

EXHIBIT 30

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA

-----x
I/P ENGINE, INC.,

Plaintiff,

v.

C.A. No. 2:11-cv-512-RAJ

AOL, INC., GOOGLE, INC.,
IAC SEARCH & MEDIA, INC.,
TARGET CORP., and GANNETT CO.,
INC.,

Defendants.
-----x

(PORTION OF TRANSCRIPT DESIGNATED CONFIDENTIAL
SOURCE CODE)

Videotaped Deposition of OPHIR FRIEDER, Ph.D.

Washington, D.C.

Thursday, September 6, 2012

8:48 a.m.

Job No.: 416030

Pages: 1 - 313

Reported by: Amy E. Sikora, RPR, CRR, CSR-NY, CLR

[REDACTED]

[REDACTED]

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[REDACTED]

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1 A. I agree.

2 Q. Did you -- have you reviewed
3 Dr. Ungar's rebuttal report to your report?

4 A. I looked at it.

5 Q. You looked at it. Have you reviewed
6 it carefully?

7 A. I spent time looking at it, yes.

8 Q. How much time have looked at it,
9 spent?

10 A. Well, I read it multiple times. I
11 thought about some of the things that were said.
12 I looked at some citations.

13 Does that answer your question?

14 Q. Sure. Do -- did you find any of
15 Dr. Ungar's explanation of the operation of
16 AdWords to be incorrect?

17 A. I found that Dr. Ungar's conclusions
18 at -- at times were incorrect.

19 Q. But did you -- separate and apart
20 from his opinions as to whether AdWords infringes
21 or not, did you find any inaccuracies in the
22 description of how Google AdWords actually works?

■ [REDACTED]

■ [REDACTED]

■ [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted content]

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