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U.S. DISTRICT COURT  
NORTHERN DIST. OF TX.  
FT. WORTH DIVISION

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CLERK OF COURT

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

AMERICAN AIRLINES, INC.,

Plaintiff,

-v.-

YAHOO! INC., and OVERTURE SERVICES, INC.  
d/b/a YAHOO! SEARCH MARKETING,

Defendants.

No. 4-08-8CV-626-A

**PLAINTIFF'S EXHIBIT LIST FOR NOVEMBER 30 HEARING ON MOTION  
FOR SANCTIONS**

Pursuant to the Court's November 19, 2009 Order, Plaintiff files its Exhibit List for the November 30 hearing on Plaintiff's motion for sanctions.

<u>Exh.</u>	<u>Description</u>	<u>Offered</u>	<u>Admitted</u>
1.	Plaintiff's First Set of Requests for the Production of Documents (2/23/09)		
2.	Plaintiff's Second Set of Requests for the Production of Documents (5/7/09)		
3.	Defendants' Initial Disclosures (4/1/09)		
4.	Defendants' Responses to Plaintiffs' Second Set of Interrogatories (6/9/09)		
5.	Defendants' Supplemental Initial Disclosures (6/16/09)		
6.	Defendants' Supplemental Responses to Plaintiff's Interrogatories 8 and 9 (7/31/09)		
7.	American's Motion to Compel Discovery (7/13/09)		
8.	Email from R. Davis to G. Kennedy re tolling agreement and possible litigation between American Airlines and Yahoo (12/19/06)		
9.	Standstill Agreement between American Airlines and Yahoo (12/19/06)		
10.	Amendment to Standstill Agreement (5/14/07)		
11.	Amendment to Standstill Agreement (6/7/07)		

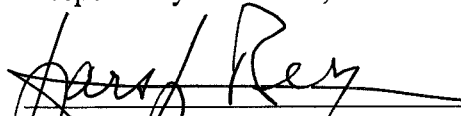
12.	Amendment to Standstill Agreement (8/20/07)		
13.	Amendment to Standstill Agreement (11/13/07)		
14.	Letter from Muino to Brown re litigation hold notices sent to Yahoo employees		
15.	Custodians Identified by Yahoo After 8-28-09 as Having Relevant Information		
16.	18 Custodians Identified by Yahoo as Having Relevant Information		
17.	Junk Appendix in support of Plaintiff's Motion for Sanctions (Vol. 1)		
18.	Junk Appendix in support of Plaintiff's Motion for Sanctions (Vol. 2)		
19.	Supplemental appendix of post August 28 non-responsive documents		
20.	Email from B. Beard to F. Brown re designation of Catherine Cameron (10/6/09)		
21.	Supplemental Notice of Special Deposition pursuant to Rule 30(b)(6): Catherine Cameron (10/12/09)		
22.	Sixth Amended Notice of Deposition pursuant to Rule 30(b)(6): Carmen Arenal (10/12/06)		
23.	Motion for Sanctions Exhibit A: Example of Page and Ad Impressions		
24.	Motion for Sanctions Exhibit B: Production of Impressions Information		
25.	Preliminary Discovery Outline		
26.	Email from F. Brown to M. Jacobs and L. Humphreys re anonymization (1/15/09)		
27.	Letter from F. Brown to L. Humphreys re retention of results page and anonymization (3/6/09)		
28.	Letter from L. Berg to D. Muino re documents and data collected and produced by Yahoo (5/4/09)		
29.	Letter from D. Muino to L. Berg re documents and data collected and produced by Yahoo (5/18/09)		
30.	Letter from L. Berg to D. Muino re documents and data collected and produced by Yahoo (6/8/09)		

31.	Letter from D. Muino to L. Berg re documents and data collected and produced by Yahoo (6/15/09)		
32.	Letter from L. Berg to D. Muino and D. Rodriguez re documents and data collected and produced by Yahoo (7/9/09)		
33.	Letter from S. Wiehle to D. Muino and D. Rodriguez re documents and data collected and produced by Yahoo (7/24/09)		
34.	Letter from D. Muino to S. Wiehle re data retained and produced by Yahoo (7/29/09)		
35.	Letter from D. Muino to F. Brown and J. Stavers re documents produced by Yahoo and requests to which documents are responsive (7/31/09)		
36.	Letter from S. Wiehle to D. Rodriguez re data retained and produced by Yahoo (8/20/09)		
37.	Letter from D. Muino to S. Wiehle re data produced by Yahoo (9/17/09)		
38.	Letter from D. Muino to F. Brown and J. Stavers re production of Toplink data (10/19/09)		
39.	Letter from F. Brown to B. Beard re Kronthal deposition and documents identified (11/5/09)		
40.	Letter from J. Stavers to D. Muino re documents produced by Yahoo (11/6/09)		
41.	Email correspondence between D. Muino and J. Stavers re Money Makers verbatims (11/24/09)		
42.	Screenshot of Yahoo Help page re Dashboard		
43.	Document titled "Yahoo! Search Marketing Click Measurement Process"		
44.	Presentation titled "Learn the Essentials Tracking and Reporting"		
45.	Document titled "Field Study Report for Page X3 and Smart Summaries"		
46.	Presentation titled "Sponsored Links: User Experience Survey Results"		
47.	Presentation titled "How Does a Search Engine Work?"		
48.	Presentation titled "North Ad Click Survey Refresh"		
49.	Presentation titled "United   Yahoo: Search Review"		
50.	Presentation Titled "Money Makers"		
51.	Printout of Survey Results (North Ads Refresh)		

52.	Email exchange re means for Yahoo to increase revenue		
53.	Email exchange re research into consumer perception of advertising		
54.	Email exchange re research into consumer perception of advertising		
55.	Email exchange re disclosure of advertising		
56.	Email exchange re impact of design elements on consumer perceptions of advertising		
57.	Email exchange re impact of design elements on consumer perceptions of advertising		
58.	Presentation titled "Rebalancing Revenue with Consumer and Advertiser Experiences in Yahoo! Search"		
59.	Document titled "Sage Feed Details"		
60.	Presentation titled "A Brief Introduction to the World of YSM Metrics"		
61.	Email from David Ku to distribution list re weekly status report		
62.	Presentation titled "Sponsored Search in Web Search Competitive Benchmark 21"		
63.	Presentation titled "IY Recommendation"		
64.	Presentation titled "October 2007 U.S. Web Result Quality, Initial Report"		
65.	Presentation titled "Q4 2007 U.S. Web Result Quality, Initial Report"		
66.	Presentation titled "Q1 2008 U.S. Web Result Quality, Initial Report"		
67.	Presentation titled "Navigational Query Topical Deep Dive"		
68.	Presentation titled "Launch Recommendation for One-Snippet Static Abstract"		
69.	Presentation titled "Q2 2009 Whole-Page and Sponsored Benchmark Follow-up"		
70.	Presentation titled "Yahoo vs. Google on Web Search Quality"		
71.	Presentation titled "Q2 2008 U.S. North Ad Impact"		
72.	Document titled "Yahoo! Guide for Perceived (TAU) Judging"		
73.	Screenshot showing search engine results page for "american airlines web site" (1/28/07)		
74.	Agenda provided by American to Yahoo at Seattle meeting ()		
75.	Notice of Subpoena and Subpoena to Right Media LLC		
76.	Letter from P. Adler to J. Stavers re Right Media LLC		
77.	Declaration of Michael Jacobs (10/12/09)		

78.	Declaration of Carmen Arenal (10/12/09)		
79.	Declaration of Catherine Cameron (10/12/09)		
80.	Declaration of Daniel Muino (10/12/09)		
81.	Declaration of Daniel Slottje (10/12/09)		
82.	Analysis of Yahoo's Overproduction of Documents		

Respectfully submitted,



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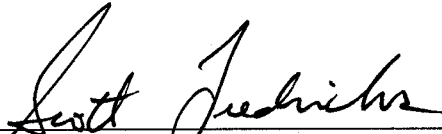
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*Attorneys for Plaintiff American  
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**STATEMENT OF AGREEMENT AS TO ADMISSIBILITY**

Counsel for Defendants Yahoo! Inc. and Overture Services, Inc. d/b/a Yahoo! Search Marketing (collectively, "Yahoo!") have reviewed Plaintiff American Airlines' Exhibit List. For purposes of the November 30, 2009 hearing only, Yahoo! has no objection to the admissibility of these exhibits. Yahoo! reserves all objections and rights as to these exhibits as to any other event in this case, including trial. Yahoo! did not receive sufficient time to validate the information reflected in American Exhibits 15, 16, and 82, and reserves all rights to object after it has had an opportunity to validate the underlying data.

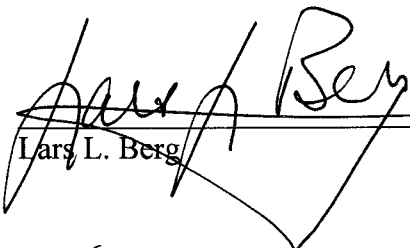
  
\_\_\_\_\_  
Scott A. Fredricks

**CERTIFICATE OF SERVICE**

I certify that a true and correct copy of the foregoing was delivered on November 25, 2009 to Defendant's counsel, as follows, in accordance with the Federal Rules of Civil Procedure:

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