

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

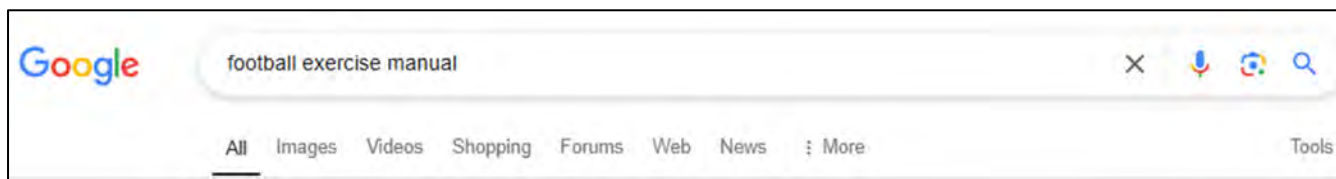
Claim [1.Pre]

[1.Pre] A method for providing an annotation for an Internet search result for display to a user of an Internet search engine to warn the user when the Internet search result's referenced webpage is missing one or more search term elements supplied by the user, the method comprising:

Google Search

Google, including itself and one or more of its affiliates, entities it directs or controls, or actors with which it forms a joint enterprise (individually and collectively, "Google") makes, uses, sells, offers for sale, imports, or markets a webpage or other interactive graphical user interface to provide internet search results for display on a computing device, including at www.google.com and including related domains, websites, and functionality.¹

For example, Google conducts a method for providing an annotation for an Internet search result for display to a user of an Internet search engine (**e.g., available at www.google.com and including related domains, websites, and functionality**) to warn the user when the Internet search result's referenced webpage (**e.g., a webpage referenced in a search result grouping**) is missing one or more search term elements supplied by the user (**e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof**):



See www.google.com.

¹ For clarity, this chart is exemplary and not exhaustive. Only certain Google Accused Instrumentalities, and only certain generations or versions of those products, have been described in this chart. However, there are multiple other products that include these elements, and this chart will apply to all devices that operate similarly, including, but not limited to, those that run similar software or other computer code or otherwise function in substantially the same manner so those listed.

This chart is based upon publicly available information. For example, limited information is available related to the operation of software or other backend or server-based functionality, if any. AccuSearch reserves the rights to revise and supplement this chart based upon additional investigation and discovery.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.Pre] A method for providing an annotation for an Internet search result for display to a user of an Internet search engine to warn the user when the Internet search result's referenced webpage is missing one or more search term elements supplied by the user, the method comprising:

Google Search

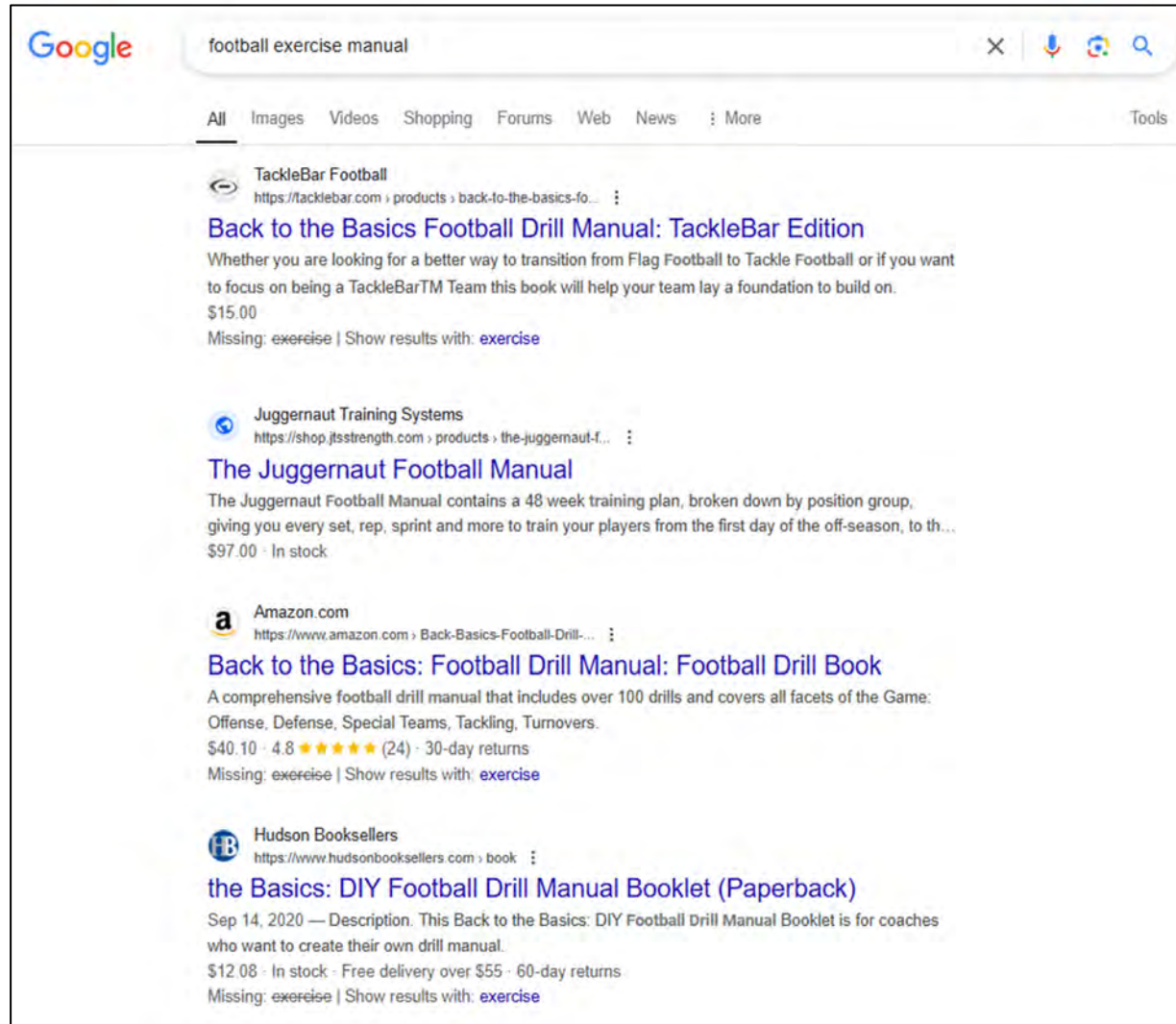


Exhibit B
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[1.Pre] A method for providing an annotation for an Internet search result for display to a user of an Internet search engine to warn the user when the Internet search result's referenced webpage is missing one or more search term elements supplied by the user, the method comprising:

Google Search

Id.; see also <https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/>;
<https://developers.google.com/search/docs/appearance/visual-elements-gallery>.

About Google Data Centers

Google owns and operates data centers all over the world, helping to keep the internet humming 24/7.
Learn how our relentless focus on innovation has made our data centers some of the most high-performing, secure, reliable, and efficient data centers in the world.

See <https://www.google.com/about/datacenters/>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.Pre] A method for providing an annotation for an Internet search result for display to a user of an Internet search engine to warn the user when the Internet search result's referenced webpage is missing one or more search term elements supplied by the user, the method comprising:

Google Search

Introducing the three stages of Google Search

Google Search works in three stages, and not all pages make it through each stage:

1. **Crawling:** Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.
2. **Indexing:** Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.
3. **Serving search results:** When a user searches on Google, Google returns information that's relevant to the user's query.

See <https://developers.google.com/search/docs/fundamentals/how-search-works>.



See <https://www.google.com/chrome/browser-features/>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

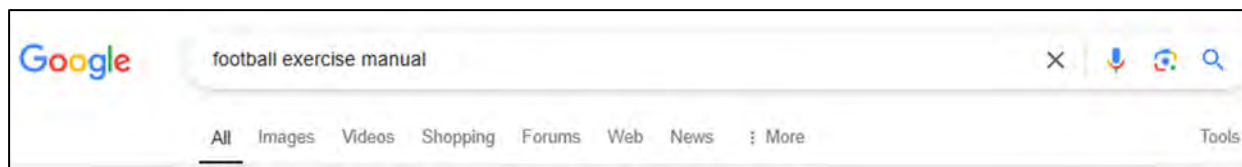
Claim [1.1]

[1.1] receiving one or more search term elements supplied by a user of an Internet search engine from the user's computing device,

Google Search

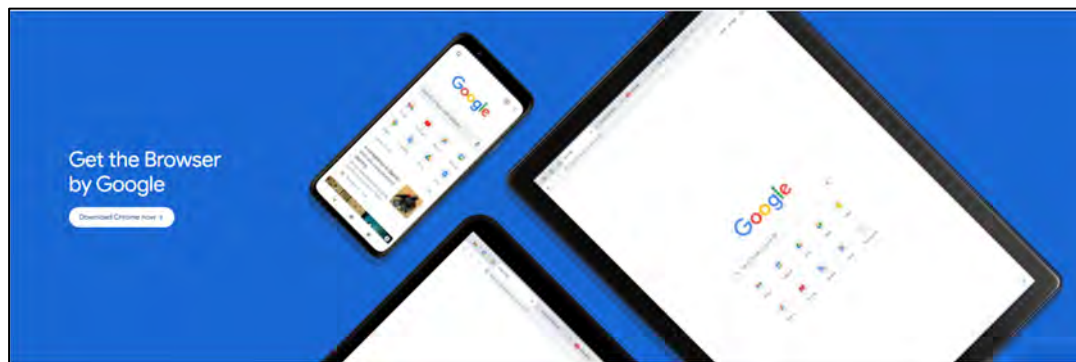
Google conducts a method that comprises receiving one or more search term elements (**e.g., single words, groups of words, strings, or other queries**) supplied by a user of an Internet search engine (**e.g., single words, groups of words, strings, or other queries**) from the user's computing device (**e.g., via a search field rendered on screen at the user device**).

For example, Google provides a search field placed prominently at the top of the search interface:



See www.google.com.

Further, Google conducts a method that receives search terms from a user device, such as a mobile phone, tablet, or computer:



See <https://www.google.com/chrome/browser-features/>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.2]	
[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	Google Search
Google conducts a method wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage (e.g., webpage containing search result groupings), for display on a search results webpage (e.g., at the google.com domain) on the user's computing device (e.g., a local computer, mobile device, or other means of connecting to the Internet). For example, Google returns search results that correspond to the words entered into the search field that is displayed on a search results webpage on the user's computing device:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,

Google Search

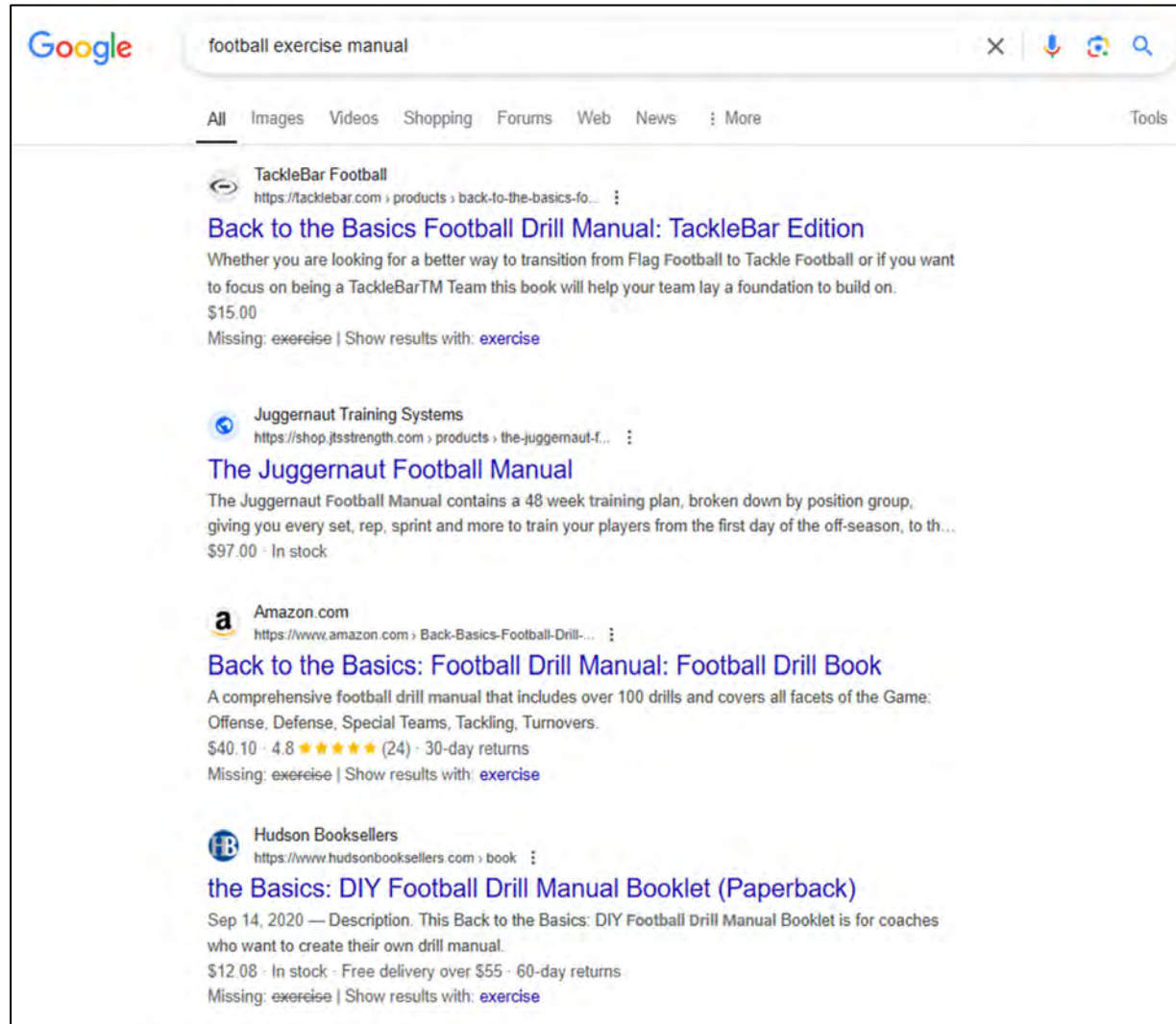


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	Google Search
See www.google.com ; see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; https://developers.google.com/search/docs/appearance/visual-elements-gallery .	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,

Google Search

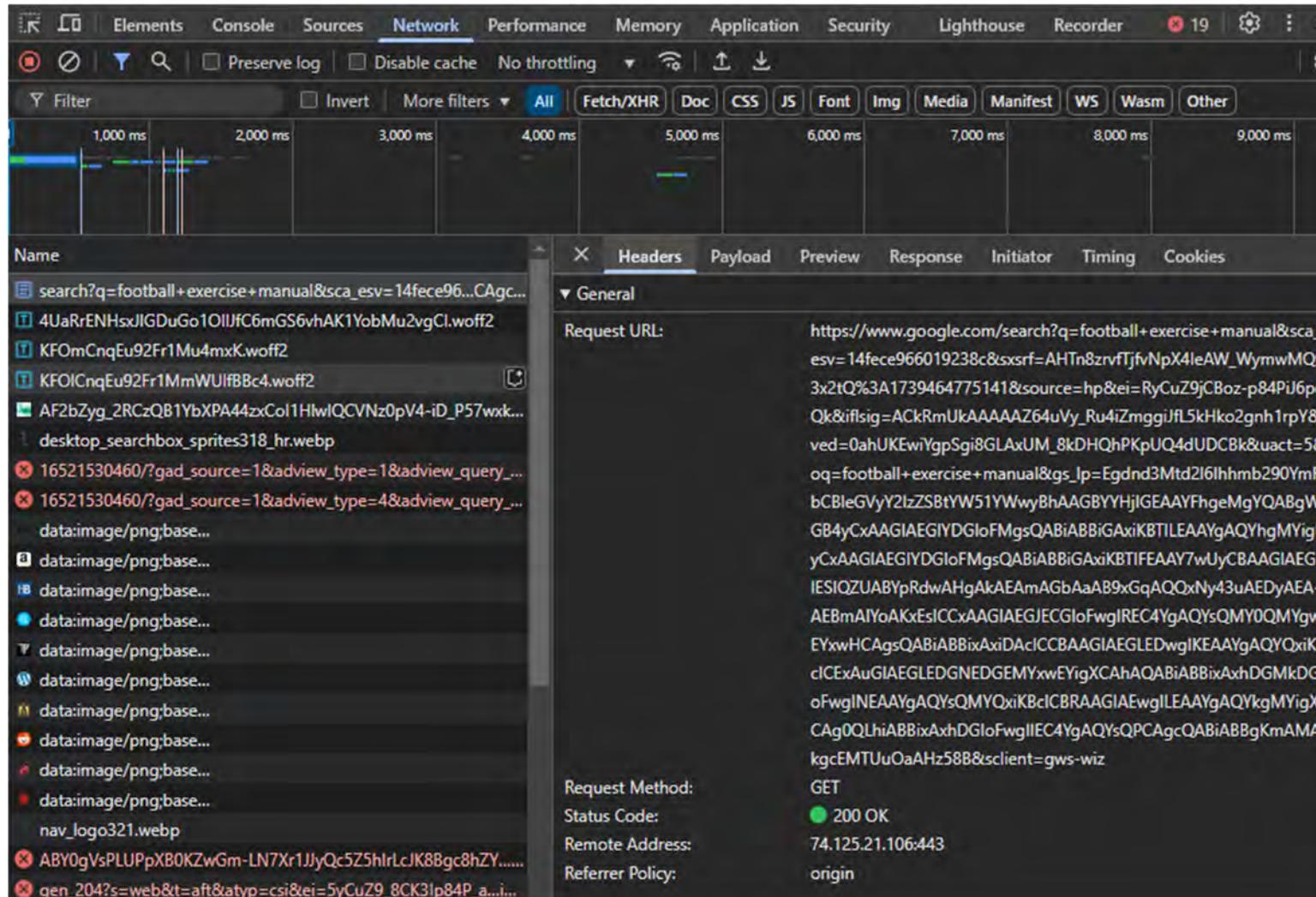


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,

Google Search

See also www.google.com (see developer tools – network) (showing GET request);

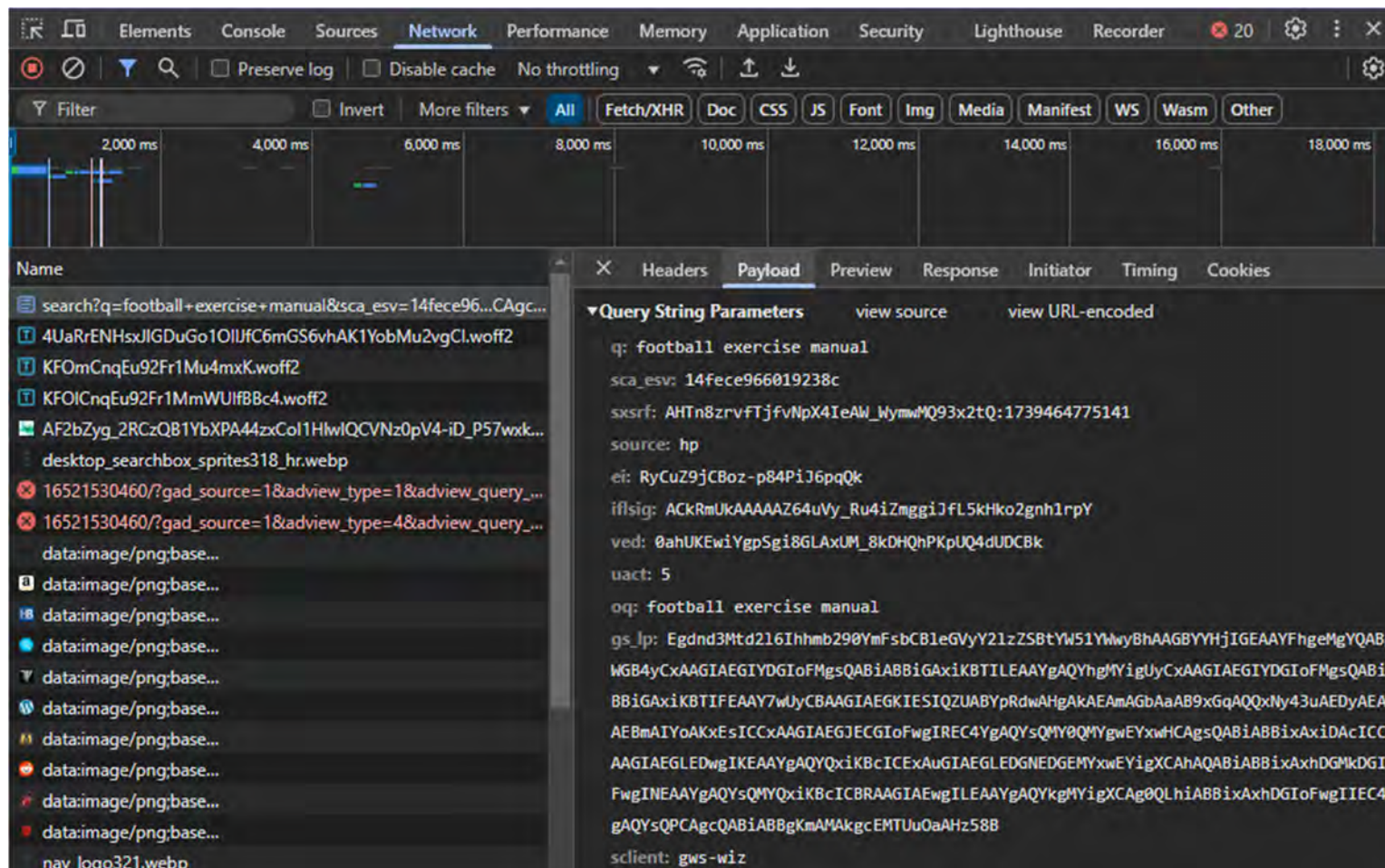


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	Google Search
<i>Id.</i> (showing payload of request);	

Exhibit B

Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,

Google Search

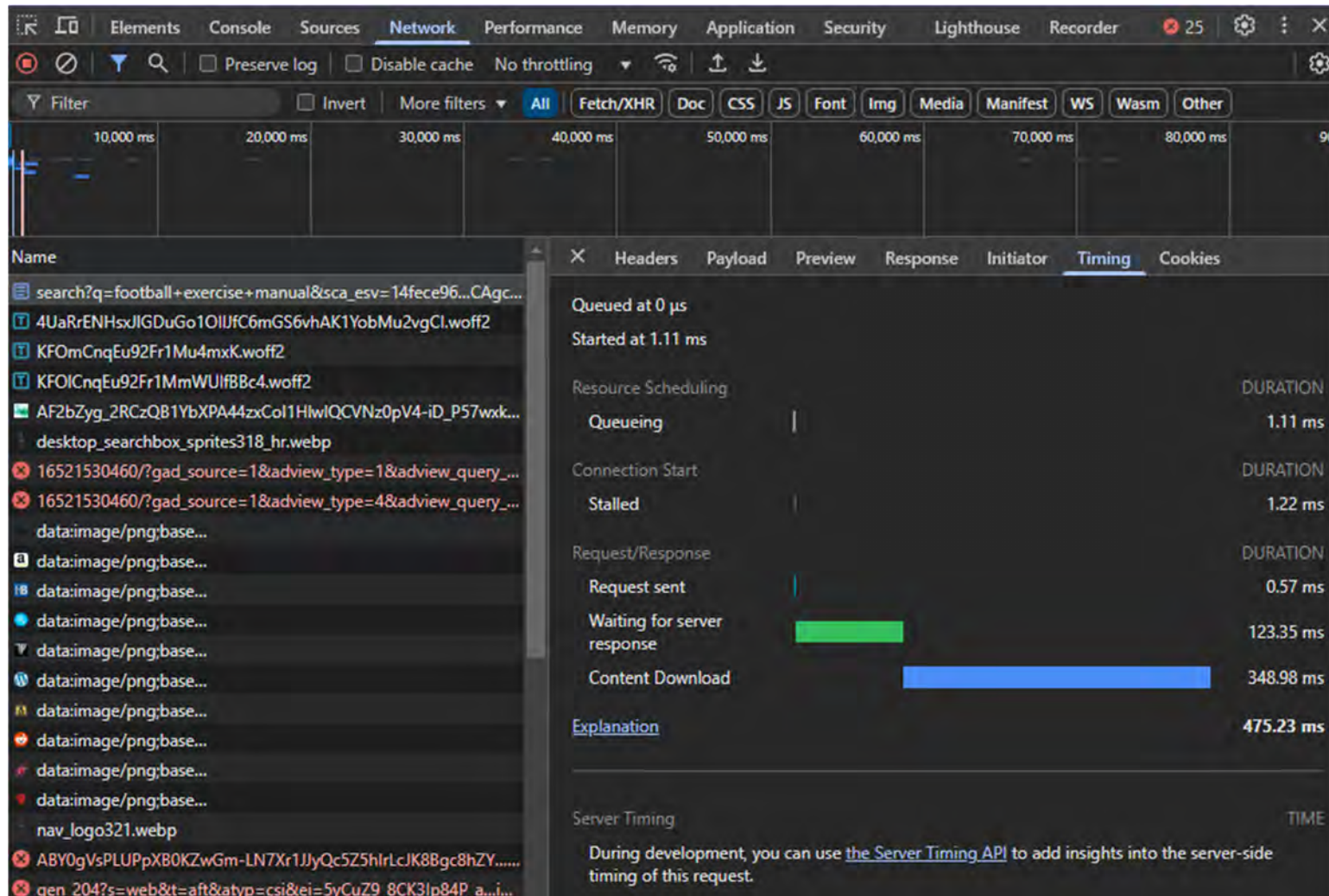


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	Google Search
<i>Id.</i> (showing response time)	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

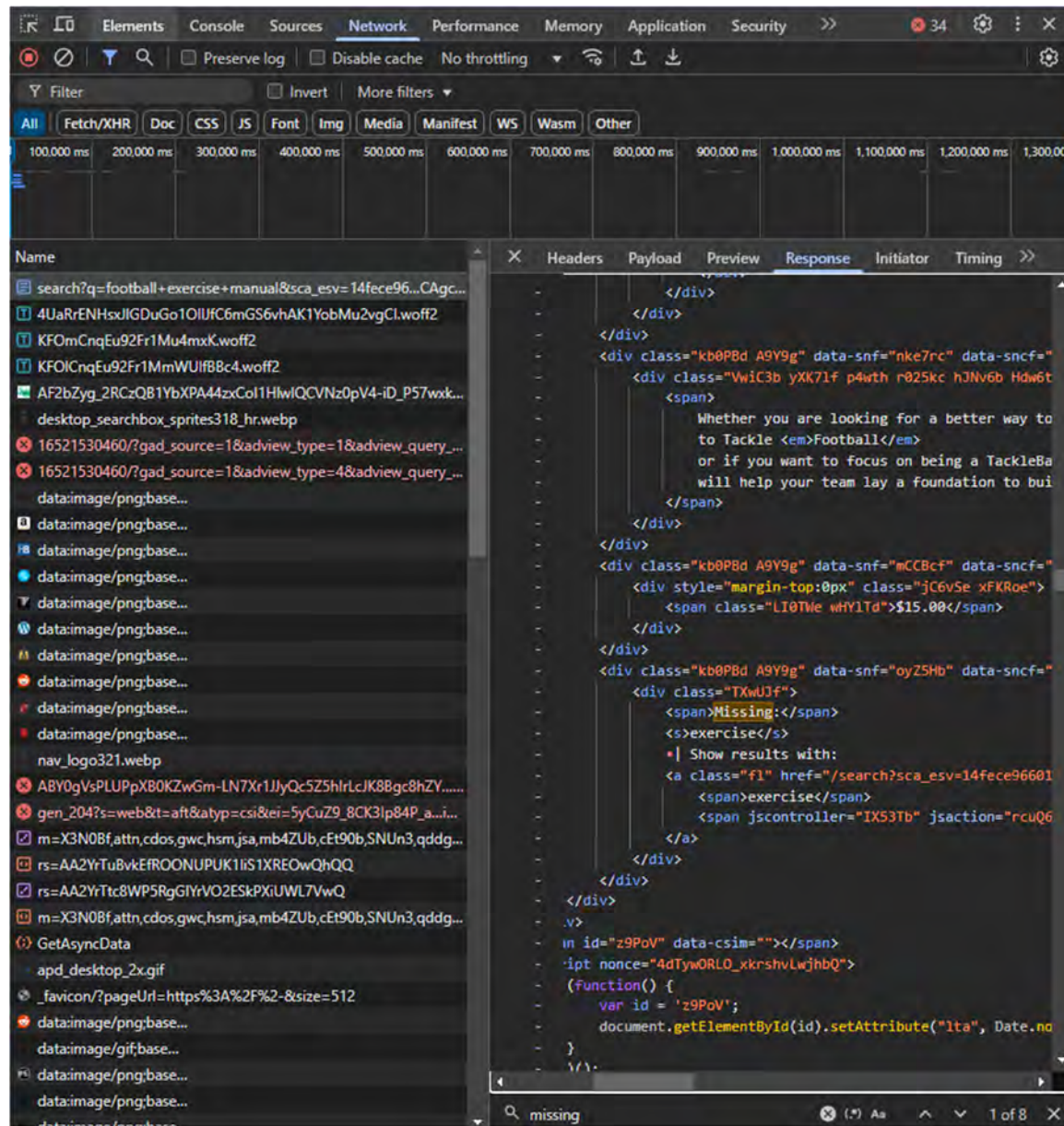


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	Google Search
<i>Id.</i> (showing response identifying missing term);	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,

Google Search

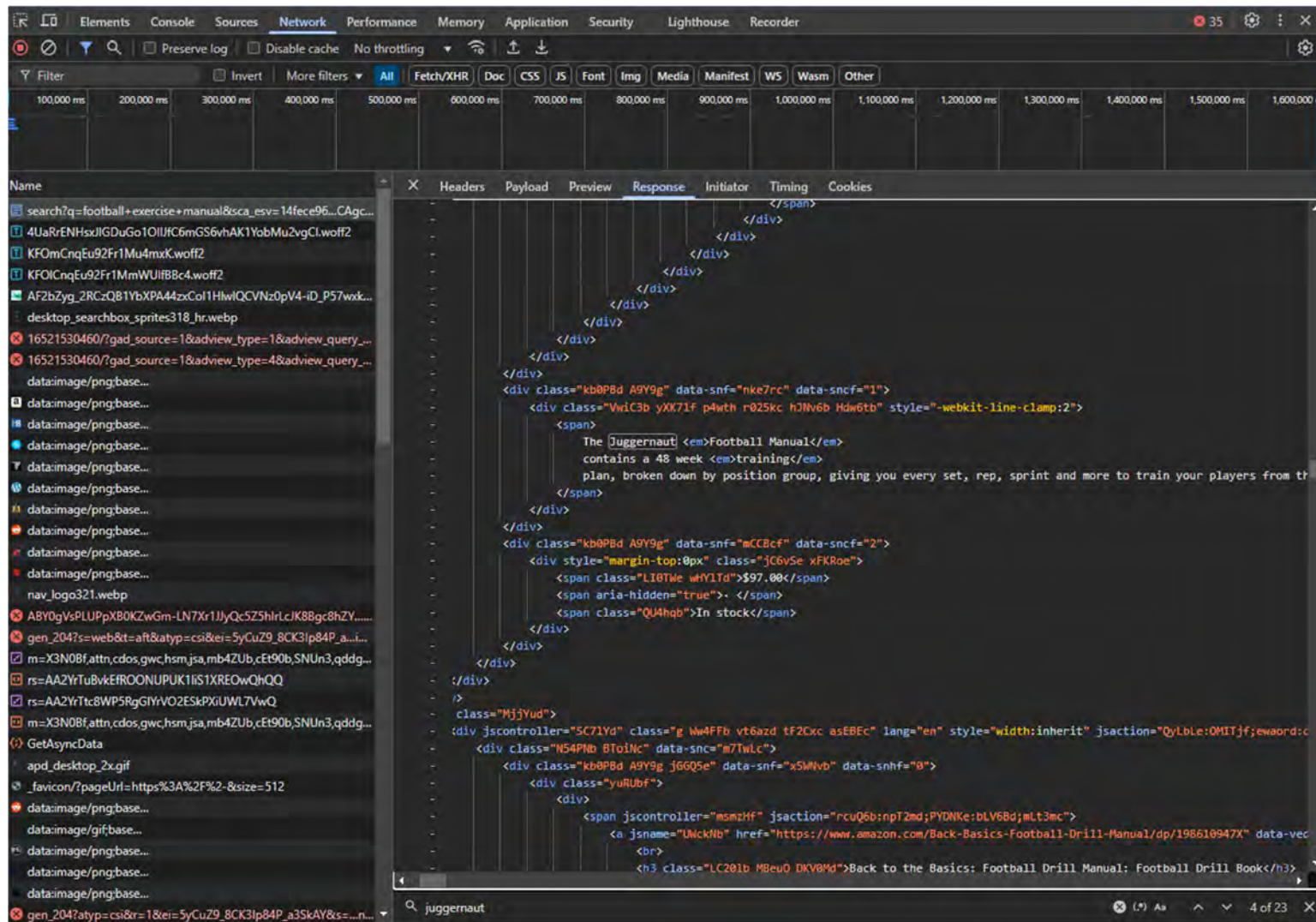


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	Google Search
<i>Id.</i> (showing example responses from server). The foregoing images from www.google.com (see developer tools – network): “Example Developer Tool Images”.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.3]	
[1.3] wherein the Internet search result is displayed on the search results webpage as a search result grouping, and	Google Search
Google conducts a method wherein the Internet search result is displayed on the search results webpage as a search result grouping (e.g., groups indicated by an image or icon and text related to a returned URL, along with other information related to such URL, spaced apart from other results). For example, Google search results provide annotated groupings (<i>see, e.g.</i>, at least two groupings below):	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.3] wherein the Internet search result is displayed on the search results webpage as a search result grouping, and

Google Search

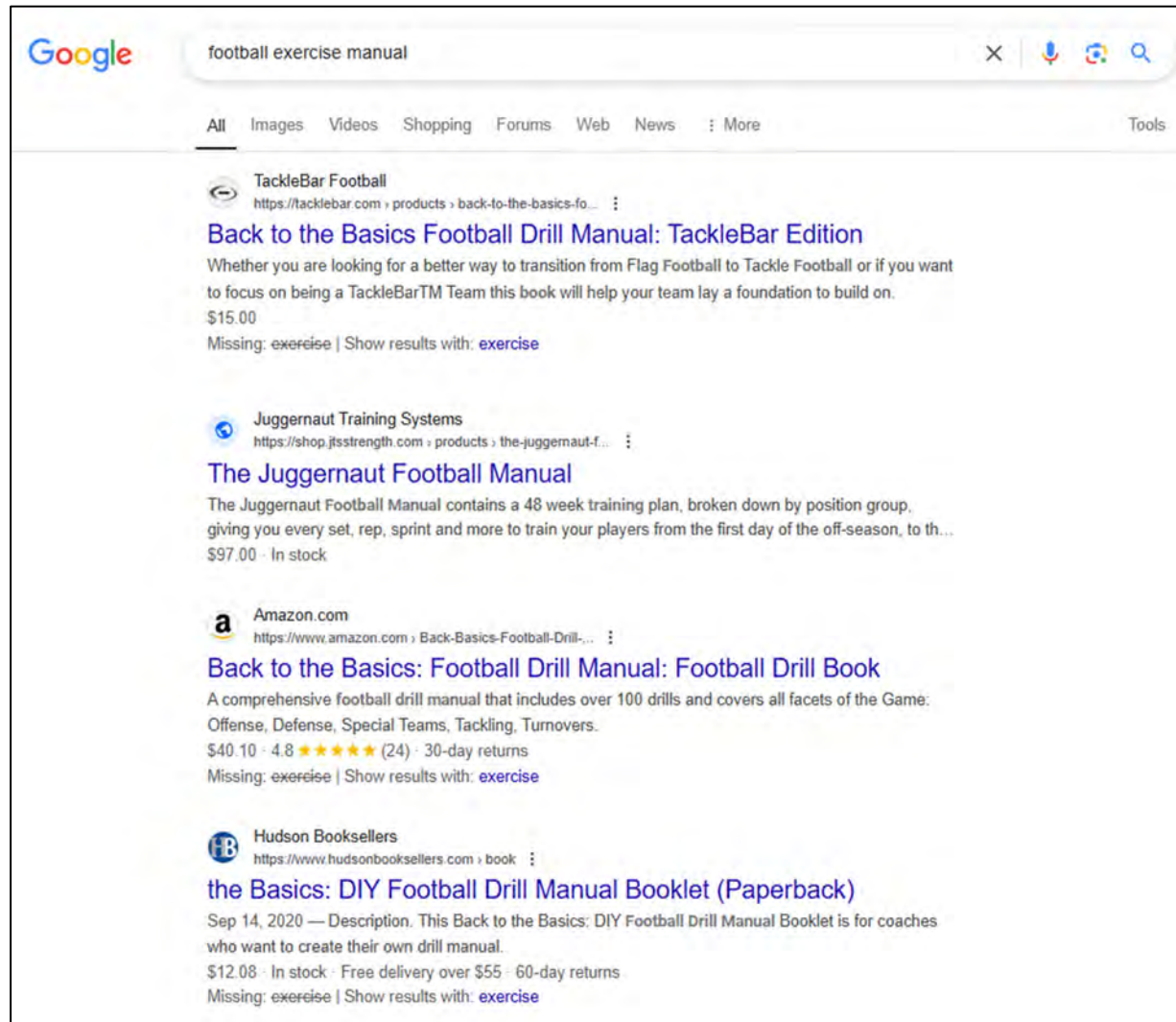


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.3] wherein the Internet search result is displayed on the search results webpage as a search result grouping, and	Google Search
See www.google.com ; see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; https://developers.google.com/search/docs/appearance/visual-elements-gallery .	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.4]	
[1.4] wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage;	Google Search
Google conducts a method wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage (e.g., a title of a referenced webpage, Internet link for a referenced webpage, excerpt of a referenced webpage, and a URL for the referenced webpage). For example, Google search results groupings provide a title for a referenced webpage, an internet link, an excerpt for the referenced webpage, and a URL for the referenced webpage:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.4] wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage;

Google Search

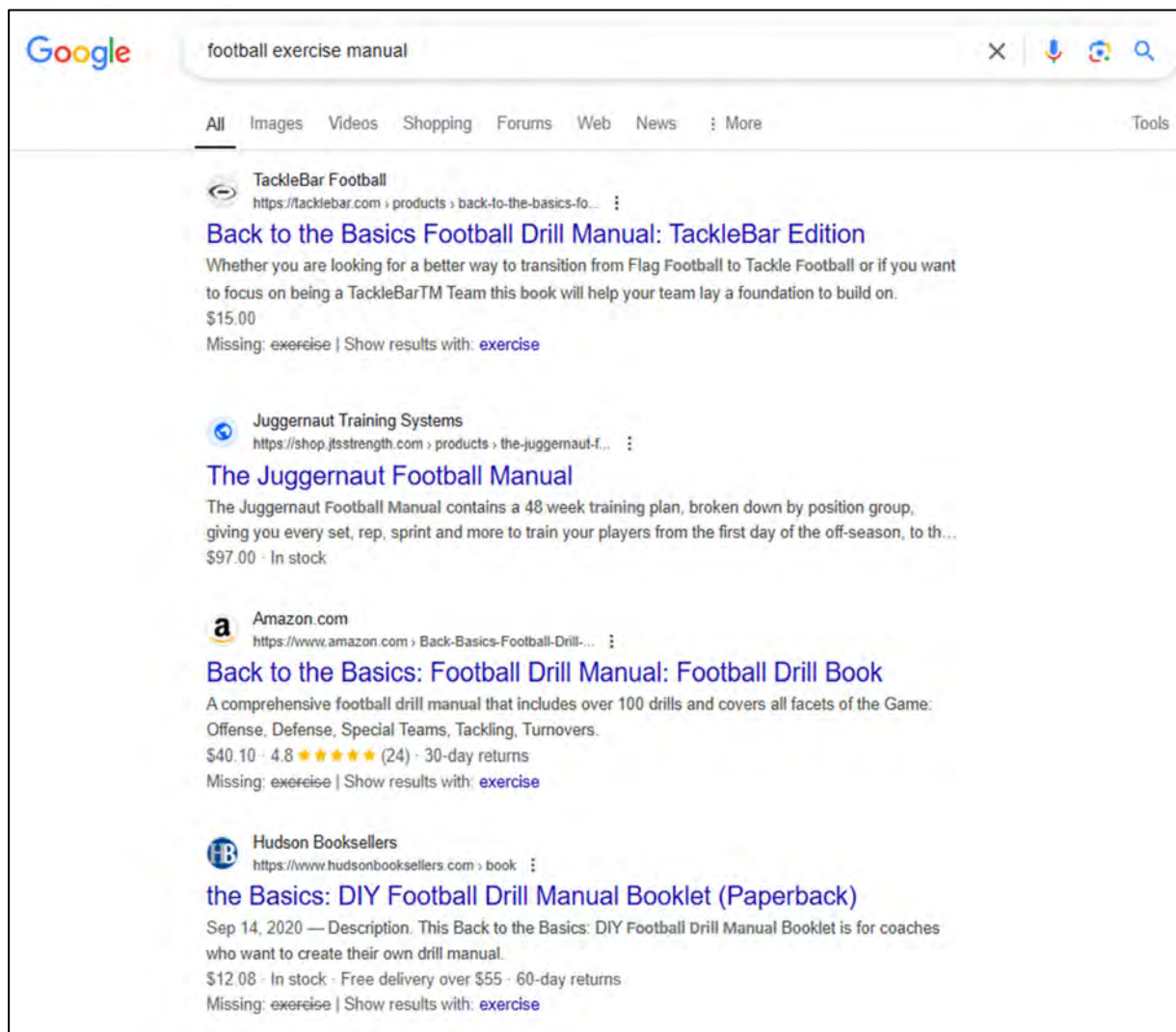


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.4] wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage;	Google Search
See www.google.com ; see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; https://developers.google.com/search/docs/appearance/visual-elements-gallery .	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.5]	
[1.5] determining whether to generate an annotation for the Internet search result for display on the search results webpage,	Google Search
Google conducts a method of determining whether to generate an annotation for the Internet search result for display on the search results webpage (e.g., groups of search results and related visual information provided with those groups). For example, Google search results provide different annotations based upon whether or not a search term element is missing from a search result's referenced webpage:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.5] determining whether to generate an annotation for the Internet search result for display on the search results webpage,

Google Search

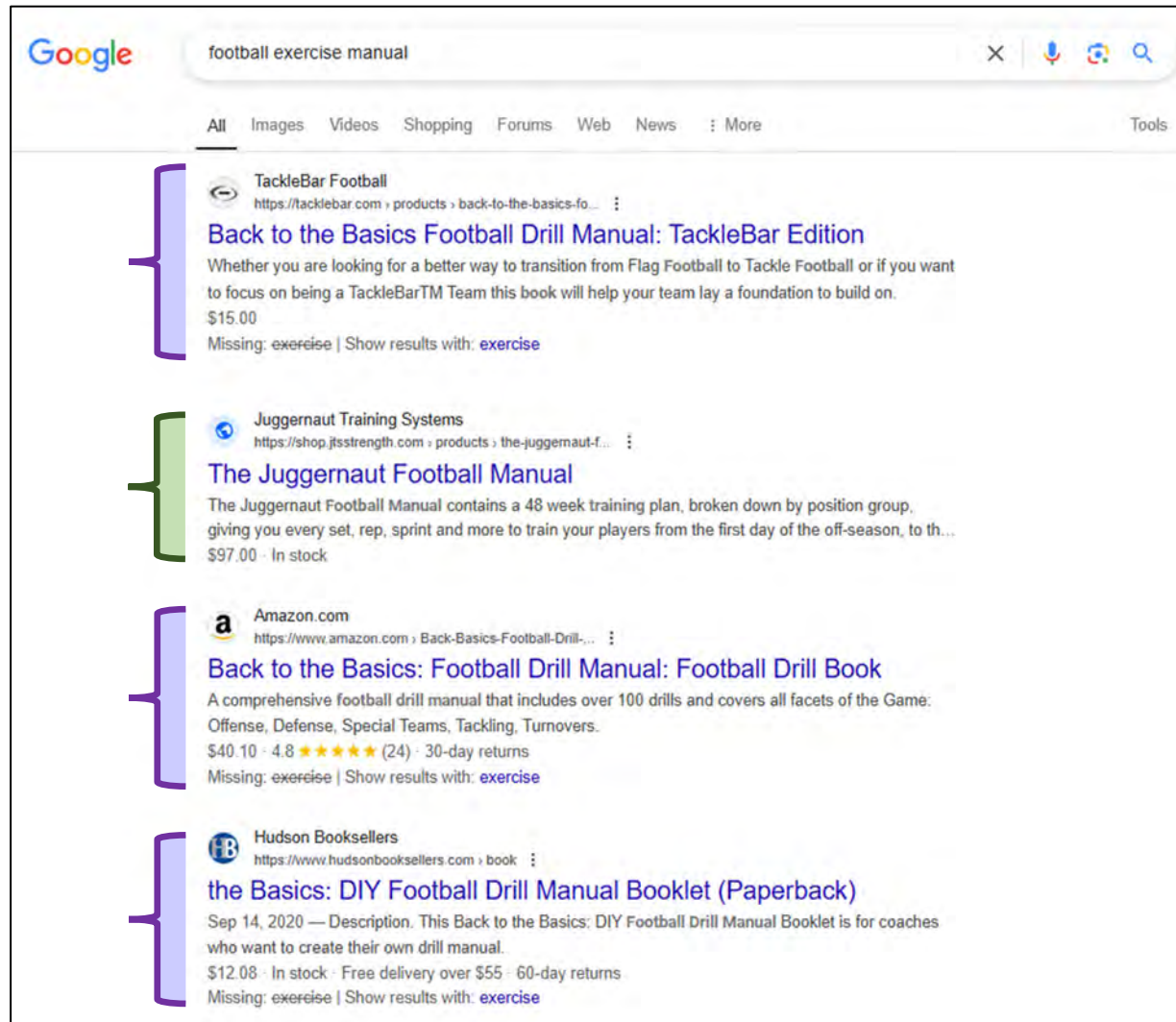


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.5] determining whether to generate an annotation for the Internet search result for display on the search results webpage,

Google Search

See www.google.com (annotated); see also <https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/>; <https://developers.google.com/search/docs/appearance/visual-elements-gallery>.

See also Example Developer Tool Images.

Introducing the three stages of Google Search

Google Search works in three stages, and not all pages make it through each stage:

1. **Crawling:** Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.
2. **Indexing:** Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.
3. **Serving search results:** When a user searches on Google, Google returns information that's relevant to the user's query.

See <https://developers.google.com/search/docs/fundamentals/how-search-works>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.6]	
[1.6] wherein it is determined to generate the annotation if at least one search term element is missing in the Internet search result's referenced webpage;	Google Search
Google conducts a method wherein it is determined to generate the annotation if at least one search term element is missing in the Internet search result's referenced webpage (e.g., “Missing: [missing search term element],” “Show results with: [missing search term element],” or a similar variant thereof. For example, Google search results provide different annotations based upon whether or not a search term element is missing from a search result's referenced webpage:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.6] wherein it is determined to generate the annotation if at least one search term element is missing in the Internet search result's referenced webpage;

Google Search

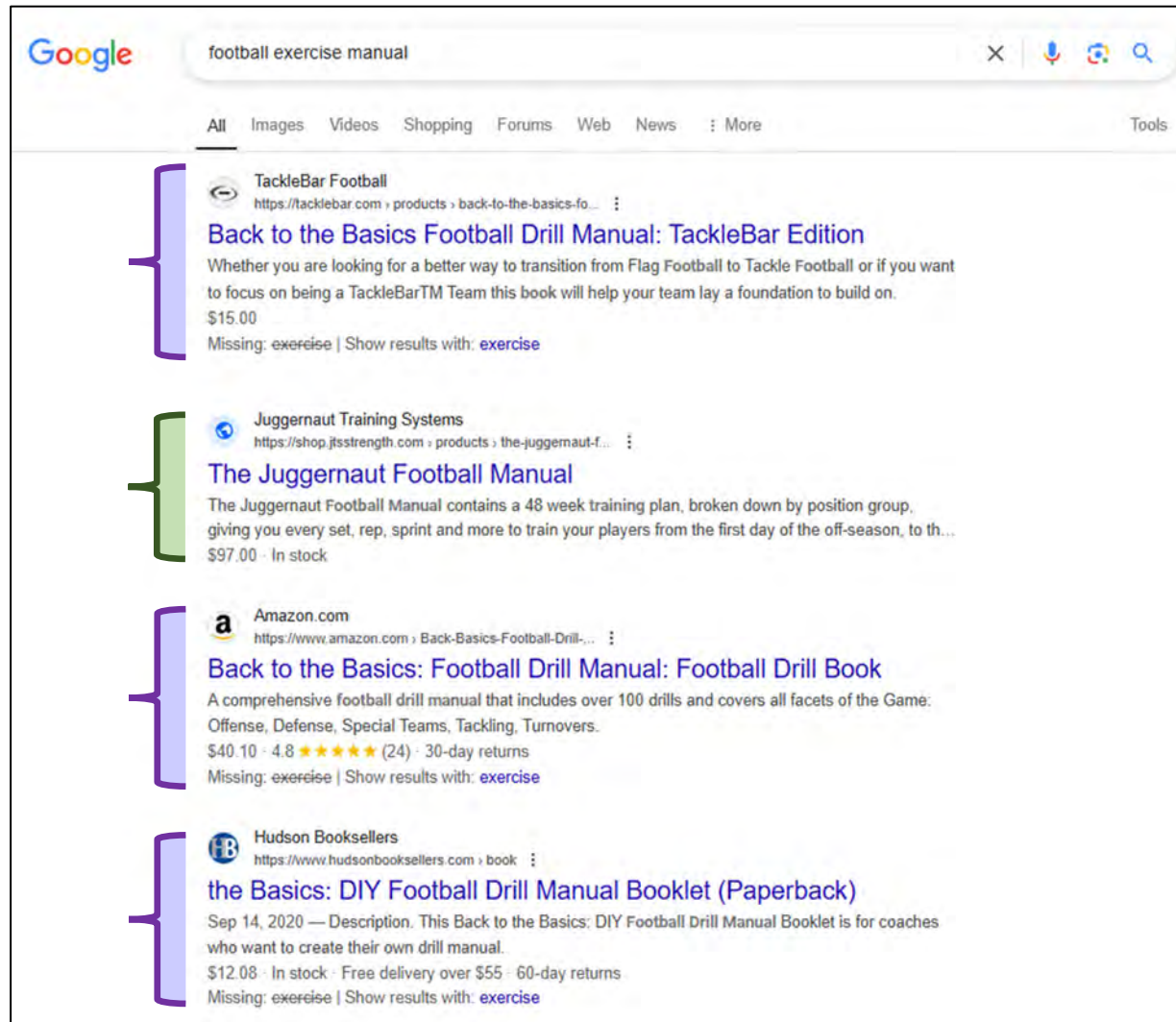


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.6] wherein it is determined to generate the annotation if at least one search term element is missing in the Internet search result's referenced webpage;

Google Search

See www.google.com (annotated); see also <https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/>; <https://developers.google.com/search/docs/appearance/visual-elements-gallery>.

See also Example Developer Tool Images.

The determination of whether to generate an annotation is done automatically, as the that process us accomplished on the order of milliseconds.

See Example Developer Tool Images (e.g., duration).

Introducing the three stages of Google Search

Google Search works in three stages, and not all pages make it through each stage:

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2. **Indexing:** Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.
3. **Serving search results:** When a user searches on Google, Google returns information that's relevant to the user's query.

See <https://developers.google.com/search/docs/fundamentals/how-search-works>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.7]	
[1.7] wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage; and	Google Search
Google conducts a method wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage (e.g., “Missing: [missing search term element],” “Show results with: [missing search term element],” or a similar variant thereof. For example, Google annotates one or more groups of search results on the search results webpage to indicate that a search term element is “Missing”:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.7] wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage; and

Google Search

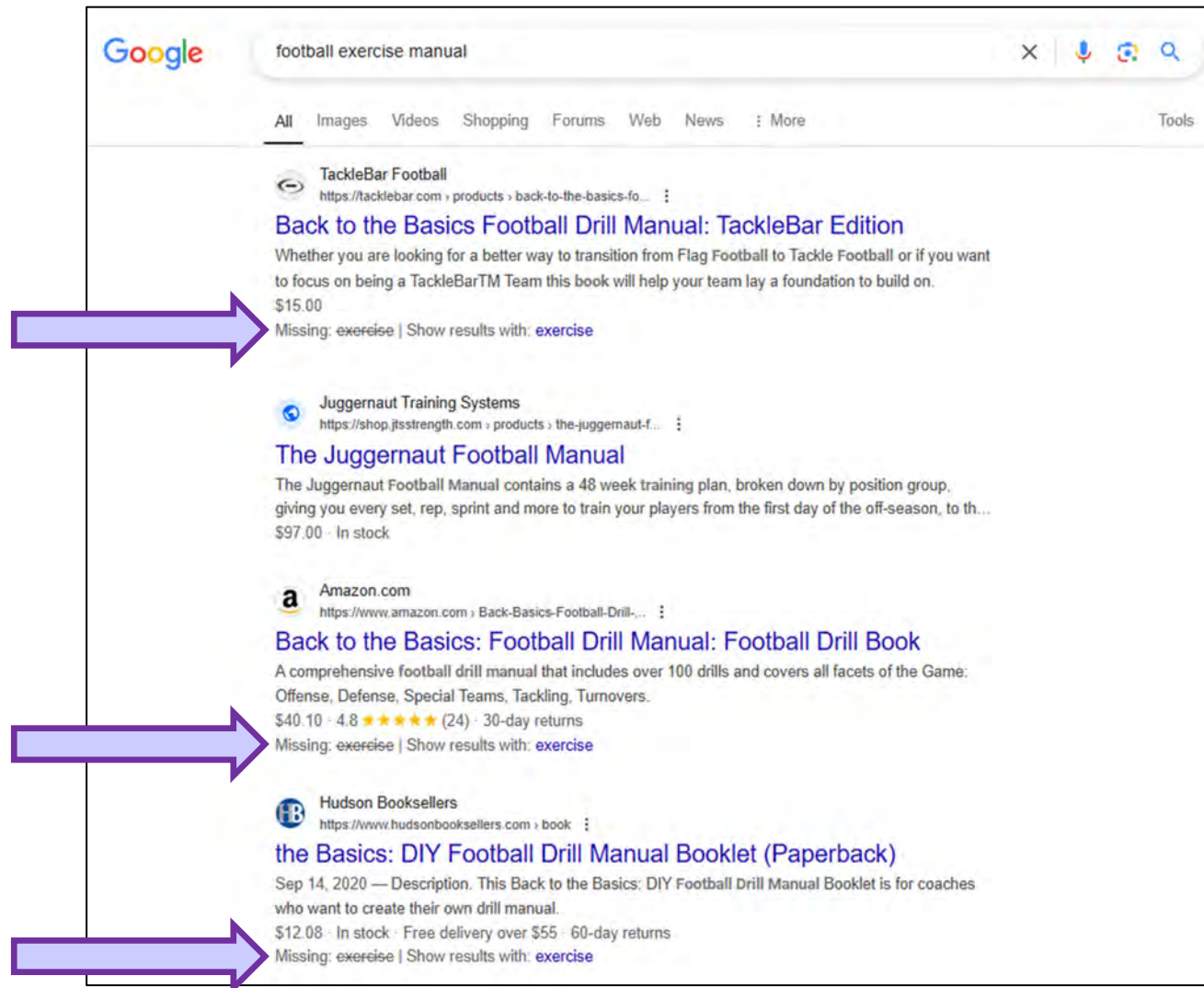


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.7] wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage; and	Google Search
See www.google.com (annotated); see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; https://developers.google.com/search/docs/appearance/visual-elements-gallery .	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [1.8]	
[1.8] if it is determined to generate the annotation for the Internet search result, causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping on the search results webpage.	Google Search
Google conducts a method comprising if it is determined to generate the annotation for the Internet search result, causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping (e.g., beneath an excerpt from a webpage in connection with the search result grouping) on the search results webpage.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.8] if it is determined to generate the annotation for the Internet search result, causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping on the search results webpage.

Google Search

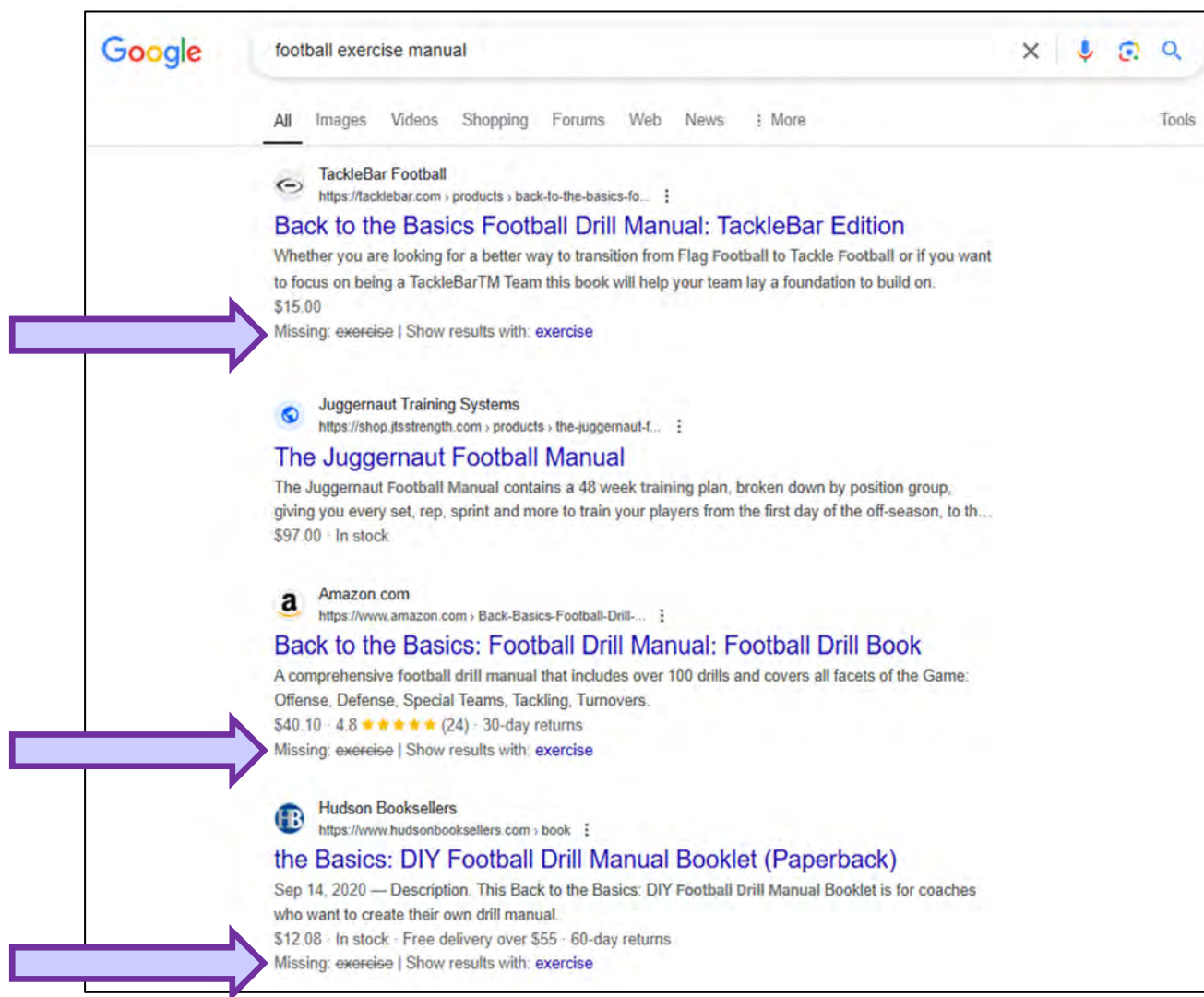


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[1.8] if it is determined to generate the annotation for the Internet search result, causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping on the search results webpage.	Google Search
See www.google.com (annotated); see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. See also Example Developer Tool Images.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [2]	
[2] The method of claim 1, wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage.	Google Search
Google conducts a method wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage (e.g., bolding a term that is present in the referenced webpage).	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[2] The method of claim 1, wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage.

Google Search

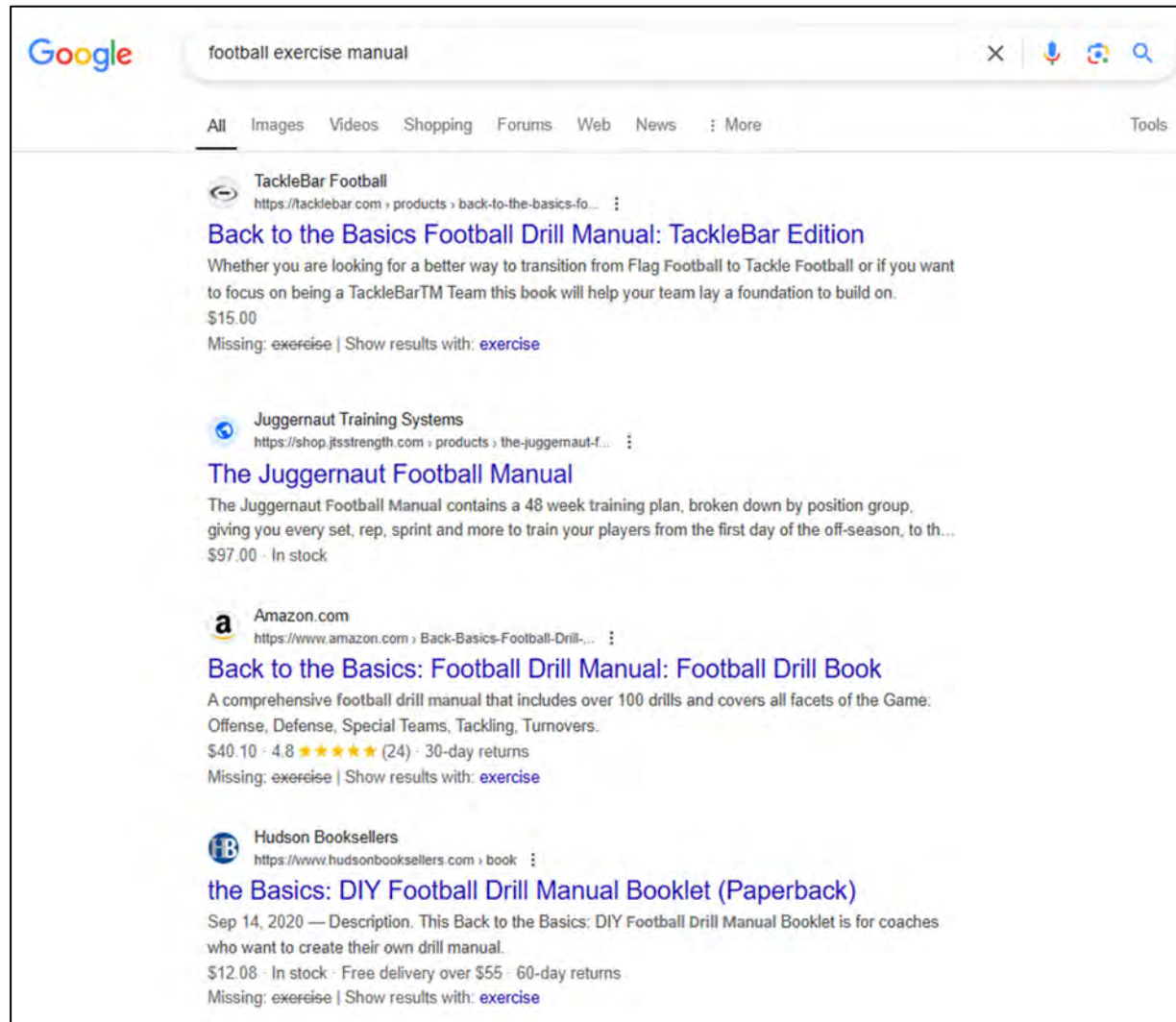


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[2] The method of claim 1, wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage.	Google Search
<i>Id.</i> ; see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; https://developers.google.com/search/docs/appearance/visual-elements-gallery ;	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [3]	
[3] The method of claim 1, wherein the method of claim 1 is performed by the Internet search engine.	Google Search
Google conducts a method that is performed by the Internet search engine (e.g., Google). See Example Developer Tool Images.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [5]

[5] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages of the referenced webpage, wherein a descendant webpage of the referenced webpage is a webpage linked directly one level from the referenced webpage.

Google Search

Google conducts a method wherein it is determined not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages **(e.g., webpages linked within webpages returned in search results)** of the referenced webpage, wherein a descendant webpage of the referenced webpage is a webpage linked directly one level from the referenced webpage **(e.g., in instances where content from linked webpages is embedded into search result webpage or based upon other processes associated with Google crawling)**.

For example, a google search for “fine bristle electric toothbrush nail” will yield a search result for which Google determined not to generate a missing term annotation (e.g., an annotation that the terms “fine” and “nail” are missing) for the Internet search result (e.g., the eBay result shown below, for which there is no missing term annotation) if each search term element that is missing in the referenced webpage (e.g., the term “fine” which is present in one or more descendant webpages, as shown below:

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[5] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages of the referenced webpage, wherein a descendant webpage of the referenced webpage is a webpage linked directly one level from the referenced webpage.

Google Search



But the term “fine” does appear on one or more of the descendent webpages:

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[5] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages of the referenced webpage, wherein a descendant webpage of the referenced webpage is a webpage linked directly one level from the referenced webpage.

Google Search

[Continued from previous page]
Descendant Webpage Includes Missing Term "fine"

Descendant Page Includes Missing Term

"fine" is present on descendant page

Oral Cleaning Electric Toothbrush Ultrasonic Electric Toothbrush USB Rechargeable

US \$11.20/ea

1 of 1 match

Verified purchase

I usually use a Philips electric toothbrush, but this one is much lighter in comparison, which makes it very easy to handle. After trying it, I feel the cleaning power is a little weaker than Philips, but I will continue to use it for a while to see the results. The packaging and overall product quality are excellent, and everything arrived in perfect condition. The only small concern might be the waterproof performance, but so far it works **fine**. Overall, a very good product for the price.

Claim [6]

{02191130;v1 }

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[6] The method of claim 5, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	Google Search
Google conducts a method in which a search term element is considered present in a webpage if the webpage contains at least one of: the search term element (e.g., including the term itself in a quoted portion of a webpage), a synonym of the search term element (e.g., based upon underlying search logic), or a misspelled version of the search term element (e.g., based on underlying search logic). For example, Google uses query expansion: Synonyms and Search Results Before Google Hummingbird Google generally ranked sites by matching keywords in the search query to keywords in a web page. After the Google Hummingbird update Google swapped out some important words in the query with synonyms without actually changing the meaning of the search query. The advantage of doing that was that now Google could find even more web pages to rank, some of which were even better than pages with the exact keyword match. This technique is called Query Expansion. See https://www.searchenginejournal.com/google-search-results-and-synonyms/442301/;	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[6] The method of claim 5, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	Google Search
John Mueller answered: "So from our point of view, that can be completely normal and that's something where on the one hand, we do try to understand things like synonyms in a query. But we also try to look at... the full context of the query. And especially when it comes to synonyms, we might assume that something is mostly a synonym, but that doesn't mean that it's completely a synonym." <i>Id.</i> For example, Google considers different spellings:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[6] The method of claim 5, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	Google Search
John explains: And especially when you're looking at something like "edit video" versus "video editor," the expectations from the user side are a little bit different. On the one hand you want to edit a video. On the other hand you might want to download a video editor. And it seems very similar but... the things that the users want there are slightly different. So from my point of view, that kind of of makes sense that we would show different rankings there. And we have the same with things like slightly different spellings of words, like if you have the British or the American version of an English word; if you have a word or letter with an accent and it doesn't have an accent, we understand that these are mostly the same. But we also understand that they're slightly different. And we try to show search results that kind of take that into account." <i>Id.</i>	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[6] The method of claim 5, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.

Google Search

C is for Correcting your query — nicely

You might see these spelling technologies pop up in Google Search in different ways. When we're pretty sure we know what you're looking for, we may politely ask, "did you mean..." and show the alternative we think you intended to search for. When we're very confident that we've correctly identified your misspelling, we'll automatically show results for what we think you're looking for -- but we'll always let you know and provide a way to get back to your original spelling. And whether you take our suggestion or not, we're constantly learning and improving our systems based on that feedback to make Search more helpful.

So whether you're a spelling bee champ or can't quite nail "I before E except after C," we'll always be working to improve our spelling so you can keep searching. ■

See <https://blog.google/products/search/abcs-spelling-google-search/>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [7]	
[7] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if all of the supplied search term elements are present in the Internet search result's referenced webpage.	Google Search
Google provides a system wherein it is determined not to generate the annotation for the Internet search result if all of the supplied search term elements are present in the Internet search result's referenced webpage.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[7] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if all of the supplied search term elements are present in the Internet search result's referenced webpage.

Google Search

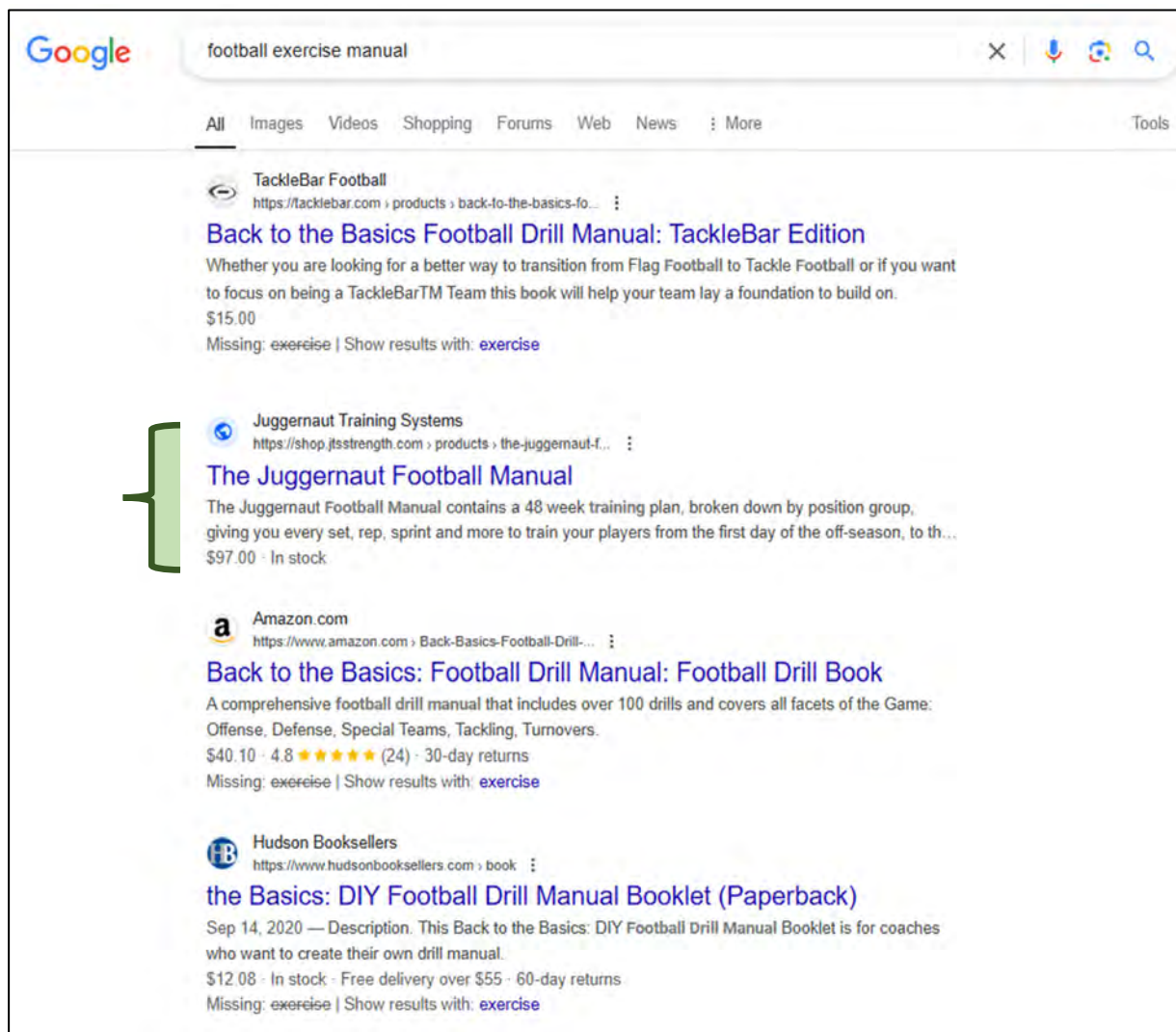


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[7] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if all of the supplied search term elements are present in the Internet search result's referenced webpage.	Google Search
See www.google.com (annotated); see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. See also Example Developer Tool Images.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [8]	
[8] The method of claim 7, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	Google Search
See Claim [6].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [9]

[9] The method of claim 1, further comprising providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage.

Google Search

Google conducts a method further comprising providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage.

For example, the selectable filtering function is provided via a hyperlink that a user can click:

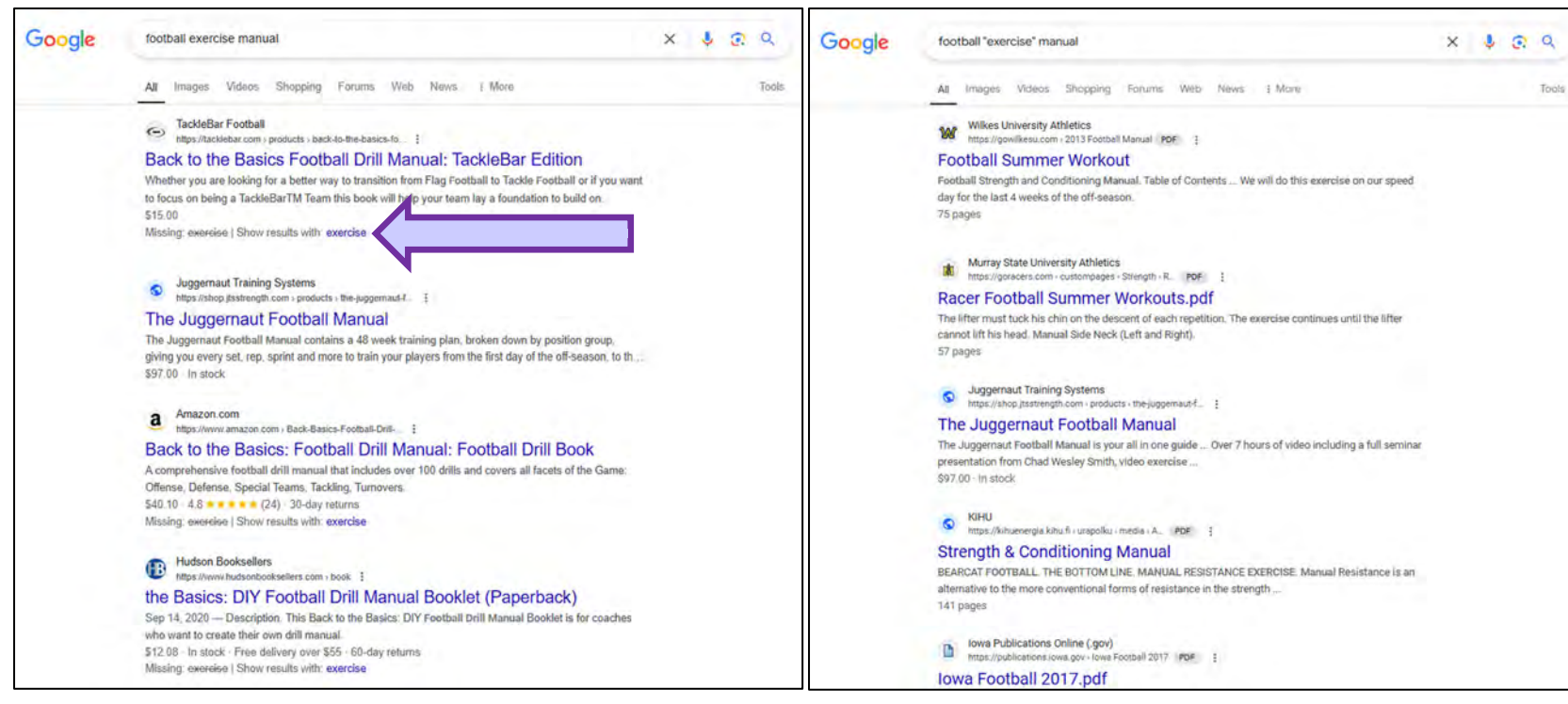


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[9] The method of claim 1, further comprising providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage.

Google Search

See www.google.com (image on right obtained after clicking first hyperlink labeled “exercise” as annotated); see also <https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/>; <https://developers.google.com/search/docs/appearance/visual-elements-gallery>.

When selected by the user, the hyperlink causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage.

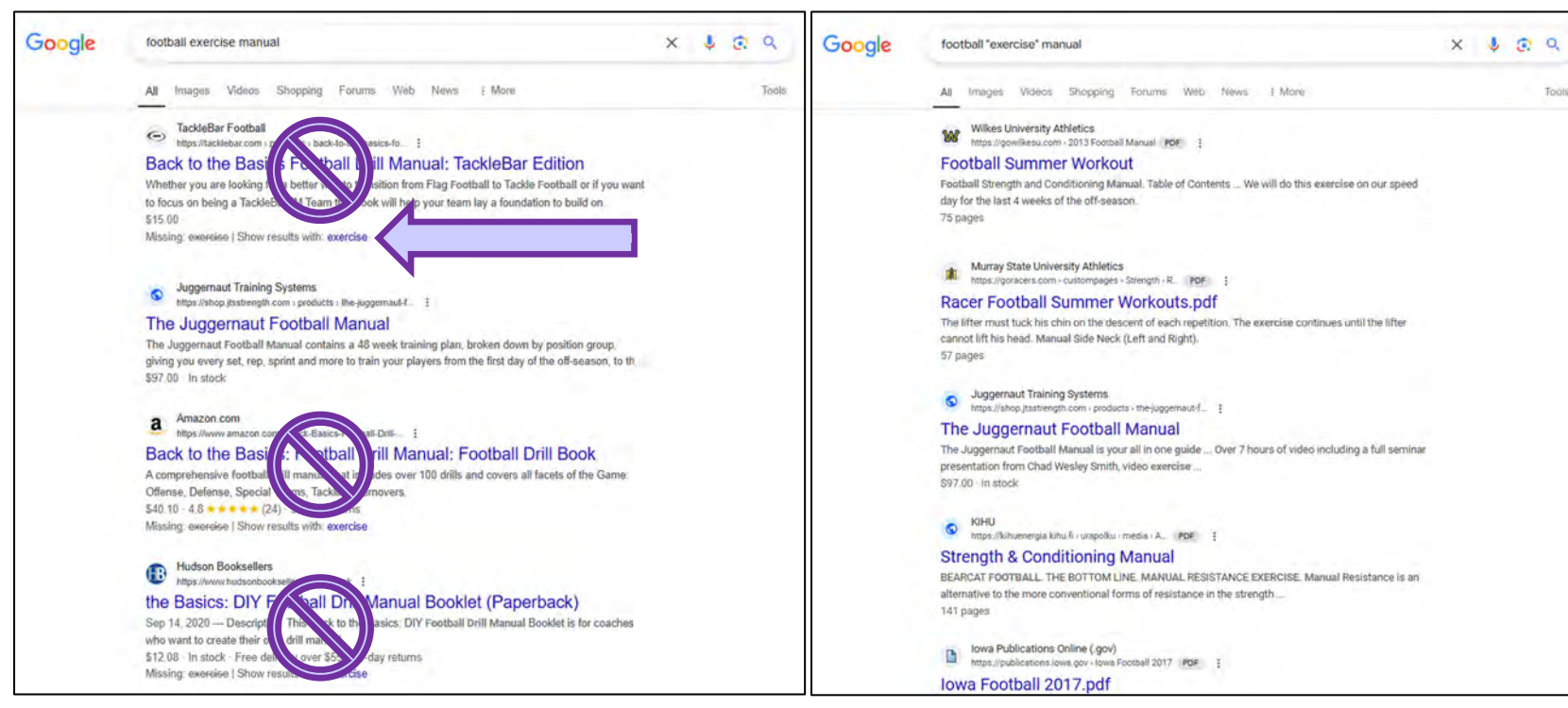


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[9] The method of claim 1, further comprising providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage.	Google Search
See www.google.com (image on right obtained after clicking first hyperlink labeled “exercise” and not displaying one or more first Internet search results, as annotated); <i>see also</i> https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [10]	
[10] The method of claim 1, further comprising displaying one or more sponsored links on the search results webpage with the Internet search result for which the annotation is generated, where the one or more sponsored links are related to one or more of the supplied search term elements.	Google Search
Google conducts a method further comprising displaying one or more sponsored links on the search results webpage with the Internet search result for which the annotation is generated, where the one or more sponsored links are related to one or more of the supplied search term elements (e.g., indicated by the words “Sponsored” or “Ad” one search results pages”). Google provides one or more sponsored links that are related to search term elements:	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[10] The method of claim 1, further comprising displaying one or more sponsored links on the search results webpage with the Internet search result for which the annotation is generated, where the one or more sponsored links are related to one or more of the supplied search term elements.

Google Search

Search campaigns: Text ads on search results

Search campaigns are text ads on search results that let you reach people while they're searching on Google for the products and services you offer.

It's great for driving sales, leads, or traffic to your website, as you can show your ads to people actively searching for your products and services.

Why choose Search campaigns

Sales and leads:

- Boost your online sales and signups.
- Consider using leads if you have a longer sales cycle.

Easy setup:

- Write text ads and pick keywords.
- Skip special files or assets.
- **Highly specific targeting:** Reach people actively searching for what you offer.

See https://support.google.com/google-ads/answer/2567043?hl=en&ref_topic=10286612,3181080,3126923,&sjid=2416158513707060248-NA&visit_id=638567559239781313-1816988681&rd=1.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [11]

[11] The method of claim 10, wherein one or more of the sponsored links is related to the at least one search term element missing in the Internet search result's referenced webpage.

Google Search

Google provides a method wherein one or more of the sponsored links is related to the at least one search term element missing in the Internet search result's referenced webpage.

Google uses keyword matching options that are not restricted based upon missing search term elements.

About keyword matching options

Keywords are words or phrases that are used to match ads with the terms people are searching for. The keyword match types dictate how closely the keyword needs to match with the user's search query so that the ad can be considered for the auction. For example, you could use broad match to serve your ad on a wider variety of user searches or you could use exact match to hone in on specific user searches.



Tip

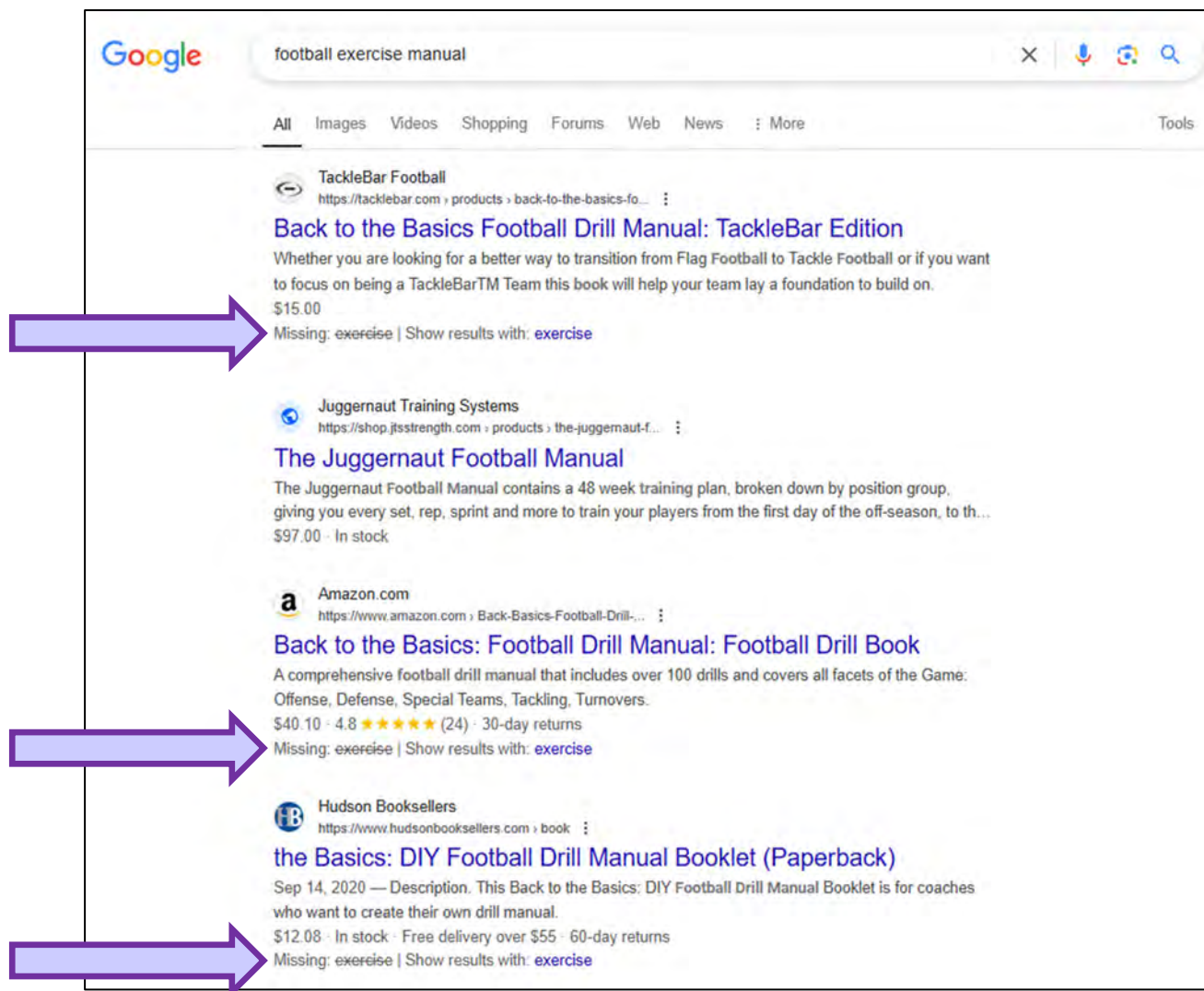
Broader match types capture all the queries of narrower match types, plus more. This means that a phrase match keyword will match all the searches as the same keyword in an exact match. Similarly, a broad match keyword will match all the searches of equivalent phrase and exact match keywords, plus additional related searches. Therefore, you get the same benefits of multiple match types in one broad match type without needing to repeat keywords.

See <https://support.google.com/google-ads/answer/7478529?hl=en>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [12]	
[12] The method of claim 1, wherein the text representing the at least one search term element is shown in one or more of the following formats: (i) a font representing the text has been altered; (ii) the text is shown with one or more lines merged with the text; (iii) the text is shown with one or more lines superimposed thereupon; (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	Google Search
Google provides a method wherein the text representing the at least one search term element is shown in one or more of the following formats is provided in one or more formats (e.g., altered, includes lines merged with the text, or is shown with lines superimposed thereupon).	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google



See www.google.com (annotated); see also <https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/>; <https://developers.google.com/search/docs/appearance/visual-elements-gallery>.

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [13]	
[13] The method of claim 1, wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process.	Google Search
Google provides a method wherein the annotation enables the user to reduce lost time (e.g., avoiding having to click on irrelevant websites), thereby speeding an Internet search process.	

Claim [14]	
14. A system for providing an annotation for an Internet search result for display to a user of an Internet search engine to warn the user when the Internet search result's referenced webpage is missing one or more search term elements supplied by the user, the system comprising:	Google Search
Google provides a system for providing an annotation for an Internet search result for display to a user of an Internet search engine to warn the user when the Internet search result's referenced webpage is missing one or more search term elements supplied by the user. See Claim [1.Pre].	

Claim [14.1]	
[14.1] a receiving module for receiving one or more search term elements supplied by a user of an Internet search engine from the user's computing device,	Google Search
Google provides a receiving module for receiving one or more search term elements supplied by a user of an Internet search engine from the user's computing device. See Claim [1.1].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [14.2]

[14.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage for display on a search results webpage on the user's computing device.

Google Search

Google provides a system wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage for display on a search results webpage on the user's computing device.

See Claim [1.2].

Claim [14.3]

[14.3] wherein the Internet search result is displayed on the search results webpage as a search result grouping, and

Google Search

Google provides a system wherein the Internet search result is displayed on the search results webpage as a search result grouping.

See Claim [1.3].

Claim [14.4]

[14.4] wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage;

Google Search

Google provides a system wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage.

See Claim [1.4].

Claim [14.5]

{02191130;v1 }

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[14.5] a determining module for determining whether to generate an annotation for the Internet search result for display on the search results webpage,	Google Search
Google provides a determining module for determining whether to generate an annotation for the Internet search result for display on the search results webpage. <i>See Claim [1.5].</i>	

Claim [14.6]	
[14.6] wherein the determining module determines to generate the annotation if at least one search term element is missing in the Internet search result's referenced webpage,	Google Search
Google provides a system wherein the determining module determines to generate the annotation if at least one search term element is missing in the Internet search result's referenced webpage. <i>See Claim [1.6].</i>	

Claim [14.7]	
[14.7] wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage; and	Google Search
Google provides a system wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage. <i>See Claim [1.7].</i>	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [14.8]	
[14.8] an annotating module for causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping on the search results webpage if the determining module determines to generate the annotation for the Internet search result.	Google Search
Google provides an annotating module for causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping on the search results webpage if the determining module determines to generate the annotation for the Internet search result. See Claim [1.8].	

Claim [15]	
[15] The system of claim 14, wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage.	Google Search
Google provides a system wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage. See Claim [2].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [16]	
[16] The system of claim 14, wherein the receiving module, the determining module, and the annotating module are part of the Internet search engine.	Google Search
Google provides a system wherein the receiving module, the determining module, and the annotating module are part of the Internet search engine. See Claim [3].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [18]	
[18] The system of claim 14, wherein the determining module determines not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages of the referenced webpage, wherein a descendant webpage of the referenced webpage is a webpage linked directly one level from the referenced webpage.	Google Search
Google provides a system wherein the determining module determines not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages of the referenced webpage, wherein a descendant webpage of the referenced webpage is a webpage linked directly one level from the referenced webpage. See Claim [5].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [19]	
[19] The system of claim 18, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	Google Search
Google provides a system wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element. See Claim [6].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [20]	
[20] The system of claim 14, wherein the determining module determines not to generate the annotation for the Internet search result if all of the supplied search term elements are present in the Internet search result's referenced webpage.	Google Search
Google provides a system wherein the determining module determines not to generate the annotation for the Internet search result if all of the supplied search term elements are present in the Internet search result's referenced webpage. See Claim [7].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [21]	
[21] The system of claim 20, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	Google Search
Google provides a system wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element. See Claim [8].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [22]	
[22] The system of claim 14, wherein the system is further comprised of a filtering module for providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage.	Google Search
Google provides a system that is comprised of a filtering module for providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed from being displayed on the search results webpage. See Claim [9].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [23]	
[23] The system of claim 14, wherein the system is further comprised of an advertising module that causes one or more sponsored links to be displayed on the search results webpage with the Internet search result for which the annotation is generated, where the one or more sponsored links are related to one or more of the supplied search term elements.	Google Search
Google provides a system that is comprised of an advertising module that causes one or more sponsored links to be displayed on the search results webpage with the Internet search result for which the annotation is generated, where the one or more sponsored links are related to one or more of the supplied search term elements. See Claim [10].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [24]	
[24] The system of claim 23, wherein one or more of the sponsored links is related to the at least one search term element missing in the Internet search result's referenced webpage.	Google Search
Google provides a system wherein one or more of the sponsored links is related to the at least one search term element missing in the Internet search result's referenced webpage. See Claim [11].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [25]	
[25] The system of claim 14, wherein the text representing the at least one search term element is shown in at least one of the following formats: (i) a font representing the text has been altered; (ii) the text is shown with one or more lines merged with the text; (iii) the text is shown with one or more lines superimposed thereupon; (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	Google Search
Google provides system wherein the text representing the at least one search term element is shown in one or more of the following formats is provided in one or more formats (e.g., altered, includes lines merged with the text, or is shown with lines superimposed thereupon). See Claim [12].	

Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

Claim [26]	
[26] The system of claim 14, wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process.	Google Search
Google provides a system wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process. See Claim [13].	