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3 UNITED STATES DISTRICT COURT

4 EASTERN DISTRICT OF VIRGINIA

5 NORFOLK DIVISION

6 *****

7 I/P ENGINE, INC., *

8 Plaintiff, * Civil Action No.

9 Vs. * 2:11-cv-512

10 AOL, INC., et al., *

11 Defendants. *

12 *****

13

14 AUDIO/VISUAL DEPOSITION of LYCOS, INC.,

15 by and through its designee MARK BLAIS

16 Tuesday, July 31, 2012 at 9:00 a.m.

17 Goulston & Storrs

18 50 Rowes Wharf, 7th Floor

19 Boston, Massachusetts

20

21 ----- Jacqueline P. Shields, RPR, CSR -----

22

23

24 Job No. CS409539

1 whether or not that would have embodied what's in
2 this patent, I'm not sure.

3 Q. And similarly with regards to Mr. Lang, are
4 you aware of any effort that Mr. Lang -- strike
5 that.

6 Are you aware of any efforts by Mr. Lang to
7 create a product that embodies any of the claims of
8 the '664 patent?

9 MS. ALBERT: Objection. Foundation,
10 speculation, vague.

11 A. No.

12 Q. Do you know if Lycos ever invested any
13 funds in trying to develop a product that embodied
14 the '664 patent?

15 MS. ALBERT: Same objection.

16 A. No, I do not know.

17 Q. Separate and apart from Lycos, are you
18 aware of any products that embody any of the claims
19 of the '664 patent?

20 MS. ALBERT: Same objections.

21 A. In the whole world?

22 Q. In the whole world.

23 A. I don't know.

24 Q. The same with regards to the '420 patent,

1 is Lycos aware of any products that embody the '420
2 patent?

3 MS. ALBERT: Same objection.

4 A. I do not know.

5 Q. You can set that aside.

6 Does Lycos currently use the Google AdWords
7 product?

8 A. No.

9 Q. Does Lycos currently use the Google AdSense
10 product?

11 A. Yes.

12 Q. Do you know when Lycos first began using
13 the Google AdSense product?

14 A. I don't know when we began to use that
15 product at first. I know we've used it for many,
16 many years, and that we've had many, many contracts
17 with Google over the last ten years, which has
18 included both AdWords and AdSense at various times.
19 I believe AdSense has been constant for many years,
20 however. As long as I've been at the company we've
21 used AdSense.

22 Q. When you refer to AdSense, do you know if
23 Google uses -- of course Google uses. Do you know
24 if Lycos uses Google AdSense for content?

1 A. Yes.

2 Q. Okay. And does Lycos also use Google's
3 AdSense for search?

4 A. No.

5 Q. Does Lycos ever use AdSense for search?

6 A. Could you explain what you mean by "AdSense
7 for search"? I'm aware of AdSense for content, and
8 I'm obviously aware of Google's sponsored links
9 product for search.

10 Q. I think that's the same thing, but Google
11 AdSense for search, my understanding is that it's
12 the system that provides sponsored links as a result
13 of a search. So when you run the search, you have
14 the search and you have the sponsored links next to
15 the search.

16 A. Okay. We don't currently use it, but we
17 did in the past. I believe we've switched providers
18 many times over the last seven years. And I believe
19 we were using Google AdSense for search in 2006
20 before switching over to another provider.

21 Q. Do you know when Lycos first began using
22 AdSense for search?

23 A. I think, I don't know specifically when it
24 began, but as I said, we've gone back and forth