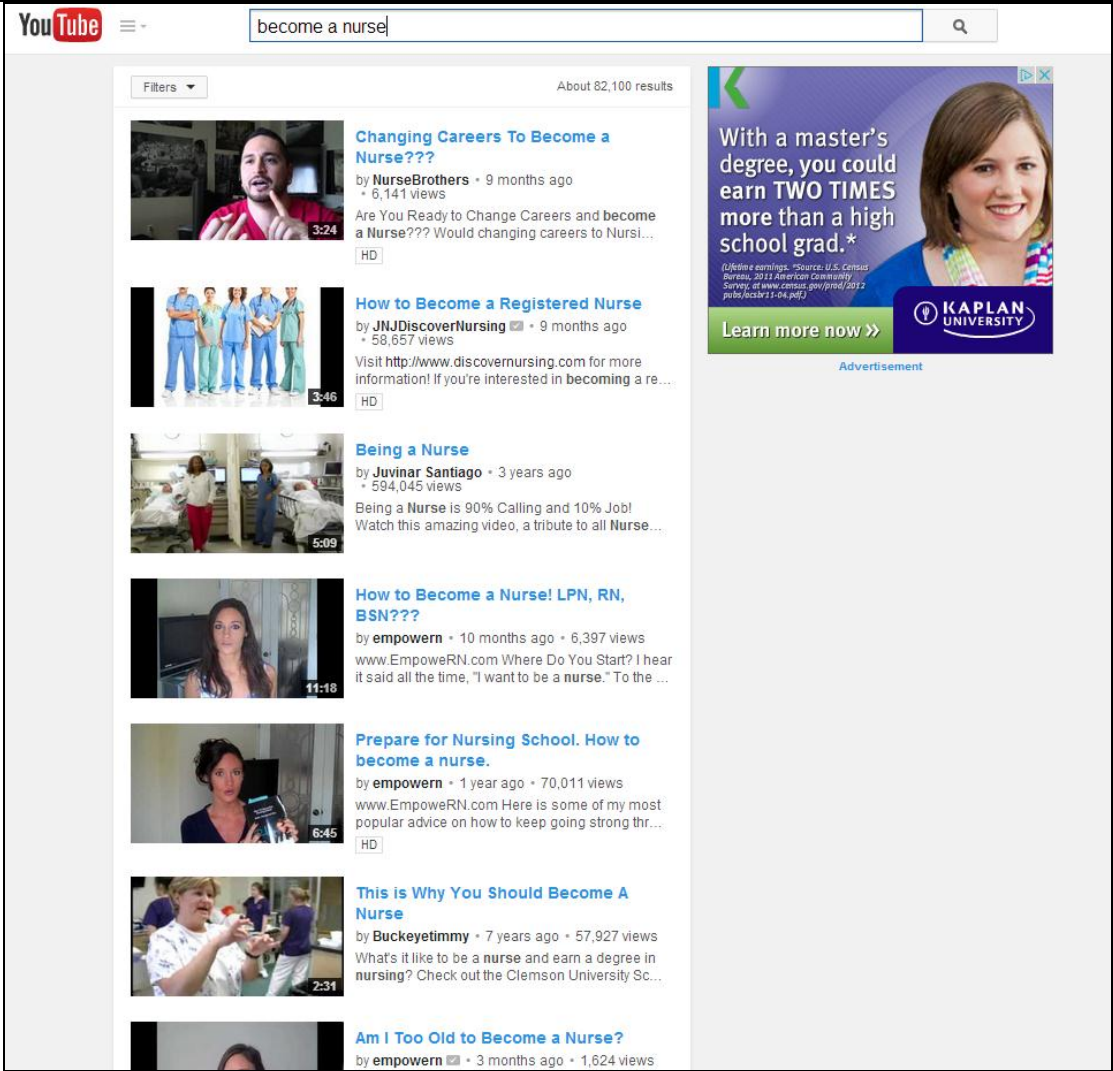
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several advertisements and organic search results. The first ad is for "Become A Nurse" from www.northeastern.edu, featuring 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 Discover Nursing.</p>

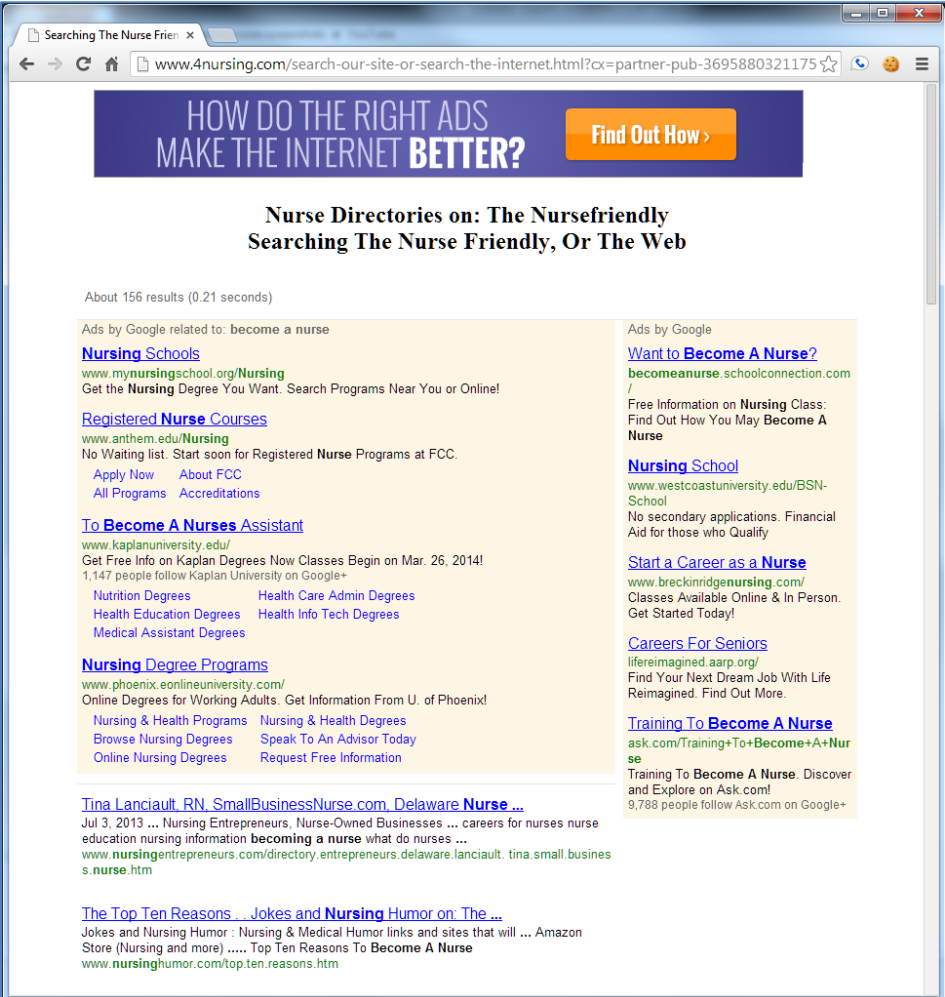
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing with a rating of 9.5/10. The second ad is for "University of Phoenix® - Our Classes Go Everywhere You Go" from www.phoenix.edu/. The third ad is for "Advance Your Education" from www.chamberlain.edu/ with a rating of 9.5/10. The interface includes a search bar, navigation icons, and a status bar at the top showing 40% battery and 12:40.</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 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.genesishcc.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.

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	 <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>

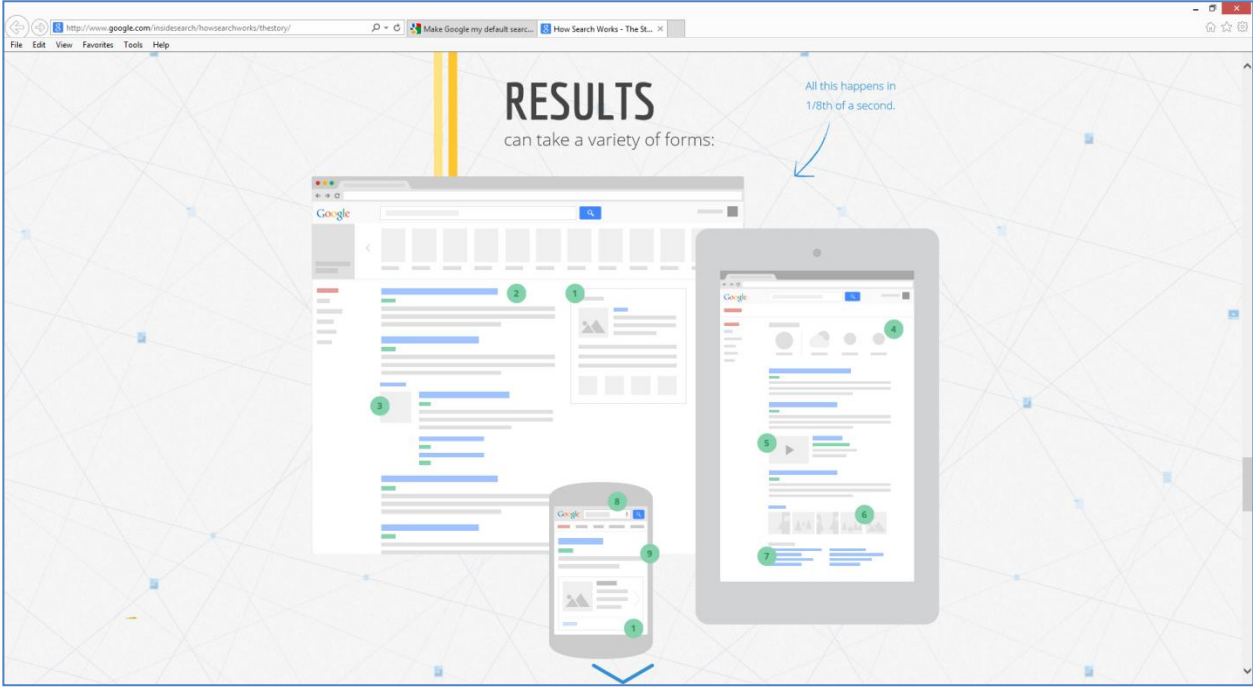
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="995 293 1545 1273"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix!  Nursing Programs - Nursing Degrees</p></div>

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	 <p>The screenshot shows a YouTube search interface with the query "become a nurse" entered in the search bar. The search results are displayed in a list format, including video thumbnails, titles, channel names, and view counts. An advertisement for Kaplan University is also visible on the right side of the page.</p> <p>YouTube Search Results:</p> <ul style="list-style-type: none">Changing Careers To Become a Nurse??? by NurseBrothers • 9 months ago • 6,141 viewsHow to Become a Registered Nurse by JNJDiscoverNursing • 9 months ago • 58,657 viewsBeing a Nurse by Juvinar Santiago • 3 years ago • 594,045 viewsHow to Become a Nurse! LPN, RN, BSN??? by empowern • 10 months ago • 6,397 viewsPrepare for Nursing School. How to become a nurse. by empowern • 1 year ago • 70,011 viewsThis is Why You Should Become A Nurse by Bucketetimmy • 7 years ago • 57,927 viewsAm I Too Old to Become a Nurse? by empowern • 3 months ago • 1,624 views <p>Advertisement: Kaplan University. "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Learn more now >></p>

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	 <p>The screenshot shows a search results page from 4nursing.com. At the top, there is a banner that reads "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" with a "Find Out How >" button. Below the banner, the search title is "Nurse Directories on: The Nursefriendly Searching The Nurse Friendly, Or The Web". The results show "About 156 results (0.21 seconds)". There are two columns of "Ads by Google" related to "become a nurse". The left column includes links for "Nursing Schools", "Registered Nurse Courses", "To Become A Nurses Assistant", and "Nursing Degree Programs". The right column includes links for "Want to Become A Nurse?", "Nursing School", "Start a Career as a Nurse", "Careers For Seniors", and "Training To Become A Nurse". Below the ads, there are organic search results, including one from Tina Lanciault RN about "Small Business Nurse.com" and another about "The Top Ten Reasons... Jokes and Nursing Humor on The...".</p>



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	<table border="0"><tr><td data-bbox="625 342 1031 375">Finding information by crawling</td><td data-bbox="1310 342 1766 375">Organizing information by indexing</td></tr><tr><td data-bbox="625 399 1209 553"><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></td><td data-bbox="1310 399 1898 618"><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></td></tr><tr><td data-bbox="625 594 1209 716"><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></td><td data-bbox="1310 659 1898 911"><p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p></td></tr><tr><td data-bbox="625 756 1209 911"><p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p></td><td data-bbox="1310 951 1955 984"><p>https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p></td></tr></table>	Finding information by crawling	Organizing information by indexing	<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 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 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>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>	<p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>
Finding information by crawling	Organizing information by indexing								
<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 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 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>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>								
<p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p>https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p>								

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="722 315 1921 441"><h1>① BEFORE YOU SEARCH</h1></div> <p data-bbox="722 461 1858 662">The journey of a search query begins long before you type your search into Google. We use software robots, known as web crawlers or spiders, that find webpages to include later in Google search results. Google's software stores data about these pages in data centers. The web is like a book with trillions of pages, and our job is to index that book.</p> <hr data-bbox="722 678 1858 685"/> <p data-bbox="722 711 1858 857">Our index is well over 100,000,000 gigabytes</p> <hr data-bbox="722 873 1858 880"/> <p data-bbox="722 899 1858 1068">We've spent over 1million computing hours building the index so far</p> <p data-bbox="592 1084 1957 1156">https://static.googleusercontent.com/media/www.google.com/en/us/intl/en/insidesearch/howsearchworks/assets/searchInfographic.pdf</p>

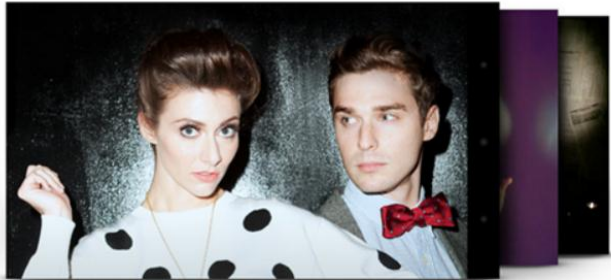
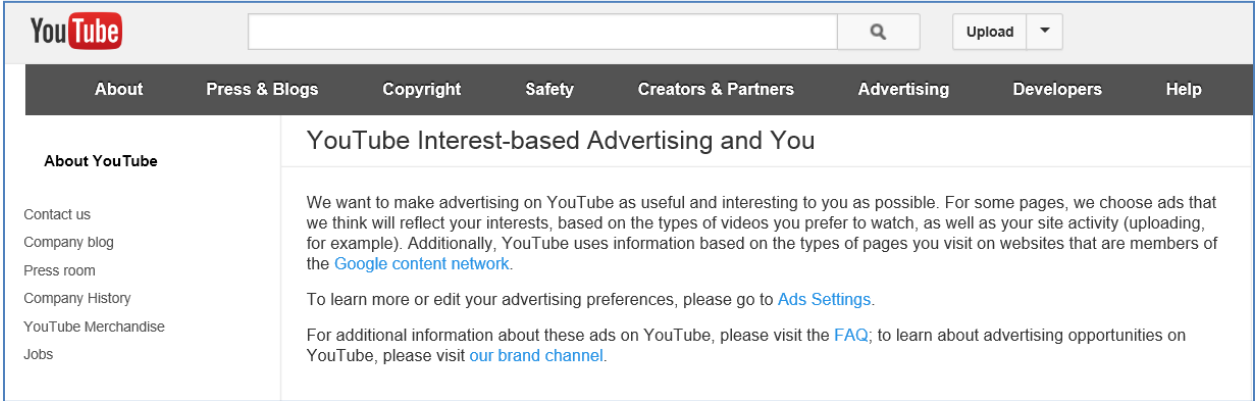
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search results page on a desktop monitor, a tablet, and a smartphone. The desktop screen displays the word "RESULTS" in large letters, followed by the text "can take a variety of forms:". Below this, there are several search results cards. A blue arrow points to the text "All this happens in 1/8th of a second." The desktop browser address bar shows "http://www.google.com/insidesearch/howsearchworks/thestory/".</p> <p>http://www.google.com/insidesearch/howsearchworks/thestory/</p>
selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	The Accused Instrumentalities select at least one advertisement from an advertisement database relating to the search argument using the user profile data. See claim 1 above.

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	<div data-bbox="722 305 1058 360" data-label="Section-Header"> <h2>Ad relevance</h2> </div> <div data-bbox="722 418 1478 448" data-label="Text"> <p>A keyword status that measures how closely related your keyword is to your ads.</p> </div> <div data-bbox="722 477 1873 1114" data-label="List-Group"> <ul style="list-style-type: none"> • This status describes how well your keyword matches the message in your ads. For example, if someone searches for your keyword and your ad shows up, would your ad seem directly relevant to their search? • There are three possible statuses you can get: above average, average, or below average. <ul style="list-style-type: none"> ◦ Having an "average" or "above average" status means that there are no major problems with this keyword's ad relevance when compared to all other keywords across AdWords. ◦ A "below average" status means that your ad or keyword may not be specific enough or that your ad group may cover too many topics. Try creating tightly-themed ad groups by making sure that your ads are closely related to a smaller group of keywords. • Use this status to help identify keywords that might not be relevant enough to your ads to perform well. • It's possible for a keyword to have a high Quality Score and low ad relevance (or vice versa) because AdWords looks at a number of different quality factors when determining Quality Score. Even if your overall Quality Score is high, looking at the individual factors can help you identify potential areas for improvement. • To see the ad relevance status for your keywords, go to the Keywords tab on your Campaigns page and hover over the speech bubble icon next that's next to a keyword. • Paused keywords will retain whatever scores they had when they were last active. Therefore, it may not be useful to look at these scores over time. We encourage advertisers to focus on active keywords when looking at their Quality Score sub-metrics, since these scores will be constantly updated. </div> <div data-bbox="953 1140 1957 1172" data-label="Text"> <p>https://support.google.com/adwords/answer/1659752?hl=en&ref_topic=24937</p> </div>

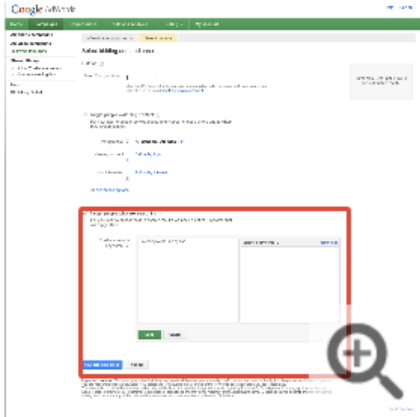
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="814 293 1772 1321" style="border: 1px solid black; padding: 10px;"> <h3 data-bbox="835 321 1575 418">How ads are matched to geographic locations</h3> <ul data-bbox="856 467 1722 630" style="list-style-type: none"> • 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="842 651 1738 695" style="border: 1px dashed gray; padding: 5px; margin: 10px 0;"> <p>– Where your users are located (physical location)</p> </div> <p data-bbox="886 732 1705 808">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="905 833 1010 849" style="list-style-type: none"> • IP address: <p data-bbox="919 878 1726 922">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="919 951 1726 1027">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="905 1052 1045 1068" style="list-style-type: none"> • Device location: <p data-bbox="919 1097 1734 1141">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="940 1166 1726 1295" 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. <p data-bbox="1188 1328 1957 1360" style="text-align: right;">https://support.google.com/adwords/answer/2453995?hl=en</p> </div>

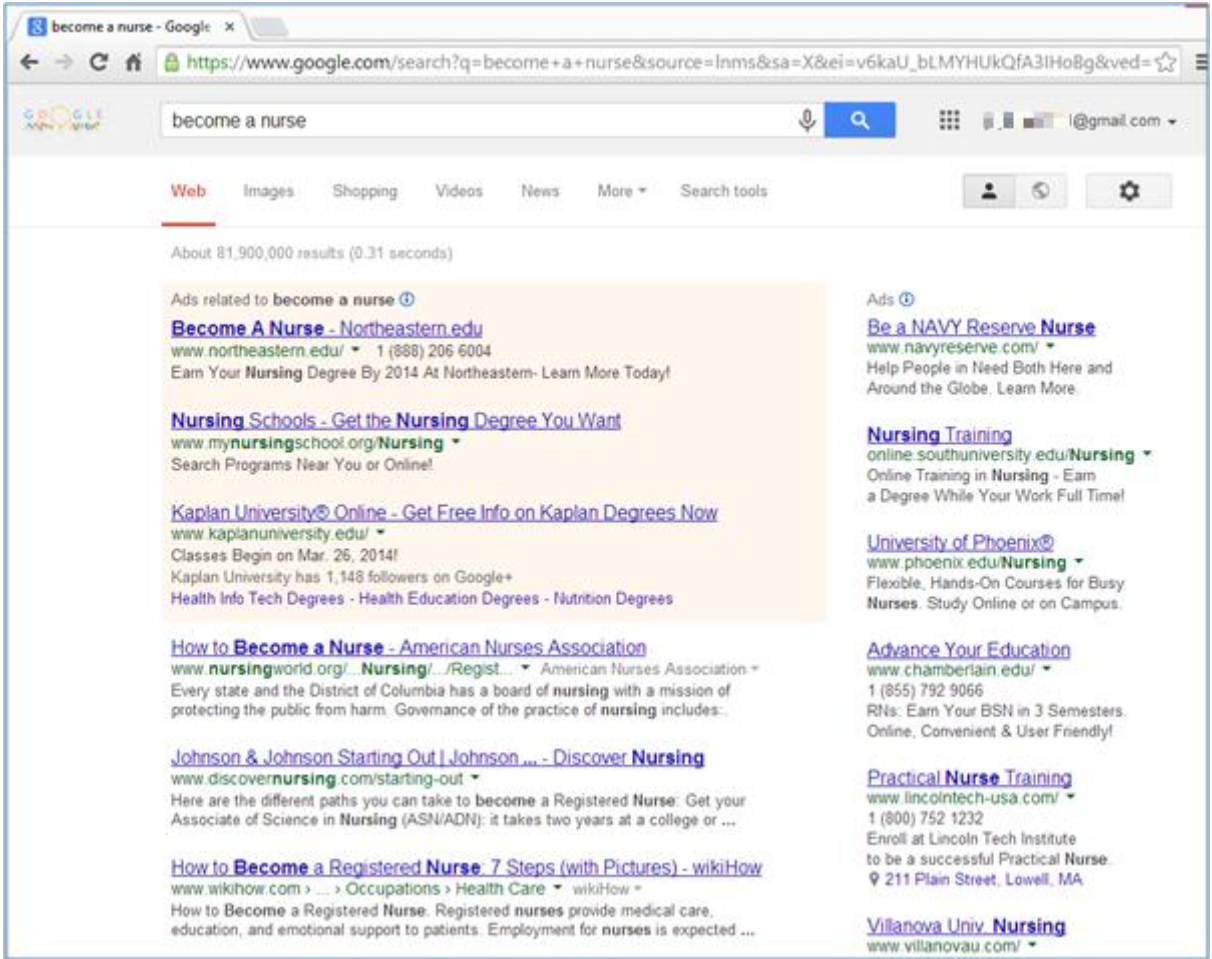
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 293 1927 1218"> <p>Why you may see particular ads</p> <p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p>  <p>Search ad Gmail ad Display ad</p> <p>On Google 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 data-bbox="982 1224 1955 1256">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

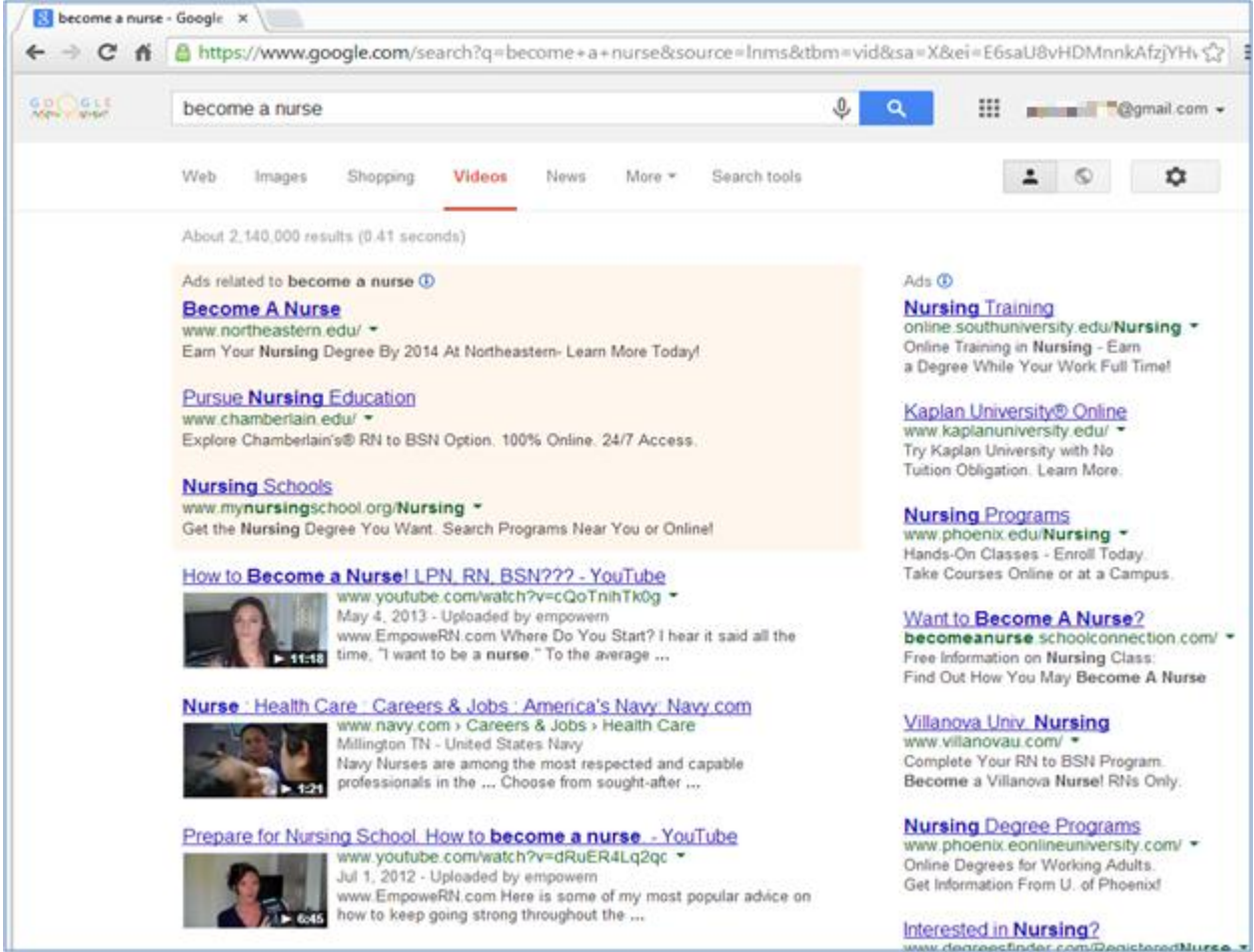
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1203 393"><h2>About Ads Settings</h2></div> <p data-bbox="653 444 1892 513">Ads Settings is a Google tool that helps you control the ads you see on Google services and on websites that partner with Google such as through Google's Display Network.</p> <p data-bbox="653 548 932 583">What it lets you do</p> <ul data-bbox="688 618 1902 878" style="list-style-type: none">• Find out why you may see particular ads. Ads Settings can give you insight into what's being used to show you ads, such as your demographic details and some of your interests.• Make the ads you see more relevant. Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.• Remove unwanted ads. Block specific advertisers. Or, use Ads Settings to opt out of interest-based ads altogether. You'll still see ads, but they won't be interest-based. <p data-bbox="1255 946 1955 980">https://support.google.com/ads/answer/2662856?hl=en</p>

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	<div data-bbox="646 293 1892 685"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1228 691 1955 724">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="646 764 1892 1162"><p>YouTube <input type="text"/> <input type="button" value="Q"/> <input type="button" value="Upload"/></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="1402 1170 1955 1203">http://www.youtube.com/t/ads_preferences</p>

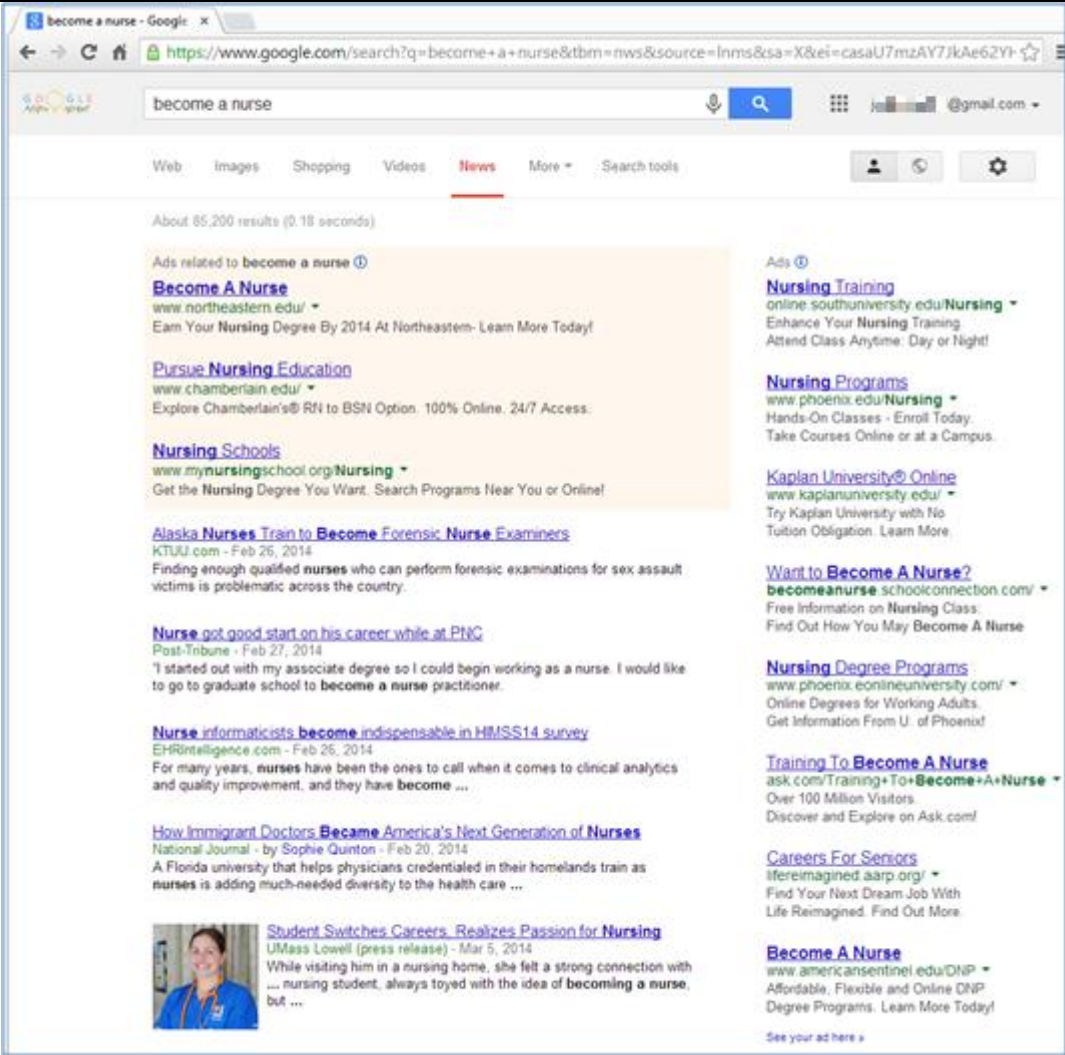
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="711 310 1031 342">About targeting groups</p> <p data-bbox="711 375 1923 440">A targeting group lets you mix and match targeting settings in one group, and apply them to one or more ads. With AdWords for video, "ad groups" don't exist like they do with other ad campaigns outside this campaign tool.</p> <p data-bbox="711 472 1356 496">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 529 1902 1159" style="list-style-type: none"> <li data-bbox="737 529 1087 553">• Demographics: Age and gender. <li data-bbox="737 570 1709 594">• Topics: YouTube video or Google Display Network content targeted by category or sub-category. <li data-bbox="737 610 1871 667">• 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="737 683 1892 878">• 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="779 773 1535 878" style="list-style-type: none"> <li data-bbox="779 773 1184 797">◦ Channels (YouTube Partner Channels) <li data-bbox="779 813 1052 837">◦ Videos (YouTube Videos) <li data-bbox="779 854 1535 878">◦ Sites (Google Display Network - includes YouTube.com as a publisher site) <li data-bbox="737 911 1902 1008">• 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="737 1024 1845 1081">• 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="737 1097 1902 1159">• 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 1179 1955 1211" style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>

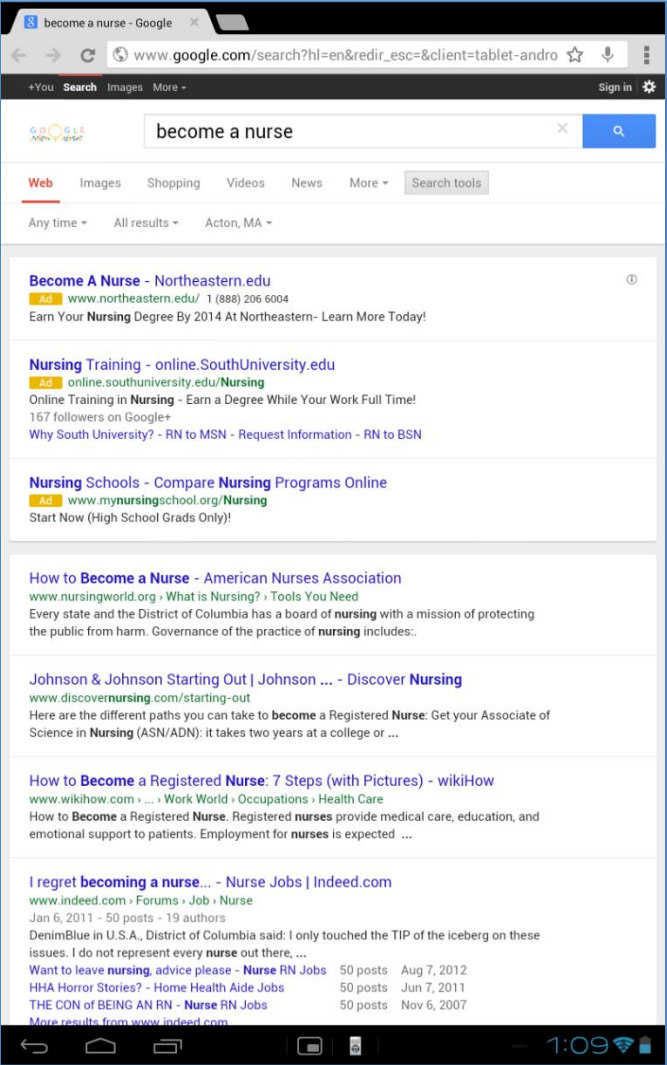
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	<p>2. Target people who are searching (TrueView in-search):</p> <ul style="list-style-type: none"> ◦ Search keywords: Enter keywords to reach viewers searching YouTube for video content.  <p>Note</p> <p>Only In-Search ads will be targeted with these keywords.</p> <p>To target people as they're searching for content, make sure at least one ad associated with this targeting group is running on the In-Search format.</p> <p style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>
<p>transmitting the search results together with the at least one advertisement via the</p>	<p>The Accused Instrumentalities transmit the search results together with the at least advertisement via the communications link to the data processing device.</p>

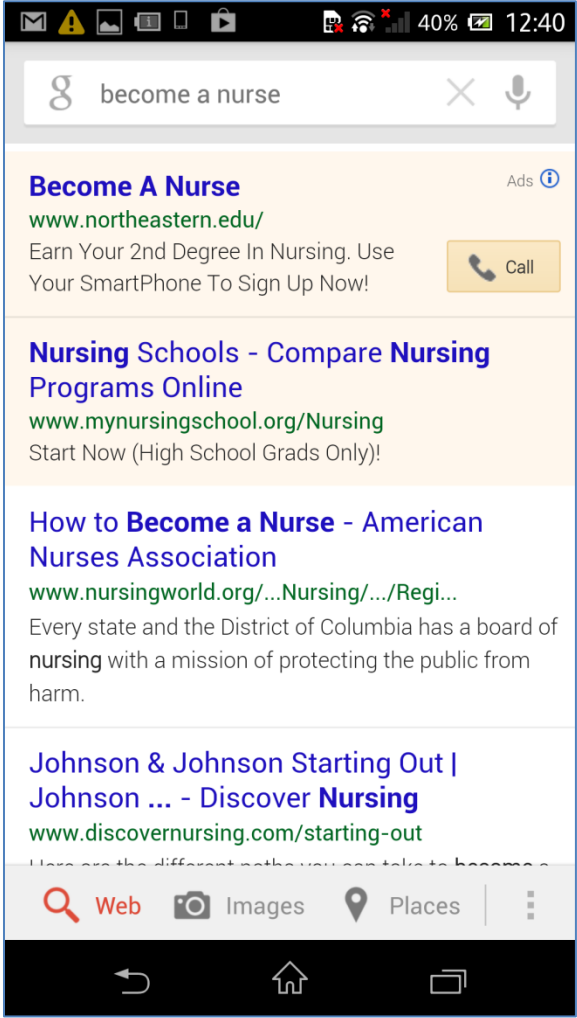
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
communications link to the data processing device.	See above.  A screenshot of a Google search results page for the query "become a nurse". The page shows approximately 81,900,000 results. The top section is titled "Ads related to become a nurse" and lists several sponsored links. These include: "Become A Nurse - Northeastern.edu" with the URL www.northeastern.edu/ and phone number 1 (888) 206 6004; "Nursing Schools - Get the Nursing Degree You Want" from mynursingschool.org; "Kaplan University® Online - Get Free Info on Kaplan Degrees Now" from kaplanuniversity.edu/; "How to Become a Nurse - American Nurses Association" from nursingworld.org; "Johnson & Johnson Starting Out Johnson... - Discover Nursing" from discovernursing.com; "How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow" from wikihow.com; "Be a NAVY Reserve Nurse" from navyreserve.com; "Nursing Training" from online.southuniversity.edu; "University of Phoenix®" from phoenix.edu; "Advance Your Education" from chamberlain.edu; "Practical Nurse Training" from lincolntech-usa.com; and "Villanova Univ. Nursing" from villanovau.com/.

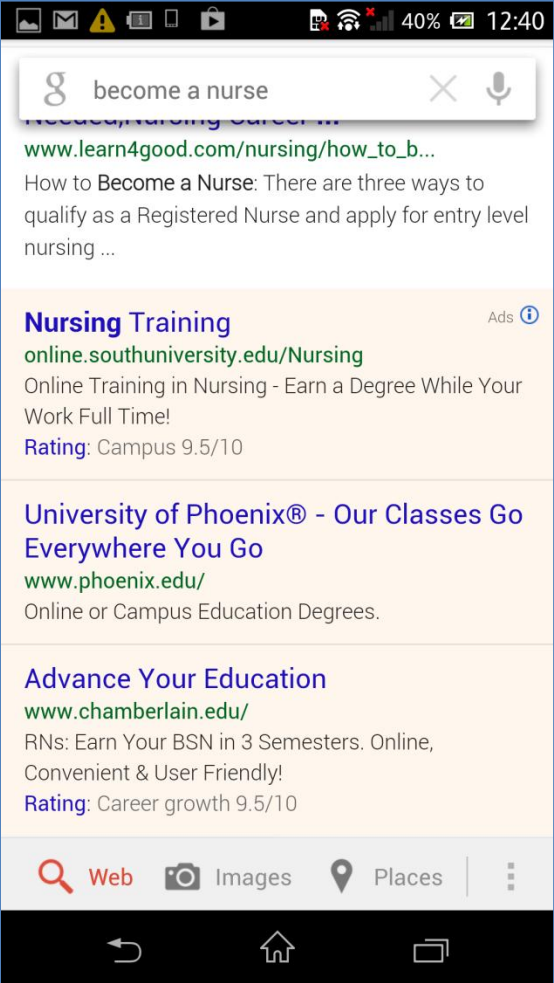
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The search results are categorized into "Ads related to become a nurse" and "Videos".</p> <p>Ads related to become a nurse:</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! <p>Videos:</p> <ul style="list-style-type: none">How to Become a Nurse! LPN, RN, BSN??? - YouTube (www.youtube.com/watch?v=cQoTnihTk0g) - May 4, 2013 - Uploaded by empower. 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) - 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>Other search results (right side):</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.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix!Interested in Nursing? (www.degreefinder.com/RegisteredNurse)

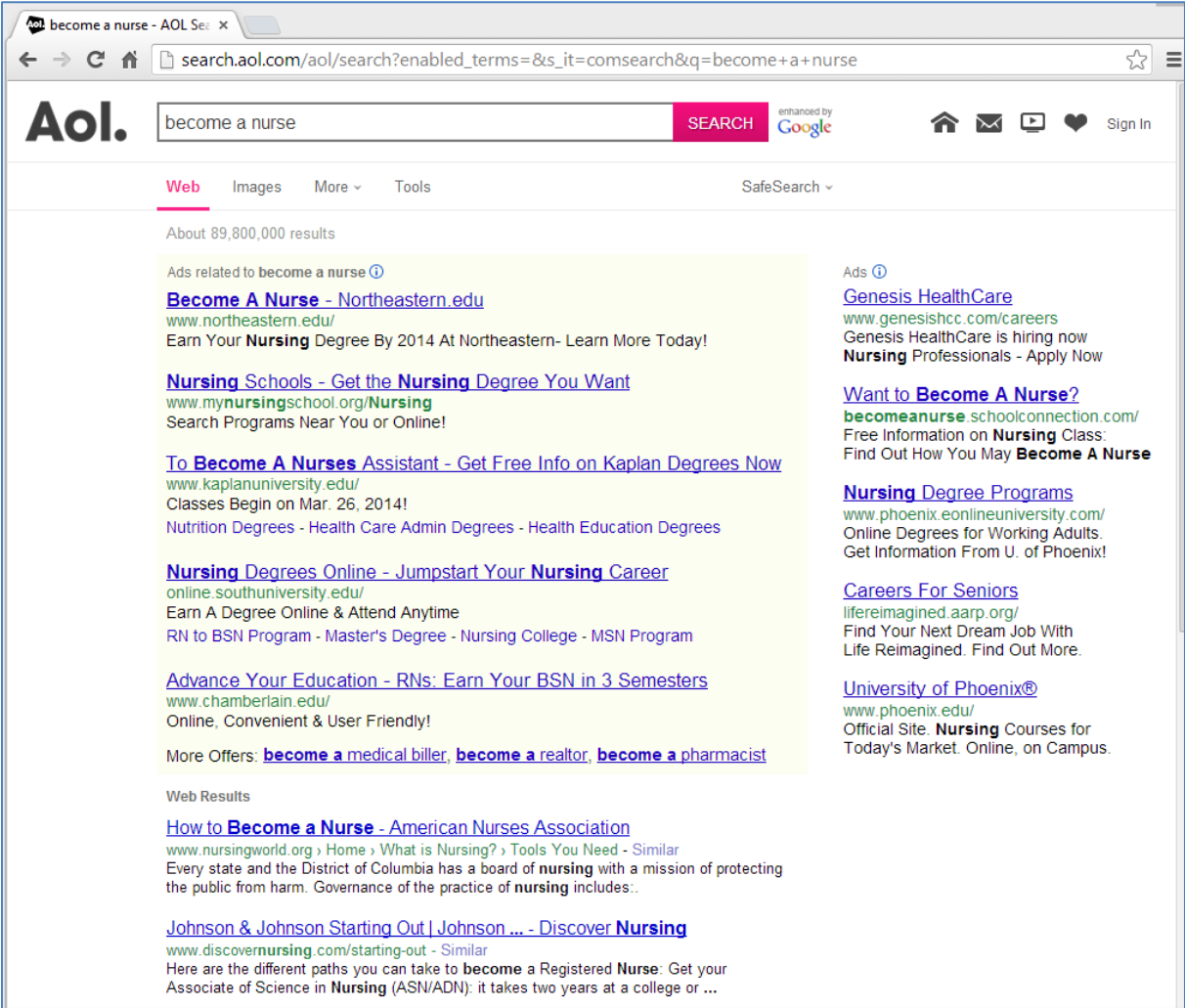
Case No. 2:13-cv-893
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

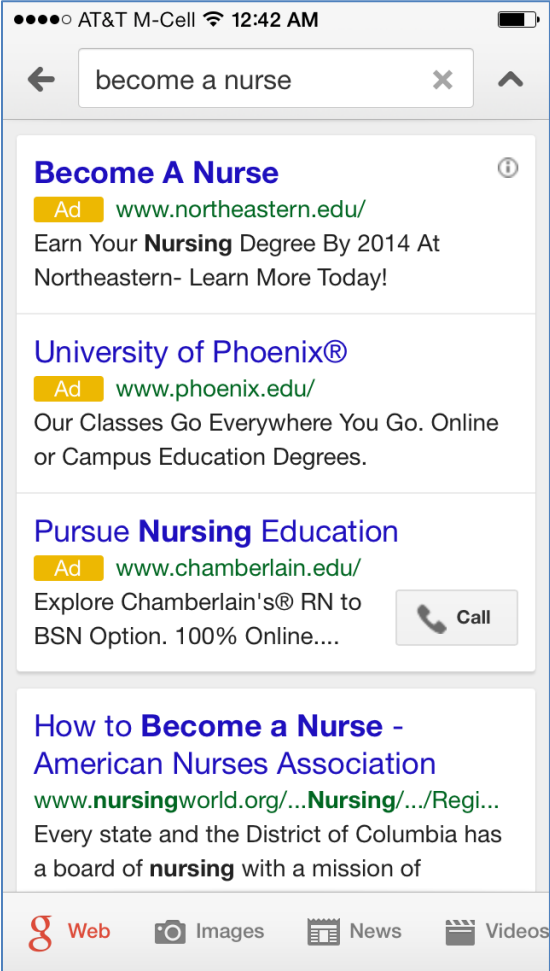
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on the date of February 26, 2014. The search results page displays approximately 85,200 results. The top section features several sponsored ads related to nursing education, including "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, and "Nursing Schools" from mynursingschool.org. Below the ads, there are several news articles and snippets, such as "Alaska Nurses Train to Become Forensic Nurse Examiners" from KTUU.com, "Nurse got good start on his career while at PNC" from Post-Tribune, and "Nurse informaticists become indispensable in HIMSS14 survey" from EHRIntelligence.com. On the right side of the page, there are additional sponsored ads for "Nursing Training" from southuniversity.edu, "Nursing Programs" from phoenix.edu, "Kaplan University Online", "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Nursing Degree Programs" from phoenix.collegeuniversity.com, "Training To Become A Nurse" from ask.com, "Careers For Seniors" from ifereimagined.aarp.org, and "Become A Nurse" from americansentinel.edu. The search bar at the top shows the query "become a nurse" and the search results are filtered by "News".</p>

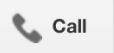
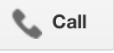
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing 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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › 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...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 › ... › 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 ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › 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, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several 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 Discover Nursing.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... and three sponsored advertisements. The first ad is for "Nursing Training" from online.southuniversity.edu/Nursing with a rating of 9.5/10. 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/ with a rating of 9.5/10. The interface includes a search bar, navigation icons, and a status bar at the top showing 40% battery and 12:40.</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="995 293 1545 1273"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Description: "Are You Ready to Change Careers and become a Nurse???. Would changing careers to Nursi..."
- How to Become a Registered Nurse** by 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 Bucketetimmy • 7 years ago • 57,927 views. Description: "What's it like to be a nurse and earn a degree in nursing? Check out the Clemson University Sc..."
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

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

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 2	
<p>The method of claim 1, wherein the user profile data includes prior purchasing information regarding the user.</p>	<p>Upon information and belief, user profile data includes prior purchasing information regarding the user.</p> <p>See claim 1 above.</p> <div data-bbox="646 529 1892 792" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; font-size: 1.2em;">Using Google Wallet for purchases</p> <p>To make purchases on Google Play, you'll need a Google Wallet account. Google Wallet stores your payment information, transaction history, and is free to use.</p> </div> <p style="text-align: right; margin: 10px 0;">https://support.google.com/googleplay/answer/2411788?hl=en</p> <div data-bbox="646 967 1892 1330" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <ul style="list-style-type: none"> • Transaction information - When you use Google Wallet to conduct a transaction, we may collect information about the transaction, including: Date, time and amount of the transaction, a description provided by the seller of the goods or services purchased, any photo you choose to associate with the transaction, the names and email addresses of the seller and buyer (or sender and recipient), the type of payment method used, your description of the reason for the transaction, and the offer associated with the transaction, if any. <p>How we use the information we collect</p> <p>In addition to the uses listed in the Google Privacy Policy, we use the information you provide us, as well as information about you from third parties, in order to provide you with Google Wallet services, and to protect you from fraud, phishing or other misconduct. Such information may also be used to assist third parties in the provision of products or services that you request from them.</p> <p>Your registration information is stored in association with your Google Account and your registration of a payment method will be stored on Google's servers. In addition, certain data elements may also be stored on your mobile device in encrypted form.</p> </div>

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7,933,883

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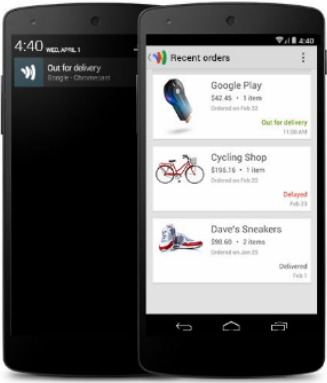
<https://wallet.google.com/legaldocument?family=0.privacynotice>

Google Commerce search

Classic ▾ | Home About our new look About

MAR 12 Automatically keep track of your online purchases right in the Google Wallet app

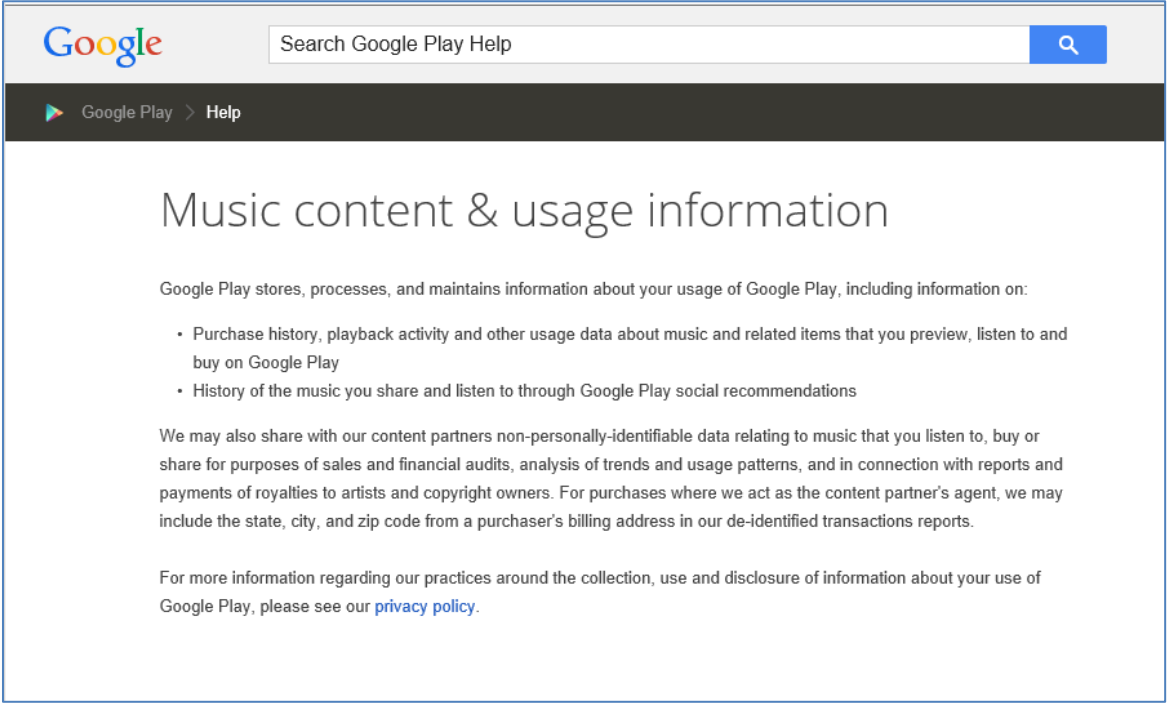
Want to spend less time worrying about your online purchases? With Orders, a new feature in the latest version of the Google Wallet app for both **Android** (v. 4.0+, US only) and **iOS** (v. 6.0+, US only), you can automatically track your online orders. Google Wallet also notifies you about the status of your orders, plus shows your past orders all in one place.



How it works

Once you activate Orders in Google Wallet, you'll be able to see any receipts sent to your Gmail right in the Google Wallet app. We've also worked with primary package carriers in the US so that when your order status is updated, you'll get notified of the update through Wallet. So whether your order is shipped, out for delivery, or delayed, you'll never wonder about the status of your order.





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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Play Help page. At the top, there is a search bar with the text "Search Google Play Help" and a magnifying glass icon. Below the search bar is a navigation bar with "Google Play > Help". The main heading is "Music content & usage information". The text below reads: "Google Play stores, processes, and maintains information about your usage of Google Play, including information on:" followed by a bulleted list: "• Purchase history, playback activity and other usage data about music and related items that you preview, listen to and buy on Google Play" and "• History of the music you share and listen to through Google Play social recommendations". Below the list, it says: "We may also share with our content partners non-personally-identifiable data relating to music that you listen to, buy or share for purposes of sales and financial audits, analysis of trends and usage patterns, and in connection with reports and payments of royalties to artists and copyright owners. For purchases where we act as the content partner's agent, we may include the state, city, and zip code from a purchaser's billing address in our de-identified transactions reports." At the bottom, it says: "For more information regarding our practices around the collection, use and disclosure of information about your use of Google Play, please see our privacy policy."</p> <p data-bbox="1150 1031 1955 1063">https://support.google.com/googleplay/answer/2566449?hl=en</p>

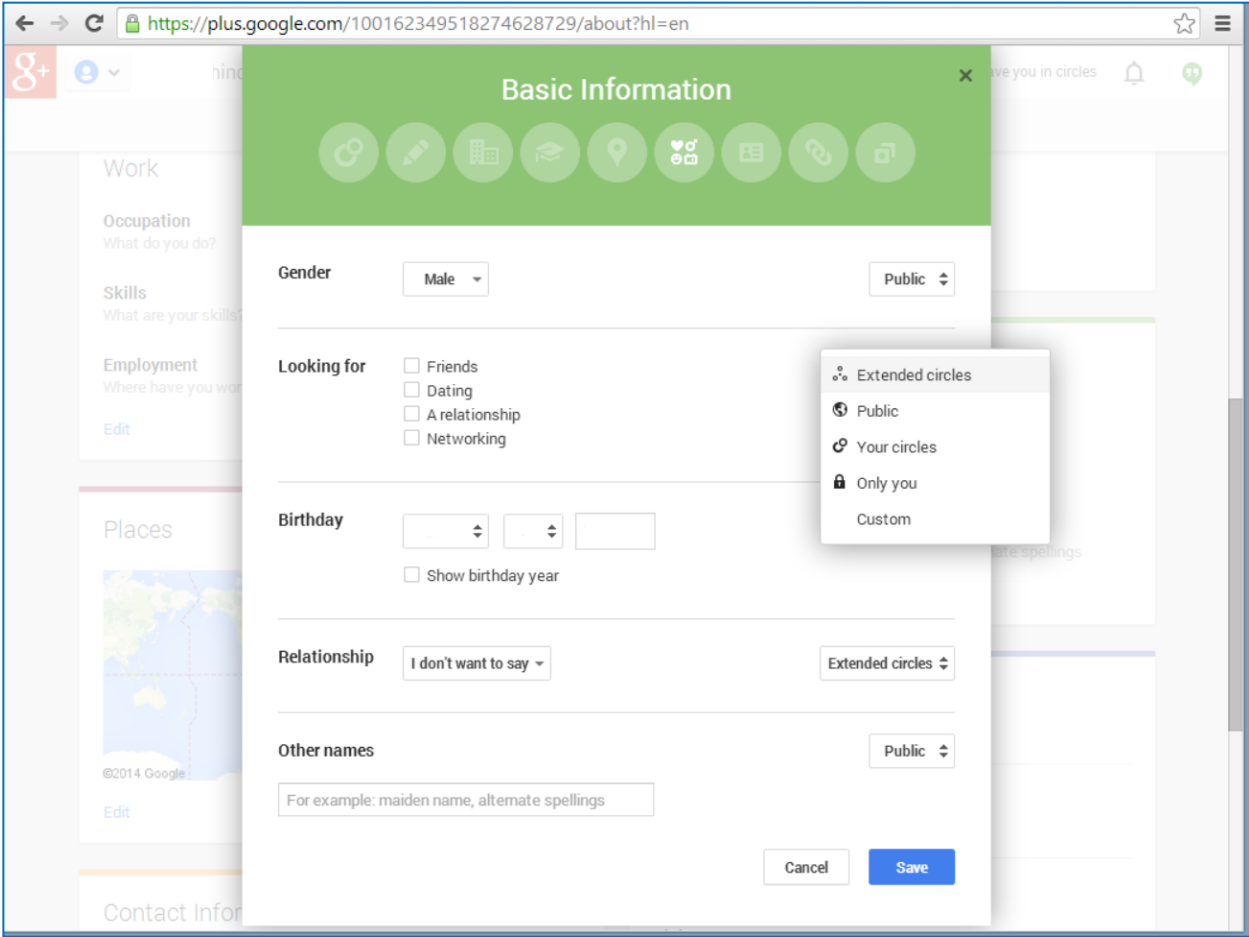
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 293 1745 1312" style="border: 1px solid black; padding: 10px;"> <h2>About Google Web History</h2> <p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p> <p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p> <h3>View and manage your Web History</h3> <p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history ↗. Learn how to delete your Web History ↗, save your Web History ↗, or edit your Web History on your mobile device ↗.</p> <h3>What is stored in your Web History</h3> <p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p> <ul style="list-style-type: none"> • Pages you visit • Searches on Google • Results that appeared, including private results ↗ from Google products like Google+, Gmail, and Google Calendar • Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site • Your IP address • Your browser type and language <h3>Browser history</h3> <p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on Chrome ↗, Safari ↗, Internet Explorer ↗, Toolbar ↗, and Firefox ↗.</p> <h3>How history works when you're signed out</h3> <p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p> <ol style="list-style-type: none"> 1. Visit google.com/history/optout ↗ when not signed in to a Google Account. 2. Click Disable customizations based on search activity. This will turn the setting off for anyone who uses the same browser and computer as you. </div> <p data-bbox="1297 1320 1955 1352" style="text-align: right;">https://support.google.com/accounts/answer/54068</p>




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

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

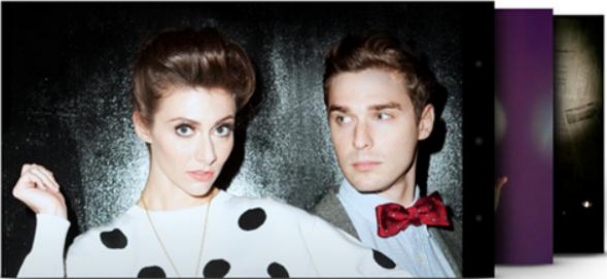
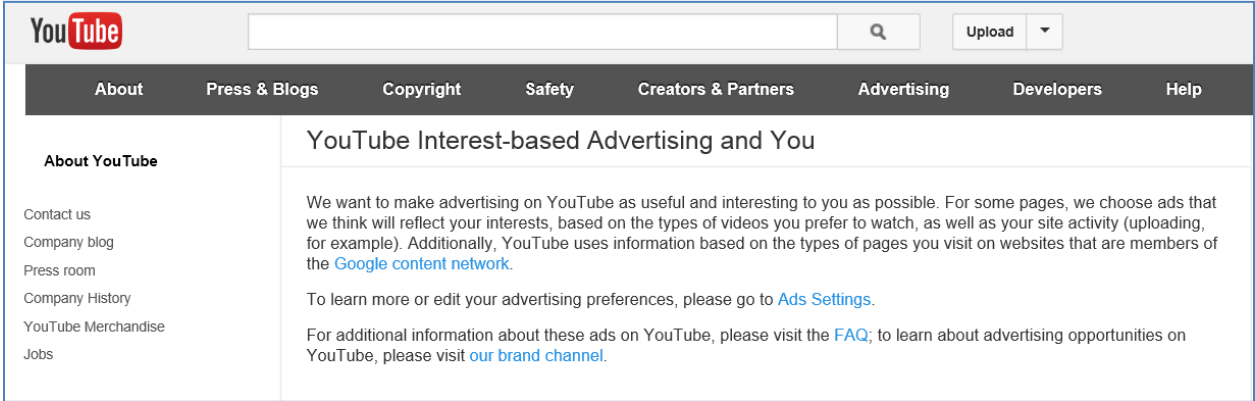
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="856 293 1776 1354"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div data-bbox="1407 386 1764 1347"><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><p> Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="P"/></p><p>Location United States <input type="text"/></p></div></div>

<https://accounts.google.com/SignUp>

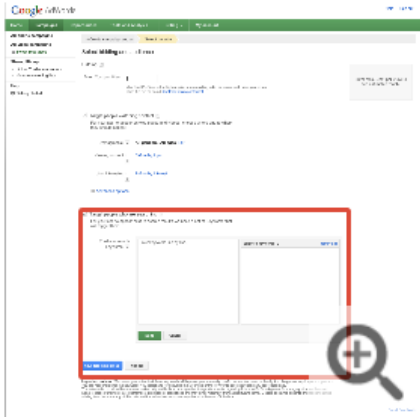
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile edit page. The address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page features a green header for 'Basic Information' with several icons. Below the header, there are several sections for editing profile information:</p> <ul style="list-style-type: none">Gender: Set to 'Male'. A privacy dropdown is set to 'Public'.Looking for: Includes checkboxes for 'Friends', 'Dating', 'A relationship', and 'Networking', all of which are currently unchecked.Birthday: Includes date pickers for month and day, and a checkbox for 'Show birthday year' which is unchecked.Relationship: Set to 'I don't want to say'. A privacy dropdown is set to 'Extended circles'.Other names: Includes a text input field with the placeholder 'For example: maiden name, alternate spellings' and a privacy dropdown set to 'Public'. <p>A dropdown menu is open over the 'Extended circles' privacy option, showing the following choices: 'Extended circles', 'Public', 'Your circles', 'Only you', and 'Custom'. At the bottom of the modal, there are 'Cancel' and 'Save' buttons.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="684 331 1927 1253"><h3>Why you may see particular ads</h3><p>You may see Google ads on Google Search and related products, Gmail, and sites across the web.</p><div data-bbox="730 472 1360 673"><p>Search ad Gmail ad Display ad</p></div><h4>On Google Search</h4><p>You may see text ads on Google Search results pages and other Google products such as Google Maps. The ads you see may be based on what you searched for, your location, and the time of day. Depending on settings you've chosen, here are some factors that also determine the ads you see:</p><ul style="list-style-type: none">• Recent, previous searches related to your current search• Google Web History• Websites you've visited  that belong to businesses that advertise with Google• Non-personally identifying information in your Google account, like your age and gender• Previous interactions with Google's ads or advertising services<hr/><h4> Example</h4><p>You recently clicked a search result for a kayaking website. Later, when you search for "vacations," you might see an ad for a vacation destination where you can kayak.</p></div> <p data-bbox="982 1263 1955 1295">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>




U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="653 321 1203 393"><h2>About Ads Settings</h2></div> <p data-bbox="653 444 1892 513">Ads Settings is a Google tool that helps you control the ads you see on Google services and on websites that partner with Google such as through Google's Display Network.</p> <p data-bbox="653 548 932 583">What it lets you do</p> <ul data-bbox="688 618 1902 878" style="list-style-type: none">• Find out why you may see particular ads. Ads Settings can give you insight into what's being used to show you ads, such as your demographic details and some of your interests.• Make the ads you see more relevant. Go to Ads Settings to update your interests, demographic details, and other information that's used to show you ads you may be interested in.• Remove unwanted ads. Block specific advertisers. Or, use Ads Settings to opt out of interest-based ads altogether. You'll still see ads, but they won't be interest-based. <p data-bbox="1251 946 1955 980">https://support.google.com/ads/answer/2662856?hl=en</p>

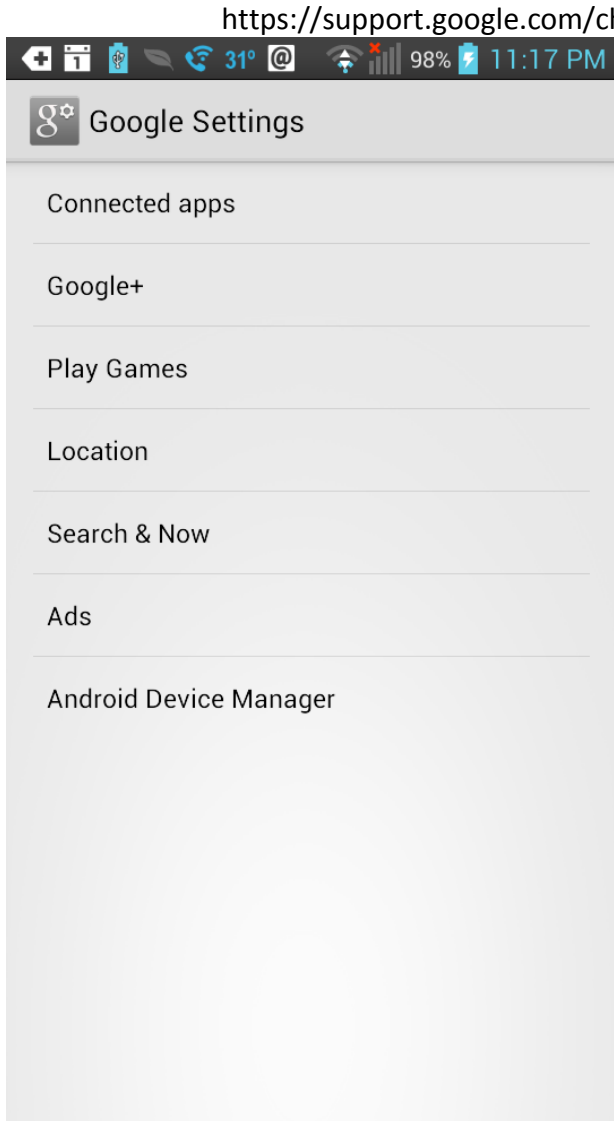
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="695 293 1940 683"><p>Reach your ideal customer</p><p>Zero in on the right people based on who they are, where they're located, and what they're interested in—for example, men aged 18-34 in Boston or women who enjoy travel.</p></div> <p data-bbox="1230 691 1955 724">http://www.youtube.com/yt/advertise/why-it-works.html</p> <div data-bbox="646 764 1892 1162"><p>YouTube <input type="text"/> <input type="button" value="Q"/> <input type="button" value="Upload"/></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="1402 1170 1955 1203">http://www.youtube.com/t/ads_preferences</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="711 310 1031 342">About targeting groups</p> <p data-bbox="711 375 1923 440">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="711 472 1356 496">A single targeting group can contain the following types of targets:</p> <ul data-bbox="737 529 1902 1159" style="list-style-type: none"> • Demographics: Age and gender. • Topics: YouTube video or Google Display Network content targeted by category or sub-category. • Interests: Pick from available categories to target users interested in these topics, even when they may be visiting pages about other topics. Learn more about interest categories. • Placements: Add unique websites or placements within those websites. For example, you can target an entire high traffic blog or the homepage of a popular news site. Placements include: <ul style="list-style-type: none"> ◦ Channels (YouTube Partner Channels) ◦ Videos (YouTube Videos) ◦ Sites (Google Display Network - includes YouTube.com as a publisher site) • Remarketing lists: Reach viewers based on their past interactions with your videos or YouTube channel. If you've linked your YouTube account to your AdWords account already, we'll create custom ones for you automatically. Learn more about remarketing lists for YouTube. • Content keywords (Display Network): These work just like contextual targeting on the greater Google Display Network, but apply only to videos on the entire network (which includes YouTube videos). • Search keywords (YouTube Search): These work just like search keywords for a non-video ad campaign, but apply only to search on YouTube. <p data-bbox="1192 1182 1955 1214" style="text-align: right;">https://support.google.com/youtube/answer/2454017?hl=en</p>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
profile data comprises storing the user profile data on the data processing device.	<p>See claim 1 above.</p> <div data-bbox="646 363 1892 578" style="border: 1px solid black; padding: 5px;"><p>Unique device identifier</p><p>A unique device identifier is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device. Different device identifiers vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including security and fraud detection, syncing services such as a user's email inbox, remembering the user's preferences and providing relevant advertising.</p></div> <p style="text-align: right;">http://www.google.com/intl/en/policies/privacy/key-terms/#toc-terms-server-logs</p>

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	<div data-bbox="732 293 1806 1417" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Why sign in to Chrome</h2> <p>With Chrome's sign in feature, you no longer need to fret about your bookmarks or apps being "stuck" on one computer. When you sign in to the Chrome browser or a Chromebook, your bookmarks, tabs, history, and other browser preferences are saved and synced to your Google Account. You can then load these settings anytime you use Chrome on other computers and devices. Signing into Chrome also makes using Google services, like Gmail, Youtube, and Maps, easier since you'll generally only need to sign in once from your browser. This allows Google and Chrome to bring you a consistent experience across Google services.</p> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>Chrome OS</p> <p>Signing in to Chrome brings your bookmarks, history, and settings to all of your devices. Just go to the Wrench menu and select "Sign in to Chrome." Learn more at http://www.google.com/chrome/signingin</p> </div> </div> <h3>Learn how to sign in to Chrome and enable sync</h3> <ul style="list-style-type: none"> • Windows, Mac, and Linux instructions • Chrome device instructions • Mobile device instructions <p>Getting a sync error? Troubleshoot sync issues</p> <hr/> <div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 5px; color: red; font-size: small;"> <p>Don't sign in to Chrome if you're using a public or untrusted computer. When you set up Chrome with your Google Account, a copy of your data is stored on the computer you're using and can be accessed by other people using the same computer. To remove your data, delete the user you are signed in as.</p> </div> </div> <hr/> <h3>How your information is synced</h3> <ul style="list-style-type: none"> • Your settings and data are saved to your Google Account. <p>When you sign in to Chrome, your Chrome settings on that computer are saved to your Google Account . When you sign in to the same account on another computer or device, Chrome makes your saved settings available on that computer.</p> <p>Recover your history, settings and data, such as bookmarks, apps, extensions, themes, etc. if your computer is lost or broken. Simply sign in to Chrome again to bring them back.</p> <ul style="list-style-type: none"> • Changes are synced instantaneously </div>

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

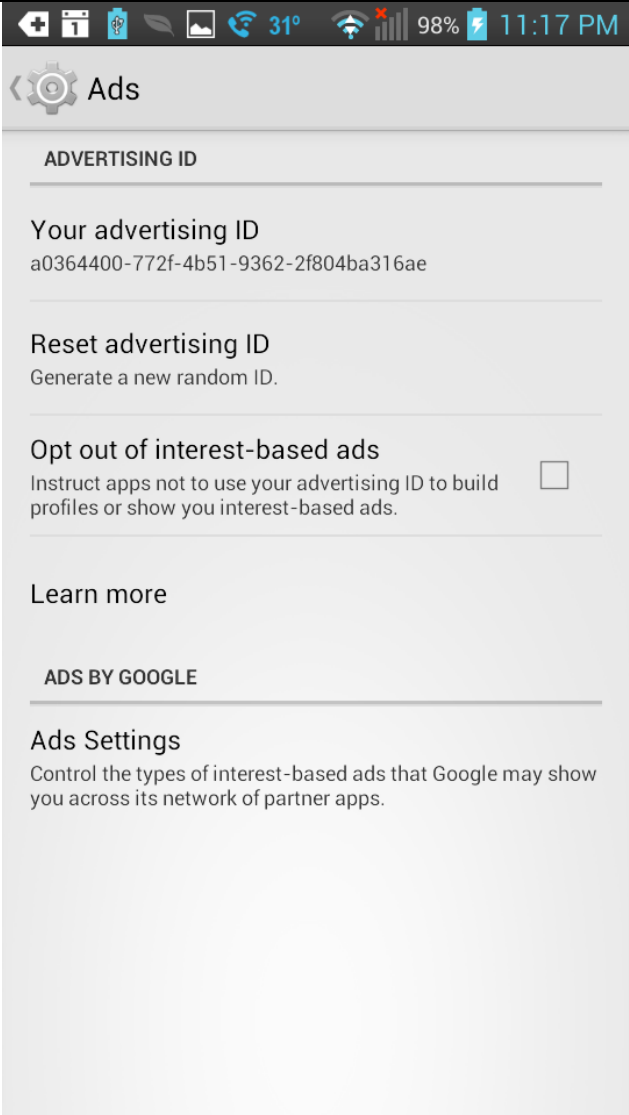
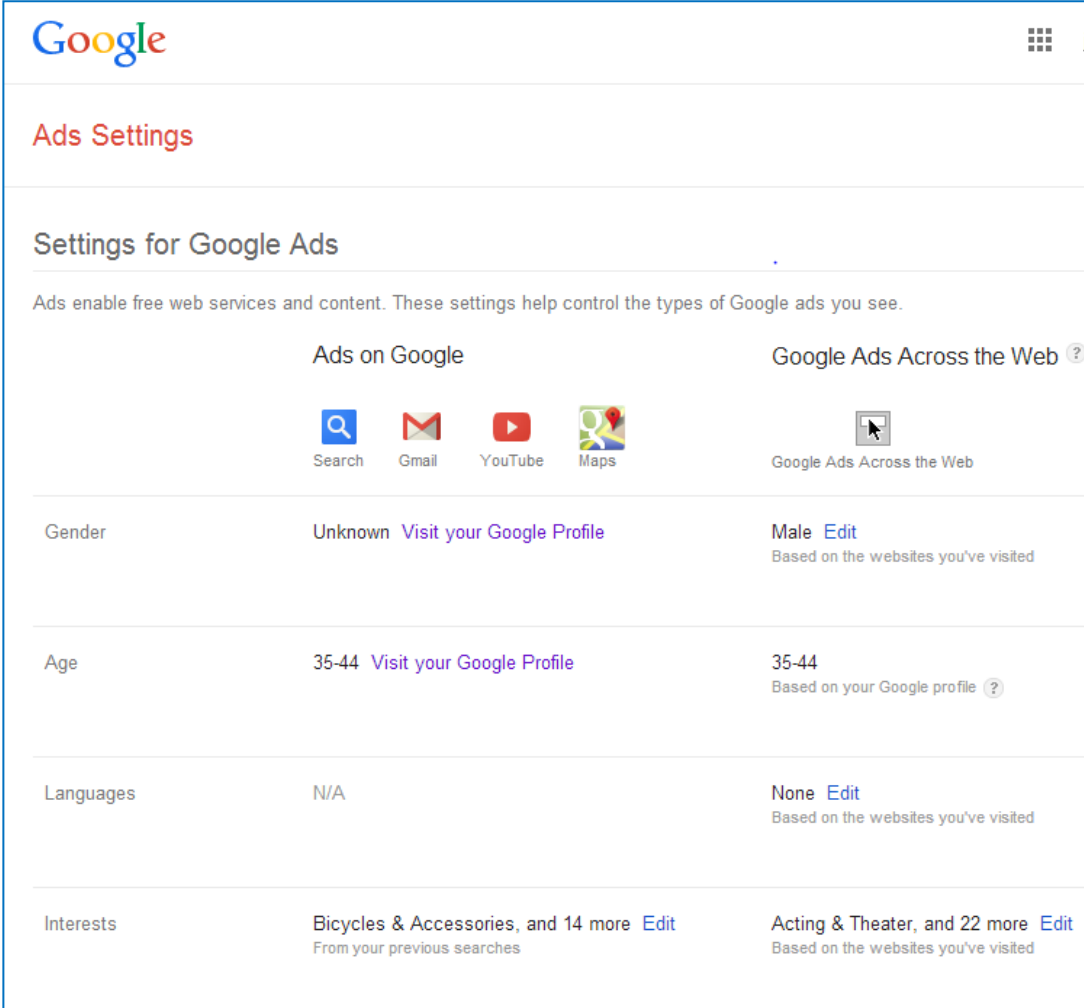
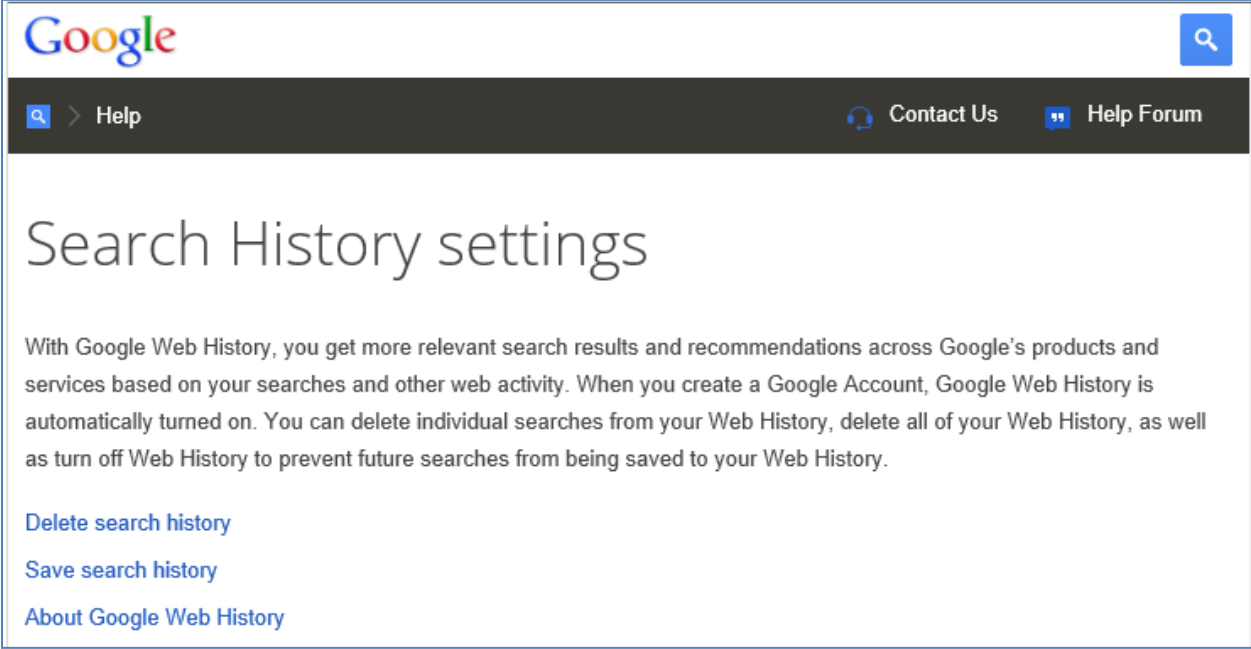
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	

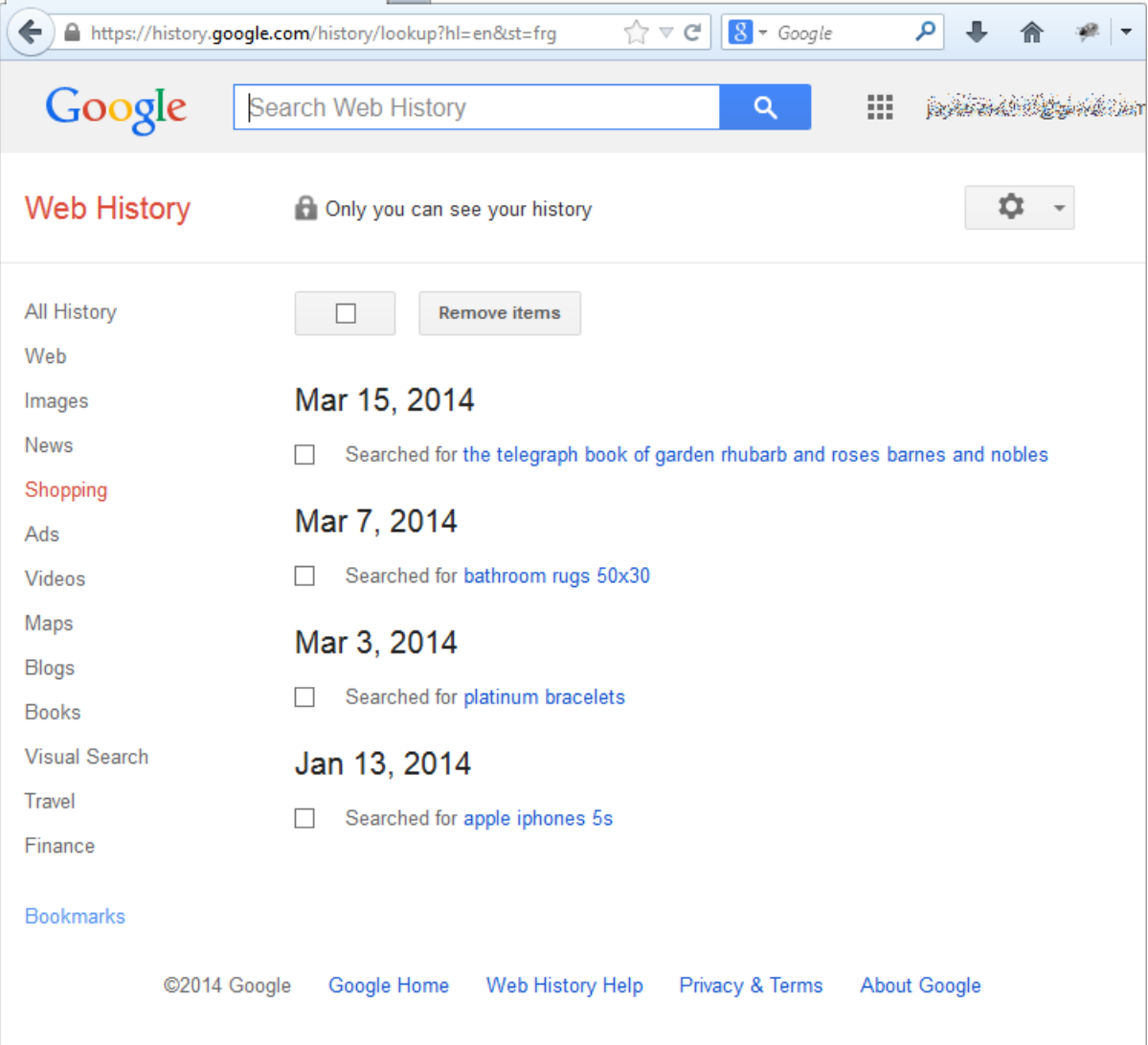
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top, it says "Settings for Google Ads" and "Ads enable free web services and content. These settings help control the types of Google ads you see." Below this, there are two main sections: "Ads on Google" and "Google Ads Across the Web".</p> <p>Ads on Google: Includes icons for Search, Gmail, YouTube, and Maps.</p> <p>Google Ads Across the Web: Includes an icon for Google Ads Across the Web.</p> <p>Personalization Settings:</p> <ul style="list-style-type: none"> Gender: Unknown (Visit your Google Profile) / Male (Edit) - Based on the websites you've visited Age: 35-44 (Visit your Google Profile) / 35-44 (Edit) - Based on your Google profile Languages: N/A / None (Edit) - Based on the websites you've visited Interests: Bicycles & Accessories, and 14 more (Edit) - From your previous searches / Acting & Theater, and 22 more (Edit) - Based on the websites you've visited
	<p>https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="682 293 1944 513"><p>Interests</p><p>Bicycles & Accessories, and 14 more Edit</p><p>From your previous searches</p></div> <p data-bbox="1199 521 1955 553">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p> <div data-bbox="648 594 1890 1239"><p>The screenshot shows the Google Search History settings page. At the top is the Google logo and a search bar. Below that is a navigation bar with a search icon, a right arrow, and the word 'Help'. On the right side of the navigation bar are links for 'Contact Us' and 'Help Forum'. The main heading is 'Search History settings'. Below the heading is a paragraph explaining Google Web History: 'With Google Web History, you get more relevant search results and recommendations across Google's products and services based on your searches and other web activity. When you create a Google Account, Google Web History is automatically turned on. You can delete individual searches from your Web History, delete all of your Web History, as well as turn off Web History to prevent future searches from being saved to your Web History.' Below the paragraph are three links: 'Delete search history', 'Save search history', and 'About Google Web History'.</p></div> <p data-bbox="919 1247 1955 1279">https://support.google.com/websearch/topic/3037039?hl=en&ref_topic=3036131</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="793 293 1745 1312" style="border: 1px solid black; padding: 10px;"> <h2>About Google Web History</h2> <p>You can get better search results and recommendations with Web History turned on. Web History includes your searches and other web activity.</p> <p>Your Web History is private. This means you need to be signed in to your Google Account to view your history.</p> <h3>View and manage your Web History</h3> <p>When you create a Google Account, Google Web History is automatically turned on. You can see your Web History or change your settings at www.google.com/history ↗. Learn how to delete your Web History ↗, save your Web History ↗, or edit your Web History on your mobile device ↗.</p> <h3>What is stored in your Web History</h3> <p>Google Web History saves information about your activity on the web, as well as details about your browser, including:</p> <ul style="list-style-type: none"> • Pages you visit • Searches on Google • Results that appeared, including private results ↗ from Google products like Google+, Gmail, and Google Calendar • Ads you respond to by clicking the ad itself or completing a transaction on the advertiser's site • Your IP address • Your browser type and language <h3>Browser history</h3> <p>Your past searches and web activity may also be stored in your browser or the Google Toolbar. Learn more about managing your browser history on Chrome ↗, Safari ↗, Internet Explorer ↗, Toolbar ↗, and Firefox ↗.</p> <h3>How history works when you're signed out</h3> <p>Your search and ad results may be customized using search activity from your computer even if you're signed out. To turn off this type of customization, follow these steps:</p> <ol style="list-style-type: none"> 1. Visit google.com/history/optout ↗ when not signed in to a Google Account. 2. Click Disable customizations based on search activity. This will turn the setting off for anyone who uses the same browser and computer as you. </div> <p data-bbox="1297 1318 1955 1352" style="text-align: right;">https://support.google.com/accounts/answer/54068</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google Web History page in a browser window. The address bar displays the URL: https://history.google.com/history/lookup?hl=en&st=frg. The page title is "Web History" and includes a lock icon with the text "Only you can see your history" and a settings gear icon. On the left, there is a navigation menu with categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area shows a list of search history items grouped by date:</p> <ul style="list-style-type: none">Mar 15, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for the telegraph book of garden rhubarb and roses barnes and noblesMar 7, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for bathroom rugs 50x30Mar 3, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for platinum braceletsJan 13, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for apple iphones 5s <p>At the bottom of the page, there is a footer with the text: ©2014 Google Google Home Web History Help Privacy & Terms About Google</p>

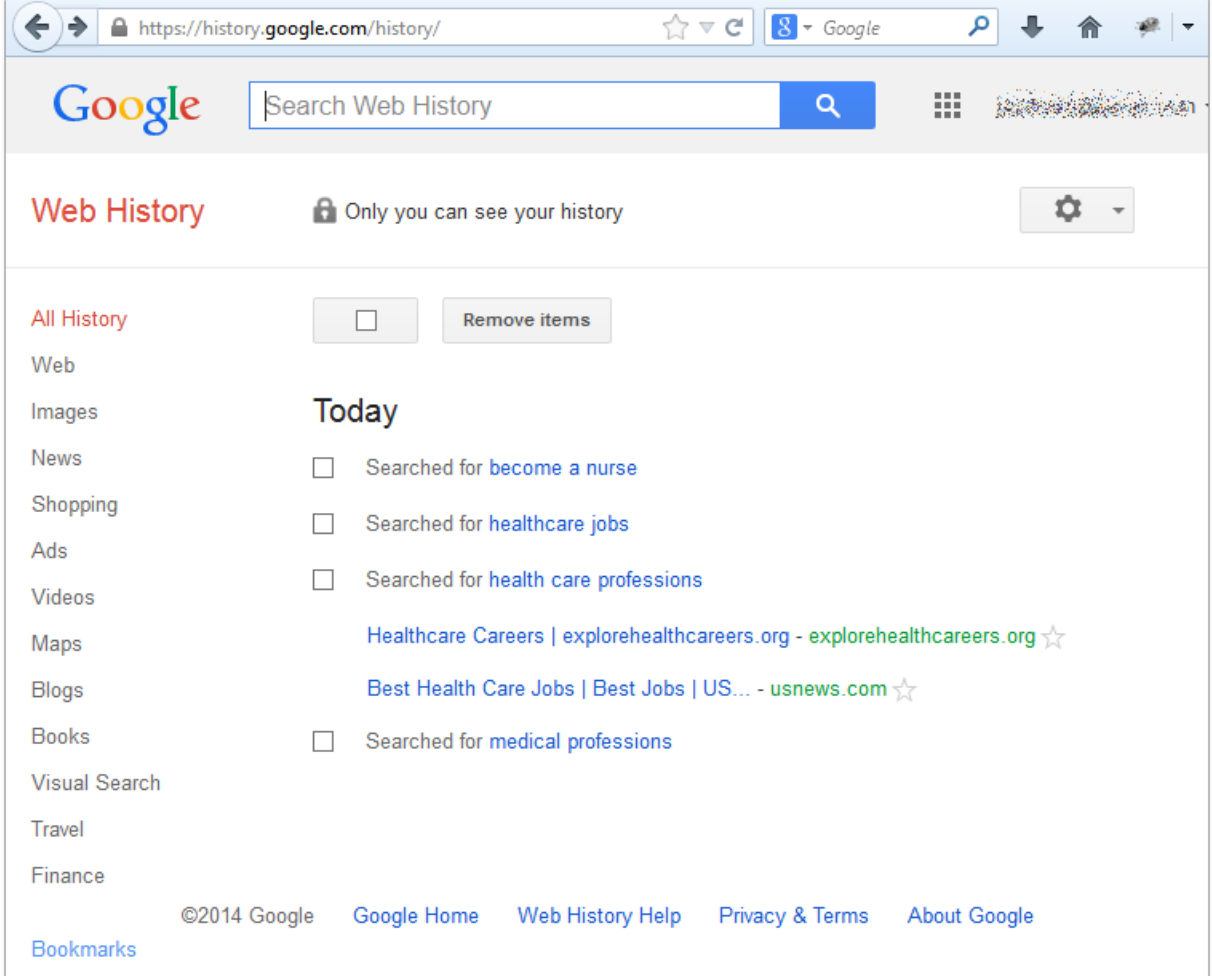
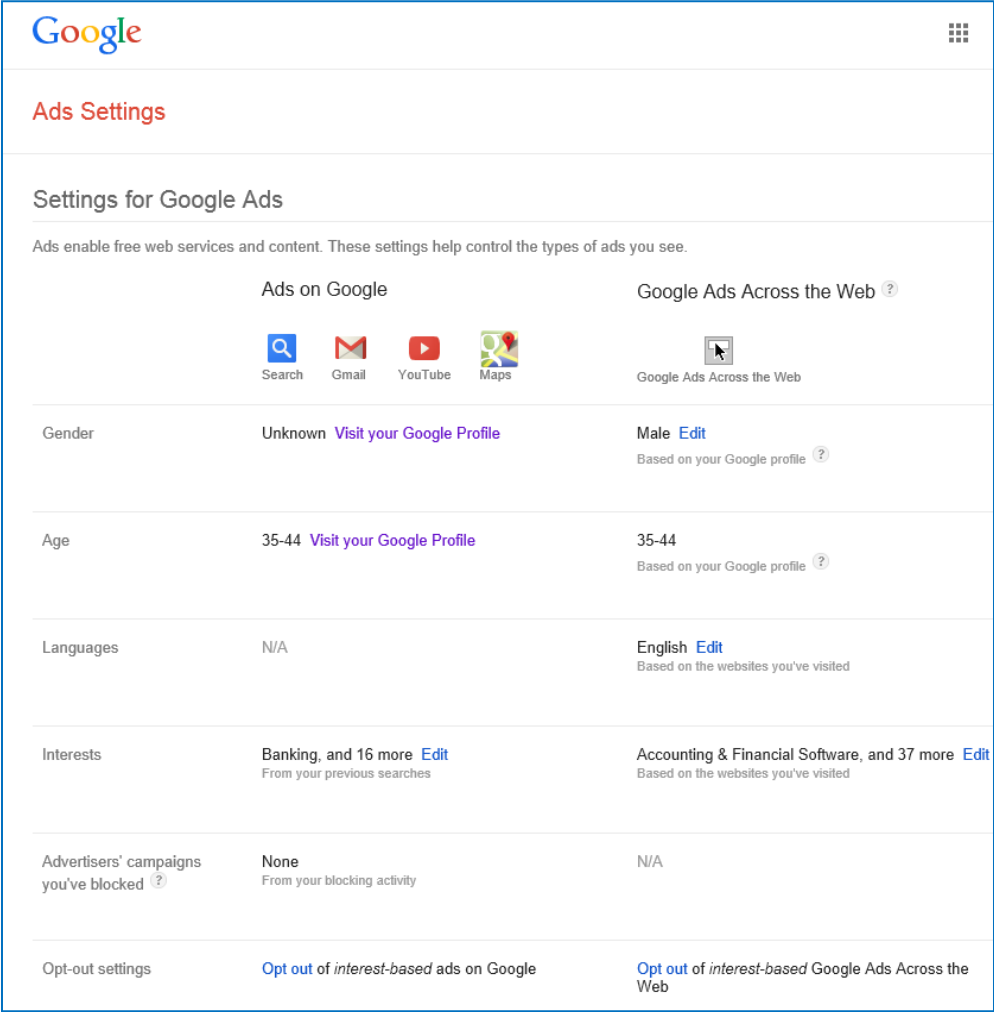
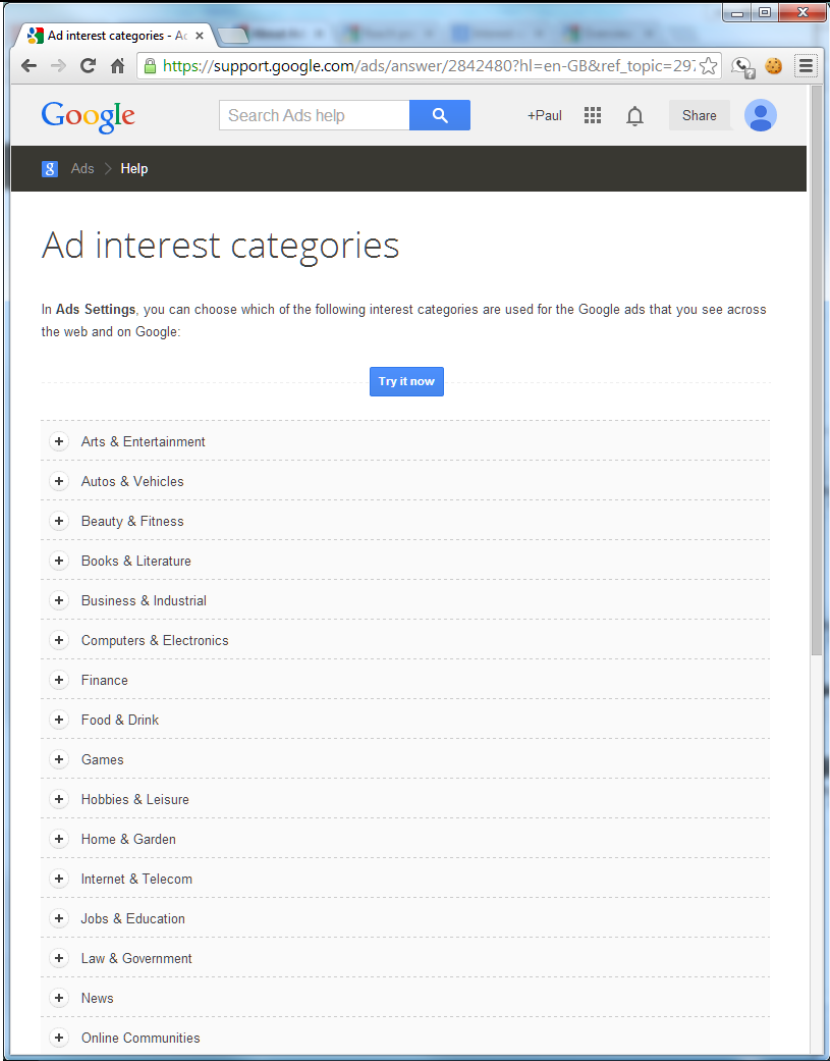
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Web History interface. The address bar displays 'https://history.google.com/history/'. The search bar contains 'Search Web History'. The page title is 'Web History' with a lock icon and the 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, 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>
Claim No. 6	

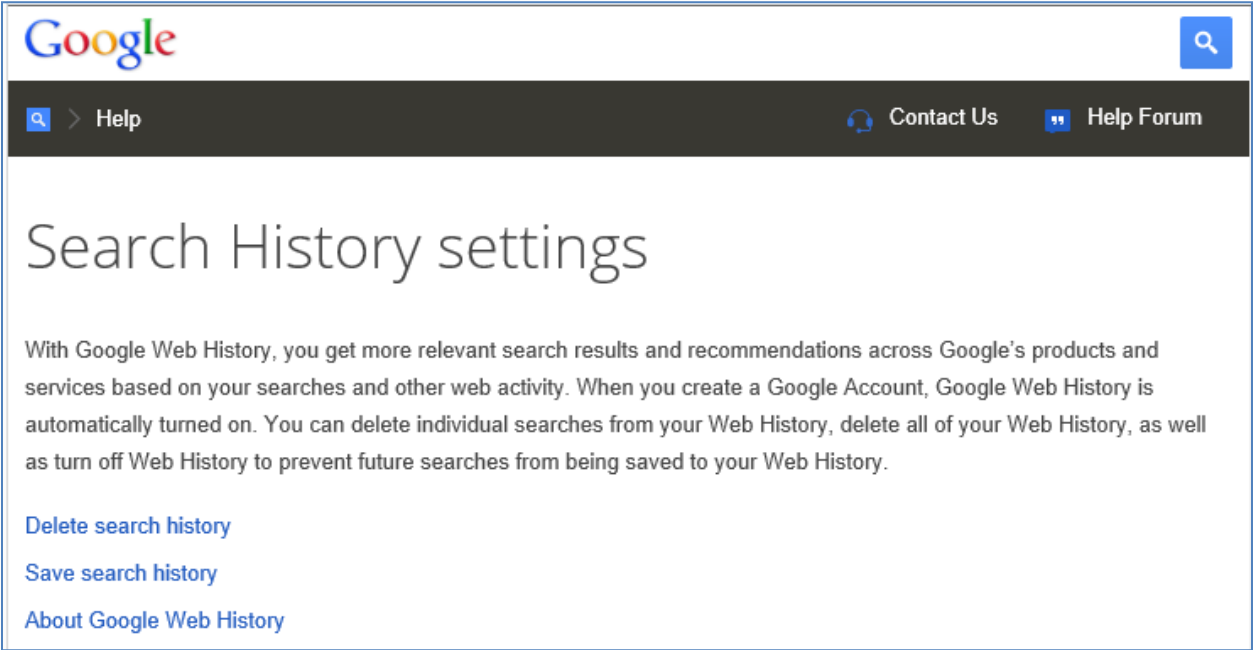
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top, it says "Google" and "Ads Settings". Below that, it says "Settings for Google Ads" and "Ads enable free web services and content. These settings help control the types of ads you see." There are two main sections: "Ads on Google" and "Google Ads Across the Web". Under "Ads on Google", there are icons for Search, Gmail, YouTube, and Maps. Under "Google Ads Across the Web", there is an icon for "Google Ads Across the Web". Below these are sections for "Gender" (Unknown), "Age" (35-44), "Languages" (N/A), "Interests" (Banking, and 16 more), "Advertisers' campaigns you've blocked" (None), and "Opt-out settings" (Opt out of interest-based ads on Google).</p> <p style="text-align: right;">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google Ads help page for 'Ad interest categories'. The browser's address bar shows the URL: https://support.google.com/ads/answer/2842480?hl=en-GB&ref_topic=29. The page title is 'Ad interest categories'. Below the title, there is a paragraph: 'In Ads Settings, you can choose which of the following interest categories are used for the Google ads that you see across the web and on Google:'. A blue button labeled 'Try it now' is positioned below this text. A list of interest categories follows, each with a plus sign in a circle to its left: Arts & Entertainment, Autos & Vehicles, Beauty & Fitness, Books & Literature, Business & Industrial, Computers & Electronics, Finance, Food & Drink, Games, Hobbies & Leisure, Home & Garden, Internet & Telecom, Jobs & Education, Law & Government, News, and Online Communities.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
Claim No. 7	
The method of claim 1, further comprising updating the user profile data based upon the search argument.	The Accused Instrumentalities update the user profile data based upon the search argument. See claim 1 above. <div data-bbox="751 565 1881 760" style="border: 1px solid blue; padding: 10px; margin: 10px auto; width: fit-content;"><p>Interests Bicycles & Accessories, and 14 more Edit From your previous searches</p></div> <p data-bbox="1199 769 1955 800" style="text-align: right;">https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search History settings page. At the top, the Google logo is on the left and a search icon is on the right. Below the logo is a navigation bar with a search icon, a right-pointing arrow, and the word "Help". On the right side of the navigation bar are two links: "Contact Us" with a headset icon and "Help Forum" with a speech bubble icon. 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 text 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>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a Google search for "become a nurse anesthetist" with approximately 338,000 results. The results are organized into two columns. The left column contains several search results, including:

- 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 several advertisements:

- 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 Somnia 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

The screenshot shows a Google search for "become a nurse" with approximately 338,000 results. The results are organized into two columns. The left column contains several search results, including:

- 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 several advertisements:

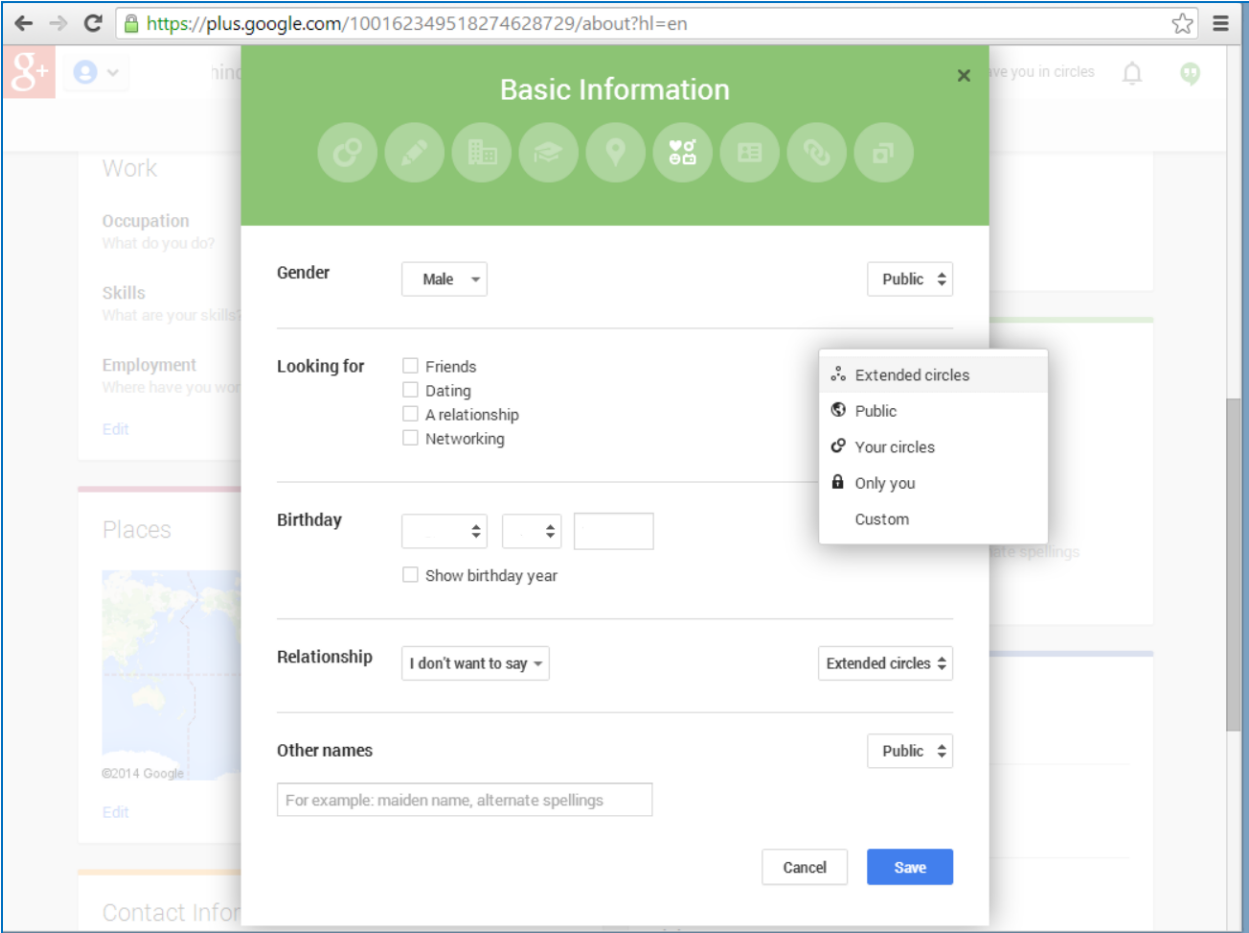
- Nurse Anesthetist Degree**: www.fairfield.edu/Dnp - 1 (203) 254 4000. 36-month Doctor of Nursing Practice Degree from Fairfield UI- Info Here.
- Nursing DNP at NYU**: www.nyu.edu/nursing/DNP - Become a Doctor of Nursing Practice. Visit us today to learn more!
- South University®**: www.southuniversity.edu/ - 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 Somnia 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

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

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="884 290 1749 1295"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div data-bbox="1402 376 1738 1291"><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. Your default homepage in your browser is the first page that appears when you open your browser.</p><p>Prove you're not a robot <input type="checkbox"/> Skip this verification (phone verification may be required)</p><p>Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="I"/></p><p>Location United States <input type="text"/></p></div></div> <p>https://accounts.google.com/SignUp</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile edit page. The URL in the address bar is https://plus.google.com/100162349518274628729/about?hl=en. The page title is "Basic Information". The form includes fields for Gender (set to "Male"), Looking for (checkboxes for Friends, Dating, A relationship, Networking), Birthday (month, day, year dropdowns, and a "Show birthday year" checkbox), Relationship (set to "I don't want to say"), and Other names (with a "Public" privacy dropdown). A dropdown menu is open over the "Public" privacy option, showing "Extended circles", "Public", "Your circles", "Only you", and "Custom". The "Save" button is highlighted in blue.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
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The screenshot displays the Google Ads Settings interface. At the top is the Google logo and a grid icon. Below it is the heading "Ads Settings" in red. The main section is titled "Settings for Google Ads" and includes a descriptive paragraph: "Ads enable free web services and content. These settings help control the types of Google ads you see." There are two main columns of settings:

- Ads on Google:** Includes icons for Search, Gmail, YouTube, and Maps.
- Google Ads Across the Web:** Includes a checkbox icon.
- Gender:** Set to "Unknown" with a link to "Visit your Google Profile" and "Male" with an "Edit" link. Subtext: "Based on the websites you've visited".
- Age:** Set to "35-44" with a link to "Visit your Google Profile" and "35-44" with a question mark icon. Subtext: "Based on your Google profile".
- Languages:** Set to "N/A" and "None" with an "Edit" link. Subtext: "Based on the websites you've visited".
- Interests:** Left side: "Bicycles & Accessories, and 14 more" with an "Edit" link. Subtext: "From your previous searches". Right side: "Acting & Theater, and 22 more" with an "Edit" link. Subtext: "Based on the websites you've visited".

<https://www.google.com/settings/u/0/ads?hl=en&sig=xxxx>

This block shows a partial view of the "Interests" section from the screenshot above. It includes the text: "Interests", "Bicycles & Accessories, and 14 more" with an "Edit" link, and "Acting & Theater, and 22 more" with an "Edit" link. Subtext for the right side reads: "Based on the websites you've visited".

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

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

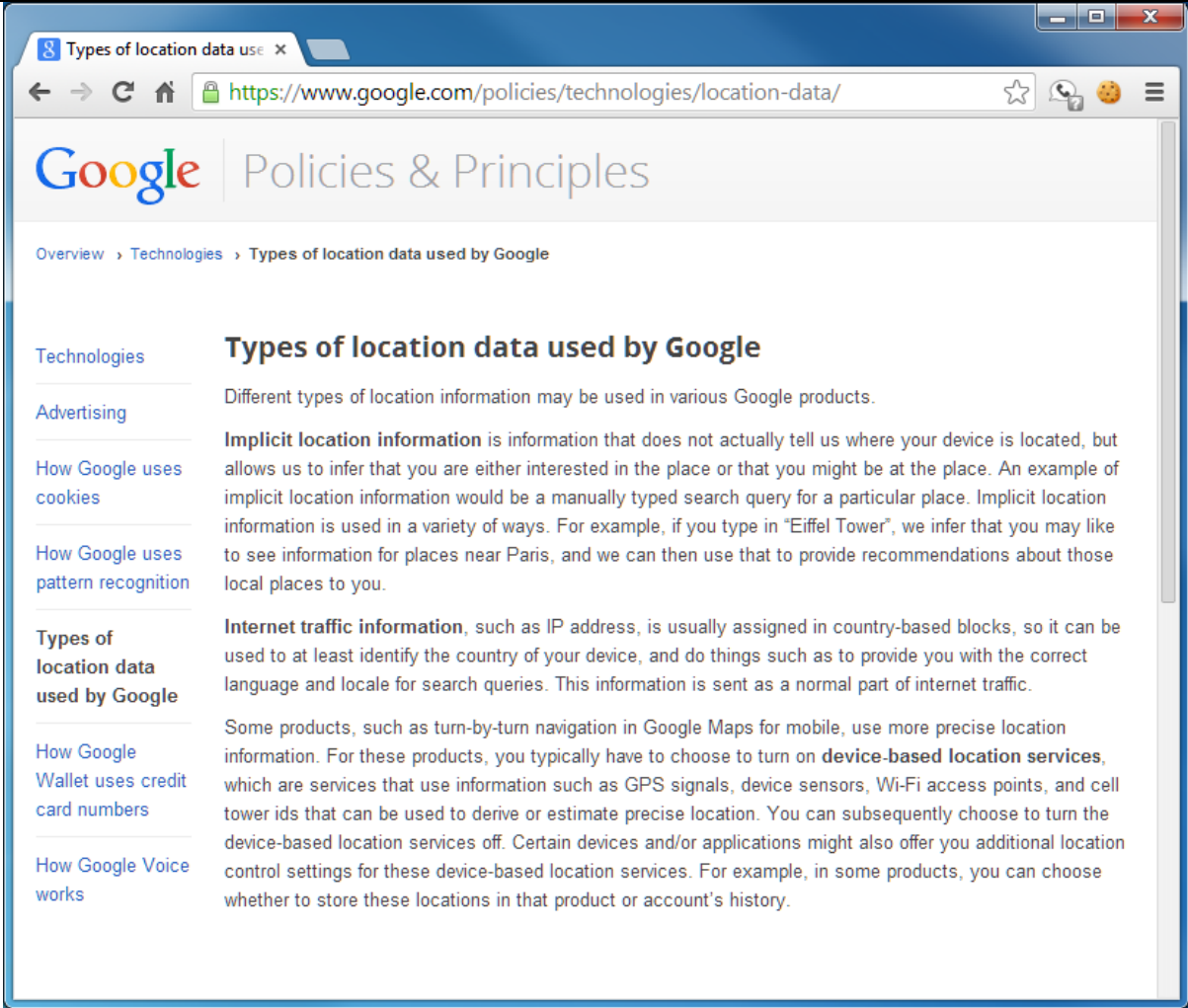
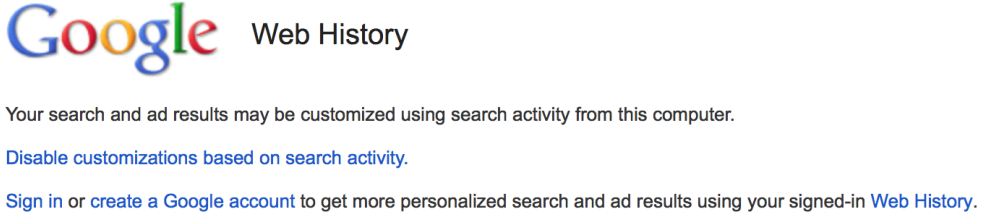
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying the Google page titled "Types of location data used by Google". The browser's address bar shows the URL "https://www.google.com/policies/technologies/location-data/".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

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

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

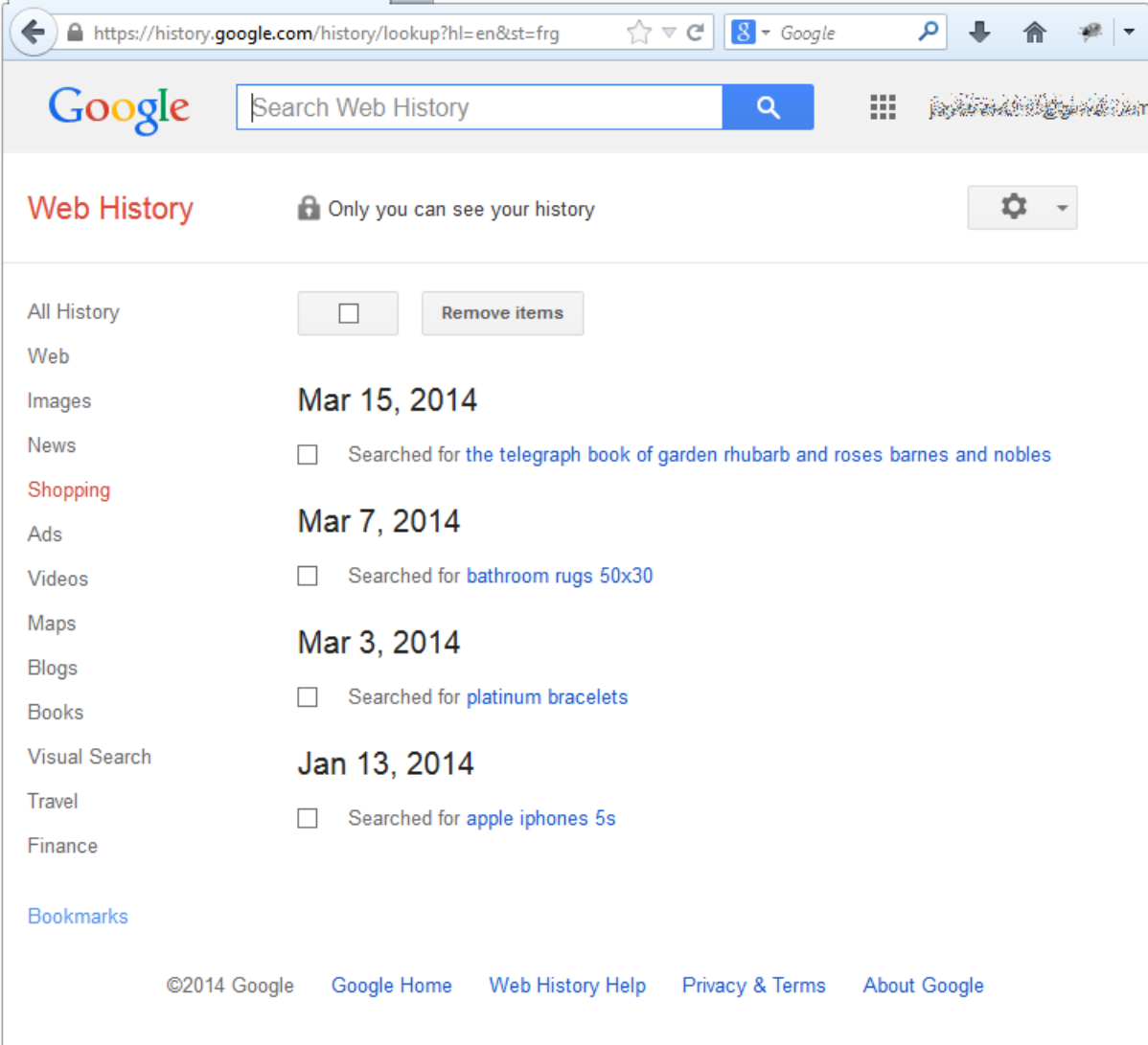
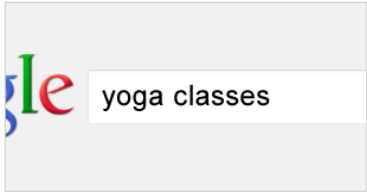
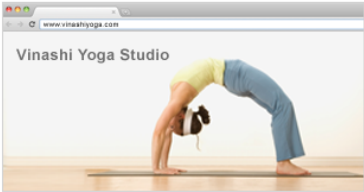
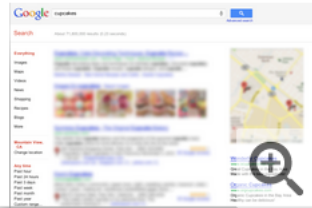
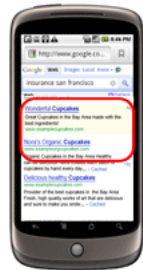
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Google Web History interface. At the top, the browser address bar shows the URL https://history.google.com/history/lookup?hl=en&st=frg. Below the address bar is the Google logo and a search bar labeled "Search Web History". The main content area is titled "Web History" and includes a lock icon with the text "Only you can see your history" and a settings gear icon. A left-hand navigation menu lists various categories: All History, Web, Images, News, Shopping, Ads, Videos, Maps, Blogs, Books, Visual Search, Travel, Finance, and Bookmarks. The main content area shows a list of search history items grouped by date:</p> <ul style="list-style-type: none">Mar 15, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for the telegraph book of garden rhubarb and roses barnes and noblesMar 7, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for bathroom rugs 50x30Mar 3, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for platinum braceletsJan 13, 2014<ul style="list-style-type: none"><input type="checkbox"/> Searched for apple iphones 5s <p>At the bottom of the page, there is a footer with the text "©2014 Google" and several links: "Google Home", "Web History Help", "Privacy & Terms", and "About Google".</p>





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

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

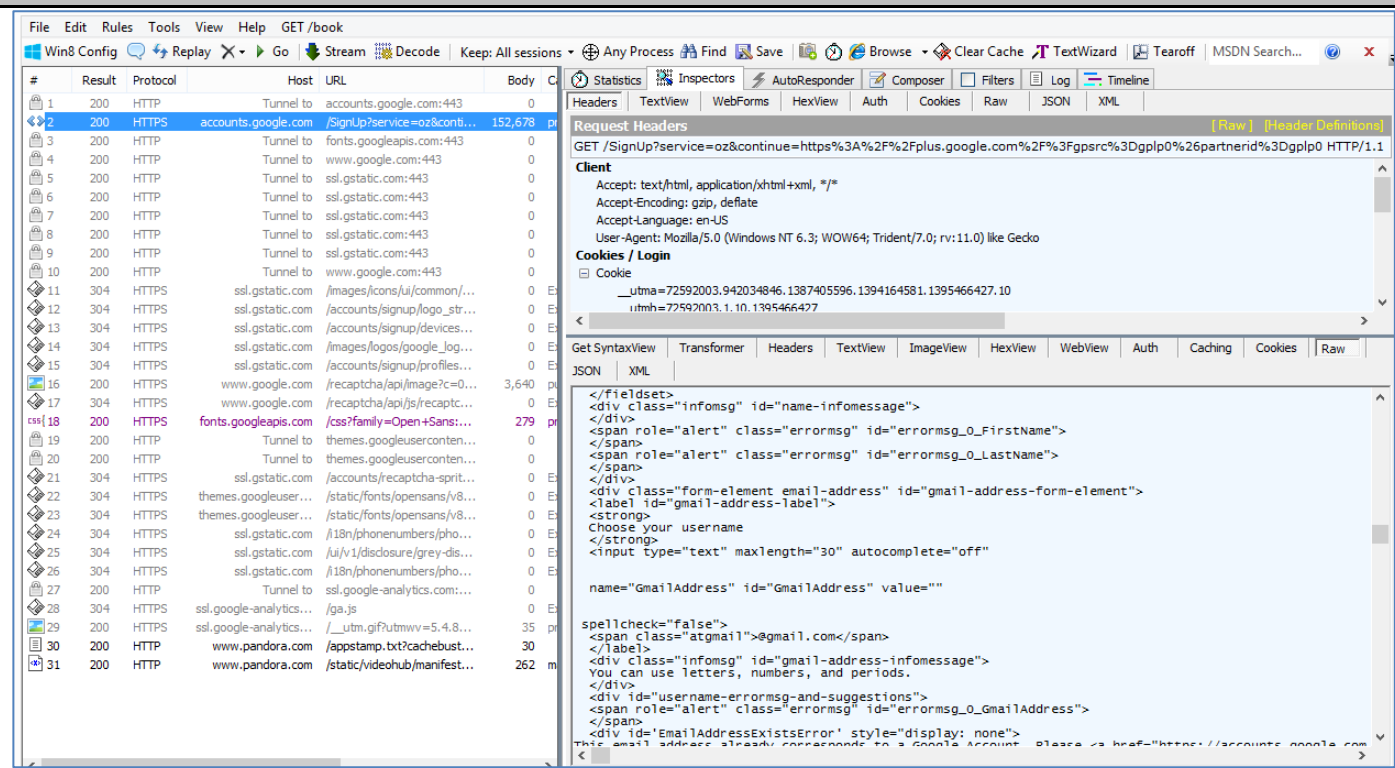
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="646 293 1892 834"><p>Ads on Google Target your ads Ad types Costs FAQ</p><hr/><h3>A quick look at ads on Google</h3><p>Here's how ads on Google can help you get you more interested visitors to your website.</p><div data-bbox="1457 418 1766 464"><p>Get started now For free support call: 1-800-877-2981*</p></div><div data-bbox="663 488 1026 678"></div><div data-bbox="1062 488 1423 678"><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="1457 488 1818 678"></div><ol style="list-style-type: none"><li data-bbox="663 708 1026 789">1. People search on Google People use keywords (or search terms) to search for specific products and services.<li data-bbox="1062 708 1423 789">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="1457 708 1818 789">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 841 1955 878">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="667 318 1640 444"><h2>Advertising on Google AdWords: An overview</h2></div> <hr/> <div data-bbox="705 529 737 570"></div> <div data-bbox="758 537 800 565"><p>Tip</p></div> <div data-bbox="758 589 1724 613"><p>New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p></div> <hr/> <div data-bbox="688 667 1850 802"><ul style="list-style-type: none">• AdWords, Google's online advertising program, lets you reach new customers and grow your business.• Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad.• There's no minimum spending commitment. You can pause or stop anytime.• Get started at https://adwords.google.com.</div> <p data-bbox="835 821 1948 849">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>

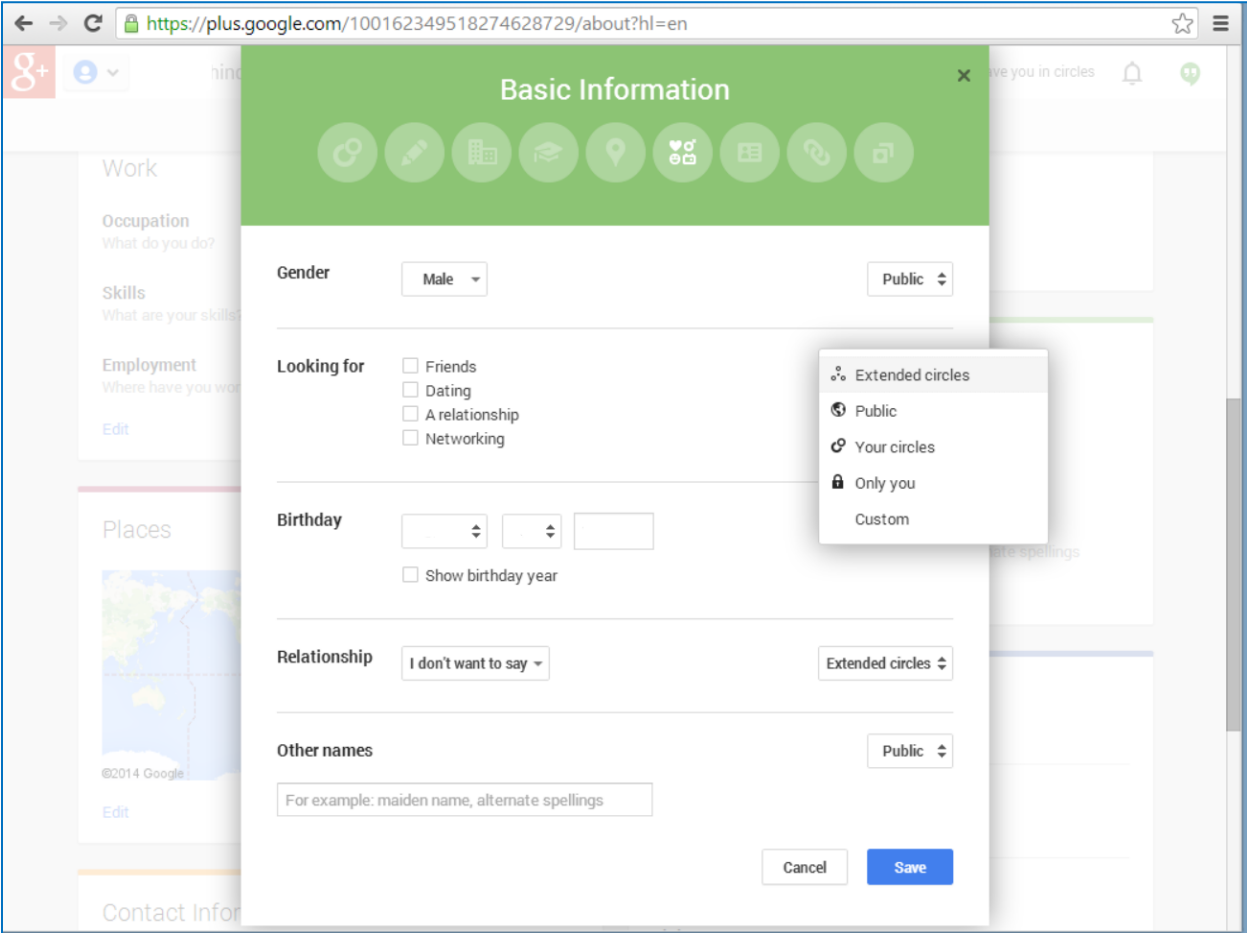
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="814 315 1320 342"> <p>Showing your ads on Google Search and other search sites</p> </div> <p data-bbox="852 391 1751 475">If you use keywords to target your ads, you select a set of keywords related to the product or service you'd like to advertise. Then, when people search using the words or phrases you picked, your text ads can appear alongside or above search results.</p> <ul data-bbox="869 496 1757 552" 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="890 599 1199 805">  </div> <ul data-bbox="869 865 1749 1008" style="list-style-type: none"> • On other search sites that are part of the Search Network: When someone searches on search sites that have partnered with Google to show AdWords ads, such as AOL, your ads might appear alongside or above search results or on other relevant search pages. • On mobile search: Your ads can appear on http://m.google.com, the mobile version of Google Search. Here's an example of an ad for cupcakes on mobile search: <div data-bbox="890 1008 1031 1276">  </div> <p data-bbox="890 1278 1310 1302">AdWords ad on mobile version of Google Search</p> <p data-bbox="825 1328 1969 1364">https://support.google.com/adwords/answer/3464133?hl=en&ref_topic=3121763&rd=1</p>

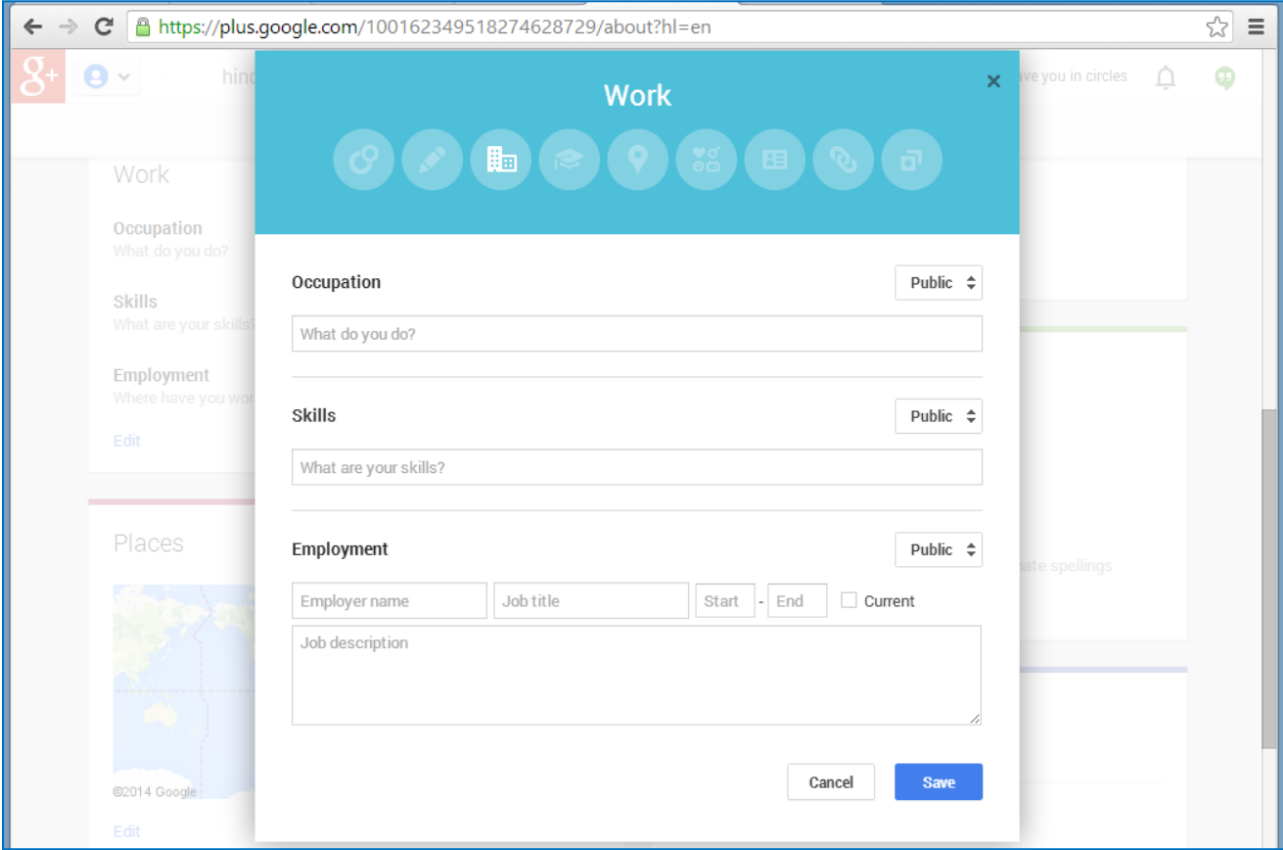
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="884 289 1749 1295"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div data-bbox="1402 376 1738 1286"><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. Your default homepage in your browser is the first page that appears when you open your browser.</p><p>Prove you're not a robot <input type="checkbox"/> Skip this verification (phone verification may be required)</p><p>Type the text: <input type="text"/> <input type="button" value="C"/> <input type="button" value="A"/> <input type="button" value="T"/></p><p>Location United States <input type="text"/></p></div></div> <p>https://accounts.google.com/SignUp</p>

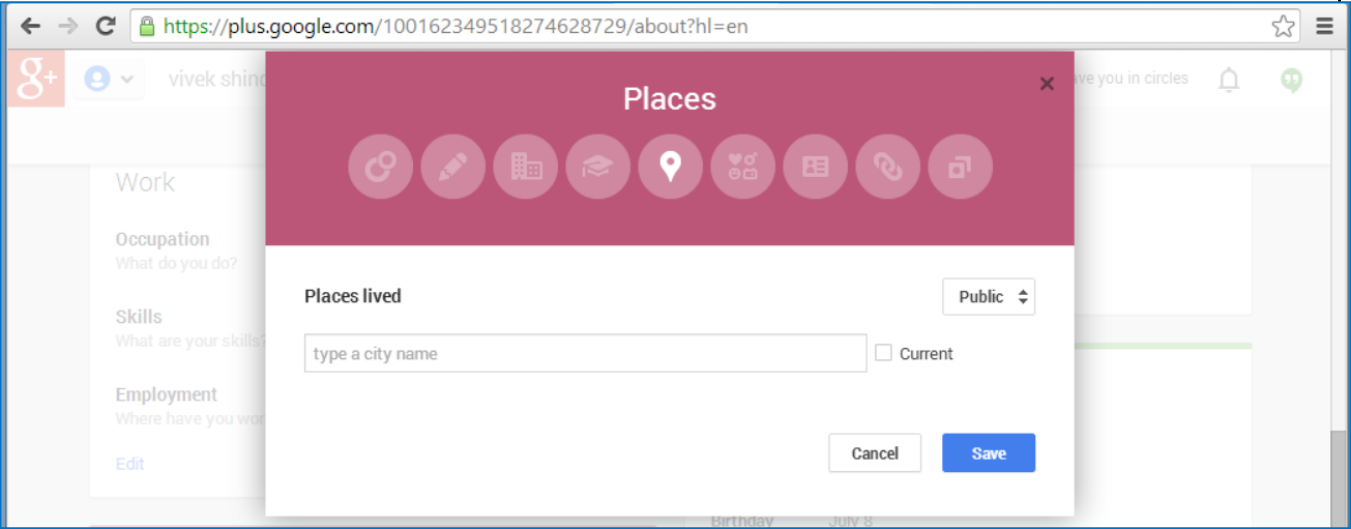
Case No. 2:13-cv-893
 Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays the Fiddler web proxy interface. The top menu bar includes File, Edit, Rules, Tools, View, and Help. Below the menu is a toolbar with various icons for actions like Win8 Config, Replay, Go, Stream, Decode, and Keep: All sessions. The main window is divided into three panes:</p> <ul style="list-style-type: none"> Left Pane (Request List): A table listing network requests. The selected request (index 2) is an HTTPS GET to accounts.google.com with a body size of 152,678 bytes. Middle Pane (Request Headers): Shows the request headers for the selected request, including the 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), and Cookies/Login (Cookie: __utma=72592003.942034846.1387405596.1394164581.1395466427.10; __utmh=77592003.1.10.1395466427). Right Pane (Response Body): Shows the HTML response body. It includes a form with an email address field and error messages. The HTML code is: <pre> </fieldset> <div class="infomsg" id="name-infomessage"> </div> </div> <div class="form-element email-address" id="gmail-address-form-element"> <label id="gmail-address-label"> Choose your username <input type="text" maxlength="30" autocomplete="off" name="GmailAddress" id="GmailAddress" value="" spellcheck="false"> @gmail.com </label> <div class="infomsg" id="gmail-address-infomessage"> You can use letters, numbers, and periods. </div> <div id="username-errormsg-and-suggestions"> <div id="EmailAddressExistsError" style="display: none"> This email address already corresponds to a Google Account. Please see href="https://accounts.google.com </pre>
	Fiddler Capture of Google Accounts Signup Page

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

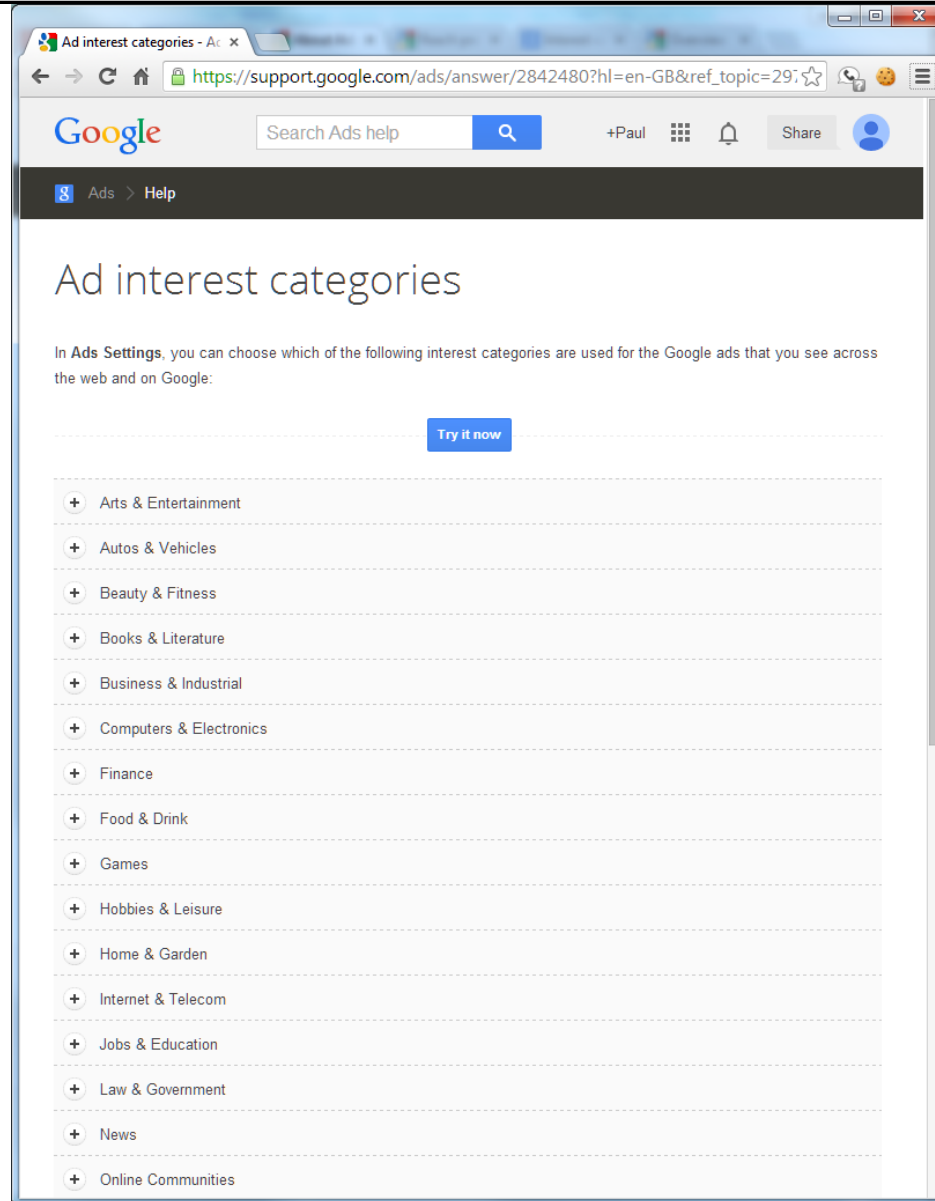
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with the following details:</p> <ul style="list-style-type: none">Page Title: Basic InformationGender: MaleLooking for: Friends, Dating, A relationship, NetworkingRelationship: I don't want to sayPrivacy Settings: Public (with a dropdown menu open showing: Extended circles, Public, Your circles, Only you, Custom)Other names: PublicButtons: Cancel, Save <p>The background sidebar includes sections for Work, Occupation (What do you do?), Skills (What are your skills?), Employment (Where have you worked), and Places (with a map). The footer shows a copyright notice: ©2014 Google.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page for a 'Work' circle. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page features a blue header with the word 'Work' and a row of icons representing various work-related categories. Below the header, there is a form for adding work information. The form includes three sections: 'Occupation', 'Skills', and 'Employment'. Each section has a 'Public' dropdown menu and a text input field. The 'Employment' section also includes fields for 'Employer name', 'Job title', 'Start', 'End', and a 'Current' checkbox. A 'Job description' text area is located below the 'Employment' section. At the bottom right of the form, there are 'Cancel' and 'Save' buttons. The background of the page shows a sidebar with 'Occupation', 'Skills', and 'Employment' sections, and a 'Places' section with a map.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page. The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The profile page includes sections for 'Work', 'Occupation', 'Skills', and 'Employment'. A 'Places lived' dialog box is open, featuring a red header with the word 'Places' and a row of icons representing different locations (e.g., school, work, home). The dialog box contains a text input field with the placeholder text 'type a city name', a 'Current' checkbox, a 'Public' dropdown menu, and 'Cancel' and 'Save' buttons. The background profile page is partially obscured by the dialog box.</p>

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7,933,883

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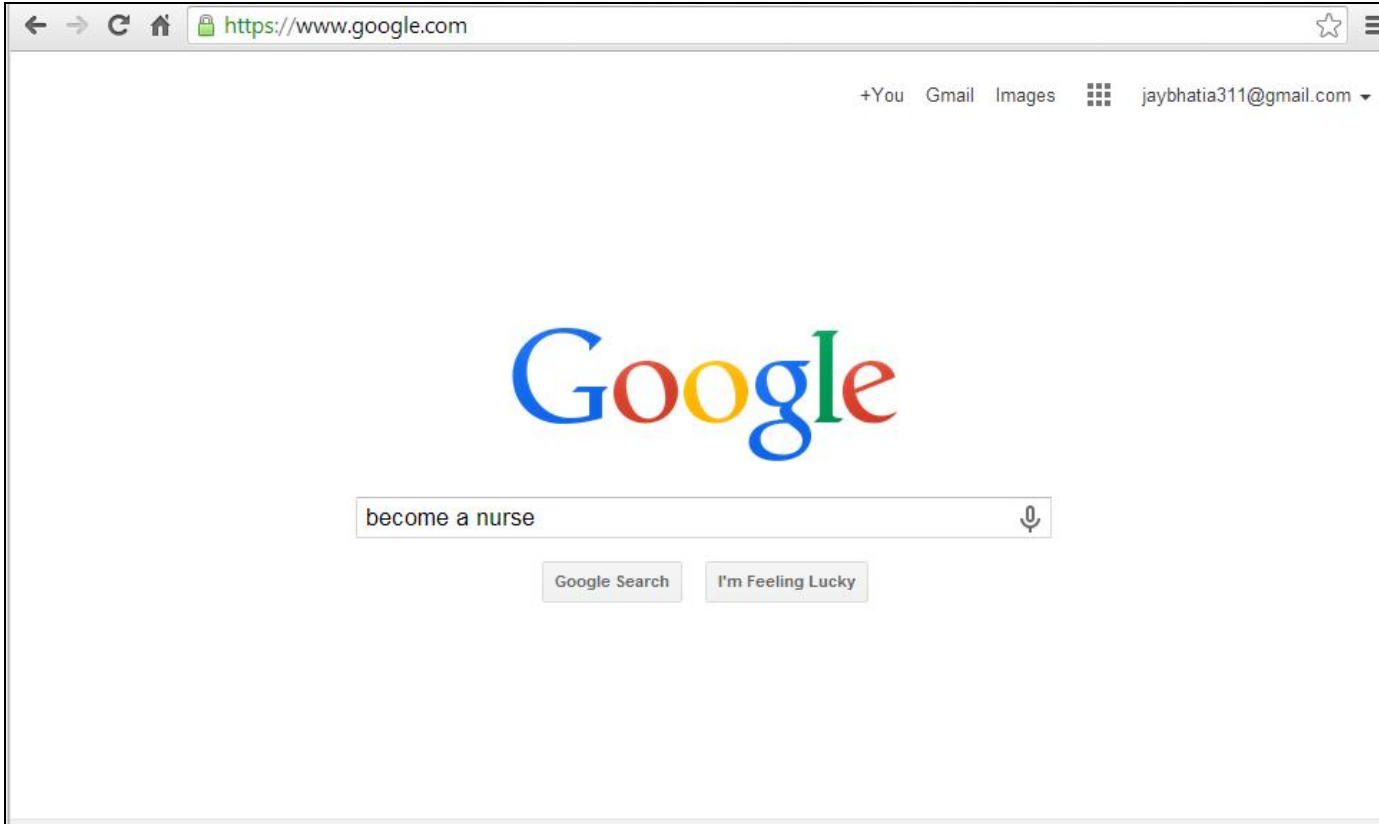
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>transmitting to the advertising machine via the communications link a search request that includes a search argument;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to transmit to the advertising machine via the communications link a search request that includes a search argument.</p> <p>See claim 1 above.</p>  <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 user's email address 'jaybhatia311@gmail.com' is visible in the top right corner of the browser interface.</p>

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

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

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot displays the Google Advanced Search page in a 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...

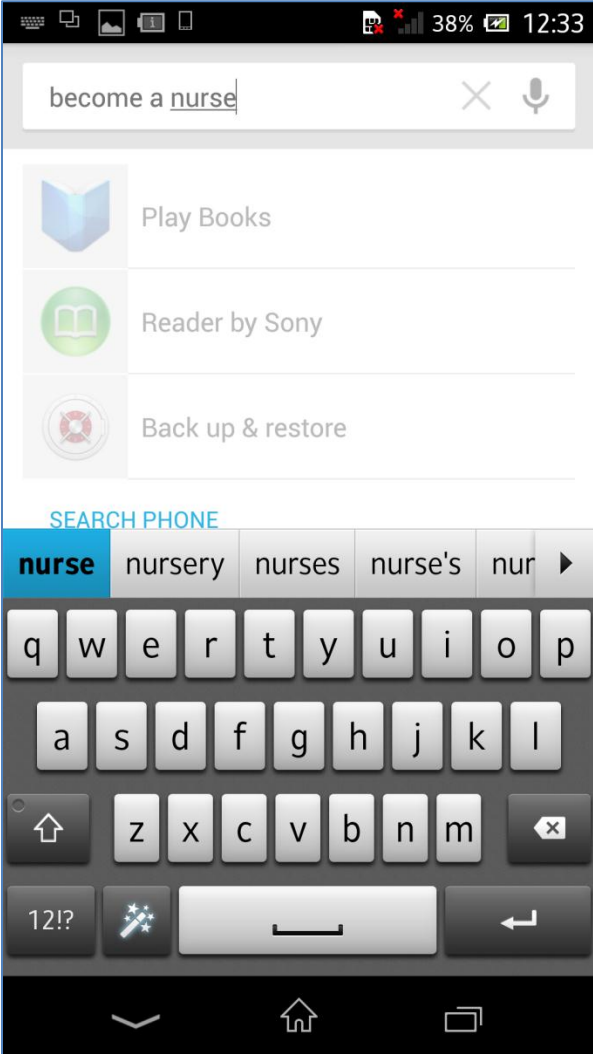
all these words:	<input type="text" value="become a nurse"/>	To do this in the search box	Type the important words: tricolor rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"	
any of these words:	<input type="text"/>	Type OR between all the words you 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	

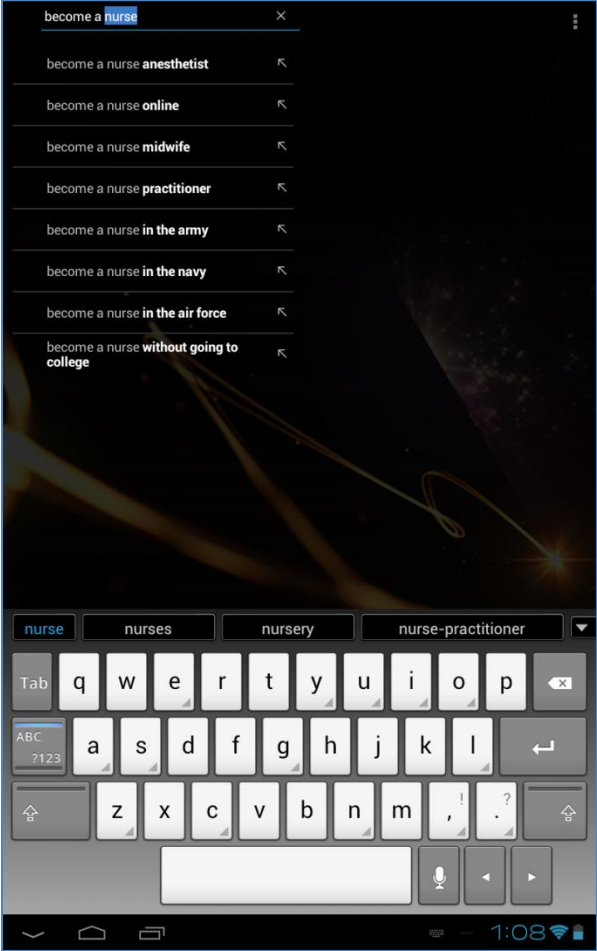
Then narrow your results by...

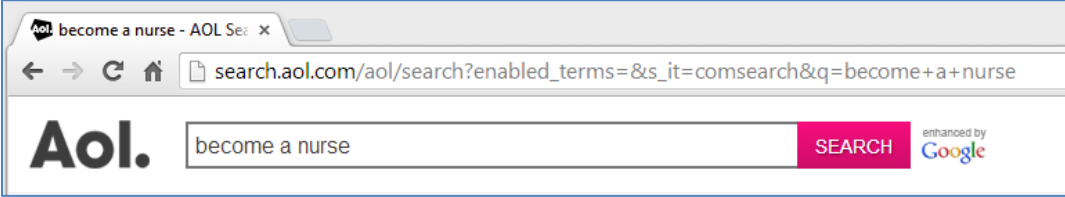
language:	<input type="text" value="any language"/>	Find pages in the language you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time you specify.
site or domain:	<input 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.

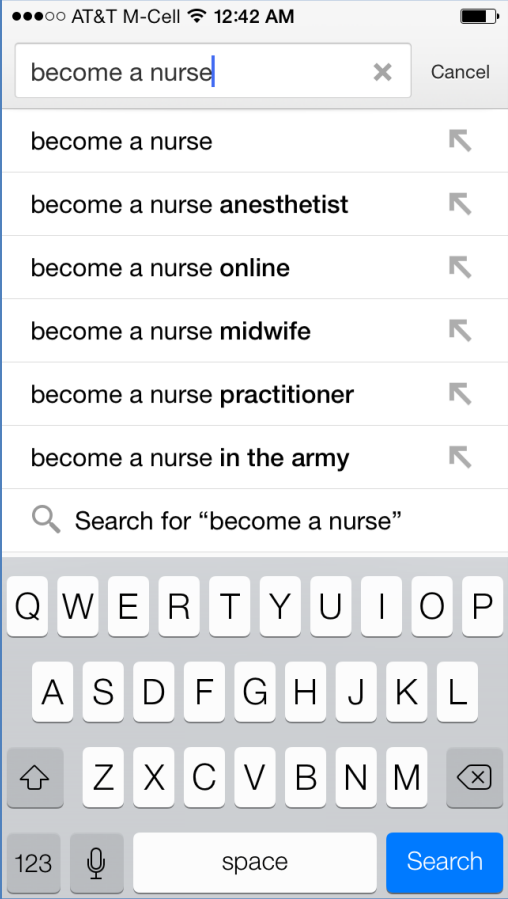
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

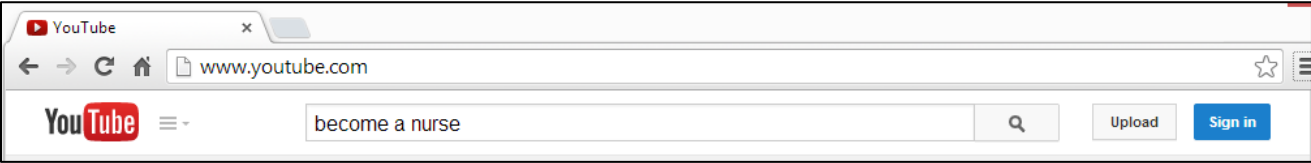
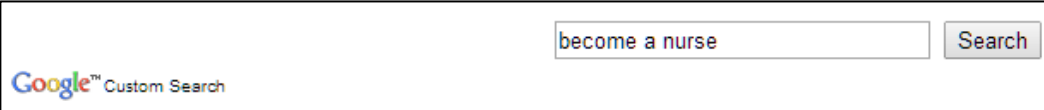
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an Android search interface. At the top, the status bar displays signal strength, Wi-Fi, 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, there are three search suggestions: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white lifebuoy 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 is the Android navigation bar with three icons: a back arrow, a home house icon, and a recent apps square icon.</p>

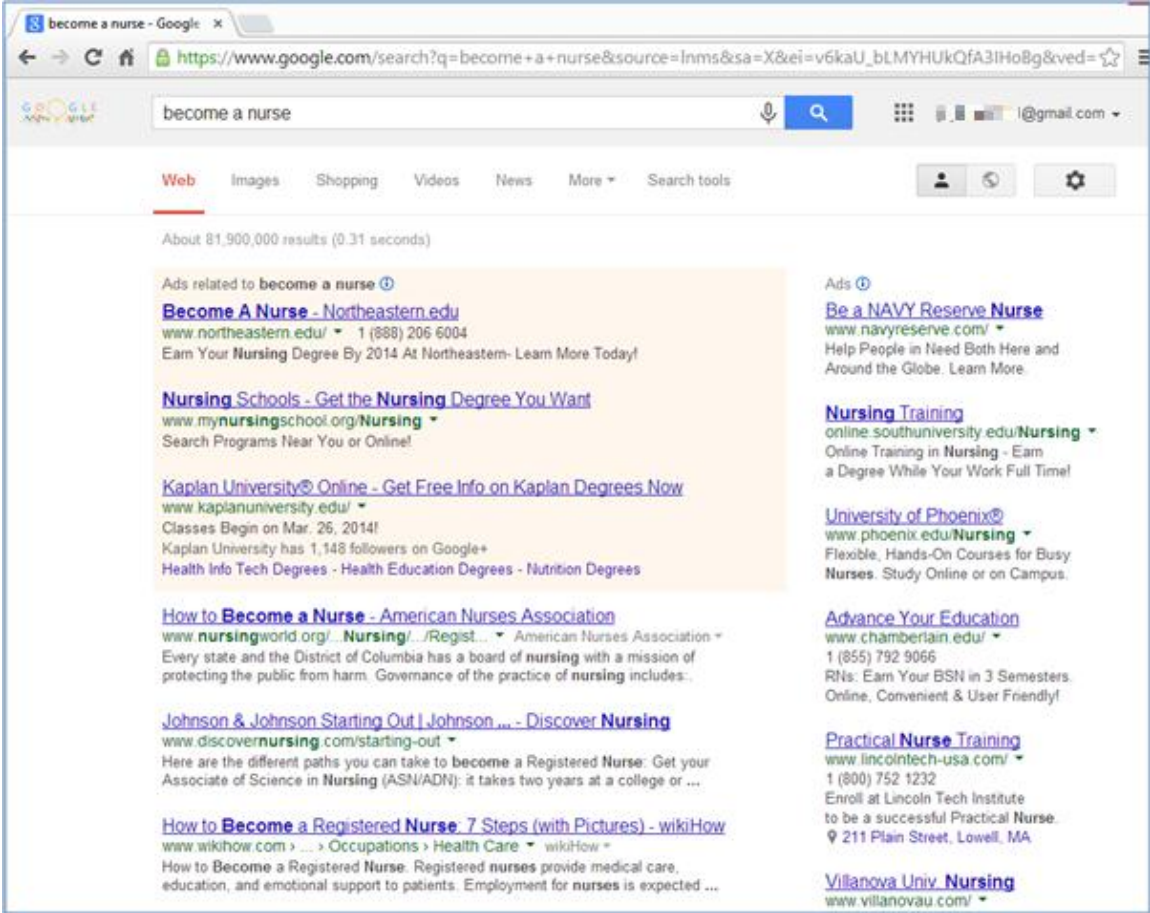
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1024 293 1514 326">Mobile Handset Running Android 4.2</p>  <p>The screenshot shows a search interface on a mobile device. The search bar contains the text "become a nurse". Below the search bar, a list of suggestions is displayed, each with a right-pointing arrow: "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 QWERTY keyboard is visible, and the status bar shows the time as 1:08.</p>

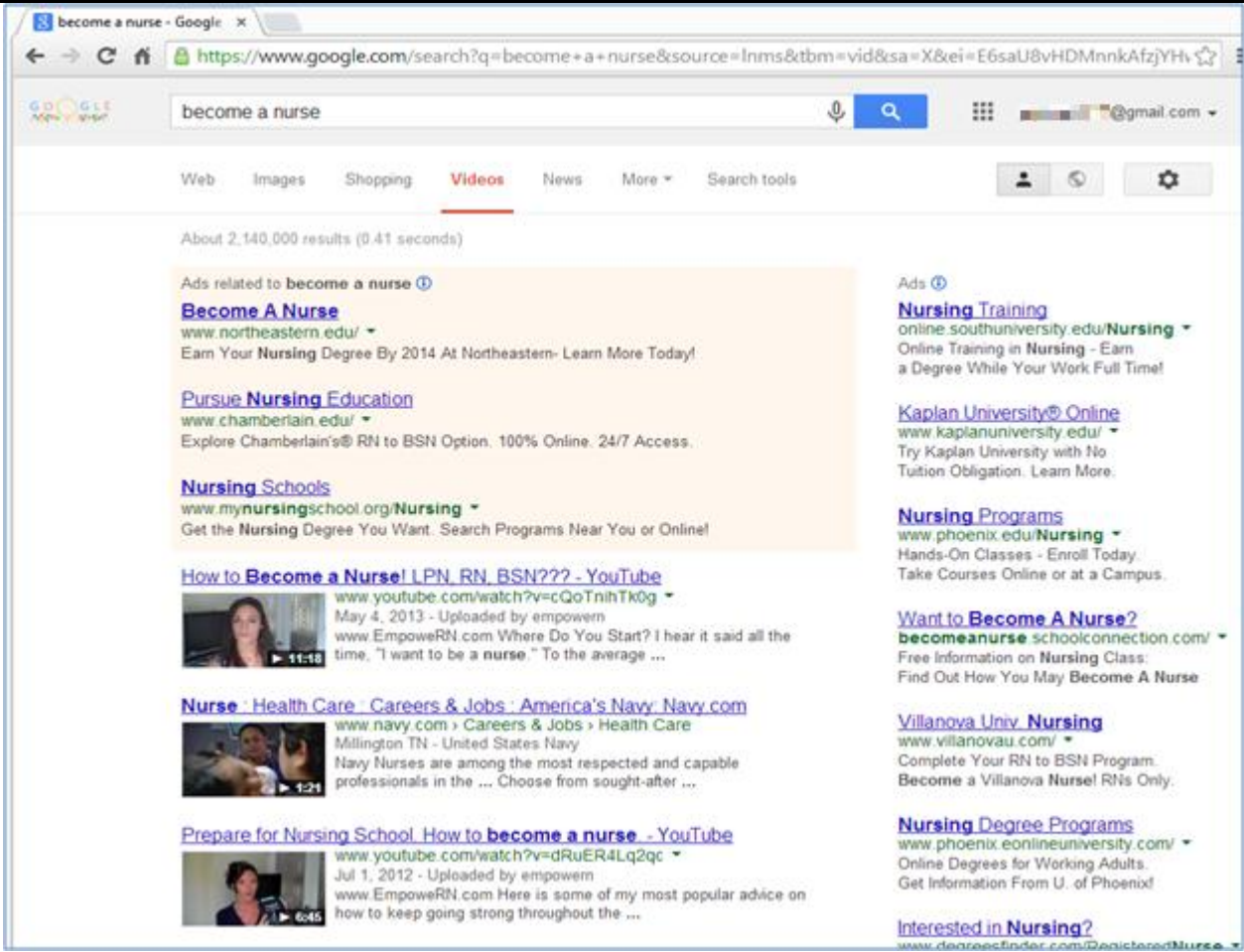
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

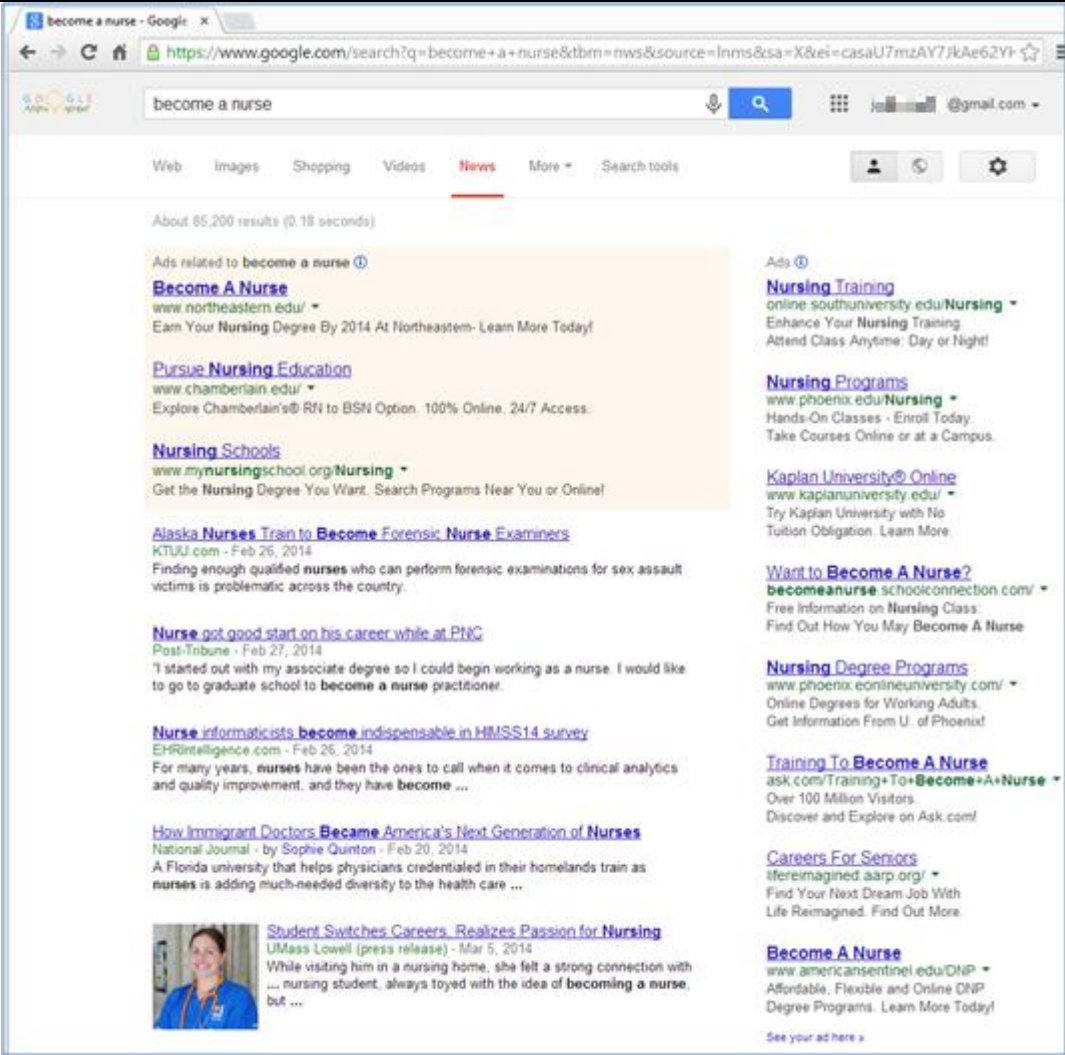
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. Below the status bar is a search input field containing the text 'become a nurse'. To the right of the input field are a close button (X) and a 'Cancel' button. Below the input field is a list of search suggestions, 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 button with a magnifying glass icon and the text 'Search for "become a nurse"'. At the bottom of the screenshot is a QWERTY keyboard with a 'Search' button in blue.</p> <p>Google Search App Running on iOS 7.1</p>

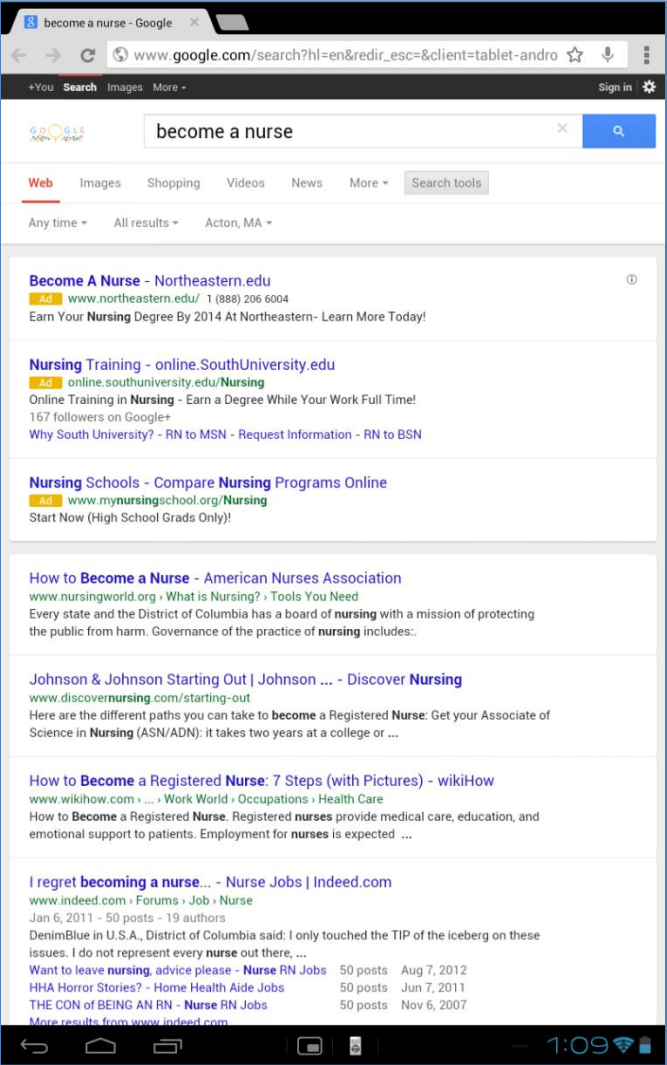
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the YouTube logo and search bar. The search bar contains the text "become a nurse". To the right of the search bar are buttons for "Upload" and "Sign in".</p>  <p>The screenshot shows a Google Custom Search interface. The search bar contains the text "become a nurse" and a "Search" button. The text "Google™ Custom Search" is visible on the left side.</p> <p data-bbox="1073 602 1955 638">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

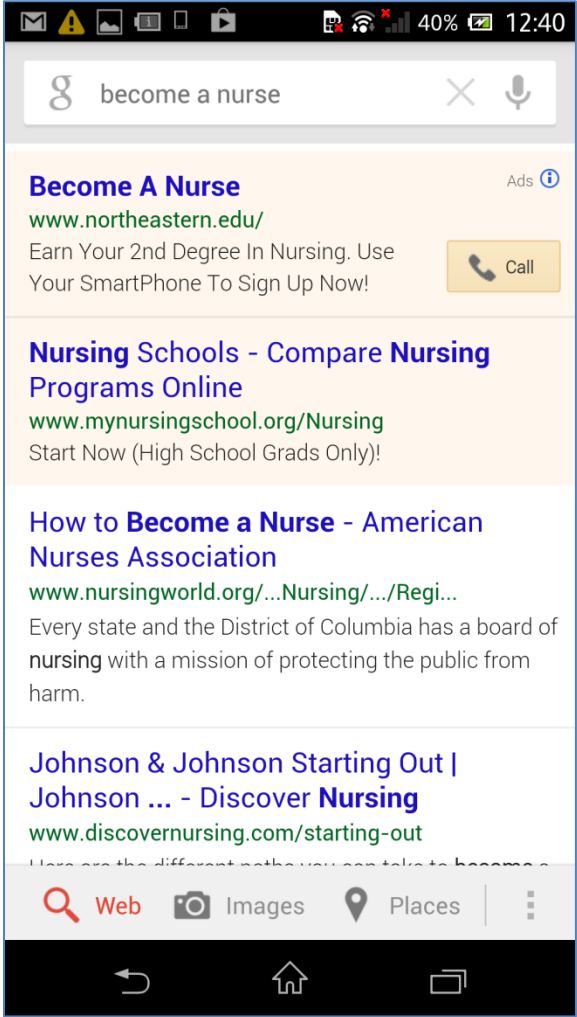
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pz75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEiIbbJAQiitskBCKm2yQEiXlbJAQiehsOBCKKIygEIuYjKAQ== 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_KCpZ55iFlc61B2- cGzNoU7vTcLZnq5JpYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjS0o6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGmaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPc2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9ffVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request" of Advanced Search</p>

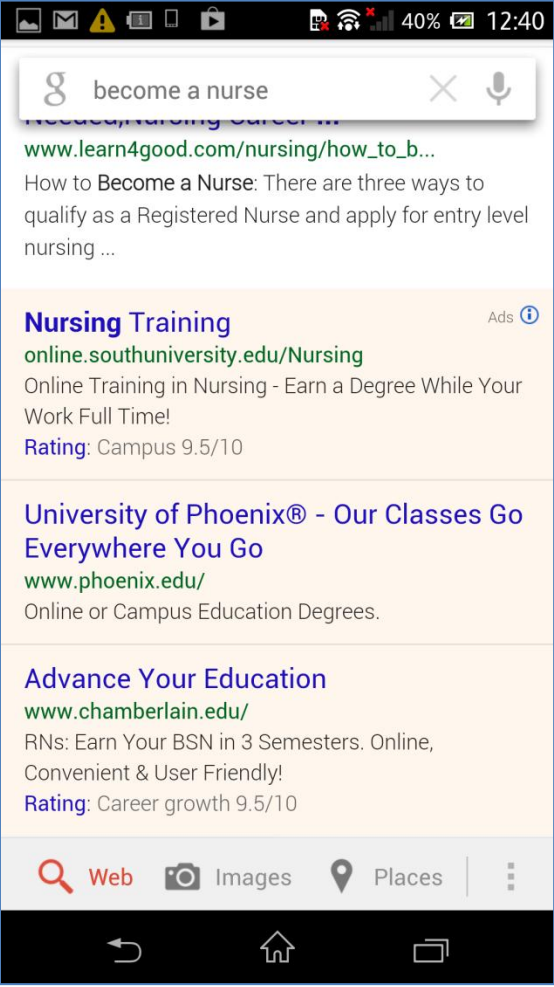
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<p>receiving search results and at least one advertisement via the communications link from the advertising machine;</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement via the communications link from the advertising machine.</p> <p>See claim 1 above.</p>  <p>The screenshot shows a Google search interface for the query "become a nurse". The search results page displays approximately 81,900,000 results. On the left side, there are several search results, including "Become A Nurse - Northeastern.edu", "Nursing Schools - Get the Nursing Degree You Want", "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". On the right side, there are several advertisements, including "Be a NAVY Reserve Nurse", "Nursing Training", "University of Phoenix®", "Advance Your Education", "Practical Nurse Training", and "Villanova Univ. Nursing".</p>

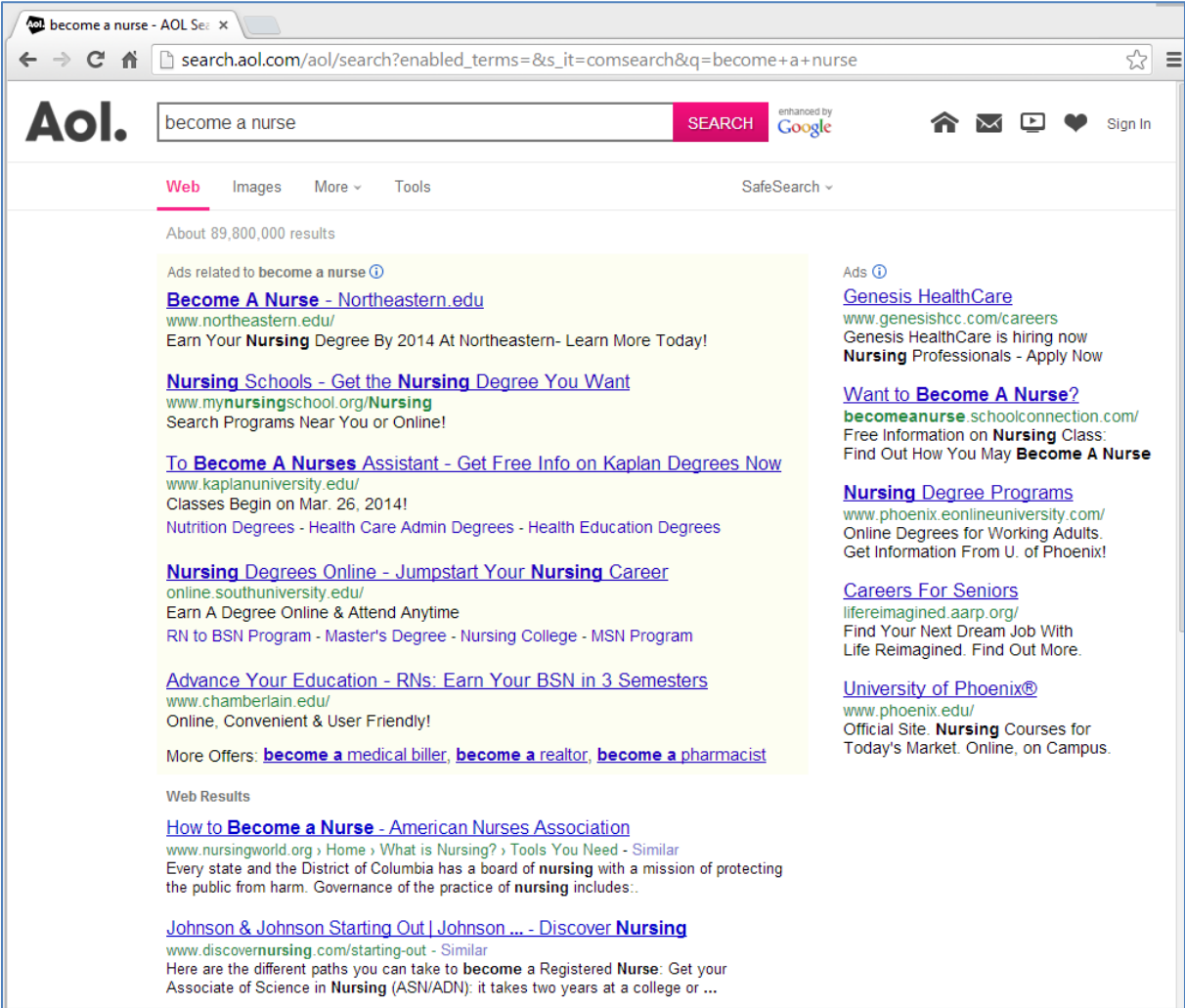
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	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The page features several sections:</p> <ul style="list-style-type: none"> Ads related to become a nurse: <ul style="list-style-type: none"> Become 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 empower. 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... <p>On the right side, there are additional search results:</p> <ul style="list-style-type: none"> Nursing Training: online.southuniversity.edu/Nursing - Online Training in Nursing - Earn a Degree While Your Work Full Time! Kaplan University® Online: www.kaplanuniversity.edu/ - Try Kaplan University with No Tuition Obligation. Learn More. Nursing Programs: www.phoenix.edu/Nursing - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus. Want to Become A Nurse? becomeanurse: schoolconnection.com/ - Free Information on Nursing Class: Find Out How You May Become A Nurse Villanova Univ. Nursing: www.villanova.edu/ - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only. Nursing Degree Programs: www.phoenix.eonlineuniversity.com/ - Online Degrees for Working Adults. Get Information From U. of Phoenix! Interested in Nursing?: www.degreefinder.com/RegisteredNurse...

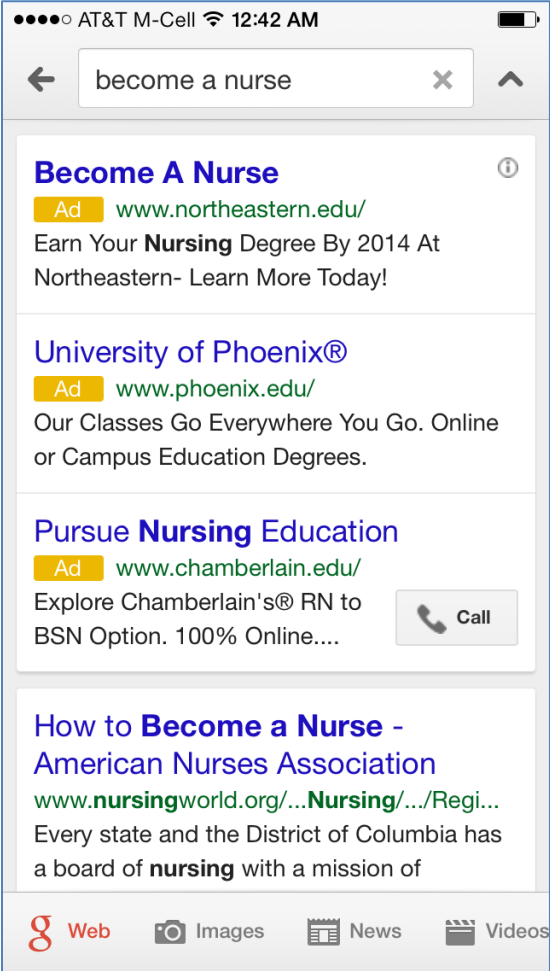
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	 <p>The screenshot shows a Google search for "become a nurse" with approximately 85,200 results. The search results are categorized into "Ads related to become a nurse" and "News".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu) - Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Pursue Nursing Education (www.chamberlain.edu) - Explore Chamberlain's RN to BSN Option. 100% Online. 24/7 Access. Nursing Schools (www.mynursingschool.org) - Get the Nursing Degree You Want. Search Programs Near You or Online! <p>News results:</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>Other results on the right side:</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.phoenixonlineuniversity.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!

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	 <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">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing 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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › 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...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 › ... › 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 ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › 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, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several 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, titled "How to Become a Nurse - American Nurses Association". The fourth result is from discovernursing.com, titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The bottom of the screen shows the search navigation bar with options for "Web", "Images", and "Places".</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... 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, along with a mobile OS navigation bar.</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 the search URL: search.aol.com/aol/search?enabled_terms=&s_it=comsearch&q=become+a+nurse. 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.genesishcc.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.

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	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Carrier: AT&T M-Cell, Time: 12:42 AM, Battery icon.Search bar: "become a nurse" with a back arrow on the left and a close 'x' and up arrow on the right.Search results (all marked as "Ad"):<ul style="list-style-type: none">Become A Nurse (www.northeastern.edu/): Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!University of Phoenix® (www.phoenix.edu/): Our Classes Go Everywhere You Go. Online or Campus Education Degrees.Pursue Nursing Education (www.chamberlain.edu/): Explore Chamberlain's® RN to BSN Option. 100% Online.... Includes a "Call" button.How to Become a Nurse - American Nurses Association (www.nursingworld.org/...Nursing/.../Regi...): Every state and the District of Columbia has a board of nursing with a mission ofBottom navigation bar: Web (Google logo), Images, News, Videos.

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	<div data-bbox="995 293 1545 1273" style="border: 1px solid #ccc; padding: 10px;"> <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> <hr/> <p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p> <hr/> <p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse. Call Programs and Campuses - Apply Online</p> <hr/> <p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U. of Phoenix! Call Nursing Programs - Nursing Degrees</p> </div>

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




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

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" 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, <http://www.census.gov/ipeds/data/pubs/acsbr11-04.pdf>)".

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

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

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<p>the search results obtained from at least one database having data network related information based upon the search argument; and</p>	<p>The Accused Instrumentalities obtain search results from at least one database having data network related information based upon the search argument</p> <p>See above.</p> <p>See claim 1 above.</p> <div data-bbox="611 548 1927 1187" style="border: 1px solid black; padding: 10px;"> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </td> </tr> </table> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>	<p style="text-align: center;">Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p style="text-align: center;">Finding information by crawling</p> <p>We use software known as “web crawlers” to discover publicly available webpages. The most well-known crawler is called “Googlebot.” Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google’s servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn’t accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that’s what’s best for users and, therefore, our business.</p>	<p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for “dogs” you don’t want a page with the word “dogs” on it hundreds of times. You probably want pictures, videos or a list of breeds. Google’s indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we’re continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		
<p>the at least one advertisement obtained from at least one database having advertisement information based upon the search</p>	<p>The Accused Instrumentalities obtain at least one advertisement from at least one database having advertisement information based upon the search argument and the user profile data.</p> <p>See claim 1 above.</p>		

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<p>argument and the user profile data.</p>	<div data-bbox="646 293 1892 1227"> <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>  <p>Search ad Gmail ad Display ad</p> <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 data-bbox="982 1230 1955 1268">https://support.google.com/ads/answer/1634057?hl=en&ref_topic=2971788</p>

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7,933,883

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The screenshot displays the Google AdWords 'All online campaigns' management interface. At the top, there is a search bar and a date range selector set to 'Last 7 days: Mar 4, 2014 - Mar 10, 2014'. Below this are navigation tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', and 'Dimensions'. A secondary row of controls includes 'All but deleted ads', 'Segment', 'Filter', 'Columns', and a search button. The main content area features a graph with 'Clicks' selected and a 'Daily' frequency. Below the graph is a 'Select an ad group' dropdown menu. The 'New text ad' section contains several input fields: 'Headline', 'Description line 1', 'Description line 2', 'Display URL', 'Destination URL' (with a 'http://' dropdown), and 'Device preference' (with a 'Mobile' checkbox). To the right, an 'Ad preview' section shows two ad formats: a 'Side ad' and a 'Top ad', both displaying the text 'New York Budget Hotel', 'www.example.com', 'Clean and close to subway.', and 'Students save 20%!'. At the bottom of the interface, there is a note about character limits for ads targeting Eastern European and Asian countries, and a 'What happens next?' section explaining the review process.

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

Claim No. 12

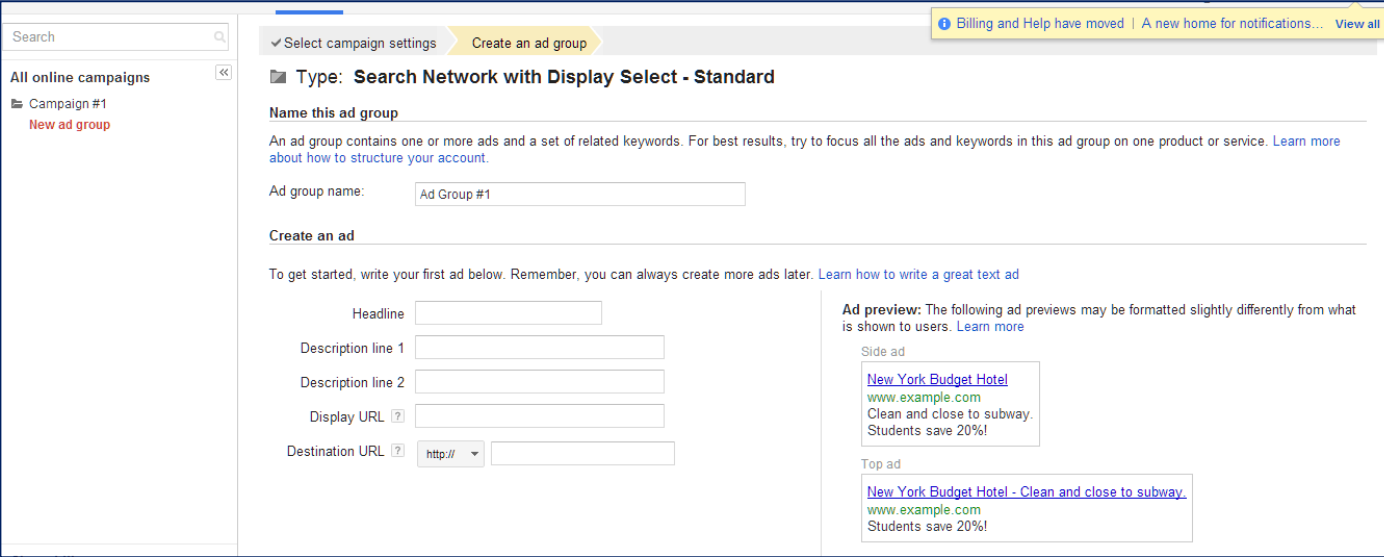
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google


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

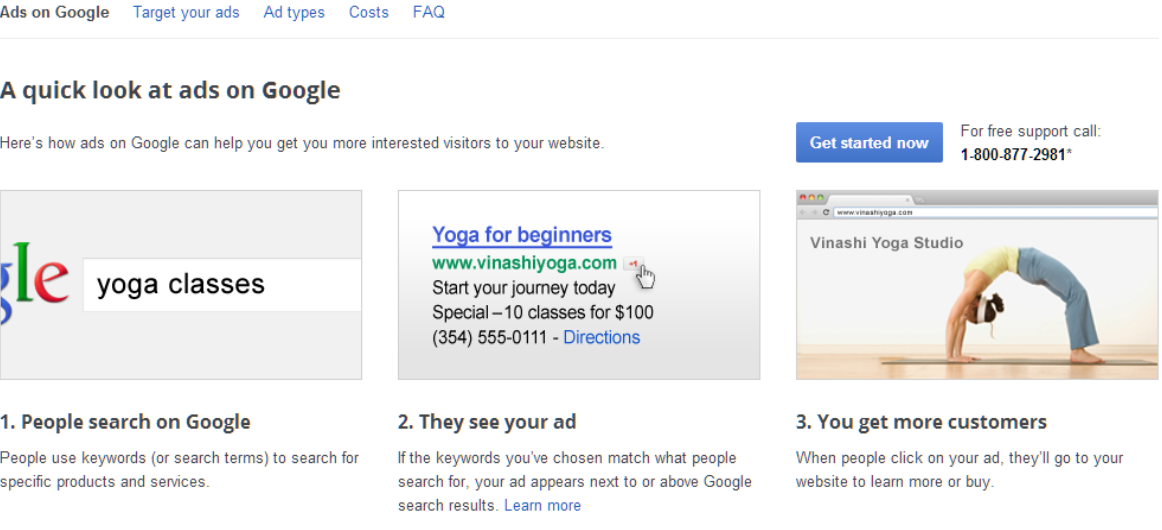
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google


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


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Claim No. 19			
<p>The method of claim 11, wherein the search results and the at least one advertisement comprise: search results obtained from at least one database that stores network related information; and</p>	<p>The Accused Instrumentalities operate a data processing device of a user to receive search results and at least one advertisement; where in the search results are obtained from at least one database that stores network related information.</p> <p>See claim 11 above.</p> <div data-bbox="611 574 1927 1211" style="border: 1px solid black; padding: 10px;"> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">Finding information by crawling</p> <p>We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is called "Googlebot." Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google's servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn't accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that's what's best for users and, therefore, our business.</p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p> </td> </tr> </table> <p style="text-align: center;">https://www.google.com/intl/en/insidesearch/howsearchworks/crawling-indexing.html</p> </div>	<p style="text-align: center;">Finding information by crawling</p> <p>We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is called "Googlebot." Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google's servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn't accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that's what's best for users and, therefore, our business.</p>	<p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>
<p style="text-align: center;">Finding information by crawling</p> <p>We use software known as "web crawlers" to discover publicly available webpages. The most well-known crawler is called "Googlebot." Crawlers look at webpages and follow links on those pages, much like you would if you were browsing content on the web. They go from link to link and bring data about those webpages back to Google's servers.</p> <p>The crawl process begins with a list of web addresses from past crawls and sitemaps provided by website owners. As our crawlers visit these websites, they look for links for other pages to visit. The software pays special attention to new sites, changes to existing sites and dead links.</p> <p>Computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. Google doesn't accept payment to crawl a site more frequently for our web search results. We care more about having the best possible results because in the long run that's what's best for users and, therefore, our business.</p>	<p style="text-align: center;">Organizing information by indexing</p> <p>The web is like an ever-growing public library with billions of books and no central filing system. Google essentially gathers the pages during the crawl process and then creates an index, so we know exactly how to look things up. Much like the index in the back of a book, the Google index includes information about words and their locations. When you search, at the most basic level, our algorithms look up your search terms in the index to find the appropriate pages.</p> <p>The search process gets much more complex from there. When you search for "dogs" you don't want a page with the word "dogs" on it hundreds of times. You probably want pictures, videos or a list of breeds. Google's indexing systems note many different aspects of pages, such as when they were published, whether they contain pictures and videos, and much more. With the Knowledge Graph, we're continuing to go beyond keyword matching to better understand the people, places and things you care about.</p>		
<p>the at least one advertisement was obtained from at least one differing database that stores advertisement information.</p>	<p>The Accused Instrumentalities obtain at least one advertisement from at least one differing database that stores advertisement information.</p> <p>See claims 10 and 11 above.</p>		


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	 <p data-bbox="1318 889 1955 922">https://adwords.google.com/cm/CampaignMgmt?</p>

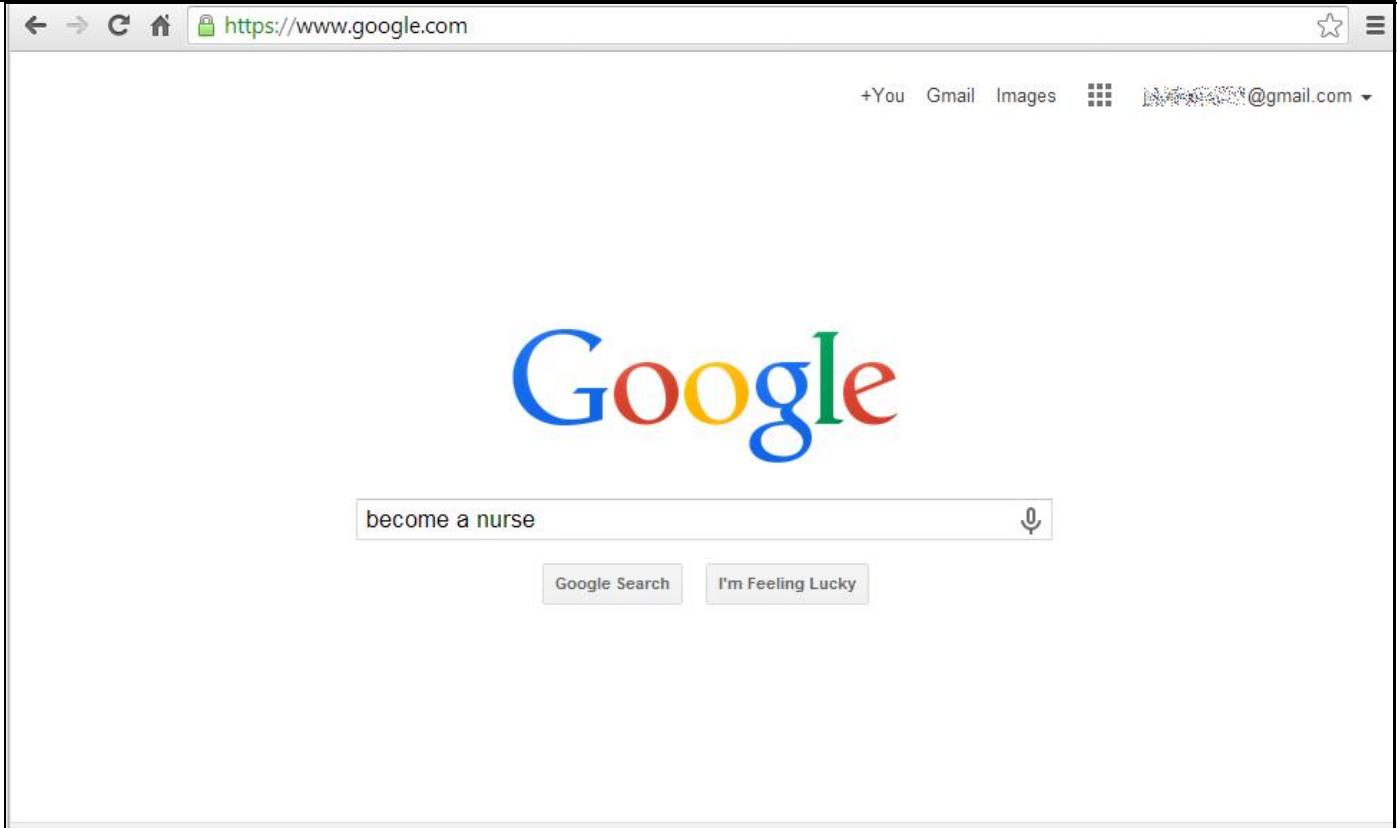
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="680 313 1276 342">Benefits of advertising with Google AdWords</p> <p data-bbox="680 380 1644 406">A few important things set AdWords apart from other kinds of advertising. Using AdWords, you can:</p> <p data-bbox="680 440 1459 466">Reach people at the precise moment they're searching for what you offer</p> <ul data-bbox="699 498 1860 670" style="list-style-type: none">• Your ad is displayed to people who are already searching for the kinds of products and services you offer. So those people are more likely to take action.• You can choose where your ad appears -- on which specific websites and in which geographical areas (states, towns, or even neighborhoods).• The <u>Google Display Network</u> (GDN) alone reaches 80% of Internet users in the US. <p data-bbox="680 703 894 729">Control your budget</p> <ul data-bbox="699 761 1875 898" style="list-style-type: none">• With cost-per-click (CPC) bidding, you're charged only when someone clicks your ad, not when your ad appears. There are a variety of bidding options you can choose from.• You decide how much or little you want to spend monthly, and you'll never be charged more than that amount.• There's no minimum spending commitment. <p data-bbox="680 930 1255 956">See exactly what's working in your ad, and build on it</p> <ul data-bbox="699 989 1850 1125" style="list-style-type: none">• View a report of how your ad is doing -- see how many new customers connect to your business from your ad, where they're coming from, and more.• Use AdWords tools to edit and improve your ad, and increase the number of potential customers who contact your business. <hr data-bbox="699 1149 1875 1153"/> <p data-bbox="709 1174 867 1206"> Example</p> <p data-bbox="770 1230 1822 1328">Let's say you run a bicycle repair shop near Boston. Set your ad to appear to customers in just that location, and when someone living or visiting there searches Google for "bike repair near Boston," they could see your ad and click it to connect to your business.</p> <p data-bbox="1102 1357 1955 1390">https://support.google.com/adwords/answer/3464111?hl=en&rd=1</p>

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Claim No. 20	
<p>An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:</p>	<p>Google’s advertising services and applications constitute the claimed system. The infringing services and applications include but are not limited to Google Ads, Google AdWords, and Google AdWords Express (or similar functionality) used in conjunction with google.com, the Google Search app, the Android search bar, Google custom search, Google premium search services, youtube.com, Google search services provided to third party websites such as Custom Search Services or AdSense for Search, and any Google-owned property that matches advertisements based in part on a received search term (hereinafter the “Accused Instrumentalities”).</p> <p>See claims 1 and 11 above.</p> <div data-bbox="646 717 1892 1261" style="border: 1px solid black; padding: 10px;">  <p>The screenshot shows the Google Ads interface. At the top, there are navigation links: 'Ads on Google', 'Target your ads', 'Ad types', 'Costs', and 'FAQ'. Below this is the heading 'A quick look at ads on Google' and a sub-heading 'Here's how ads on Google can help you get you more interested visitors to your website.' There are three main components: 1. A search bar with 'yoga classes' entered. 2. An advertisement for 'Yoga for beginners' from 'www.vinashiyoga.com'. The ad text says 'Start your journey today', 'Special – 10 classes for \$100', and '(354) 555-0111 - Directions'. There is a 'Get started now' button and a phone number '1-800-877-2981*'. 3. A small image of a person doing a yoga pose on a mat. Below the ad, there are three numbered steps: '1. People search on Google', '2. They see your ad', and '3. You get more customers'.</p> </div> <p style="text-align: right;">http://www.google.com/adwords/how-it-works/ads-on-google.html</p>

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	<div data-bbox="646 293 1892 1026"><h3>Make sure your business shows up on Google</h3><p>Advertise next to or above relevant Google search results. With search ads, you can reach customers on all the devices they use to search for information.</p><div data-bbox="737 475 1751 727"><p>Computer Tablet Mobile phone</p></div><p>With both AdWords and AdWords Express advertising products, you control your costs. You only pay for clicks, and you can start and stop running your ads any time.</p><div data-bbox="680 867 1864 1003"><p>AdWords You'll be able to manage your own campaigns, run additional ad formats, and use the full suite of tracking and performance tools. Learn more.</p><p>AdWords Express Don't have a website? No problem. And best of all, it takes under 10 minutes to set up your new account. Learn more.</p><p>Get started with AdWords Get started with AdWords Express</p></div></div> <p data-bbox="1465 1036 1955 1068">http://www.google.com/ads/searchads</p>

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	<div data-bbox="646 293 1892 1013" style="border: 1px solid black; padding: 10px;"> <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> <p style="text-align: right; margin-top: 10px;">https://support.google.com/adwords/answer/2497976?hl=en</p>
<p>a communications interface operable to interface with the data processing device of the user via the communications link;</p>	<p>The Accused Instrumentalities include a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p>See claims 1 and 11 above.</p>

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	<div data-bbox="648 293 1892 784" style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Advertising on Google AdWords: An overview</h2> <hr/> <div style="display: flex; align-items: center;">  <p>Tip</p> </div> <p style="margin-left: 20px;">New to AdWords? Register for our Online Marketing 101 course to maximize your business online.</p> <hr/> <ul style="list-style-type: none"> AdWords, Google's online advertising program, lets you reach new customers and grow your business. Choose where your ad appears, set a budget you're comfortable with, and measure the impact of your ad. There's no minimum spending commitment. You can pause or stop anytime. Get started at https://adwords.google.com. </div> <p style="text-align: center; margin-top: 10px;">https://support.google.com/adwords/answer/3464111?hl=en&ref_topic=3121763&rd=1</p>
<p>a database search engine operable to: receive from the data processing device via the communications interface a search request that includes a search argument; and</p>	<p>The Accused Instrumentalities include a database search engine operable to receive from the data processing device via the communications interface a search request that includes a search argument.</p> <p>See claims 1 and 11 above.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the address bar displaying "https://www.google.com". 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 (back, forward, refresh, home), a star icon for bookmarks, and a user profile icon with the text "+You Gmail Images" and an email address "@gmail.com".</p>

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7,933,883

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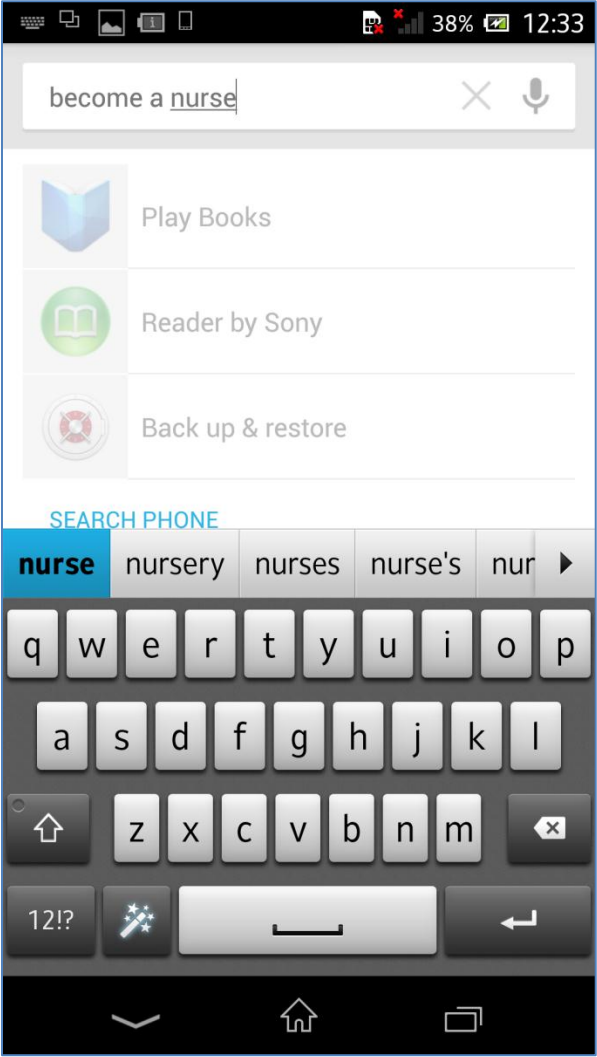
The screenshot shows the Google Advanced Search page in a browser window. The address bar contains the URL: https://www.google.com/advanced_search?q=become+a+nurse&biw=1107&bih=951&hl=en. The page title is "Advanced Search".

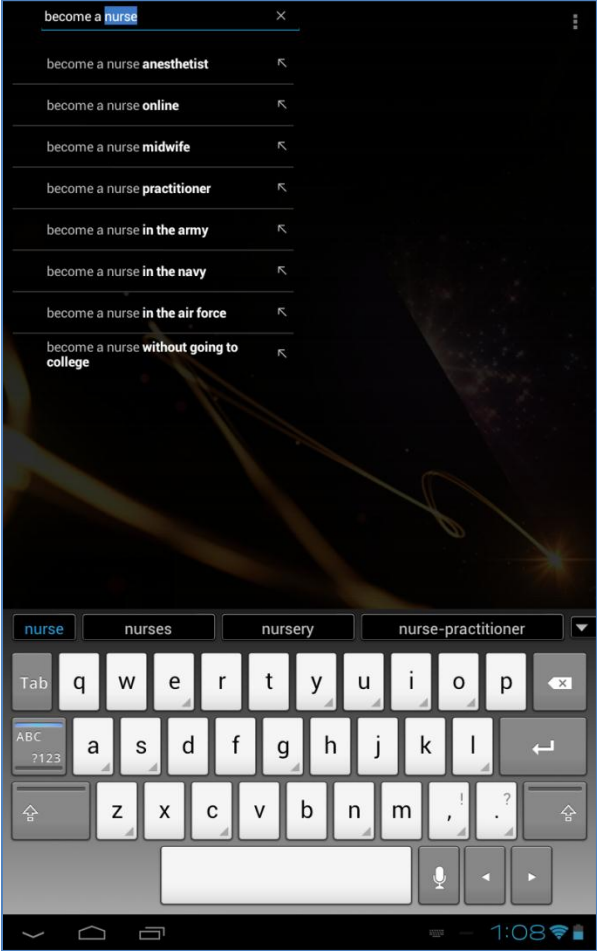
Find pages with...

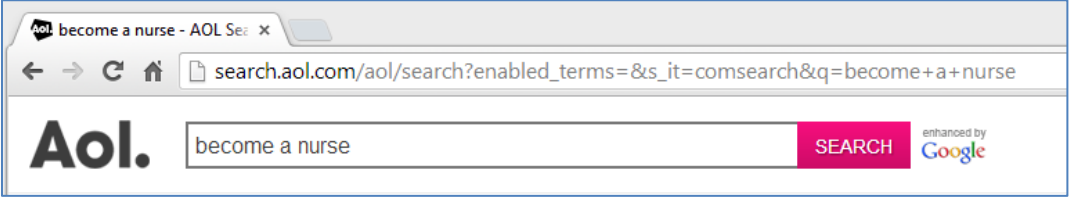
all these words:	<input type="text" value="become a nurse"/>	To do this in the search box	Type the important words: tricolor rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"	
any of these words:	<input type="text"/>	Type OR between all the words you 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	

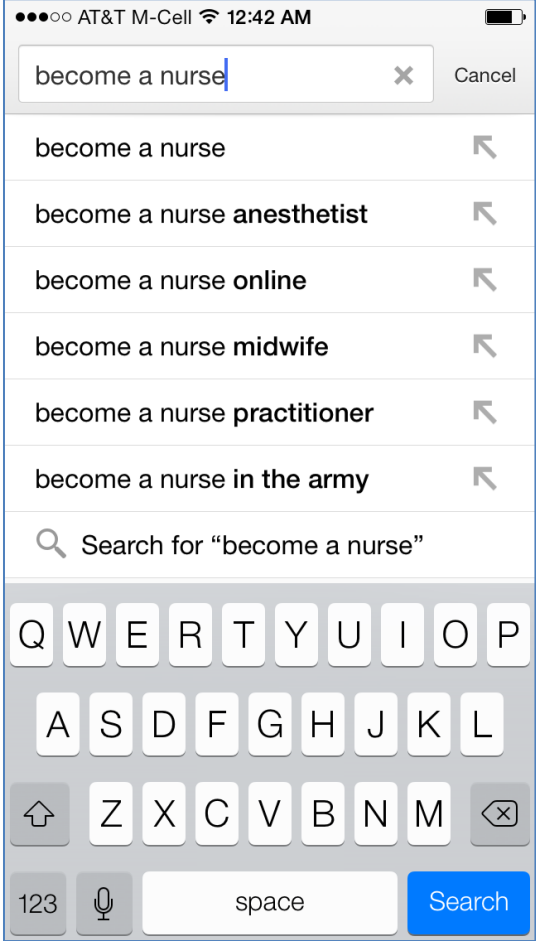
Then narrow your results by...

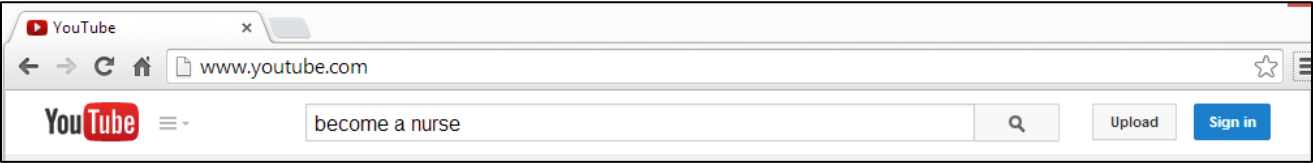
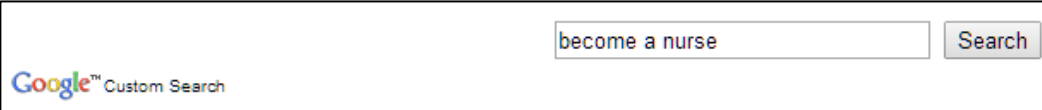
language:	<input type="text" value="any language"/>	Find pages in the language you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time you specify.
site or domain:	<input 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.

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	 <p>The screenshot shows an Android phone's search interface. At the top, the status bar displays signal strength, Wi-Fi, 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, there are three search results: "Play Books" with a blue book icon, "Reader by Sony" with a green book icon, and "Back up & restore" with a red and white lifebuoy icon. Below these results is a "SEARCH PHONE" section with a list of suggestions: "nurse", "nursery", "nurses", "nurse's", and "nur". The "nurse" suggestion is highlighted in blue. Below the suggestions is a QWERTY keyboard with a home button, a search button (magnifying glass), a spacebar, and a back button. At the bottom of the screen are three navigation icons: a back arrow, a home button, and a recent apps button.</p>

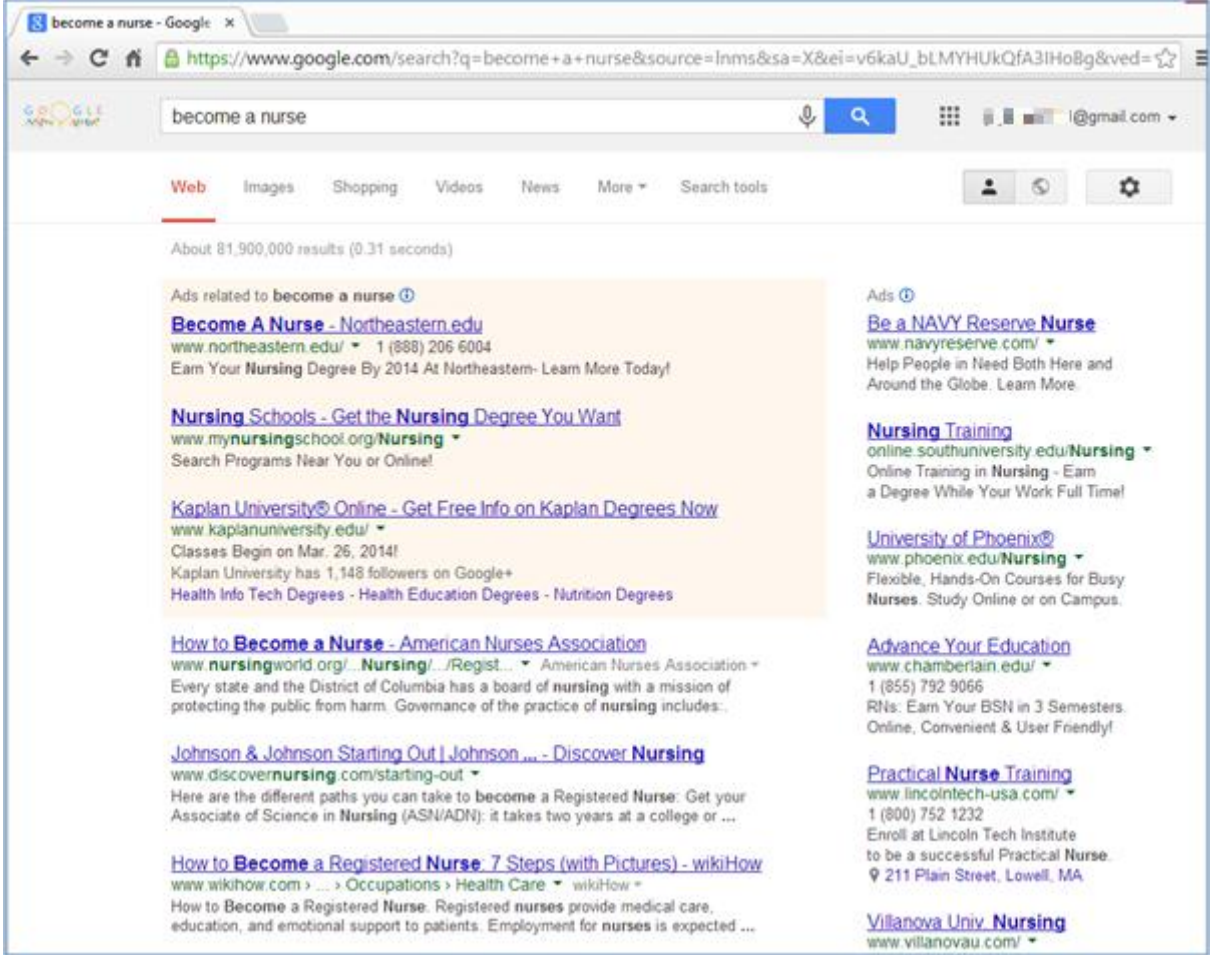
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="1024 293 1514 326">Mobile Handset Running Android 4.2</p>  <p data-bbox="974 431 1566 1377">A screenshot of an Android 4.2 mobile handset. The screen displays a search bar with the text "become a nurse" and a list 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>

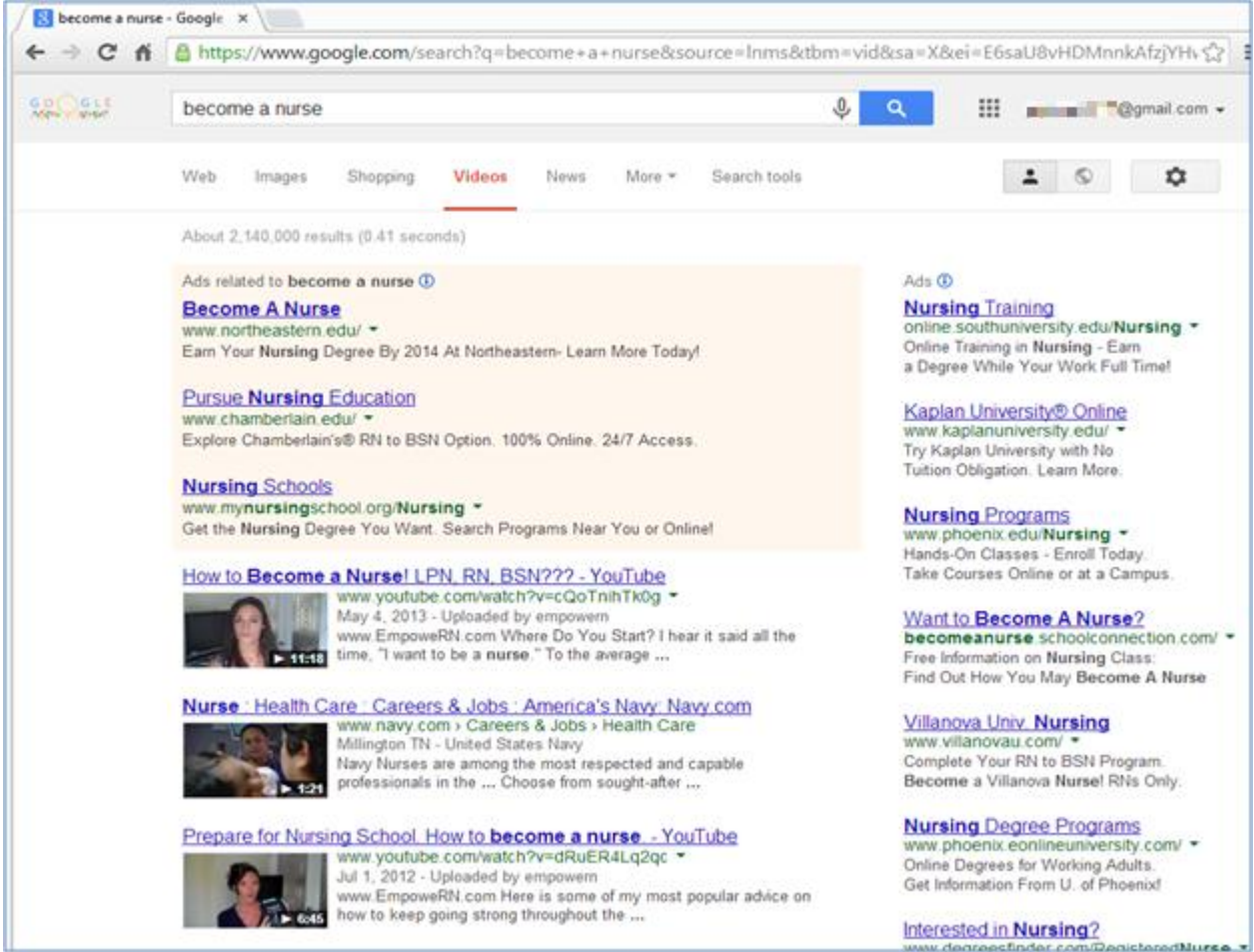
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p style="text-align: center;">Tablet Device Running Android 4.0.2</p> 

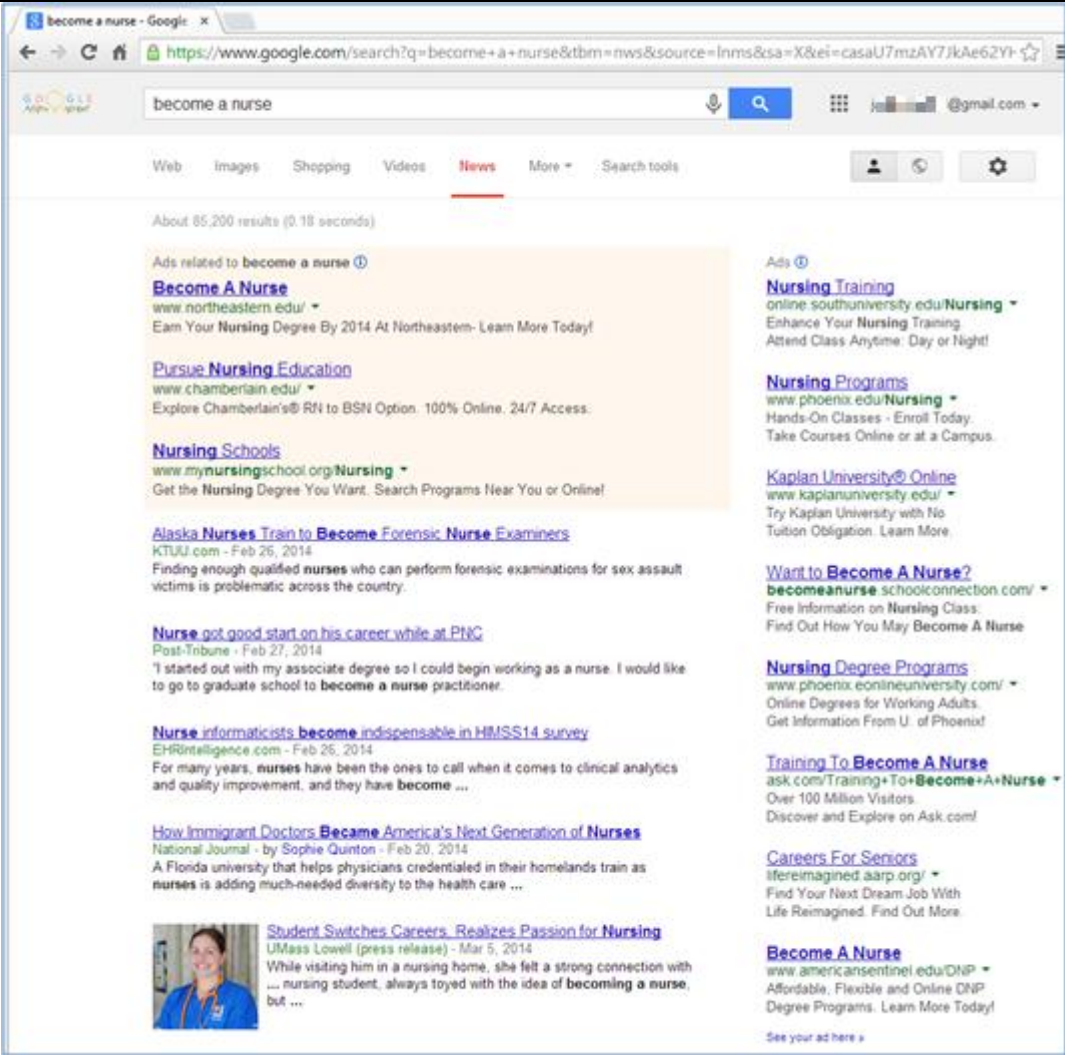
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Search app interface on an iPhone. At the top, the status bar displays 'AT&T M-Cell', signal strength, Wi-Fi, and the time '12:42 AM'. Below the status bar is a search input field containing the text 'become a nurse'. To the right of the input field are a close button (X) and a 'Cancel' button. Below the input field is a list of search suggestions: 'become a nurse', 'become a nurse anesthetist', 'become a nurse online', 'become a nurse midwife', 'become a nurse practitioner', and 'become a nurse in the army'. Each suggestion has a right arrow icon. Below the suggestions is a search button with a magnifying glass icon and the text 'Search for "become a nurse"'. Below the search button is a QWERTY keyboard with a 'Search' button in blue at the bottom right. The keyboard includes keys for numbers (123), voice search, space, and a backspace key.</p> <p>Google Search App Running on iOS 7.1</p>

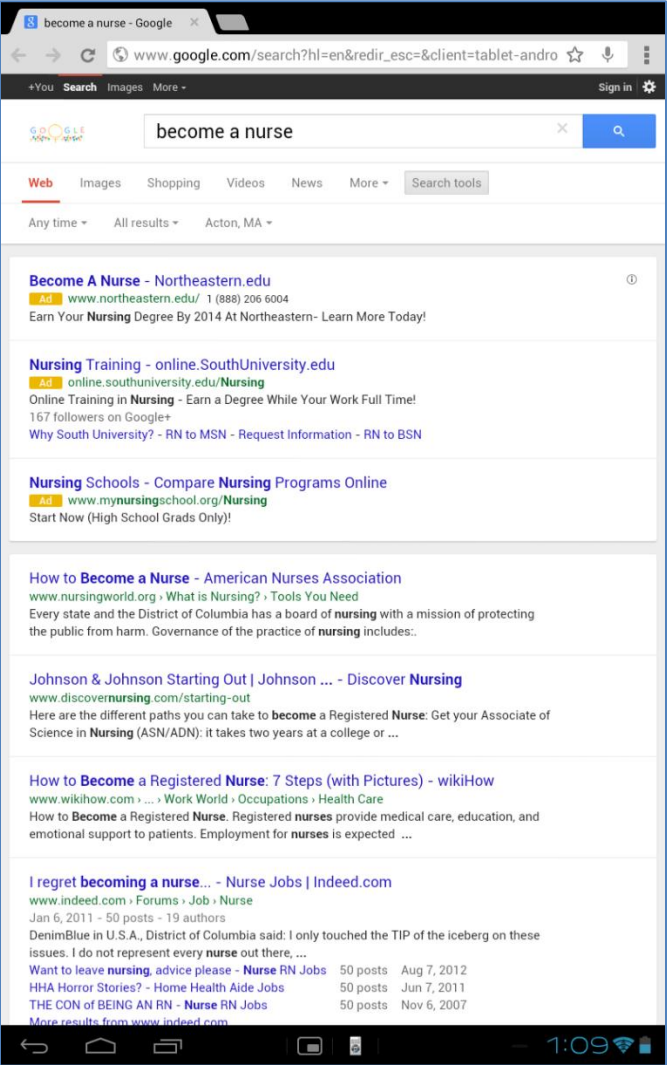
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window with the YouTube logo and navigation icons. The search bar contains the text "become a nurse". To the right of the search bar are buttons for "Upload" and "Sign in".</p>  <p>The screenshot shows a Google Custom Search interface. The search bar contains the text "become a nurse" and a "Search" button. The text "Google™ Custom Search" is visible on the left.</p> <p data-bbox="1073 602 1955 638">http://www.4nursing.com/search-our-site-or-search-the-internet.html</p>

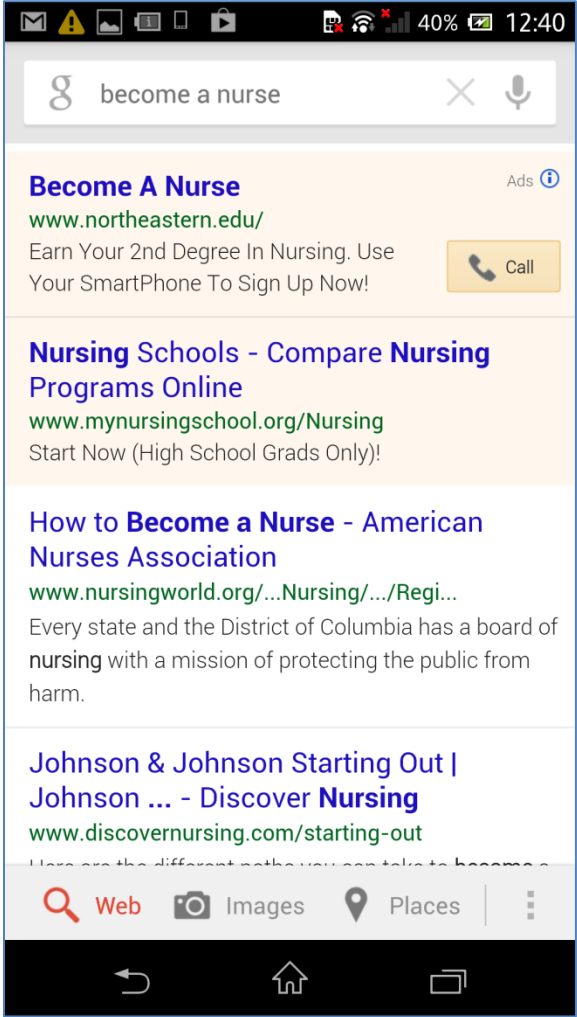
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pz75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=2abeaecf5dalba90&biw=1065&bih=880&dpr=1 &tch=1&ech=13&psi=rrsbU8C0DeHQ0wHjhIG4BA.1394326447395.2 HTTP/1.1 Host: www.google.com Connection: keep-alive User-Agent: Mozilla/5.0 (Windows NT 6.1) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/33.0.1750.146 Safari/537.36 Accept: */* X-Client-Data: CL+ 1yQEiIbbJAQiitskBCkm2yQEiXlbJAQiehsOBCKKIygEIuYjKAQ== 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_KCpZ55iFlc61B2- cGzNoU7vTcLZnq5JpYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjS0o6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaV1OvzbhSFqimQO6WdlnPtpPc6aRrywbiPW- n74tUdvTZJ3o_jUNuRJyVqOoJB3uxn7TIQIv5e9vXizDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWkXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGmaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9ffVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBPpUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcF2x1PW4aYSFuT_3BRUegqm5 </pre> <p style="text-align: center;">GET "search request" of Advanced Search</p>

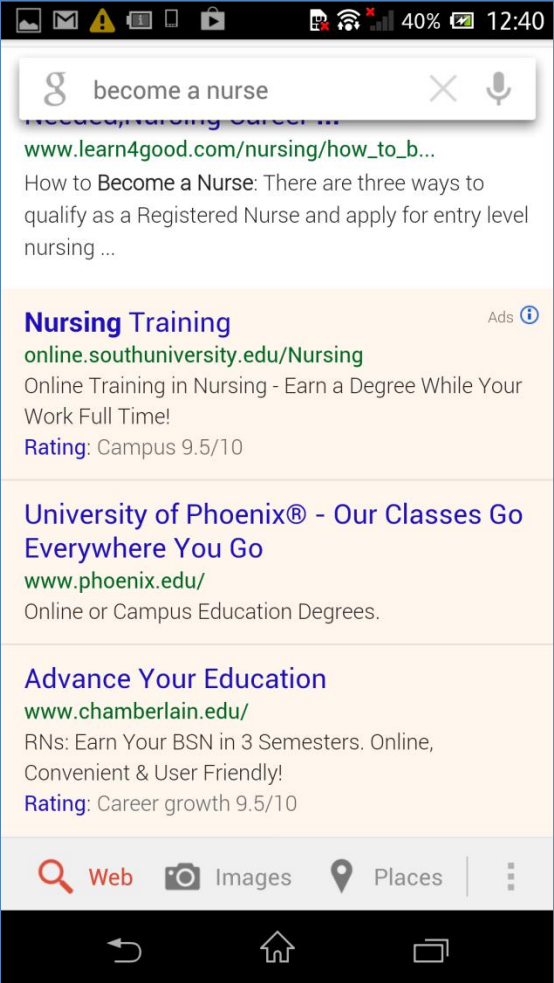
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
<p>search at least one database having data network related information using the search argument to generate search results;</p>	<p>The Accused Instrumentalities include a database search engine operable to search at least one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

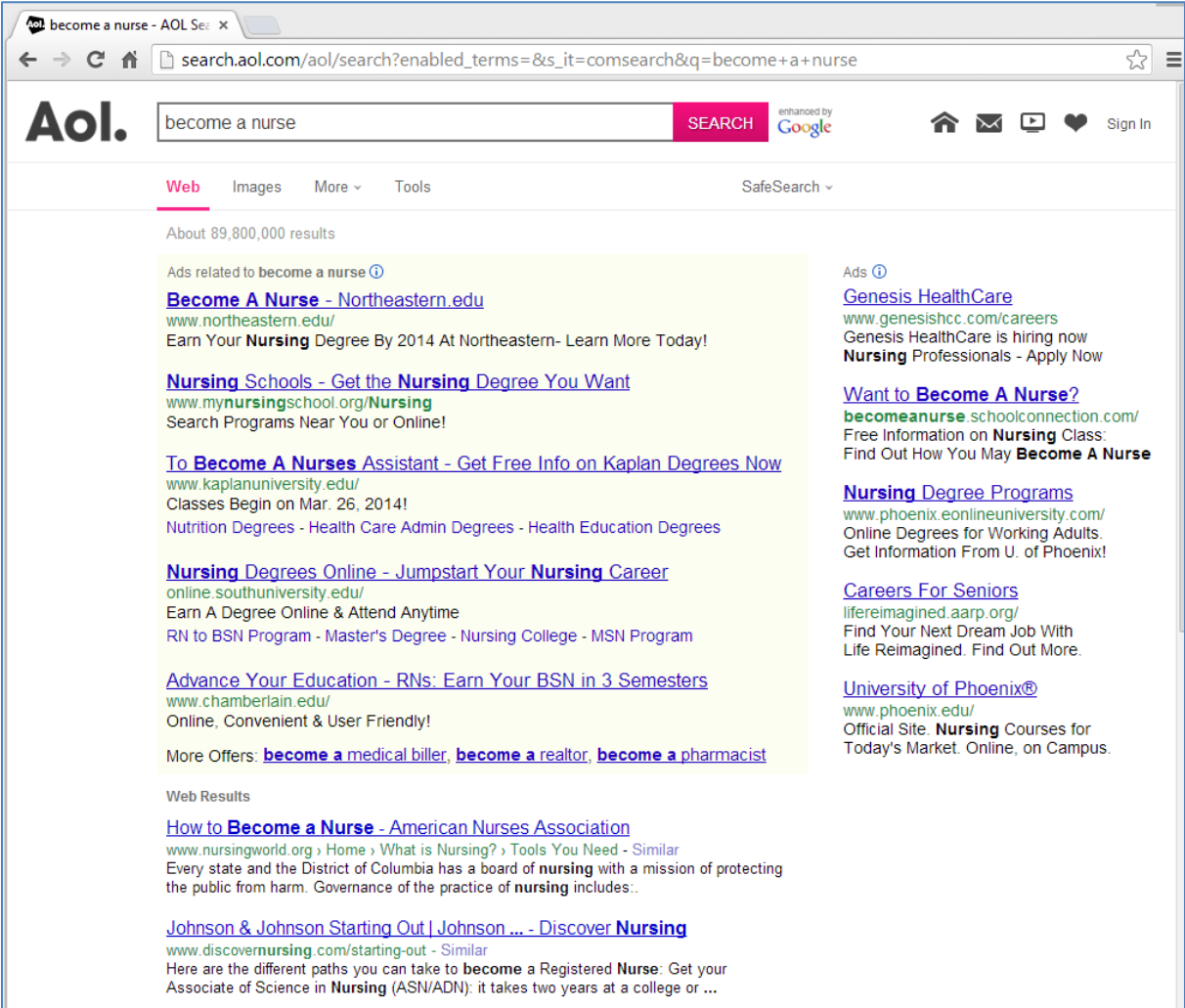
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 2,140,000 results. The page features several advertisements and search results. On the left, there are ads for "Become A Nurse" from northeastern.edu, "Pursue Nursing Education" from chamberlain.edu, and "Nursing Schools" from mynursingschool.org. Below these are video thumbnails for "How to Become a Nurse! LPN, RN, BSN???" and "Prepare for Nursing School. How to become a nurse". On the right, there are ads for "Nursing Training" from southuniversity.edu, "Kaplan University Online", "Nursing Programs" from phoenix.edu, "Want to Become A Nurse?" from becomeanurse.schoolconnection.com, "Villanova Univ. Nursing", "Nursing Degree Programs" from phoenix.eonlineuniversity.com, and "Interested in Nursing?".</p>

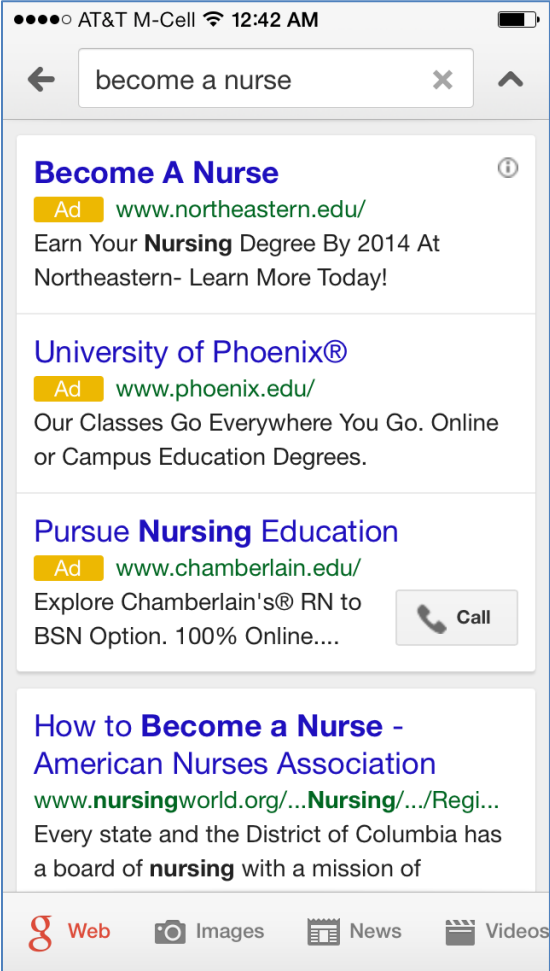
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none"> Ads related to become a nurse <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu) - 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>Ads</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.phoenixonlineuniversity.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>See your ad here ></p>

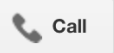
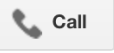
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing 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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › 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...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 › ... › 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 ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › 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, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include several 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, titled "How to Become a Nurse - American Nurses Association". The fourth result is from discovernursing.com, titled "Johnson & Johnson Starting Out Johnson ... - Discover Nursing". The bottom of the screen shows the standard Android navigation bar with icons for back, home, and recent apps.</p>

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	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include a snippet from www.learn4good.com/nursing/how_to_b... 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, along with a home button and a recent apps button.</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 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.genesishcc.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. 7,933,883	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="995 293 1545 1273"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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





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

On the right side of the page, there is a large advertisement for Kaplan University. The ad features a woman's face and the text: "With a master's degree, you could earn TWO TIMES more than a high school grad.*" Below this, it says "Learn more now >>" and "Advertisement". A small note at the bottom of the ad reads: "(*) Net earnings. *Source: U.S. Census Bureau, 2011 American Community Survey, at www.census.gov/prod/2012/pub/acsbr/11-04.pdf".

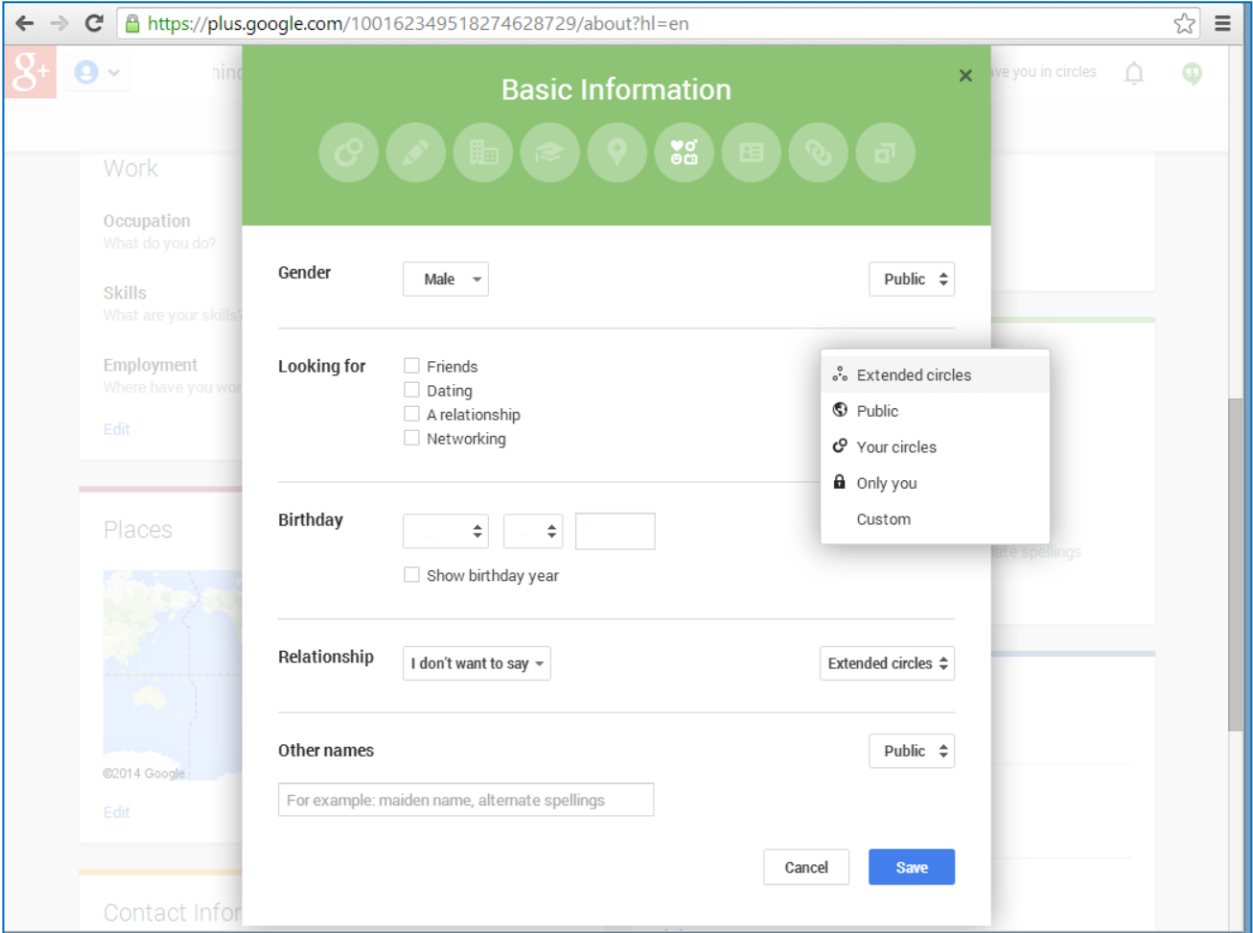
The screenshot shows a web browser window with the address bar containing the URL "www.4nursing.com/search-our-site-or-search-the-internet.html?cx=partner-pub-3695880321175". The page content includes a banner with the text "HOW DO THE RIGHT ADS MAKE THE INTERNET BETTER?" and a button labeled "Find Out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

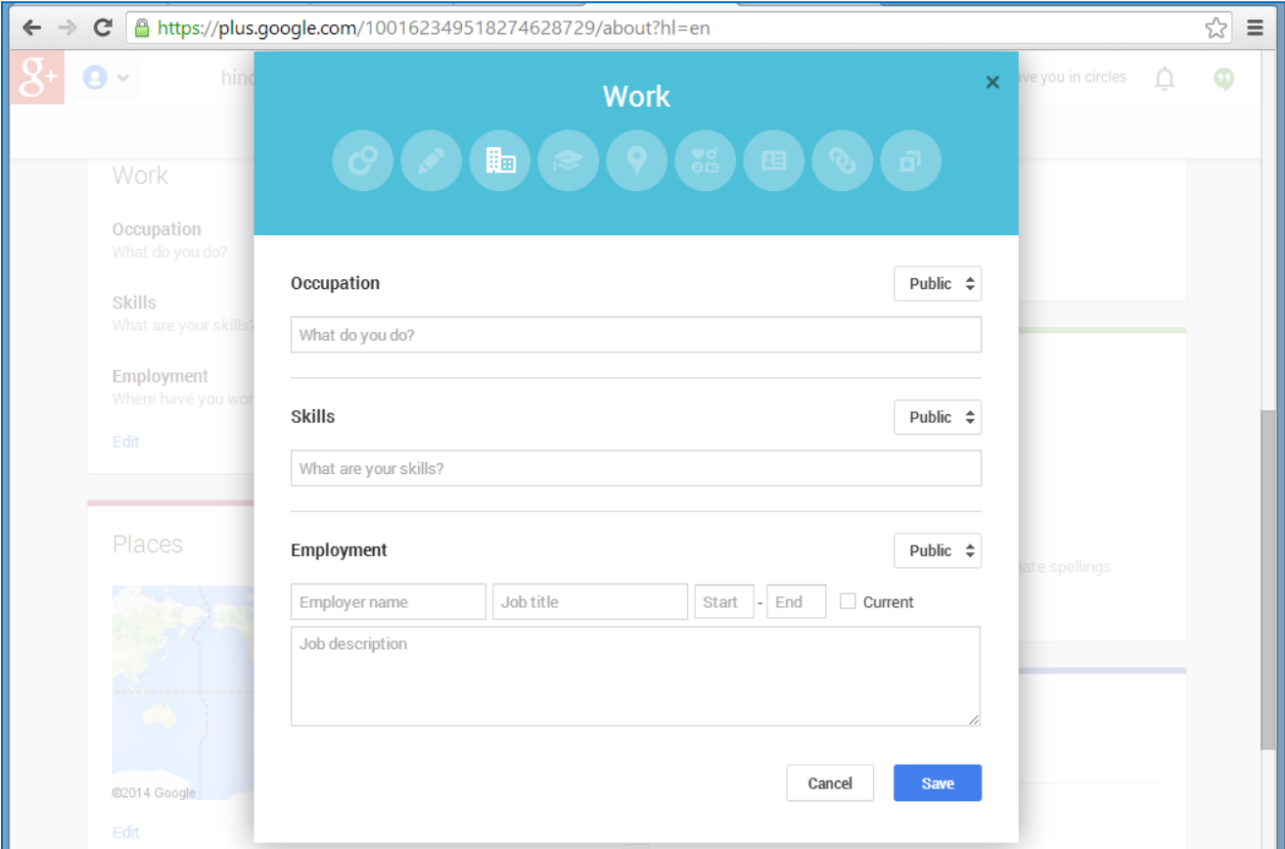
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

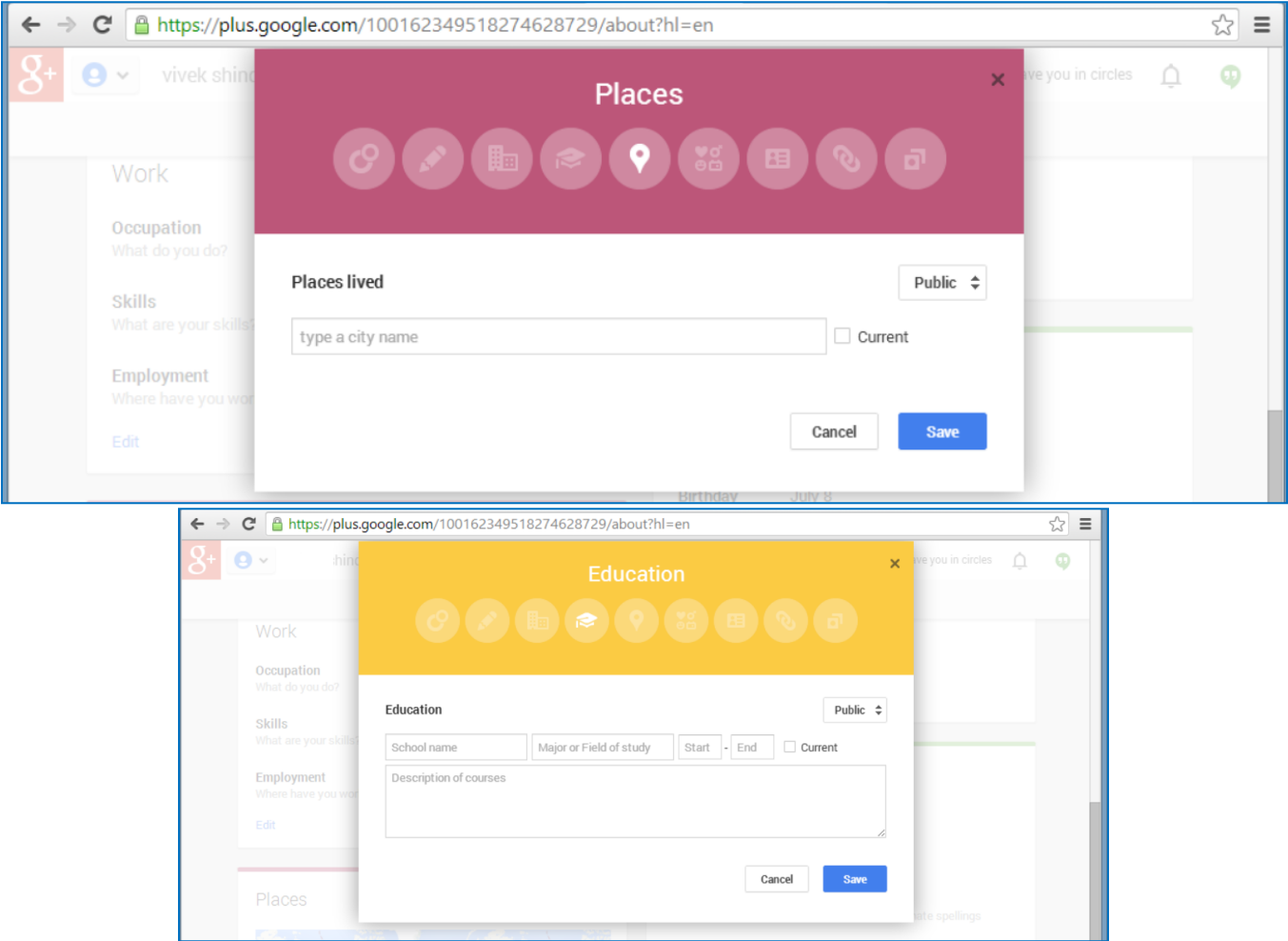
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
an associative search engine operable to: create user profile data for the user;	The Accused Instrumentalities include an associative search engine operable to create user profile data for the user. See claims 1 and 11 above.

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="842 293 1696 1276"><h3>Create your Google Account</h3><p>One account is all you need A single username and password gets you into everything Google.</p><p>Make Google yours Set up your profile and preferences just the way you like.</p><p>Take it all with you Switch between devices, and pick up wherever you left off.</p><div><p>Name</p><input type="text" value="First"/> <input type="text" value="Last"/><p>Choose your username</p><input type="text" value="@gmail.com"/><p>I prefer to use my current email address</p><p>Create a password</p><input type="password"/><p>Confirm your password</p><input type="password"/><p>Birthday</p><p>Month <input type="text"/> Day <input type="text"/> Year <input type="text"/></p><p>Gender</p><p>I am... <input type="text"/></p><p>Mobile phone</p><input type="text" value="US -"/><p>Your current email address</p><input type="text"/><p>Default homepage</p><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>Prove you're not a robot</p><input type="checkbox"/> Skip this verification (phone verification may be required)<div><p>Type the text:</p><input type="text" value="8844993"/> <input type="button" value="C"/> <input type="button" value="i)"/> <input type="button" value="P"/></div><p>Location</p><input type="text" value="United States"/></div></div>

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot displays a Google+ profile page with the 'Basic Information' edit form open. The form 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] (input fields), <input type="checkbox"/> Show birthday yearRelationship: I don't want to say (dropdown)Privacy: Extended circles (dropdown)Other names: Public (dropdown), [Text input: For example: maiden name, alternate spellings] <p>A dropdown menu is open for the 'Public' privacy setting, showing the following options: Extended circles, Public, Your circles, Only you, and Custom. The 'Save' button is highlighted in blue.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a web browser window displaying a Google+ profile page titled "Work". The browser's address bar shows the URL: https://plus.google.com/100162349518274628729/about?hl=en. The page features a blue header with the word "Work" and a row of circular icons representing various work-related categories. Below the header, there are three main sections for profile information, each with a "Public" privacy dropdown menu:</p> <ul style="list-style-type: none">Occupation: Includes a text input field labeled "What do you do?".Skills: Includes a text input field labeled "What are your skills?".Employment: Includes input fields for "Employer name", "Job title", "Start", and "End", along with a "Current" checkbox and a text area for "Job description". <p>At the bottom right of the form, there are "Cancel" and "Save" buttons. The background of the page shows a sidebar with "Work", "Skills", and "Employment" sections, and a "Places" section with a map. The footer of the page includes the copyright notice "©2014 Google".</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The image displays two screenshots of a Google+ profile page, illustrating the 'Places' and 'Education' modal forms. The top screenshot shows the 'Places' modal form, which is a white box with a red header and a red background for the top section. It contains a 'Places lived' section with a text input field labeled 'type a city name', a 'Current' checkbox, and a 'Public' dropdown menu. The bottom screenshot shows the 'Education' modal form, which is a white box with a yellow header and a yellow background for the top section. It contains an 'Education' section with fields for 'School name', 'Major or Field of study', 'Start', 'End', and 'Current', and a 'Description of courses' text area. Both screenshots show the profile page in the background with various sections like 'Work', 'Occupation', 'Skills', and 'Employment' visible.</p>

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	<p>Other technologies used in advertising</p> <p>Google's advertising systems may use other technologies, including Flash and HTML5, for functions like display of interactive ad formats. We may use the IP address, for example, to identify your general location. We may also select advertising based on information about your computer or device, such as your device model, browser type, or sensors in your device like the accelerometer.</p> <p>Anonymous identifiers on mobile devices</p> <p>To serve ads in services where cookie technology may not be available (for example, in mobile applications), we may use anonymous identifiers. These perform similar functions to cookies. To control the ads that we serve to apps on your mobile device, you can use our Ads Settings for apps. To change your preferences, or to opt out of interest-based ads, follow the instructions below for your mobile device.</p> <p>Android</p> <ol style="list-style-type: none"> 1. Open the Google Settings app on your device 2. Select Ads <p>iOS</p> <p>Some apps on iOS 6 devices use Apple's Advertising Identifier; to learn more about limiting ad tracking using this identifier, visit the Settings menu on your iOS 6 device. Legacy apps on your iOS 6 device, as well as apps on devices running older versions of iOS, may use a different device identifier. To opt out for these apps:</p> <ol style="list-style-type: none"> 1. Open the Google Search app on your device 2. Press the Settings icon 3. Go to Ads Preferences <p style="text-align: right;">http://www.google.com/policies/technologies/ads/</p>

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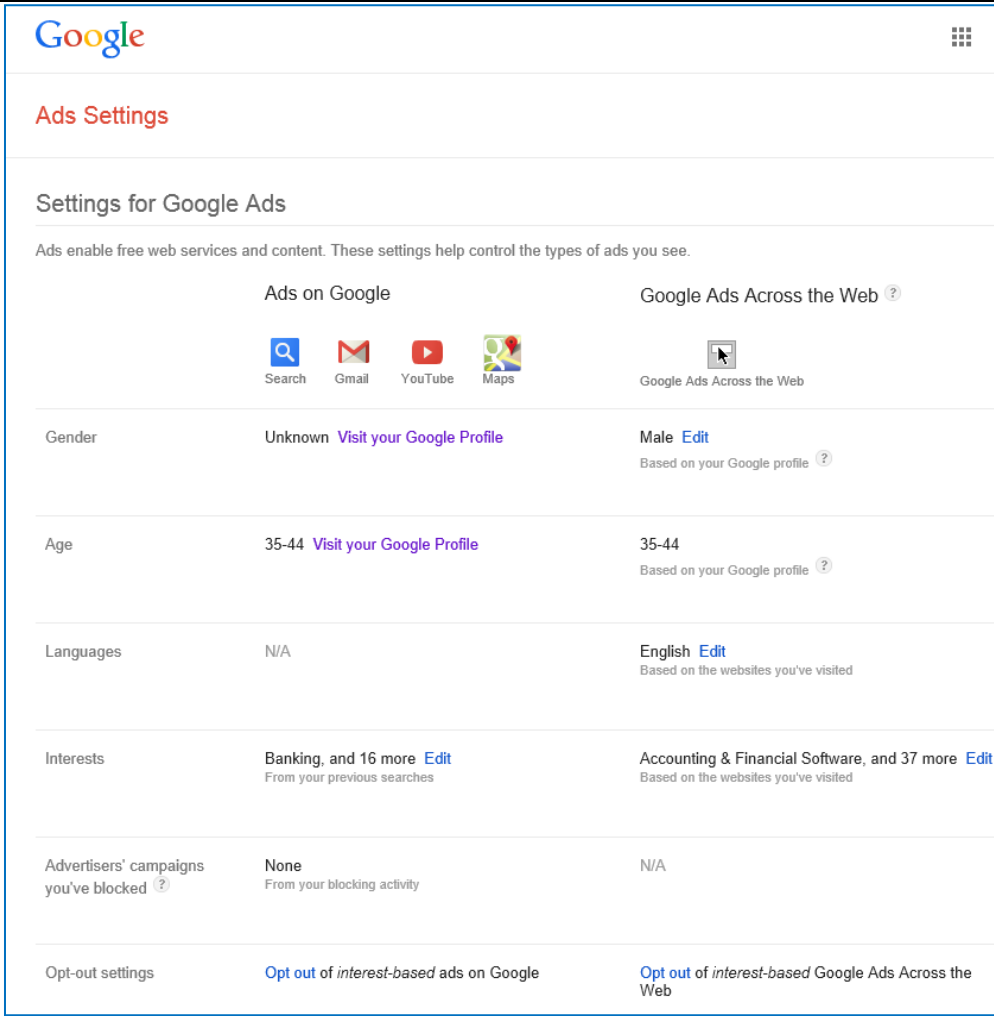
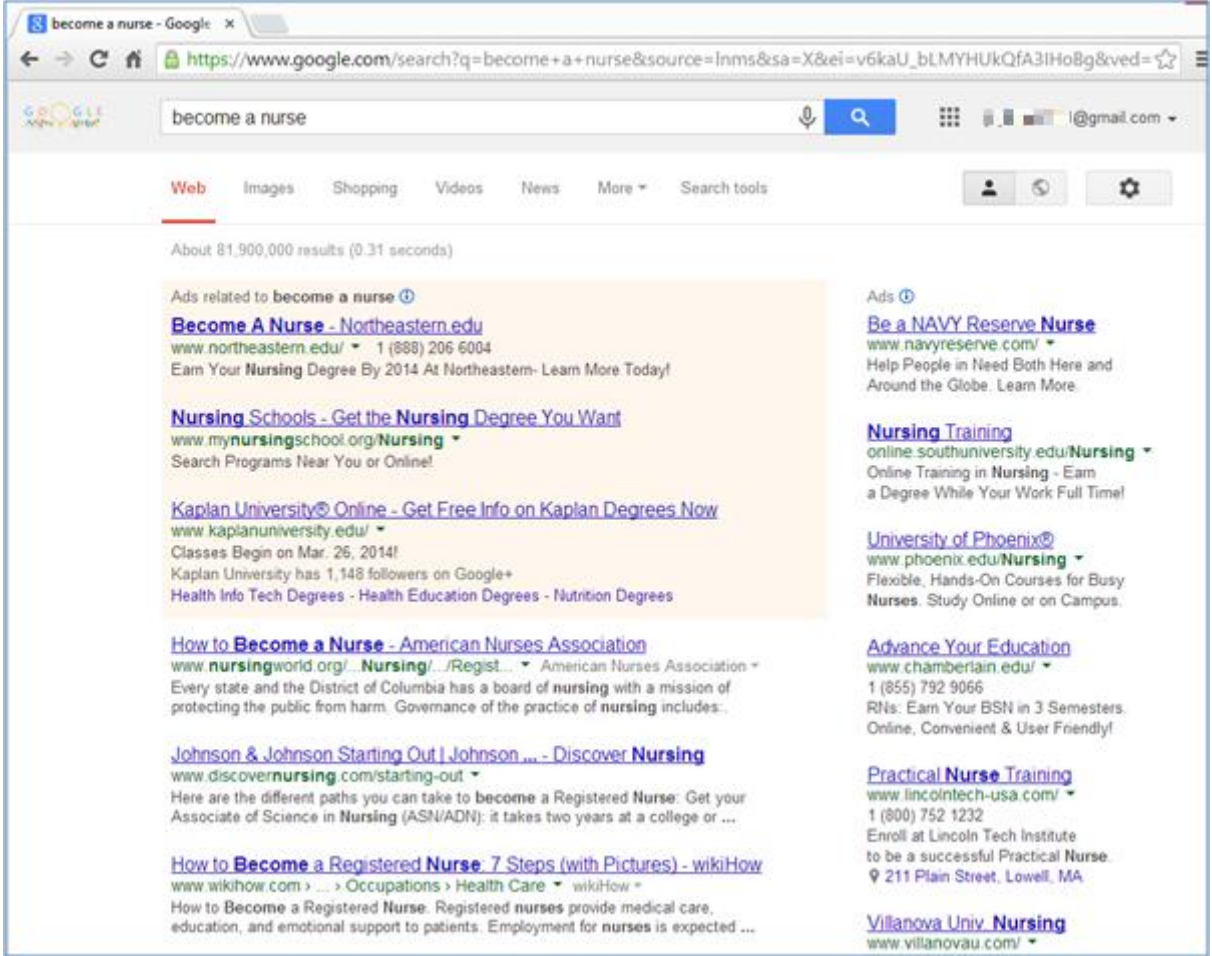
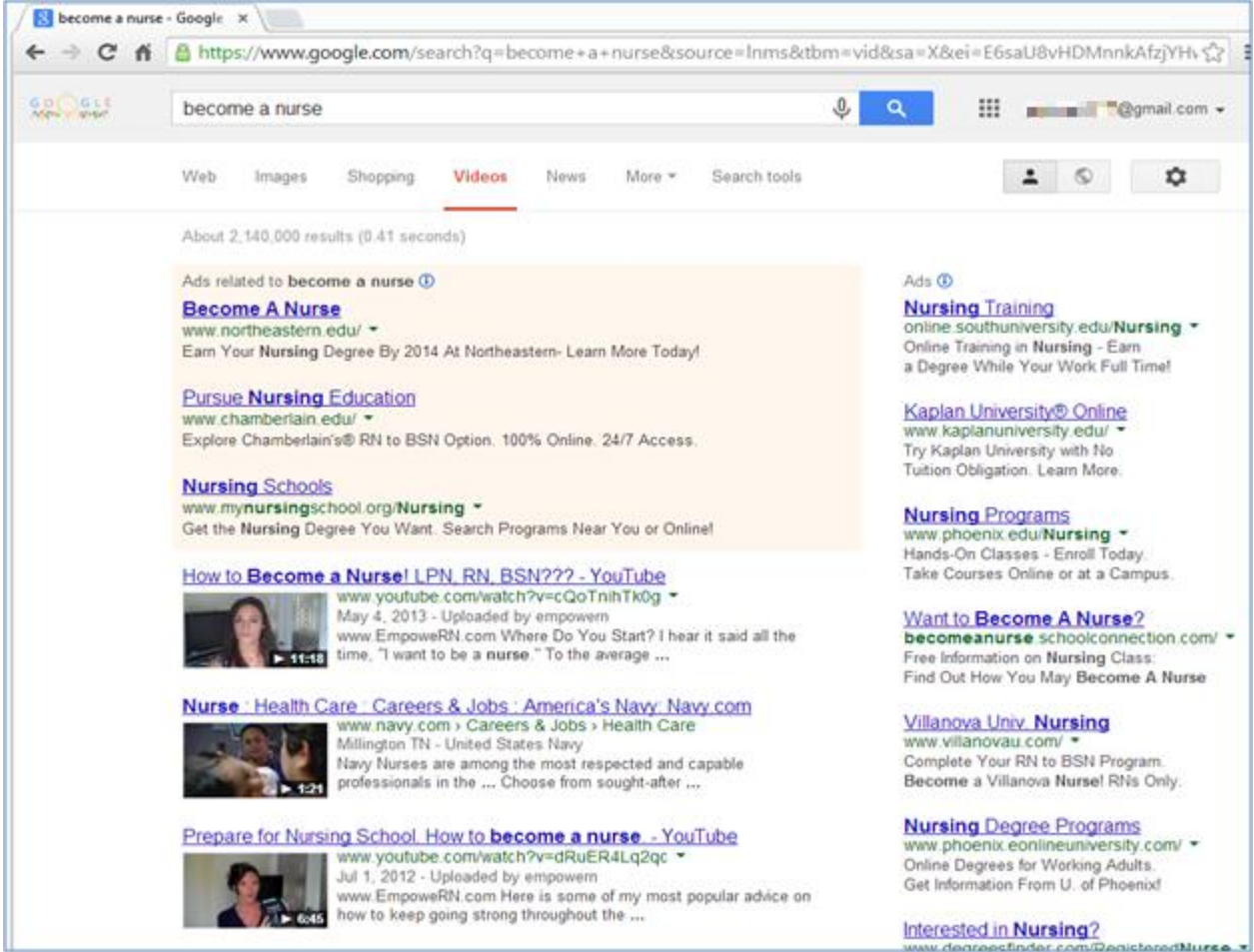
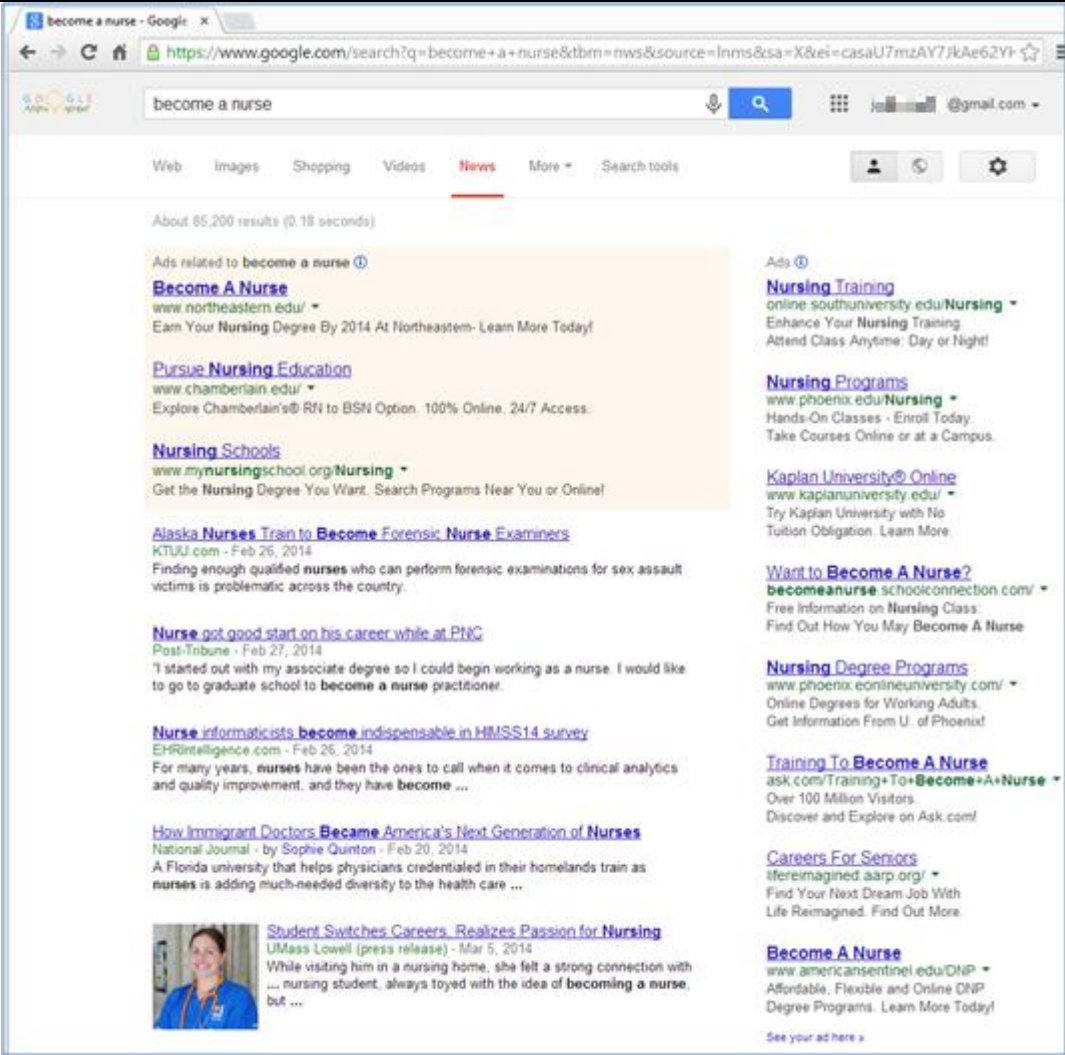
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows the Google Ads Settings page. At the top, it says "Settings for Google Ads" and "Ads enable free web services and content. These settings help control the types of ads you see." Below this, there are two main sections: "Ads on Google" and "Google Ads Across the Web".</p> <p>Ads on Google: Includes icons for Search, Gmail, YouTube, and Maps. Below these are fields for Gender (Unknown, Visit your Google Profile), Age (35-44, Visit your Google Profile), Languages (N/A), Interests (Banking, and 16 more, Edit), and Advertisers' campaigns you've blocked (None, From your blocking activity).</p> <p>Google Ads Across the Web: Includes a field for Gender (Male, Edit, Based on your Google profile), Age (35-44, Based on your Google profile), Languages (English, Edit, Based on the websites you've visited), and Interests (Accounting & Financial Software, and 37 more, Edit, Based on the websites you've visited).</p> <p>At the bottom, there are "Opt-out settings" for interest-based ads on Google and interest-based Google Ads Across the Web.</p>
store the user profile data; and	The Accused Instrumentalities include an associative search engine operable to store the user profile data. See above and claim 3 above.

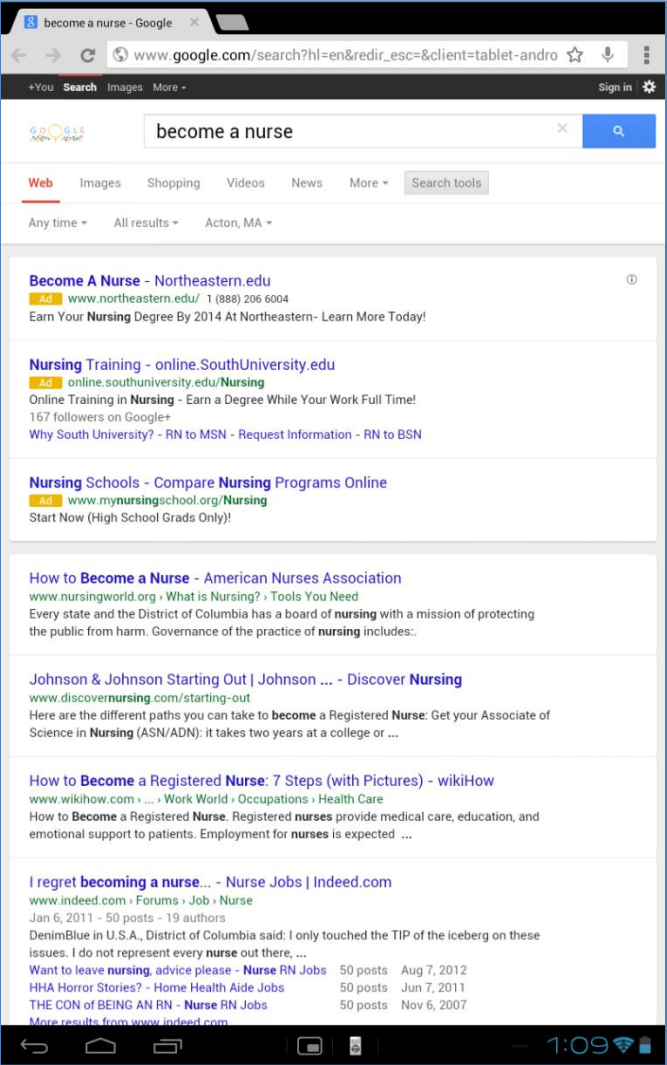
Exhibit G: Infringement of U.S. Patent No. 7,933,883 by Defendant Google

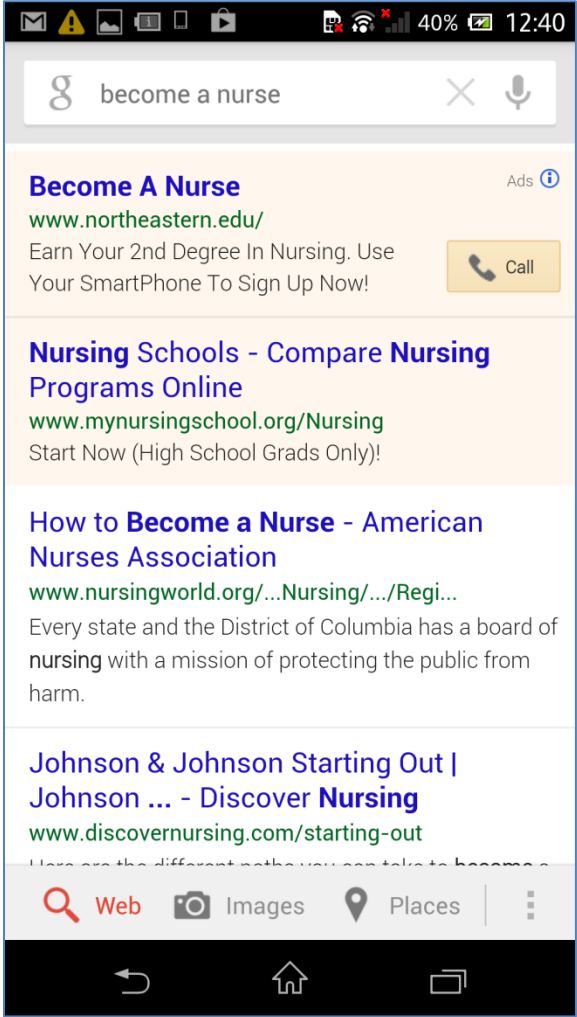
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
select at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	The Accused Instrumentalities include an associative search engine operable to select at least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

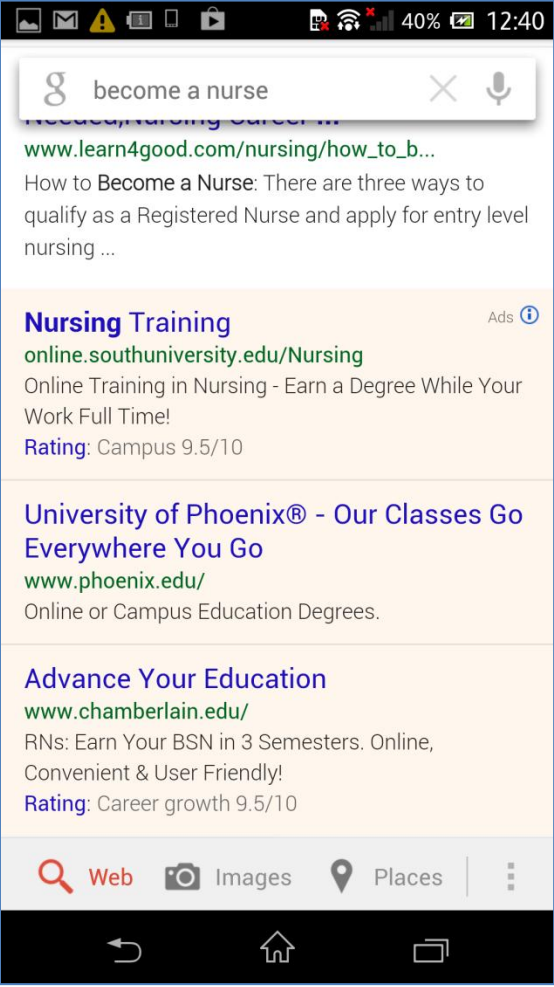
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with approximately 81,900,000 results. The search results are categorized into "Ads related to become a nurse" and "Ads".</p> <p>Ads related to become a nurse:</p> <ul style="list-style-type: none"> Become A Nurse - Northeastern.edu: www.northeastern.edu/ 1 (888) 206 6004. Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today! Nursing Schools - Get the Nursing Degree You Want: www.mynursingschool.org/Nursing. Search Programs Near You or Online! Kaplan University® Online - Get Free Info on Kaplan Degrees Now: www.kaplanuniversity.edu/. Classes Begin on Mar. 26, 2014! Kaplan University has 1,148 followers on Google+. Health Info Tech Degrees - Health Education Degrees - Nutrition Degrees How to Become a Nurse - American Nurses Association: www.nursingworld.org/.../Nursing/.../Regist... American Nurses Association. Every state and the District of Columbia has a board of nursing with a mission of protecting the public from harm. Governance of the practice of nursing includes:. Johnson & Johnson Starting Out Johnson ... - Discover Nursing: www.discovernursing.com/starting-out. Here are the different paths you can take to become a Registered Nurse: Get your Associate of Science in Nursing (ASN/ADN): it takes two years at a college or ... How to Become a Registered Nurse: 7 Steps (with Pictures) - wikiHow: www.wikihow.com/.../Occupations/Health Care/wikiHow. How to Become a Registered Nurse. Registered nurses provide medical care, education, and emotional support to patients. Employment for nurses is expected ... <p>Ads:</p> <ul style="list-style-type: none"> Be a NAVY Reserve Nurse: www.navyreserve.com/. Help People in Need Both Here and Around the Globe. Learn More. Nursing Training: online.southuniversity.edu/Nursing. Online Training in Nursing - Earn a Degree While Your Work Full Time! University of Phoenix®: www.phoenix.edu/Nursing. Flexible, Hands-On Courses for Busy Nurses. Study Online or on Campus. Advance Your Education: www.chambertain.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/.

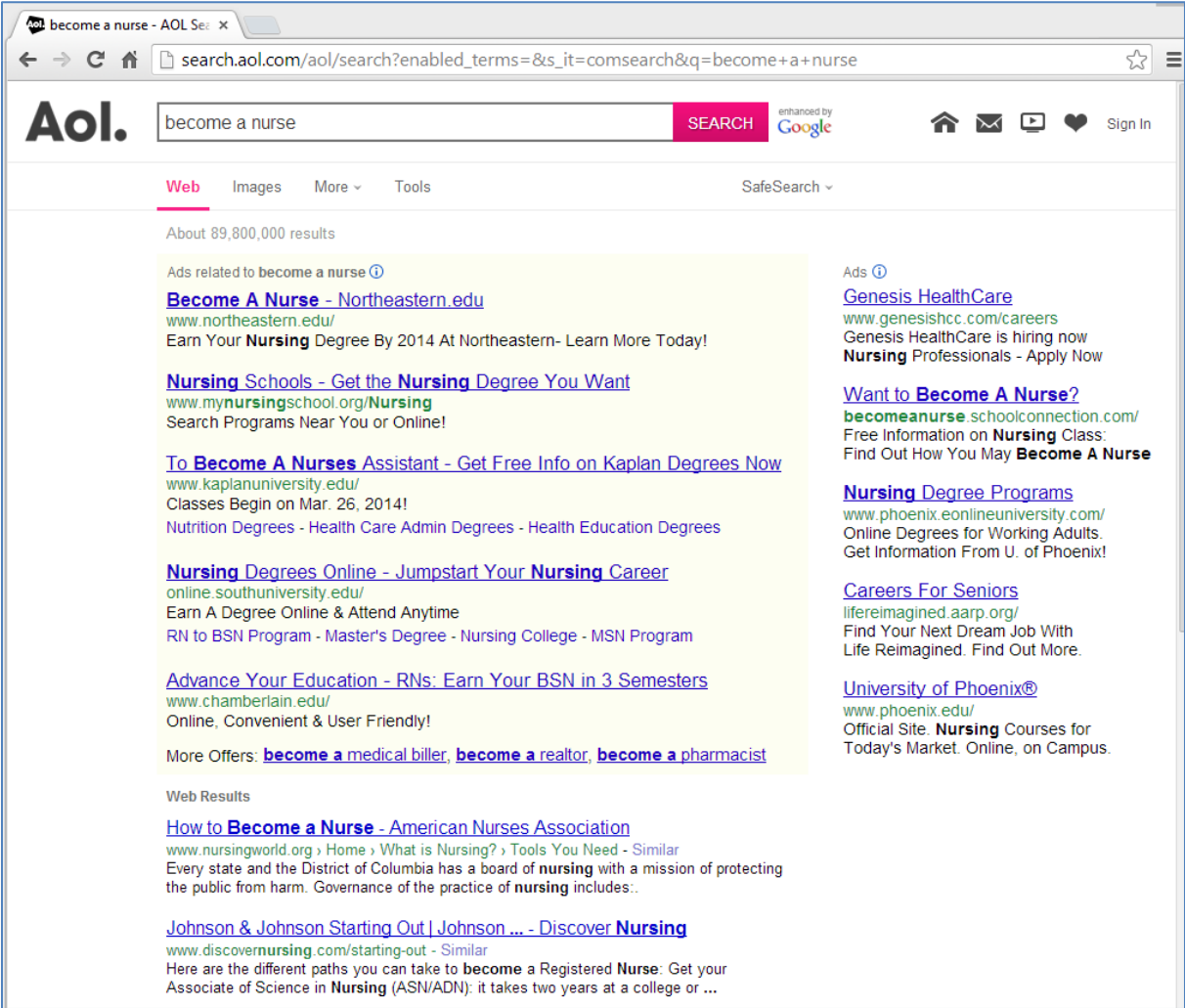
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" with the following results:</p> <ul style="list-style-type: none"> Ads related to become a nurse: <ul style="list-style-type: none"> Become A Nurse (www.northeastern.edu) - 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 empower. 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 empower. www.EmpowerRN.com Here is some of my most popular advice on how to keep going strong throughout the ... Ads: <ul style="list-style-type: none"> Nursing Training (online.southuniversity.edu/Nursing) - Online Training in Nursing - Earn a Degree While Your Work Full Time! Kaplan University® Online (www.kaplanuniversity.edu) - Try Kaplan University with No Tuition Obligation. Learn More. Nursing Programs (www.phoenix.edu/Nursing) - Hands-On Classes - Enroll Today. Take Courses Online or at a Campus. Want to Become A Nurse? (becomeanurse.schoolconnection.com) - Free Information on Nursing Class: Find Out How You May Become A Nurse Villanova Univ. Nursing (www.villanova.edu) - Complete Your RN to BSN Program. Become a Villanova Nurse! RNs Only. Nursing Degree Programs (www.phoenix.eonlineuniversity.com) - Online Degrees for Working Adults. Get Information From U. of Phoenix! Interested in Nursing? (www.degreefinder.com/RegisteredNurse)

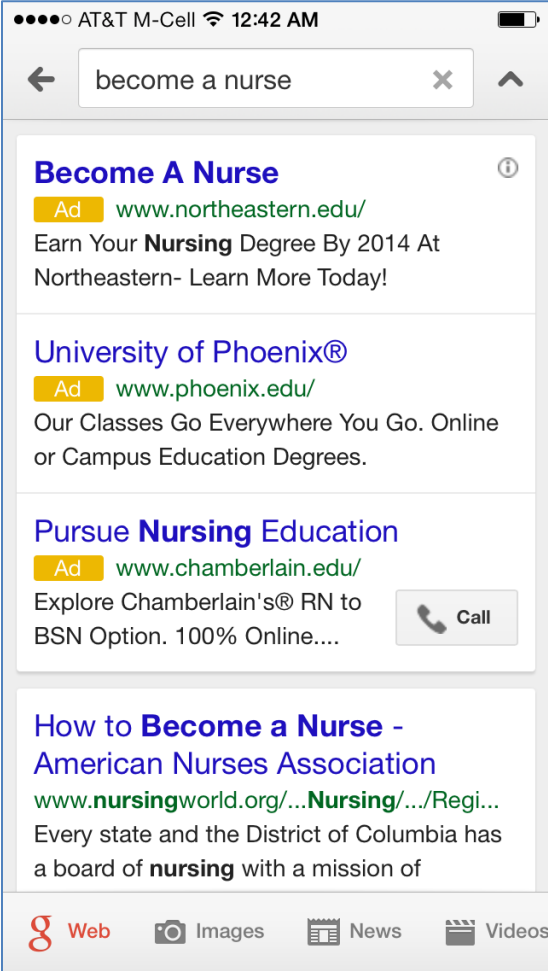
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse". The search results include several news articles and advertisements. The top result is an advertisement for "Become A Nurse" from northeastern.edu, with the text "Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!". Other results include "Pursue Nursing Education" from chamberlain.edu, "Nursing Schools" from mynursingschool.org, and several news articles such as "Alaska Nurses Train to Become Forensic Nurse Examiners" from KTUU.com, "Nurse got good start on his career while at PNC" from Post-Tribune, "Nurse informaticists become indispensable in HIMSS14 survey" from EHRIntelligence.com, "How Immigrant Doctors Became America's Next Generation of Nurses" from National Journal, and "Student Switches Careers, Realizes Passion for Nursing" from UMass Lowell. On the right side, there are several "Ads" for nursing training and programs from various institutions like southuniversity.edu, phoenix.edu, and kaplanuniversity.edu.</p>

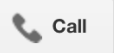
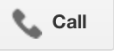
U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a Google search for "become a nurse" on a mobile device. The search results are as follows:</p> <ul style="list-style-type: none">Become A Nurse - Northeastern.edu www.northeastern.edu/ 1 (888) 206 6004 Earn Your Nursing Degree By 2014 At Northeastern- Learn More Today!Nursing Training - online.SouthUniversity.edu online.southuniversity.edu/Nursing 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 BSNNursing Schools - Compare Nursing Programs Online www.mynursingschool.org/Nursing Start Now (High School Grads Only)!How to Become a Nurse - American Nurses Association www.nursingworld.org › 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...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 › ... › 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 ...I regret becoming a nurse... - Nurse Jobs Indeed.com www.indeed.com › 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, ... Want to leave nursing, advice please - Nurse RN Jobs 50 posts Aug 7, 2012 HHA Horror Stories? - Home Health Aide Jobs 50 posts Jun 7, 2011 THE CON of BEING AN RN - Nurse RN Jobs 50 posts Nov 6, 2007 More results from www.indeed.com

U.S. PATENT NO. 7,933,883	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 includes a search bar, navigation tabs (Web, Images, Places), and a bottom dock with back, home, and recent apps icons.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the query "become a nurse". The results include 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, along with a mobile OS navigation bar.</p>

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows an AOL search results page for the query "become a nurse". The browser address bar 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 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.genesishcc.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. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	 <p>The screenshot shows a mobile search interface with the following elements:</p> <ul style="list-style-type: none">Carrier: AT&T M-Cell, Time: 12:42 AM, Battery icon.Search bar: "become a nurse" with a back arrow on the left and a close button on the right.Search results:<ul style="list-style-type: none">Become A Nurse (Ad) 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: "g Web", "Images", "News", "Videos".

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<div data-bbox="995 293 1545 1273"><p>How to Become a Nurse, Qualifications Needed, Nursing Career ... www.learn4good.com/nursing/how_to_b... How to Become a Nurse: There are three ways to qualify as a Registered Nurse and apply for entry level nursing ...</p><p>Nursing Schools ⓘ Ad www.mynursingschool.org/Nursing Accredited Nursing Schools. Online or Campus - Get Free Info!</p><p>Practical Nurse Training Ad www.lincolntech-usa.com/ Enroll at Lincoln Tech Institute to be a successful Practical Nurse.  Programs and Campuses - Apply Online</p><p>Nursing Degree Programs Ad www.phoenix.eonlineuniversity.com/ Online Programs for Busy Adults. Pursue a Degree with U.  of Phoenix! Nursing Programs - Nursing Degrees</p></div>

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

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

- Changing Careers To Become a Nurse???** by NurseBrothers • 9 months ago • 6,141 views. Video length: 3:24.
- How to Become a Registered Nurse** by JNJDiscoverNursing • 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 Bucketetimmy • 7 years ago • 57,927 views. Video length: 2:34.
- Am I Too Old to Become a Nurse?** by empowern • 3 months ago • 1,624 views.

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

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

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

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

INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY

The screenshot shows a 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 and careers. A developer tools window is open on the right side of the browser, showing the HTML source code for the advertisement. The code includes a `<div class="ad">` block with a `data-hveid="67">` attribute. The ad content is structured with `<div class="med" id="res" role="main">` and contains a `<div data-async-econtext="query:becomeRNtoNurse" data-async-context="query:become a nurse" id="ires">` block. The ad text includes: "Nursing Courses", "Chamberlain RN to BSN", "Nursing Schools", "Kaplan University Online", "Nurse Assistant", "Registered Nurse AS", and "Lincoln Tech Nursing". The ad also includes a `<div class="nc" data-hveid="87">` block and a `<div class="s">` block.

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

U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<pre> GET https://www.google.com/s?sugexp=chm_pq_q%2Chmss2% 3Dfalse&gs_rn=37&gs_ri=psy-ab&tok=b4hlHH4GsT3YM8pZ75CZqg&cp=14 &gs_id=2c&xhr=t&q=become%20a% 20nurse&es_nrs=true&pf=p&output=search&sclient=psy- ab&oq=&gs_l=&pbx=1&bav=on.2,or.r_cp.r_qf. &bvm=bv.62578216,d.dmQ&fp=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: PEF=ID=ab0727399ffdae17:U=1cae8b0ef21b319f:FF= 0:LD=en:TM=1394095954:LM=1394116709:GM=1:S=TIRmTGghHC4jxtqK; NID= 67=QGz_KCpZ55iFlc6lB2- cGzNoU7vTcLZnq5JPYhQHA7twmtHZbqMfj5GXTUdV8kM_idWYag3aN9jiTPhTcnyN SC5pdT_C49FQYdo55 _VzLPu_fa_XjSOo6IqdgfhMqgjP8ACfoAnJZDbXRJjyMo7kBDnFRPNCQduC6e2Dpu Rgx-9cfM9jrSPaVlOvzbhSFqimQO6WdlnPtpPc6aRrywbipW- n74tUdvTZJ3o_jUNuRjyVqOoJB3uxn7TIQIv5e9vXiZDv33-Uxi7amPOu-VpyOZJ- b8Y; HSID=AaEaAe17vnWKXlGyt; SSID=AacdraQ6T8Qsq9qYA; APISID=kPpusgQO-C7GRaKQ/ATz0ssW7_Kw-0k17m; SAPISID=TOKEifxorbzGMaa1/AFcQwYYxyHhLHS0ad; OGPC=270001-1.; OGP=- 270001.; S=grandcentral=Jdp7PiYaRoXAbbcuj9rycg; SID=DQAAAMoAAACV8pgpVO2HgVifFmC45tVaPC2nwi8-18 _GpynaMu8KrXR6FAGEdFo2ohRx1CahvXID2rvyEsplswpA1cBkhBnYMBp8h62UCO5 4BYF1pM0yYI_ 4lkK_Ac2ubuBIG_n_lrKGHTmuZ9fFVwFAoLYtodIP4AYb52jiRTt_- NaI_ds5DHLbFDKhVD4vnjX0-6 _HJdRLKcOMqWOBppUsyzStNdHSOLJ4THBv0He0kc5halxV2yGLtK- 94C9Q7wrmDqmkcf2x1PW4aYSFuT_3BRUegqm5 </pre>


U.S. PATENT NO. 7,933,883	INFRINGEMENT BY EXEMPLARY ACCUSED INSTRUMENTALITY
	<p data-bbox="995 293 1541 326">GET “search request” of Advanced Search</p> <div data-bbox="764 367 1871 1214"><h3 data-bbox="816 402 1608 456">About the Google Search Network</h3><p data-bbox="816 505 1818 618">The Google Search Network is a group of search-related websites where your ads can appear, including Google search sites and search sites that partner with Google to show ads, called search partners. Ads are matched to search results based on the terms a person uses to search. With a few exceptions, described below, text ads are the main ad format used on the Google Search Network.</p><p data-bbox="816 651 1129 675">Where your ads can appear</p><p data-bbox="816 708 1793 756">When you target your campaign to the Search Network and add keywords to your campaign’s ad groups, your ads can appear on Google and other search sites based on the keywords you choose:</p><ul data-bbox="837 789 1780 837" style="list-style-type: none">• On Google search sites: Ads can appear alongside, above, or below search results on Google Search, Google Shopping, Google Maps, Google Images, and Google Groups.<p data-bbox="837 1146 1835 1195">• 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.</p></div> <p data-bbox="919 1224 1948 1256">https://support.google.com/adwords/answer/1722047?hl=en&ref_topic=3121771</p>
<p data-bbox="974 1344 1150 1377">Claim No. 21</p>	

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

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

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

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

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

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