

# EXHIBIT F

## Jen Ghaussy

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**From:** Monterio, Charles [MonterioC@dicksteinshapiro.com]  
**Sent:** Friday, December 23, 2011 10:39 AM  
**To:** David Perlson; QE-IP Engine  
**Cc:** zz-IP Engine; senoona@kaufcan.com  
**Subject:** I/P Engine v. Google: Proposed Google Custodians and Search Terms  
**Attachments:** DSMDB-#3012026-v1-Proposed\_Google\_Custodians.DOC

David,

In response to your email of December 20, 2011, I/P Engine expects that Google will comply with its discovery obligations. To further assist, I/P Engine provides the attached, requested listing of proposed Google Custodians and Search Terms for Google's custodial searches. I/P Engine's proposed custodians and search terms should not be interpreted as binding and/or exhaustive. I/P Engine's proposed custodians and search terms are preliminary and based upon an incomplete review of Google's document production. I/P Engine reserves the right to reasonably request additional custodians and/or search terms based upon information, documents, or things it discovers during a complete review of Google's document production, receives during discovery or obtains upon further investigation. Please do not hesitate to contact us if you have any questions.

**Charles J. Monterio, Jr.**

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Google's proposed custodians and search terms of its December 20, 2011 email are in black, while I/P Engine's additionally proposed custodians and search terms are in blue.

**Google Custodians:**

Jonathan Alferness, Director, Product Management

Bartholomew Furrow, Software Engineer

Bryan Horling, Software Engineer

Daniel Wright, Software Engineer

Matt Kulick, Product Manager

Jonathan McPhie, Product Manager

Rishi Khaitan, Product Manager

Jack Ancone, Sr. Director, New Business Development

Jeff Huber, Sr. Vice President of Commerce & Local (previously Jeff led overall engineering & development for Google's advertising products -- AdWords, AdSense, DoubleClick (2003-2011))

Unnamed, Head of Testing (2005 transition to the new Quality Score version of AdWords, including without limitation the transition between DumbASS and SmartASS)

Hal Varian, Chief Economist

**Search Terms:**

6775664 or 6,775,664 or (664 /2 patent)

6314420 or 6,314,420 or (420 /2 patent)

5867799 or 5,867,799 or (799 /2 patent)

'664 or 6,775,664 or 6775664 or 10/045,198

'420 or 6,314,420 or 6314420 or 09/204,149

pat\* w/4 (664 or 420)

appl\* w/4 (198 or 149)

I/P Engine

(Andrew /2 Lang) or (Ken /2 Lang)

Donald /2 Kosak

(Andrew or Ken) w/3 Lang

(Donald or Don) w/3 Kosak

demand search

scan /3 search /3 network

(content based filter) or (content-based filter)

collaborative feedback data

informon

Lycos

content /2 profile

((collaborative filter) or (collaborative filtering)) /10 ((content filter) or (content filtering))

(hybrid /2 filter) or (hybrid /2 filtering)

Wirewire

(ad or auction) and (CPC or (cost per click))

“Landing page”

(“quality score”) and (“relevant ads”)

(“quality score”) and (CPC or (cost per click))

(Keyword or Query) and (ad or adwords)

((“click through rate”) or CTR)

Relevance

SmartASS or DumbASS

AdMixer

AdShards

AdWords or AdSense

Ad and revenue

Kansas

“AdWords Select”

Kosak

Lang

“Empirical Media”

Search w/30 (Advertising or ads)

(Search or Adwords or Adsense or Advertising or ads) w/30 (Feedback or collab\* or algo\* or rank\*)

(Search or Adwords or Adsense) and “User Feedback”

(Click-through or clickthrough or CTR or “click through”) and (Search or Adwords or Adsense)

“Quality Score”

“Collaborative Data”

(Advertising or ads or Adsense or Adwords) w/30 quality

(Advertisements or Ads or Adwords) w/5 stor\*

Overture or Goto.com

Yahoo w/4 “Search Marketing”

Microsoft w/4 AdCenter

AOL w/4 “Sponsored Listings”

(IAC or Ask) w/4 “Sponsored Listings”