

# Exhibit 6

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF VIRGINIA  
NORFOLK DIVISION

I/P ENGINE, INC.

Plaintiff,

v.

AOL, INC., *et al.*,

Defendants.

Civil Action No. 2:11-cv-512

**DECLARATION OF NICHOLAS FOX IN SUPPORT OF DEFENDANTS' MOTION TO  
EXCLUDE THE TESTIMONY OF STEPHEN BECKER**

I, Nicholas Fox, declare as follows:

1. I am a Vice President of Product Management at Google Inc. ("Google") where I have been employed since July 2003.
2. I am providing this declaration in support of Defendants' Motion to Exclude the Testimony of Stephen Becker. This declaration is based on my personal knowledge.
3. As part of my responsibilities at Google, I was involved in a group called Revenue Force. Revenue Force was intended to be a way of bringing together the finance, the sales, and product and engineering people to discuss Google's revenue and revenue forecasts. As part of the Revenue Force Group, I worked along with others on the creation of certain PowerPoint presentations.

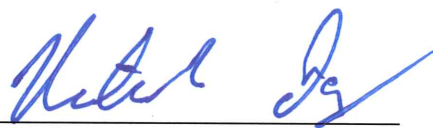
4. I have reviewed the June 26, 2006 Draft Revenue Force Presentation produced by Google at bates numbers G-IPE-0484319-G-IPE-0484386. This is an example of one of the presentations that was created by the Revenue Force Group.
5. Slides 37 and 38 of the June 26, 2006 Draft Presentation refer to certain metrics related to revenue on Google.com. For example, the chart on the bottom left of slide 38 is titled Cumulative Product Impact on RPM Growth on Google.com. This chart reports the impact of changes to various features of Google's advertisement serving system on revenue ("RPM") growth. The measured features include Google's "SmartAds" system (referred to in the charts as "SmartASS"), as well as "Spam," "Disabling," "Promotion," "Ads UI," "Natural RPM," and "Other-Product." It is my understanding that "Disabling" refers to changes made to the disabling functions themselves, not to the Smart Ads pCTR used in those functions. Similarly, it is my understanding that "Promotion" refers to changes made to the promotion functions themselves, not to the Smart Ads pCTR used in those functions. It is my further understanding that "SmartASS" refers to changes made to the SmartAds pCTR itself. The SmartAds pCTR is used by Google in a variety of functions, including disabling, promotion, ranking and pricing.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct to the best of my knowledge.

Executed this 21 day of September, 2012 in Mountain View, California.

I declare under penalty of perjury of the laws of the United States that the foregoing is true and correct.

Dated: September 21, 2012.

  
\_\_\_\_\_  
Nicholas Fox

DATED: September 21, 2012

/s/ Stephen E. Noona

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**CERTIFICATE OF SERVICE**

I hereby certify that on September 21, 2012, I will electronically file the foregoing with the Clerk of Court using the CM/ECF system, which will send a notification of such filing (NEF) to the following:

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