

CTJ/RMT  
ORIGINAL

IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF TEXAS  
FORT WORTH DIVISION

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CLERK, U.S. DISTRICT COURT  
By \_\_\_\_\_  
Deputy

AMERICAN AIRLINES, INC.,

Plaintiff,

-v.-

GOOGLE INC.,

Defendant.

No. 4:07-CV-487-A

**PLAINTIFF'S EXPERT DESIGNATIONS**

Pursuant to the Court's October 26, 2007 Order Setting Schedule and Providing Special Pretrial Instructions and the Court's March 28, 2008 Order modifying the schedule as to experts, Plaintiff designates the following as its expert witnesses:

1. Kent D. Van Liere, Ph.D., Vice President  
NERA Economic Consulting  
370 Interlocken Blvd., 4<sup>th</sup> Floor  
Broomfield, CO 80021  
(303) 327-1467

Kent Van Liere is a rebuttal expert commenting on the report of Google's survey expert, Itamar Simonson, and may be called to testify at trial about his rebuttal.

2. Ronald C. Goodstein, Ph.D.  
Georgetown University  
310 Old North Bldg.  
Washington, DC 20057  
(202) 687-8009 – phone  
(202) 687-4031 – fax

Ronald C. Goodstein is, in part, a rebuttal expert commenting on the report of Google's survey expert, Dr. Itamar Simonson. Dr. Goodstein's report also comments on the report of Dr. Van Liere and on marketing, trademark, and consumer confusion issues related to American Airlines' trademarks and Google's Sponsored Link advertising program. Dr. Goodstein may be called to testify at trial about these issues.

3. Daniel L. Jackson  
AlixPartners  
2100 McKinney Avenue, Suite 800  
Dallas, TX 75201  
214-647-7636 - Office  
214-647-7502 - Fax  
214-679-3788 – Cell

Daniel L. Jackson is a damages expert who may be called to testify at trial about his opinions on American's damages.

Respectfully submitted,



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**Attorneys for Plaintiff American Airlines, Inc.**

**CERTIFICATE OF SERVICE**

I certify that a true and correct copy of the foregoing was delivered on the 9<sup>th</sup> day of June, 2008 to Defendant's counsel, as follows:

***Via CMRRR #7007 0710 0000 0927 8594  
and Email***

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