

C

May 11, 2009

Writer's Direct Contact  
415.268.7475  
DMuino@mofocom

**Via E-mail**

Frederick Brown, Esq.  
Gibson, Dunn & Crutcher LLP  
555 Mission Street, Suite 3000  
San Francisco, CA 94105

Re: *American Airlines, Inc. v. Yahoo!, Inc.*

Dear Fred:

I am writing to supplement our list of the Yahoo! employees who have received litigation hold notices in connection with this case. Below is the complete list, to date:

*November 13, 2008:* Jared Luskin, Ashish Bhatnagar, Jesse Harris, Carmen Arenal, Debra Carrete, Jill Peterson, Cheryl Dartt, Jason Dorn, Kim Furzer, John Cathey-Roberts; Pierre Reme; Michael Wehn, Charity Rieck, Vinod Sankar, Karthik Ramachandran, Tina Krueger, Dean Quan, Christopher Sanger, Mike Dillon, Don Aydon, Dylan Johnson, Gita Bhatia, Javier Bustamante, Jim Stothard, Karla Rowland, Keith Slusser, Kelly Graziadei, Malin Kennedy, Max R. Steelman, Michael McMeekin, Natalie Kubitz, Peter Hagerty, Sothea Keo, Tim Wasemiller, Veronica Gutierrez, Allan Chuate, Allison Soled, Andrew Kim, Bradley King, Brian Kearns, Christopher Kemple, Christy Cormier, David Marquez, Lodema Ronchetti, Sheri L. Bautista Abbott, Daniel Hernandez, Kimberly Ann Buchanan, John B. Sherwood, Timothy P. Jankowski, Ronald A. Mieczkowski, Stefania Bauer, Jennifer Jang, Mary Villano, Karen Horie, Hortensia Lopez-Nakano, Jeremy Feig, Steven Saldana, Leslie Friedlander, Mei-Lynn Destouche, Jon Rosenberg, Alinne Khalili, Erin Banks, Jayne Elliott, Brady Pak, Lisa Lovio, Sanie Mikaelian, Nikki Pinion, Alissa Rittenhouse, Eddie Rivera, Brenda Pollreisz; Jun Zhang, Richard Mannino, Robert O'Keefe, Amber Andrews, Suzanne Cugley, David Salper, Matthew Capuano, Julie Smith, Mary Edwards, Kara Hidden.

*April 8, 2009:* Reggie Davis, Patrizio Spagnoletto, John Slade, Wendi Sturgis, Mark Liao, Ivan Markman.

*April 10, 2009:* Hui L. Tam, Carmen Palmer.

*April 13, 2009:* Shaowkat Kabbara, Graham Harris.

Frederick Brown, Esq.  
May 11, 2009  
Page Two

*April 17, 2009:* Kelly Donovan, Patrick Peters.

*April 23, 2009:* Matt Lillig, Catherine Cameron, Tricia Hoff.

*May 5, 2009:* Jennifer Fernandez, Stacy Davis, Ann Aman, Peter Cornell, Michael Kane, Yuri Kavka, Jeffrey Seward, Lindell Bennett, Carrie Lippis.

*May 8, 2009:* Nitin Kumar, Bill Watkins, Sarah Cole, David Julian, Denise Miller, David Lake.

We request that AA reciprocally provide a list of the AA employees who have received litigation hold notices in connection with the present litigation.

Thank you.

Sincerely,

*/s/ Daniel P. Muino*

Daniel P. Muino

cc: Howard Hogan, Esq.  
Jason Stavers, Esq.  
Dee J. Kelly, Jr., Esq.

D

D

May 18, 2009

Writer's Direct Contact  
415.268.7475  
DMuino@mofocom

**Via E-mail**

Lars L. Berg, Esq.  
Kelly Hart & Hallman LLP  
201 Main Street, Suite 2500  
Fort Worth, TX 76102

Re: *American Airlines, Inc. v. Yahoo!, Inc.*

Dear Lars:

I am responding to your letter of May 4, 2009, concerning the issues we discussed on April 27 and 28 regarding Yahoo!'s written discovery responses and document production. As I explained during our discussion, Yahoo! is making a good faith effort to collect and produce responsive documents as quickly as is feasible. We have been sparing in our objections to AA's discovery requests and have been forthright about our collection and discovery process, including disclosing our anticipated timeline, the custodians whose materials are being collected, the search terms we are using to screen responsive documents, and the dates and recipients of litigation hold notices. To date, we have produced roughly 290,000 pages of individually Bates-labeled responsive documents, plus more than 200,000 pages of spreadsheets containing data regarding the Sponsor Result advertisements triggered by AA keywords (each spreadsheet has been produced in native form and assigned a single Bates-number, but contains 1000s of pages). We anticipate additional productions during the weeks of May 18 and 25.

We trust that AA intends to meet and confer with Yahoo! in good faith to resolve any legitimate discovery issues, and is not attempting to manufacture discovery disputes for tactical advantage. With this understanding, we respond as follows to the issues raised in your letter. We note that several of the issues you raise (*e.g.*, the 30(b)(6) depositions) were not discussed during our meet-and-confer conference, but we address them herein.

**Timing of Yahoo!'s Production**

We disagree with your characterization of April 1 as "Yahoo!'s deadline for production." Under Federal Rule of Civil Procedure 34, a party has 30 days to provide *written* responses to document requests. The written response date is not a deadline for producing documents.

Lars L. Berg, Esq.  
May 18, 2009  
Page Two

As you are aware, document production in complex litigation often requires much more than 30 days to complete. Indeed, we note that AA has not yet completed its production and has indicated that additional responsive documents will be produced.

AA's first set of document requests to Yahoo!, served on February 23, 2009, included 53 lengthy requests seeking a broad range of documents covering financial, sales, marketing, product, and technical information. Yahoo! and its outside counsel have devoted considerable effort to collecting the Sponsor Results data contained in the spreadsheets Yahoo! has produced, as well as interviewing and collecting documents from more than 40 relevant custodians. As Ms. Arenal testified during her deposition, she herself has devoted 60 to 100 percent of her daily time over the last month and a half to collecting data and documents responsive to AA's requests. (Arenal Trans. 69:4-70:5.) A number of other Yahoo! employees have assisted in this process as well. (*Id.*)

As Ms. Arenal testified, Yahoo! began planning for the extraction and collection of Sponsor Results data of relevance to this case around December 2008. (Arenal Trans. 76:19-25.) Yahoo! had no obligation to begin the collection process at that time (months before AA served its document requests), but did so in order to get an early start on the lengthy and time-consuming task of extracting data from Yahoo!'s databases. To date, Yahoo! has produced well more than 200,000 pages worth of spreadsheets containing highly relevant Sponsor Results data. These spreadsheets were each produced in native form and marked with a single Bates number (YAH-AA 1-20, 8152-8173). As I explained in my April 16, 2009 letter to Fred Brown, the spreadsheets contain data pertaining to each sponsored advertisement triggered by a keyword containing an AA trademark and clicked on by a web user. The data includes, among other things, (1) the full text of each advertisement, including its title and URL, (2) the identity of the advertiser, (3) the search term entered by the user, (4) the keyword served, (5) the URL of the website where the advertisement appeared, (6) the match type, whether exact or advanced, and (7) the revenue for each clicked advertisement. Thus far, Yahoo! has produced spreadsheets covering October 2005 to March 2007 and September 22, 2007 to February 2009. Yahoo! is working to compile data for the periods January 2004 to September 2005 and April 2007 to September 21, 2007. We anticipate that this data will be available by the end of this month, if not sooner.

Yahoo! has also produced roughly 290,000 pages of individually Bates-labeled responsive documents, including e-mails and other documents collected from Yahoo! custodians. Yahoo!'s document vendor has imaged the laptops of more than 40 custodians and has collected responsive documents (including e-mails) from shared drive locations. In my letter of May 8, 2009, I provided a list of the 30 custodians whose documents were then being processed for production, plus the search terms that we are using to identify responsive documents. An updated version of that list, with some additional custodians included, is attached hereto as Exhibit A. We will be collecting documents from a few additional

Lars L. Berg, Esq.  
May 18, 2009  
Page Three

custodians during the weeks of May 18 and 25, and will provide a further updated list identifying these custodians and the search terms we are using for each.

Additionally, Yahoo! has collected the contents of a number of "Twikis" containing information pertinent to, *inter alia*, user perception studies, trademark policies, Yahoo!'s keyword selection tool, and Yahoo!'s advanced match function. The contents of these Twikis were produced on May 11.

We have previously produced documents to AA on April 16, April 24, May 8, May 11, May 13, May 15, and May 18. We anticipate making additional productions during the weeks of May 18 and 25. As I indicated during our meet-and-confer conference, we are aiming to substantially complete our production by the end of May.

#### **Storage of E-mails**

As I explained during our conference, Yahoo! does not have a centralized server on which all employee e-mails are stored. Instead, employees e-mails are typically stored on their hard drives. In some instances, employees archive their e-mails on a shared drive, at their discretion. For each Yahoo! custodian, we are collecting e-mails from their hard drives and shared drive locations, if any. Accordingly, we expect to have a full set of the e-mails in Yahoo!'s possession, custody, or control for each custodian.

#### **Organizational Charts**

As set forth in my letter of April 24, 2009, to Fred Brown, Yahoo! does not maintain formal organizational charts in its ordinary course of business. AA's document requests seek documents sufficient to provide the identity and reporting relationships of certain Yahoo! employees, including those involved in marketing, sales, or post-sale support of advertising programs to companies in the travel industry. That information can be derived from Yahoo!'s Backyard Intranet, and we have expended extra effort assembling that information into the charts we provided (YAH-AA 1757-1822). Nonetheless, AA continues to quibble on this subject. Yahoo!'s current production sufficiently identifies the relevant Yahoo! employees in response to AA's document requests. However, to put this issue to rest, Yahoo! will provide pages from the Backyard Intranet sufficient to identify the relevant Yahoo! employees.

With respect to Yahoo!'s organizational information from earlier time periods, Yahoo! does not maintain this information in the ordinary course of its business, beyond what we are producing from the Backyard Intranet. We are inquiring with the Yahoo! custodians as to the availability of informal sources of organizational information and will produce whatever documents are available.

Lars L. Berg, Esq.  
May 18, 2009  
Page Four

### Data Regarding Sponsor Results

Contrary to your suggestion, the more than 200,000 pages of spreadsheets already produced by Yahoo! contain the vast majority of the data responsive to AA's Request 53 related to the Sponsor Results at issue in this case, including all of the data I outlined above. Yahoo! will produce additional spreadsheets covering the remaining time periods back to January 2004. For data prior to 2004, that data was removed from Yahoo!'s active databases and stored on back-up tapes approximately 13 months after it was initially generated. For instance, the data from December 2003 was stored on back-up tapes in early 2005. Accordingly, all of the pre-2004 data had been saved to back-up tapes well before Yahoo!'s standstill agreement with AA in December 2006. Restoration of data from the tapes would require extensive and lengthy efforts. Yahoo! is willing to meet and confer with AA to discuss the handling of these tapes.

With regard to the click through rates, click stream data, conversion rates, and other measures of effectiveness or customer loyalty, Yahoo! is willing to produce responsive documents in its possession, custody, or control covering these subjects, if any. With respect to click through rates, Yahoo! maintains this information organized by keyword (*i.e.*, the rate at which web users click on any Sponsor Result triggered by a keyword, relative to the total number of Sponsor Results that have appeared triggered by that keyword). Yahoo! is producing this information for the AA keywords for each month for which data is available. With respect to click stream data, conversion rates, and measures of effectiveness and customer loyalty associated with particular Sponsor Results, Yahoo! may have some of this information for relevant Sponsor Results in the analytics that are provided to certain relevant advertisers. However, as this information may have been provided by Yahoo!'s customers, Yahoo! may be obligated to notify the particular customers prior to producing the documents. We are determining Yahoo!'s obligations in this regard and will let you know the production status concerning any documents that fall into this category.

With regard to advanced matches, the spreadsheets Yahoo! has produced include advanced matches of various search terms (including terms similar to the AA trademarks) to AA keywords. You have inquired regarding any advanced matches of search terms containing an AA trademark to keywords not containing an AA trademark. We can confirm that the spreadsheets we provided do not contain this latter category of data. Yahoo! will produce data or documents, if any exist, showing any advanced matching of AA search terms to non-AA keywords.

With regard to the "Terms Similar to the American Airlines Marks" that you set forth in Exhibit B of your letter, Yahoo! has already produced significant data relating to such "similar" terms. The spreadsheets Yahoo! produced contain a large number of search terms in Column H similar to the AA trademarks. These search terms were advanced matched to a keyword containing an AA trademark and Yahoo! has provided the relevant data for these



Lars L. Berg, Esq.  
May 18, 2009  
Page Five

keywords. Yahoo! does not agree that all of the terms listed in your Exhibit B are similar to the AA trademarks. Indeed, a number of the listed terms are entirely generic, such as "American flight," "American gates," "American miles," and "travel advantage." Yahoo! will not search for data in connection with these and other generic terms. As for the other terms on your list, Yahoo! will determine the feasibility of running such a large number of terms through Yahoo!'s databases to extract data. We will let you know the results of our inquiry as soon as we can.

With regard to search strings that combine AA trademarks with other terms, Yahoo! has already produced the advertisements triggered by such search strings. The spreadsheets that Yahoo! provided contain data on all clicked advertisements triggered by an AA keyword, whether that keyword was entered into the Yahoo! search box by itself or together with other terms. In the process of saving the keyword information, Yahoo!'s system trims the longer search strings down to the search terms that triggered the advertisement. Yahoo! does not store the longer search strings in any manner that correlates with the other relevant data.

Finally, with respect to the technical issues that you raise in your last three bullet points on pages 9 and 10, we will check into these issues and get back to you as soon as we can.

**AA's Document Requests 28, 30, and 44-46**

Yahoo! objected to Request 28 on the grounds, *inter alia*, that it seeks information not relevant to this case – specifically, Yahoo!'s trademark policies and procedures used to ensure compliance with European laws. AA's claims are based on U.S. trademark law and the allegedly infringing activity occurred within the U.S. Accordingly, Yahoo!'s European policies are irrelevant. In any event, as I indicated during our conference, Yahoo!'s trademark policies are essentially the same in Europe as they are in the U.S. Yahoo!'s production will include documents concerning its trademark policies and these documents will be responsive to Request 28. To this extent, Yahoo! withdraws its prior refusal to produce documents responsive to this request.

Yahoo! objected to Request 30, seeking documents concerning Yahoo!'s consideration of trademark policies of other companies, on relevance grounds, among others. In the spirit of compromise, Yahoo!'s withdraws its prior refusal to produce documents in response to this request. Yahoo! will produce non-privileged documents, if any, responsive to this request.

Yahoo! objected to Requests 44 to 46 on the grounds, *inter alia*, that they seek documents not relevant to this case – namely, documents concerning Yahoo!'s own trademarks, any use of Yahoo!'s trademarks as keywords in Sponsor Results, and any efforts by Yahoo! to protect its trademarks. This case does not implicate Yahoo!'s own trademarks, and the broad range of documents that AA seeks are irrelevant to the claims and defenses of the parties. Nonetheless, in an effort to reach a compromise, Yahoo! is willing to produce any non-

Lars L. Berg, Esq.  
May 18, 2009  
Page Six

privileged documents in its possession, custody, or control from any legal actions Yahoo! has filed to enforce its trademark rights in connection with sponsored searches. To this extent, Yahoo! withdraws its prior refusal to produce documents responsive to Requests 44 to 46.

### **30(b)(6) Depositions of Yahoo!'s Designees on AA's Topics 18 and 19**

We disagree with your comments concerning the preparedness of Yahoo!'s designees for AA's Topics 18 and 19, Ms. Ronchetti and Ms. Arenal, respectively. As I explained in my letter of April 24, 2009, Ms. Ronchetti was prepared to testify regarding Topic 18 only, concerning "Defendants' document retention policy from 1999 to the present." Ms. Ronchetti is Yahoo!'s Director of Records Management and is, consequently, the most knowledgeable person at Yahoo! on the subject of Topic 18. Ms. Ronchetti testified that there is no current or past document retention policy at Yahoo!. As Yahoo! has no further testimony to provide on the subject of Topic 18, through Ms. Ronchetti or anyone else, we see no reason to continue her deposition.

As for Ms. Arenal, as she explained during her deposition, she is the Yahoo! employee most involved in coordinating the document collection process for this case. (Arenal Trans. 48:16-23.) Ms. Arenal has personal knowledge of Yahoo!'s document collection efforts, including knowledge of the custodians who have been selected, the categories of documents and data being collected, and the overall progress of collection and production. To the extent Ms. Arenal was unable to answer particular questions, it was due to the early scheduling of the Topic 19 deposition, at AA's insistence. As I explained in my letter of April 15, 2009, to Fred Brown and Dee Kelly, until Yahoo!'s document collection and production is substantially completed, Yahoo!'s designee will not be able to provide complete details on the collection and production process. Yahoo! is willing to make Ms. Arenal available for deposition again in early June, after Yahoo! has substantially completed its production.

### **Documents Related To Trademarks Of Third Parties**

AA's document requests (particularly Request 32) seek all communications between Yahoo! and third parties relating to the use of third-party trademarks as keywords in Sponsor Results. These requests are entirely overbroad, seek documents that are not relevant to the present dispute, and are impossible for Yahoo! to fulfill. First, as I explained during our conference, Yahoo! has no way of identifying all of the trademarks that may be used in connection with Yahoo!'s Sponsor Results product. Advertisers on Yahoo! collectively select millions of keywords to trigger advertisements. Yahoo! does not track which of these keywords are trademarks. Second, even if Yahoo! could assemble a list of trademarks that have been used as keywords in Sponsor Results, that list would encompass a vast range of trademarks having nothing to do with AA or even the travel industry. The Sensitive Terms List, Trademark List, and Global Negative Terms List that Yahoo! maintains for purposes of trademark policy compliance contain many thousands of terms, most of which have nothing to do with AA or

Lars L. Berg, Esq.  
May 18, 2009  
Page Seven

the travel industry. To capture the full scope of communications concerning the use of trademarks as keywords would require collecting documents from practically every Yahoo! sales person who has ever worked on Sponsor Results. Not only would such a collection be unduly burdensome, it would ensnare vast volumes of documents of no relevance to this case.

AA's document requests (particularly Requests 33-35) also seek production of any and all complaints to Yahoo! regarding the use of any trademark as a keyword. These requests are overbroad and seek documents not relevant to this action, including trademark complaints having nothing to do with the AA trademarks or even with the airline industry.

In response to AA's Request 32 (and overlapping with Requests 33-35), Yahoo! is undertaking the following collection and production efforts: First, Yahoo! has collected and continues to collect documents from more than twenty sales people who have serviced advertisers in the travel industry, including AA itself and airline ticket resellers and other advertisers who have bid on keywords containing AA trademarks. Second, Yahoo! is searching the documents collected from these salespeople and other custodians for any reference to the AA trademarks, as well as the terms "trademark," "brand," and terms referring to major passenger airlines in the United States and numerous online ticket resellers. Yahoo! is producing all non-privileged documents collected through this process. Third, Yahoo! is producing non-privileged documents reflecting all legal actions against Yahoo! pertaining to trademarks. Fourth, Yahoo! is willing to produce non-privileged documents from its trademark complaint files pertaining to complaints arising in connection with the airline travel industry. We are willing to meet and confer to determine the appropriate companies for which to search in Yahoo!'s complaint files. These categories of documents will be more than sufficient to illustrate the nature of Yahoo!'s communications with third parties regarding the use of trademarks as keywords.

#### **Reasonable Time Period**

Yahoo! believes that December 2002 is a reasonable starting point for Yahoo!'s document collection and production, given that the statute of limitations pertaining to AA's claims limits their coverage to alleged infringement occurring no earlier than December 2002. Yahoo!'s documents from prior to December 2002 are irrelevant to the claims and defenses of the parties. For example, the Sponsor Results data requested by AA's Request 53 is only relevant to Sponsor Results that could allegedly infringe AA's trademarks. Because Sponsor Results that appeared prior to December 2002 are outside of AA's claims, information pertaining to such Sponsor Results is irrelevant. If AA believes that any of its document requests appropriately reach back farther than December 2002, we ask that AA identify such requests and the reasons for AA's position.

Lars L. Berg, Esq.  
May 18, 2009  
Page Eight

### **Yahoo!'s Document Preservation Efforts**

Contrary to your suggestion, Yahoo! has been diligent about preserving documents of relevance to this litigation. As I outlined in my letter of May 11, 2009, Yahoo! sent litigation hold notices to roughly 80 Yahoo! employees on November 13, 2008, soon after this litigation commenced. Subsequently, Yahoo! has sent hold notices to a number of additional employees identified as persons who may possess relevant documents. Yahoo! had no obligation to send hold notices in December 2006 when the parties entered into the standstill agreement. With respect to the hard drives of Don Aydon and Gita Bhatia, referenced in your letter, Yahoo! has located and imaged the hard drive of Mr. Aydon and is producing his responsive documents. Similarly, the hard drive of Ms. Bhatia was imaged in May 2008 and Yahoo! will produce responsive documents from that image.

### **Vagueness Of AA's Document Requests and Interrogatories**

Yahoo! has noted in its objections to AA's document requests and interrogatories that certain terms used in those requests are potentially vague and ambiguous. During our conference, I explained our understanding of several of those terms. As I indicated, Yahoo! is not withholding documents on the basis of these vagueness objections, nor has it limited its responses to AA's interrogatories based on the objections.

With respect to Yahoo!'s objections to AA's requests calling for "all documents" and Yahoo!'s other objections to the scope of the requests, we have made clear in our written responses, our correspondence (including this letter), and our representations during the meet and confer conference the range of documents that we intend to produce in response to each of AA's requests.

### **Yahoo!'s Initial Disclosures**

Pursuant to Rule 26, Yahoo! will soon supplement its initial disclosures with additional witnesses whose testimony Yahoo! may use to support its defenses.

### **Verification of Interrogatory Responses**

Yahoo! served an executed verification, signed by Carmen Arenal, together with its responses to AA's First Set of Interrogatories, on April 30, 2009.

Yahoo! is willing to meet and confer further regarding the issues addressed herein. Feel free to contact me if you would like to discuss any outstanding issues.

MORRISON | FOERSTER

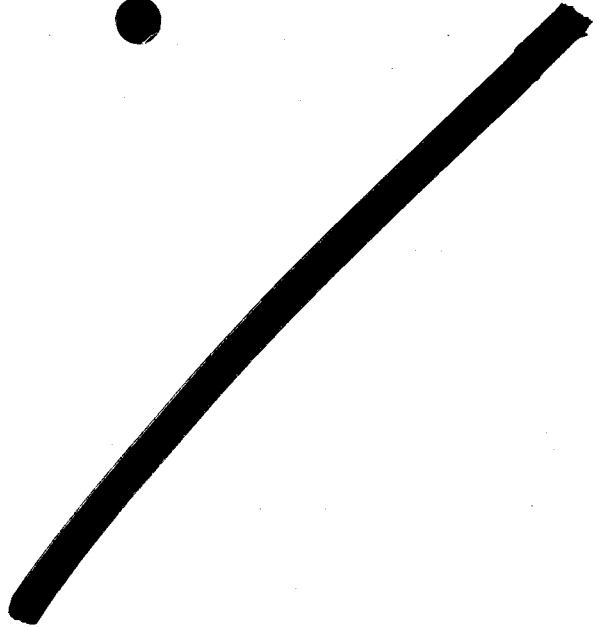
Lars L. Berg, Esq.  
May 18, 2009  
Page Nine

Sincerely,

*/s/ Daniel P. Muino*

Daniel P. Muino

cc: Frederick Brown, Esq.  
Howard Hogan, Esq.  
Jason Stavers, Esq.



**EXHIBIT A**

*AA v. Yahoo!*

**Search Terms by Custodian**  
**May 18, 2009**

Custodian	Search Term	Date
John Cathey-Roberts	Director Ad Policy	
		American AmericanAirlines AA A A Aadvantage AA.com Admirals Club survey test keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match brand branded trademark policy rich ads RAIS conquesting Lowfares GlobeTravels AirGorilla

sf-2683453

		Smarter Travel Compareairlineprices Airlines.world.com CompareAirlineFlights SideStep NetTravel TravelSearch Expedia Travelocity Hotwire Booking Buddy Kayak Priceline Orbitz Delta United Continental Jet Blue Southwest U.S. Airways Alaska Virgin Northwest AirTran Frontier Hawaiian airline airlines
Michael Wehn	Senior Manager Ad Quality Operations	<i>Same as above</i>
Jason Dorn	Senior Director Exchange	<i>Same as above</i>

sf-2683453



	Operations	
Carmen Arenal	Director of Legal Services	<i>Same as above</i>
Debra Carrete		<i>Same as above</i>
Laura Covington	Associate General Counsel, Global Brand & Trademarks / Global IP Policy	American AmericanAirlines AA A A Aadvantage AA.com Admirals Club survey test keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match brand branded trademark policy rich ads RAIS conquesting Lowfares GlobeTravels AirGorilla

sf-2683453

		Smarter Travel Compareairlineprices Airlines.world.com CompareAirlineFlights SideStep NetTravel TravelSearch Expedia Travelocity Hotwire Booking Buddy Kayak Priceline Orbitz Delta United Continental Jet Blue Southwest U.S. Airways Alaska Virgin Northwest AirTran Frontier Hawaiian airline airlines FareChase
Reggie Davis	Vice President Network Quality	Same as above

sf-2683453

Cheryl Dartt	Senior Director Marketplace Operations	<p>American AmericanAirlines AA A A Aadvantage AA.com Admirals Club survey test relevance metric bucket eye tracking north east bolding keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match fav icon brand branded trademark rich ads RAJS conquesting airline airlines</p>
John Slade	Vice President Display Revenue and Apex Product Management	<p>American AmericanAirlines</p>

sf-2683453

		AA A A Aadvantage AA.com Admirals Club keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match brand branded trademark rich ads RAIS conquesting airline airlines
Shaowkat Kabbara	Senior Product Manager	<i>Same as above</i>
Graham Harris	Director Product Management	<i>Same as above</i>
Christopher Sanger	Director Product Management	<i>Same as above</i>
Dean Quan	Product Manager, SPM, APT, Creative Management	<i>Same as above</i>
Tina Krueger	Senior Director Product	American

sf-2683453

	<p>Management</p>	<p>AmericanAirlines  AA  A A  Aadvantage  AA.com  Admirals Club  survey  test  relevance metric  keyword inclusion  keyword suggestion  keyword selection  search term suggestion  keyword research  advanced match  brand  branded  trademark  rich ads  RAIS  conquesting  airline  airlines</p>
<p>Patrick Peters</p>	<p>Product Specialist, Emerging  Markets in the Mobile Group</p>	<p>American  AmericanAirlines  AA  A A  Aadvantage  AA.com  Admirals Club  keyword inclusion  keyword suggestion</p>

sf-2683453

keyword selection  
search term suggestion  
keyword research  
advanced match  
brand  
branded  
trademark  
Lowfares  
GlobeTravels  
AirGorilla  
Smarter Travel  
Compareairlineprices  
Airlines.world.com  
CompareAirlineFlights  
SideStep  
NetTravel  
TravelSearch  
Expedia  
Travelocity  
Hotwire  
Booking Buddy  
Kayak  
Priceline  
Orbitz  
Delta  
United  
Continental  
Jet Blue  
Southwest  
U.S. Airways  
Alaska  
Virgin  
Northwest

sf-2683453

		<p>AirTran Frontier Hawaiian airline airlines</p>
<p>Karla Rowland</p>	<p>Account Manager</p>	<p>Same as above</p>
<p>Jim Stothard</p>	<p>Vice President Account Management and Sales Development</p>	<p>American AmericanAirlines AA A A Aadvantage AA.com Admirals Club keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match brand branded trademark rich ads RAIS Lowfares GlobeTravels AirGorilla Smarter Travel Compareairlineprices Airlines.world.com</p>

		CompareAirlineFlights SideStep NefTravel TravelSearch Expedia Travelocity Hotwire Booking Buddy Kayak Priceline Orbitz Delta United Continental Jet Blue Southwest U.S. Airways Alaska Virgin Northwest AirTran Frontier Hawaiian airline airlines
Keith Slusser	Senior Account Manager	<i>Same as above</i>
Michael McMeekin	Senior Account Manager	<i>Same as above</i>
Allison Soled	Manager Creative Strategy	<i>Same as above</i>

sf-2683453



Allan Chuate	Senior Manager Account Management	Same as above
Brian Kearns	Account Lead	Same as above
David Marquez	Senior Account Manager	Same as above
Kelly Donovan	Account Executive	Same as above
Don Aydon		Same as above
Gita Bhatia		Same as above
Christopher Kemple	Senior Director Account Management	American AmericanAirlines AA A A Aadvantage AA.com Admirals Club keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match

sf-2683453

		brand branded trademark rich ads RAIS Lowfares GlobeTravels AirGorilla Smarter Travel Compareairlineprices Airlines.world.com CompareAirlineFlights SideStep NetTravel TravelSearch Expedia Travelocity Hotwire Booking Buddy Kayak Priceline Orbitz Delta United Continental Jet Blue Southwest U.S. Airways Alaska Virgin Northwest AirTran Frontier
--	--	--

sf-2683453

		Hawaiian airline airlines
Kelly Graziadei	Network Partner Services	<i>Same as above</i>
Max Steelman	National Account Director	<i>Same as above</i>
Peter Hagerty	Senior Director Strategic Sales	<i>Same as above</i>
Tim Wasemiller	Media Sales	<i>Same as above</i>
Sothea Keo	Account Manager	<i>Same as above</i>
Jennifer Fernandez	Senior Account Manager	<i>Same as above</i>
Stacy Davis	Account Manager	<i>Same as above</i>
Ann Aman	Senior Account Manager	<i>Same as above</i>
Peter Cornell	Senior Account Manager	<i>Same as above</i>
Michael Kane	Customer Care Agent	<i>Same as above</i>

sf-2683453

Yuri Kavka	Account Manager		Same as above
Jeffrey Seward	Manager, Account Management		Same as above
Lindell Bennett	New Business Development		Same as above
Carrie Davis	Senior PR Manager		Same as above
Patrizio Spagnoletto	Senior Director Marketing, YSM		American AmericanAirlines AA A A Aadvantage AA.com Admirals Club survey test relevance metric bucket eye tracking north east bolding keyword inclusion keyword suggestion keyword selection search term suggestion keyword research

sf-2683453

advanced match  
fav icon  
brand  
branded  
trademark  
rich ads  
RAIS  
conquesting  
Lowfares  
GlobeTravels  
AirGorilla  
Smarter Travel  
Compareairlineprices  
Airlines.world.com  
CompareAirlineFlights  
SideStep  
NetTravel  
TravelSearch  
Expedia  
Travelocity  
Hotwire  
Booking Buddy  
Kayak  
Priceline  
Orbitz  
Delta  
United  
Continental  
Jet Blue  
Southwest  
U.S. Airways  
Alaska  
Virgin

		Northwest AirTran Frontier Hawaiian airline airlines
Malin Kennedy	Senior Manager Advertiser Experience	<i>Same as above</i>
Matt Lillig	Team Lead, Analytics	American AmericanAirlines AA A A Aadvantage AA.com Admirals Club
Holly Bowyer	Director, Outbound Product Marketing	American AmericanAirlines AA A A Aadvantage AA.com Admirals Club survey test relevance metric bucket eye tracking north east

sf-2683453

		holding keyword inclusion keyword suggestion keyword selection search term suggestion keyword research advanced match fav icon brand branded trademark rich ads RAIS conquering Lowfares GlobeTravels AirGorilla Smarter Travel Compareairlineprices Airlines.world.com CompareAirlineFlights SideStep NetTravel TravelSearch Expedia Travelocity Hotwire Booking Buddy Kayak Priceline Orbitz Delta United
--	--	---

sf-2683453

Wendi Sturgis	Vice President Client Operations	Continental Jet Blue Southwest U.S. Airways Alaska Virgin Northwest AirTran Frontier Hawaiian airline airlines
		American AmericanAirlines AA A A Aadvantage AA.com Admirals Club domain match brand branded trademark rich ads RAIS Lowfares GlobeTravels AirGorilla Smarter Travel Compareairlineprices Airlines.world.com CompareAirlineFlights

sf:2683453



		SideStep NetTravel TravelSearch Expedia Travelocity Hotwire Booking Buddy Kayak Priceline Orbitz Delta United Continental Jet Blue Southwest U.S. Airways Alaska Virgin Northwest AirTran Frontier Hawaiian airline airlines
Hui Tam	Director of Partner Management Group	American AmericanAirlines AA A A Aadvantage AA.com Admirals Club domain match

sf-2683453

brand  
branded  
trademark  
rich ads  
RAIS  
Lowfares  
GlobeTravels  
AirGorilla  
Smarter Travel  
Compareairlineprices  
Airlines.world.com  
CompareAirlineFlights  
SideStep  
NetTravel  
TravelSearch  
Expedia  
Travelocity  
Hotwire  
Booking Buddy  
Kayak  
Priceline  
Orbitz  
Delta  
United  
Continental  
Jet Blue  
Southwest  
U.S. Airways  
Alaska  
Virgin  
Northwest  
AirTran  
Frontier

	Hawaiian airline airlines	
--	---------------------------------	--