

# EXHIBIT 24

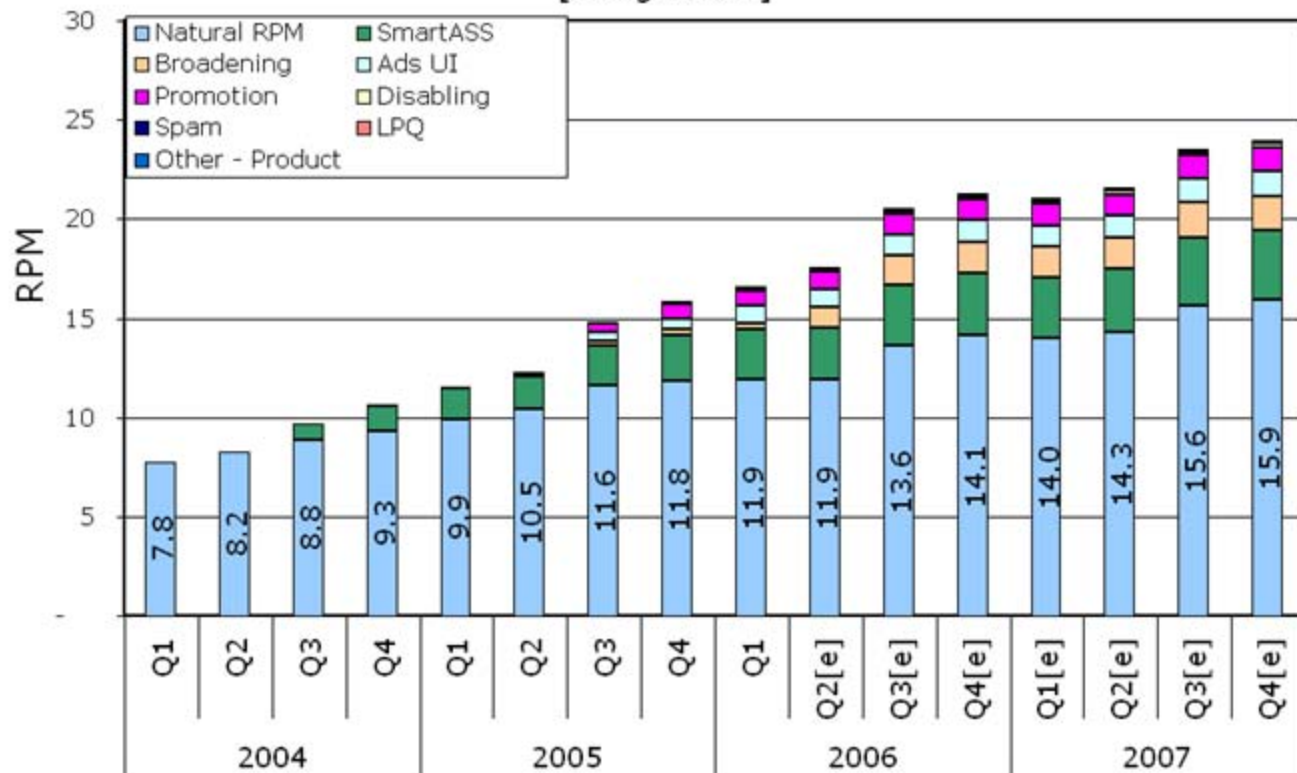
# Georgia-Pacific Factors – Others Considered

1. Comparable licenses to patents-in-suit **NONE**
2. Google's comparable licenses **NONE**
3. Nature and scope of license **STANDARD**
4. Lycos established licensing policy **NONE**
5. Commercial relationship
6. Convoyed sales **NONE**
7. Duration/term **STANDARD**
8. Profitability and commercial successj
9. Advantages of the patented technology
10. Benefits obtained by Google
11. Extent of use by Google
12. Comparable industry rates
13. Proportion of profit to be credited to the technology
14. Opinions of other experts **CONSIDERED**
15. Hypothetical negotiation



# Apportionment (Factor 13)

Cumulative Product Impact on RPM  
[Google.com]



## SmartAds – Apportionment Factors

	Q1	Q2	Q3	Q4
2012	20.9%	20.9%	20.9%	
2011	20.9%	20.9%	20.9%	20.9%
2010	20.9%	20.9%	20.9%	20.9%
2009	20.9%	20.9%	20.9%	20.9%
2008	20.9%	20.9%	20.9%	20.9%
2007	21.8%	19.7%	21.8%	20.9%
2006	20.2%	19.8%	22.2%	22.4%
2005			15.9%	19.7%