

EXHIBIT A

Below is a key to the Defendants' Objections.

Objection Key

CODE	OBJECTION
A	Argumentative
AA	Asked and answered
B	Beyond scope of counter-designation
BE	Best evidence rule
CC	Calls for conclusion
CD	Compound
DSI	Document speaks for itself
ERR	Errata
I	Incomplete; incomprehensible
IH	Incomplete hypothetical
MOT	Subject to the Court's ruling on a pending motion, including with limitation motions <i>in limine</i> and <i>Daubert</i> motions
MT	Misstates prior testimony
(mischaracterization) NR	Non-responsive
O	Overbroad
V	Vague and ambiguous
W	Withdrawn
30b6	Outside of the scope of FRCP 30(b)(6) deposition topics for which witness was designated
103	Assumes facts not in evidence
104a	Foundation
402	Relevance

- 403 Unduly prejudicial
- 408 Privileged settlement communication
- 501 Privileged
- 602 Calls for speculation; speculative
- 611b Outside of scope of direct examination
- 611c Leading
- 701 Improper opinion by lay witness
- 702 Improper opinion by expert
- 802 Hearsay
- 901 Authenticity

EXHIBIT NUMBER	DESCRIPTION	RATES RANGE	OBJECTIONS
PX 0001	6,314,420 Patent	IPE 0002452 - 477	
PX 0002	6,775,664 Patent	IPE 0014369 - 395	
PX 0003	5,867,799 Patent	IPE 0013581 - 614	
PX 0004	6,314,420 File History	IPE 0001912 - 2166	
PX 0005	6,775,664 File History	IPE 0002167 - 346	
PX 0006	5,867,799 File History	IPE 00013870 - 4188	
PX 0007	SmartASS Prediction Model	G-IPE-0000567 - 574	
PX 0008	Smart Ad Selection System	G-IPE-0002076 - 080	
PX 0009	Ads Quality for CJK	G-IPE-0006684 - 685	402, 403
PX 0010	Life of a Dollar Course Transcript	G-IP E-0008812 - 824	402, 403, MOT
PX 0011	Ads System Overview	G-IPE-0009726 - 750	
PX 0012	Ads Quality Overview: Levers	G-IPE-0030593 - 595	
PX 0013	Google Document Related to SmartASS	G-IPE-0061819 - 820	
PX 0014	Deli Experiment #1: Wal-Mart Creatives	G-IPE-0063660 - 664	402
PX 0015	Google Document re Exploiting Click Feedback for Content Targeting	G-IPE-0063864 - 868	402, 403
PX 0016	Google Document re Conceptual Orientation	G-IPE-0096923 - 027	
PX 0017	Relevance Server	G-I PE-0106274 - 277	
PX 0018	Life of a Dollar Course Transcript	G-IPE-0115894 - 899	402, 403, MOT
PX 0019	Google Document re Ads Quality	G-IPE-0146084 - 085	
PX 0020	Ads Quality: SmartASS Models Overview	G-IPE-0146309 - 318	
PX 0021	About Quality Score	G-IPE-0171129 - 130	MOT, 402, 403
PX 0022	Ad Rank Formulas	G-IPE-0171137 - 138	MOT, 402, 403
PX 0023	LPQSRE Overview	G-IPE-0191539 - 542	
PX 0024	5/8/09 Deposition of Jonathan Alferness	G-IPE-0218379 - 406	802, 402
PX 0025	8/20/09 Deposition of Jonathan Alferness	G-IPE-0218692 - 753	802, 402
PX 0026	3/7/11 Deposition of Greg Friedman	G-IPE-0219104 - 219	802, 402
PX 0028	07-432 Performance Pricing v. Google Rebuttal Expert Report Regarding Damages 11/4/09	G-IPE-0222193 - 351	802, 402, 403
PX 0029	07-582 Bid for Position v. AOL et al. Rebuttal Report of Matthew Lynde Regarding Damages 7/9/08	G-IPE-0222661 - 720	802, 402, 403
PX 0030	07-371 Bright Response v. Google Rebuttal Expert Report Regarding Damages 7/22/10	G-IPE-0222749 - 945	802, 402, 403
PX 0031	Video	G-I PE-0224358	402, ,403
PX 0032	Video	G-I PE-0224360	402, 403, 104a, 802
PX 0033	Video	G-I PE-0224365	
PX 0034	Video	G-I PE-0224366	402, 403, 104a, 802
PX 0035	Video	G-I PE-0224368	402, ,403
PX 0036	Internet Statistic Compendium: E-Consultancy	G-IPE-0244991 - 5121	402, 403, 802, 901

UP Engine, Inc. v. AOL Inc. et al., Case No. 2:11-cv-512
 Exhibit 1: Defendants' Objections to Plaintiffs Trial Exhibit List

EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0037	Ads Quality Help Center Content Reorganizations Table of Contents	G-IPE-0247092 - 107	MOT, 402, 403
PX 0038	11/8/06 Email from N. Fox to Ads Quality Team RE: [Adsquality-core] Launched Landing Page Quality Improvement on Google, AFS, and AFC	G-I PE-0247648	
PX 0040	12/5/07 Email from C. Bavor to K. Hansen and Adsquality-ps RE: [Adsquality-ps] Change to Quality Score FAQ	G-IPE-0260374 - 376	MOT, 402, 403
PX 0041	Title: About Quality Score - Detailed	G-IPE-0263332 - 335	MOT, 402, 403
PX 0042	Search Quick Reference	G-IPE-0264611	MOT, 402, 403
PX 0043	2008 AOL Summit	G-IPE-0265514 - 526	MOT, 402, 403
PX 0044	5/9/08 E-mail from F. Vallaeys to N. Fox, A. Bapna, and Ads Quality PS, PM, and PMM RE: Expanded Match Feedback	G-IPE-0267522- 525	MOT, 402, 403
PX 0045	8/21/08 Email from J. Alferness to D. Adair, N. Fox, B. Wharton, et al. RE: FYI- Blog Post: Google AdWords Quality Score Factors Chart	G-IPE-0277078 - 079	MOT, 402, 403
PX 0046	12/14/07 Email from K. Hansen to M.O'Connor Ads Quality-PS, Ads Quality Core, RE: Change to Quality Score FAQ	G-IPE-0260682 - 688	MOT, 402, 403
PX 0047	Global Direct Syndication Dashboard 2008-12-29	G-IPE-0294094 - 105	402, 403
PX 0048	AOL/GOOGLE Partnership Presentation	G-IPE-0302073 - 100	
PX 0049	2009 AOL Summit	G-IPE-0306971 - 7024	402, 403
PX 0050	8/26/09 Email from D. Friedman to Fox et. al. RE: What to say about LPQ	G-IPE-0310824 - 826	MOT, 402, 403
PX 0051	Understanding Search Ads Quality Presentation 8/26/08	G-IPE-0313099 - 112	MOT, 402, 403
PX 0052	6111: How are ads ranked?	G-IPE-0337659 - 660	MOT, 402, 403
PX 0053	Q3 Product Monetization Update (Mock-up) November 2006	G-IPE-0338219 - 274	402, 403
PX 0054	Quality Based Bidding V3 Launch Update Presentation 8/6/08	G-IPE-0338509 - 517	
PX 0055	Susan's Extended Staff: Ads Quality Presentation 1/20/09	G-IPE-0338606 - 651	MOT, 402, 403
PX 0056	Q3 Product Monetization Update (Mock-up) November 2006 Presentation	G-IPE-0340604 - 655	402, 403
PX 0057	Untitled Document	G-IPE-0347004 - 063	402, 403
PX 0058	2005 Weekly Rolling Revenue Forecast - Package Details	G-IPE-0347078	402, 403
PX 0059	4/09 Weekly Revenue Forecast	G-IPE-0347087 - 108	402, 403
PX 0060	8/31/11 Email from A. Juda to A. Miller et. al. RE: Notes : Quality Score Updates Kick-off 8/11/11	G-IPE-0347560 - 564	MOT, 402, 403

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0061	2/19/10 Email from D. Shmishowitz to afsq-eng RE: add'l QS questions	G-IPE-0407258	MOT, 402, 403
PX 0062	12/24/03 Email from P. Renaker to Ads Quality Team et al RE: Ads Quality: Year-end Update and Upcoming Changes	G-IPE-0476688 - 689	
PX 0063	5/24/06 Email from J. Huber to R. Cmingley RE: my next column about Google	G-IPE-0483110 - 115	MOT, 402, 403
PX 0064	Revenue Force, June 26, 2006 Presentation	G-IPE-0484319 - 386	MOT, 402, 403
PX 0065	11/7/06 Email from N. Fox to E. Schmidt et al RE: Launching Ads Landing Page Quality Improvement	G-IPE-0491639 - 640	
PX 0066	NSC.EDU 07 Google Ads Presentation	G-IPE-0507848 - 879	MOT, 402, 403
PX 0067	Susan Wojcicki NASO Presentation Speaker Notes 6/6/07	G-IPE-0507880 - 892	
PX 0068	11/30/07 Email from R. Ho to adstech RE: Launched: Auction adquality/corTEAM, content- Quality Score Improvement	G-IPE-0510443	402, 403
PX 0069	3/20/08 Email from D. Kisman to B. Balingier et al RE: Google's Riches rely on ads, algorithms, and worldwide confusion	G-IPE-0517470	MOT, 402, 403
PX 0070	Jeff Huber: Objectives and Key Results Q2 '08 April-June 2008	G-IPE-0518677 - 696	402, 403
PX 0071	10/20/08 Email from N. Fox to N. Arora et al RE: Heads-up: Three ads quality launches on Monday, Nov 3	G-IPE-0530395 - 398	MOT, 402, 403
PX 0072	3/09 Weekly Revenue Forecast	G-IPE-0537274 - 295	402, 403
PX 0073	5/09 Weekly Revenue Forecast	G-IPE-0538962 - 990	402, 403
PX 0074	7/09 Weekly Revenue Forecast	G-IPE-0539377 - 403	402, 403
PX 0075	6/8/09 Email from M. Hollendomer to gfm-core RE: Weekly Revenue Update Week 9, Q2 2009	G-IPE-0539546 - 553	402, 403
PX 0076	6/09 Weekly Revenue Forecast	G-IPE-0539601 - 624	402, 403
PX 0077	6/09 Weekly Revenue Forecast(6/24/09)	G-IPE-0540148 - 171	402, 403
PX 0078	7/09 Weekly Revenue Forecast (7/1/09)	G-IPE-0540551 - 585	402, 403
PX 0079	7/09 Weekly Revenue Forecast (7/8/09)	G-IPE-0540771 - 815	402, 403
PX 0080	7/09 Weekly Revenue Forecast (7/15/09)	G-IPE-0540942 - 984	402, 403
PX 0081	7/09 Weekly Revenue Forecast (7/22/09)	G-IPE-0541199 - 240	402, 403
PX 0082	The OC 7/27/09	G-IPE-0541253 - 286	402, 403
PX 0083	7/09 Weekly Revenue Forecast (7/29/09)	G-IPE-0541635 - 677	402, 403
PX 0084	8/09 Weekly Revenue Forecast (8/5/09)	G-IPE-0541717 - 761	402, 403
PX 0085	8/09 Weekly Revenue Forecast (8/12/09)	G-IPE-0541850 - 888	402, 403
PX 0086	8/09 Weekly Revenue Forecast (8/19/09)	G-IPE-0541988 - 2027	402, 403
PX 0087	8/09 Weekly Revenue Forecast (8/26/09)	G-IPE-0542282 - 322	402, 403

IP Engine, Inc. v. AOL Inc. et al., Case No. 2:11-cv-512
Exhibit 1: Defendants' Objections to Plaintiff's Trial Exhibit List

EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0088	1/23/11 Email from V. Subramanya to Industryinfo RE: Register: That's Schmidt: So long to the Google Chief who wasn't	G-IPE-0554456 - 460	402, 403, 901
PX 0089	December Revenue Force Meeting 12/15/04	G-IPE-0561465 - 501	402, 403
PX 0090	7/26/06 Email from N. Fox to adsquality-leads et. al. RE: Upcoming Ads Quality Launches	G-IPE-0591639 - 640	
PX 0091	8/8/06 Email from J. Alferness to D. Thacker et. al. RE: AdRank	G-IPE-0605010 - 011	MOT, 402, 403
PX 0092	What Does the Ads Quality Team Do? Presentation	G-IPE-0630634 - 654	
PX 0093	9/20/08 Email from M. Suzuki to J. Huber et. al. RE: Launching QBBv3	G-IPE-0694062 - 063	
PX 0094	5/8/07 Email from D. Girouard to J. Rosenberg RE: Final Strategy Presentation and speaker notes	G-IPE-0747407 - 422	MOT, 402, 403
PX 0095	Extreme Data Mining: The Google Adwords and Adsense Machine Learning Infrastructure	G-IPE-0753936 - 999	
PX 0096	Update on Ads Quality Monetization	G-IPE-0767210 - 212	
PX 0097	Tripod: The Google Business Model Presentation 2/1/04	G-IPE-0796938 - 971	
PX 0098	2008 Google Ads Narratives	G-IPE-0803345 - 346	MOT, 402, 403
PX 0099	1/9/06 Email from G. Shubina to N. Fox et. al. RE: LP Q1	G-IPE-0820298 - 299	
PX 0100	Google Annual Report 2006	G-IPE-0865258 - 385	402, 403
PX 0101	6/1/10 Twenty Eighth Amendment to Amended and Restated Interactive Marketing Agreement between Google and AOL	G-IPE-0868084 - 085	
PX 0102	10/1/03 Amended and Restated Interactive Marketing Agreement between Google and AOL	G-IPE-0868328 - 400	
PX 0103	Google AdSense Help	IPE 0000001 - 010	
PX 0104	Chang, F. Bigtable: A Distributed Storage System for Structured Data	IPE 0000011 - 024	
PX 0105	Google Corporate Information - Technology Overview	IPE 0000025-030	
PX 0106	Google AdWords Help	IPE 0000031	MOT, 402, 403
PX 0107	Google Advertising Programs	IPE 0000045	MOT, 402, 403
PX 0108	Google Search - Grill	IPE 0000051 - 052	901
PX 0109	Google Search - Grill (2)	0000053	901
PX 0110	Google AdWords Help - Where will my ads appear	IPE 0000054 - 057	MOT, 402, 403
PX 0111	Google Learning Center - AdWords Help	IPE 0000058 - 060	MOT, 402, 403
PX 0112	Google Learning Center - AdWords Help (2)	IPE 0000063	MOT, 402, 403
PX 0113	Google Blog - Using data to help prevent fraud 3/18/08	IPE 0000064	MOT, 402, 403
PX 0114	Google AdWords Help - Google Search Network	IPE 0000065	MOT, 402, 403
PX 0115	Google AdWords Help - Why does AdWords visit my ad's landing page?	IPE 0000066 - 067	MOT, 402, 403
PX 0116	Google Search - Grill	IPE 0000068 - 069	

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EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0117	Varian Video Clip	IPE 0000073	MOT, 402, 403
PX 0118	9/14/11 Smart Search Labs, Inc. Patent Assignment	IPE 0021608-611	
PX 0119	AdSense Google Services Order Form - Target	TAR-IPE-0000186 - 205	
PX 0120	WiseWire Empirical Media Product Brochure	LANG 0000909 - 912	802, 402, 403, 901
PX 0121	US Patent 6,314,420 Assignment History	IPE 0005233 - 238	
PX 0122	Kosak - Lycos Nondisclosure and Developments Agreement	LYCOS 0000120 - 134	
PX 0123	Lang - Lycos Nondisclosure and Developments Agreement	LYCOS 0000148 - 154	
PX 0124	WiseWire Management Team Bios	LANG 0003856 - 857	402, 802, 901
PX 0125	NewsWeeder: Learning to Filter Netnews	LANG 0007456 - 469	402, 802, 901
PX 0126	WiseWire Corporation - Presentation	IPEL 0000315 - 322	402, 802, 901
PX 0127	Google - Our History In Depth	IPE 0022804 - 840	
PX 0128	News from Google: Google Launches Self-Service Advertising Program	IPE 0022841 - 843	
PX 0129	News from Google: Google Introduces New Pricing for Popular Self-Service Online Advertising Program	IPE 0022845 - 847	
PX 0130	Google - Inside AdWords - Quality Score Improvements 8/21/08	IPE 0022851 - 854	MOT, 402, 403
PX 0131	Google Mobile Blog - Calling all Carriers -- Introducing AdSense for Mobile Search	IPE 0022866 - 869	
PX 0132	Google - Using Keyword Matching Options	IPE 0022870 - 874	
PX 0133	AOL News Release: AOL Launches Search Marketplace	IPE 0022878 - 879	
PX 0135	Becker Report Ex. 1		402, 403, 702, 802, 901
PX 0136	Becker Report Ex. 2		402, 403, 702, 802, 901
PX 0137	Becker Report Ex. 3		402, 403, 702, 802, 901
PX 0138	Becker Report Ex. 4		402, 403, 702, 802, 901
PX 0139	Becker Report Ex. 5		402, 403, 702, 802, 901
PX 0140	Becker Report Ex. 6		402, 403, 702, 802, 901
PX 0141	Becker Report Ex. 7		402, 403, 702, 802, 901
PX 0142	Becker Report Ex. 8		402, 403, 702, 802, 901
PX 0143	Becker Report Ex. 9		402, 403, 702, 802, 901
PX 0144	Becker Report Ex. 10		402, 403, 702, 802, 901
PX 0145	Becker Report Ex. 11		402, 403, 702, 802, 901
PX 0146	Becker Report Ex. 12		402, 403, 702, 802, 901
PX 0147	Becker Report Ex. 13		402, 403, 702, 802, 901
PX 0148	Becker Report Ex. 14		402, 403, 702, 802, 901
PX 0149	Becker Report Ex. 15		402, 403, 702, 802, 901
PX 0150	Becker Report Ex. 16		402, 403, 702, 802, 901
PX 0151	Becker Report Ex. 17		402, 403, 702, 802, 901
PX 0152	Becker Report Ex. 18		402, 403, 702, 802, 901
PX 0153	10/15/08 Email from D. Adair to H. Varian RE: Please review: Quality Score Blog Post	G-IPE-0805908 - 919	MOT, 402, 403

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0154	8/31/06 Email from N. Fox to R. Srikant et al.	G-IPE-0487393 - 396	402, 403
PX 0155	8/15/08 Email from M. O'Connor to N. Fox et. al. RE: QBB v3 FAQs Need Review by EOD Monday	G-IPE-0276335 - 359	MOT, 402, 403
PX 0156	8/14/08 Email from M. O'Connor to N. Fox et. al. RE: QBB v3 FAQs Need Review by EOD Monday	G-IPE-0274437 - 458	MOT, 402, 403
PX 0157	10/31/06 Email from M. Shim to N. Fox et. al. RE: question for 10-q	G-IPE-0247527 - 530	
PX 0158	6/26/06 Email from J. Huber to G. Badros RE: June Rev Force - draft deck	G-IPE-0484317 - 318	402, 403
PX 0159	Integrating CPA Ads into the AFC Auction	G-IPE-0057145 - 148	402, 403
PX 0160	Ads Stack Filtering and Generation	G-IPE-0085911	
PX 0161	Ads Retrieval With User's Previous Query	G-IPE-0030653 - 657	
PX 0162	10/9/08 Email from H. Varian to A. Najmi et. al. RE: Please review: Quality Score Blog Post	G-IPE-0805665 - 673	MOT, 402, 403
PX 0163	Goowiki Stats	G-IPE-0069621 - 625	
PX 0164	Q3 '06 Products - Earnings Call Insights Document	G-IPE-0248210 - 241	402, 403
PX 0165	Google 10K 2005	IPE 0008969 - 9179	402, 403
PX 0166	Google 10K 2006	IPE 0009180 - 388	402, 403
PX 0167	Google 10K 2007	IPE 0009389 - 504	402, 403
PX 0168	Google 10K 2008	IPE 0009505 - 620	402, 403
PX 0169	Google 10K 2009	IPE 0009621 - 777	402, 403
PX 0170	Google 10K 2011	IPE 0026310 - 410	402, 403
PX 0171	Google Annual Report 2006	IPE 0017486 - 608	402, 403
PX 0172	Google Annual Report 2007	IPE 0014554 - 673	402, 403
PX 0173	Google Annual Report 2010	IPE 0017609 - 714	402, 403
PX 0174	Google Ads Quality Update Presentation 12/15/04	G-IPE-0882352 - 374	402
PX 0175	Google Ads Quality Dial Presentation 7/13/04	G-IPE-0882375 - 395	402, 403
PX 0176	Google Inside AdWords - Answers to your keyword state questions 7/18/05	G-IPE-0888219 - 220	
PX 0177	Video	G-IPE-0224339	
PX 0178	10/9/08 Email from H. Varian to D. Adair et. al. RE: Please review: Quality Score Blog Post	G-IPE-0805696 - 703	MOT, 402, 403
PX 0180	6,269,361 Patent	G-IPE-0890238 - 267	402, 403
PX 0181	Google Inside AdWords - The next generation of keyword evaluation	IPE 0022848 - 850	
PX 0182	Google AdSense at a glance	IPE 0022861 - 863	
PX 0183	Video	G-IPE-0224364	MOT, 402, 403
PX 0184	Marchex - Overture License Agreement	YAHOO-000119 - 127	402, 403, 901, 802

EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0185	3/1/05 Yahoo - eXact Advertising License Agreement	YAHOO-000035 - 040	402, 403, 901, 802
PX 0186	Yahoo - Google - Overture Patent License Agreement and Covenant Not to Sue	YAHOO-000072 - 083	402, 403
PX 0187	Ads Quality FAQ	G-IPE-0030534 - 541	MOT, 402, 403
PX 0188	AFSQ Glossary	G-IPE-0086216 - 217	MOT, 402, 403
PX 0189	Google Strategy - Now the Fun Really Begins 9/04 (Draft 1)	G-IPE-0480296 - 330	
PX 0190	Google Strategy - Now the Fun Really Begins 9/04 (Draft 2)	G-IPE-0480336 - 375	
PX 0191	Varian Video Clip	IPE 0000070	MOT, 402, 403
PX 0192	Varian Video Clip	IPE 0000071	MOT, 402, 403
PX 0193	Varian Video Clip	IPE 0000072	MOT, 402, 403
PX 0194	Varian Video Clip	IPE 0000074	MOT, 402, 403
PX 0195	Varian Video Clip	IPE 0000075	MOT, 402, 403
PX 0196	Varian Video Clip	IPE 0000076	MOT, 402, 403
PX 0197	Varian Video Clip	IPE 0000077	MOT, 402, 403
PX 0198	Varian Video Clip	IPE 0000078	MOT, 402, 403
PX 0199	Video	IPE 0032908	402
PX 0200	Video	IPE 0032909	
PX 0201	Video	IPE 0032910	MOT, 402, 403
PX 0202	Video	IPE 0032911	MOT, 402, 403
PX 0203	Video	IPE 0032913	
PX 0204	Video	IPE 0032914	MOT, 402, 403
PX 0205	Adswords Backend Test Engineering	G-IPE-0115979 - 991	
PX 0206	Source code	S-G-IPE-0000001 - 150	
PX 0207	AFS/WS Update aGPS 8/07 Presentation	G-IPE-0257202 - 236	MOT, 402, 403
PX 0208	Search Ads Quality Presentation 9/21 /07	G-IPE-0257719 - 746	402, 403
PX 0209	12/12/08 Email from V. Goel to M. Liu et. al.	G-IPE-0293241 - 244	
PX 0211	Emails re: declining clickiness	G-IPE-0876937-41	MOT, 402, 403
PX 0212	AFS Sum of Total TAC Q1 2004 through Q2 2012	G-IPE-0867413	402, 403
PX 0214	10/18/10 Deposition of Karthik Gopalratnam	G-IPE-0218449 - 564	802, 402
PX 0215	Varian Video Clip	G-IPE-0892254	MOT, 402, 403
PX 0216	Machine Learning of User Interests for Newsgroup Filtering	LANG 0007057 - 075	402, 403, 802, 901
PX 0217	NewsWeeder II: Adaptive Information Filtering Technology for the Internet 9/1/95	IPEL 0000866 - 883	402, 403, 802, 901
PX 0218	Investor Summary of Empirical Media Corporation 12/21/95	IPEL 0000055 - 073	402, 403, 802, 901
PX 0219	Empirical Media Corporation v2.1 Presentation	LANG 0000972 - 981	402, 403, 802, 901
PX 0220	Q1 2009 - Monetization Dashboard Executive Summary	G-IPE-0302699 - 709	402, 403
PX 0221	Q2 2009 - Monetization Dashboard Executive Summary	G-IPE-0306929 - 940	402, 403

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0222	Q3 2009 - Monetization Dashboard Executive Summary	G-IPE-0312439 - 450	402, 403
PX 0223	Q1 2007 Product Monetization Update	G-IPE-0499897 - 945	402, 403
PX 0224	2005 Google Products Revenue Summary 3/2/05 - 4/20/05	G-IPE-0563814	402, 403
PX 0225	Q3 2007 Product Monetization Update	G-IPE-0508752 - 814	402, 403
PX 0226	Google 10K 2004	IPE 0026953- 7064.pdf	402, 403
PX 0227	Source Code	S-G-IPE-0000151 - 229	
PX 0228	Google Ads Quality: Overview Document	G-IPE-0223566 - 599	
PX 0229	"The Life of a Dollar" A talk for Nooglers about Google's Ad System	G-IPE-0008829 - 884	MOT, 402, 403
PX 0230	Google Services Agreement	G-IPE-0868476 - 498	
PX 0231	Product Communications Plan Landing Page Quality	G-IPE-0241639 - 642	MOT, 402, 403
PX 0232	Google AdWords Help Document	IPE 0000061 - 62	MOT, 402, 403
PX 0233	Google Quality Score Document	Alfemess 6	MOT, 402, 403
PX 0234	7/7/09 Email From D. Gilly to L. Wong et. al. RE: where does relevance score come from?	G-IPE-0398399 - 400	
PX 0235	11/25/10 Email from J. Schonberg to J. Diorio et. al. RE: What goes into quality score?	G-IPE-0331216 - 217	
PX 0236	Confidential Interactive Marketing Agreement	AOL-01167773 - 855	
PX 0237	2009 AOL Summit	G-IPE-0307573 - 642	402, 403
PX 0238	AOL/Google Partnership "Good to Know" Document	G-IPE-0307568 - 569	402, 403
PX 0239	Google Ads Quality: From A - Z in 16 Chapters	G-IPE-0261638 - 763	
PX 0240	Google Goowiki Ads Landing Page Quality Phase 2	G-IPE-0171696 - 703	
PX 0241	Google Using Keyword Matching Options	Alfemess 14	MOT, 402, 403
PX 0242	IAC Google Services Agreement	G-IPE-0868541 - 619	
PX 0243	Amendment Number Four to the Google Services Agreement	G-IPE-0868506 - 520	
PX 0244	Google Services Agreement Order Form	G-IPE-0868652 - 671	
PX 0245	Sum of Total TAC Document	Alfemess 18	402, 403
PX 0246	10/8/08 Email from H. Varian to D. Adair et. al. RE: quality score blog post	G-IPE-0805641 - 647	MOT, 402, 403
PX 0247	Product Communications Plan QBB Document	G-IPE-0239388 - 394	MOT, 402, 403
PX 0248	Q4 Product Insights Executive Summary	G-IPE-0261960 - 2042	MOT, 402, 403
PX 0249	2008 Google Ads Narratives	G-IPE-0264232 - 233	MOT, 402, 403
PX 0250	Telus - Google Presentation	G-IPE-0247481 - 520	MOT, 402, 403
PX 0251	Building Our Partnership Presentation	G-IPE-0259370 - 410	MOT, 402, 403

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0253	Ads Quality: Overview of Relevance in Landing Pages Printout	G-IPE-0146625 - 628	
PX 0254	Ads Quality: Launch Guidelines	G-IPE-0009846 - 9851	
PX 0255	Google 10/3/11 Document by Derek Cook, David Arthur	G-IPE-0011467 - 471	
PX 0256	10/29/08 Email from V. Wagle to S. Ramaswamy et. al.	G-IPE-0371647 - 648	
PX 0257	USAToday.com - Google Services Agreement	GAN-IPE-0000001 - 023	
PX 0258	Amendment Three to Google Services Agreement	GAN-IPE-0000025	
PX 0259	Amended Eight to Google Services Agreement	GAN-IPE-0000024	
PX 0260	Google Services Agreement	TAR-IPE-0000206-11	
PX 0261	Google Services Agreement Order Form	TAR-IPE-0000166-85	
PX 0262	Amendment One to Google Google Order Form and Google Services Agreement	TAR-IPE-0000114-5	
PX 0263	Amendment Two to Google Order Form and Google Services Agreement	TAR-IPE-0000056-7	
PX 0264	Target/Google Q&A	TAR-IPE-0000232-34	
PX 0265	Google Workflow Chart	TAR-IPE-0000213	
PX 0266	Google AdSense for Search Protocol Overview	TAR-IPE-0000222-228	MOT, 402, 403
PX 0267	AFS Javascript Protocol Overview	TAR-IPE-0000218-221	
PX 0268	AFS Javascript Protocol Reference	TAR-IPE-0000058-105	
PX 0269	AdSense Pre-sales Technical Discussion	TAR-IPE-0000116-129	
PX 0270	Ad Syndication Status	TAR-IPE-0000289-294	402, 403
PX 0271	DVM External Media	TAR-IPE-0000335-365	
PX 0272	Google AdSense Branding Guidelines	TAR-IPE-0000235-237	
PX 0273	"Company, Unit, Account, Department, Product, etc."	IAC-IPE-0052332	402, 403
PX 0275	Amendment One to Google Services Agreement	G-IPE-0868528 - 540	
PX 0276	Amendment Two to Google Services Agreement	G-IPE-0868526 - 527	
PX 0277	Amendment Three to Google Services Agreement	G-IPE-0868521 - 525	
PX 0279	AdWords, AdSense for Search, AdSense for Mobile Search Revenue - As Reported in Google's Quarterly Reporting	G-IPE-0218431 - 448	402, 403
PX 0280	AFS Direct and Online Revenue 1/05 - 7/05	G-IPE-0218778 - 781	402, 403
PX 0281	Q4 2008 Monetization Dashboard	G-IPE-0306419 - 429	402, 403
PX 0282	Q4 2006 Product Monetization	G-IPE-0495109 - 168	402, 403
PX 0283	2011 Sum of Revenue, Product Area; Advertising - PA; Product Group; AFS/D/E-PG	G-IPE-0867397	402, 403

EXHIBIT NUMBER	DESCRIPTION	RATES RANGE	OBJECTIONS
PX 0284	2012 Sum of Revenue, Product Area; Advertising - PA; Product Group; AFS/D/E-PG	G-IPE-0867398	402, 403
PX 0285	2011 Sum of Revenue, Product Area; Advertising - PA; Product Group; AFS/D/E-PG	G-IPE-0867399	402, 403
PX 0286	2012 Sum of Revenue, Product Area; Advertising - PA; Product Group; AFS/D/E-PG	G-IPE-0867400	402, 403
PX 0287	Product P&L - 2009 through Q1 2011; FY 2009; Roll-up, Search	G-IPE-0867401 - 403	402, 403
PX 0288	Product P&L - 2009 through Q2 2011; FY 2009; Roll-up, Search	G-IPE-0867404 - 406	402, 403
PX 0289	Product P&L - 2009 through Q2 2011; FY 2010; Roll-up, Search	G-IPE-0867407 - 409	402, 403
PX 0290	Google, 2006 Weekly Rolling Revenue Forecast	G-IPE-0347066 - 077	402, 403
PX 0291	Form 10-K, Google, Inc. 12/31/10	IPE 0009778 - 10032	402, 403
PX 0292	Ask.com Implementaion, Prepared by Product Management 6/2005	IAC-IPE-0013475 - 484	402, 403
PX 0293	Market Analytics	IAC-IPE-0014707 - 726	402, 403, 802
PX 0294	Google AFS & AFC Flow	IAC-IPE-0000555 - 560	
PX 0295	Auction and Ranking Feature Comparison	IAC-IPE-0000583	104a, 402, 403, 802
PX 0296	Google, Inc. AdWords Program Terms	IAC-IPE-0015244	
PX 0297	Syndication Agreement	IAC-IPE-0022484 - 516	
PX 0298	Email thread: Google Delta API Specs (Hogan to Denery and Tian)	IAC-IPE-0022384 - 385	
PX 0299	Email thread: Google CTR Drop - other product and data questions (Brinton to Sheppard et. Al.)	IAC-IPE-0020534 - 538	402, 403
PX 0300	Email thread: SEM keyword categories that perform well on Google from an ROI Perspective (Kim to Rao and McCann)	IAC-IPE-0022752 - 755	
PX 0301	Ask Business Deep Dive Presentation	IAC-IPE-0022550-576	MOT, 402, 403
PX 0302	Marketing and Advertising Using Google - Targeting Your Advertising to the Right Audience	AOL-01202750 - 905	MOT, 402, 403
PX 0303	AOL Search Marketplace Overview Presentation	AOL-00325938 - 961	
PX 0304	3/12/10 Email from J. Meyers to P. Erickson RE: Forbes Sponsored Listing Followup	AOL-00726137 - 144	
PX 0305	6/13/08 Email from G. Guillermo to J. Dombrow RE: One More Excel Grid: IMPT: AOL Information Required / Next Steps for - -ATT Wireless / Wirelines Search Marketplace and Trade Mark Layer Campaign	AOL-00744396 - 408	
PX 0306	2/9/10 Email from B. Baynes to J. Luk et. al. RE: Quality Score FAQs for Marketplace Advertisers	AOL-00759708 - 713	MOT, 402, 403
PX 0307	AOL Search Marketplace Presentation 8/13/06	AOL-01083412 - 450	MOT, 402, 403
PX 0308	AOL Search Sales Training 1/07	AOL-01083490 - 510	104a, 402, 403, MOT

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0309	8/26/08 Email from G. Guillermo to B. Wright RE: AOL Search	AOL-01128580 - 582	
PX 0310	AOL/Google Summit - Executive Summary of Key Next Steps and Owners	AOL-01179731 - 740	402, 403
PX 0311	Google WebSearch and AdSense for Search Protocol Reference 3/2/06	AOL-01179979 - 80064	
PX 0312	SL Differences between AOL sites, Google & Ask	AOL-01180460 - 463	104a, 402, 403, MOT, 802
PX 0313	Smart Ads Launch Presentation	AOL-01184699 - 703	104a, 402, 403
PX 0314	4/1/10 Email from M. Iwata to R. Hickernell et. al. RE: Tuning exact-match disabling	AOL-01184628 - 632	MOT, 402, 403
PX 0315	12/10/10 Email from R. Hickernell to G. Guillermo et. al. RE: TML - Grandfathered account wishlist	AOL-01204668 - 673	104a, 802
PX 0316	3/16/11 Email from R. Hickernell to J. Luk et. al. RE: Price Quotes	AOL-01209573 - 582	104a, 402, 403, MOT
PX 0318	10/1/03 AOL - Google Amended and Restated Interactive Marketing Agreement	AOL-01167873 - 961	
PX 0319	3/24/06 AOL - Google Marketplace Agreement	AOL-01085437 - 484	
PX 0320	3/24/06 AOL - Google Amendment Number One to the Marketplace Agreement	AOL-01181664 - 667	
PX 0321	AOL Google Services Agreement Order Form	AOL-01179509 - 564	
PX 0322	3/24/06 AOL - Google Tenth Amendment to Amended and Restated Interactive Marketing Agreement	AOL-01082856 - 884	
PX 0323	Draft November 12, 2009	AOL-01022636 - 666	402, 403
PX 0324	2/26/08 Email from J. Meyer to D. Sasson et. al. RE: Status Update: Quigo Integration	AOL-00015427 - 429	
PX 0325	Fiscal Year 04 Search Actuals	AOL-01222550 - 569	402, 403
PX 0326	AOL AFS AdSense for Search Summary	AOL-01083774 - 816	402, 403
PX 0327	8 Quarter Trend Management P&L: AOL Reported	AOL-01067088 - 448	402, 403
PX 0328	AOL / Google Partnership Presentation 7/14/09	AOL-01182873 - 902	402, 403
PX 0329	AOL Search Marketplace P&L Q1 '07 to Q3 '08	AOL-01085159 - 172	402, 403
PX 0330	Source Code	SC-G-IPE 1 - 4	
PX 0331	Source Code	SC-G-IPE 5 - 14	
PX 0332	Source Code	SC-G-IPE 15 - 32	
PX 0333	Source Code	SC-G-IPE 73 - 96	
PX 0335	Google Source Code Document re Templates	G-IPE-0011481 - 484	
PX 0336	SmartASS (Smart Ad Selection System) Presentation	G-IPE-0426023 - 060	104a, 802, 402, 403,
PX 0337	Smartass pCTR Model Reliability Design	G-IPE-0018963 - 968	

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0338	Quality Score - AdWords Help	IPE 0022875 - 877	MOT, 402, 403
PX 0340	Engaged Browsing Agreement	GAN-IPE-0000061 - 068	402
PX 0347	3/18/08 Email from S. Shannon to ads-quality-team@google.com RE: Ads Quality Onsite Notes	G-IPE-0359299 - 308	
PX 0349	Google Ads Quality Explained, SES.	G-IPE-0739730 - 749	MOT, 402, 403
PX 0351	Disclosure Schedule to the Merger Agreement by and Among Lycos, Inc. Wise Acquisition Corp., and WiseWire Corporation 4/30/98	LYCOS 0000246 - 321	
PX 0355	Source Code	SC-G-IPE 33 - 52	
PX 0356	Source Code	SC-G-IPE 53 - 72	
PX 0357	An AdWords Help Page	G-IPE-0171132 - 133	MOT, 402, 403
PX 0362	Defining Ads Quality at Google	G-IPE-0260180 - 186	MOT, 402, 403
PX 0364	Hal Varian Video	IPE 0000079	MOT, 402, 403
PX 0365	Nick Fox Interview Video	IPE 0032912	MOT, 402, 403
PX 0366	Email String	AOL-01159964 - 967	402, 403, 802, 901, MOT
PX 0368	Ads Quality Dial	G-IPE-0817065 - 085	MOT, 402, 403
PX 0369	Email String	G-IPE-0805674 - 683	MOT, 402, 403
PX 0371	Confidential Settlement Agreement and Release, Yahoo, Inc. Overture Services, Inc. and Google, Inc. 8/9/04	G-IPE-0220601 - 637	
PX 0372	Overture License Agreement 6/29/05	LYCOS 0000912 - 937	
PX 0373	Defendant Google Inc.'s Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0374	Defendant Google Inc.'s First Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Nos. 2-10)		
PX 0375	Defendant Google, Inc.'s Second Supplemental Objections and Responses to Interrogatory Nos. 6-7 of Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		

EXHIBIT NUMBER	DESCRIPTION	DATES RANGE	OBJECTIONS
PX 0376	Defendant Google Inc.'s Third Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 8)		
PX 0377	Defendant Google, Inc.'s Third Supplemental Objections and Responses to Interrogatory Nos. 6-7 of Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0378	Defendant Google Inc.'s Fifth Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (No. 9)		
PX 0379	Defendant Google Inc.'s Sixth Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Nos. 5-8)		
PX 0380	Google Inc.'s Responses to Plaintiff I/P Engine, Inc.'s Second Set of Interrogatories		
PX 0381	Google Inc.'s Supplemental Responses to Plaintiff I/P Engine, Inc.'s Second Set of Interrogatories		
PX 0382	Defendant Google Inc.'s Responses to Plaintiff I/P Engine, Inc.'s Third Set of Interrogatories		
PX 0383	Defendant Google Inc.'s Objections and Responses to Plaintiff I/P Engine, Inc.'s Fourth Set of Interrogatories		402, 403
PX 0384	Defendant Google Inc.'s First Supplemental Response to Plaintiff I/P Engine, Inc.'s Fourth Set of Interrogatories		402, 403
PX 0385	Defendant Google Inc.'s Second Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s Fourth Set of Interrogatories (No. 17)		
PX 0386	Defendant Google Inc.'s Objections and Responses to Plaintiff I/P Engine, Inc.'s Fifth Set of Interrogatories		
PX 0387	Defendant AOL Inc.'s Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0388	Defendant AOL Inc.'s First Supplemental Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0389	Defendant AOL Inc.'s Second Supplemental Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0390	Defendant AOL Inc.'s Third Supplemental Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		

EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0391	Defendant Gannett Co., Inc.'s Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0392	Defendant Gannett Co., Inc.'s Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 4)		
PX 0393	Defendant Gannett Co., Inc.'s First Supplemental Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 2)		
PX 0394	Defendant Gannett Co., Inc.'s Third Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Nos. 2 and 4)		
PX 0395	Defendant IAC Search & Media, Inc.'s Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories		
PX 0396	Defendant IAC Search & Media, Inc.'s Second Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 7)		
PX 0397	Defendant IAC Search & Media, Inc.'s Third Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 4)		
PX 0398	Defendant IAC Search & Media, Inc.'s Fourth Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (No. 8)		
PX 0399	Defendant IAC Search & Media, Inc.'s Fifth Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Nos. 5 and 7)		
PX 0400	Defendant Target Corporation's Objections and Responses to Plaintiff I/P Engine Inc.'s First Set of Interrogatories		
PX 0401	Defendant Target Corporation's First Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 4)		

EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0402	Defendant Target Corporation's First Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Interrogatory No. 2)		
PX 0403	Defendant Target Corporation's Third Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s First Set of Interrogatories (Nos. 2 and 4)		
PX 0404	Defendant Google Inc.'s Supplemental Responses to Plaintiff I/P Engine, Inc.'s Third Set of Interrogatories		
PX 0405	Google Inc.'s Second Supplemental Responses to Plaintiff I/P Engine, Inc.'s Second Set of Interrogatories		
PX 0406	Defendant Google Inc.'s Third Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s Fourth Set of Interrogatories (No. 15)		MOT, 402, 403
PX 0407	Defendant Google Inc.'s Supplemental Objections and Responses to Plaintiff I/P Engine, Inc.'s Fifth Set of Interrogatories		
PX 0408	July 15, 2008: Email from Dan Peterson to opensocial-advocates re: PCMag: Lycos Publishing Tool Includes OpenSocial	G-IPE-0522676-677	MOT, 402, 403, 802
PX 0409	July 18, 2008; Email from Sara Jewell to makamaka-discuss re: Makamaka coverage email - 7/17/08	G-IPE-0522702-704	MOT, 402, 403, 802
PX 0410	Article: WiseWire Introduces Application for Web Sites and Business	G-IPE-0888030-032	MOT, 402, 403
PX 0411	Article: Empirical WiseWire will let users customize searches	G-IPE-0888036-37	MOT, 402, 403
PX 0412	Article: Will WiseWire Help Lycos in the Web-Portal Wars	G-IPE-0888052-53	MOT, 402, 403
PX 0413	Article: Cutting-edge entrepreneurs seek to balance risk, reward	G-IPE-0888107-111	MOT, 402, 403
PX 0414	6,981,040 Patent	G-IPE-0865983-021	MOT, 402, 403
PX 0415	6,006,218 Patent	G-IPE-0217649-672	MOT
PX 0416	7,647,242 Patent	IPE 0004418-442	MOT, 402, 403
PX 0417	7,647,242 File History	IPE 0003862-4417	MOT, 402, 403
PX 0418	7,225,182 Patent	IPE 0003822-861	MOT, 402, 403
PX 0419	7,225,182 File History	IPE 0003066-821	MOT, 402, 403
PX 0420	7,165,119 Patent	IPE 0003034-3065	MOT, 402, 403

EXHIBIT NUMBER	DESCRIPTION	BATES RANGE	OBJECTIONS
PX 0421	7,165,119 File History	IPE 0002536-3033	MOT, 402, 403
PX 0422	7,739,408 Patent	IPE 0004900-4930	MOT, 402, 403
PX 0423	7,739,408 File History	IPE 0004443-4889	MOT, 402, 403
PTX 0424	Overture-Interchange License Agreement	YAHOO-000084-092	402, 403, 901, MOT, 802