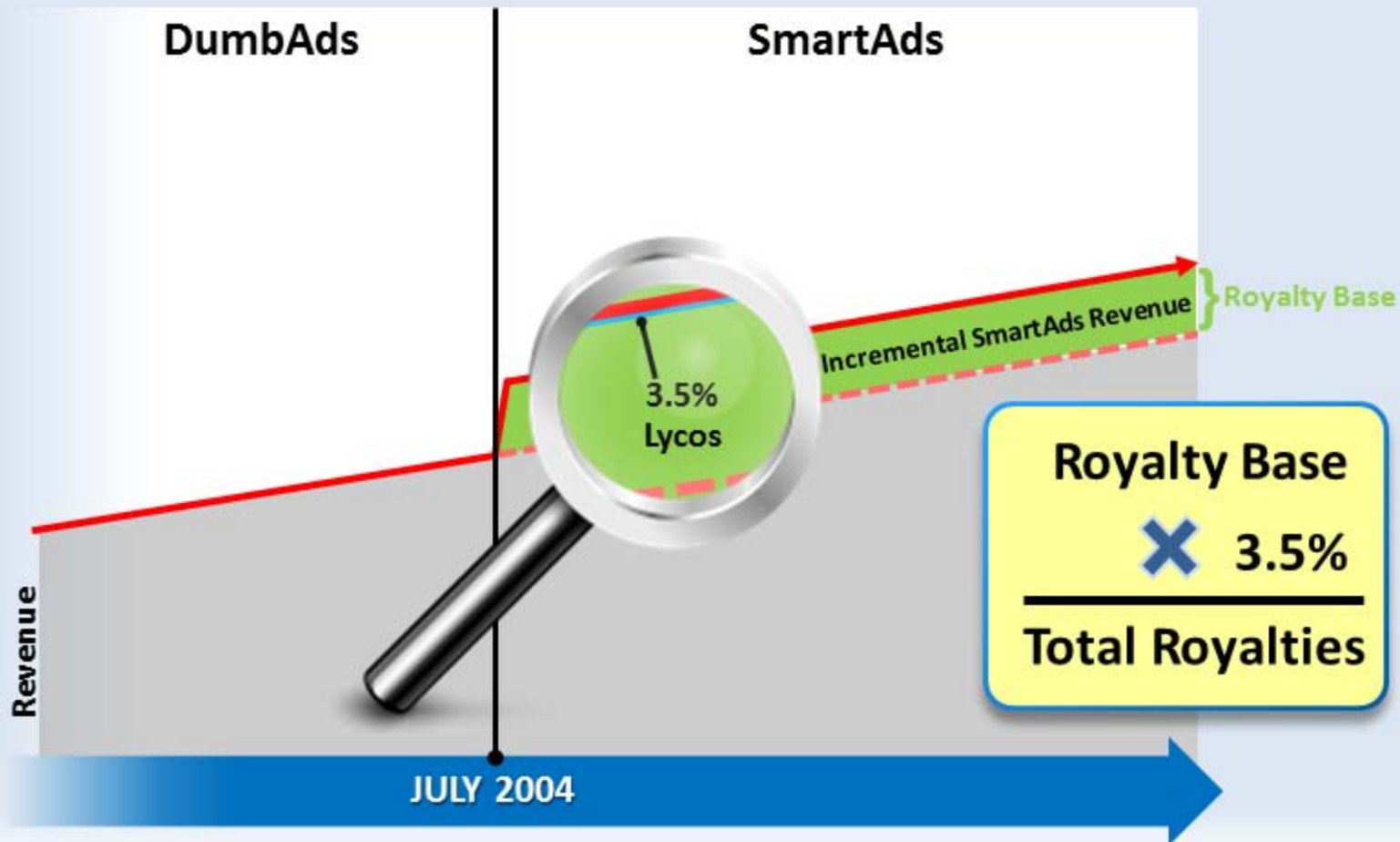


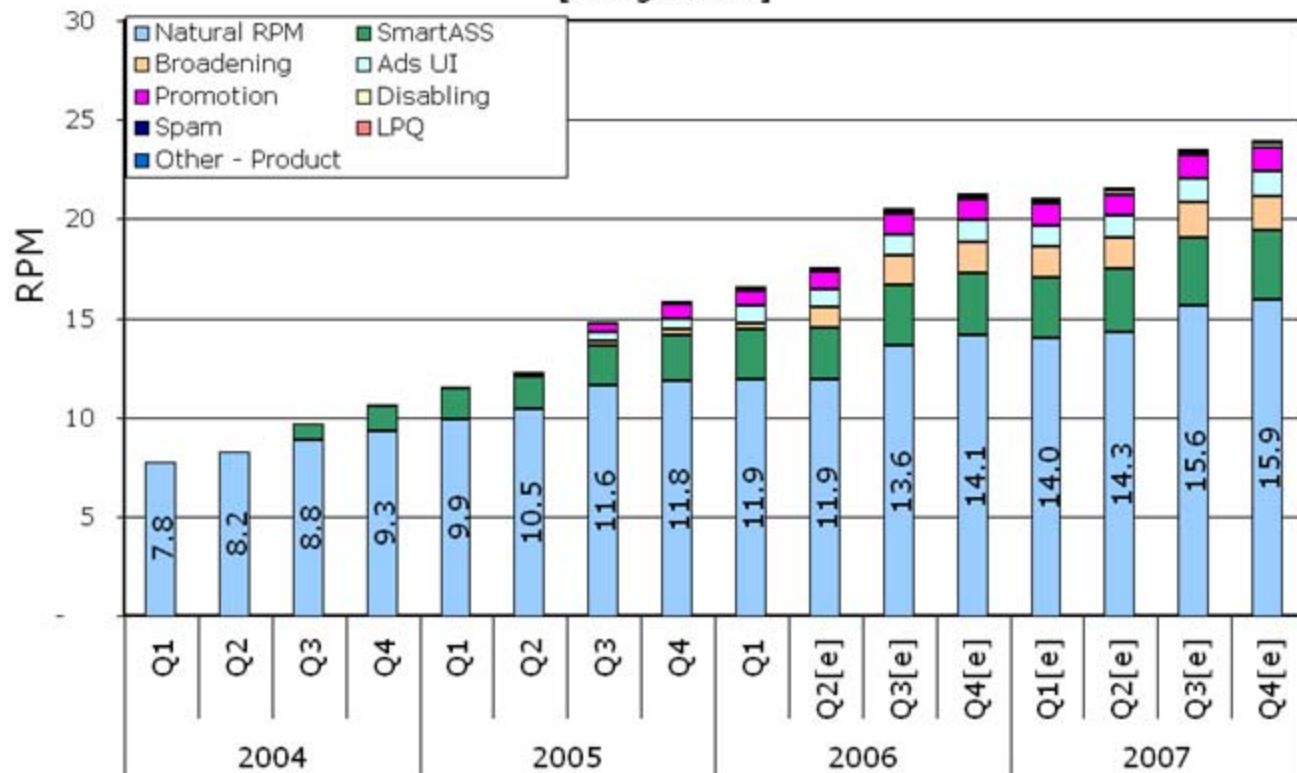
EXHIBIT 1

Big Picture – Reasonable Royalty



Apportionment (Factor 13)

Cumulative Product Impact on RPM
[Google.com]



REDACTED

Comparable Industry Rates (Factor 12)

Provides range of rates from 3% to 5%

Yahoo Licenses To:	Marchex, Inc.	eXact Advertising	Interchange /Local.com
Date of agreement	2/14/2005	3/1/2005	10/17/2005
Licensed patents	'361, '866, '572	'361, '866	'361, '866
Royalty rate (range)	3.00% - 3.75%	4.00% - 5.00%	4.00% - 5.00%
Royalty base	Gross advertising revenues	Gross advertising revenues	Gross advertising revenues
Industry of licensee	Online search advertising	Online advertising solutions	Internet search-related advertising
Field of use of patents	Pay-for-Placement Paid Listing advertising systems	Pay-for-Placement Paid Listing advertising systems	Pay-for-Placement Paid Listing advertising systems

Conclusion – Resulting Damages

Google	\$451,190,903
Co-defendant damages:	
AOL	\$22,693,517
IAC	\$18,917,570
Target	\$282,380
Gannett	\$12,348
Total - All Defendants	\$493,096,718

Reasonable Royalties By Quarter

\$493.1M Total Reasonable Royalties

