IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE

ACCUSEARCH TECHNOLOGIES LLC,	)	
	)	
Plaintiff,	)	
	)	C.A. No. 25-514-GBW
v.	)	
	)	
GOOGLE LLC,	)	
	)	
Defendant.	)	

PLAINTIFF'S DISCLOSURE
OF INITIAL INFRINGEMENT CONTENTIONS

Pursuant to the Scheduling Order (D.I. 34), AccuSearch Technologies LLC ("AccuSearch") provides the following Initial Infringement Contentions relating to United States Patent Nos. 10,585,959 (the "'959 patent"); 10,867,001 (the "'001 patent"); 11,100,184 (the "'184 patent"); and U.S. Patent No. 11,971,937 (the "'937 patent") (collectively, the "Asserted Patents").

AccuSearch's investigation of the infringing acts of Defendants Google LLC ("Google") is ongoing, and discovery has not completed. AccuSearch therefore expressly reserves the right to supplement or amend its contentions and disclosures herein based on additional information obtained through formal discovery or other means concerning Google's related products and services or the Asserted Patents, or as appropriate in response to the Court's legal determination of issues, including, without limitation, the construction of the asserted claims.

I. ASSERTED PATENT AND ASSERTED CLAIMS

AccuSearch currently asserts that Google infringes at least the patents and at least the claims shown in the table below (collectively the "Asserted Patents" and "Asserted Claims.")

Asserted Patents	Asserted Claims

Google Exhibit 1064
Google v. AccuSearch

10,585,959	1-8, and 10-25
10,867,001	1-3, 5-16, and 18-26
11,100,184	1-22
11,971,937	1-39

II. ACCUSED PRODUCTS

The accused instrumentalities include: (1) "Google Search Engine Products and Services" as that term is defined in the First Amended Complaint (*See* Dkt. 17 at ¶7); (2) The Google Search engine functionality and any products or services containing such functionality offered by Google that provide annotations such as, or similar to, "More results for," strikethroughs or underlining or adding hyperlinks to certain search term elements, "Missing" term notifications or text, "Show results with," "Must include," or any similar notifications or text, or any related link, URL, or filter; (3) any associated webpage or interactive graphical user interface ("GUI") provided by or at www.google.com, including, but not limited to, the layout, look and feel, annotations, groupings, and other content on the webpage or other interface of the Google Search platform, including, but not limited to, user interfaces for user devices that have smaller screens or more limited inputs; (4) Google's Chrome Browser or any other browser or functionality that Google and/or users put into service or direct or control that operates the Google GUI; and (5) the hardware and software components comprising any one or more of the foregoing accused instrumentalities and/or that enable any one or more of the foregoing accused instrumentalities to operate, including, but not limited to, browsers, mobile phones, tablets, servers, server software, webserver software, webserver hardware, website client software, mobile computing device client application software, networked communications hardware, network routers, network switches, network hubs, back-end hardware, backend software, cloud-based software, cloud-based hardware, and other hardware and

software computing systems and components (individually and collectively referred to herein as the "Google Accused Instrumentalities").

III. CLAIM CHART FOR INFRINGEMENT OF THE ASSERTED PATENT

Attached as Exhibits A-D are claim charts showing respective infringement of the '959 patent, the '001 patent, the '184 patent, and the '937 patent, and identifying where each limitation of each Asserted Claim is found in the Google Accused Instrumentalities.

The contentions set forth in the Exhibits A-D are not intended to include all evidence supporting AccuSearch's infringement theories, but rather are intended to provide illustrative instances and theories of infringement, based upon AccuSearch's review to date of Google's technical document production, which is deficient and incomplete.[1] AccuSearch reserves the right to cite and rely on additional evidence of infringement, as may be discovered from information already produced or to be produced by Google, or by third parties, and to provide additional instances and theories of infringement based upon such review and discovery. Similarly, references to instances or portions of technology or software involved in the infringement of claims of the Asserted Patents should not be construed as limiting or otherwise determining the scope of

[1] Although Google made a technical document production on November 21, 2025, pursuant to Paragraph 3(b) of the Scheduling Order, Google's production has been and remains deficient. Google's purported "core technical document" production comprises only 16 publicly available Google Search documents (totaling 51 pages, many of which are duplicative), none of which demonstrate how the accused functionalities operate. The Scheduling Order required Google to produce documents "sufficient to show how the accused product(s) work(s)" and specifically identified "non-publicly available operation manuals, product literature, schematics, and specifications" as the required core technical documents. D.I. 34, ¶ 3(b). Yet Google failed to provide a single non-public document, and Google did not produce any manuals, literature, schematics, specifications, or any other technical documentation showing how the Accused Functionalities actually work.

any claim of the Asserted Patents, or as precluding other instances or portions of such technology or software as being infringing.

AccuSearch contends that each claim element of each Asserted Claim set forth in the attached Exhibits A-D is met literally by the Google Accused Instrumentalities. However, to the extent it is found that any such indicated instrumentality does not literally satisfy the claim element, such product satisfies such claim element under the Doctrine of Equivalents, including without limitation where specifically identified within the attached charts, at least because it performs substantially the same function, in substantially the same way, to achieve substantially the same result. Full analysis regarding the Doctrine of Equivalents requires expert testimony, which will be provided, as applicable, under the Scheduling Order on the date AccuSearch's infringement expert report is due.

IV. DIRECT AND INDIRECT INFRINGEMENT

AccuSearch contends that Google directly infringes the Asserted Claims under 35 U.S.C. § 271(a) by, among other things, making, using, selling, offering for sale, and/or importing into the United States the Google Accused Instrumentalities.

To the extent Google asserts that it is not a direct infringer due to not providing one or more elements of the Asserted Claims, AccuSearch alternatively asserts active inducement by Google under 35 U.S.C. § 271(b) and contributory infringement by Google under 35 U.S.C. § 271(c). At a high level, users of Google search infringe alone and or at Google's behest. Google provides and makes available all aspects of the claims via the hardware, software, and applications it sells and makes available to users. It controls both sides of all communications required to make the Google Accused Instrumentalities work and the software and components that runs it. The backend network/servers and graphical user interfaces form a combined product, service, and functional unit. Users have no control over the manner in which the software and applications

operate in terms of infringement. Users simply run the software and applications as Google designed and intends. And Google maintains near-constant contact with such applications (via near-constant network connections), updating the applications, and controlling the functions and software without which the user's applications cannot operate. Specifically, AccuSearch contends that Google indirectly infringes the Asserted Claims under 35 U.S.C. § 271(b) by, among other things, actively inducing others to use the Google Accused Instrumentalities. Google's acts of inducement include, for example, providing access to the Google' controlled implementation of Google Search, instructing customers to infringe through support information such as websites, videos, demonstrations, and other published information. Google's users, customers, consumers, agents, and other third parties who use the Google Accused Instrumentalities as encouraged and instructed by Google directly infringe the Asserted Claims. Google has engaged in these inducing activities with knowledge and/or willful blindness of its infringement of the Asserted Patents since at least April 29, 2025, when AccuSearch notified Google of its infringement the Asserted Patents. *See* D.I. 8. Alternatively, Google may have had notice of the patents many years earlier.

AccuSearch also contends that Google contributorily infringes the Asserted Claims under 35 U.S.C. § 271(c) by offering to sell, selling, and/or importing into the United States the Google Accused Instrumentalities, which are especially made or adapted for use in infringing the Asserted Claims. In addition to the facts stated above, the Google Accused Instrumentalities include material components for use in practicing the Asserted Claims, are especially made or adapted for such use, and are not staple articles of commerce suitable for any substantial non-infringing use. For example, as far as users are concerned, they cannot be changed. In addition, Google has offered to sell, sold, and/or imported into the United States these components with knowledge that they

are especially made or adapted for such infringing use and are not staple articles of commerce suitable for any substantial non-infringing use.

ASHBY & GEDDES

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Dated: December 17, 2025

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

Claim [11.Pre]	
[11.Pre] A method for providing annotated Internet search results suitable for display to a user on a computing device, wherein the method comprises:	**Google Search**

Google, including itself and one or more of its affiliates, entities its 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 provides a webpage that serves as a user interface for providing Internet search results suitable for display to a user **(e.g., available at www.google.com and including related domains, websites, and functionality)** on a computing device **(e.g., a local computer, mobile device, or other means of connecting to the Internet)**.

For example, the purpose of www.google.com is for allowing a user to search and view results.



See www.google.com.

[1] For clarity, this chart is exemplary and not exhaustive. Only certain Google products, 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 Google Accused Instrumentalities 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 these charts based upon additional investigation and discovery.

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.Pre] A method for providing annotated Internet search results suitable for display to a user on a computing device, wherein the method comprises:	**Google Search**

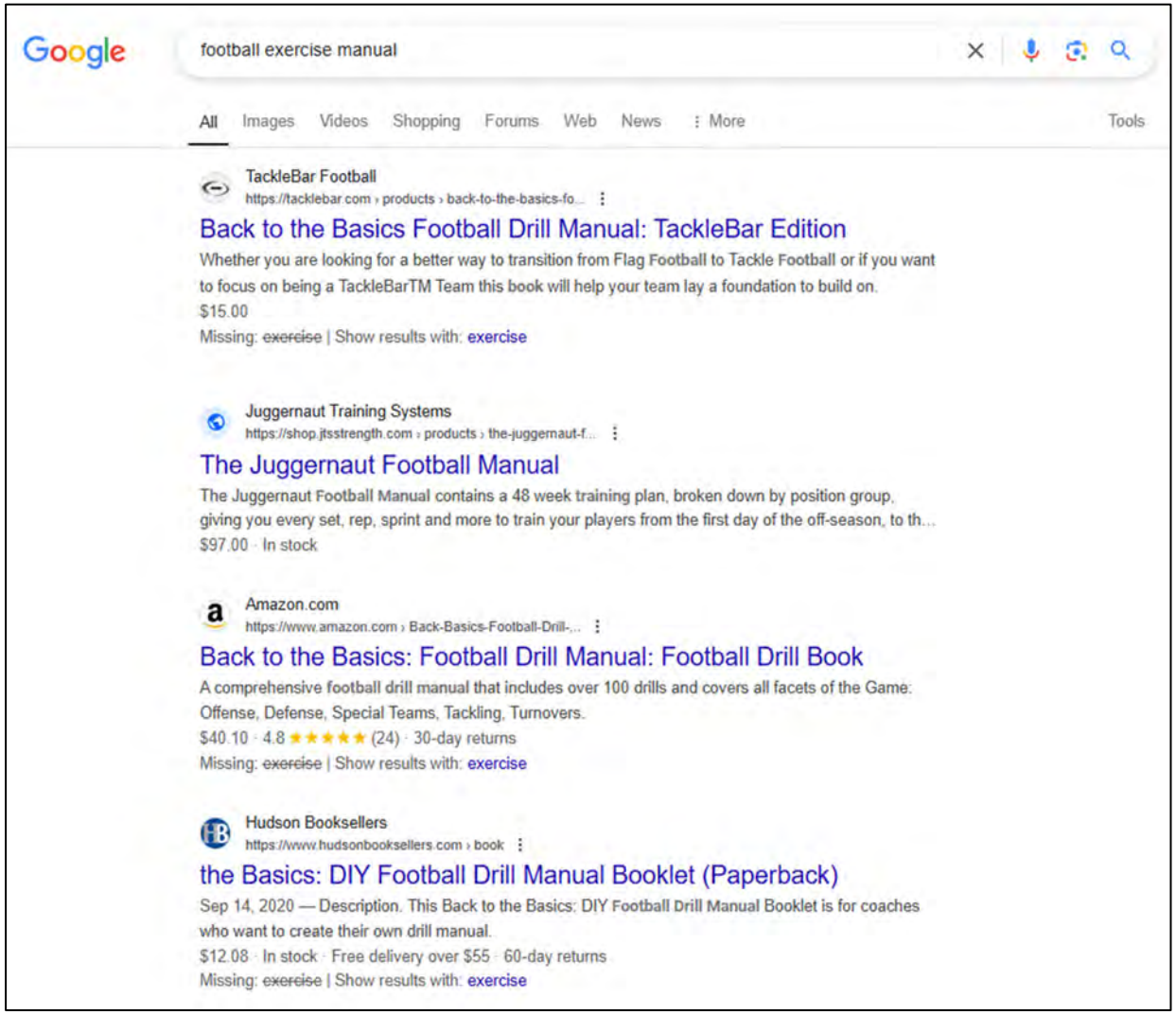
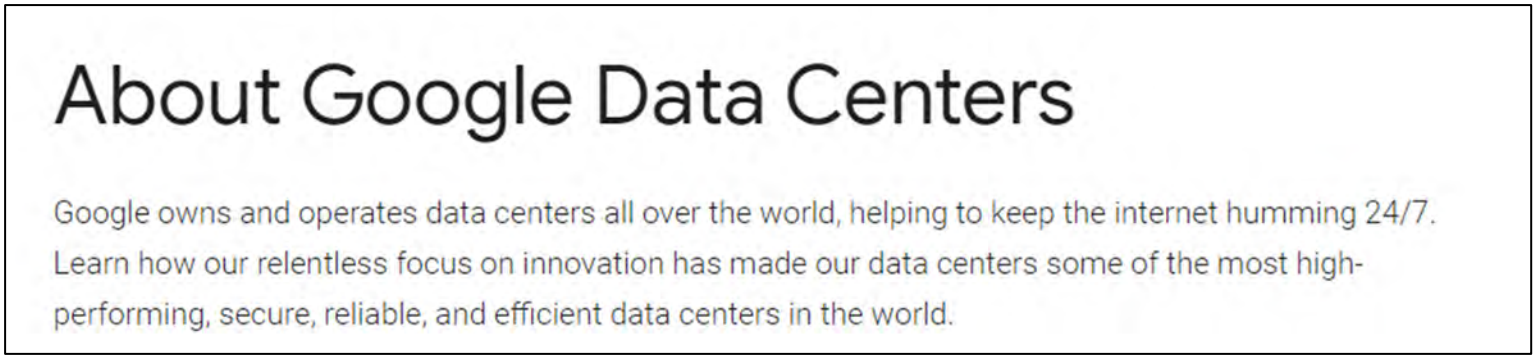


Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.Pre] A method for providing annotated Internet search results suitable for display to a user on a computing device, wherein the method comprises:	**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.



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



Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.Pre] A method for providing annotated Internet search results suitable for display to a user on a computing device, wherein the method comprises:	**Google Search**

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



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

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

Claim [11.1]	
[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**

Google conducts a method that comprises receiving **(e.g., in response to a GET or other request)** a search request provided by the user **(e.g., single words, groups of words, strings, or other queries)** from the computing device **(e.g., an electronic device having a monitor, touch screen, or other display device or output component),** the search request comprising one or more search term elements **(e.g., single words, groups of words, strings, or other queries)**.

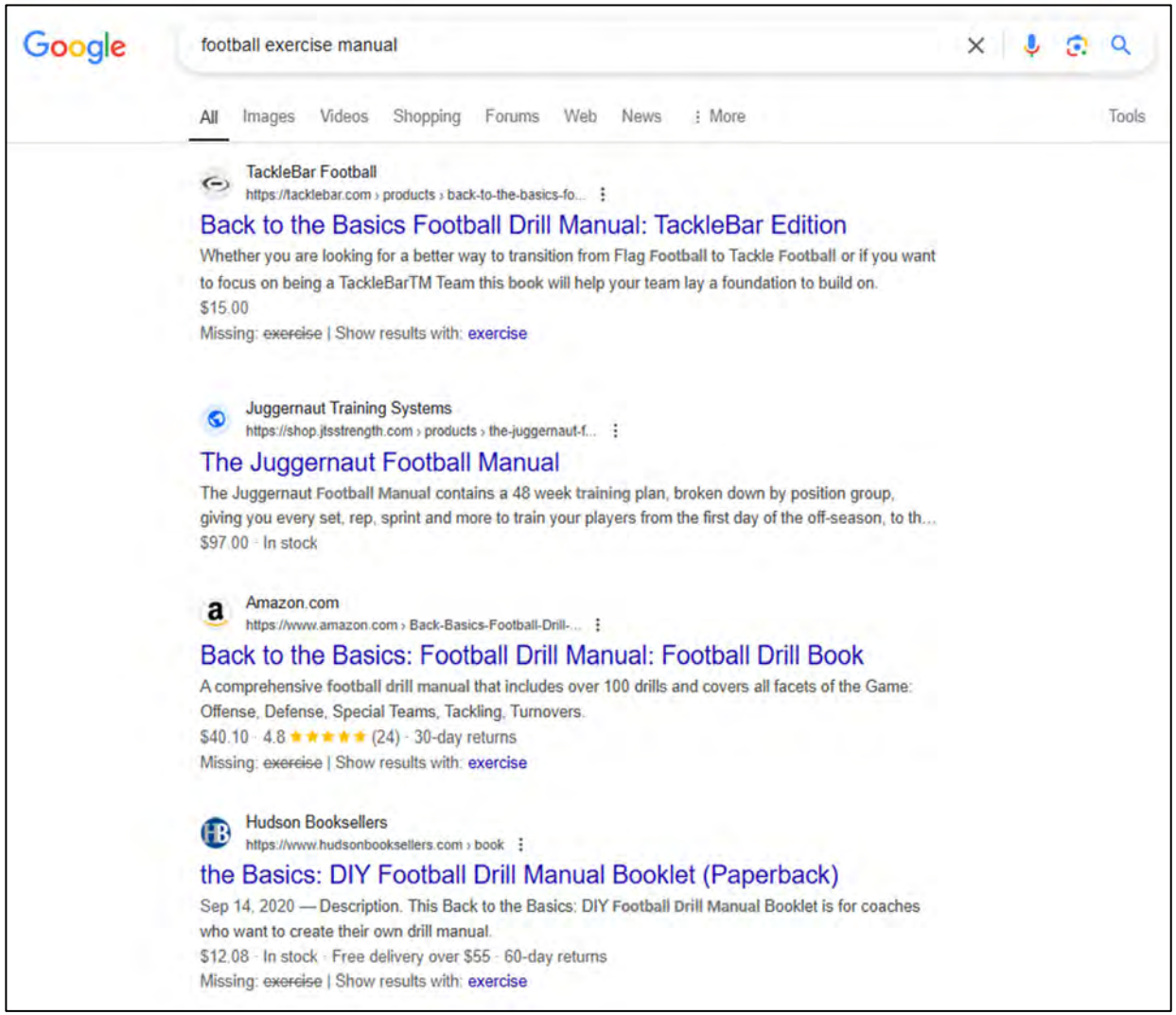
For example, Google provides a search field placed prominently at the top of the search interface:



See www.google.com.

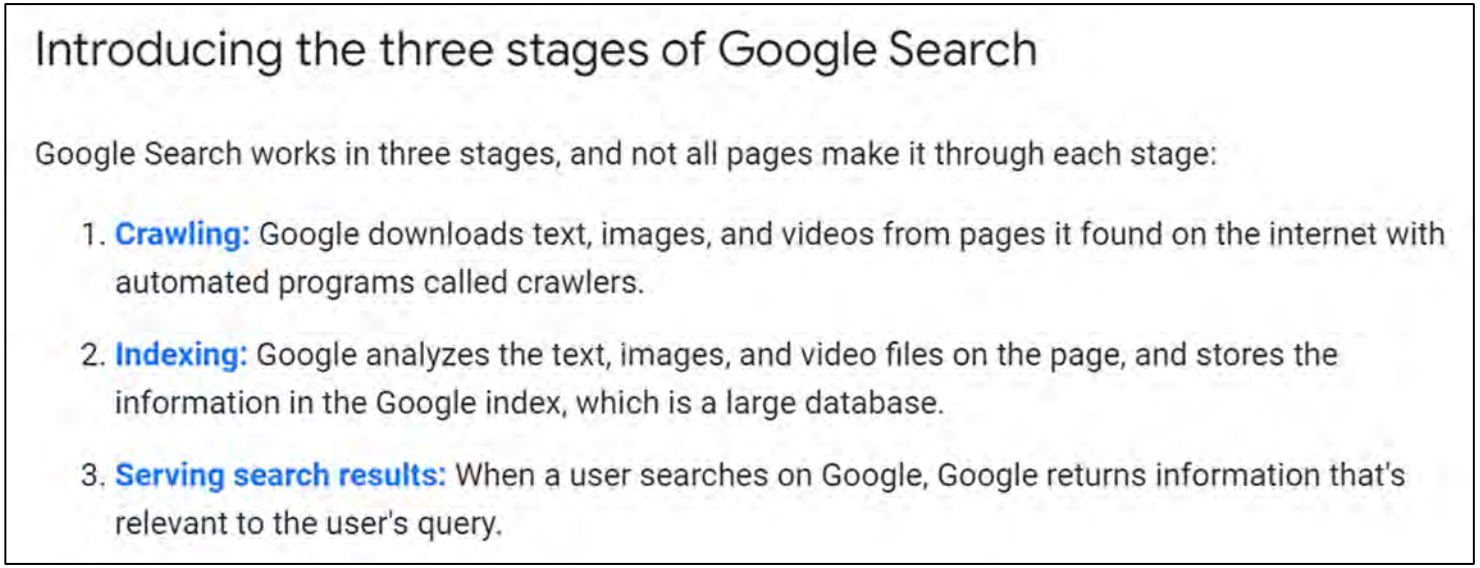
Further, Google returns search results that correspond to the words entered into the search field that is displayed on a search results webpage on the user's computing device:

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**



[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**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;



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.

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

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**



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

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.
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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.

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**

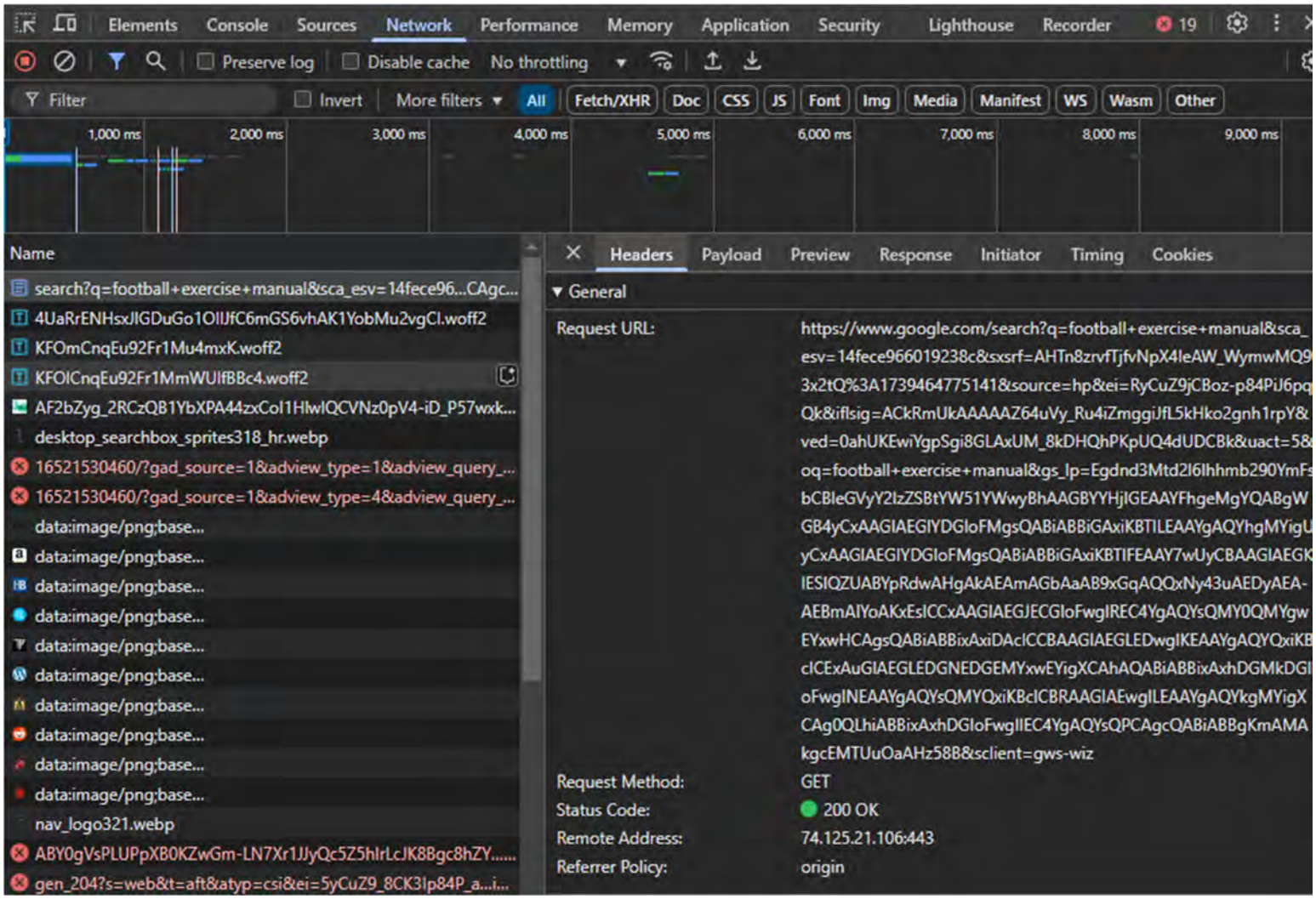
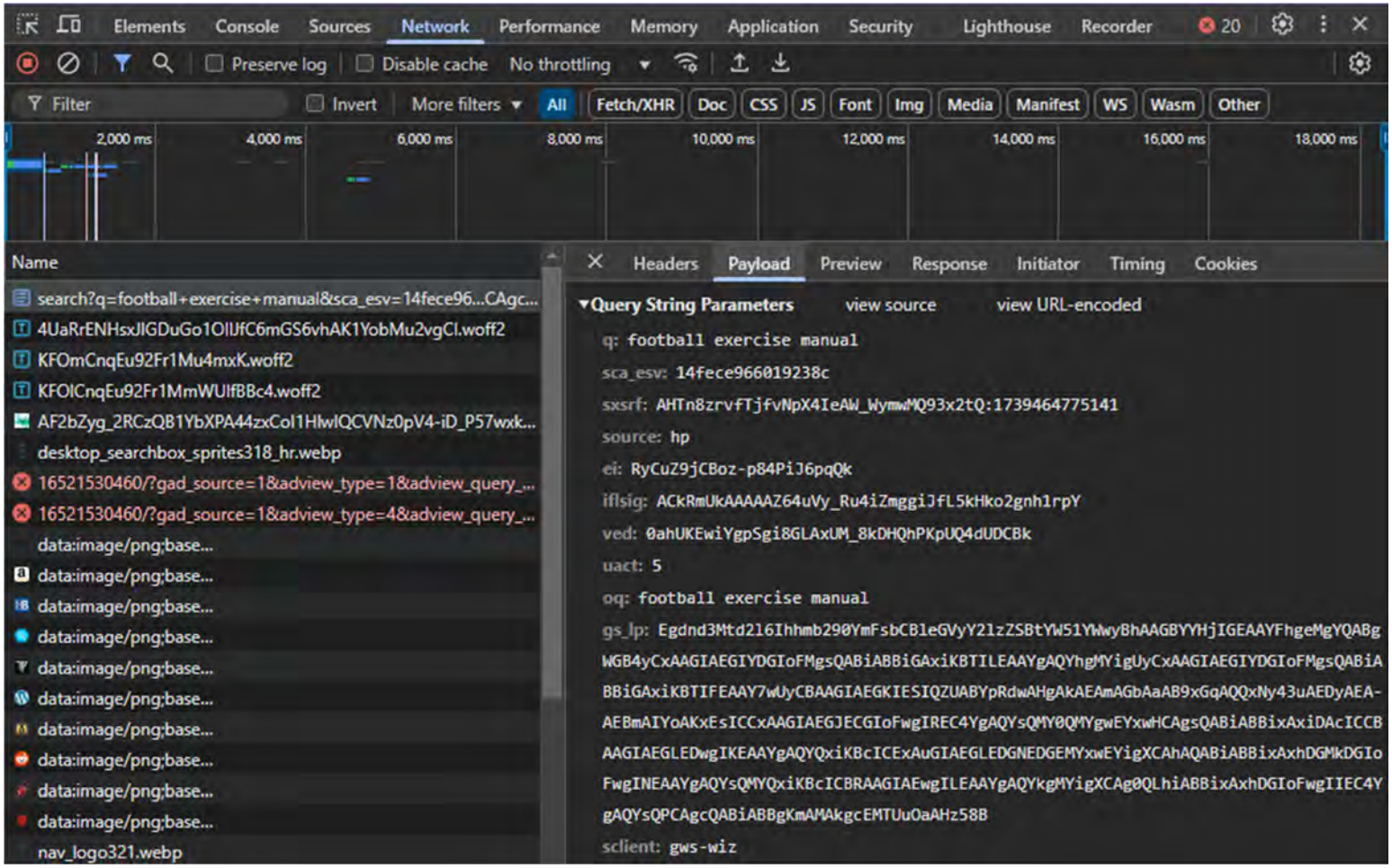


Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**

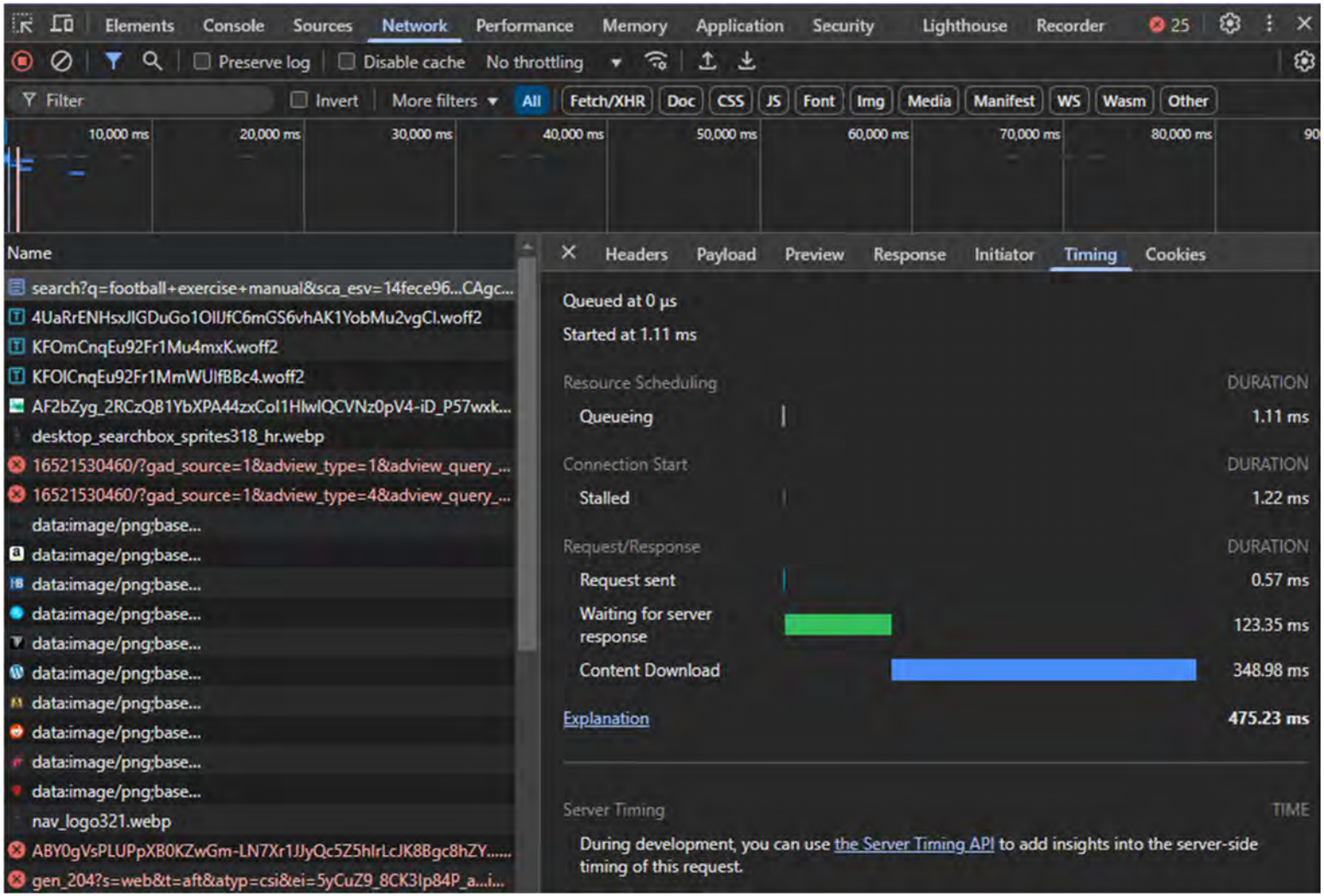
See also www.google.com (see developer tools – network) (showing GET request);



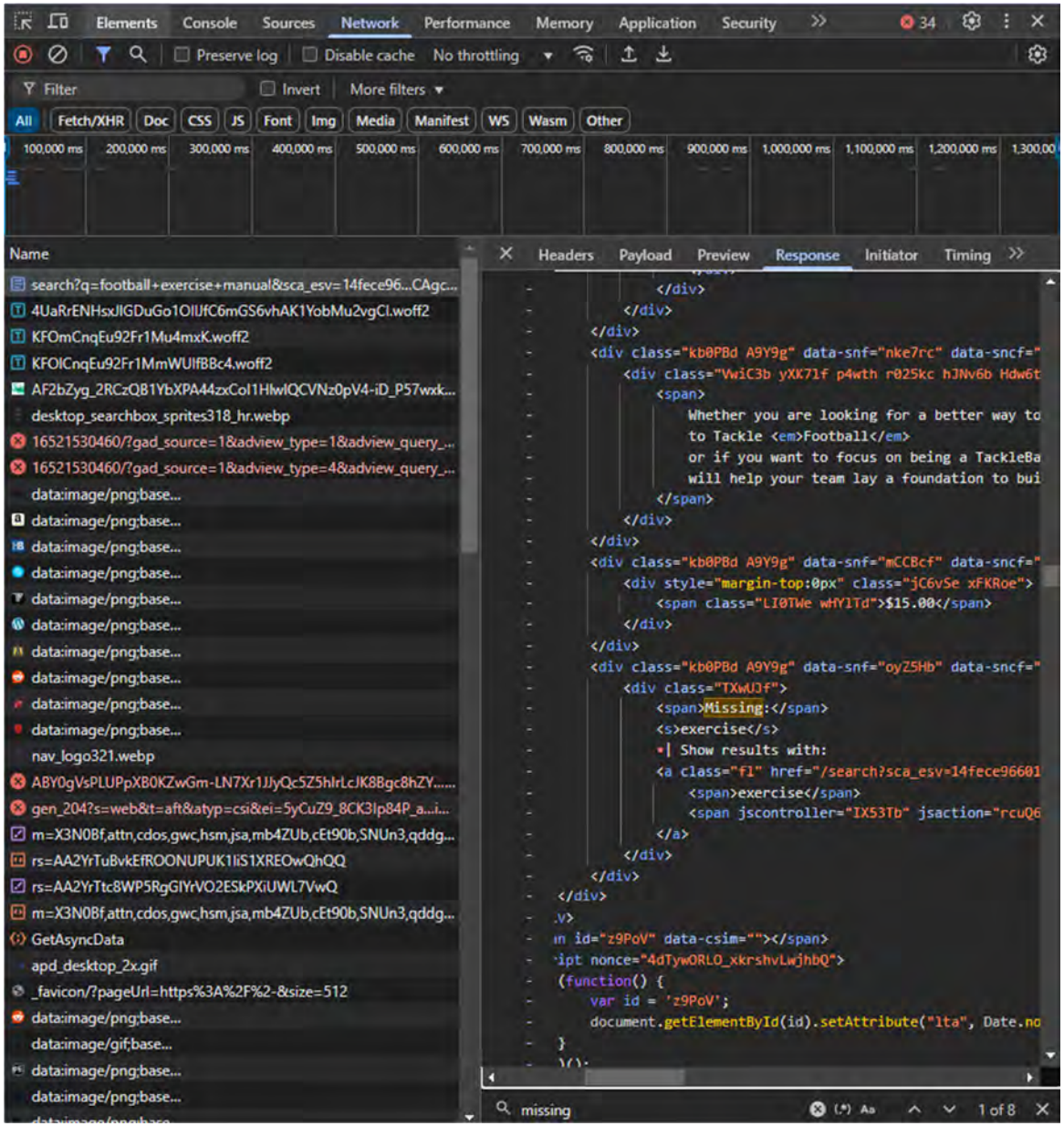
[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**
Id. (showing payload of request);	

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**



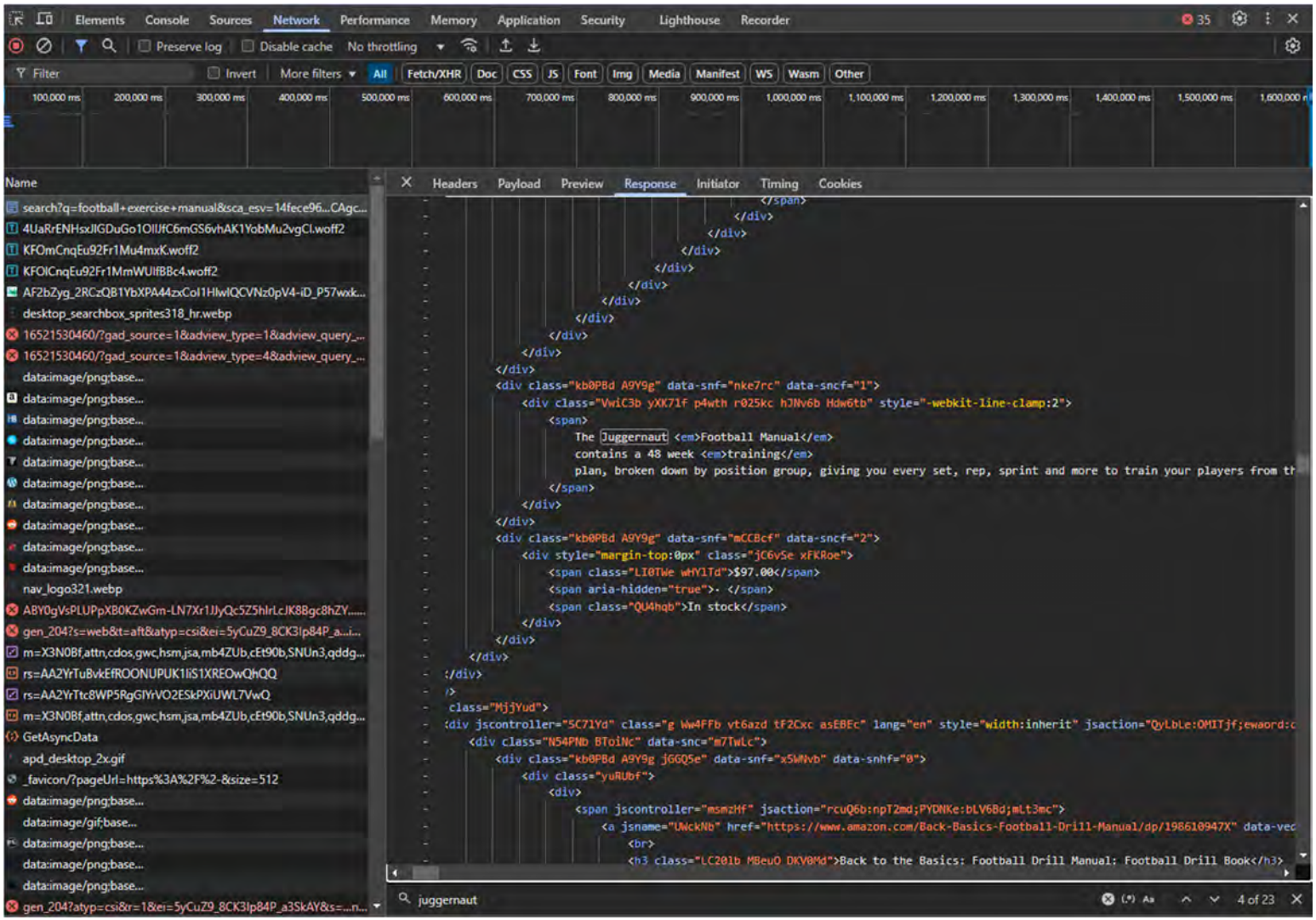
[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**
Id. (showing response time)	


Elements
Console
Sources
Network
Performance
Memory
Application
Security
Preserve log
Disable cache
No throttling
Filter
Invert
More filters
All
Fetch/XHR
Doc
CSS
JS
Font
Img
Media
Manifest
WS
Wasm
Other
Name
search?q=football+exercise+manual&sca_esv=14fece96...CAgc...
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16521530460/?gad_source=1&adview_type=4&adview_query_...
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m=X3N08f,attn,cdos,gwc,hsm,jsa,mb4ZUb,cEt90b,SNUn3,qddg...
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rs=AA2YrTtc8WP5RgGIYrVO2ESkPXiUWL7VwQ
GetAsyncData
apd_desktop_2x.gif
_favicon/?pageUrl=https%3A%2F%2-&size=512
data:image/gif;base...
Headers
Payload
Preview
Response
Initiator
Timing
missing
1 of 8

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**
Id. (showing response identifying missing term);	

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**

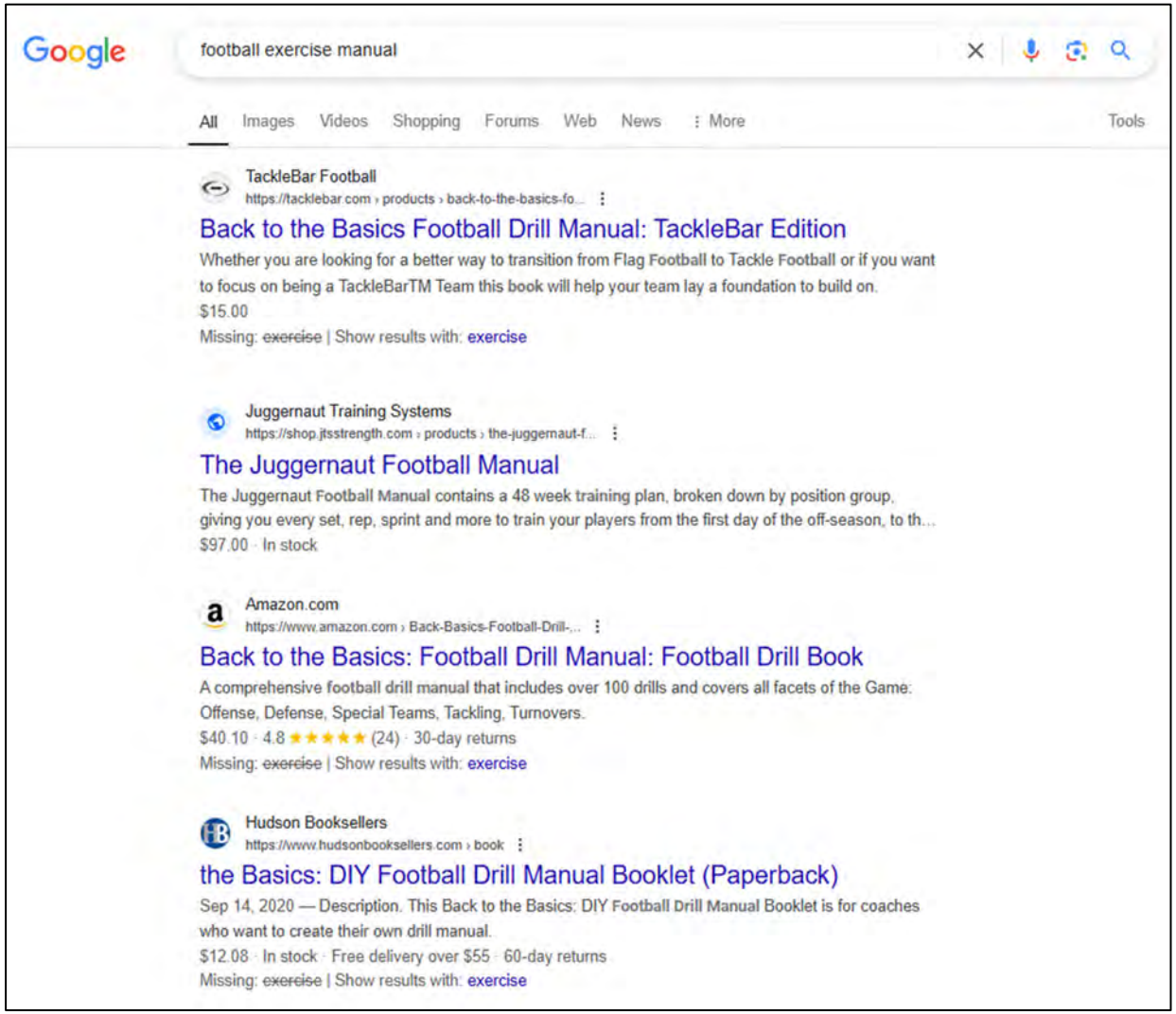


[11.1] receiving a search request provided by the user from the computing device, the search request comprising one or more search term elements;	**Google Search**
Id. (showing example responses from server). The foregoing images from www.google.com (see developer tools – network): "Example Developer Tool Images".	

Exhibit A
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Claim [11.2]	
[11.2] causing an Internet search to be performed based at least in part on the search request in response to the user's provision of the search request;	**Google Search**
Google conducts a method that comprises causing an Internet search to be performed based at least in part on the search request in response to the user's provision of the search request **(e.g., as demonstrated by the results occurring on the search results interface)**. For example, Google returns search results that correspond to the words entered into the search field:	

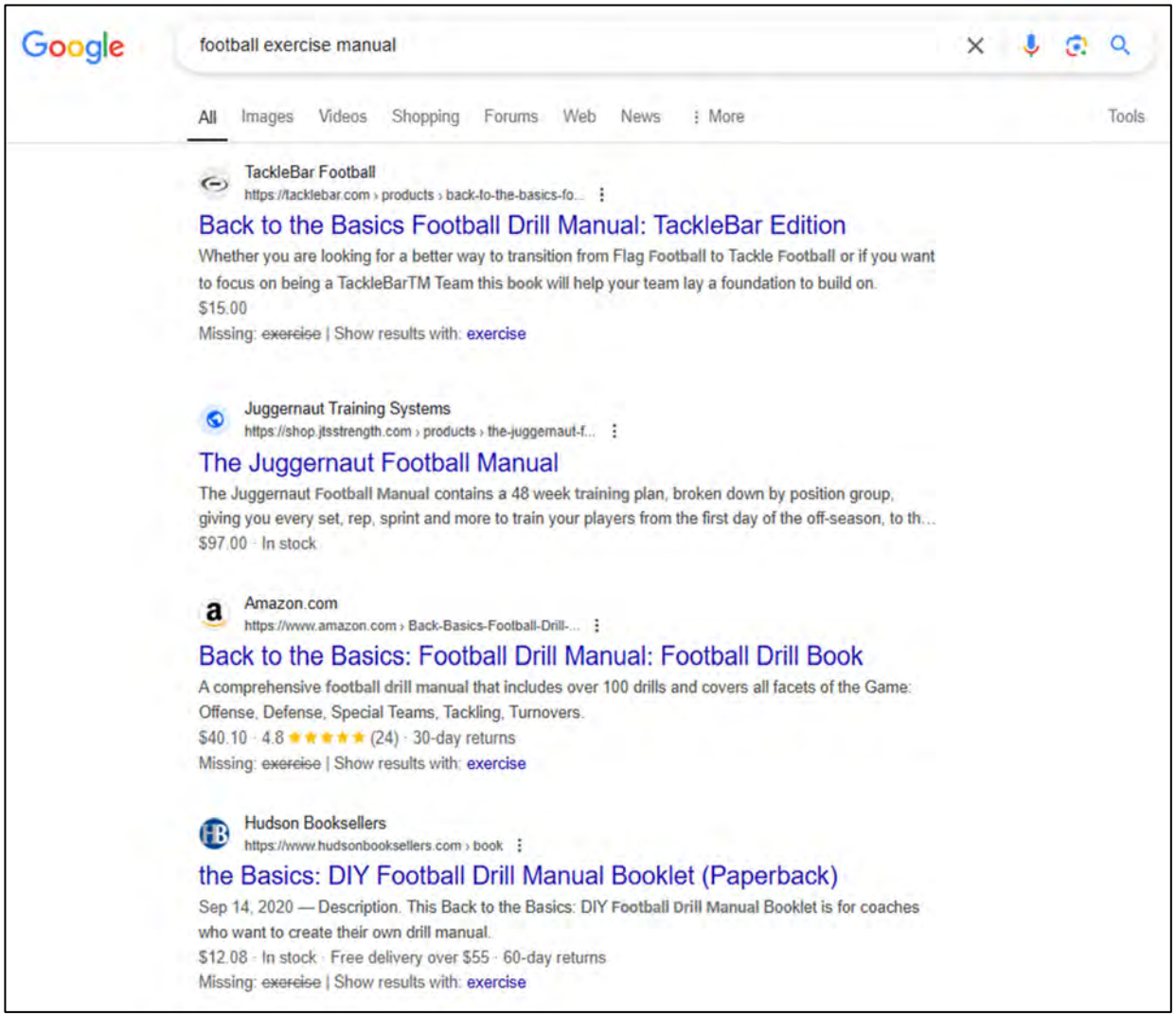
[11.2] causing an Internet search to be performed based at least in part on the search request in response to the user's provision of the search request;	**Google Search**



[11.2] causing an Internet search to be performed based at least in part on the search request in response to the user's provision of the search request;	**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. *See also* Example Developer Tool Images.	

Claim [11.3]	
[11.3] transmitting to the computing device, via an Internet, information comprising at least one automatically annotated Internet search result;	**Google Search**
Google conducts a method that comprises transmitting to the computing device **(e.g., transmitting to a user's computing device)**, via an Internet, information comprising at least one automatically annotated Internet search result **(e.g., search results with annotation provided by Google)**. For example, Google annotates search results:	

[11.3] transmitting to the computing device, via an Internet, information comprising at least one automatically annotated Internet search result;	**Google Search**



[11.3] transmitting to the computing device, via an Internet, information comprising at least one automatically annotated Internet search result;	**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.

The search results are annotated automatically, as demonstrated by the fact that the process is accomplished on the order of milliseconds. *See also* Example Developer Tool Images.



Introducing the three stages of Google Search

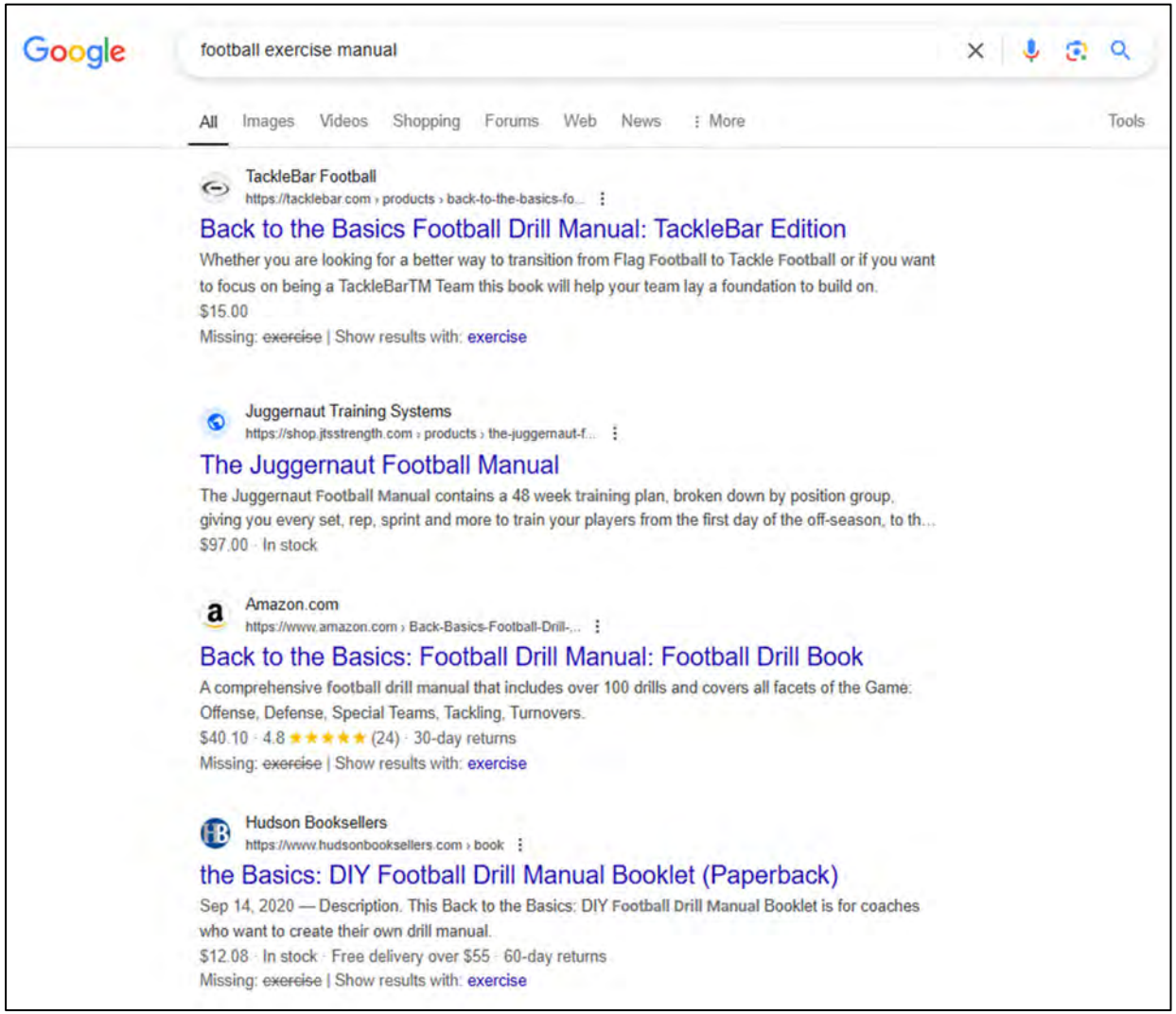
Google Search works in three stages, and not all pages make it through each stage:

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.

Claim [11.4]	
[11.4] wherein the transmitted information is suitable for display on a search results webpage on the computing device;	**Google Search**
Google conducts a method wherein the transmitted information is suitable for display on a search results webpage on the computing device **(e.g., a webpage rendered by a browser or viewer operating on a user's computing device**). For example, Google search results are presented on a webpage:	

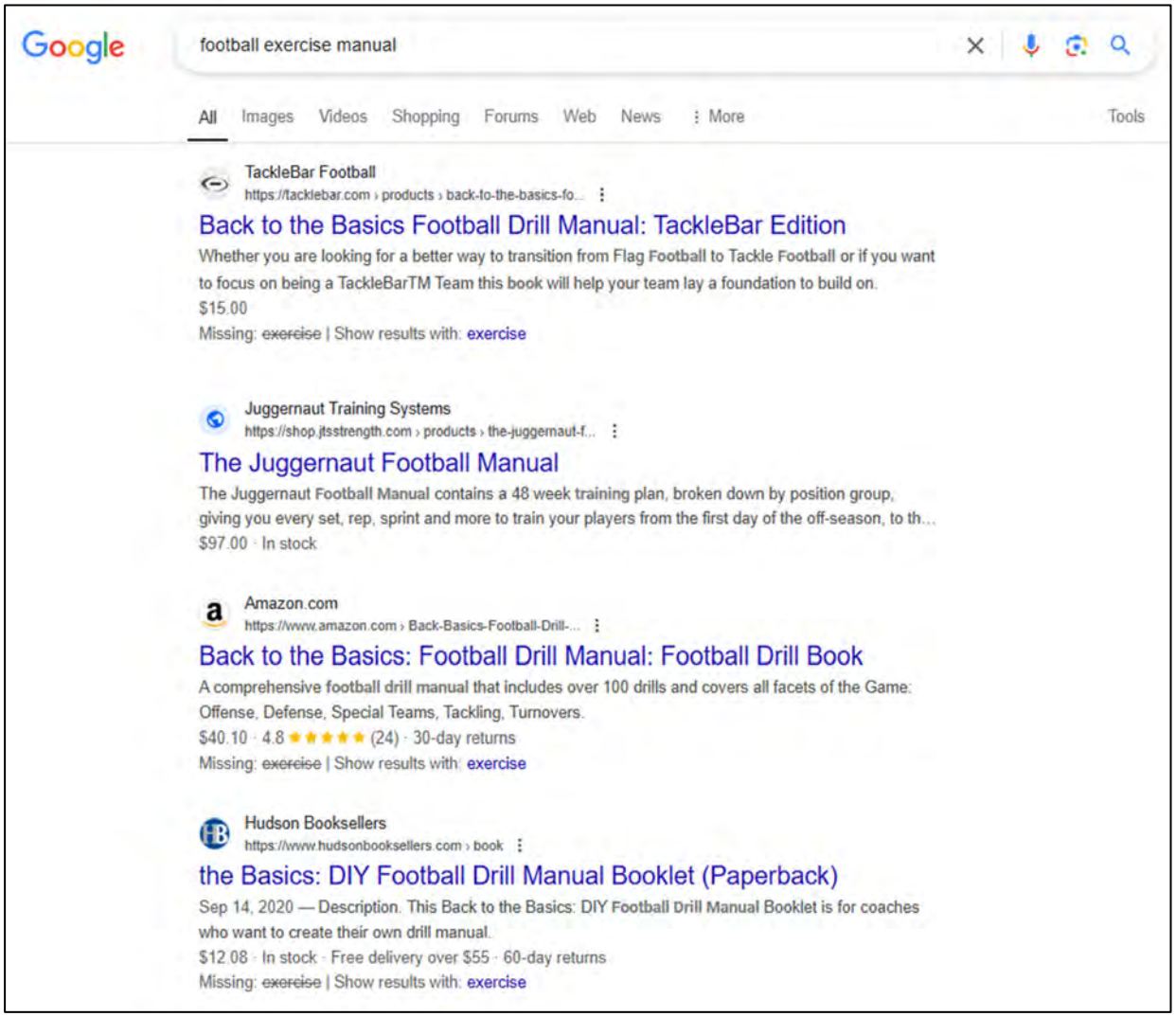
[11.4] wherein the transmitted information is suitable for display on a search results webpage on the computing device;	**Google Search**



[11.4] wherein the transmitted information is suitable for display on a search results webpage on the 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.	

Claim [11.5]	
[11.5] wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result;	**Google Search**
Google conducts a method wherein the automatically annotated Internet search result is provided for display 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)** referencing a webpage associated with the automatically annotated Internet search result **(e.g., displaying at least a partial URL)**. For example, Google search results provide annotated groupings (*see, e.g.*, at least two groupings below):	

[11.5] wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result;	**Google Search**

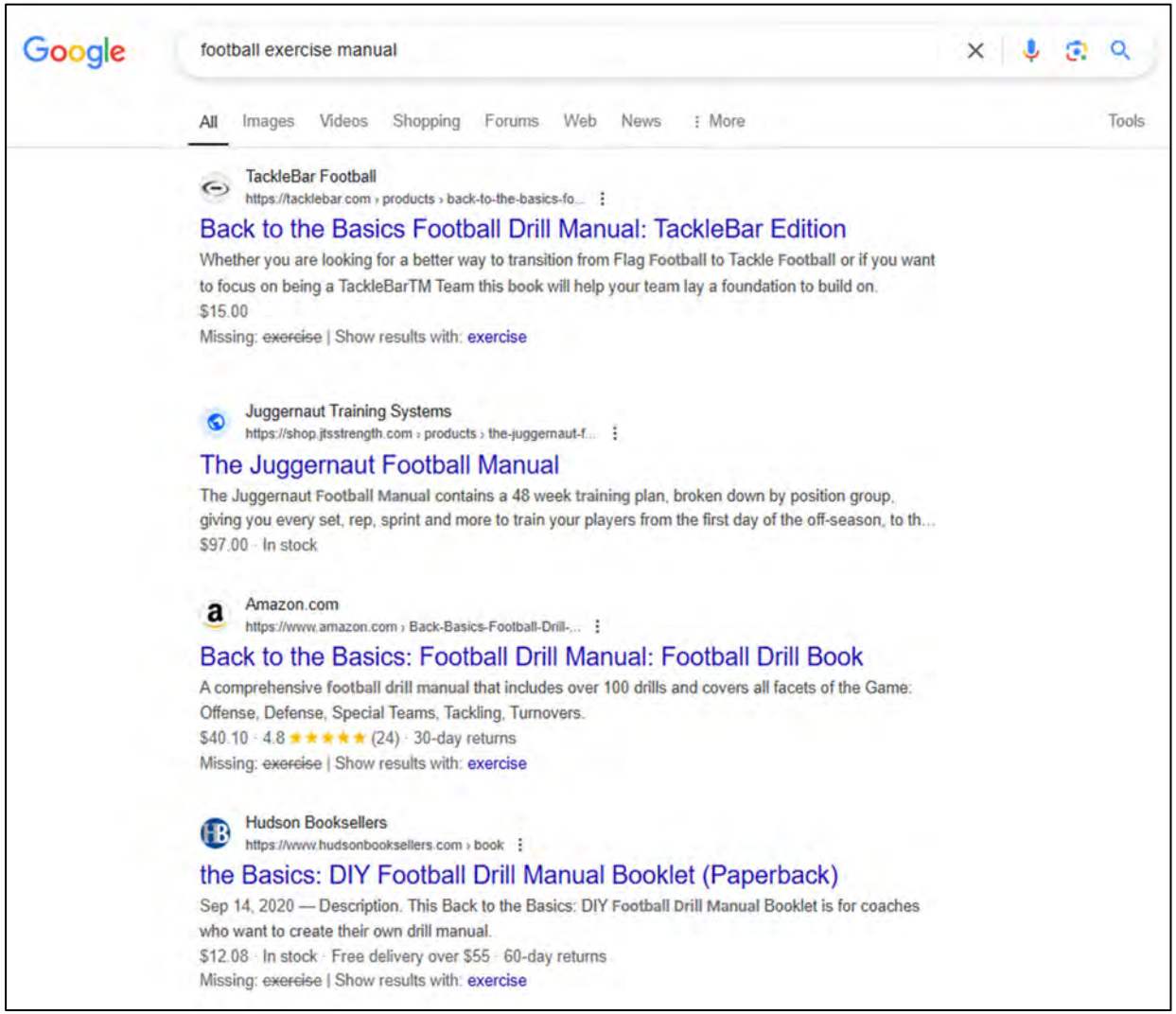


[11.5] wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result;	**Google Search**
See www.google.com; *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.	

Claim [11.6]	
[11.6] wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL;	**Google Search**
Google conducts a method wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL **(e.g., a title of a webpage, an Internet link, an excerpt of a webpage, and a URL of a webpage)**. For example, Google search results groupings provide a title, hyperlink, excerpt, and associated URL:	

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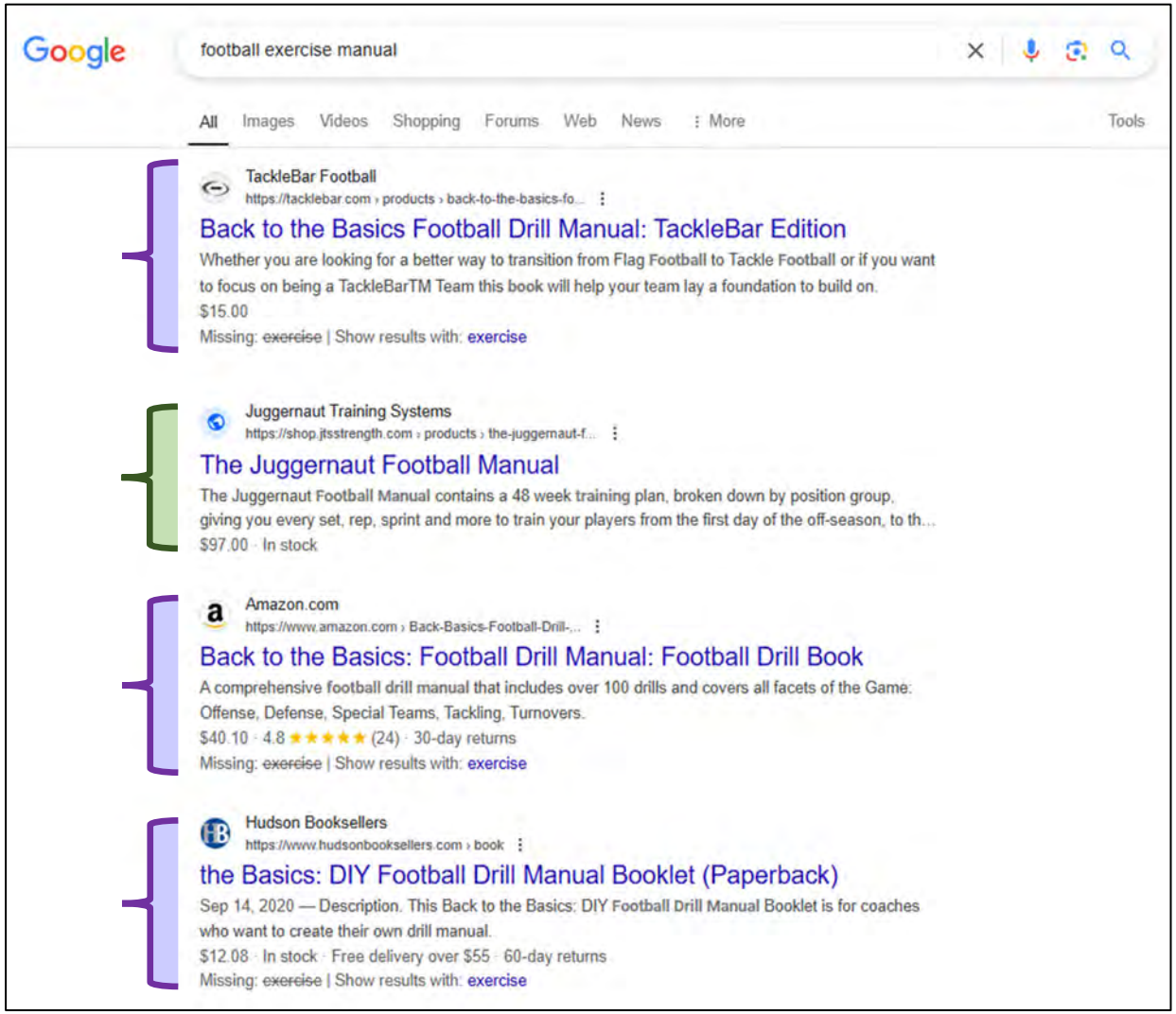
[11.6] wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL;	**Google Search**



[11.6] wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL;	**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.	

Claim [11.7]	
[11.7] wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage;	**Google Search**
Google conducts a method wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage **(see, e.g., top group showing the "missing: ~~exercise~~" annotation and second group displayed with no such annotation)**. For example, Google annotates one or more groups of search results on the search results webpage:	

[11.7] wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage;	**Google Search**

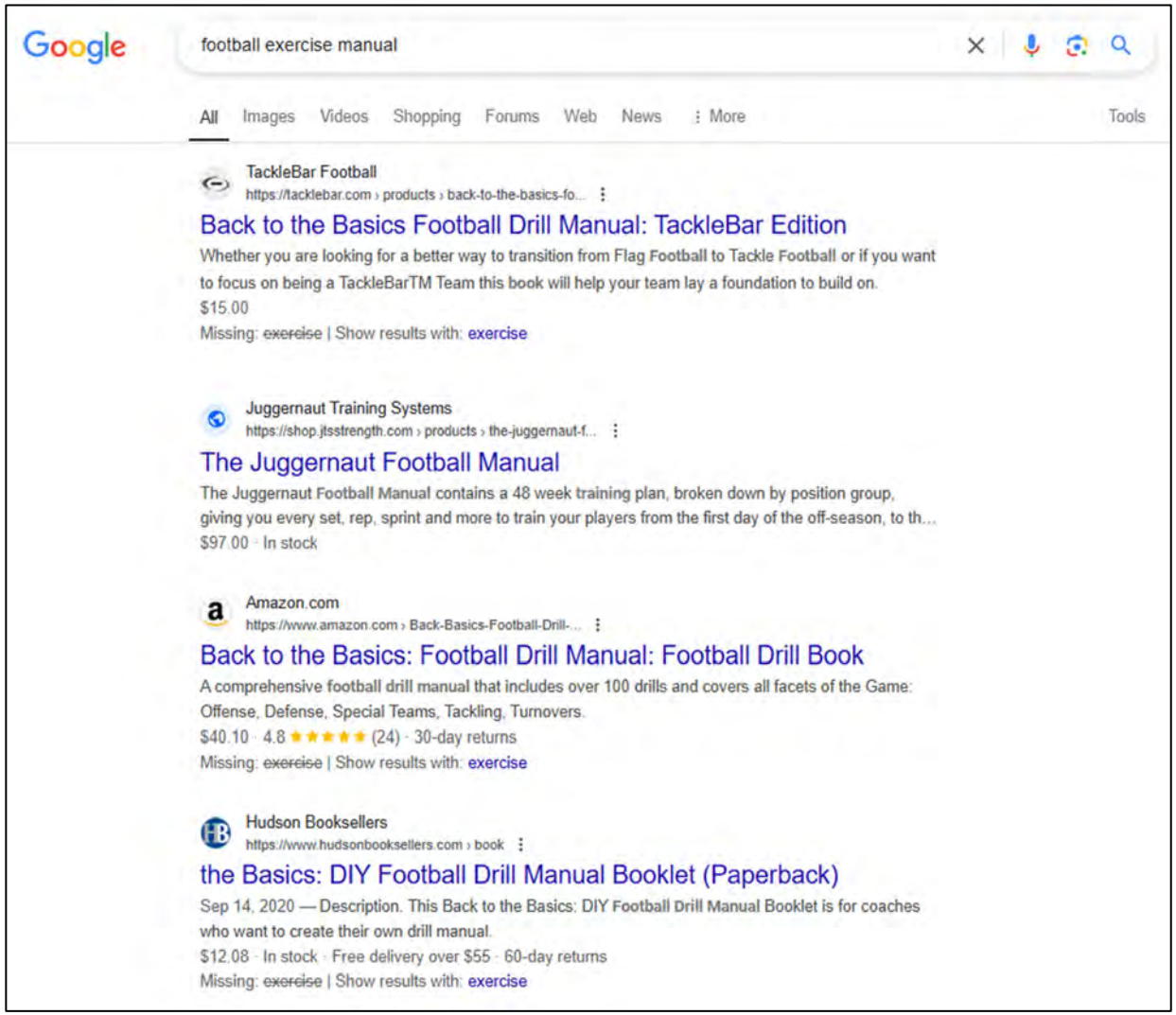


[11.7] wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage;	**Google Search**
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. *See also* Example Developer Tool Images.	

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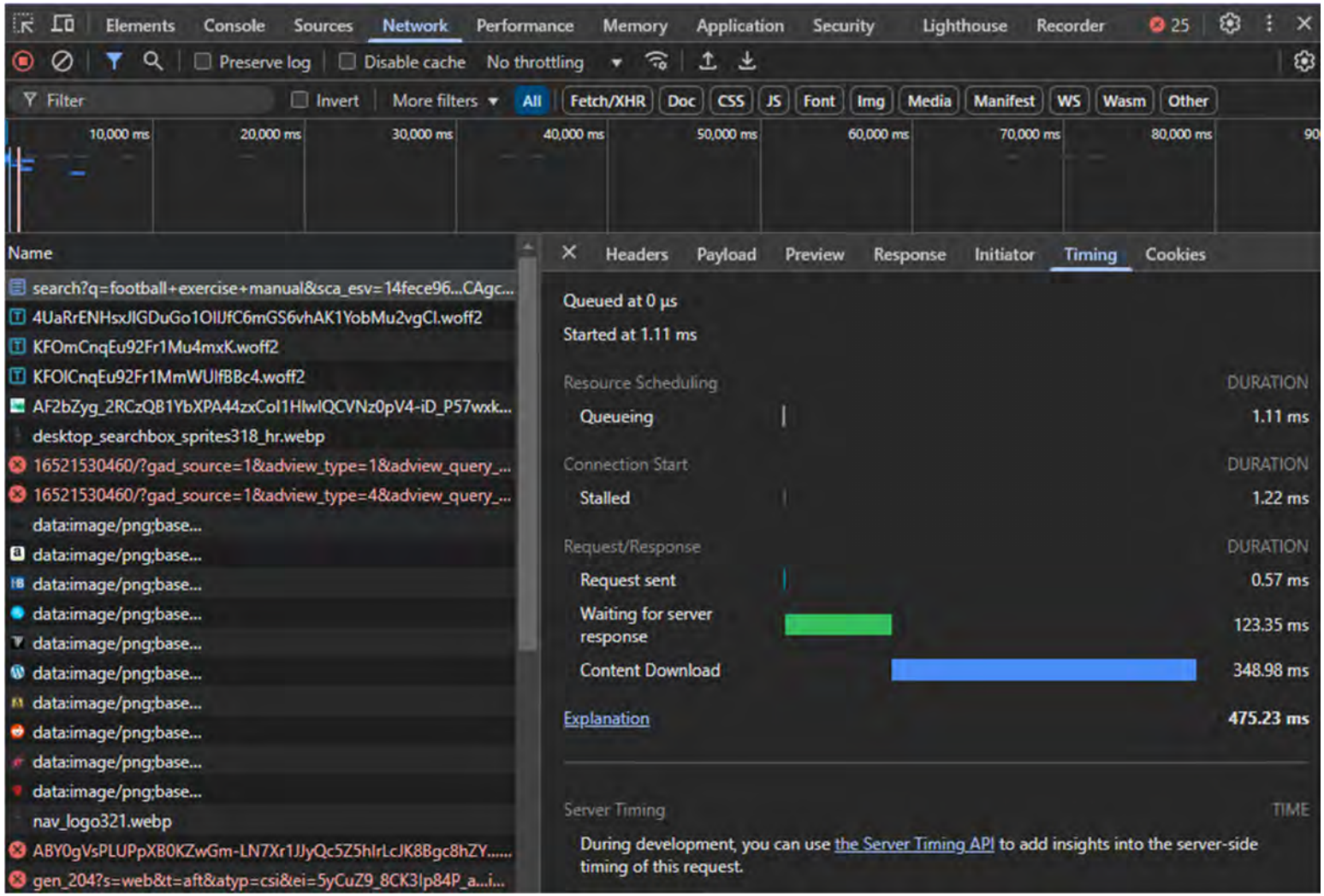
Claim [11.8]	
[11.8] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; and	**Google Search**
Google conducts a method wherein the annotation is automatically placed **(e.g., using automatically generated HTML code and other data)** in the search result grouping so that it is associated with the automatically annotated Internet search result.	

[11.8] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; and	**Google Search**



[11.8] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; 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. *See also* Example Developer Tool Images. The annotation is placed automatically, as indicated by the fact that the process is accomplished on the order of milliseconds: *See* Example Developer Tool Images (e.g., duration).	

[11.8] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; and	**Google Search**



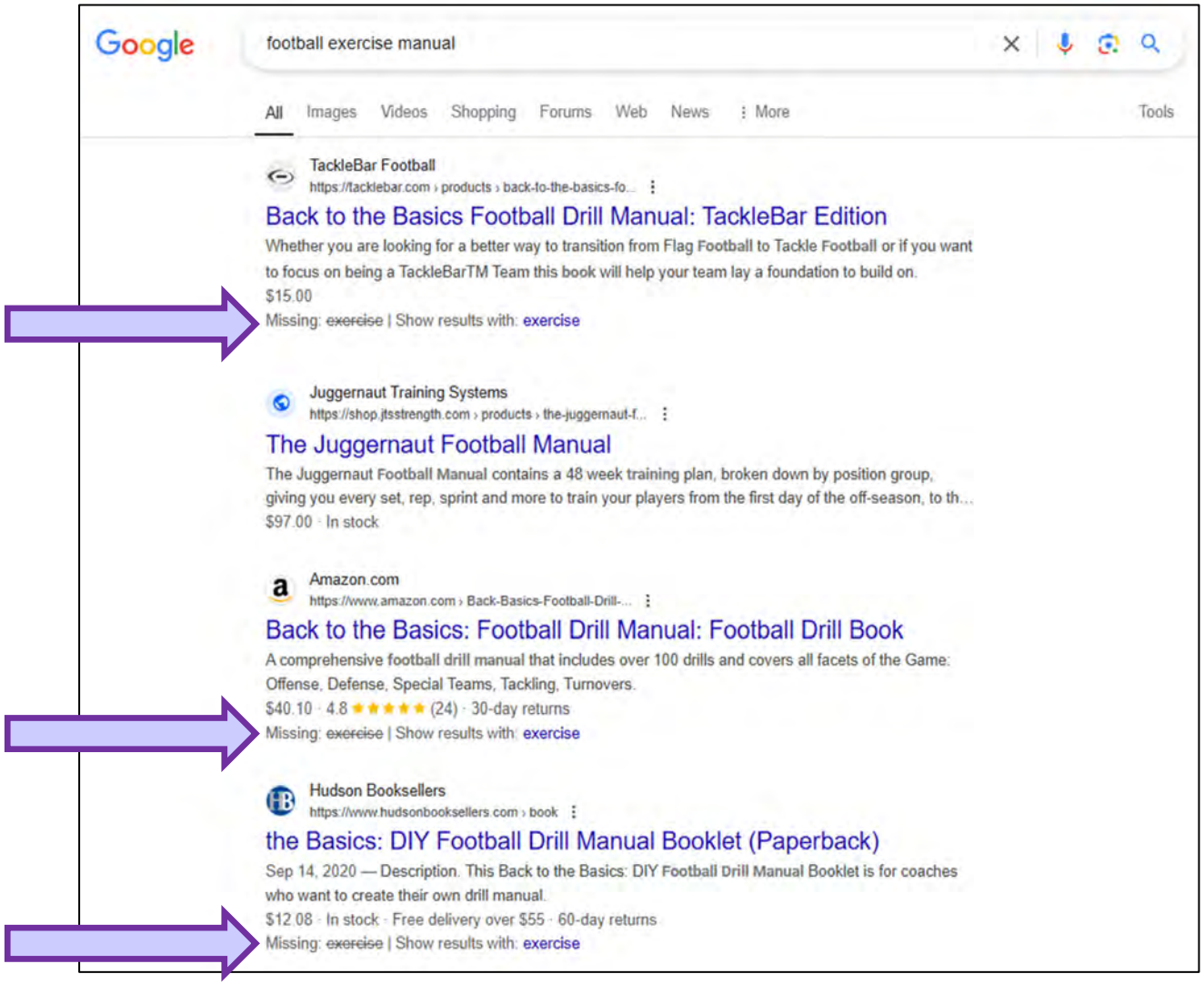
[11.8] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; and	**Google Search**



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

Claim [11.9]	
[11.9] wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks.	**Google Search**
Google conducts a method wherein the annotation comprises one or more search term elements missing **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)** in the referenced webpage **(e.g., next to the at least partial URL of the referenced webpage)** and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof and display of other groups that do not indicate a missing term)**. For example, Google provides search results that on a webpage that serves as a user interface that distinguishes between less relevant search results that do not contain a search term element:	

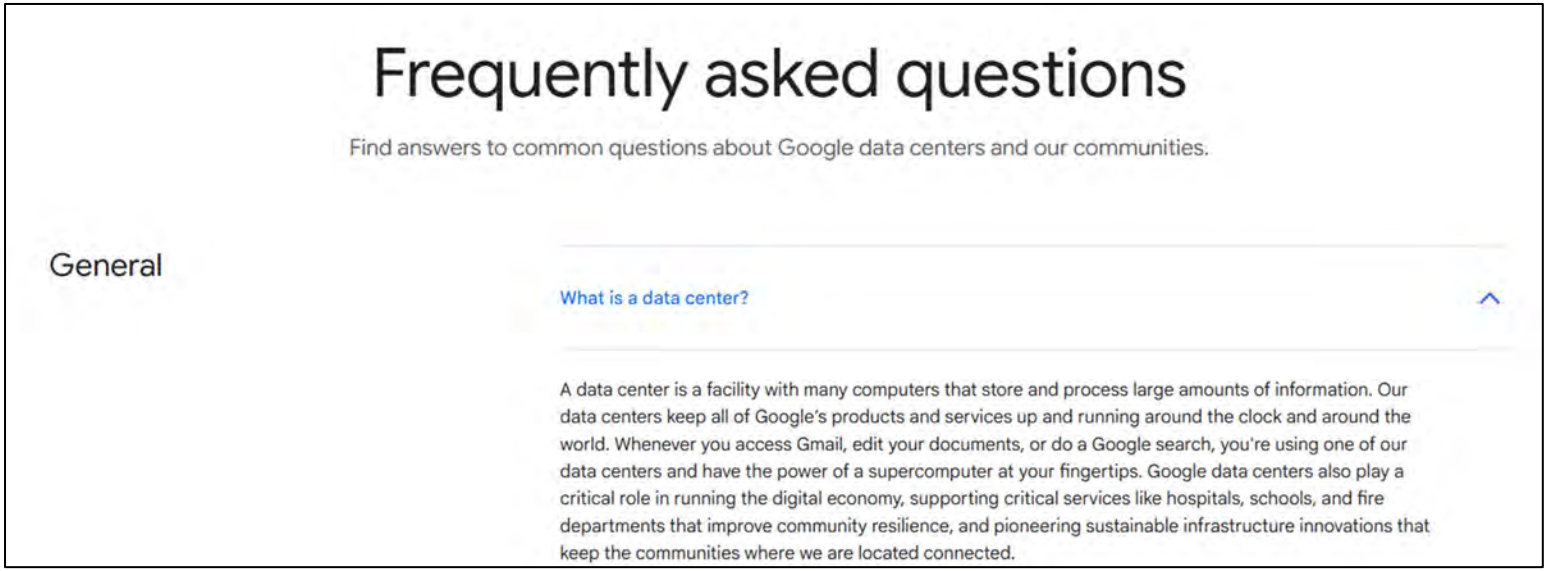
[11.9] wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks.	**Google Search**



[11.9] wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks.	**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.	

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Claim [1]	
[1.Pre] A system for providing annotated Internet search results suitable for display to a user of a computing device connected to an Internet, wherein the system comprises:	**Google Search**
Google provides a system for providing annotated Internet search results suitable for display to a user of a computing device connected to an Internet. *See* Claim [11.Pre].	

Claim [1.1]	
[1.1] one or more servers comprising one or more processors, wherein at least one of the one or more servers is connected to the Internet; and	**Google Search**
Google provides one or more servers comprising one or more processors **(e.g., servers and logic running those servers on or in connection with the google.com domain)**, wherein at least one of the one or more servers is connected to the Internet.  	

[1.1] one or more servers comprising one or more processors, wherein at least one of the one or more servers is connected to the Internet; and	**Google Search**
See https://datacenters.google/discover-more/faq/.	

Claim [1.2]

[1.2] wherein the system receives a search request provided from the user of the computing device, the search request comprising one or more search term elements;	**Google Search**
Google provides a system that receives a search request provided from the user of the computing device, the search request comprising one or more search term elements. *See* Claim [11.1].	

Claim [1.3]

[1.3] wherein in response to the user's provision of the search request the system causes an Internet search to be performed based at least in part on the search request;	**Google Search**
Google provides a system wherein in response to the user's provision of the search request the system causes an Internet search to be performed based at least in part on the search request. *See* Claim [11.2].	

Claim [1.4]

[1.4] wherein the system transmits to the computing device, via the Internet, information comprising at least one automatically annotated Internet search result, and wherein the transmitted information is suitable for display on a search results webpage on the computing device;	**Google Search**
Google provides a system that transmits to the computing device, via the Internet, information comprising at least one automatically annotated Internet search result, and wherein the transmitted information is suitable for display on a search results webpage on the computing device. *See* Claim [11.3] and [11.4].	

Claim [1.5]

[1.5] wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result;	**Google Search**
Google provides a system wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result. *See* Claim [11.5].	

Claim [1.6]

[1.6] wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL;	**Google Search**
Google provides a system wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL. *See* Claim [11.6].	

Claim [1.7]	
[1.7] wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage;	**Google Search**
Google provides a system wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage. *See* Claim [11.7].	

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Claim [1.8]	
[1.8] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; and	**Google Search**
Google provides a system wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result. *See* Claim [11.8].	

Claim [1.9]	
[1.9] wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks.	**Google Search**
Google provides a system wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks. *See* Claim [11.9].	

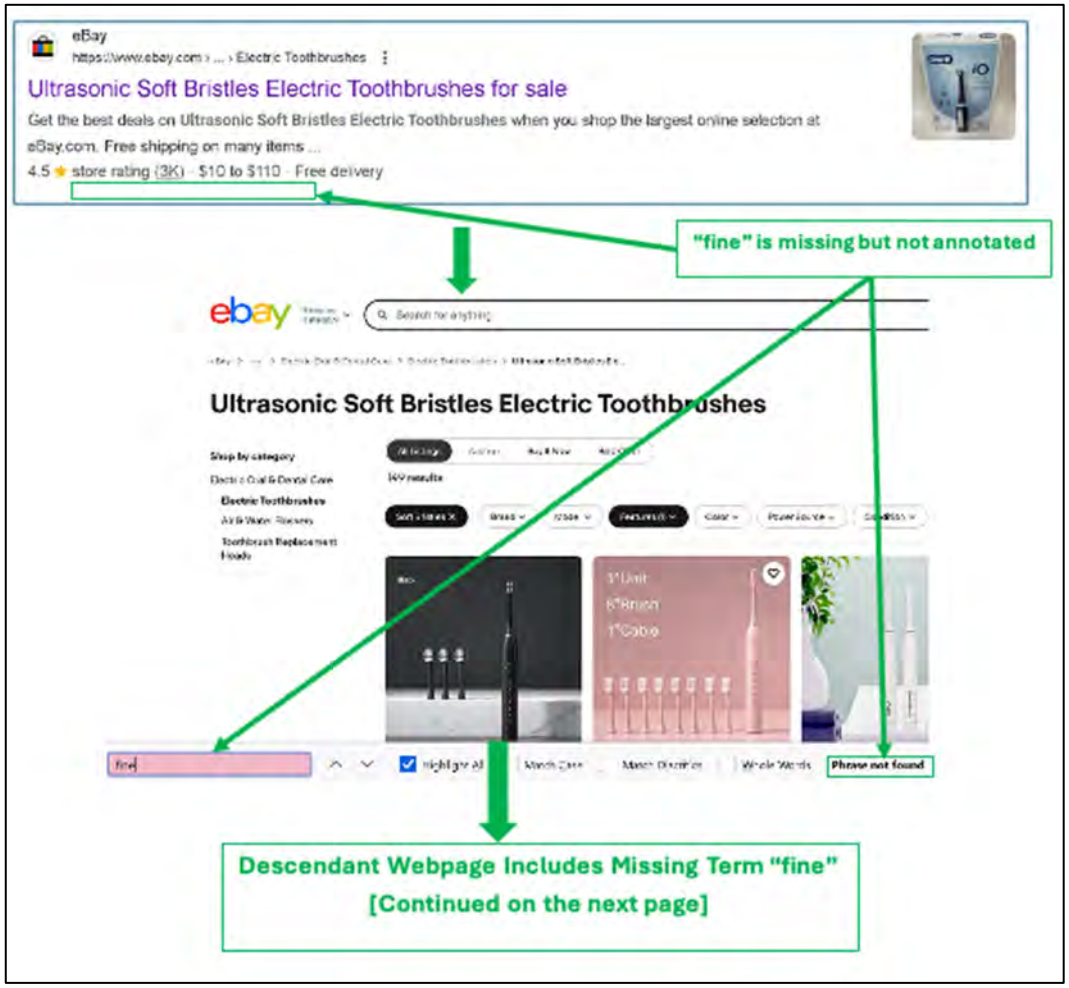
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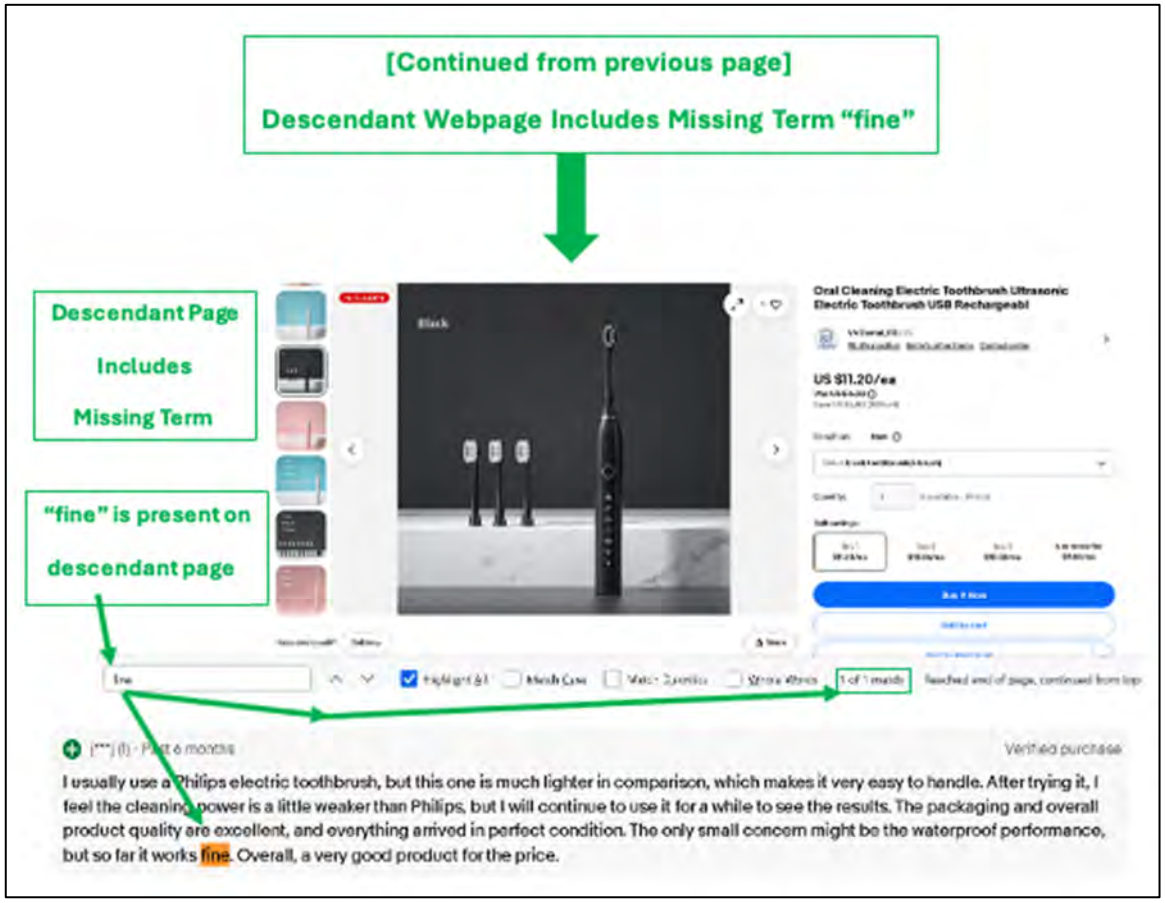
Claim [2]	
[2] The system of claim 1, wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages of the referenced webpage, and wherein each descendant of the referenced webpage is a webpage linked directly one level from the referenced webpage.	**Google Search**

Google provides a system wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages **(e.g., webpages linked within webpages returned in search results)** of the referenced webpage, and wherein each descendant 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**)**.

On information and belief, in at least some instances, when a search result does not contain a search term, but the descendent pages of that search result do contain the missing term, Google will not display the missing term annotation with respect to the search result based on the fact that the search term appears in one or more of the descendant webpages that are linked to from the webpage referenced by the search result. For example, the image below shows a search result with no annotation:

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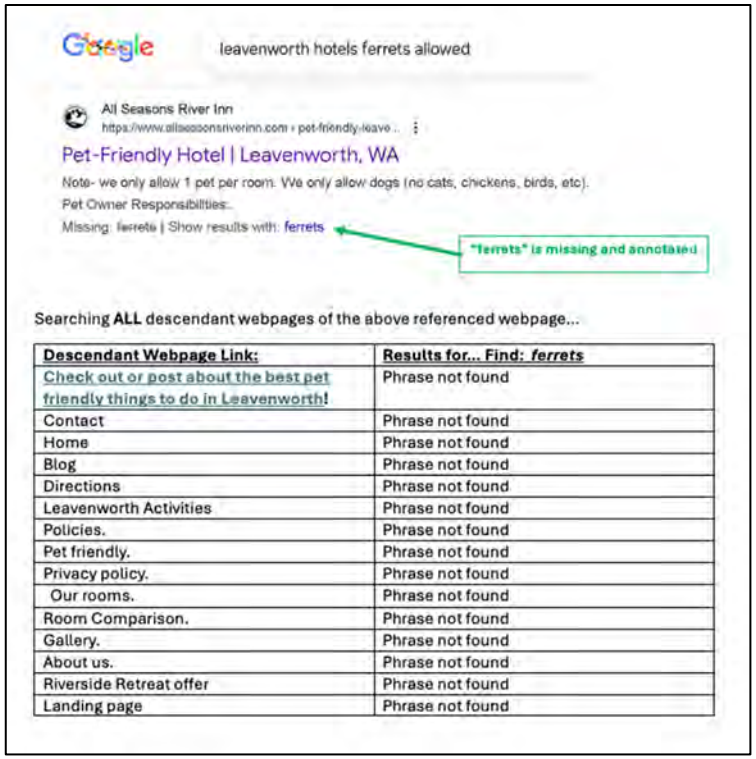




On information and belief, the converse of the scenario described and demonstrated above is also true. (i.e., in at least some instances, Google's System's contains logic that will lead to the display of a missing search term annotation with respect to a search result, based in part on the absence of the search terms in the webpages that descend one level from the webpage referenced by the search result, as shown in the exemplary images below:

[2] The system of claim 1, wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages of the referenced webpage, and wherein each descendant of the referenced webpage is a webpage linked directly one level from the referenced webpage.	**Google Search**

For example, the following search result is presented with an annotation:



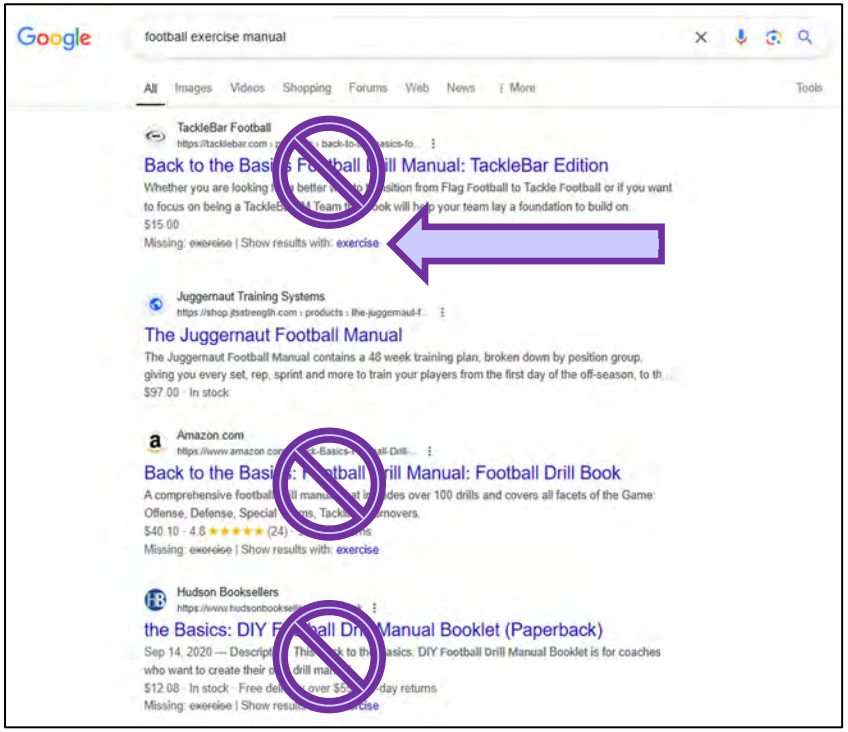
Descendant Webpage Link:	Results for... Find: *ferrets*
Check out or post about the best pet friendly things to do in Leavenworth!	Phrase not found
Contact	Phrase not found
Home	Phrase not found
Blog	Phrase not found
Directions	Phrase not found
Leavenworth Activities	Phrase not found
Policies.	Phrase not found
Pet friendly.	Phrase not found
Privacy policy.	Phrase not found
Our rooms.	Phrase not found
Room Comparison.	Phrase not found
Gallery.	Phrase not found
About us.	Phrase not found
Riverside Retreat offer	Phrase not found
Landing page	Phrase not found

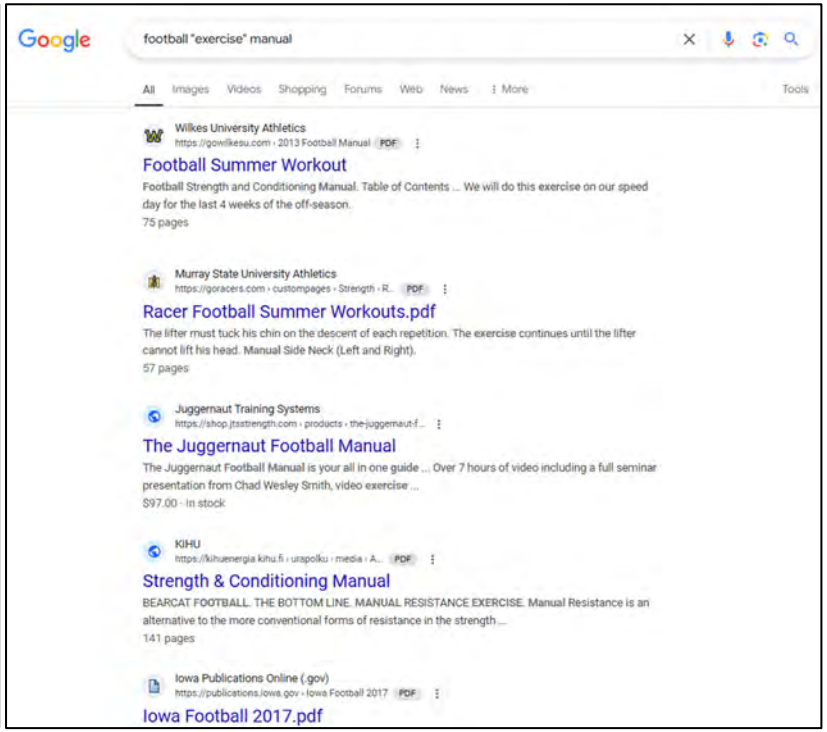
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Claim [3]	
[3] The system of claim 2, wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device.	**Google Search**
Google provides system with a selectable filtering function **(e.g., a hyperlink or other option associated with the terms "Missing: [missing search term element]," "Show results with: [missing search term element]," or similar variant thereof")** that, when selected by the user **(e.g., by clicking the hyperlink or selecting the option)**, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device **(e.g., no longer showing search result that referenced a webpage that does not contain the search element)**. Google provides a system in which the updated Internet search user interface does not display the first Internet search result **(e.g., no longer showing search result that referenced a webpage that does not contain the search element)**.	

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[3] The system of claim 2, wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device.	**Google Search**





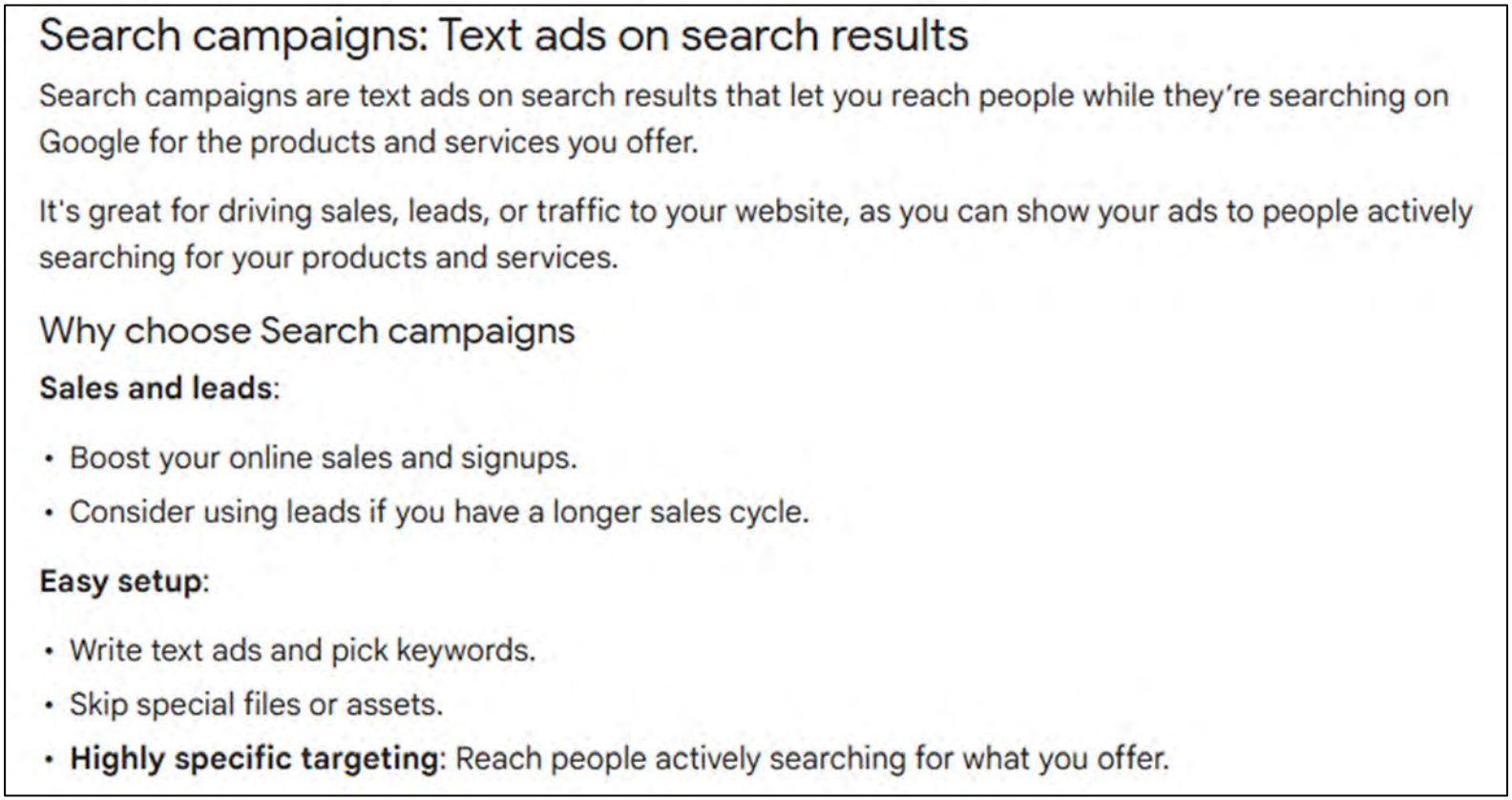
See www.google.com (image on right obtained after clicking first hyperlink labeled "exercise" and not displaying one or more first Internet search results, as annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

See also Example Developer Tool Images.

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Claim [4]	
[4] The system of claim 2, wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements.	**Google Search**
Google provides a system wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the 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:	

[4] The system of claim 2, wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the 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:

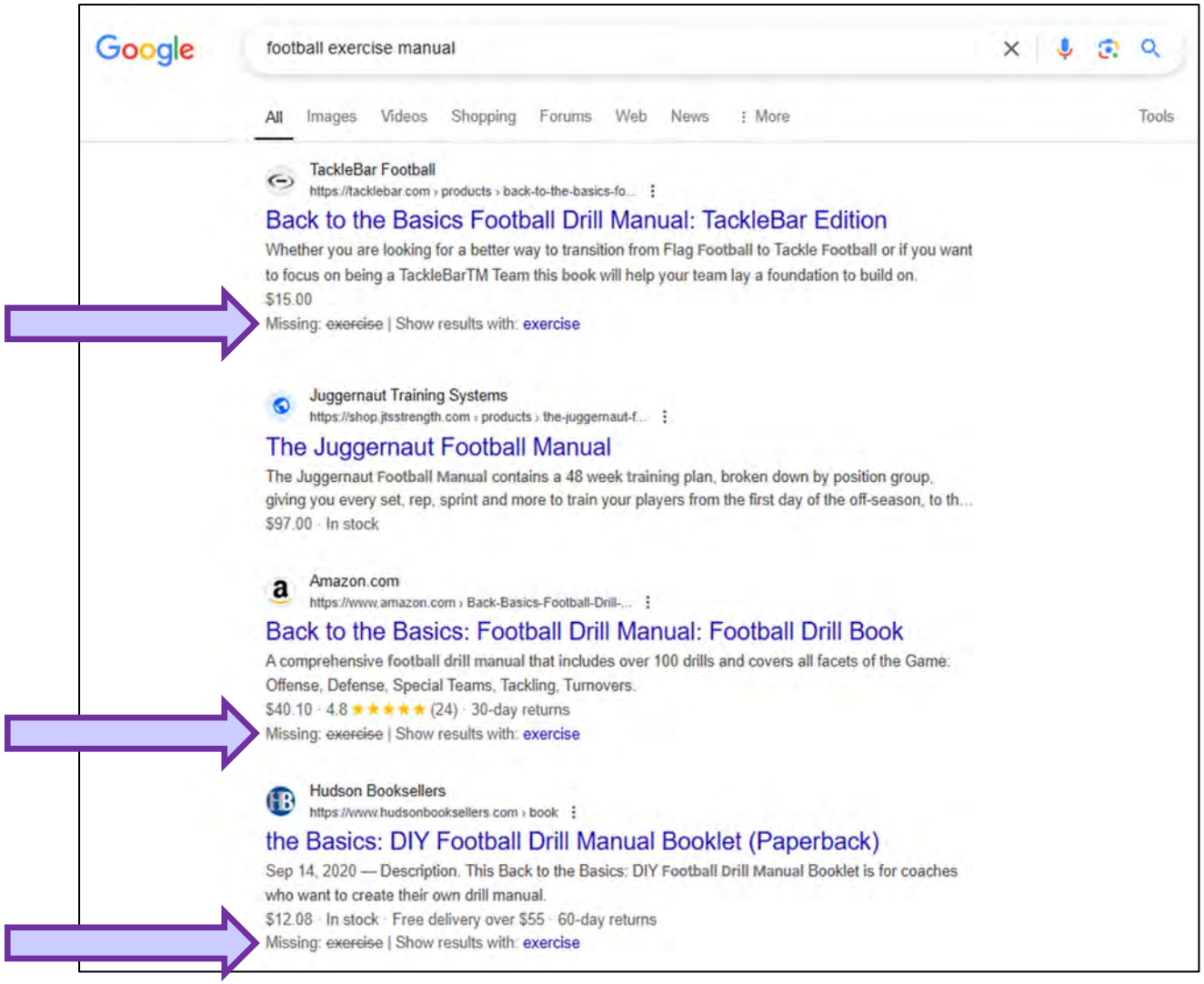
- Write text ads and pick keywords.
- Skip special files or assets.
- **Highly specific targeting**: Reach people actively searching for what you offer.

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.

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Claim [5]	
[5] The system of claim 2, wherein the annotation comprises text representing at least one search term element in at least one of the following formats: (i) a font representing the text has been altered; or (ii) the text is shown with one or more lines merged with the text; or (iii) the text is shown with one or more lines superimposed thereupon; or (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	**Google Search**
Google provides a system where the font of the annotation comprising text representing at least one search term element is provided in one or more formats **(e.g., altered, includes lines merged with the text, or is shown with lines superimposed thereupon)**.	

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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.

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Claim [6]	
[6] The system of claim 1, wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device.	**Google Search**
Google provides a system that provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device. *See* Claim [3].	

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Claim [7]	
[7] The system of claim 1, wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements.	**Google Search**
Google provides a system wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements. *See* Claim [4].	

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Claim [8]	
[8] The system of claim 1, wherein the annotation comprises text representing at least one search term element in at least one of the following formats: (i) a font representing the text has been altered; or (ii) the text is shown with one or more lines merged with the text; or (iii) the text is shown with one or more lines superimposed thereupon; or (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	**Google Search**
Google provides a system where the font of the annotation comprising text representing at least one search term element 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 [5].	

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Claim [10]	
[10] The system of claim 1 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 **(e.g., avoiding having to click on irrelevant websites)**, thereby speeding an Internet search process.	

Claim [12]	
[12] The method of claim 11, wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages of the referenced webpage, and wherein each descendant of the referenced webpage is a webpage linked directly one level from the referenced webpage.	**Google Search**
Google conducts a method wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages of the referenced webpage, and wherein each descendant of the referenced webpage is a webpage linked directly one level from the referenced webpage. *See* Claim [2].	

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Claim [13]	
[13] The method of claim 12, wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device.	**Google Search**
Google conducts a method wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device. *See* Claim [3].	

Claim [14]	
[14] The method of claim 12 wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements.	**Google Search**
Google conducts a method wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements. *See* Claim [4].	

Claim [15]	
[15] The method of claim 12 wherein the annotation comprises text representing at least one search term element in at least one of the following formats: (i) a font representing the text has been altered; or (ii) the text is shown with one or more lines merged with the text; or (iii) the text is shown with one or more lines superimposed thereupon; or (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	**Google Search**
Google provides a system where the font of the annotation comprising text representing at least one search term element 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 [5].	

Claim [16]	
[16] The method of claim 11, wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device.	**Google Search**
Google conducts a method wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device. *See* Claim [3].	

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Claim [17]	
[17] The method of claim 11 wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements.	**Google Search**
Google conducts a method wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements. *See* Claim [4].	

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Claim [18]	
[18] The method of claim 11 wherein the annotation comprises text representing at least one search term element in at least one of the following formats: (i) a font representing the text has been altered; or (ii) the text is shown with one or more lines merged with the text; or (iii) the text is shown with one or more lines superimposed thereupon; or (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	**Google Search**
Google provides a system where the font of the annotation comprising text representing at least one search term element 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 [5].	

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Claim [19]	
[19] The method of claim 11 wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process.	**Google Search**
Google conducts a method wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process. *See* Claim [10].	

Claim [20]	
[20] A computing device apparatus for initiating an Internet search and for providing annotated Internet search results for display on the computing device, wherein the apparatus comprises:	**Google Search**

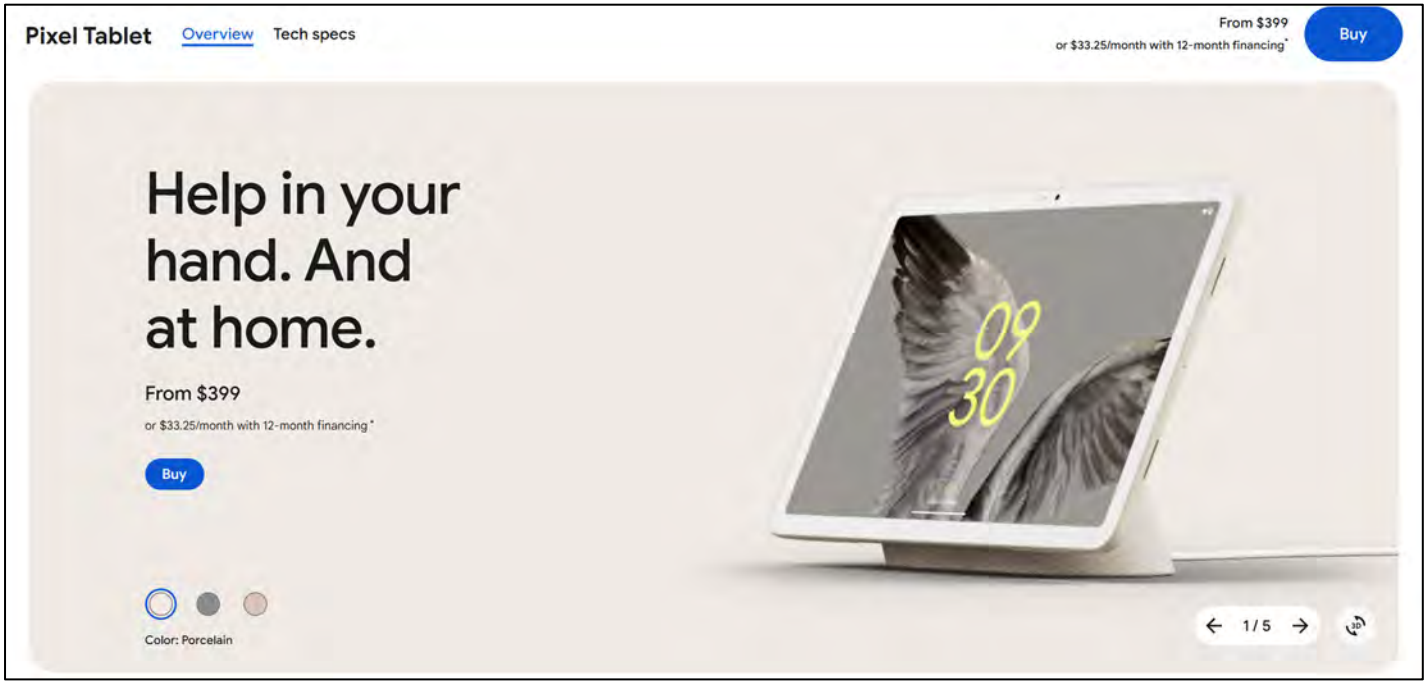
Google provides a computing device for initiating an Internet search and for providing annotated Internet search results for display on the computing device.

For example Google sells smartphones (e.g., the Google Pixel)



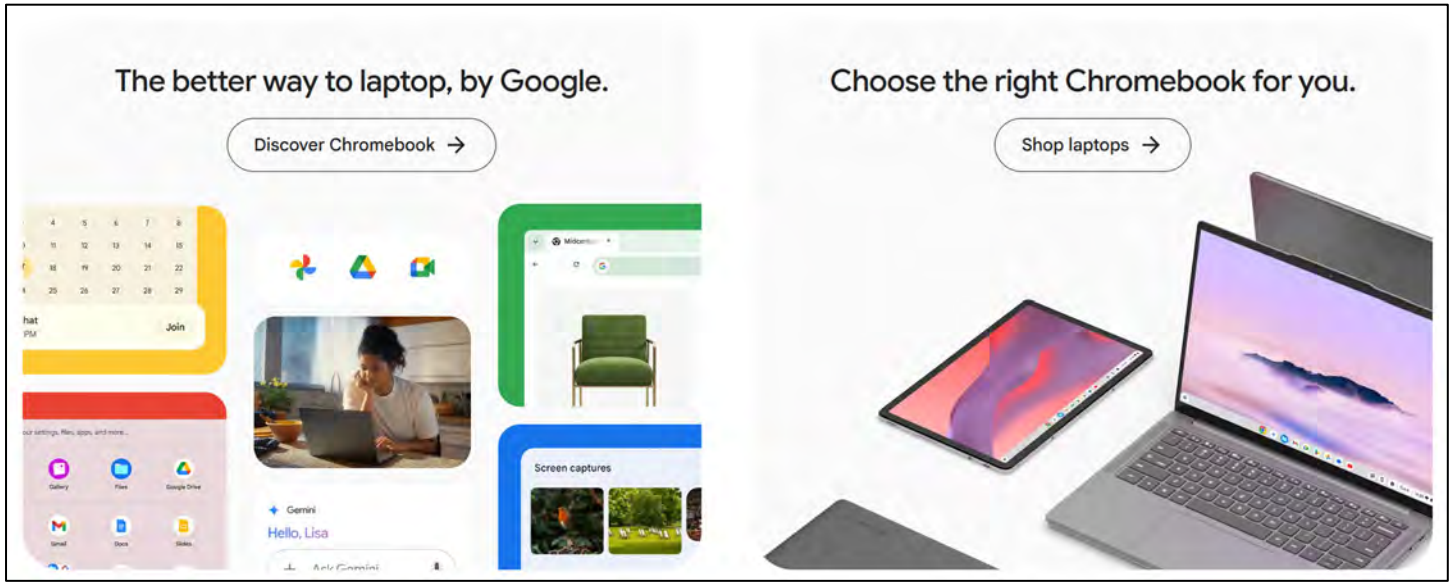
See https://store.google.com/category/phones?hl=en-US&pli=1.

[20] A computing device apparatus for initiating an Internet search and for providing annotated Internet search results for display on the computing device, wherein the apparatus comprises:	**Google Search**



See https://store.google.com/product/pixel_tablet?hl=en-US.

[20] A computing device apparatus for initiating an Internet search and for providing annotated Internet search results for display on the computing device, wherein the apparatus comprises:	**Google Search**



See https://www.google.com/chromebook/.

Google also provides the computer code necessary to run and render the Google Search webpages on user devices.

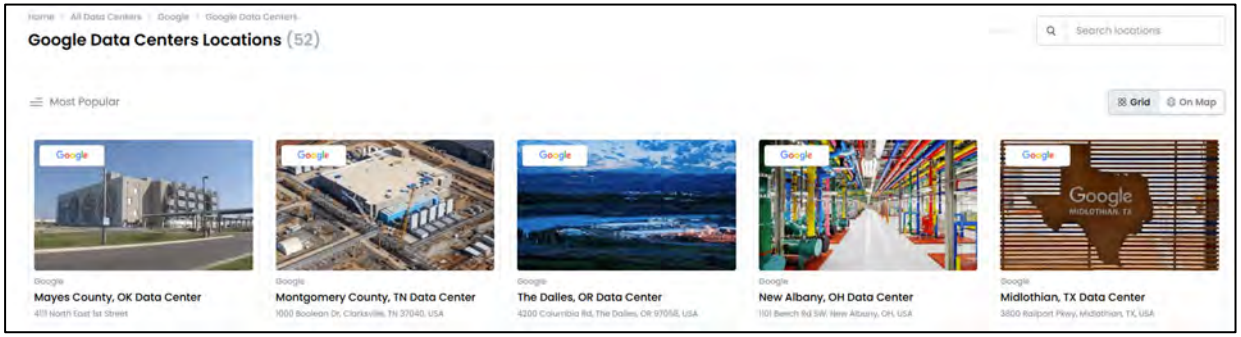
See also Claim [11.Pre].

Claim [20.1]	
[20.1] a computing device having a connection to an Internet, and enabled for communicating with a user and a remote server, wherein the computing device sends, receives, and displays information related to the Internet search; and	**Google Search**

Google provides a computing device **(e.g., home computer, smart phone, or tablet**) having a connection to an Internet, and enabled for communicating with a user and a remote server **(e.g., in a different location from the computing device)**, wherein the computing device sends, receives, and displays information related to the Internet search.

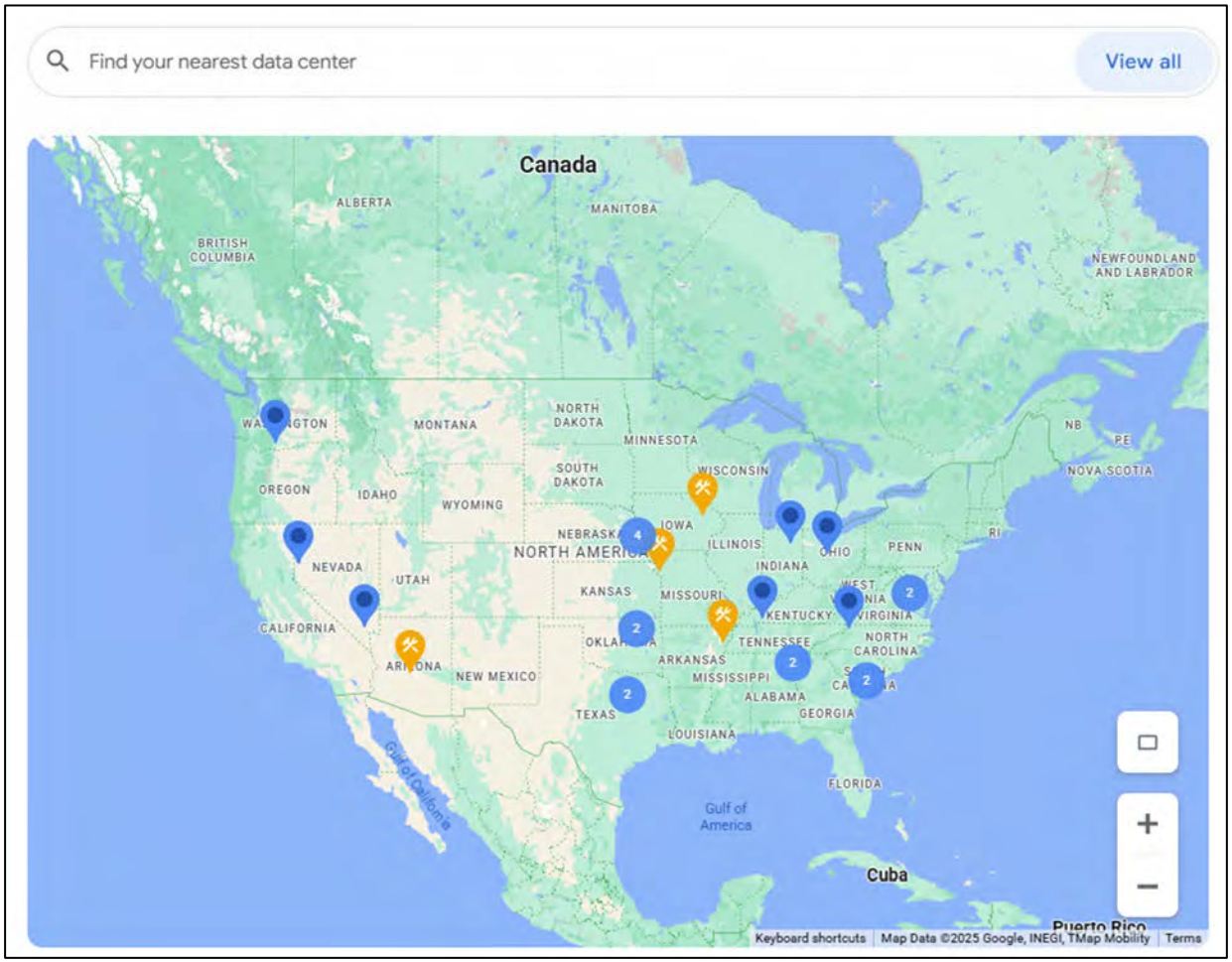
See also Claim [20.Pre] and [11.Pre].

Google servers are remote:



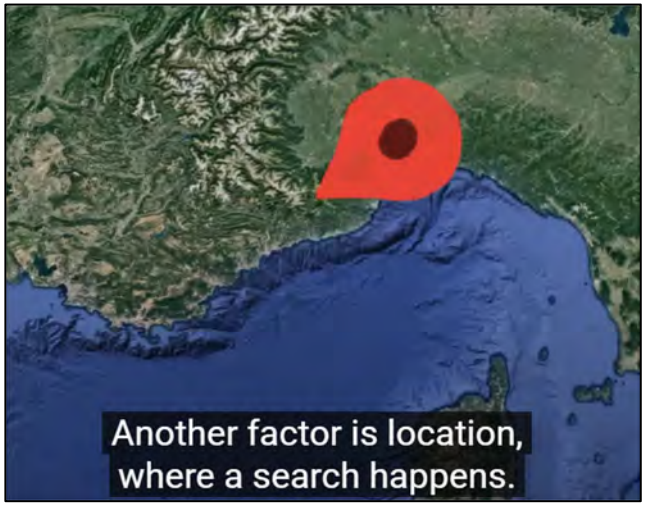
See https://www.datacenters.com/providers/google/data-center-locations.

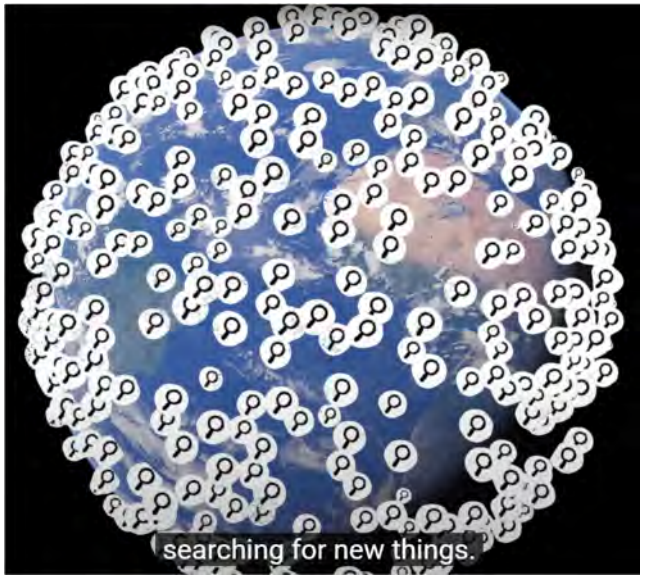
[20.1] a computing device having a connection to an Internet, and enabled for communicating with a user and a remote server, wherein the computing device sends, receives, and displays information related to the Internet search; and	**Google Search**



See https://datacenters.google/locations/.

[20.1] a computing device having a connection to an Internet, and enabled for communicating with a user and a remote server, wherein the computing device sends, receives, and displays information related to the Internet search; and	**Google Search**

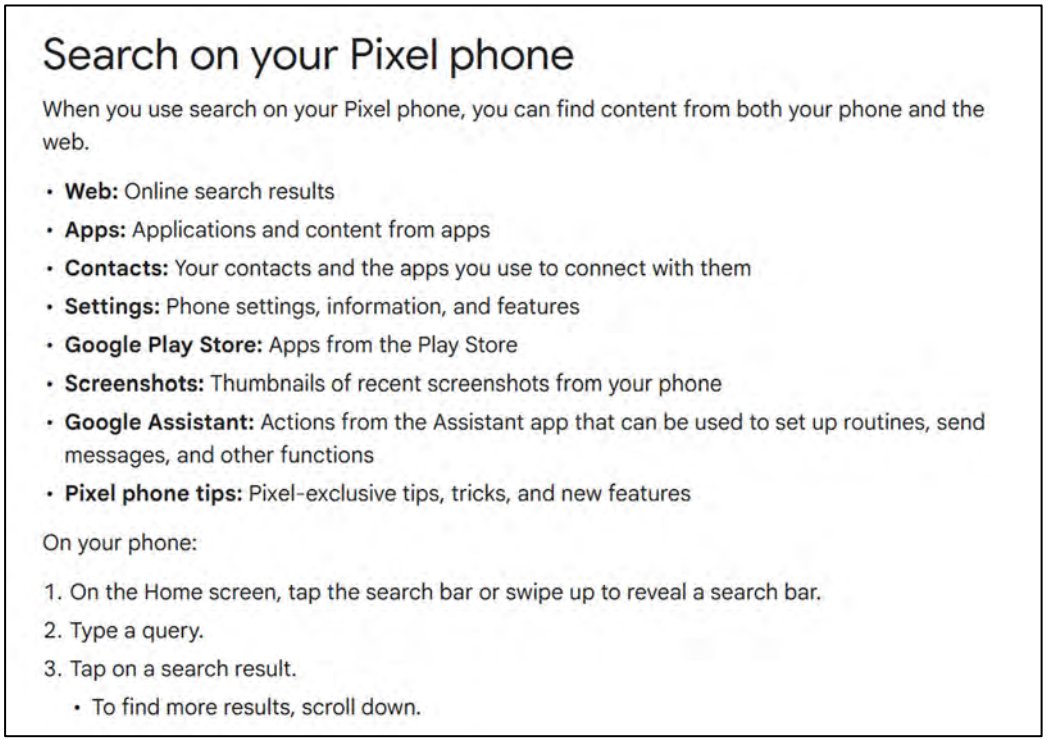




See https://www.google.com/intl/en_us/search/howsearchworks/how-search-works/ (video at 2:09 and 3:38); *see also* https://support.google.com/websearch/answer/179386?hl=en&co=GENIE.Platform%3DAndroid.

Further, Google provides devices that connect to the Internet and communicate with its servers. All devices listed in in connection with Claim [20.Pre] send, receive, and display information available at or associated with the google.com domain. *See, e.g.*:

[20.1] a computing device having a connection to an Internet, and enabled for communicating with a user and a remote server, wherein the computing device sends, receives, and displays information related to the Internet search; and	**Google Search**



Search on your Pixel phone

When you use search on your Pixel phone, you can find content from both your phone and the web.

- **Web:** Online search results
- **Apps:** Applications and content from apps
- **Contacts:** Your contacts and the apps you use to connect with them
- **Settings:** Phone settings, information, and features
- **Google Play Store:** Apps from the Play Store
- **Screenshots:** Thumbnails of recent screenshots from your phone
- **Google Assistant:** Actions from the Assistant app that can be used to set up routines, send messages, and other functions
- **Pixel phone tips:** Pixel-exclusive tips, tricks, and new features

On your phone:

1. On the Home screen, tap the search bar or swipe up to reveal a search bar.
2. Type a query.
3. Tap on a search result.
   - To find more results, scroll down.

https://support.google.com/pixelphone/answer/15629302?hl=en

Claim [20.2]	
[20.2] wherein the computing device receives a search request from the user of the computing device, the search request comprising one or more search term elements;	**Google Search**
Google provides a computing device wherein the computing device receives a search request from the user of the computing device, the search request comprising one or more search term elements. *See* Claim [20.Pre] and [11.1].	

Claim [20.3]	
[20.3] wherein the computing device causes an Internet search to be performed based at least in part on the search request;	**Google Search**
Google provides a computing device that causes an Internet search to be performed based at least in part on the search request. *See* Claim [20.Pre] and [11.2].	

Claim [20.4]	
[20.4] wherein the computing device receives from the remote server, via the Internet, information comprising at least one automatically annotated Internet search result;	**Google Search**
Google provides a computing device that receives from the remote server, via the Internet, information comprising at least one automatically annotated Internet search result. *See* Claim [20.Pre], [1.1] and [11.3].	

Claim [20.5]	
[20.5] wherein the computing device displays the received information on a search results webpage shown on the computing device;	**Google Search**
Google provides a computing device that displays the received information on a search results webpage shown on the computing device. *See* Claim [20.Pre] and [11.4].	

Claim [20.6]	
[20.6] wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result;	**Google Search**
Google provides a computing device wherein the automatically annotated Internet search result is provided for display on the search results webpage as a search result grouping referencing a webpage associated with the automatically annotated Internet search result. *See* Claim [20.Pre] and [11.5].	

Claim [20.7]	
[20.7] wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL;	**Google Search**
Google provides a computing device wherein the search result grouping comprises an annotation and at least one of: a title, an Internet link, an excerpt, or a URL. *See* Claim [20.Pre] and [11.6].	

Claim [20.8]	
[20.8] wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage;	**Google Search**
Google provides a computing device wherein the annotation is provided in response to a presence or absence of the one or more search term elements in the referenced webpage. *See* Claim [20.Pre] and [11.7].	

Claim [20.9]	
[20.9] wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result; and	**Google Search**
Google provides a computing device wherein the annotation is automatically placed in the search result grouping so that it is associated with the automatically annotated Internet search result. *See* Claim [20.Pre] and [11.8].	

Claim [20.10]	
[20.10] wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks.	**Google Search**
Google provides a computing device wherein the annotation comprises one or more search term elements missing in the referenced webpage and provides an indication that the automatically annotated Internet search result is less relevant with regard to what the user seeks. *See* Claim [20.Pre] and [11.9].	

Claim [21]

[21] The apparatus of claim 20, wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages of the referenced webpage, and wherein each descendant of the referenced webpage is a webpage linked directly one level from the referenced webpage.	**Google Search**
Google provides an apparatus wherein the annotation is provided also in response to a presence or absence of the one or more search term elements in one or more descendant webpages of the referenced webpage, and wherein each descendant of the referenced webpage is a webpage linked directly one level from the referenced webpage. *See* Claim [2].	

Claim [22]	
[22] The apparatus of claim 20, wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device.	**Google Search**
Google provides an apparatus wherein the system further provides a selectable filtering function that, when selected by the user, causes one or more Internet search results referencing webpages that are missing one or more search term elements to be removed from being displayed on the search results webpage on the computing device. *See* Claim [3].	

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

Claim [23]	
[23] The apparatus of claim 20, wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements.	**Google Search**
Google provides an apparatus wherein the automatically annotated Internet search result is placed on the search results webpage with one or more advertisements related to one or more of the search term elements. *See* Claim [4].	

Claim [24]	
[24] The apparatus of claim 20, wherein the annotation comprises text representing at least one search term element in at least one of the following formats: (i) a font representing the text has been altered; or (ii) the text is shown with one or more lines merged with the text; or (iii) the text is shown with one or more lines superimposed thereupon; or (iv) the text is shown within a shaded area; or (v) the text is shown with a reversed format.	**Google Search**
Google provides a system where the font of the annotation comprising text representing at least one search term element 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 [5].	

Exhibit A
Infringement of U.S. Patent No. 10,585,959 by Google

Claim [25]	
[25] The apparatus of claim 20 wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process.	**Google Search**
Google provides an apparatus wherein the annotation enables the user to reduce lost time, thereby speeding an Internet search process. *See* Claim [10].	

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 its 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)**:



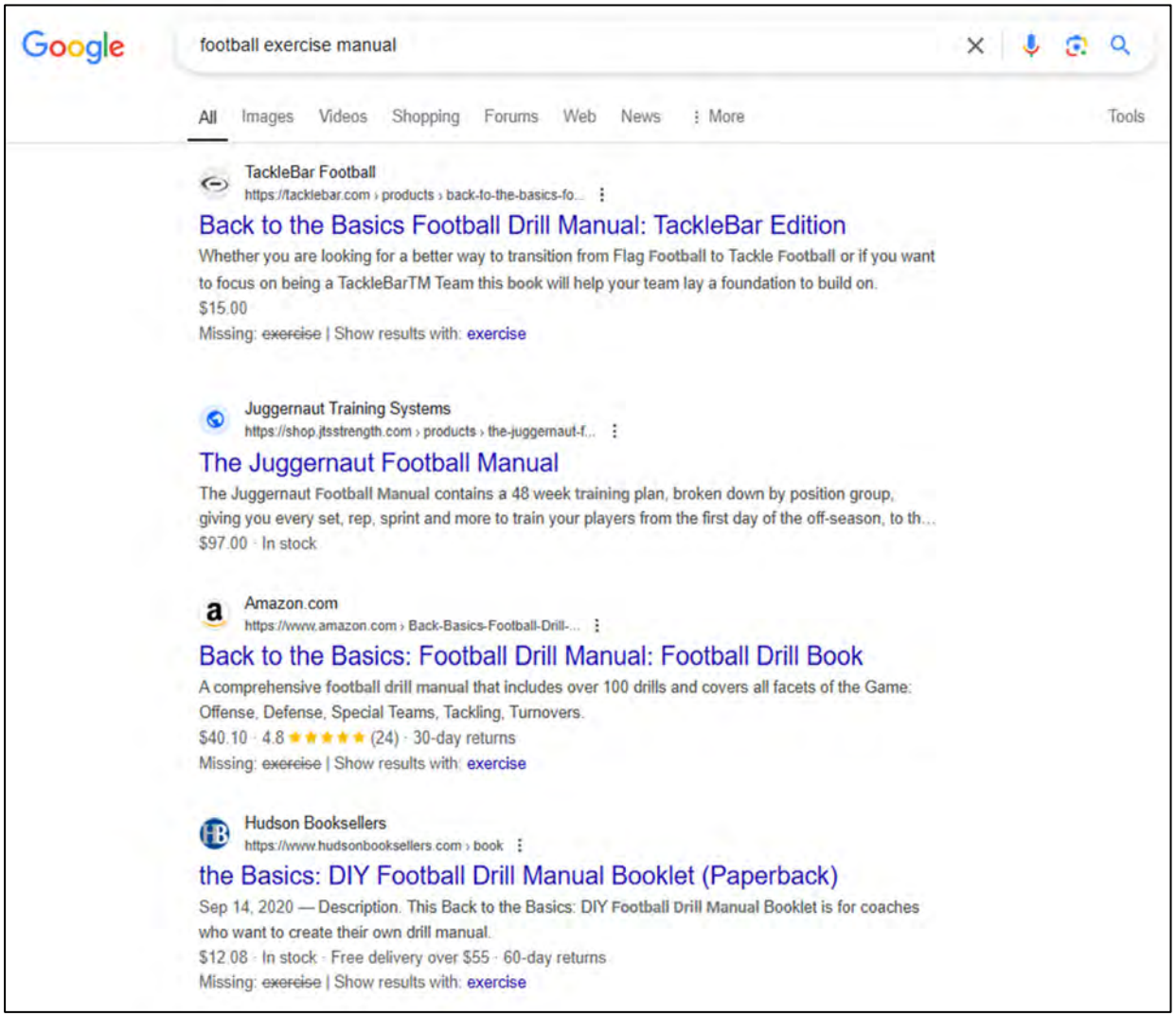
See www.google.com.

[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.

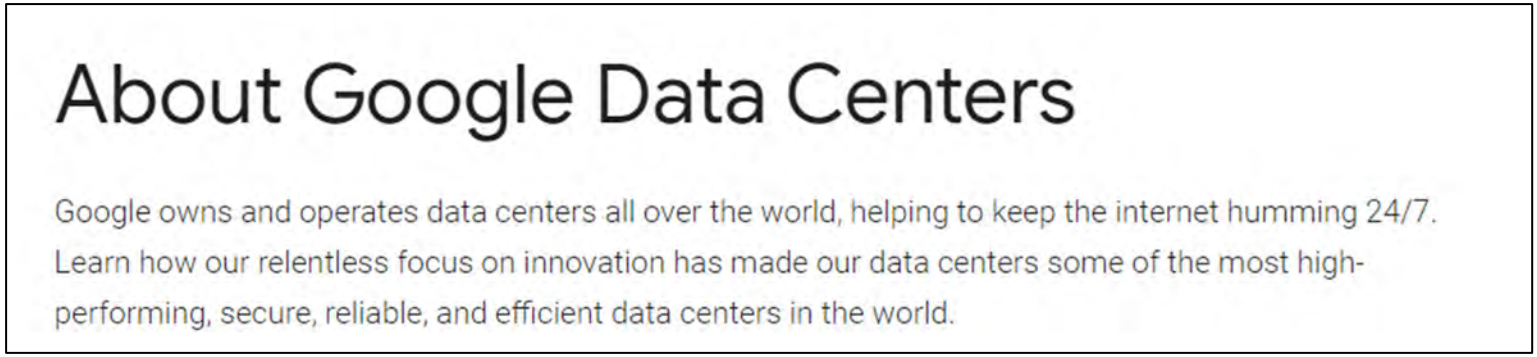
Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[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**



[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.



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:

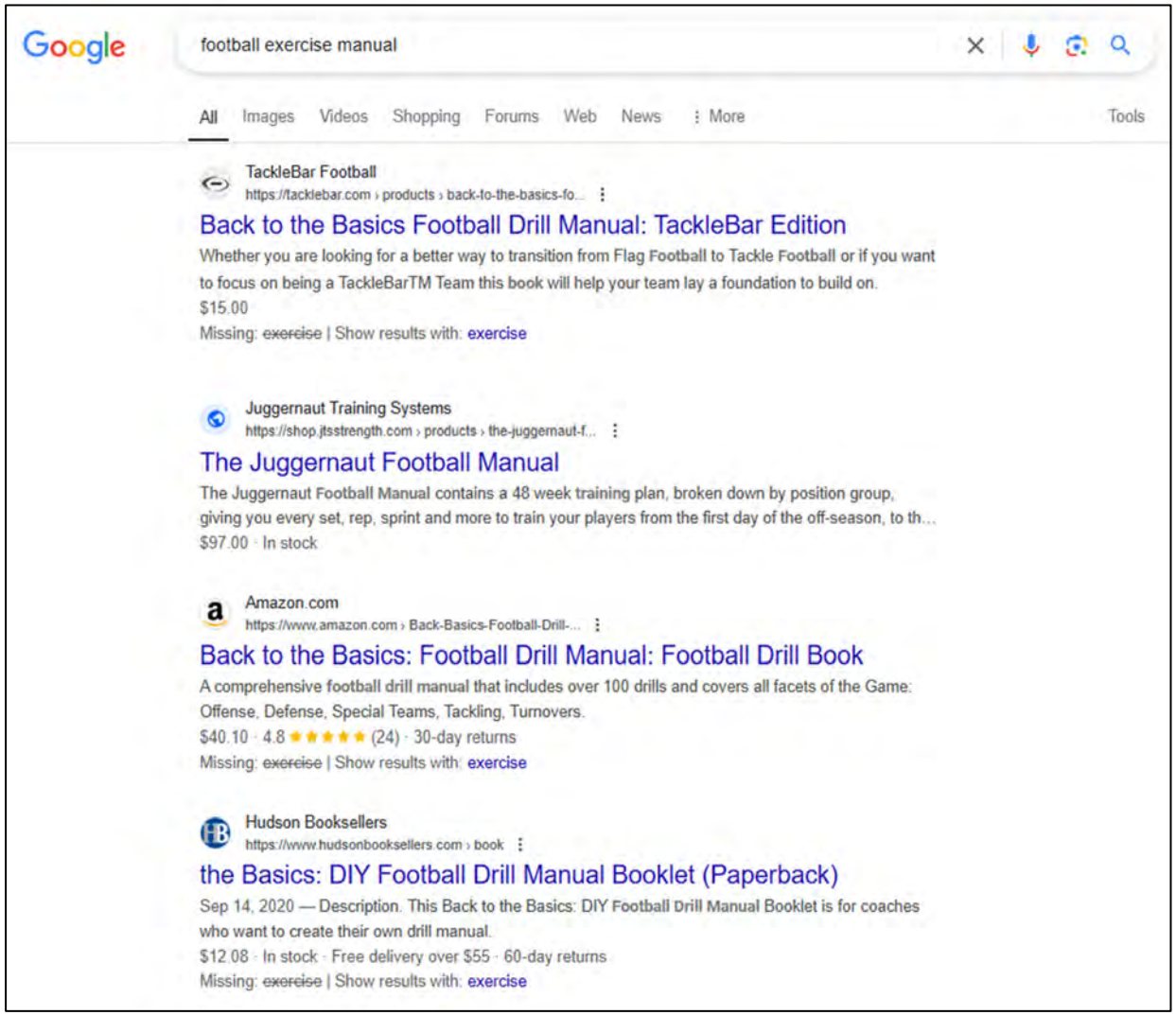


See https://www.google.com/chrome/browser-features/.

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:	

[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**



[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**

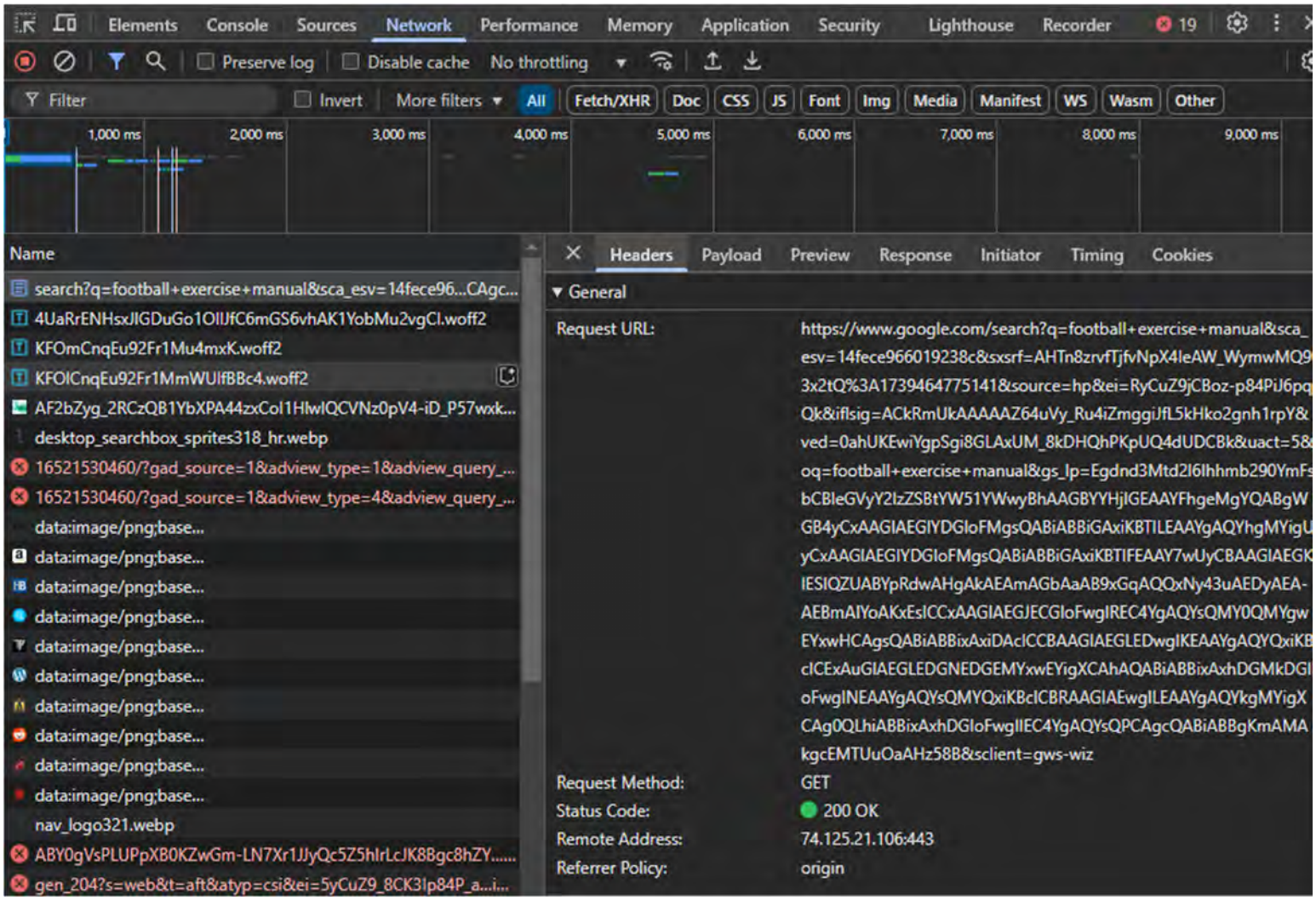
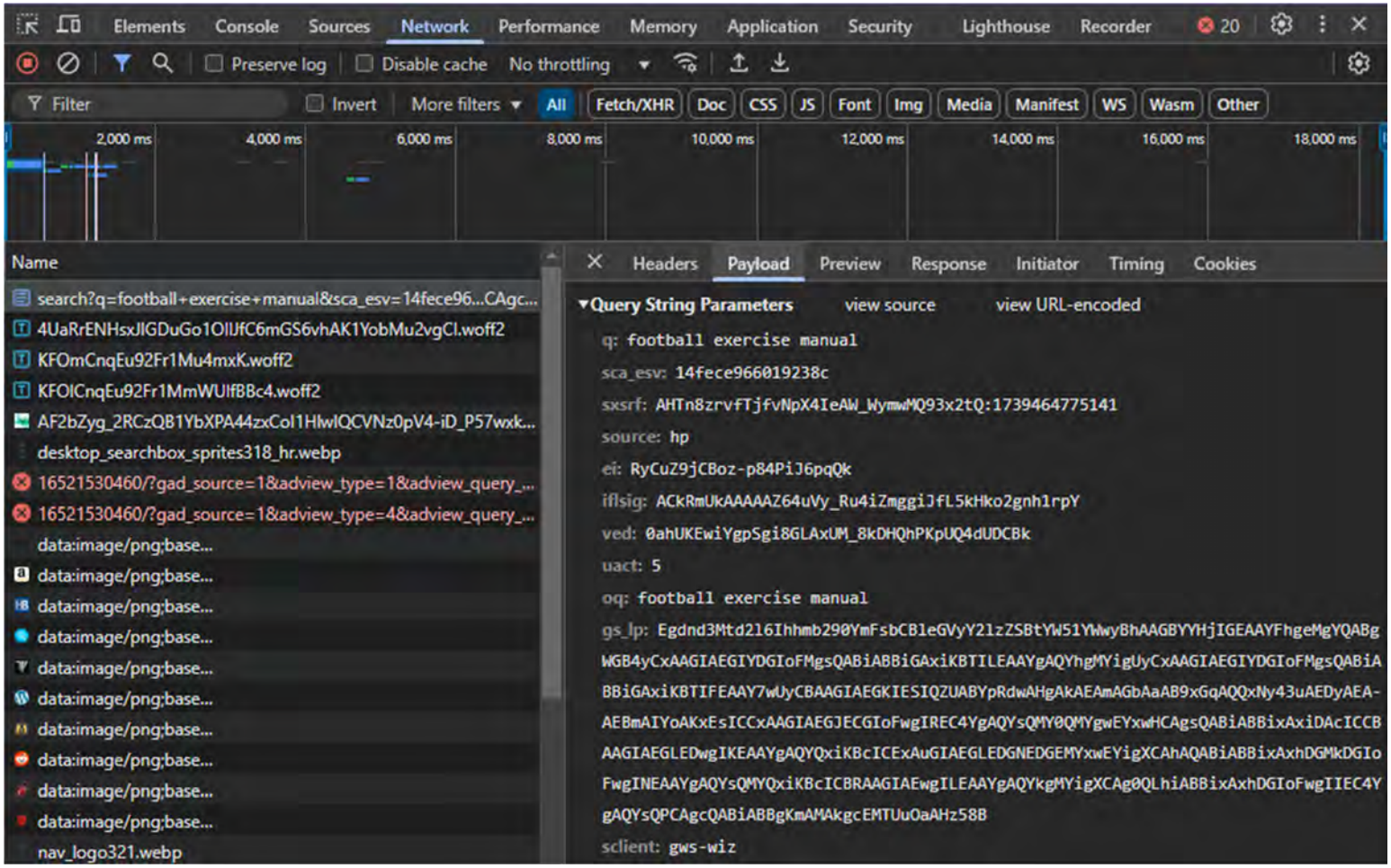


Exhibit B
Infringement of U.S. Patent No. 10,867,001 by Google

[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**

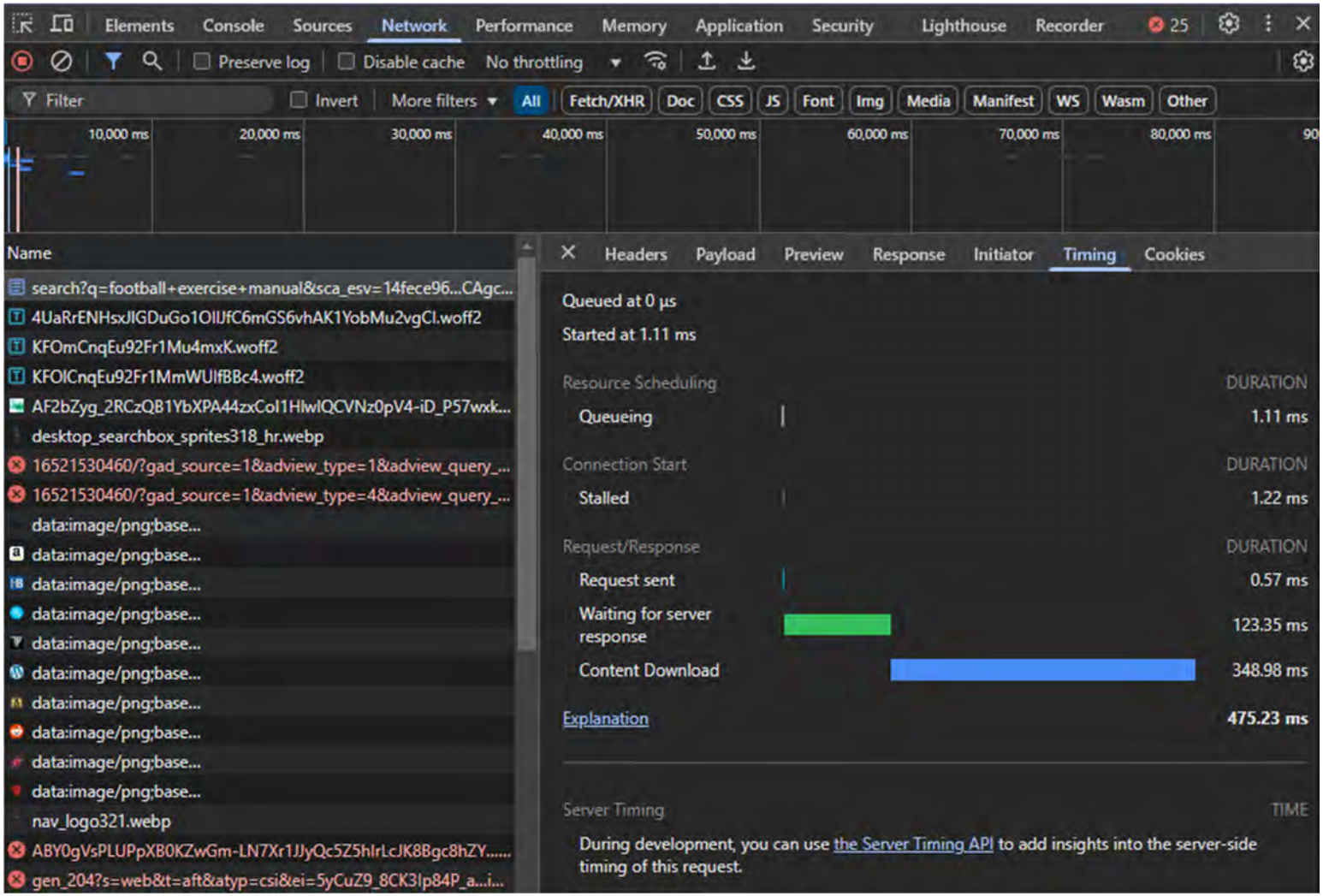
See also www.google.com (see developer tools – network) (showing GET request);



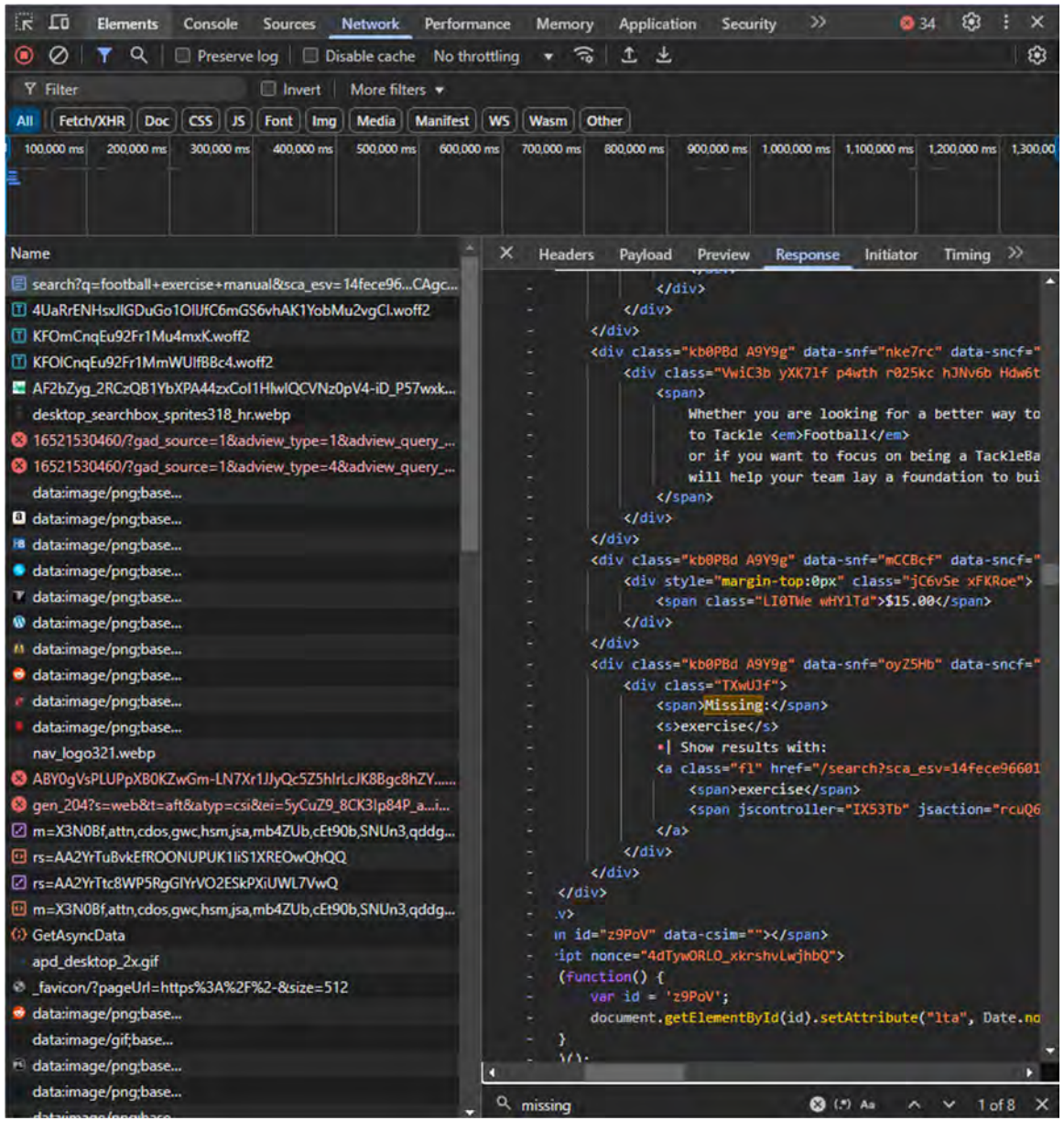
[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	**Google Search**
Id. (showing payload of request);	

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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**



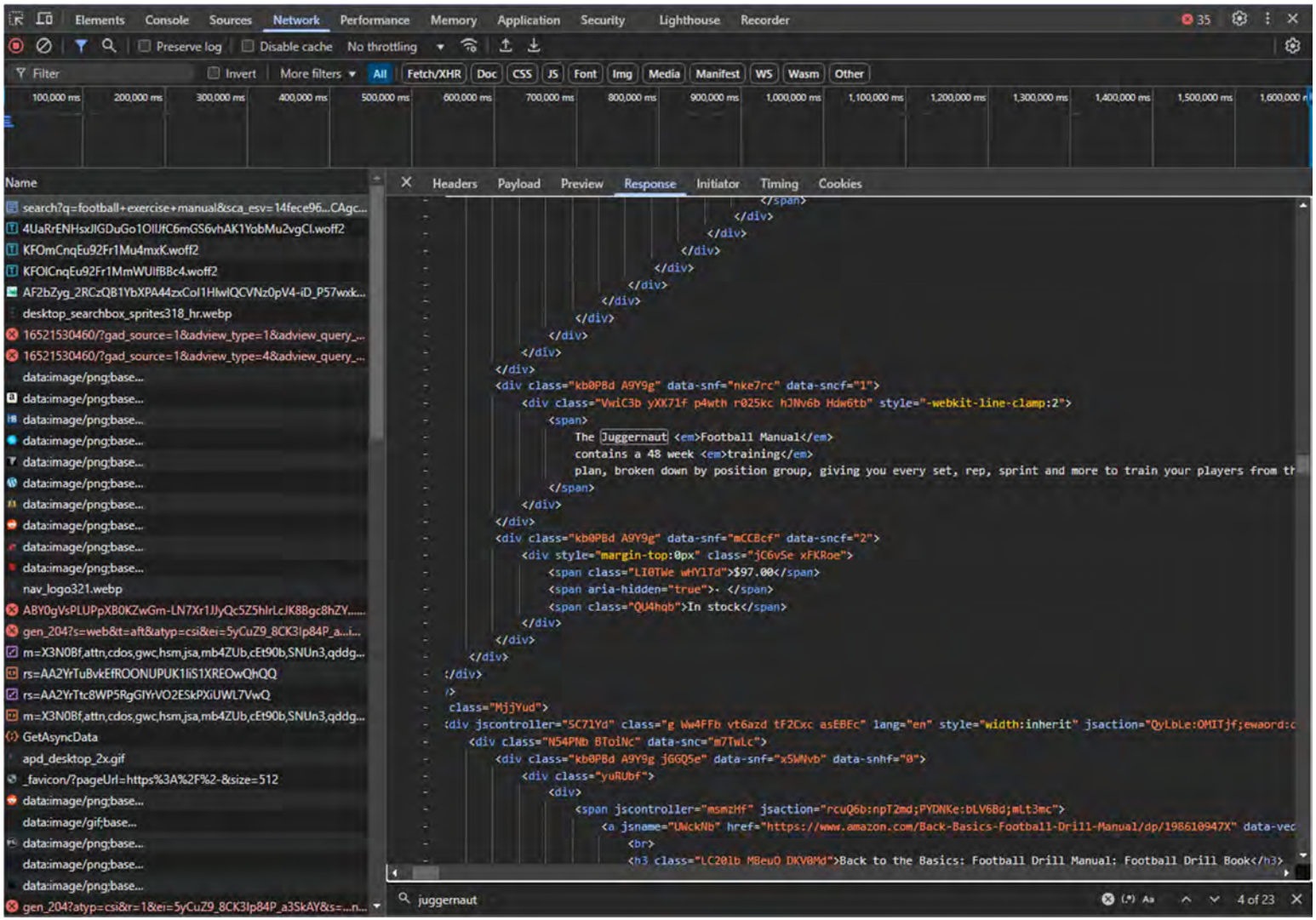
[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	**Google Search**
Id. (showing response time)	


Elements
Console
Sources
Network
Performance
Memory
Application
Security
Preserve log
Disable cache
No throttling
Filter
Invert
More filters
All
Fetch/XHR
Doc
CSS
JS
Font
Img
Media
Manifest
WS
Wasm
Other
Name
search?q=football+exercise+manual&sca_esv=14fece96...CAgc...
4UaRrENHsxJlGDuGo1OIlJfC6mGS6vhAK1YobMu2vgCl.woff2
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KFOlCnqEu92Fr1MmWUlfBBc4.woff2
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desktop_searchbox_sprites318_hr.webp
16521530460/?gad_source=1&adview_type=1&adview_query_...
16521530460/?gad_source=1&adview_type=4&adview_query_...
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nav_logo321.webp
ABY0gVsPLUPpXB0KZwGm-LN7Xr1JJyQc5Z5hlrLcJK8Bgc8hZY.....
gen_204?s=web&t=aft&atyp=csi&ei=5yCuZ9_8CK3Ip84P_a...i...
m=X3N0Bf,attn,cdos,gwc,hsm,jsa,mb4ZUb,cEt90b,SNUn3,qddg...
rs=AA2YrTuBvkEfROONUPUK1liS1XREOwQhQQ
rs=AA2YrTtc8WP5RgGlYrVO2ESkPXiUWL7VwQ
GetAsyncData
apd_desktop_2x.gif
_favicon/?pageUrl=https%3A%2F%2-&size=512
data:image/gif;base...
Headers
Payload
Preview
Response
Initiator
Timing
missing
1 of 8

[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**
Id. (showing response identifying missing term);	

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[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**

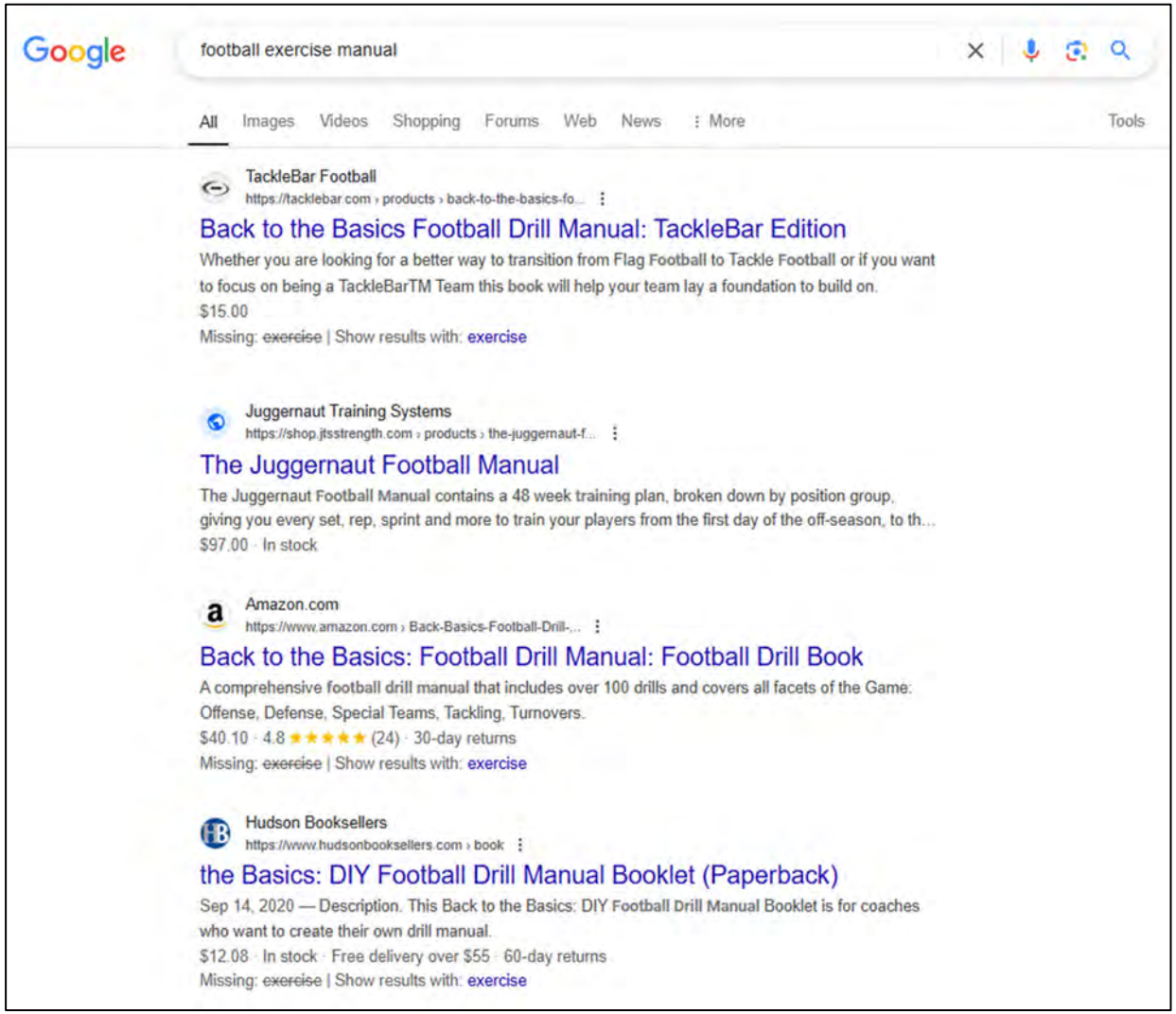


[1.2] wherein the Internet search engine generates, based at least in part on the supplied search term elements, at least one Internet search result referencing a webpage, for display on a search results webpage on the user's computing device,	**Google Search**
Id. (showing example responses from server).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

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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 (*see, e.g.*, at least two groupings below):	

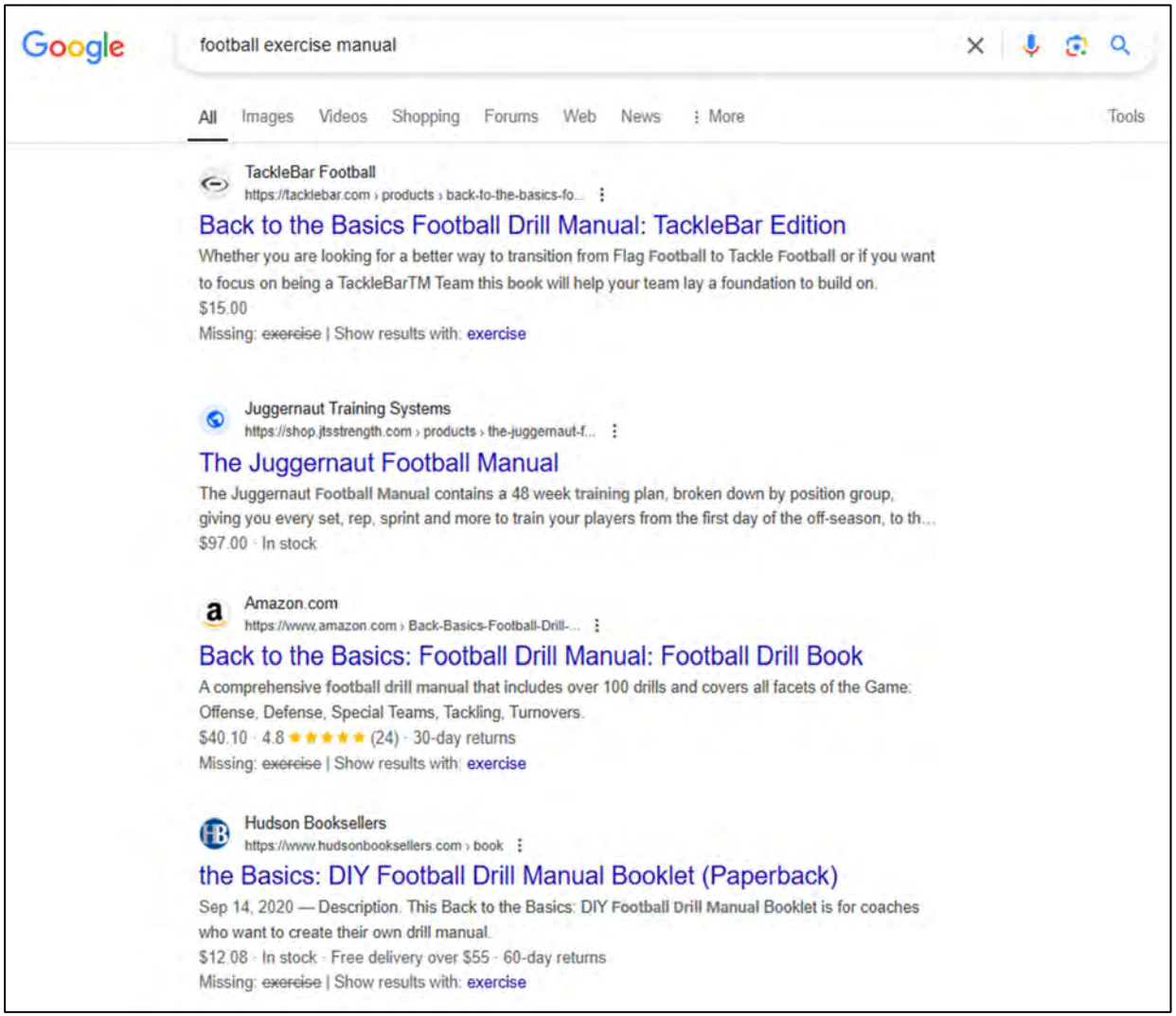
[1.3] wherein the Internet search result is displayed on the search results webpage as a search result grouping, and	**Google Search**



[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.	

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:	

[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**

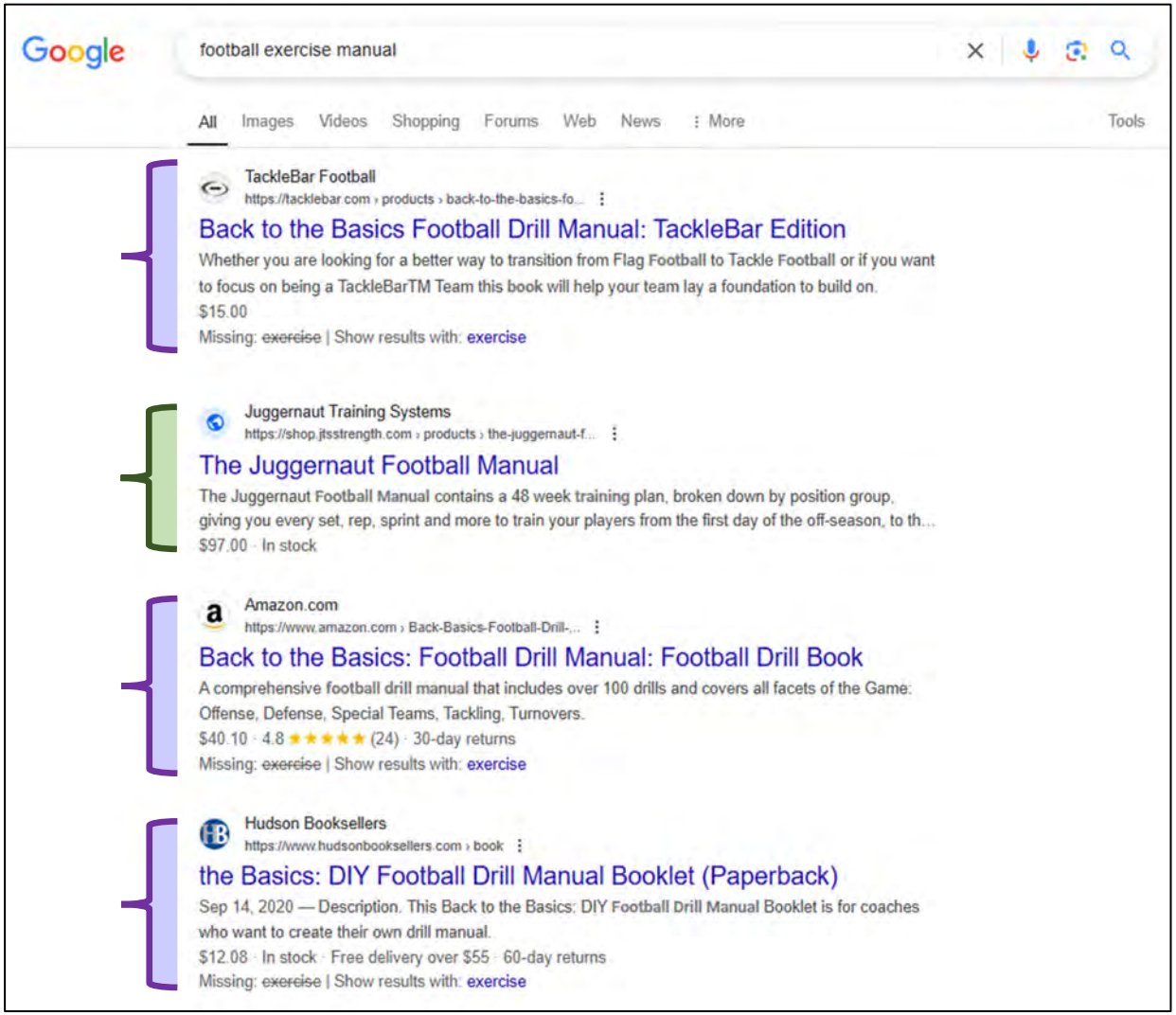


[1.4] wherein the search result grouping is comprised of at least one of: a title for the referenced webpage, an Internet link for the referenced webpage, an excerpt of the referenced webpage, or a URL for the referenced webpage;	**Google Search**
See www.google.com; *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/;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

Exhibit B
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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:	

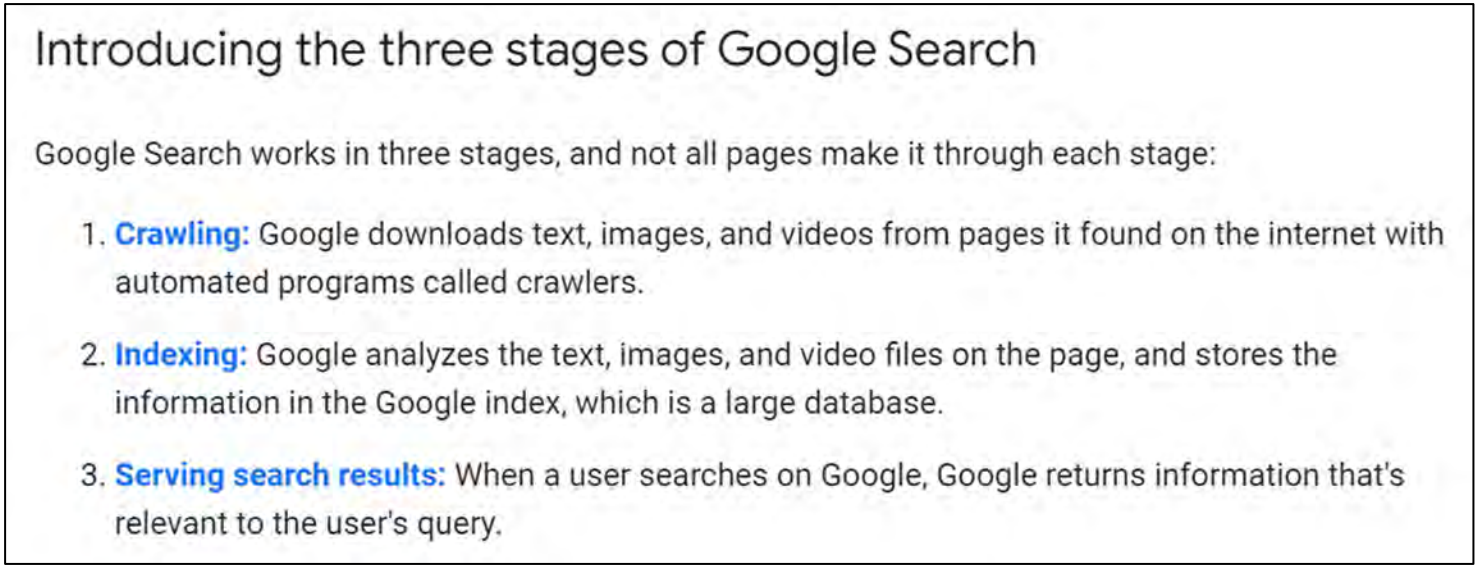
[1.5] determining whether to generate an annotation for the Internet search result for display on the search results webpage,	**Google Search**



[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:

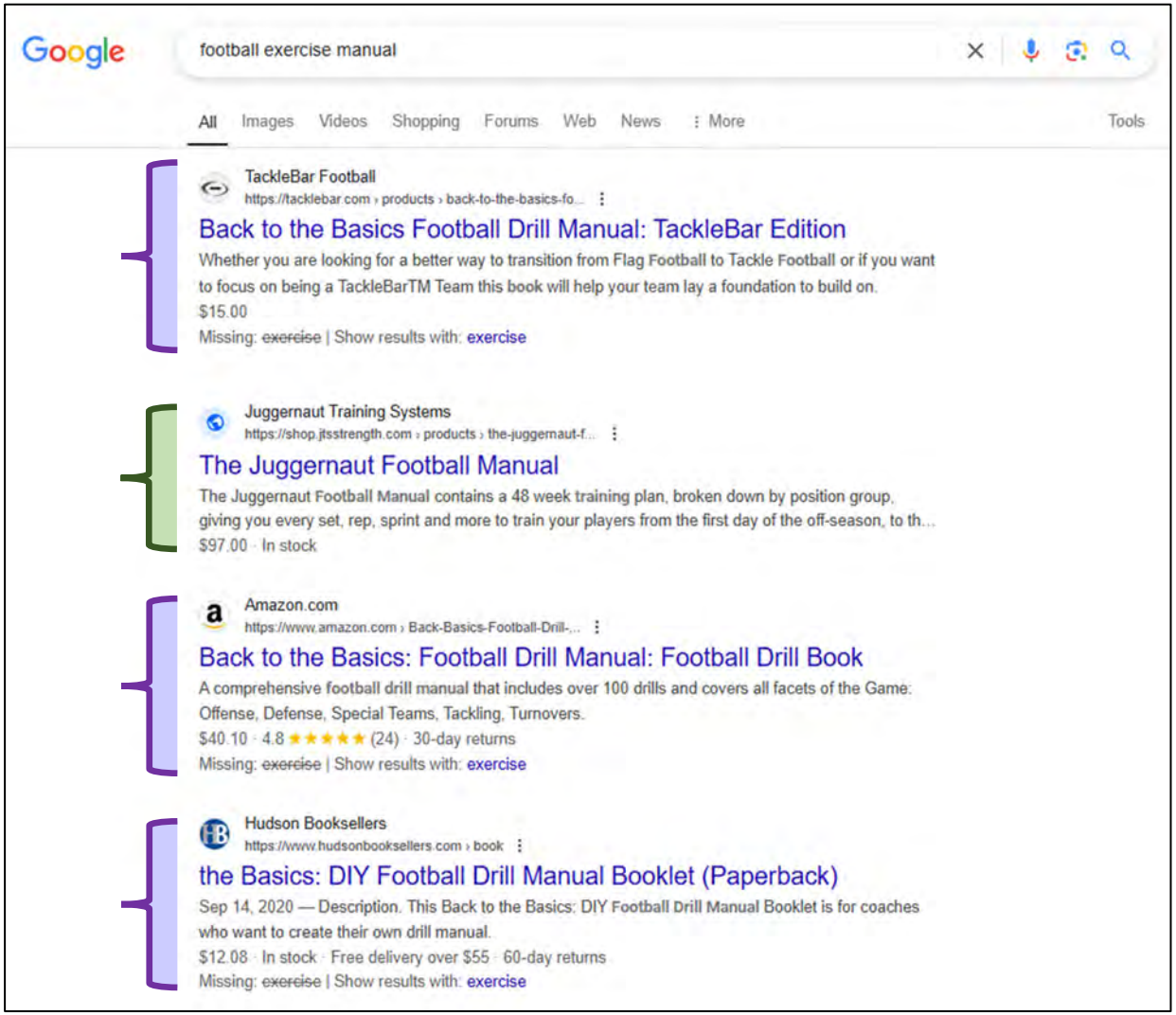
1. **Crawling:** Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.
2. **Indexing:** Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.
3. **Serving 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:	

[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**



[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

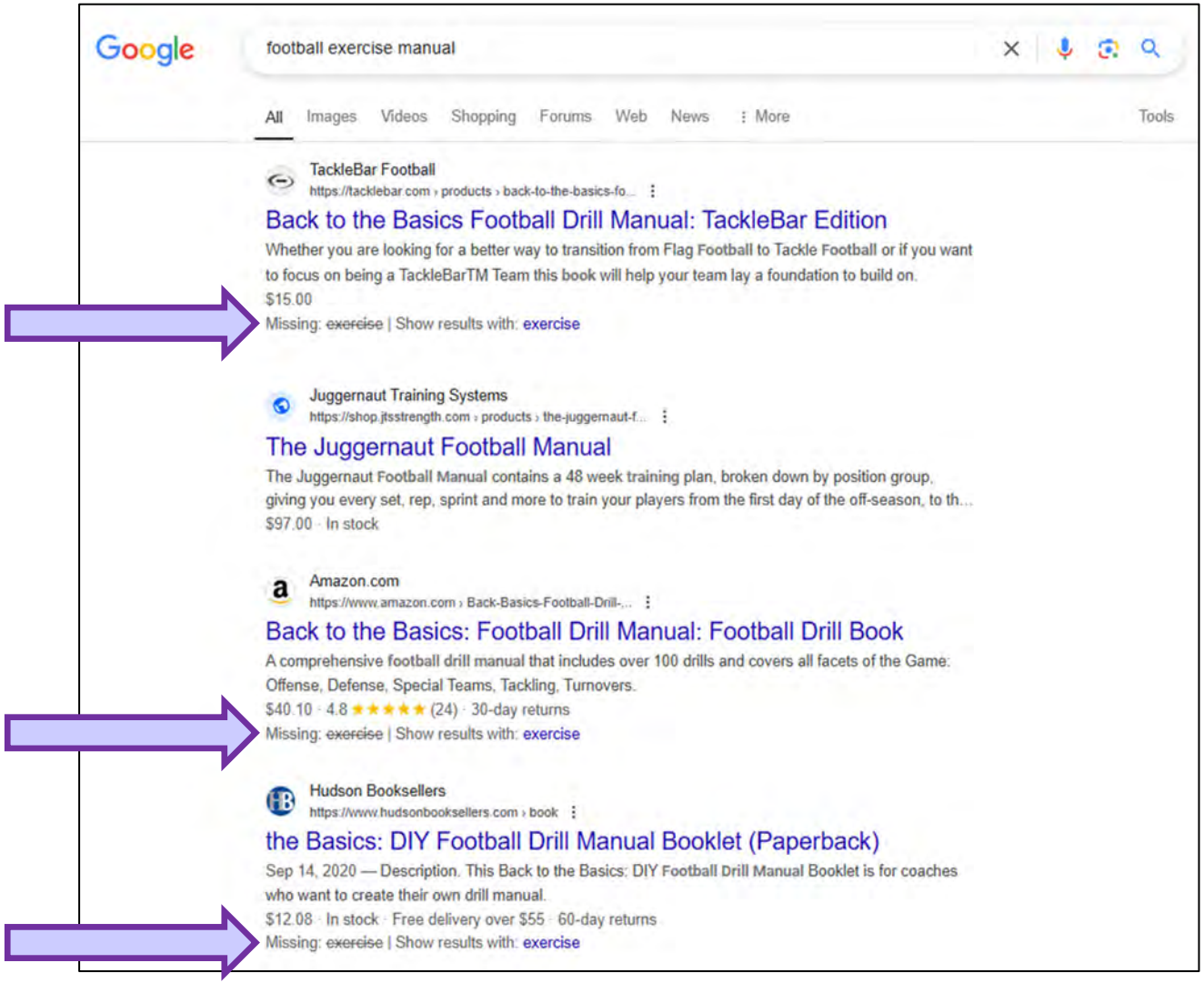
Google Search works in three stages, and not all pages make it through each stage:

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.

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":	

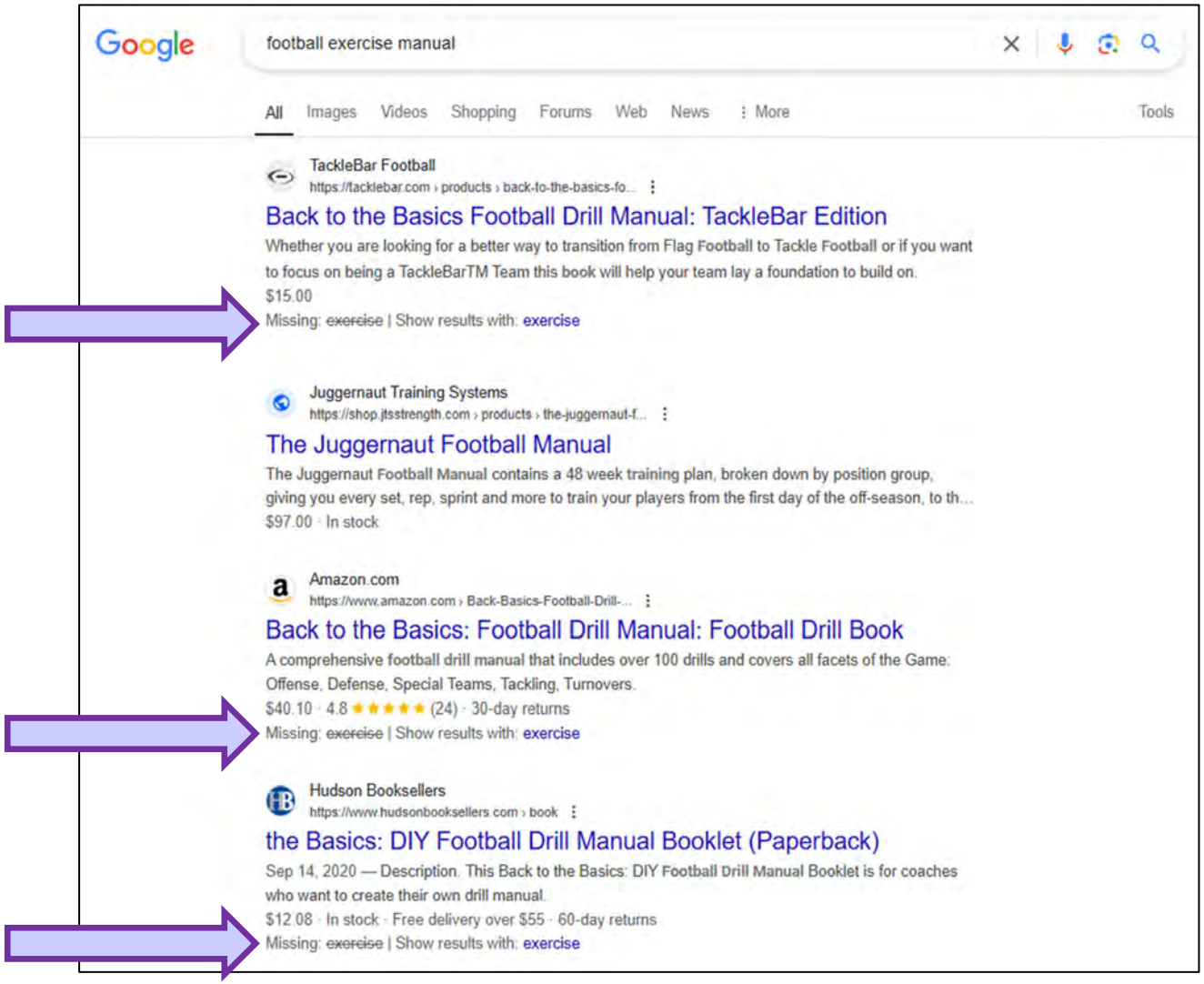
[1.7] wherein the annotation is comprised of a text representing the at least one search term element that is missing in the Internet search result's referenced webpage; and	**Google Search**



[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.	

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.	

[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**

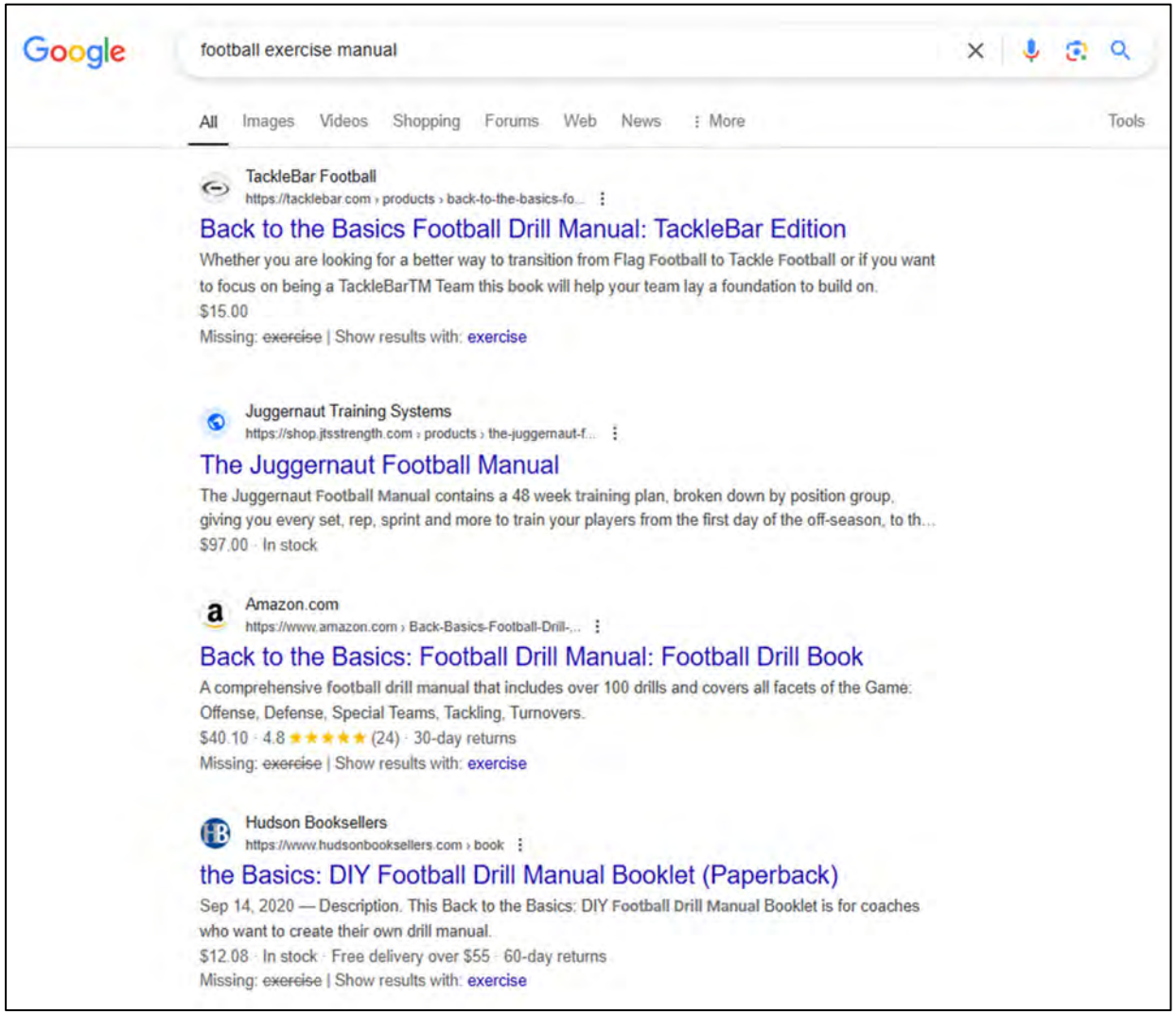


[1.8] if it is determined to generate the annotation for the Internet search result, causing the annotation to be displayed adjacent to or within the Internet search result's search result grouping on the search results webpage.	**Google Search**
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-s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

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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)**.	

[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**



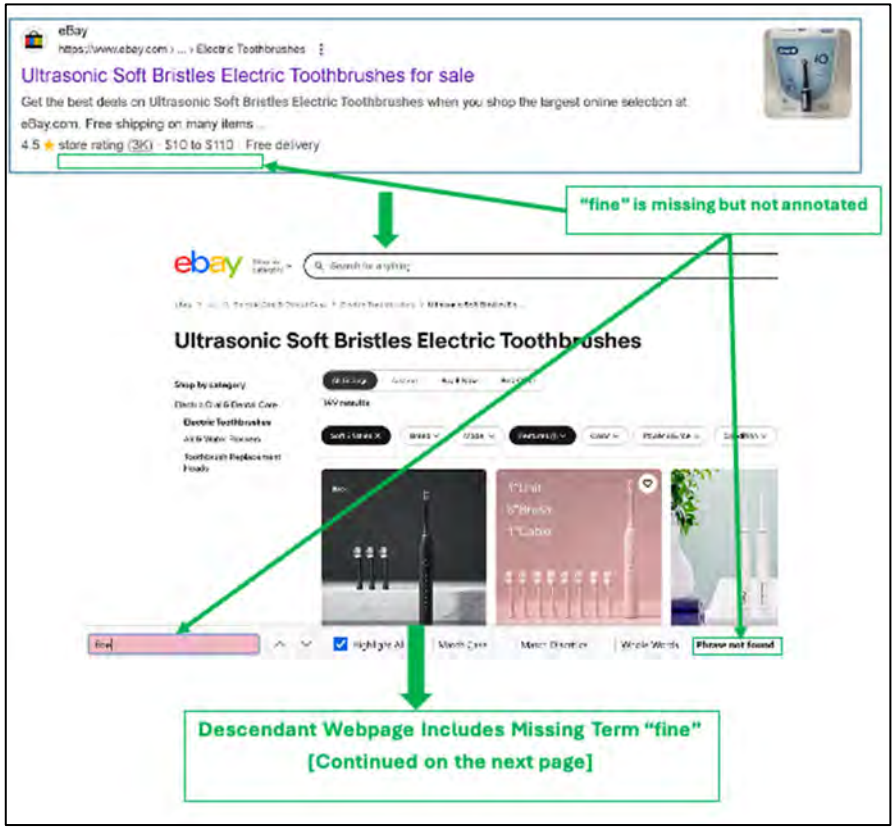
[2] The method of claim 1, wherein the annotation is further comprised of a text representing at least one search term element that is present in the referenced webpage.	**Google Search**
Id.; *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery;	

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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.	

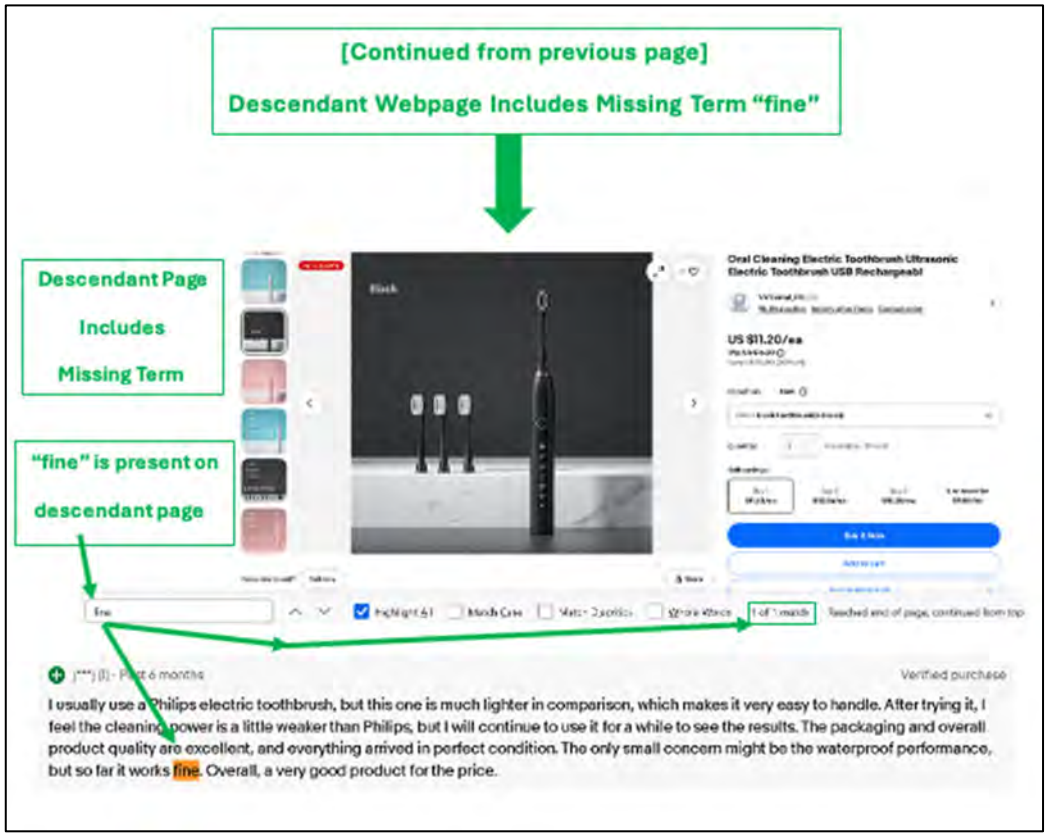
Claim [5]	
[5] The method of claim 1, wherein it is determined not to generate the annotation for the Internet search result if each search term element that is missing in the referenced webpage is present in one or more descendant webpages of the referenced webpage, wherein a descendant webpage of the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

[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:

[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**

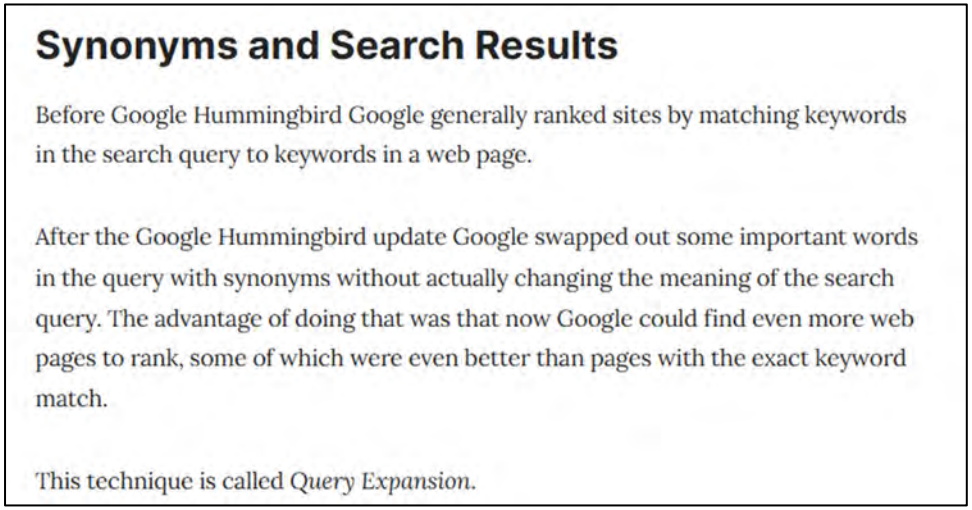


Claim [6]

[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

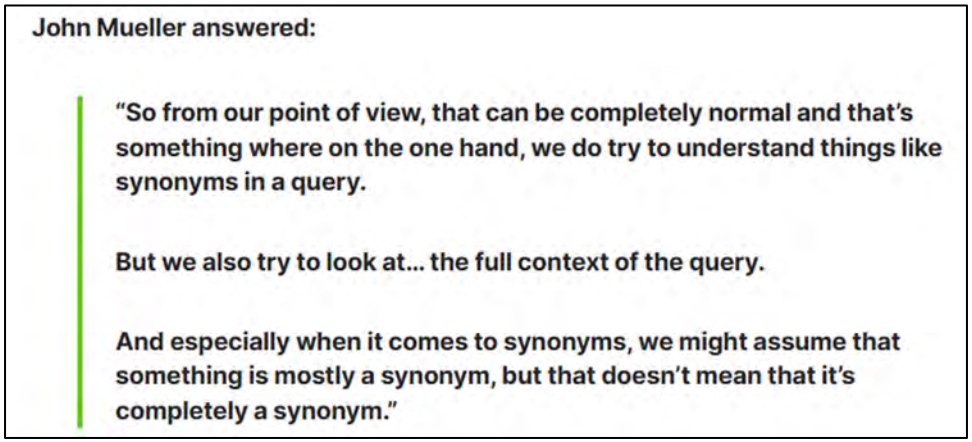
Before Google Hummingbird Google generally ranked sites by matching keywords in the search query to keywords in a web page.

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/;

[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**



Id.

For example, Google considers different spellings:

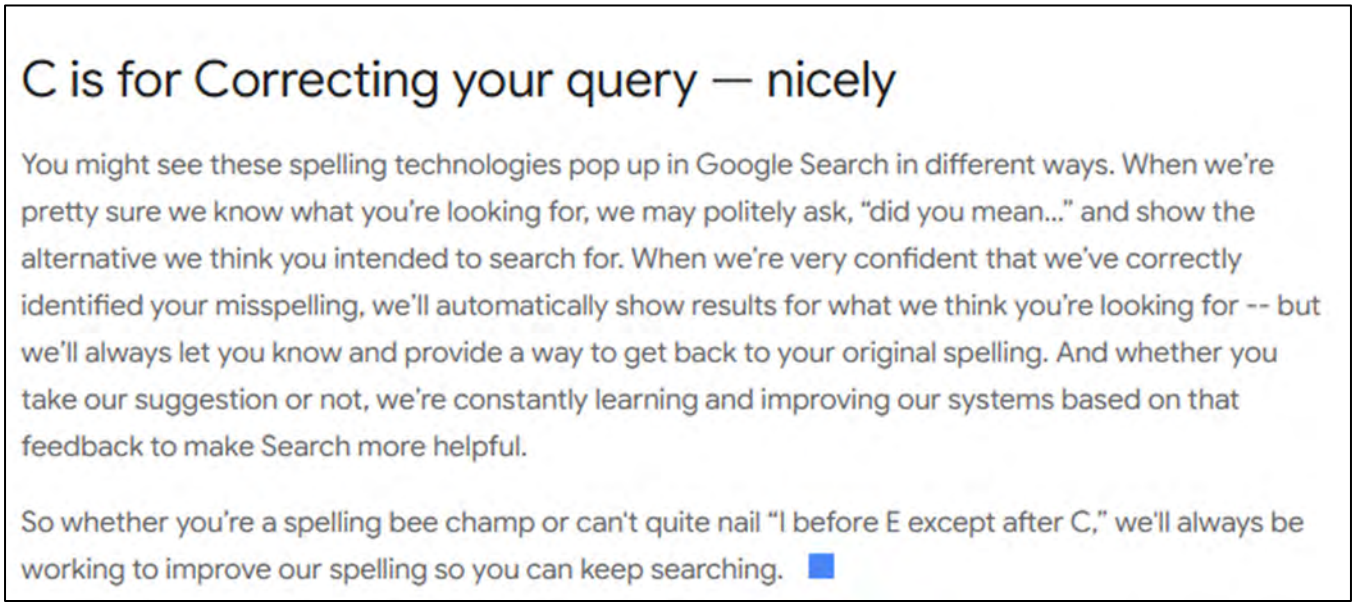
[6] The method of claim 5, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	**Google Search**

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."

Id.

[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.

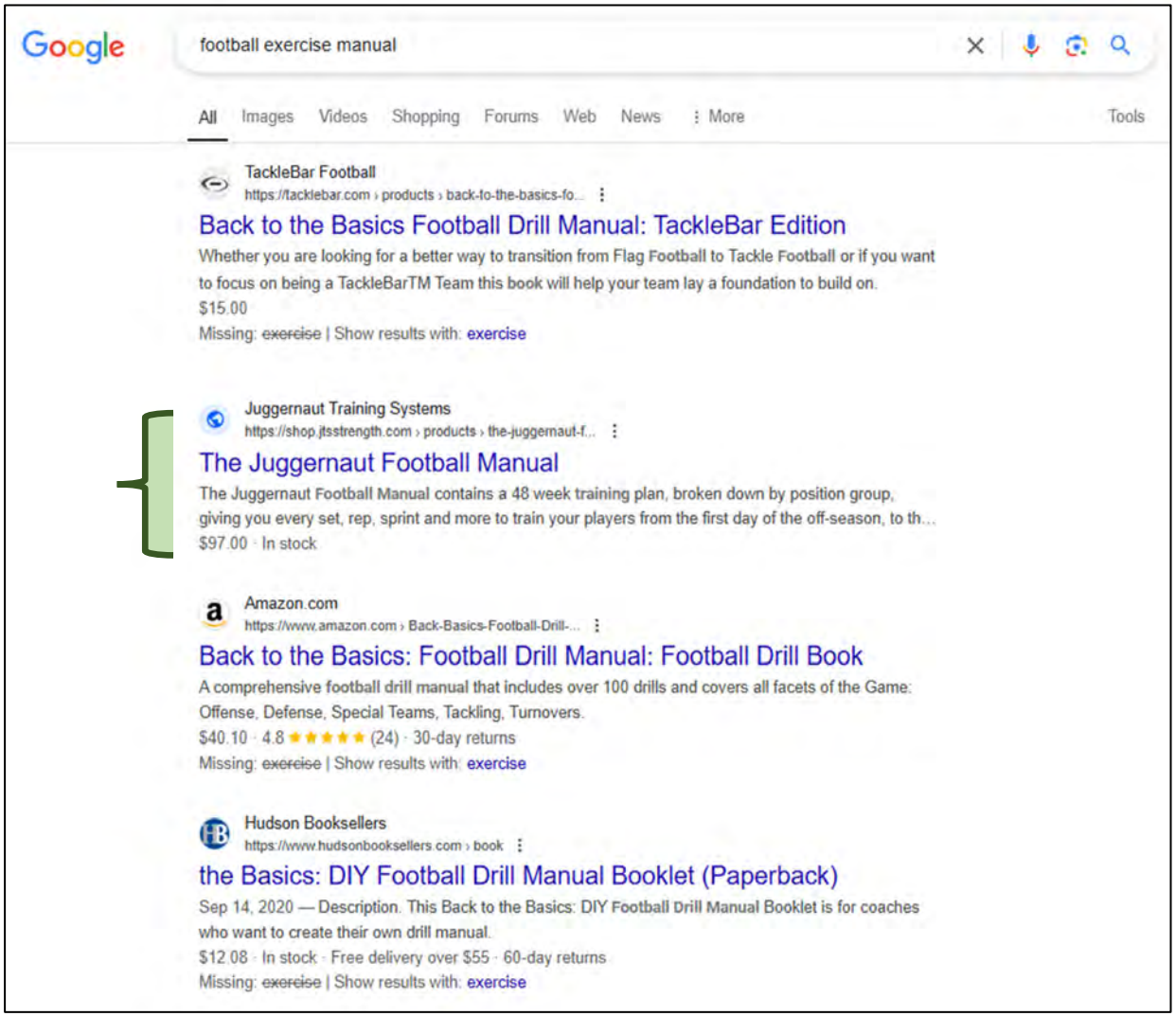
So whether you're a spelling bee champ or can't quite nail "I before E except after C," we'll always be working to improve our spelling so you can keep searching.

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.	

[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**



[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.	

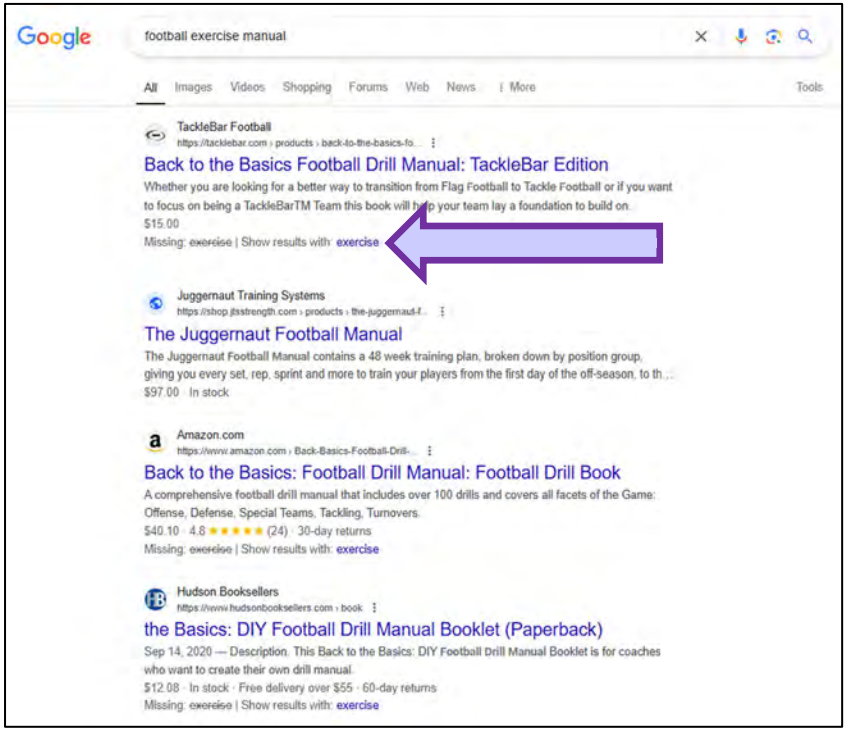
Claim [8]	
[8] The method of claim 7, wherein a search term element is considered present in a webpage if the webpage contains at least one of: the search term element, a synonym of the search term element, or a misspelled version of the search term element.	**Google Search**
See Claim [6].	

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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:



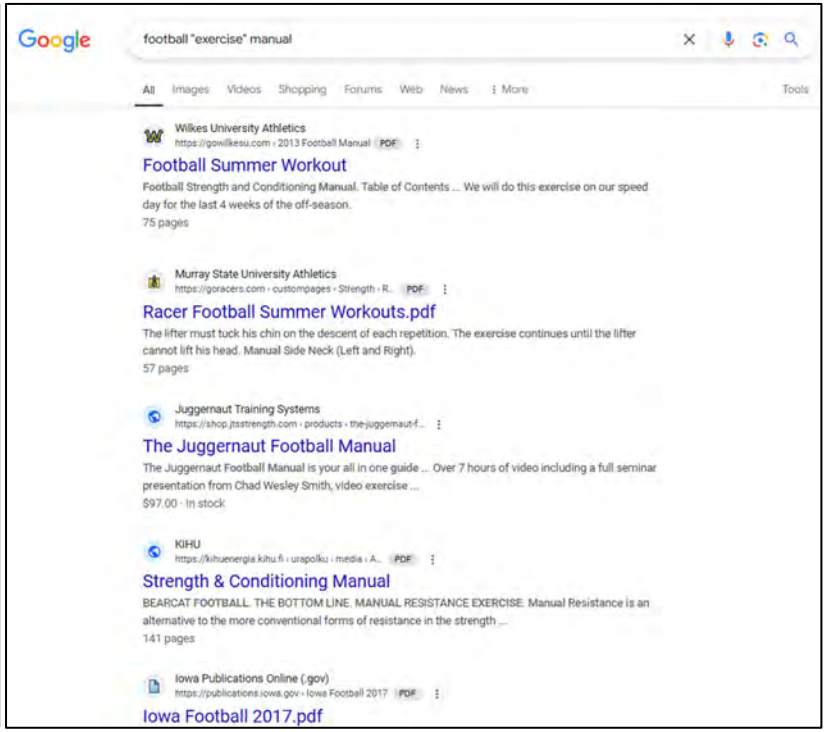
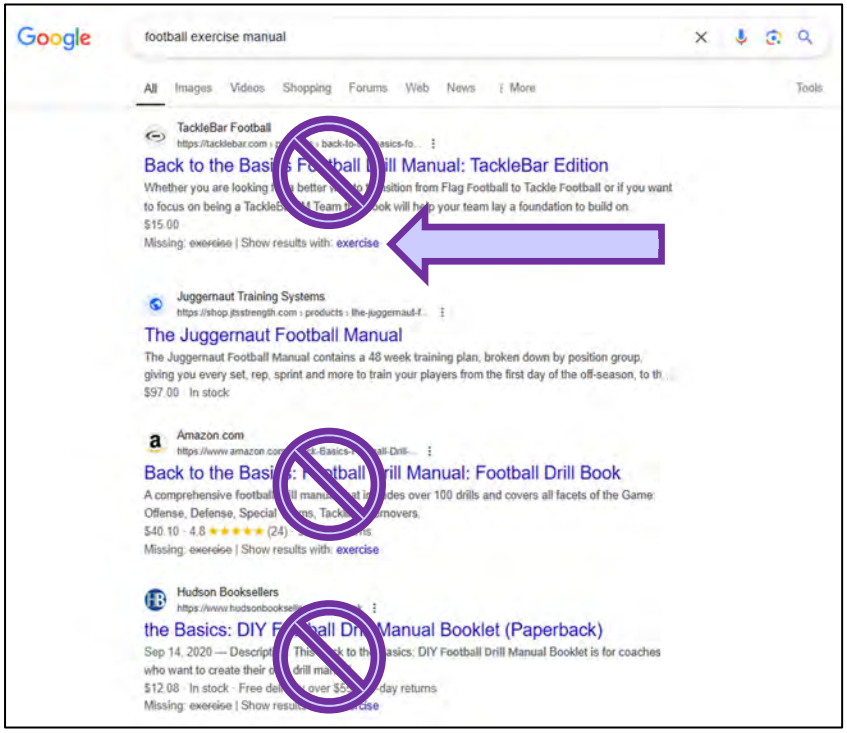


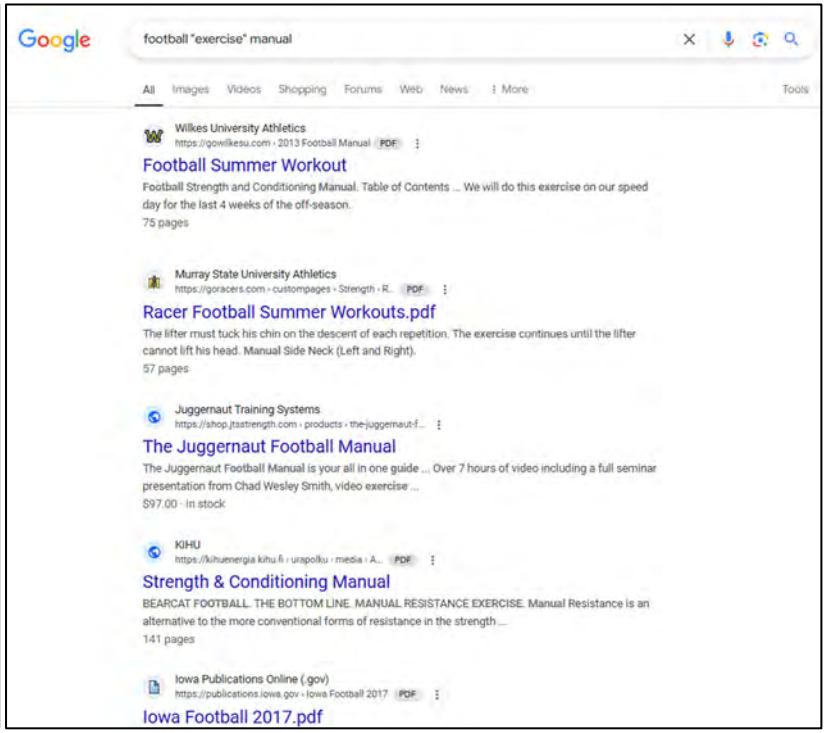
Exhibit B
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[9] The method of claim 1, further comprising providing a selectable filtering function that, when selected by the user, causes the Internet search result whose referenced webpage is missing the at least one search term element to be removed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





[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); *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.	

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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:	

[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:

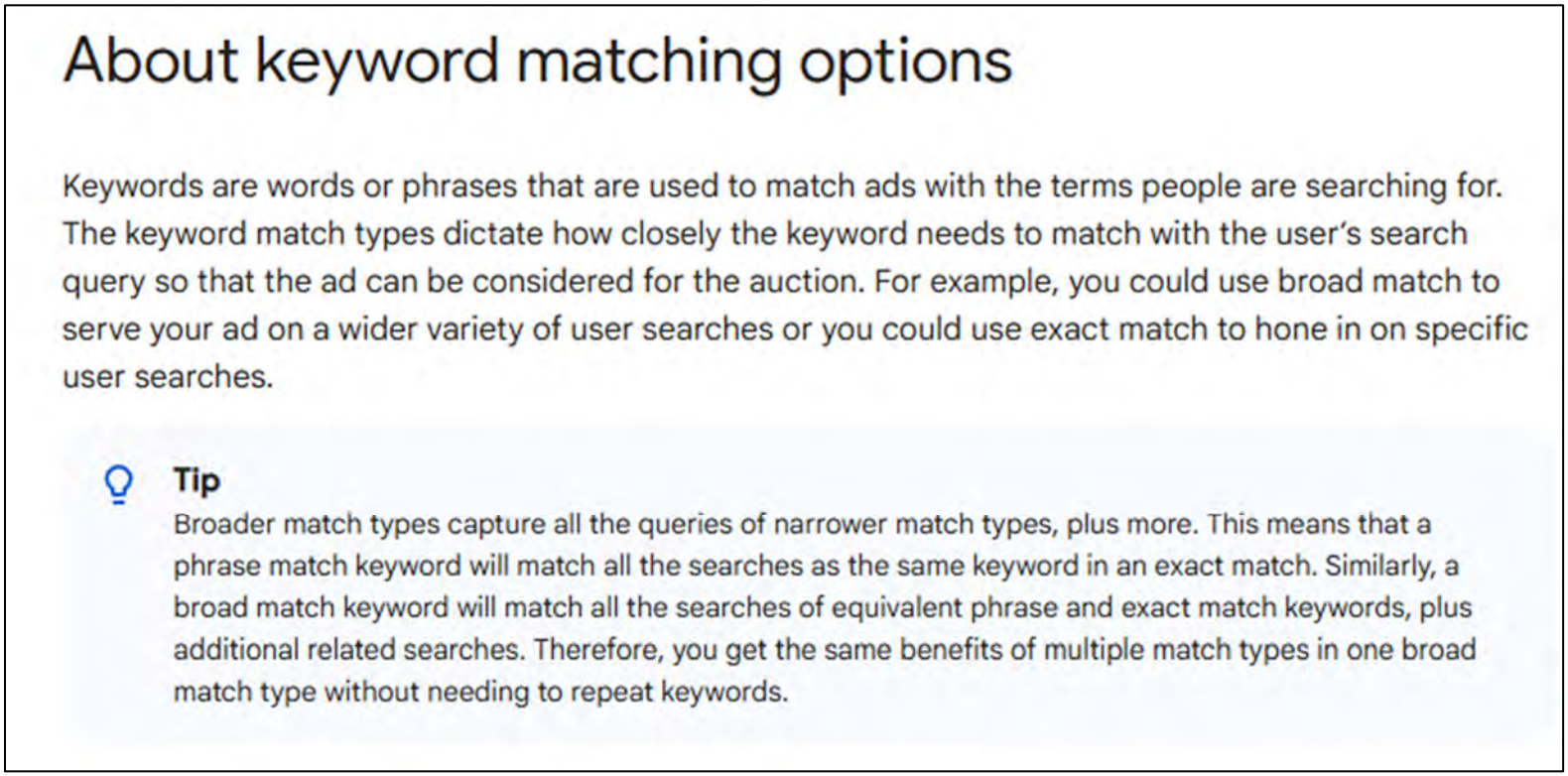
- Write text ads and pick keywords.
- Skip special files or assets.
- **Highly specific targeting**: Reach people actively searching for what you offer.

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.

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.

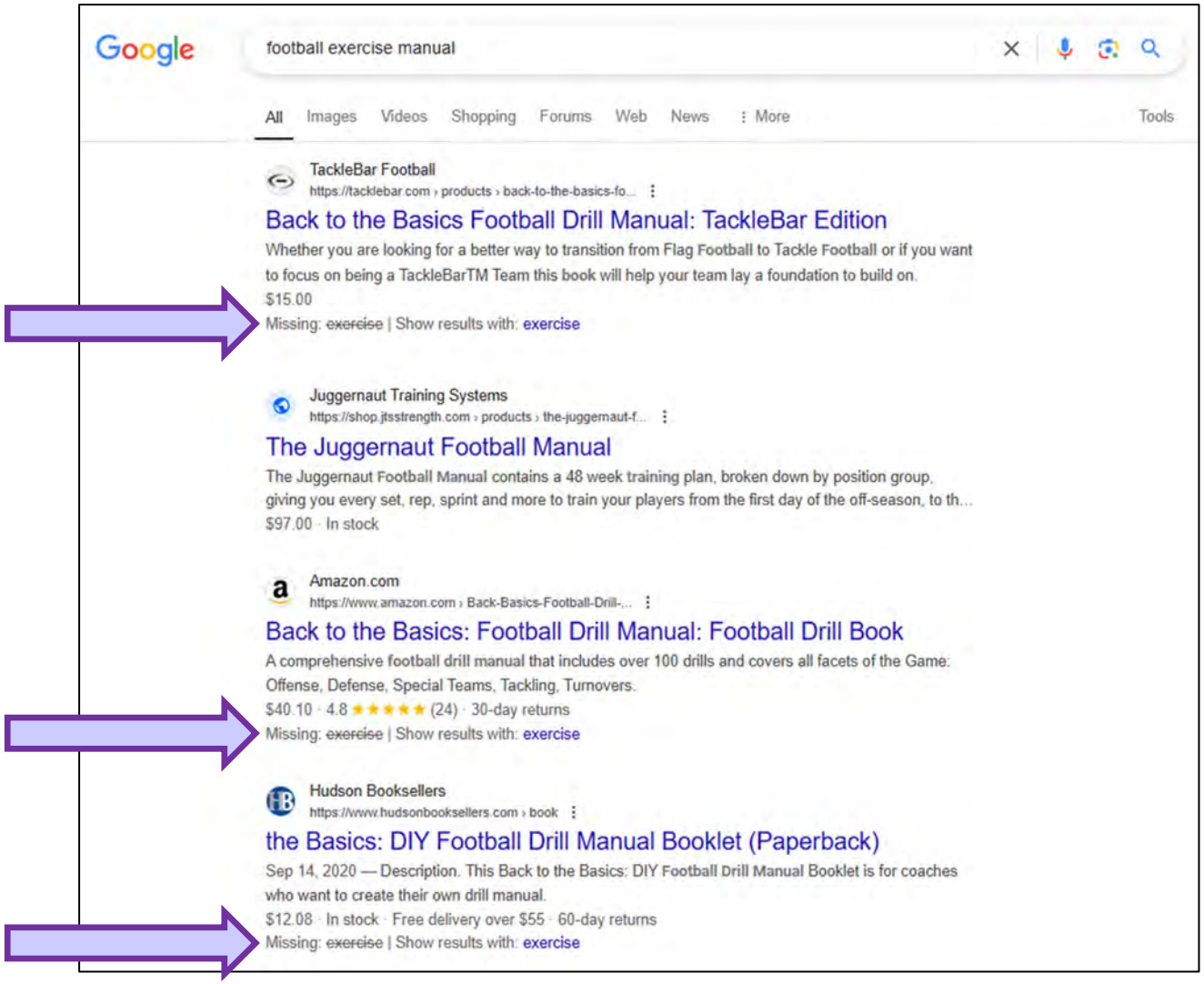
Tip
Broader match types capture all the queries of narrower match types, plus more. This means that a phrase match keyword will match all the searches as the same keyword in an exact match. Similarly, a broad match keyword will match all the searches of equivalent phrase and exact match keywords, plus 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.

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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)**.	

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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.

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].	

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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]

[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. *See* Claim [1.5].	

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. *See* Claim [1.6].	

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. *See* Claim [1.7].	

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].	

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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].	

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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
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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].	

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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].	

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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].	

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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].	

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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].	

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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].	

Exhibit C
Infringement of U.S. Patent No. 11,100,184 by Google

Claim [1.Pre]	
[1.Pre] In an Internet search system for displaying search results during an Internet search process, the search results being generated based on user-specified search term elements, where at least one search result references a webpage that is missing at least one search term element, a method for providing an interactive graphical user interface for the user to readily discern such search result without opening its referenced webpage, the method comprising	**Google Search**

Google, including itself and one or more of its affiliates, entities its 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, in an Internet search system for displaying search results during an Internet search process **(e.g., available at www.google.com and including related domains, websites, and functionality)**, the search results being generated based on user-specified search term elements **(e.g., single words, groups of words, strings, or other queries)**, where at least one search result references a webpage that is missing at least one search term element **(e.g., as indicated by the text e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant)**, for providing an interactive graphical user interface **(e.g., a search results webpage displayed on screen to a user)** for the user to readily discern such search result without opening its referenced webpage **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)**:

[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.

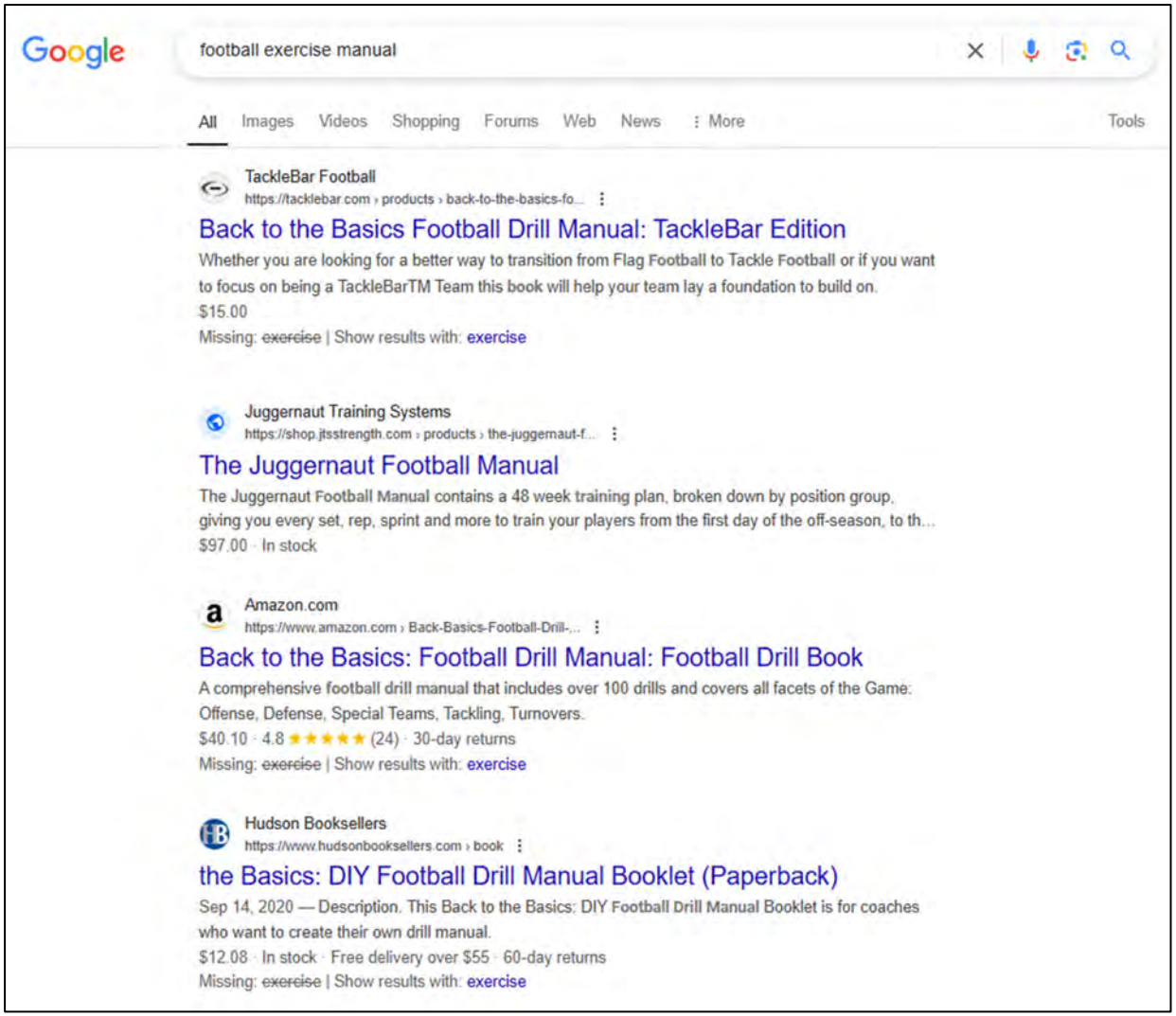
Exhibit C
Infringement of U.S. Patent No. 11,100,184 by Google

[1.Pre] In an Internet search system for displaying search results during an Internet search process, the search results being generated based on user-specified search term elements, where at least one search result references a webpage that is missing at least one search term element, a method for providing an interactive graphical user interface for the user to readily discern such search result without opening its referenced webpage, the method comprising	**Google Search**



See www.google.com;

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Infringement of U.S. Patent No. 11,100,184 by Google



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;

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Exhibit C
Infringement of U.S. Patent No. 11,100,184 by Google

[1.Pre] In an Internet search system for displaying search results during an Internet search process, the search results being generated based on user-specified search term elements, where at least one search result references a webpage that is missing at least one search term element, a method for providing an interactive graphical user interface for the user to readily discern such search result without opening its referenced webpage, the method comprising	**Google Search**



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



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

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[1.Pre] In an Internet search system for displaying search results during an Internet search process, the search results being generated based on user-specified search term elements, where at least one search result references a webpage that is missing at least one search term element, a method for providing an interactive graphical user interface for the user to readily discern such search result without opening its referenced webpage, the method comprising	**Google Search**



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

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Infringement of U.S. Patent No. 11,100,184 by Google

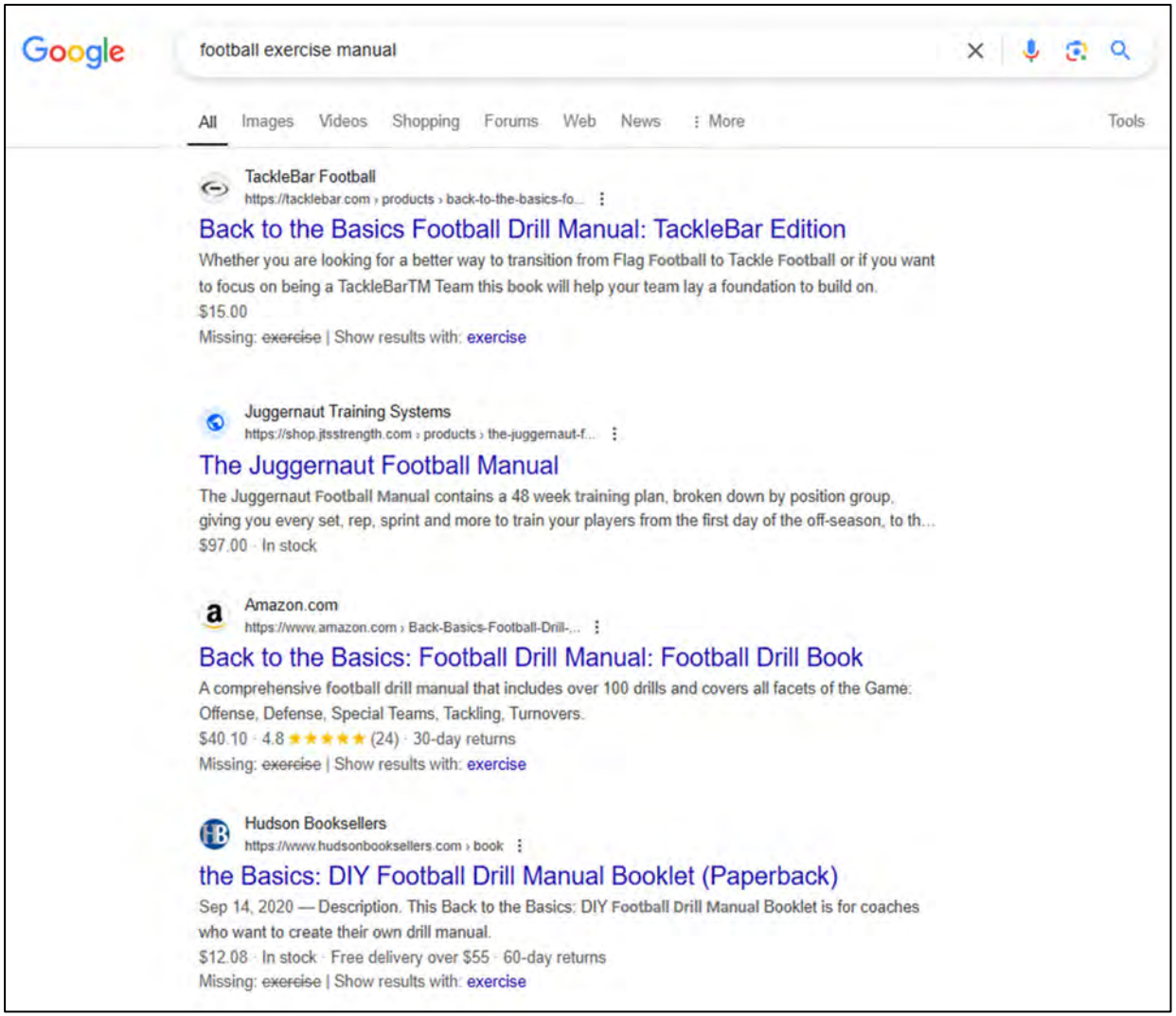
Claim [1.1]	
[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**

Google conducts a method that comprises receiving **(e.g., in response to a GET or other request)**, on a server **(e.g., a remote or distributed computing system, server, or cloud)**, a first search request submitted via the Internet by a user **(e.g., single words, groups of words, strings, or other queries)** operating a computing device with a display screen **(e.g., a computing device having a monitor, touch screen, or other display device or output component)**, wherein the first search request is comprised of one or more search term elements **(e.g., single words, groups of words, strings, or other queries)**.

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



See www.google.com;



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.

Exhibit C
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[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**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.

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



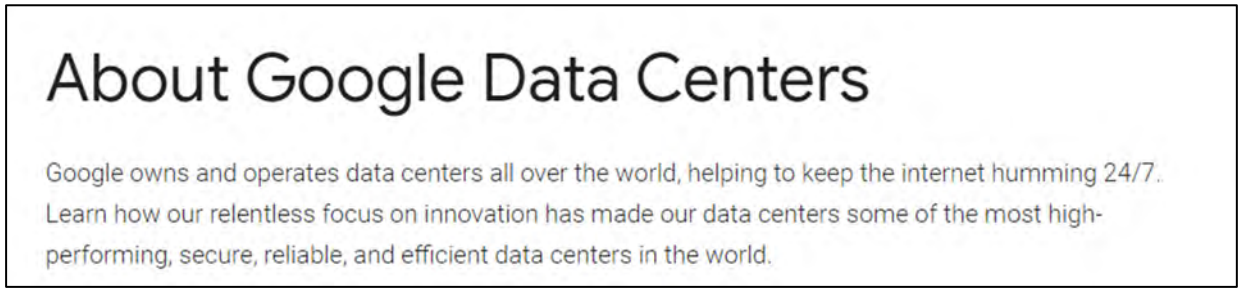
[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**

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



See https://store.google.com/category/phones?hl=en-US&pli=1.

Further, Google receives search requests on one or more servers:



[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**

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



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.

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Infringement of U.S. Patent No. 11,100,184 by Google

[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**

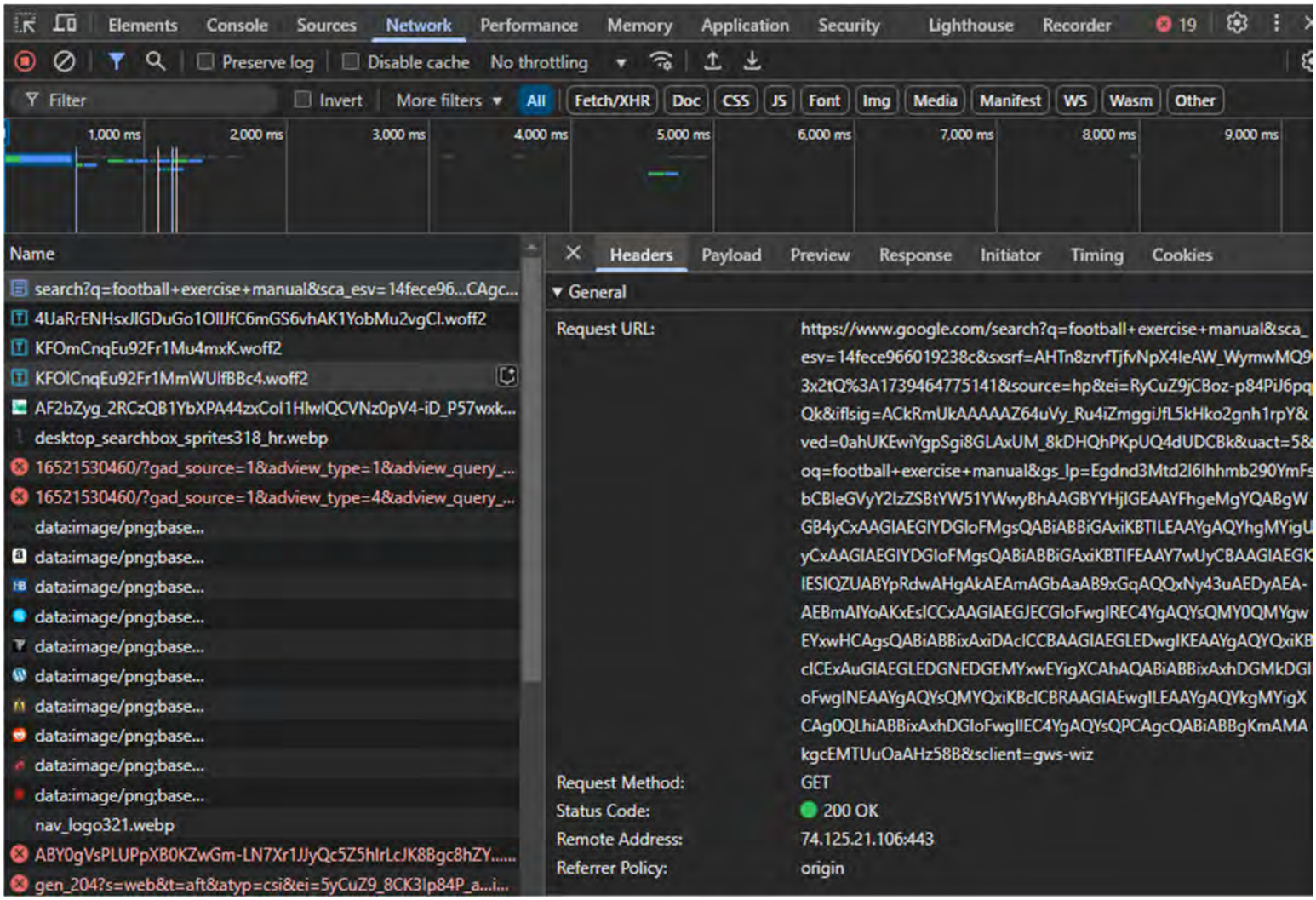
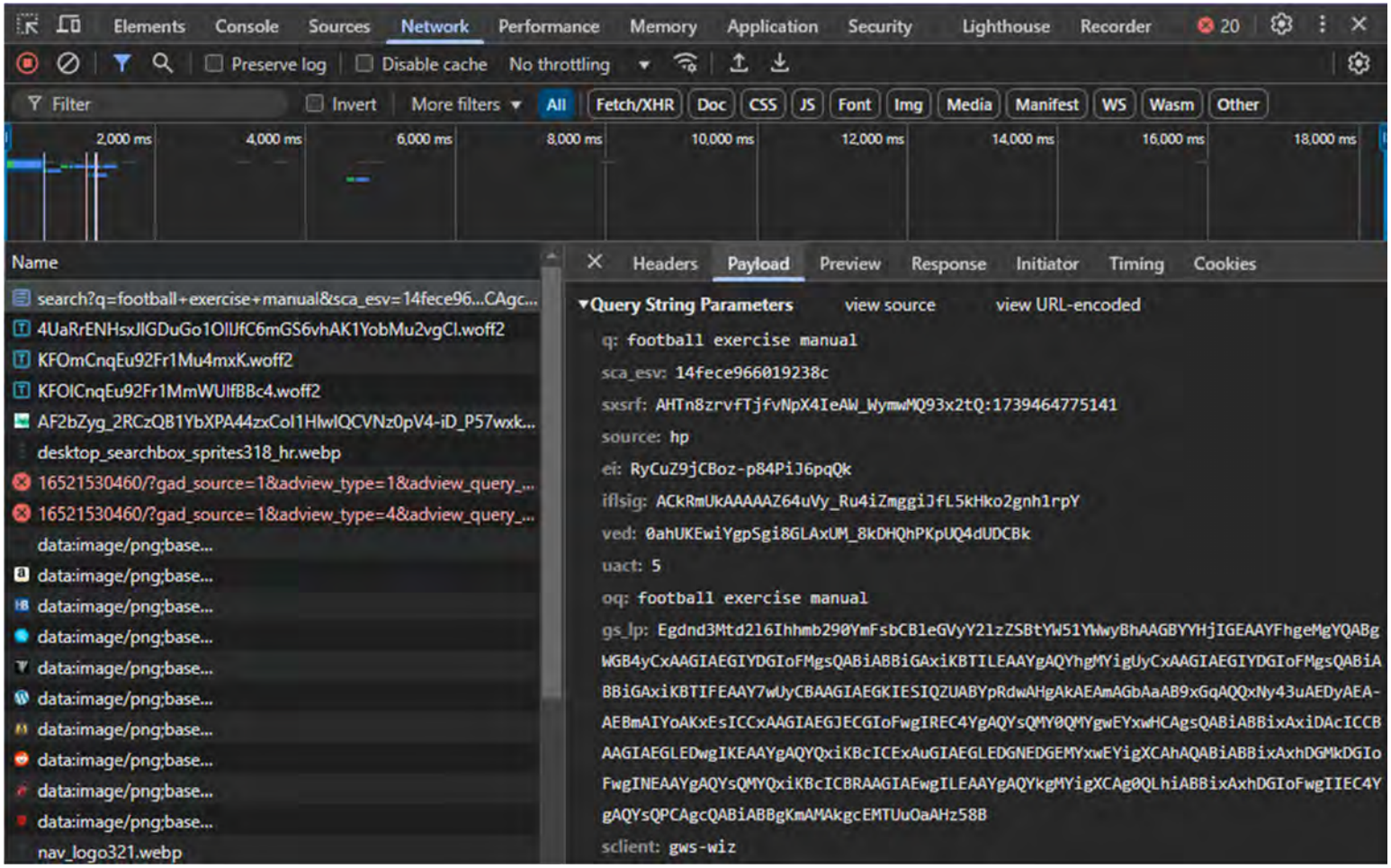


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[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**

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

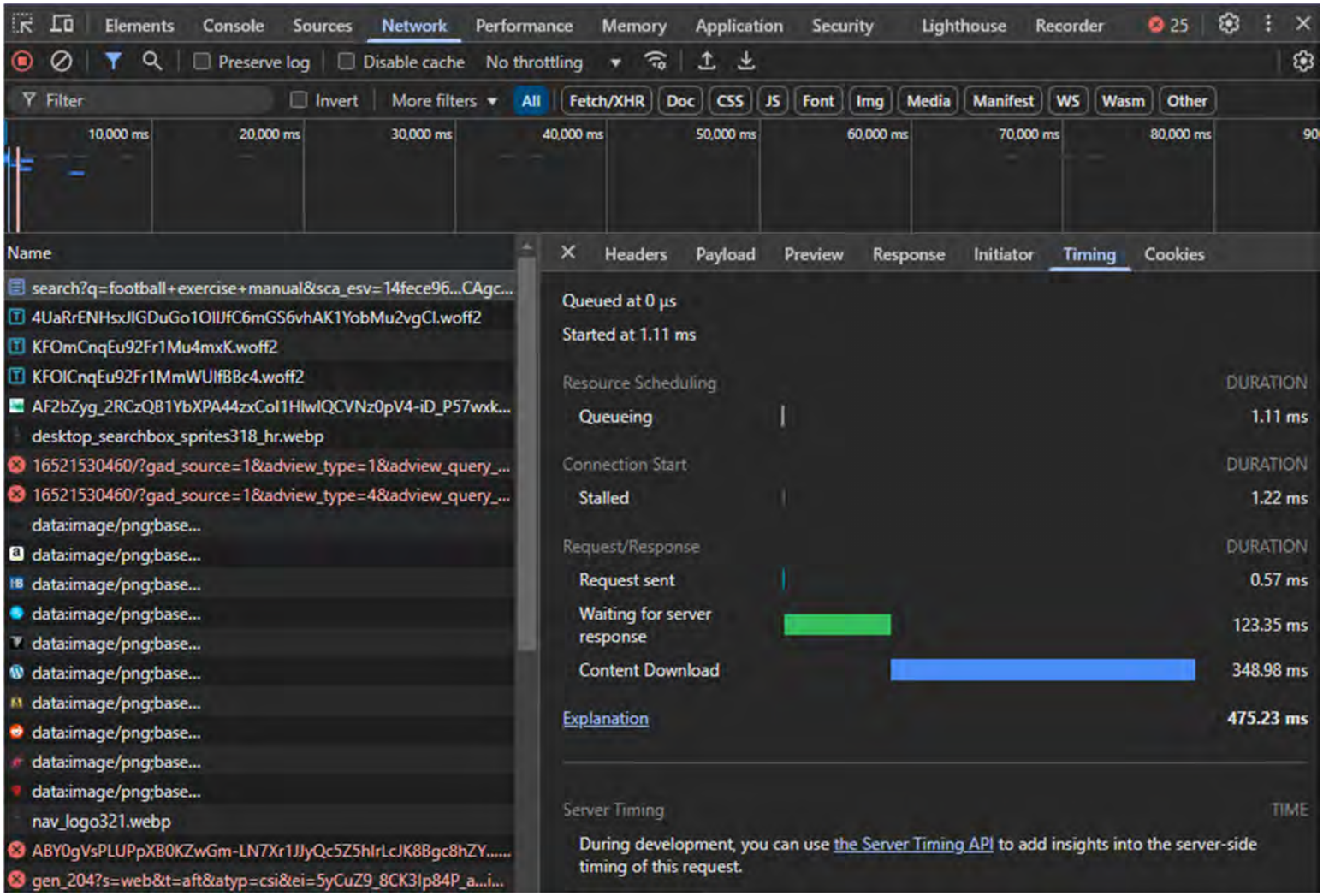


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[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**
Id. (showing payload of request);	

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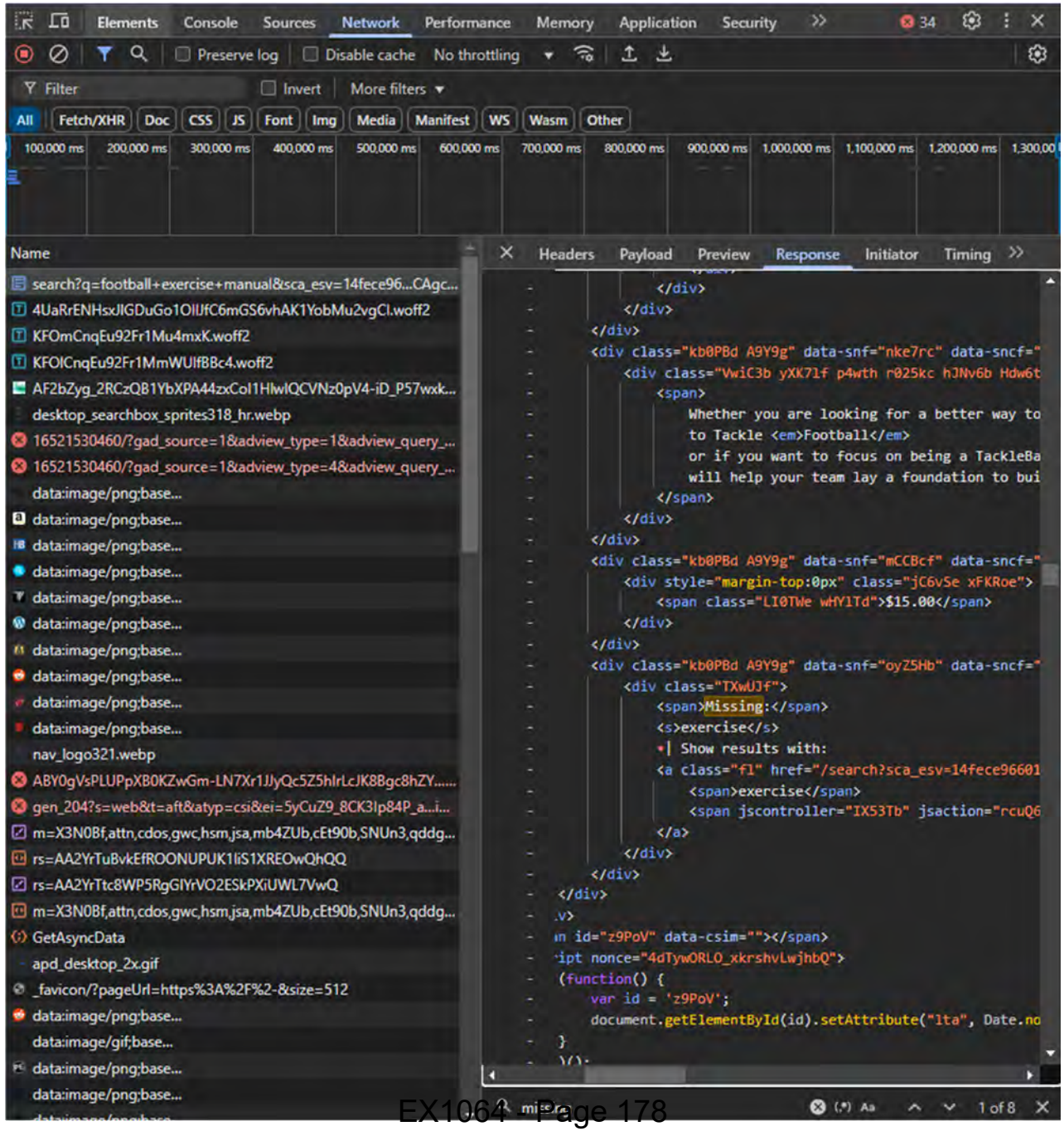
[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**



{02191132;v1 }

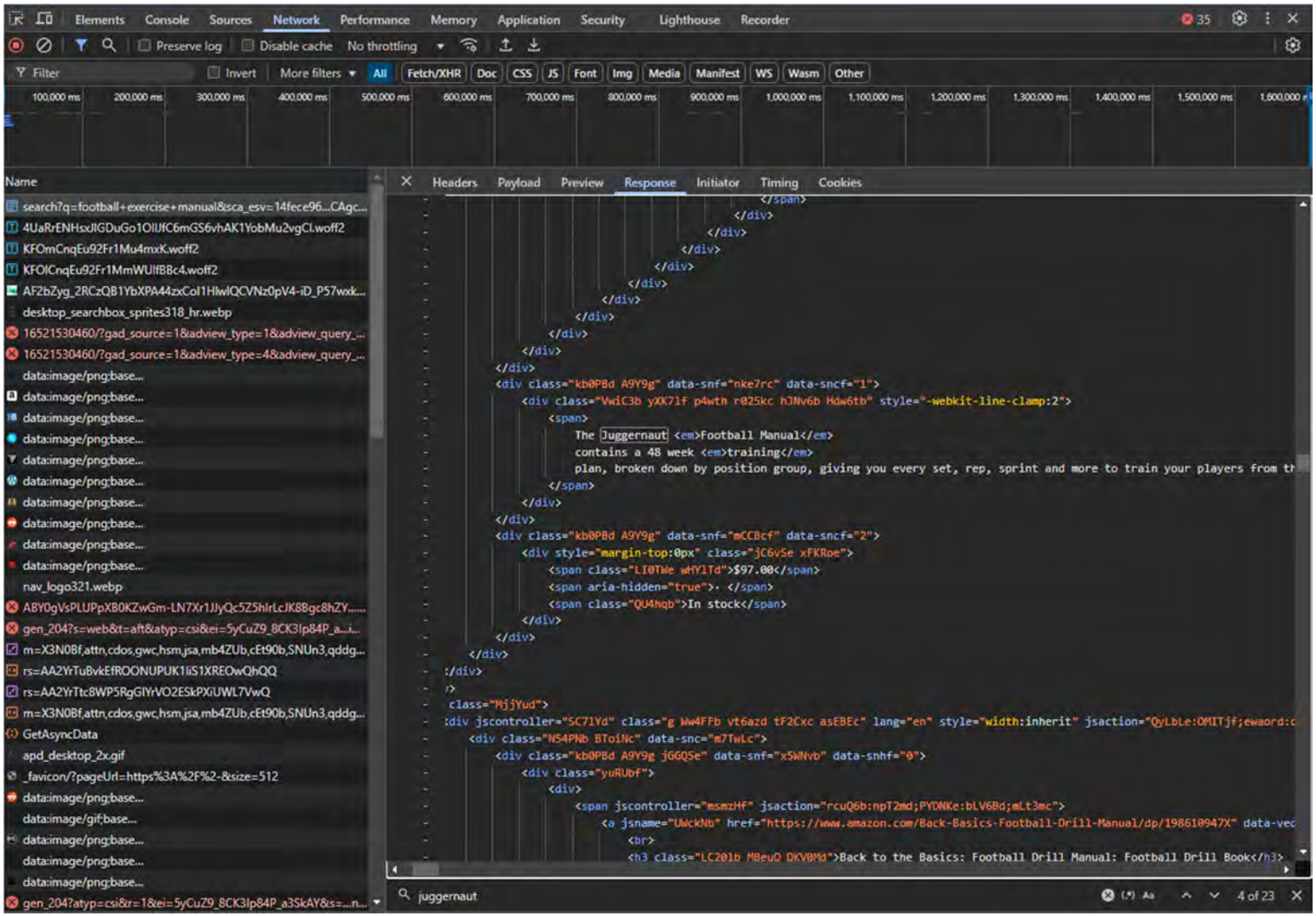
[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**
Id. (showing response time)	

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{02191132;v1 }

[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**
Id. (showing response identifying missing term);	



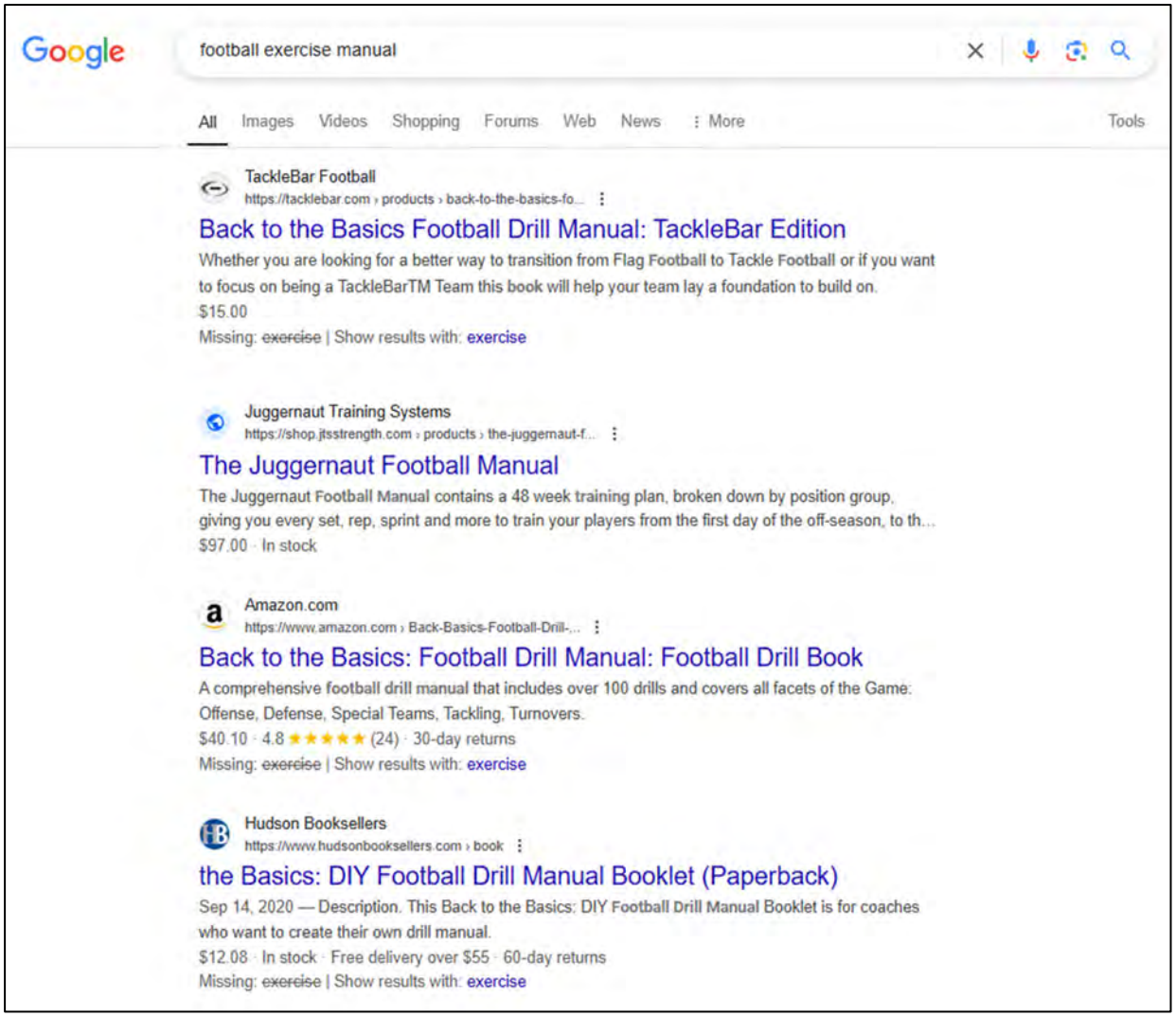
Id. (showing example responses from server).

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[1.1] receiving, on a server, a first search request submitted via the Internet by a user operating a computing device with a display screen, wherein the first search request is comprised of one or more search term elements;	**Google Search**
The foregoing images from www.google.com (see developer tools – network): "Example Developer Tool Images".	

Claim [1.2.1]	
[1.2.1] generating a plurality of search results based at least in part on the submitted first search request, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all submitted search term elements.	**Google Search**
Google conducts a method that comprises generating a plurality of search results **(e.g., via a webpage rendered as an onscreen interface)** based at least in part on the submitted first search request **(see [1.1] above**), wherein the plurality of search results is comprise of (i) a first type of search result which references a first webpage that contains all submitted search term elements **(e.g., a search result that references a webpage <u>without</u> indicating "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**. 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:	

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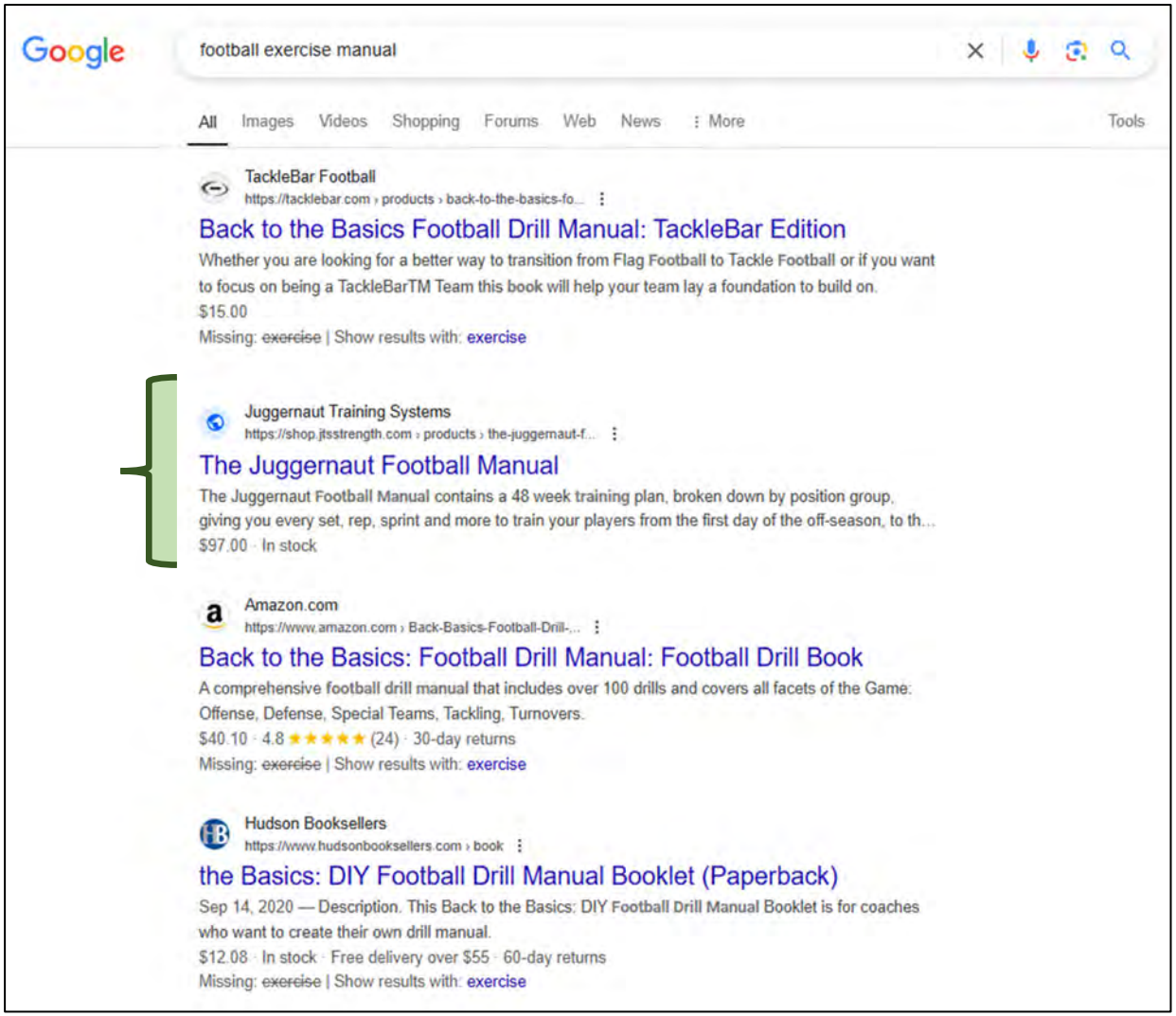
See www.google.com; *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

[1.2.1] generating a plurality of search results based at least in part on the submitted first search request, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all submitted search term elements.	**Google Search**

See also Example Developer Tool Images.

Google search results provide different annotations based upon whether or not a search term element is missing from a search result's referenced webpage. The search results include a webpage that contains all submitted search term elements:

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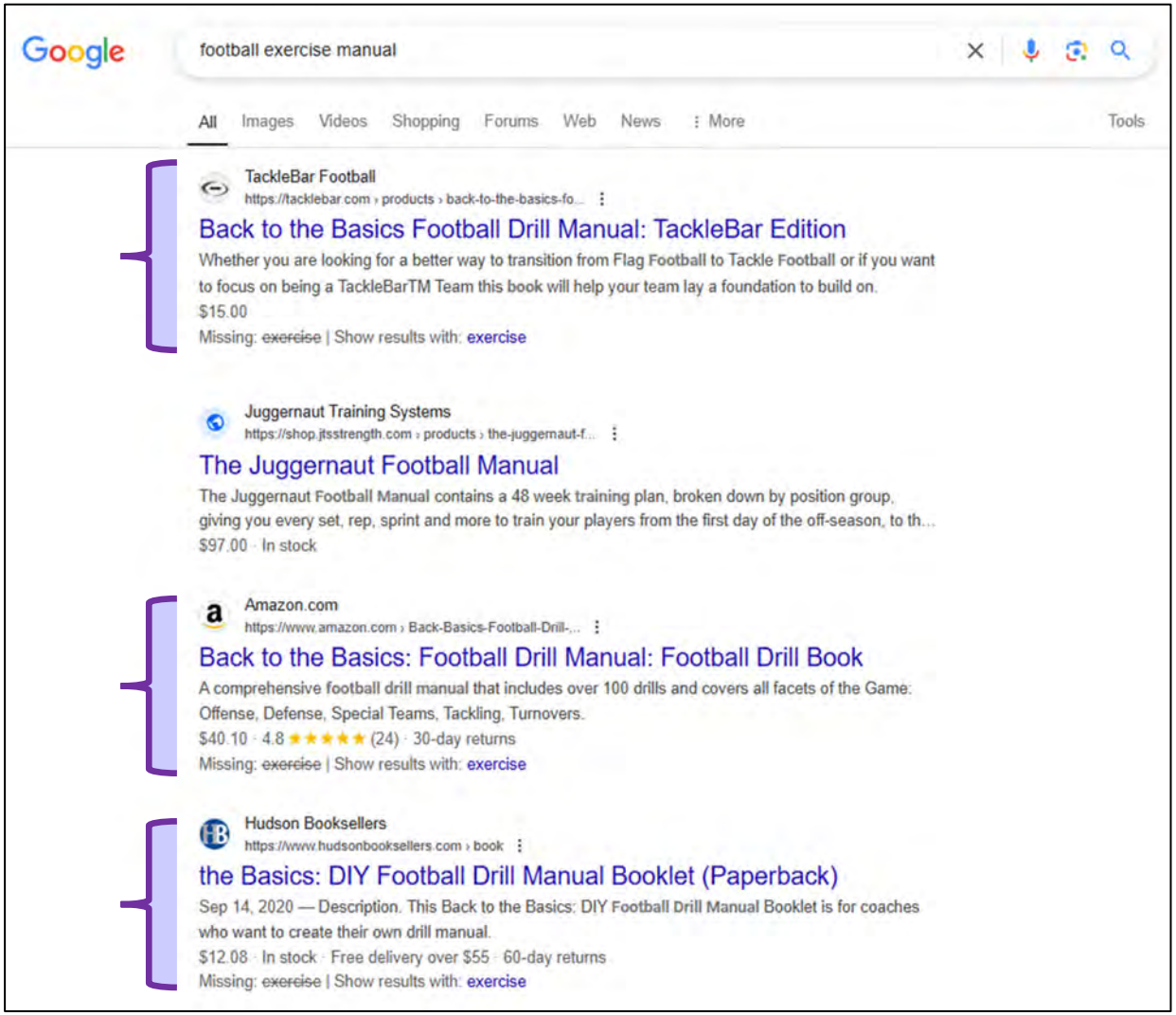
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

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[1.2.1] generating a plurality of search results based at least in part on the submitted first search request, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all submitted search term elements.	**Google Search**
See also Example Developer Tool Images.	

Claim [1.2.2]	
[1.2.2] (ii) a second type of search result which references a second webpage that is missing at least one submitted search term element;	**Google Search**
Google conducts a method wherein the plurality of search results is comprised of a second type of search result which references a second webpage that is missing at least one submitted search term element **(e.g., a search result that references a webpage and indicates "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. 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. The search results include a webpage that is missing at least one submitted search term element (e.g., "exercise"):	

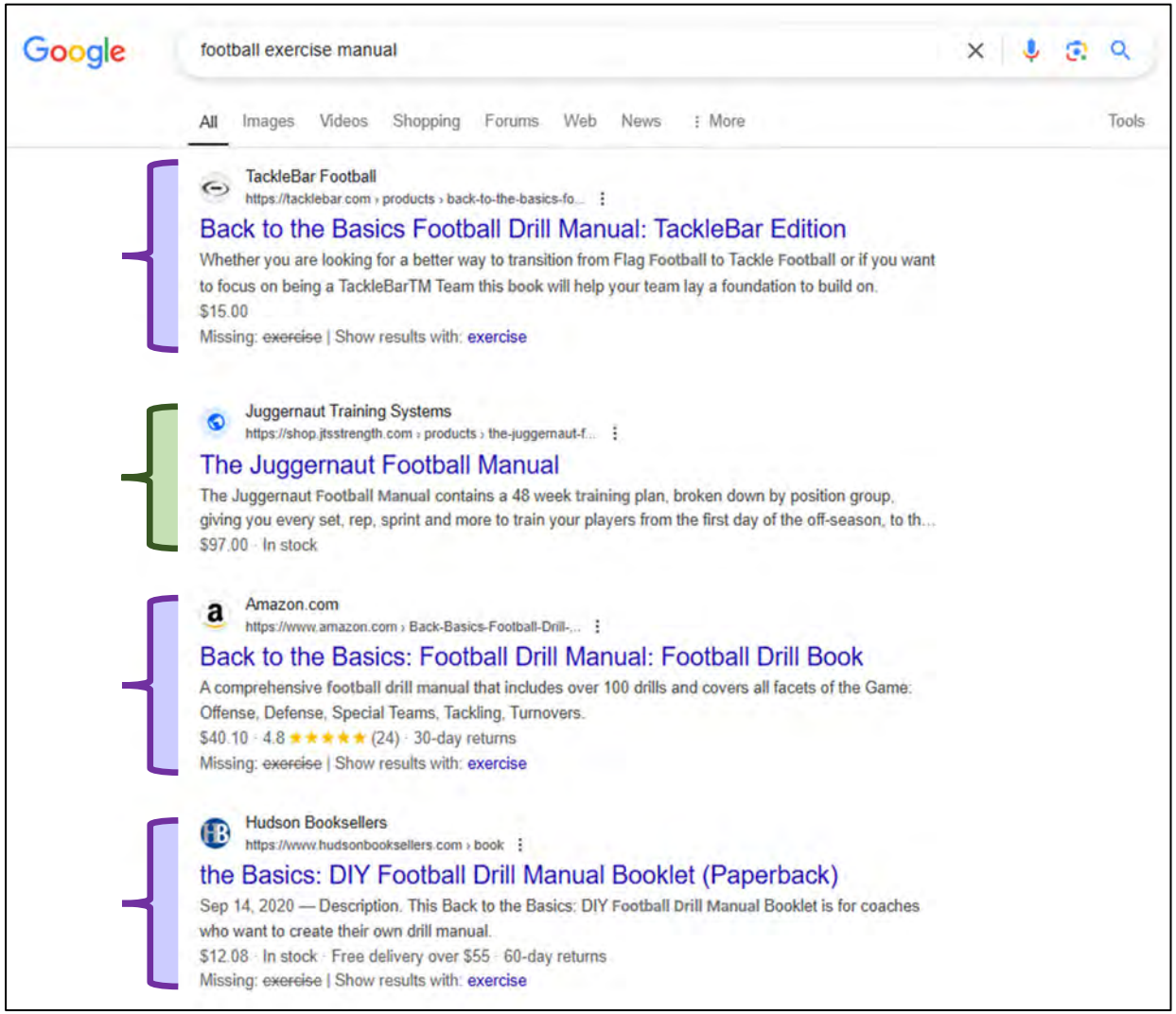
[1.2.2] (ii) a second type of search result which references a second webpage that is missing at least one submitted search term element;	**Google Search**



[1.2.2] (ii) a second type of search result which references a second webpage that is missing at least one submitted search term element;	**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.	

Claim [1.3]	
[1.3] causing the display screen to display the first and second types of search results on a search results webpage;	**Google Search**
Google conducts a method that comprises causing the display screen to display the first and second types of search results on a search results webpage **(e.g., displaying multiple groups of search results on a search results webpage).** For example, Google provides a search results webpage that displays the first and second types of search results on the same search results webpage:	

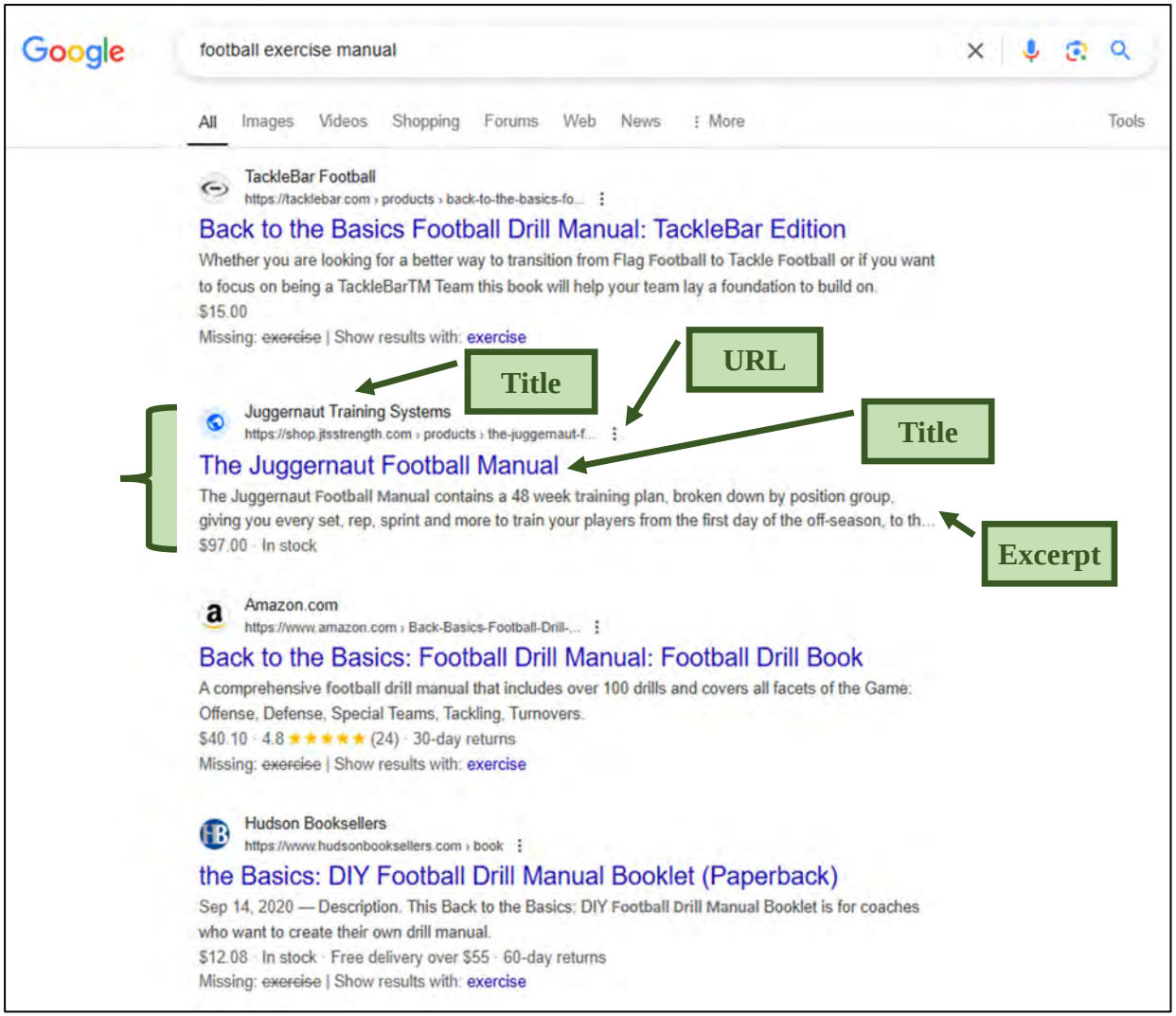
[1.3] causing the display screen to display the first and second types of search results on a search results webpage;	**Google Search**



[1.3] causing the display screen to display the first and second types of search results on a 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.	

Claim [1.4]	
[1.4] causing the display screen to display the first type of search result as a first search result grouping, wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage, and wherein the first search result grouping does not include any annotation for missing search term elements;	**Google Search**
Google conducts a method that comprises causing the display screen to display the first type of search result as a first search result grouping, wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage **(e.g., a title of a first webpage displayed as a set of results on a search results webpage, an Internet link for that webpage, an excerpt of that webpage, and a URL of that webpage)**, and wherein the first search result grouping does not include any annotation for missing search term elements **(e.g., a search result that references a webpage <u>without</u> indicating "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**; For example, Google provides search results that include a title for a first webpage (*see* green), an excerpt of that webpage (*id.*), and a URL of that webpage (*id.*):	

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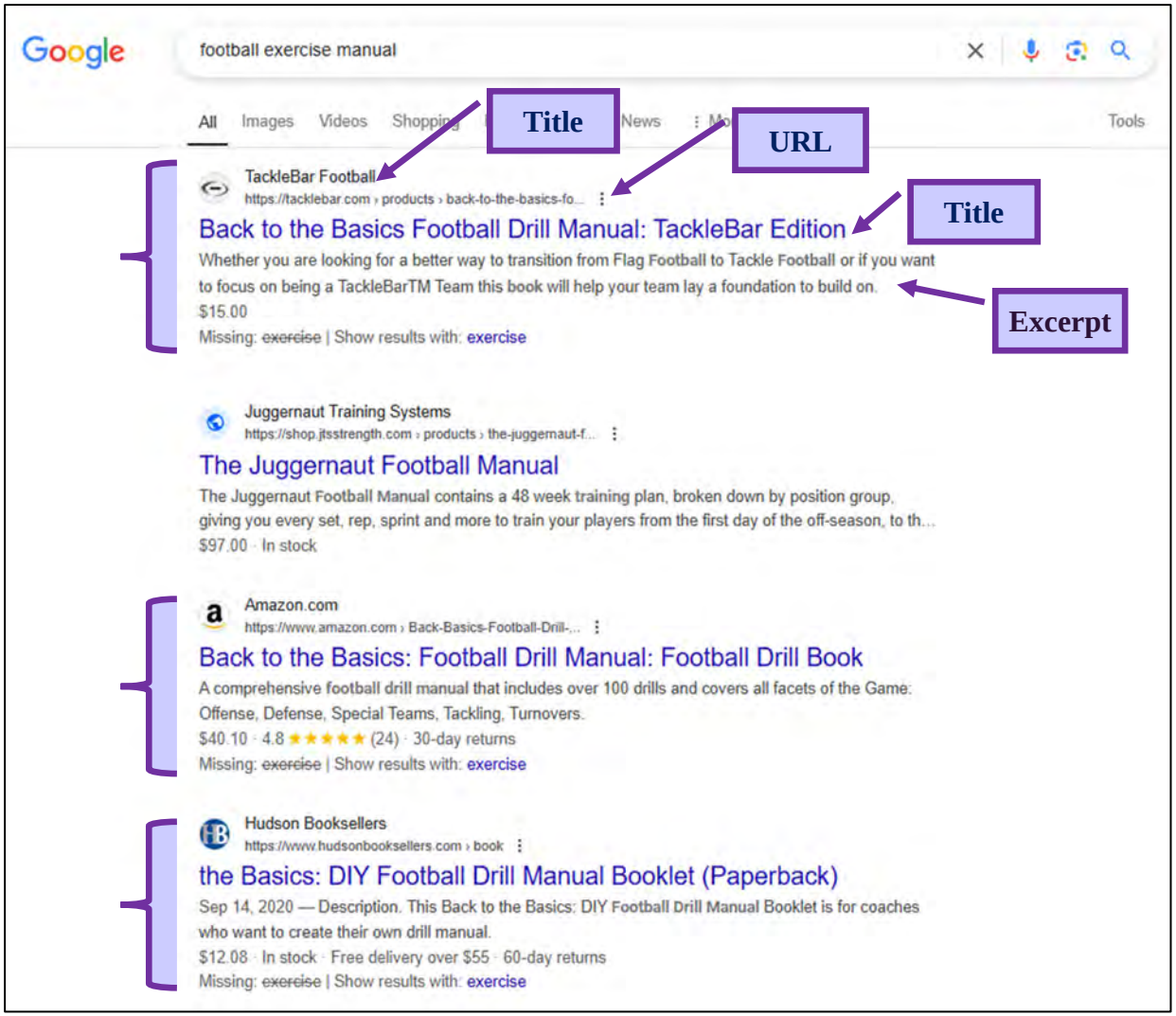
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

{02191132;v1 }

[1.4] causing the display screen to display the first type of search result as a first search result grouping, wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage, and wherein the first search result grouping does not include any annotation for missing search term elements;	**Google Search**
See also Example Developer Tool Images.	

Claim [1.5]	
[1.5] causing the display screen to display the second type of search result as a second search result grouping, wherein the second search result grouping is comprised of an annotation showing the at least one search term element missing in the second webpage and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage, and wherein the annotation is comprised of a text representing the at least one search term element; and	**Google Search**
Google conducts a method that comprises causing the display screen to display the second type of search result as a second search result grouping, wherein the second search result grouping is comprised of an annotation showing the at least one search term element missing in the second webpage **(e.g., a search result that references a webpage and indicates "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")** and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage **(e.g., a title of a second webpage displayed as a set of results on a search results webpage, an Internet link for that webpage, an excerpt of that webpage, and a URL of that webpage)**, and wherein the annotation is comprised of a text representing the at least one search term element **(e.g., a search result that references a webpage and indicates "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**. For example, Google provides search results that include a title for a second webpage (*see* purple), an excerpt of that webpage (*id.*), a URL of that webpage (e.g., a shortened version of the URL and a complete version of the URL), and an annotation comprised of a text representing that at least one search term element that is missing (e.g., "exercise"):	

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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.

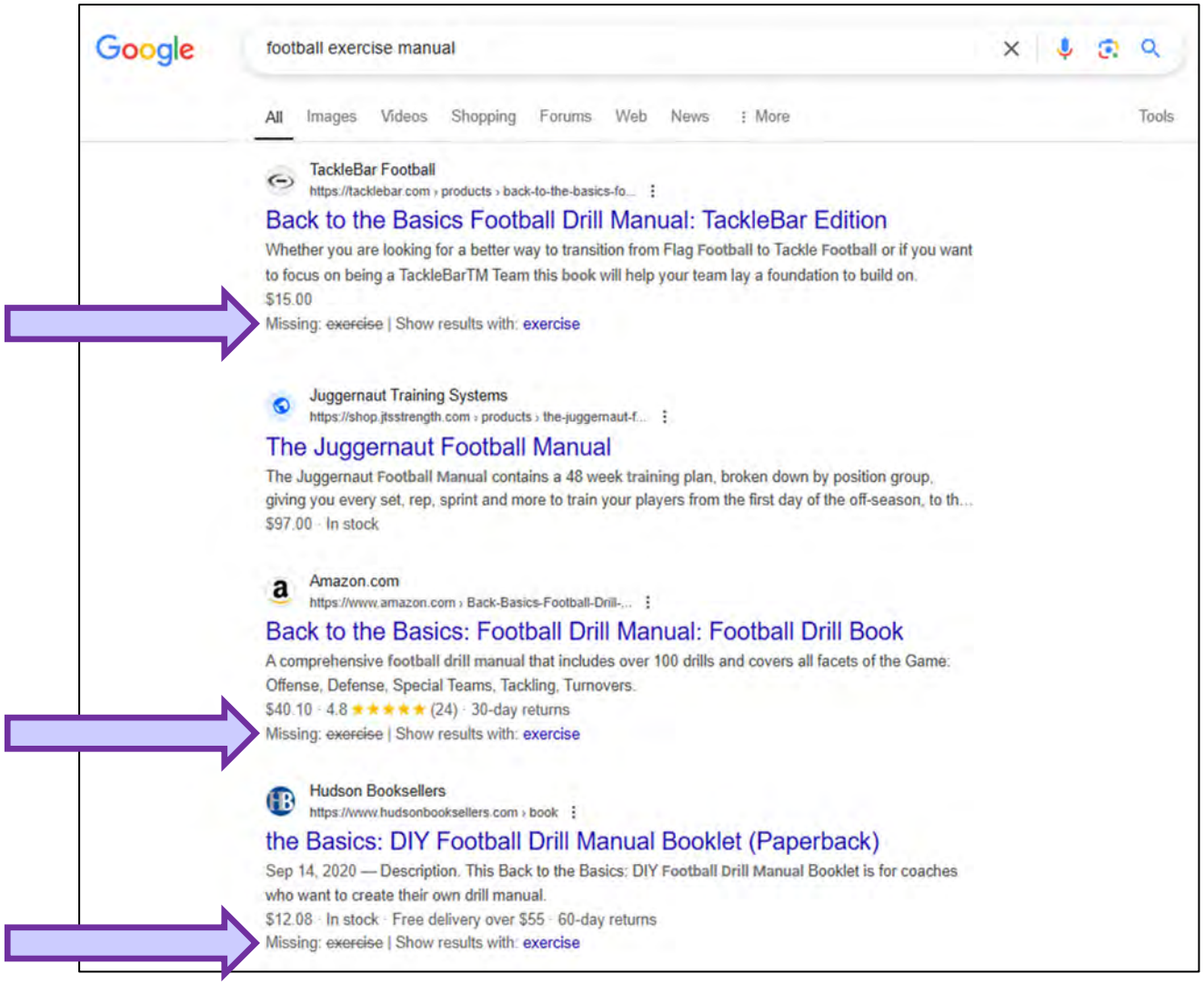
{02191132;v1 }

[1.5] causing the display screen to display the second type of search result as a second search result grouping, wherein the second search result grouping is comprised of an annotation showing the at least one search term element missing in the second webpage and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage, and wherein the annotation is comprised of a text representing the at least one search term element; and	**Google Search**
See also Example Developer Tool Images.	

Claim [1.6]

[1.6] wherein the annotation enables the user to readily discern, without opening the second webpage and navigating away from the search results webpage, that the second webpage is missing the at least one search term element, and by not opening the second webpage a faster execution is enabled for the Internet search process.	**Google Search**
Google conducts a method wherein the annotation enables the user to readily discern, without opening the second webpage and navigating away from the search results webpage, that the second webpage is missing the at least one search term element and by not opening the second webpage a faster execution is enabled for the Internet search process **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)**. For example, Google provides a search results webpage that indicates which particular term is missing. Further, Google provides an annotation that allows the user to discern that a specific search term element is missing. Thus, for example, if that missing element is important to the user, the user will decline to click on (e.g., open) a webpage that omits the missing search term element. Additionally, Google provides an annotation suggesting a revised search (e.g., a link to show results containing the missing search term) that provides an immediately available alternative to clicking on (e.g., opening) the second webpage. Each alone, and in combination, enable a faster execution of the Internet search process, as it prevents the user from navigating to webpages that are not relevant to, or are less relevant than other webpages to, the user:	

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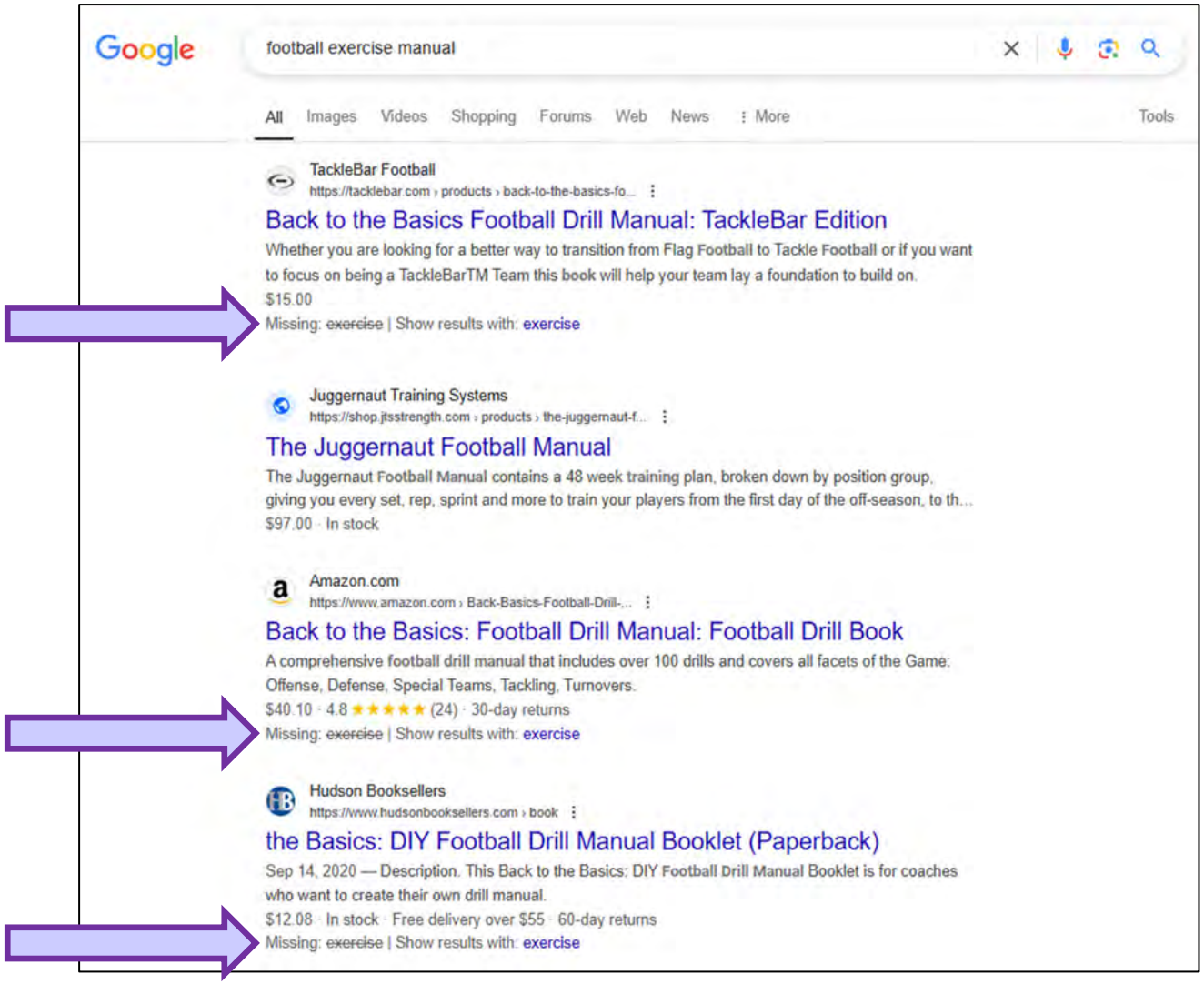
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

{02191132;v1 }

[1.6] wherein the annotation enables the user to readily discern, without opening the second webpage and navigating away from the search results webpage, that the second webpage is missing the at least one search term element, and by not opening the second webpage a faster execution is enabled for the Internet search process.	**Google Search**
See also Example Developer Tool Images.	

Claim [2]	
[2] The method of claim 1, wherein the annotation is displayed as one or more standalone lines in the second search result grouping; and wherein the annotation is displayed at the bottom of the second search result grouping.	**Google Search**
Google conducts a method wherein the annotation is displayed as one or more standalone lines in the second search result grouping **(e.g., annotation displayed on a line separate from other search result information)**; and wherein the annotation is displayed at the bottom of the second search result grouping **(e.g., on the last line in connection with the grouping)**.	

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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.

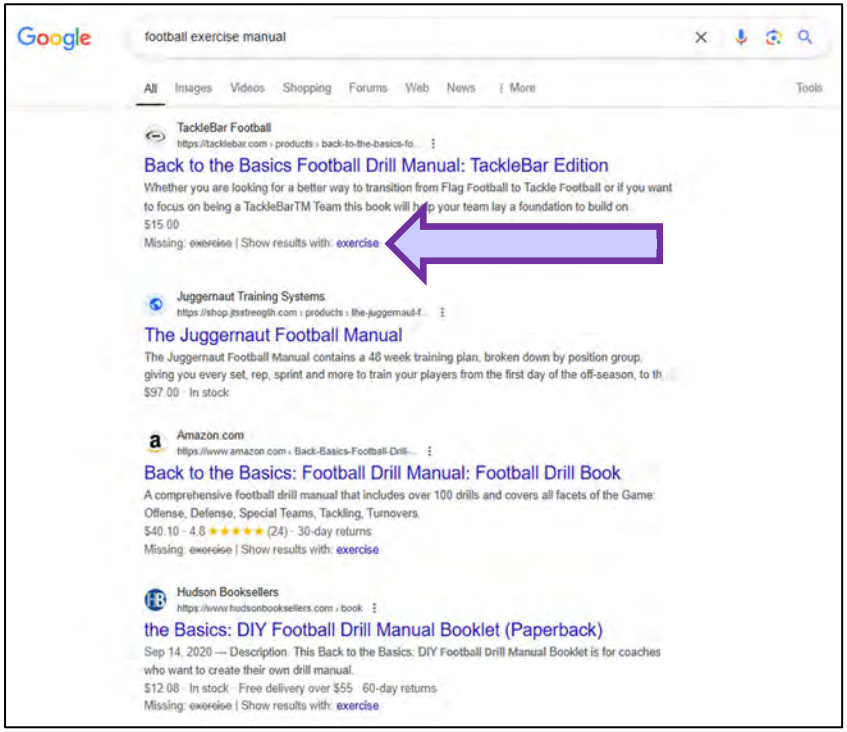
{02191132;v1 }

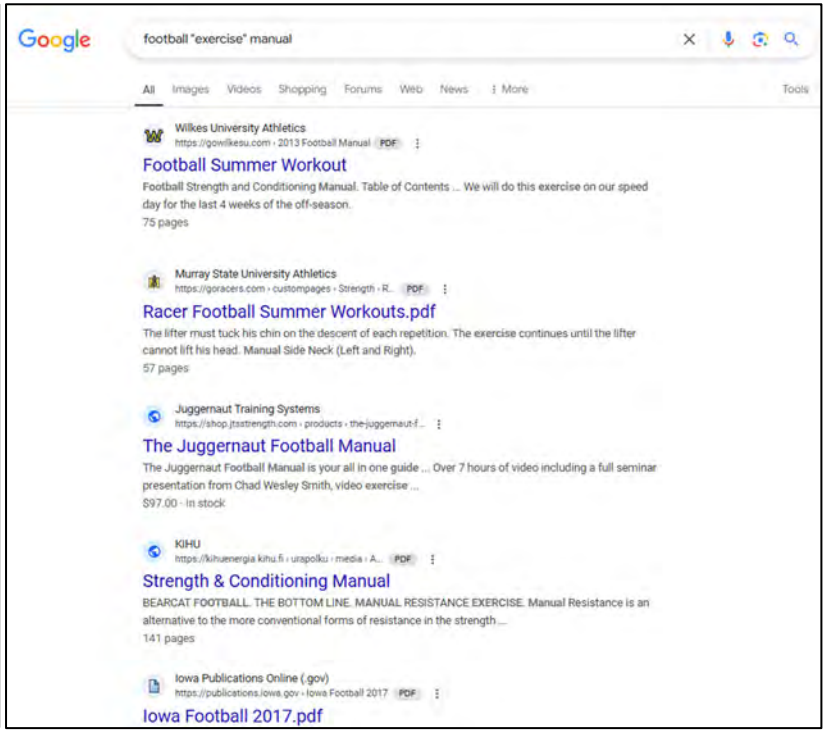
[2] The method of claim 1, wherein the annotation is displayed as one or more standalone lines in the second search result grouping; and wherein the annotation is displayed at the bottom of the second search result grouping.	**Google Search**
See also Example Developer Tool Images.	

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Claim [3]	
[3] The method of claim 1 further comprising: causing the display screen to display, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from the search results webpage.	**Google Search**
Google conducts a method comprising causing the display screen to display, in combination with the annotation within the second search result grouping, a selectable filtering function **(e.g., a hyperlink or other option associated with the terms "Missing: [missing search term element]," "Show results with: [missing search term element]," or similar variant thereof")** that, when selected **(e.g., by clicking the hyperlink or selecting the option)**, automatically causes the second search result grouping to be removed from the search results webpage **(e.g., no longer showing search result that referenced a webpage that does not contain the search element)**. For example, Google's system provides a hyperlink that a user can use to select the selectable filtering option:	

[3] The method of claim 1 further comprising: causing the display screen to display, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from the search results webpage.	**Google Search**



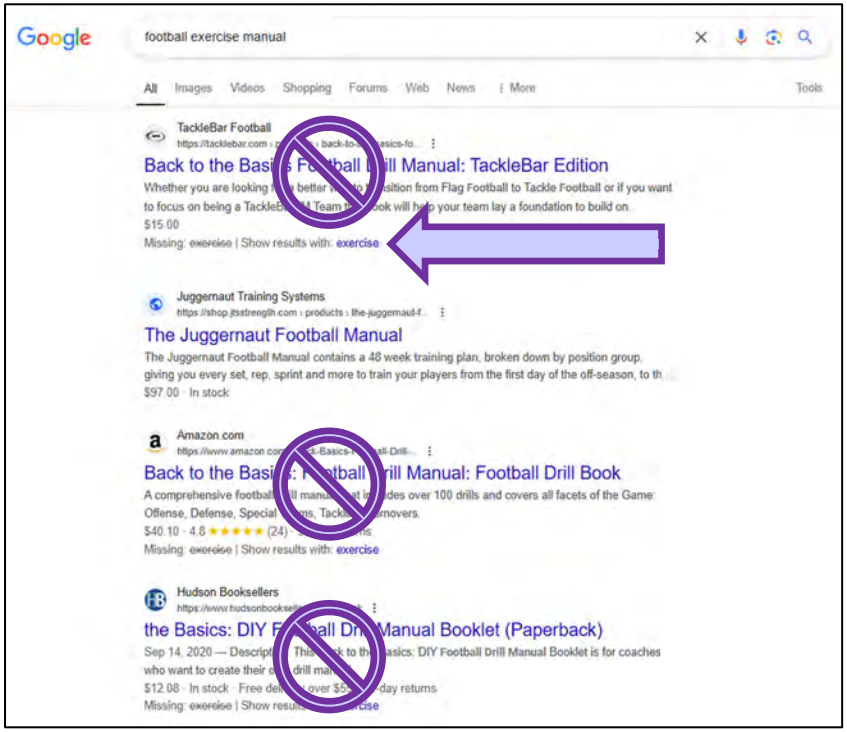


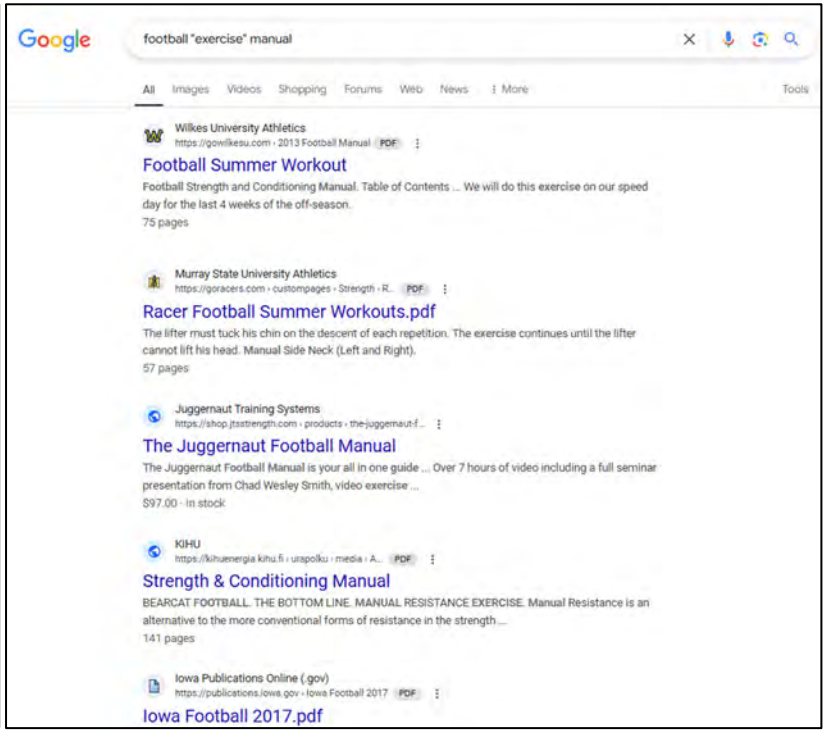
See www.google.com (image on right obtained after clicking first hyperlink labeled "exercise" as annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

Further, when selected, the second search result grouping is removed from the search results webpage:

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[3] The method of claim 1 further comprising: causing the display screen to display, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from 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); *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.

Claim [4]	
[4] The method of claim 3, wherein the user's computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the second search result grouping enables the smaller display screen to display an increased number of first type of search results.	**Google Search**

Google conducts a method wherein the user's computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen **(e.g., a Google smart phone or other smart phone with a browser such as Chrome installed)**, and wherein the automatic removal of the second search result grouping enables the smaller display screen to display an increased number of first type of search results **(e.g., removing one or more second search result groupings referencing webpages that do not contain search elements and replacing the area of the display with one or more first search result groupings)**.

For example, Google provides a Pixel phone or functionality on other smart phones with smaller screens:

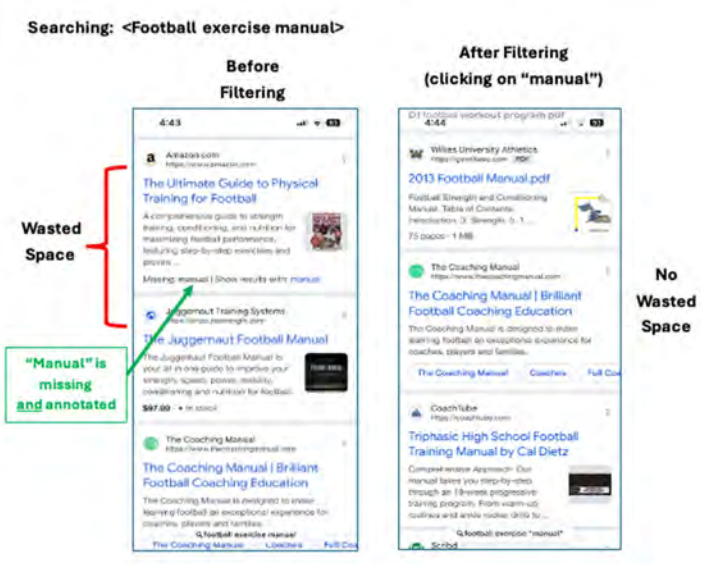


See https://store.google.com/category/phones?hl=en-US&pli=1.



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

For example, when a user clicks on the "Show results with: [hyperlink]" the smaller display screen will show additional results.

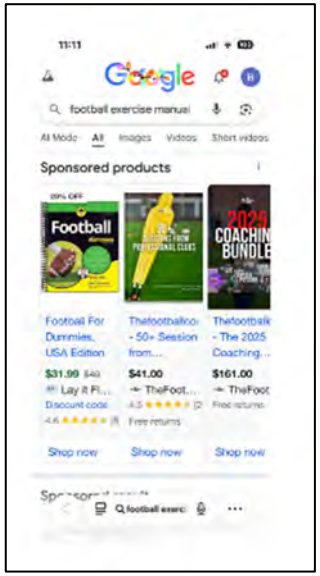


See www.google.com; *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. *See also* Example Developer Tool Images.

Claim [5]	
[5] The method of claim 1 further comprising: causing the display screen to display one or more selectable advertisements on the search results webpage, wherein the one or more selectable advertisements are related to one or more of the search term elements.	**Google Search**
Google conducts a method further comprising causing the display screen to display one or more selectable advertisements on the search results webpage **(e.g., indicated by the words "Sponsored" or "Ad" one search results pages" that a user can click on)**, wherein the one or more selectable advertisements are related to one or more of the search term elements. Google provides one or more sponsored links that are related to search term elements and that a user can select (by clicking on the ad):	

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[5] The method of claim 1 further comprising: causing the display screen to display one or more selectable advertisements on the search results webpage, wherein the one or more selectable advertisements are related to one or more of the search term elements.	**Google Search**



{02191132;v1 }

[5] The method of claim 1 further comprising: causing the display screen to display one or more selectable advertisements on the search results webpage, wherein the one or more selectable advertisements are related to one or more of the 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.

[5] The method of claim 1 further comprising: causing the display screen to display one or more selectable advertisements on the search results webpage, wherein the one or more selectable advertisements are related to one or more of the search term elements.	**Google Search**

Click: Definition

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might find a difference between the number of clicks on your ad and the number of visits to your website. For YouTube on TV screens, clicks reported are for actions taken on the TV call-to-action button (CTA), not for actions taken on follow-up notifications.
- Clicks can help you understand how well your ad is appealing to people who view it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll find the clickthrough rate (CTR), which lets you know how many people who've viewed your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Google Ads automatically filters out invalid clicks, such as accidental clicks or clicks by automated clicking tools, robots, or other deceptive software, and you aren't charged for them.

Note: A good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

See https://support.google.com/google-ads/answer/31799?hl=en.

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Claim [6]	
[6] The method of claim 1, wherein the plurality of search results is further comprised of: (i) a third type of search result which references a third webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; and (ii) a fourth type of search result which references a fourth webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and further comprising: causing the display screen to display the fourth type of search result in a same manner as the second search result grouping.	**Google Search**

Google conducts a method wherein the plurality of search results is further comprised of

(i) a third type of search result which references a third webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; and

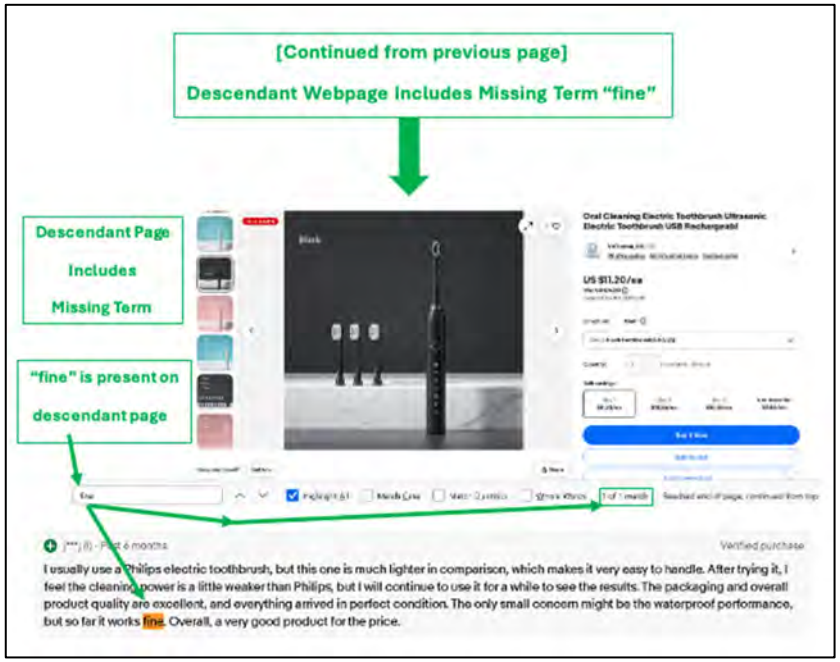
(ii) a fourth type of search result which references a fourth webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and

further comprising: causing the display screen to display the fourth type of search result in a same manner as the second search result grouping.

Google's search results include a third type of search result which references a third webpage (e.g. the eBay webpage referenced below) that is missing at least one search term element, (e.g., the search term element "fine) wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element, as shown in the images below:

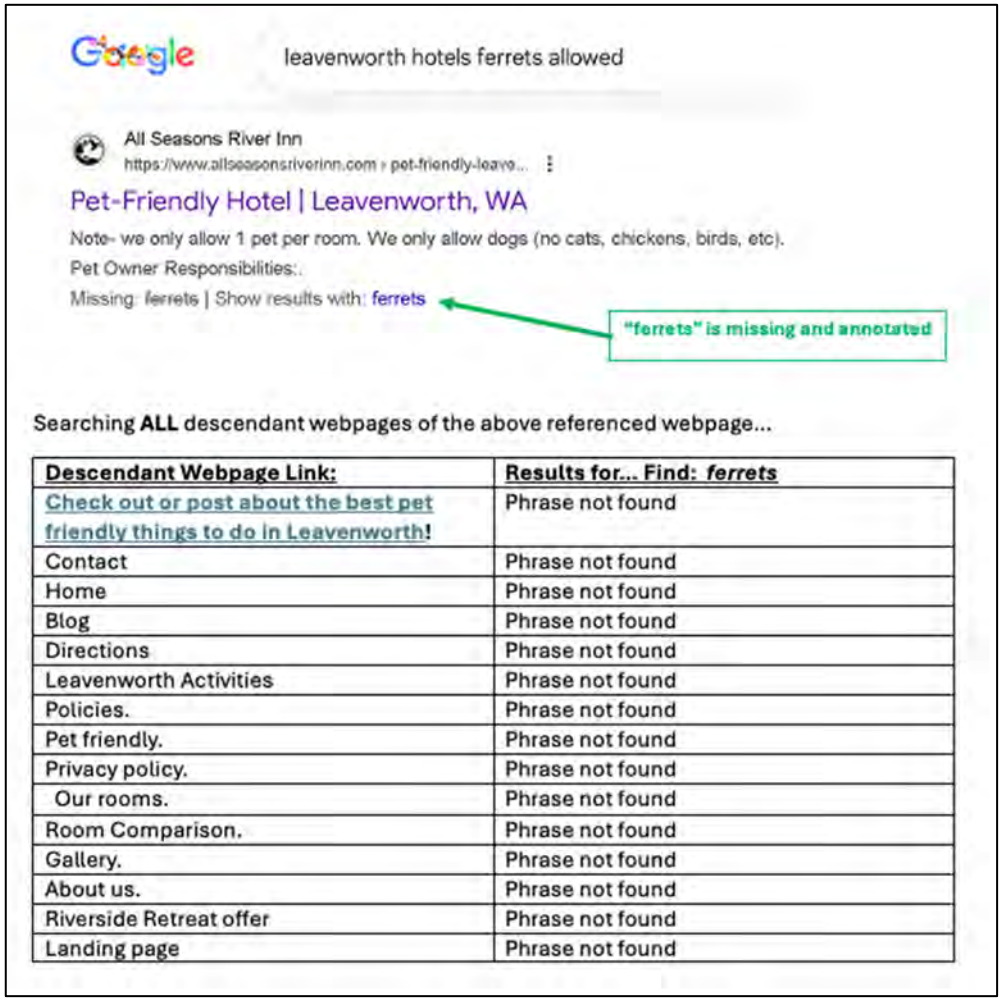


A descendant webpage of the ebay webpage contains the term "fine":



Google's search results include a fourth type of search result which references a fourth webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element.

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Searching **ALL** descendant webpages of the above referenced webpage...

Descendant Webpage Link:	**Results for... Find: *ferrets***
Check out or post about the best pet friendly things to do in Leavenworth!	Phrase not found
Contact	Phrase not found
Home	Phrase not found
Blog	Phrase not found
Directions	Phrase not found
Leavenworth Activities	Phrase not found
Policies.	Phrase not found
Pet friendly.	Phrase not found
Privacy policy.	Phrase not found
Our rooms.	Phrase not found
Room Comparison.	Phrase not found
Gallery.	Phrase not found
About us.	Phrase not found
Riverside Retreat offer	Phrase not found
Landing page	Phrase not found

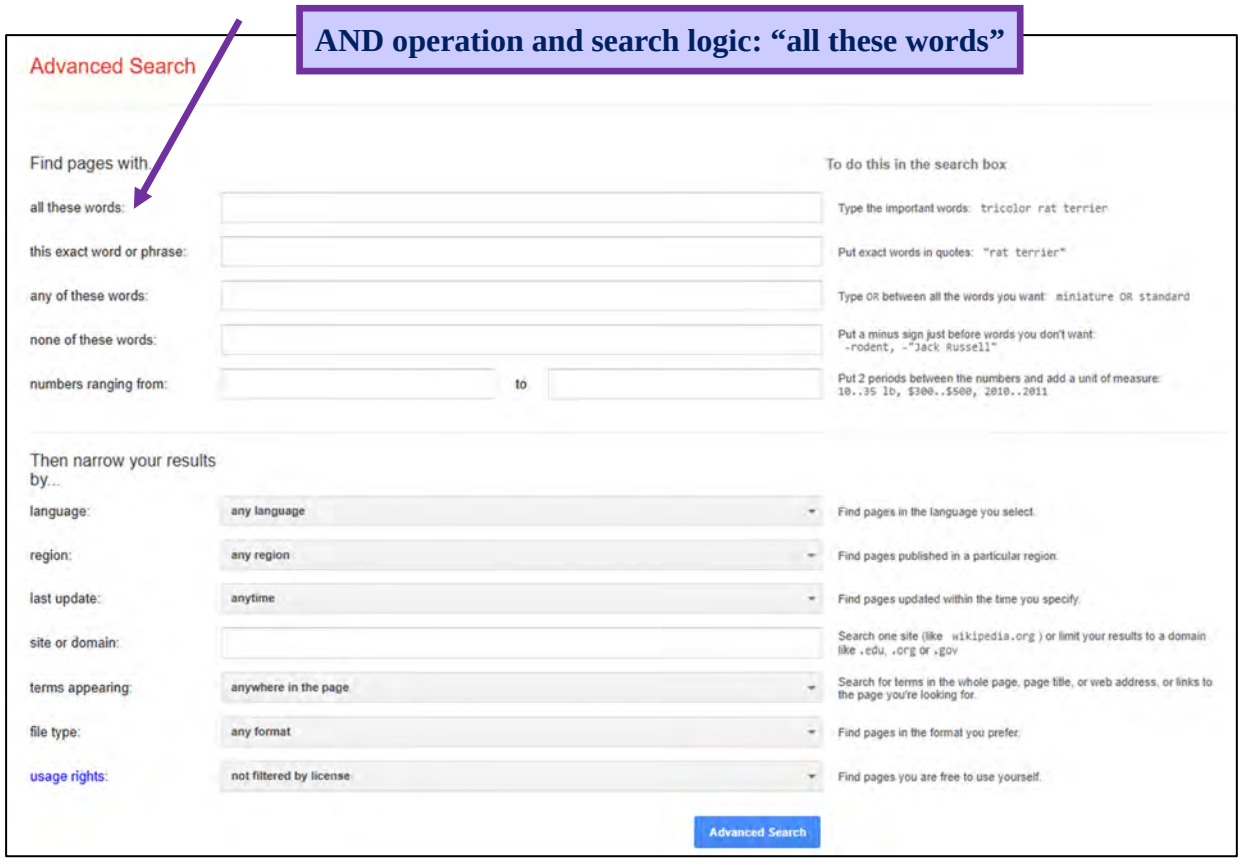
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Claim [7.Pre]	
[7.Pre] A system for an Internet search engine provider to provide an interactive graphical user interface for a user during an Internet search process to readily discern a search result that references a webpage that is missing a search term element, without requiring the user to open the search result's referenced webpage, the system comprising:	**Google Search**
Google provides A system for an Internet search engine provider to provide an interactive graphical user interface for a user during an Internet search process to readily discern a search result that references a webpage that is missing a search term element, without requiring the user to open the search result's referenced webpage. *See* Claim [1.Pre].	

Claim [7.1]	
[7.1] one or more servers, wherein the one or more servers receive a first search request via the Internet from a user-operated computing device,	**Google Search**
Google provides one or more servers, wherein the one or more servers receive a first search request via the Internet from a user-operated computing device. *See* Claim [1.1].	

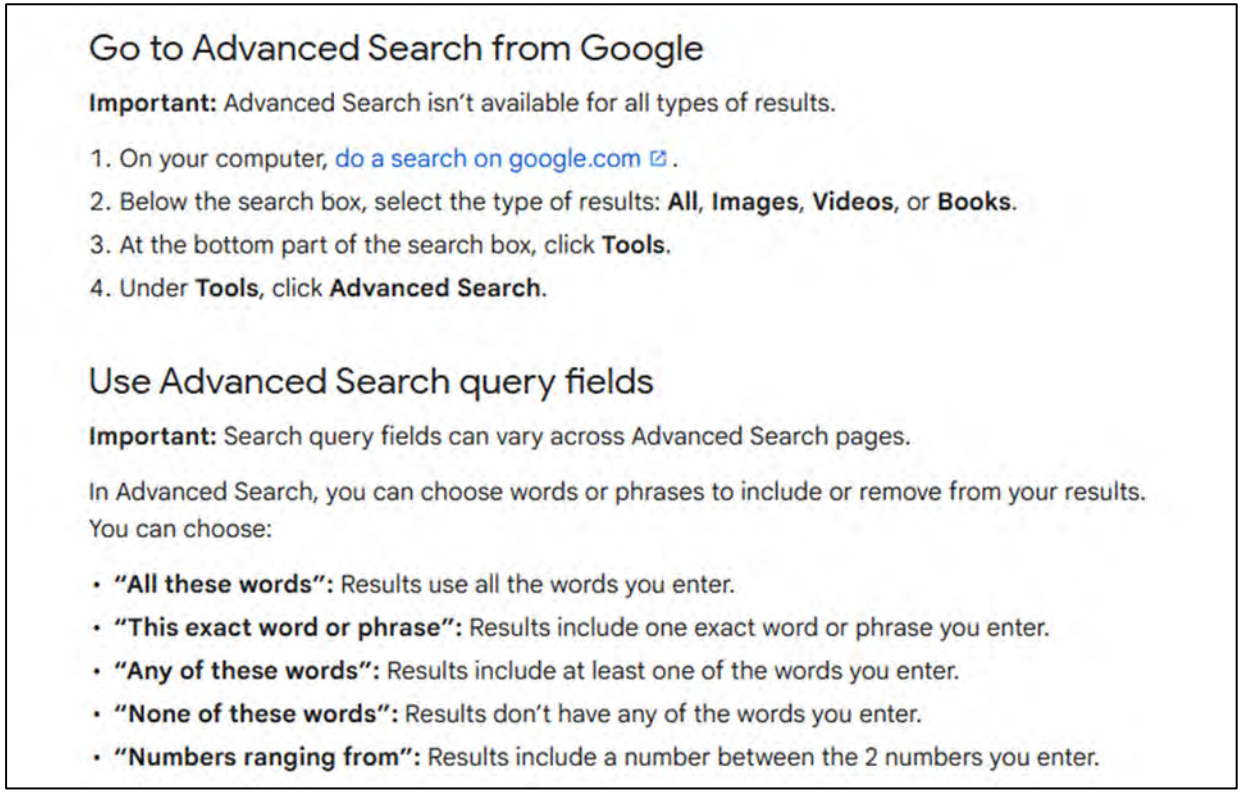
Claim [7.2]	
[7.2] wherein the first search request is comprised of a plurality of search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**

Google provides a system wherein the first search request is comprised of a plurality of search term elements for performing AND operations **(e.g., AND or & Boolean operators)** according to search logic guidelines published by the search engine provider **(e.g., guidelines published by Google, including via instructions, help pages, and blog posts)**.



See https://www.google.com/advanced_search.

[7.2] wherein the first search request is comprised of a plurality of search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**



Go to Advanced Search from Google

Important: Advanced Search isn't available for all types of results.

1. On your computer, do a search on google.com .
2. Below the search box, select the type of results: **All**, **Images**, **Videos**, or **Books**.
3. At the bottom part of the search box, click **Tools**.
4. Under **Tools**, click **Advanced Search**.

Use Advanced Search query fields

Important: Search query fields can vary across Advanced Search pages.

In Advanced Search, you can choose words or phrases to include or remove from your results. You can choose:

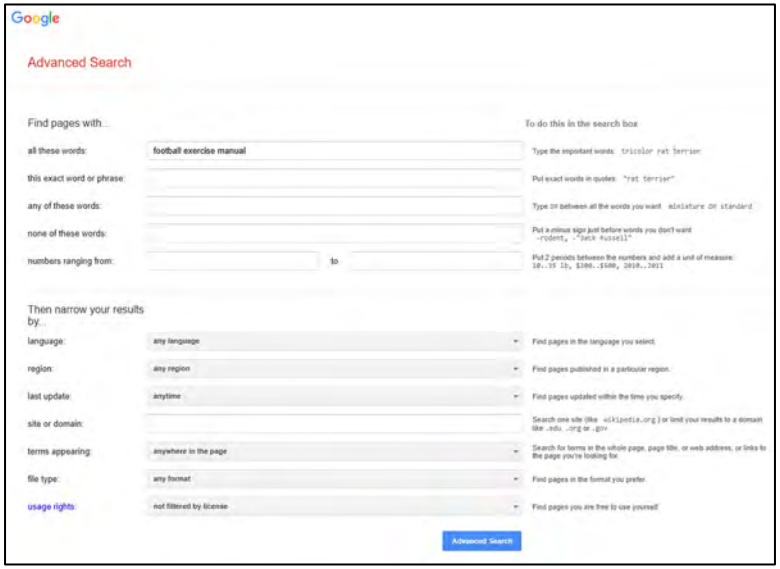
- **"All these words":** Results use all the words you enter.
- **"This exact word or phrase":** Results include one exact word or phrase you enter.
- **"Any of these words":** Results include at least one of the words you enter.
- **"None of these words":** Results don't have any of the words you enter.
- **"Numbers ranging from":** Results include a number between the 2 numbers you enter.

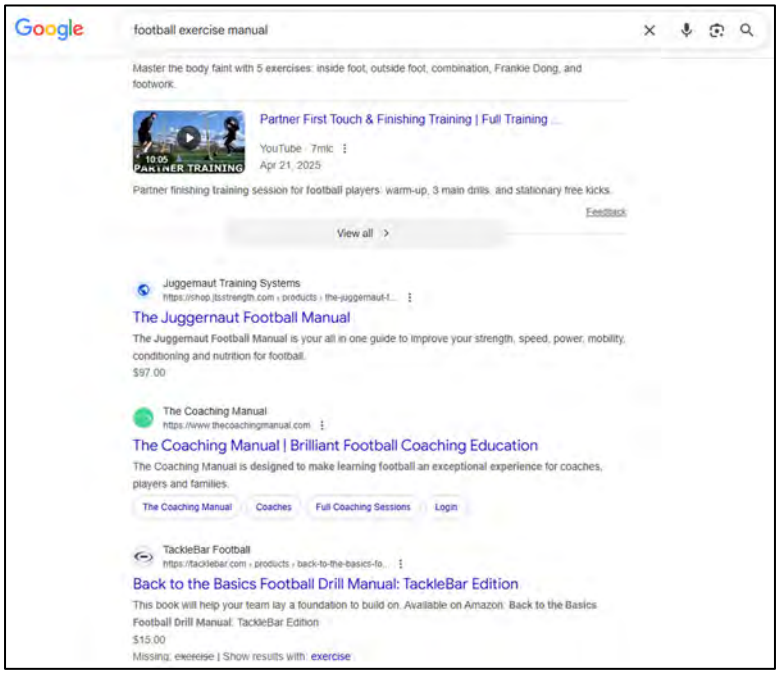
See https://support.google.com/websearch/answer/35890?hl=en&co=GENIE.Platform%3DDesktop&sjid=13411581908160660219-NA.

Claim [7.3.1]	
[7.3.1] wherein in response to the first search request, the one or more servers perform an Internet search to produce a search results webpage comprising a plurality of search results, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all search term elements;	**Google Search**
Google provides a system wherein in response to the first search request, the one or more servers perform an Internet search to produce a search results webpage comprising a plurality of search results, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all search term elements. *See* Claim [1.2.1].	

Claim [7.3.2]	
[7.3.2] (ii) a second type of search result which references a second webpage that is, contrary to the search logic guidelines for AND operations published by the search engine provider, missing at least one search term element;	**Google Search**
Google provides (ii) a second type of search result which references a second webpage that is, contrary to the search logic guidelines for AND operations published by the search engine provider, missing at least one search term element.	

[7.3.2] (ii) a second type of search result which references a second webpage that is, contrary to the search logic guidelines for AND operations published by the search engine provider, missing at least one search term element;	**Google Search**





See www.https://www.google.com/advanced_search (before on left; after on right).

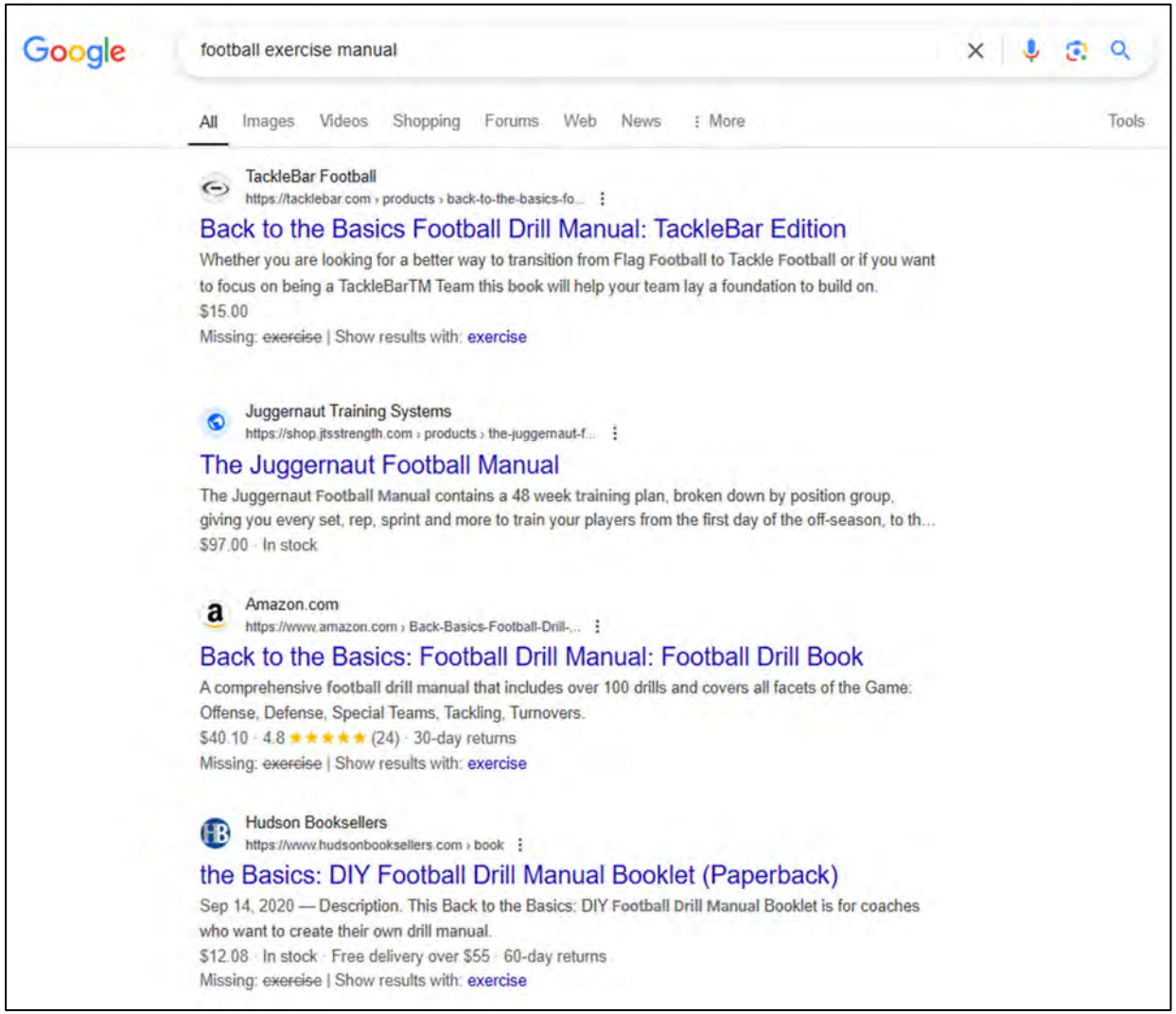
Claim [7.4]

[7.4] wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated computing device;	**Google Search**

Google provides a system wherein the one or more servers **(e.g., a remote or distributed computing system, server, or cloud)** provide the search results webpage via the Internet for **(e.g., a search results webpage displayed on screen to a user)** displaying

[7.4] wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated computing device;	**Google Search**
the plurality of search results on a display screen of the user-operated computing device **(e.g., a local computer, mobile device, or other means of connecting to the Internet)**. For example, Google's system provides one or more servers controlled by Google that provide search results on a webpage that displays a plurality of search results on a display screen of a user-operated computing device:	

[7.4] wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated computing device;	**Google Search**



[7.4] wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated 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;

The search results and related references are generated by the one or more servers.



See https://www.google.com/about/datacenters/;



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

[7.4] wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated computing device;	**Google Search**

See also Example Developer Tool Images.



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

Claim [7.5]

[7.5] wherein the first type of search result is displayed as a first search result grouping and the second type of search result is displayed as a second search result grouping;	**Google Search**

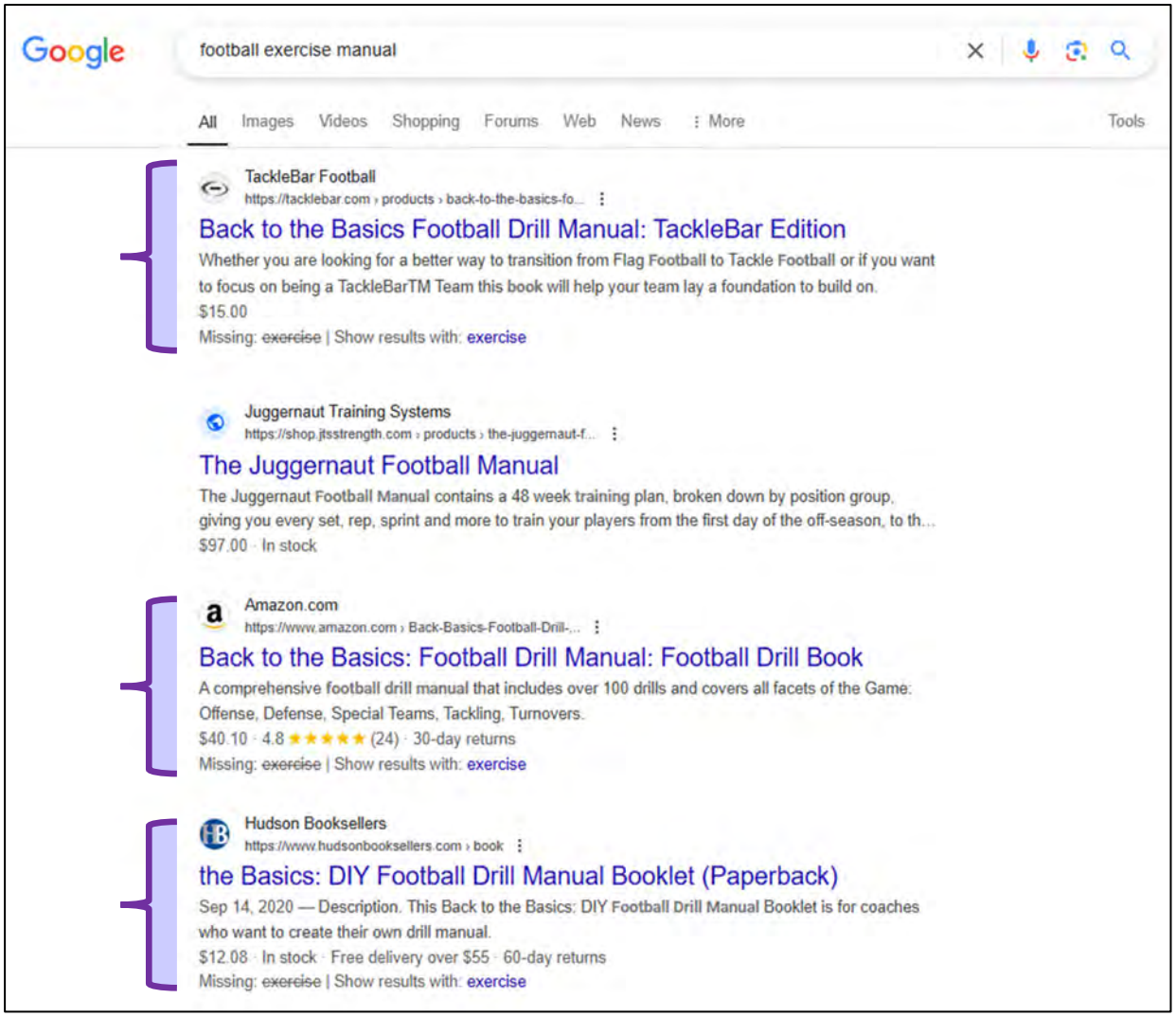
Google provides a system wherein the first type of search result is displayed as a first search result grouping and the second type of search result is displayed as a second search result grouping:

See Claim [1.3].

Claim [7.6]	
[7.6] wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage; and wherein the first search result grouping does not include an annotation indicating one or more missing search term elements in the first webpage;	**Google Search**
Google provides a system wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage; and wherein the first search result grouping does not include an annotation indicating one or more missing search term elements in the first webpage. *See* Claim [1.4].	

Claim [7.7]	
[7.7] wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage;	**Google Search**
Google provides a system wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage. *See* Claim [1.5].	

Exhibit C
Infringement of U.S. Patent No. 11,100,184 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.

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[7.7] wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage;	**Google Search**
See also Example Developer Tool Images.	

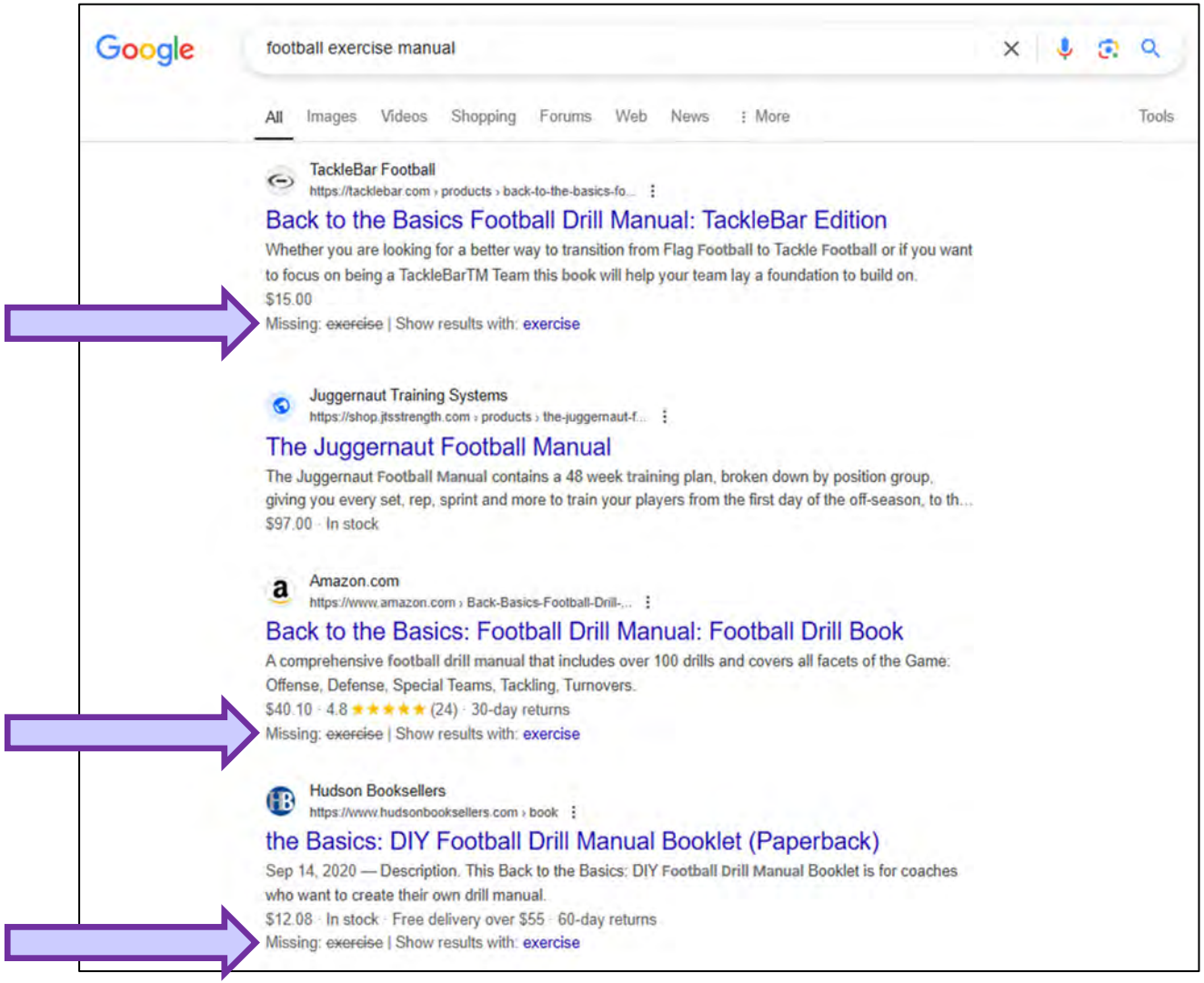
Claim [7.8]

[7.8] wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the second webpage;	**Google Search**
Google provides a system wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the second webpage **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)**. *See* Claim [1.5].	

Claim [7.9]

[7.9] wherein the missing search term annotation is placed on the display screen at the bottom of the second search result grouping; and	**Google Search**
Google provides a system wherein the missing search term annotation is placed on the display screen at the bottom of the second search result grouping **(e.g., on the last line in connection with the grouping)**.	

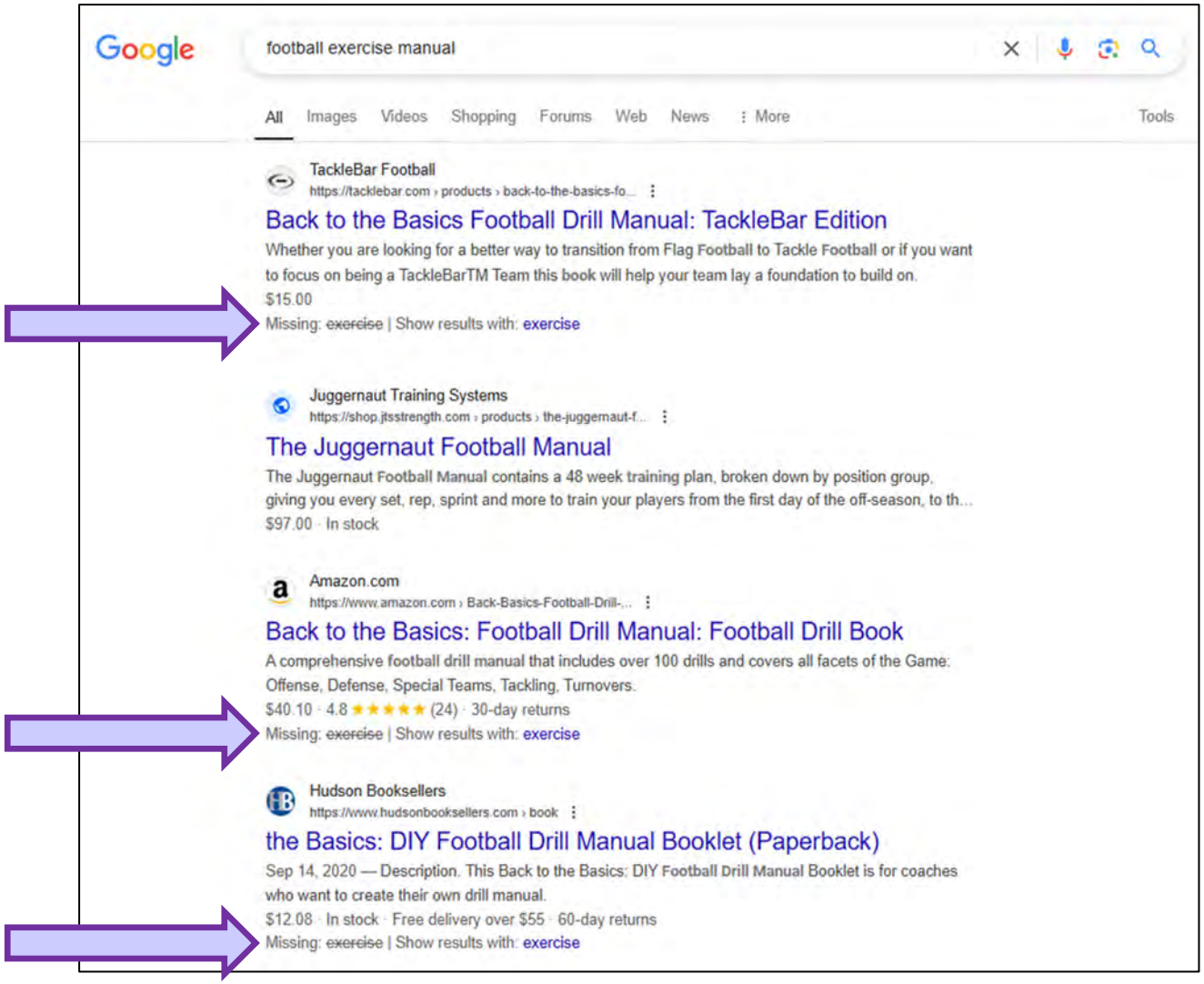
[7.9] wherein the missing search term annotation is placed on the display screen at the bottom of the second search result grouping; and	**Google Search**



[7.9] wherein the missing search term annotation is placed on the display screen at the bottom of the second search result grouping; 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. *See also* Example Developer Tool Images.	

Claim [7.10]	
[7.10] wherein the missing search term annotation warns the user that the second webpage is missing the at least one search term element, and wherein the missing search term annotation enables the user to readily discern that the second webpage is missing the at least one search term element without opening the second webpage, thereby saving time and enabling a faster execution of the Internet search process.	**Google Search**
Google provides a system wherein the missing search term annotation **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)** warns the user that the second webpage is missing the at least one search term element, and wherein the missing search term annotation enables the user to readily discern that the second webpage is missing the at least one search term element without opening the second webpage, thereby saving time and enabling a faster execution of the Internet search process **(e.g., the plain meaning of the word "missing" to a user along with a search term element and/or that indication in comparison to "Show results with: [missing search term element]," or a similar variant thereof and display of other groups that do not indicate a missing term)**.	

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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.

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[7.10] wherein the missing search term annotation warns the user that the second webpage is missing the at least one search term element, and wherein the missing search term annotation enables the user to readily discern that the second webpage is missing the at least one search term element without opening the second webpage, thereby saving time and enabling a faster execution of the Internet search process.	**Google Search**
See also Example Developer Tool Images.	

Claim [8]	
[8] The system of claim 7, wherein the display screen displays, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from the search results webpage.	**Google Search**
Google provides a system wherein the display screen displays, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from the search results webpage. *See* Claim [3].	

Claim [9]	
[9] The system of claim 8, wherein the user-operated computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the second search result grouping enables the smaller display screen to display an increased number of first type of search results.	**Google Search**
Google provides a system wherein the user-operated computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the second search result grouping enables the smaller display screen to display an increased number of first type of search results. *See* Claim [4].	

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Claim [10]	
[10] The system of claim 7, wherein the display screen displays one or more selectable advertisements on the search results webpage, where the one or more selectable advertisements are related to one or more of the search term elements.	**Google Search**
Google provides a system wherein the display screen displays one or more selectable advertisements on the search results webpage, where the one or more selectable advertisements are related to one or more of the search term elements. *See* Claim [5].	

Claim [11]	
[11] The system of claim 7, wherein the plurality of search results is further comprised of: (i) a third type of search result referencing a third webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; and (ii) a fourth type of search result references a fourth webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping.	**Google Search**
Google provides a system wherein the plurality of search results is further comprised of: (i) a third type of search result referencing a third webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; and (ii) a fourth type of search result references a fourth webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and	

[11] The system of claim 7, wherein the plurality of search results is further comprised of: (i) a third type of search result referencing a third webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; and (ii) a fourth type of search result references a fourth webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping.	**Google Search**
wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping. *See* Claim [6].	

Claim [12.Pre]	
[12.Pre] A system for operating an interactive graphical user interface during an Internet search process that enables a user to readily discern a search result that references a webpage that is missing a search term element without requiring the user to open the search result's referenced webpage, the system comprising:	**Google Search**
Google provides A system for operating an interactive graphical user interface during an Internet search process that enables a user to readily discern a search result that references a webpage that is missing a search term element without requiring the user to open the search result's referenced webpage. *See* Claim [1.Pre].	

Claim [12.1]	
[12.1] a user-operated computing device capable of sending information to and receiving information from a search engine provider via the Internet, and also capable of operating an interactive graphical user interface for interacting with the search engine, wherein the device is any one of: a desktop computer, a laptop computer, or a notebook computer; a smart phone; or a tablet computer;	**Google Search**
Google provides a user-operated computing device capable of sending information to and receiving information from a search engine provider via the Internet, and also capable of operating an interactive graphical user interface for interacting with the search engine, wherein the device is any one of: a desktop computer, a laptop computer, or a notebook computer; a smart phone; or a tablet computer. *See* Claim [1.1].	

Claim [12.2]	
[12.2] wherein the interactive graphical user interface interacts with, and enables, the user to submit a first search request via the Internet to the search engine provider, the first search request comprising a plurality of search term elements for performing AND operations according to published search logic guidelines;	**Google Search**
Google provides a system wherein the interactive graphical user interface interacts with, and enables, the user to submit a first search request via the Internet to the search engine provider, the first search request comprising a plurality of search term elements for performing AND operations according to published search logic guidelines. *See* Claim [7.2].	

Claim [12.3.1]

[12.3.1] wherein in response to the first search request, the device receives from the search engine provider a search results webpage comprising a plurality of search results, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all search term elements; and	**Google Search**
Google provides a system wherein in response to the first search request, the device receives from the search engine provider a search results webpage comprising a plurality of search results, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all search term elements. *See* Claim [1.2.1].	

Claim [12.3.2]

[12.3.2] (ii) a second type of search result which references a second webpage that is, contrary to the published search logic guidelines for AND operations, missing at least one search term element;	**Google Search**
Google provides a (ii) a second type of search result which references a second webpage that is, contrary to the published search logic guidelines for AND operations, missing at least one search term element. *See* Claim [7.3.2].	

Claim [12.4]

[12.4] wherein the first type of Internet search result is displayed on a display screen of the device as a first search result grouping and the second type of search result is displayed on the display screen as a second search result grouping;	**Google Search**
Google provides a system wherein the first type of Internet search result is displayed on a display screen **(e.g., a monitor, touch screen, or other display device or output component)** of the device as a first search result grouping and the second type of search result is displayed on the display screen as a second search result grouping.	

[12.4] wherein the first type of Internet search result is displayed on a display screen of the device as a first search result grouping and the second type of search result is displayed on the display screen as a second search result grouping;	**Google Search**

See Claim [7.5].



See https://store.google.com/category/phones?hl=en-US&pli=1.



[12.4] wherein the first type of Internet search result is displayed on a display screen of the device as a first search result grouping and the second type of search result is displayed on the display screen as a second search result grouping;	**Google Search**
See https://www.google.com/chrome/browser-features/.	

Claim [12.5]

[12.5] wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage; and wherein each first search result grouping does not include an annotation indicating one or more missing search term elements in the first webpage;	**Google Search**
Google provides a system wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage; and wherein each first search result grouping does not include an annotation indicating one or more missing search term elements in the first webpage. *See* Claim [1.4].	

Claim [12.6]

[12.6] wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage;	**Google Search**
Google provides a system wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage. *See* Claim [1.5].	

Claim [12.7]	
[12.7] wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the second webpage, and wherein the missing search term annotation is placed on the display at the bottom of the second search result grouping; and	**Google Search**
Google provides a system wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the second webpage, and wherein the missing search term annotation is placed on the display at the bottom of the second search result grouping. *See* Claim [1.5] and [7.9].	

Claim [12.8]	
[12.8] wherein the missing search term annotation enables the user to readily discern that the second type of search result is missing a desired search term element without opening the second webpage, and that by warning the user with respect to such search result, less time is wasted thereby enabling faster execution of the Internet search process.	**Google Search**
Google provides a system wherein the missing search term annotation enables the user to readily discern that the second type of search result is missing a desired search term element without opening the second webpage, and that by warning the user with respect to such search result, less time is wasted thereby enabling faster execution of the Internet search process. *See* Claim [7.10].	

Claim [13]	
[13] The system of claim 12, wherein the display screen displays, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from the search results webpage.	**Google Search**
Google provides a system wherein the display screen displays, in combination with the annotation within the second search result grouping, a selectable filtering function that, when selected, automatically causes the second search result grouping to be removed from the search results webpage. *See* Claim [3].	

Claim [14]	
[14] The system of claim 13, wherein the user-operated computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the second search result grouping enables the smaller display screen to display an increased number of first type of search results.	**Google Search**
Google provides a system wherein the user-operated computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the second search result grouping enables the smaller display screen to display an increased number of first type of search results. *See* Claim [4].	

Claim [15]	
[15] The system of claim 12, wherein the display screen displays one or more selectable advertisements on the search results webpage, where the one or more selectable advertisements are related to one or more of the search term elements.	**Google Search**
Google provides a system wherein the display screen displays one or more selectable advertisements on the search results webpage, where the one or more selectable advertisements are related to one or more of the search term elements. *See* Claim [5].	

Claim [16]	
[16] The system of claim 12, wherein: a third type of search result references a third webpage that is missing at least one search term element, and a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; a fourth type of search result references a fourth webpage that is missing at least one search term element, and all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping.	**Google Search**
Google provides a system wherein: a third type of search result references a third webpage that is missing at least one search term element, and a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element; a fourth type of search result references a fourth webpage that is missing at least one search term element, and all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element; and wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping. *See* Claim [6].	

Claim [17.Pre]	
[17.Pre] A system for an Internet search engine provider to provide an interactive graphical user interface for a user during an Internet search process to readily discern a search result that references a webpage that is missing a search term element, without requiring the user to open the search result's referenced webpage, the system comprising:	**Google Search**
Google provides a system for an Internet search engine provider to provide an interactive graphical user interface for a user during an Internet search process to readily discern a search result that references a webpage that is missing a search term element, without requiring the user to open the search result's referenced webpage. *See* Claim [1.Pre].	

Claim [17.1]	
[17.1] one or more servers operated by a search engine provider, wherein the one or more servers receive a first search request via the Internet from a user-operated computing device;	**Google Search**
Google provides one or more servers operated by a search engine provider, wherein the one or more servers receive a first search request via the Internet from a user-operated computing device. *See* Claim [1.1].	

Claim [17.2]	
[17.2] wherein the first search request is comprised of a plurality of search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**
Google provides a system wherein the first search request is comprised of a plurality of search term elements for performing AND operations according to search logic guidelines published by the search engine provider.	

[17.2] wherein the first search request is comprised of a plurality of search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**
See Claim [7.2].	

Claim [17.3.1]

[17.3.1] wherein in response to the first search request, the one or more servers perform an Internet search to produce a search results webpage comprising a plurality of search results, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all search term elements; and	**Google Search**
Google provides a system wherein in response to the first search request, the one or more servers perform an Internet search to produce a search results webpage comprising a plurality of search results, wherein the plurality of search results is comprised of: (i) a first type of search result which references a first webpage that contains all search term elements. *See* Claim [1.2.1].	

Claim [17.3.2]

[17.3.2] (ii) a second type of search result which references a second webpage that is, contrary to the search logic guidelines for AND operations published by the search engine provider, missing at least one search term element;	**Google Search**
Google provides (ii) a second type of search result which references a second webpage that is, contrary to the search logic guidelines for AND operations published by the search engine provider, missing at least one search term element. *See* Claim [7.3.2].	

Claim [17.4]	
[17.4] wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated computing device;	**Google Search**
Google provides a system wherein the one or more servers provide the search results webpage via the Internet for displaying the plurality of search results on a display screen of the user-operated computing device. *See* Claim [12.4.].	

Claim [17.5]	
[17.5] wherein the first type of search result is displayed as a first search result grouping and the second type of search result is displayed as a second search result grouping;	**Google Search**
Google provides a system wherein the first type of search result is displayed as a first search result grouping and the second type of search result is displayed as a second search result grouping. *See* Claim [7.5].	

Claim [17.6]	
[17.6] wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage; and wherein each first search result grouping does not include an annotation indicating one or more missing search term elements in the first webpage;	**Google Search**
Google provides a system wherein the first search result grouping is comprised of one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage; and wherein each first search result grouping does not include an annotation indicating one or more missing search term elements in the first webpage. *See* Claim [1.4].	

Claim [17.7]	
[17.7] wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage;	**Google Search**
Google provides a system wherein the second search result grouping is comprised of a missing search term annotation and one or more of: a title for the second webpage, an Internet link for the second webpage, an excerpt of the second webpage, or a URL for the second webpage. *See* Claim [1.5].	

Claim [17.8]	
[17.8] wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the second webpage;	**Google Search**
Google provides a system wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the second webpage. *See* Claim [1.5].	

Claim [17.9]	
[17.9] wherein the missing search term annotation is placed on the display screen at the bottom of the second search result grouping;	**Google Search**
Google provides a system wherein the missing search term annotation is placed on the display screen at the bottom of the second search result grouping. *See* Claim [7.9].	

Claim [17.10]	
[17.10] wherein the display screen displays one or more selectable advertisements on the search results webpage, where the one or more selectable advertisements are related to one or more of the search term elements;	**Google Search**
Google provides a system wherein the display screen displays one or more selectable advertisements on the search results webpage, where the one or more selectable advertisements are related to one or more of the search term elements. *See* Claim [5].	

Claim [17.11]	
[17.11] wherein a third type of search result references a third webpage that is missing at least one search term element, and wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element;	**Google Search**
Google provides a system wherein a third type of search result references a third webpage that is missing at least one search term element, and wherein a descendant webpage linked directly one level from the third webpage contains the at least one missing search term element. *See* Claim [6].	

Claim [17.12]	
[17.12] wherein a fourth type of search result references a fourth webpage that is missing at least one search term element, and wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element;	**Google Search**
Google provides a system wherein a fourth type of search result references a fourth webpage that is missing at least one search term element, and wherein all descendant webpages linked directly one level from the fourth webpage are also missing the at least one search term element. *See* Claim [6].	

Claim [17.13]	
[17.13] wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping; and	**Google Search**
Google provides a system wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping.	

[17.13] wherein the display screen displays the fourth type of search result in a same manner as the second search result grouping; and	**Google Search**
See Claim [6].	

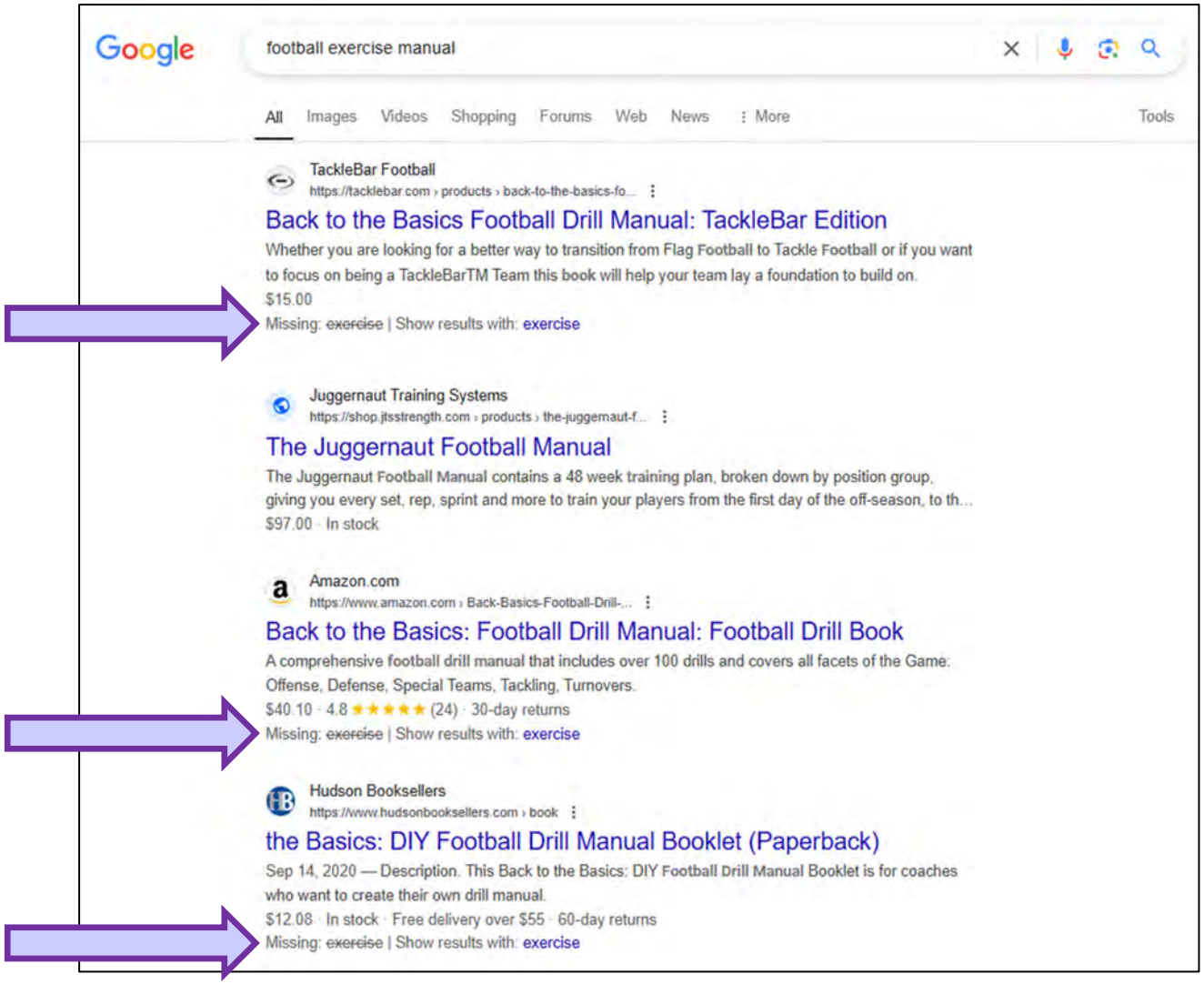
Claim [17.14]

[17.14] wherein any missing search term annotation enables the user to readily discern, without opening its associated referenced webpage and navigating away from the search results webpage, that the associated referenced webpage is missing the at least one search term element, and by not opening the respective referenced webpage a faster execution is enabled for the Internet search process.	**Google Search**
Google provides a system wherein any missing search term annotation enables the user to readily discern, without opening its associated referenced webpage and navigating away from the search results webpage, that the associated referenced webpage is missing the at least one search term element, and by not opening the respective referenced webpage a faster execution is enabled for the Internet search process. *See* Claim [1.6].	

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Claim [18]	
[18] The system of claim 17 wherein each missing search term annotation comprises text representing at least one search term element 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; and (v) the text is shown with a reversed format.	**Google Search**
Google provides a 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)**.	

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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.

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[18] The system of claim 17 wherein each missing search term annotation comprises text representing at least one search term element 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; and (v) the text is shown with a reversed format.	**Google Search**

Claim [19.Pre]

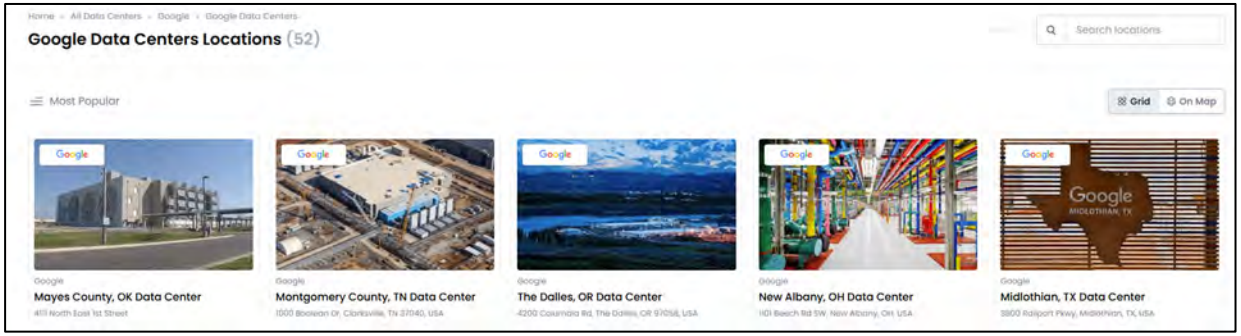
[19.Pre] A method for advertising in conjunction with Internet search, wherein one or more advertisements related to submitted search term elements are placed on a search results webpage even though some search results displayed on that webpage reference a corresponding webpage that does not contain all the submitted search term elements, the method comprising:	**Google Search**
Google conducts a method that includes advertising in conjunction with Internet search, wherein one or more advertisements related to submitted search term elements are placed on a search results webpage even though some search results displayed on that webpage reference a corresponding webpage that does not contain all the submitted search term elements, the method comprising: *See* Claim [1.Pre].	

Claim [19.1]	
[19.1] receiving at a server at a first location, a first search request submitted via the Internet from an interactive graphical user interface on a user-operated computing device at a second location, the first search request comprising one or more search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**

Google conducts a method that includes receiving at a server at a first location, a first search request submitted via the Internet from an interactive graphical user interface on a user-operated computing device at a second location, the first search request comprising one or more search term elements for performing AND operations **(e.g., AND or & Boolean operators)** according to search logic guidelines published by the search engine provider **(e.g., guidelines published by Google, including via instructions, help pages, and blog posts)**.

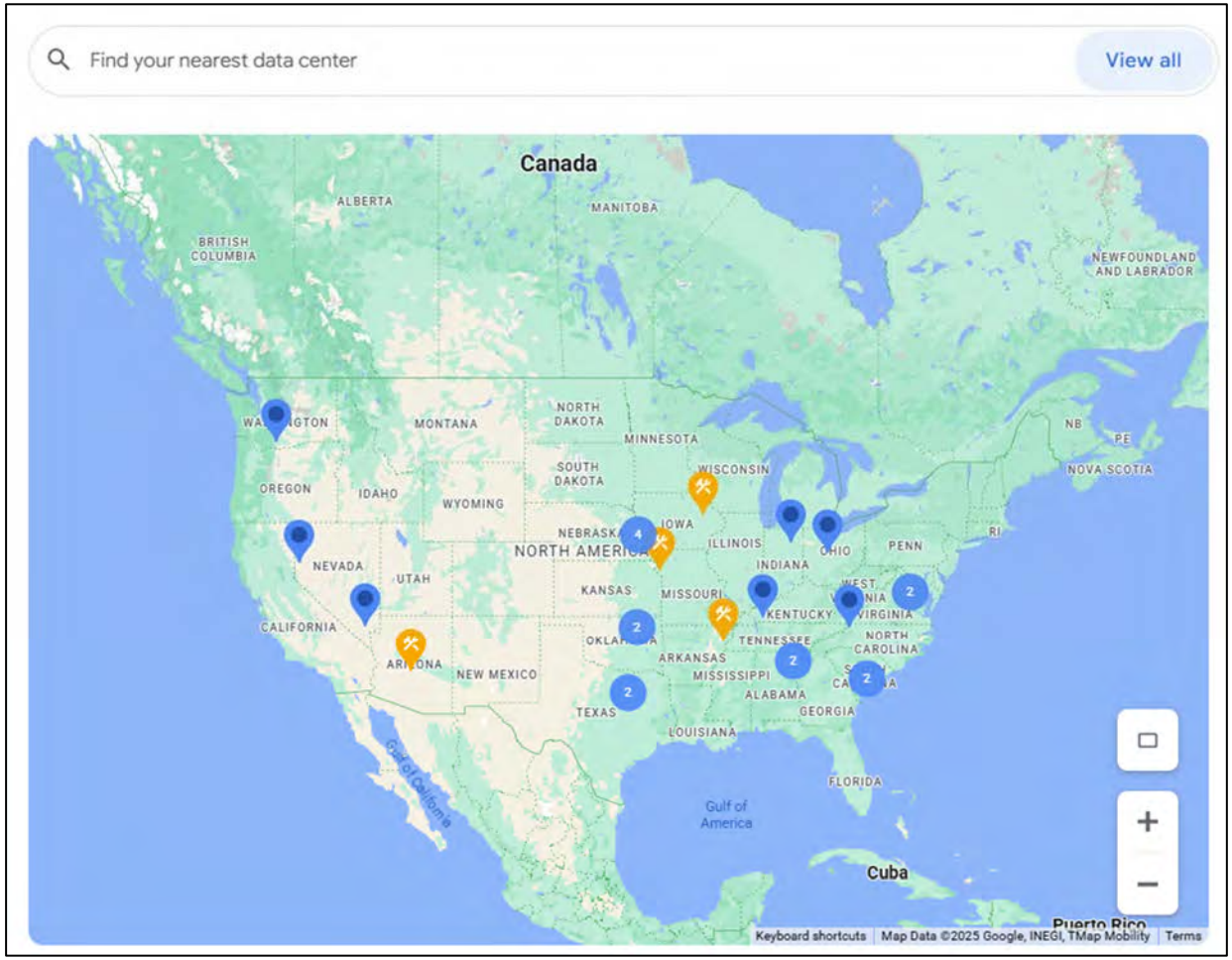
See Claim [1.1]

Google's servers are placed in different locations (**e.g., secure facilities)** than user-operated computing devices:



See https://www.datacenters.com/providers/google/data-center-locations.

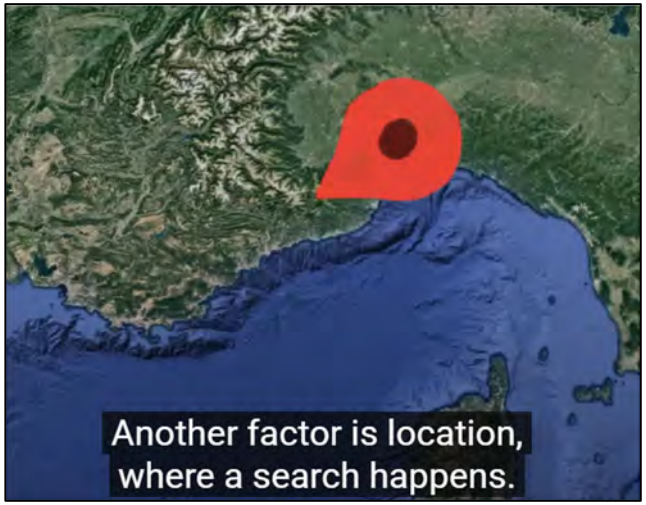
[19.1] receiving at a server at a first location, a first search request submitted via the Internet from an interactive graphical user interface on a user-operated computing device at a second location, the first search request comprising one or more search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**

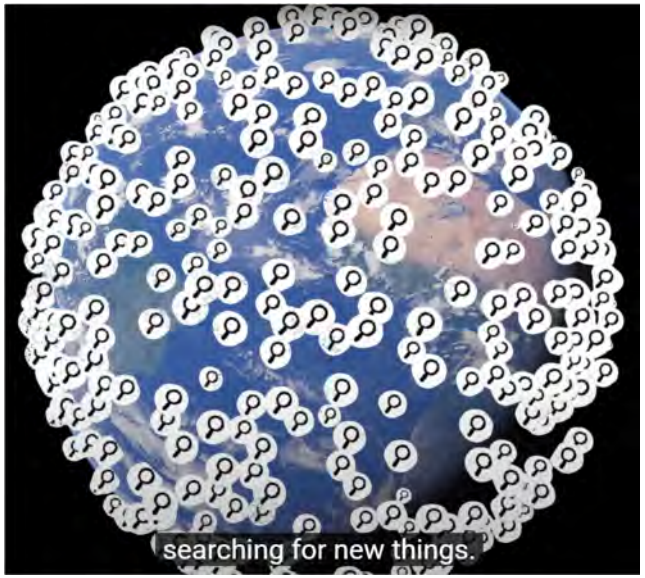


See https://datacenters.google/locations/.

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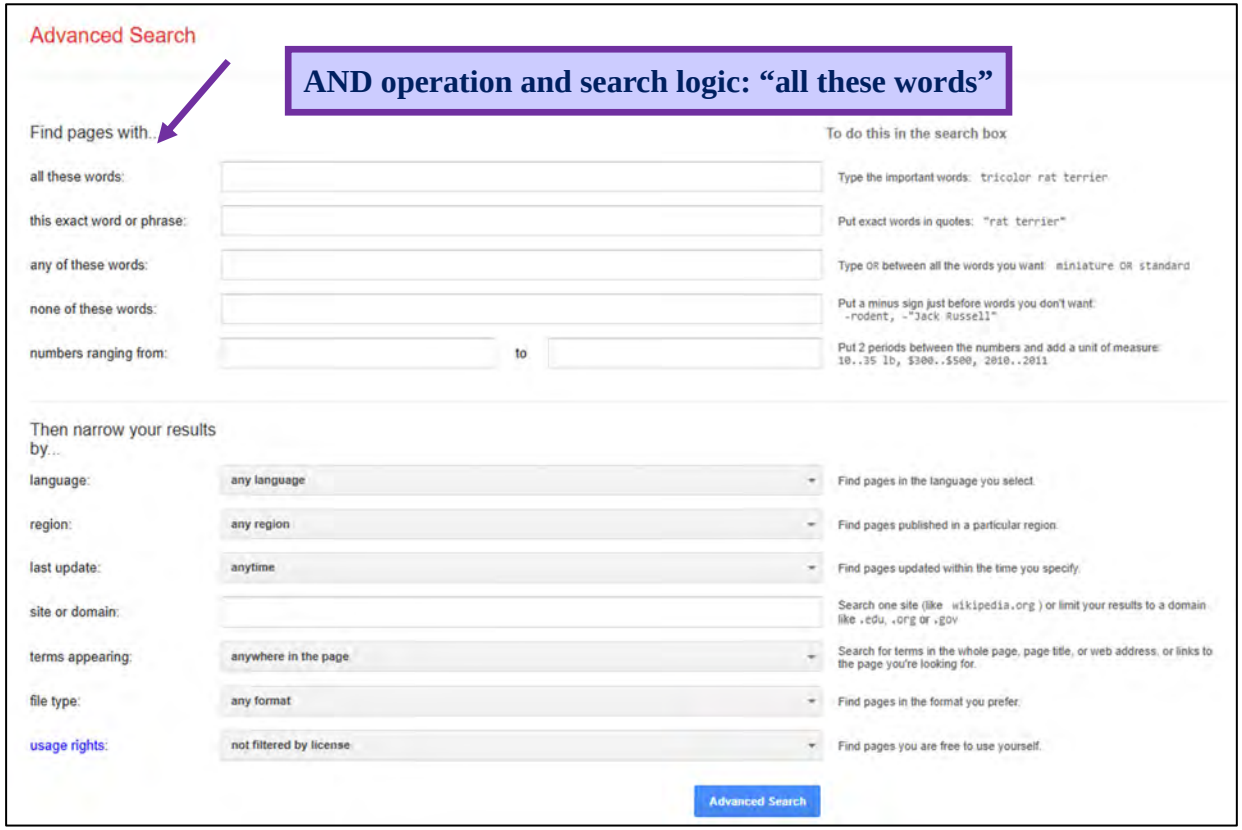
[19.1] receiving at a server at a first location, a first search request submitted via the Internet from an interactive graphical user interface on a user-operated computing device at a second location, the first search request comprising one or more search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**





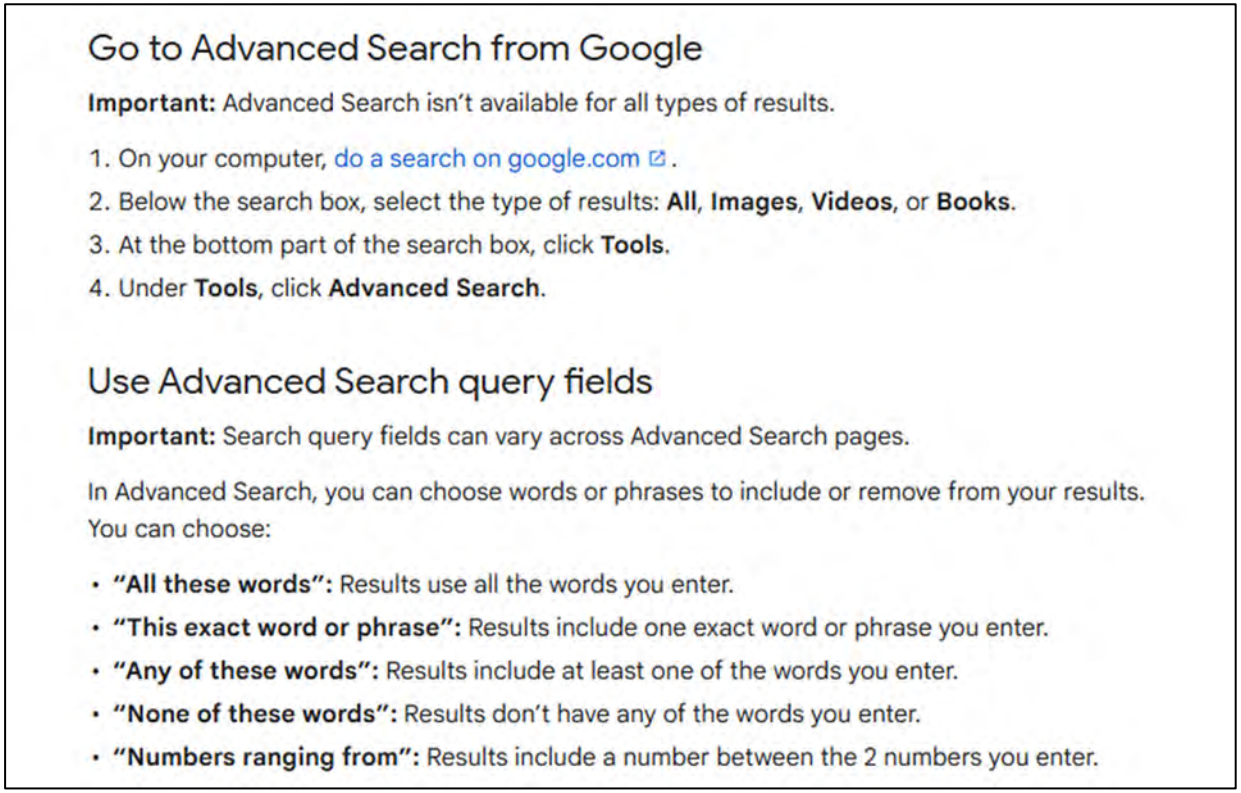
See https://www.google.com/intl/en_us/search/howsearchworks/how-search-works/ (video at 2:09 and 3:38); *see also* https://support.google.com/websearch/answer/179386?hl=en&co=GENIE.Platform%3DAndroid.

[19.1] receiving at a server at a first location, a first search request submitted via the Internet from an interactive graphical user interface on a user-operated computing device at a second location, the first search request comprising one or more search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**



See https://www.google.com/advanced_search.

[19.1] receiving at a server at a first location, a first search request submitted via the Internet from an interactive graphical user interface on a user-operated computing device at a second location, the first search request comprising one or more search term elements for performing AND operations according to search logic guidelines published by the search engine provider;	**Google Search**



Go to Advanced Search from Google

Important: Advanced Search isn't available for all types of results.

1. On your computer, do a search on google.com .
2. Below the search box, select the type of results: **All**, **Images**, **Videos**, or **Books**.
3. At the bottom part of the search box, click **Tools**.
4. Under **Tools**, click **Advanced Search**.

Use Advanced Search query fields

Important: Search query fields can vary across Advanced Search pages.

In Advanced Search, you can choose words or phrases to include or remove from your results. You can choose:

- **"All these words":** Results use all the words you enter.
- **"This exact word or phrase":** Results include one exact word or phrase you enter.
- **"Any of these words":** Results include at least one of the words you enter.
- **"None of these words":** Results don't have any of the words you enter.
- **"Numbers ranging from":** Results include a number between the 2 numbers you enter.

See https://support.google.com/websearch/answer/35890?hl=en&co=GENIE.Platform%3DDesktop&sjid=13411581908160660219-NA.

Claim [19.2]	
[19.2] performing an Internet search to produce one or more search results, each search result referencing a webpage, wherein the one or more search results includes a first search result referencing a first webpage that is, contrary to the guidelines for AND operations published by the search engine provider, missing one or more of the search term elements in the first webpage;	**Google Search**

Google conducts a method that includes performing an Internet search **(e.g., in response to a GET or other request)** to produce one or more search results, each search result referencing a webpage, wherein the one or more search results includes a first search result referencing a first webpage that is, contrary to the guidelines for AND operations published by the search engine provider, missing one or more of the search term elements in the first webpage **(*see, e.g.*, Claim [7.2])**.

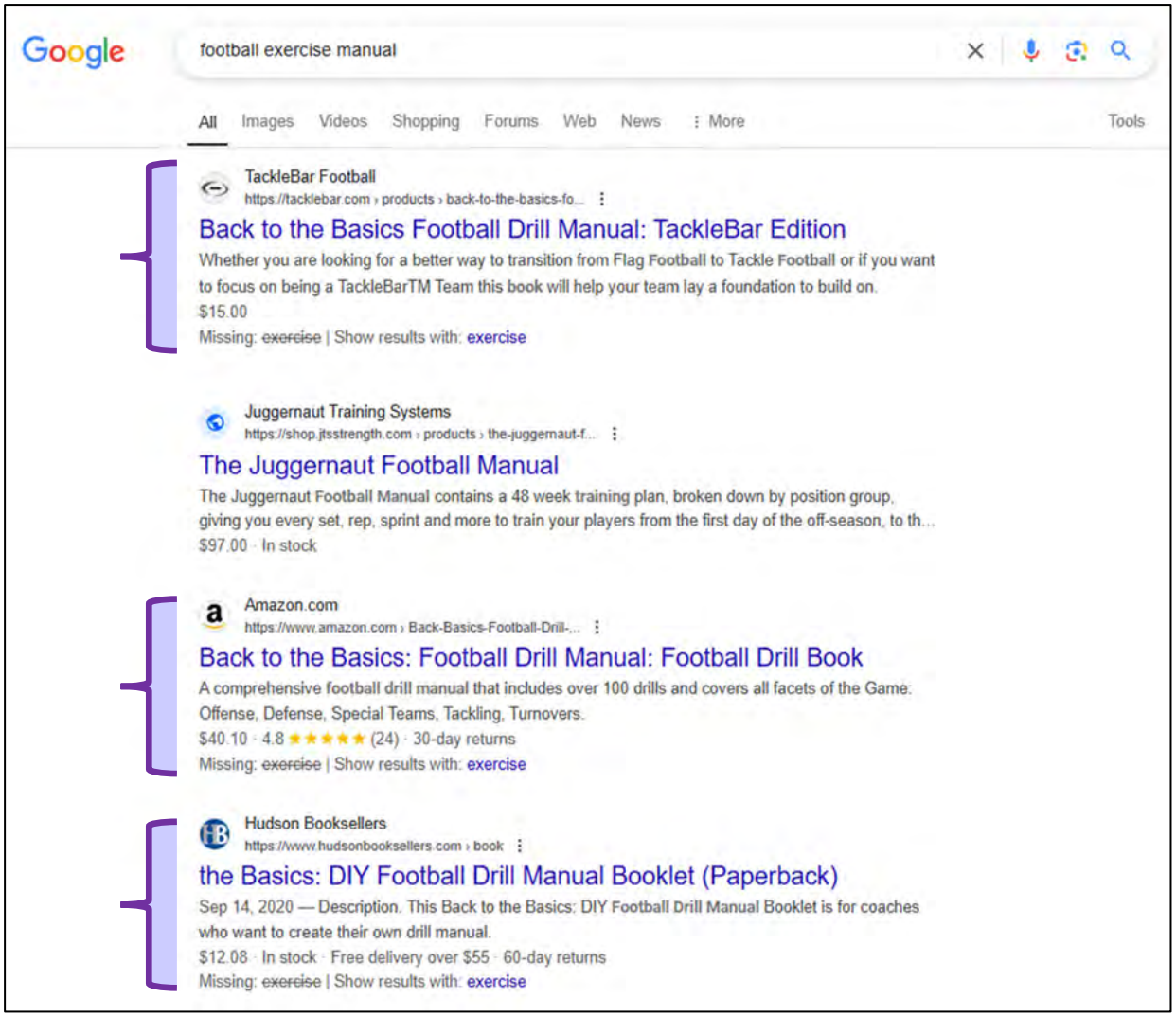
For example, Google provides a search field placed prominently at the top of the search interface:



See www.google.com.

For example, Google returns search results referencing a first webpage that, contrary to search guidelines, is missing one or more search terms elements:

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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.

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[19.2] performing an Internet search to produce one or more search results, each search result referencing a webpage, wherein the one or more search results includes a first search result referencing a first webpage that is, contrary to the guidelines for AND operations published by the search engine provider, missing one or more of the search term elements in the first webpage;	**Google Search**

See also Example Developer Tool Images.



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

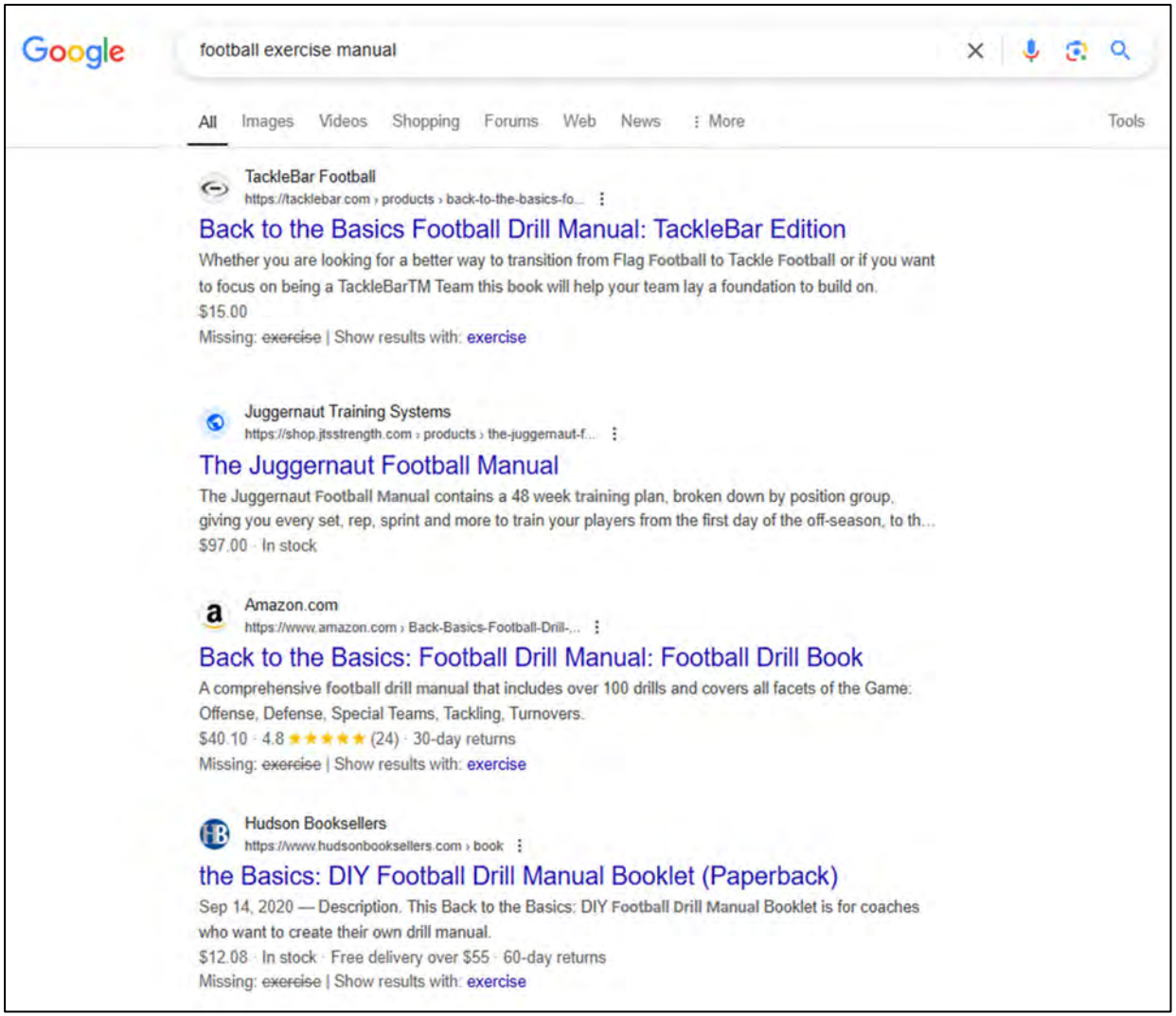


See https://developers.google.com/search/docs/fundamentals/how-search-works.

[19.2] performing an Internet search to produce one or more search results, each search result referencing a webpage, wherein the one or more search results includes a first search result referencing a first webpage that is, contrary to the guidelines for AND operations published by the search engine provider, missing one or more of the search term elements in the first webpage;	**Google Search**
See Example Developer Tool Images.	

Claim [19.3]	
[19.3] transmitting to the computing device via the Internet, a first search results webpage comprising the one or more search results, the first search results webpage being displayed on the interactive graphical user interface on the computing device's display screen;	**Google Search**
Google conducts a method that includes transmitting to the computing device via the Internet, a first search results webpage comprising the one or more search results, the first search results webpage being displayed on the interactive graphical user interface on the computing device's display screen **(e.g., rendered as an onscreen interface)**.	

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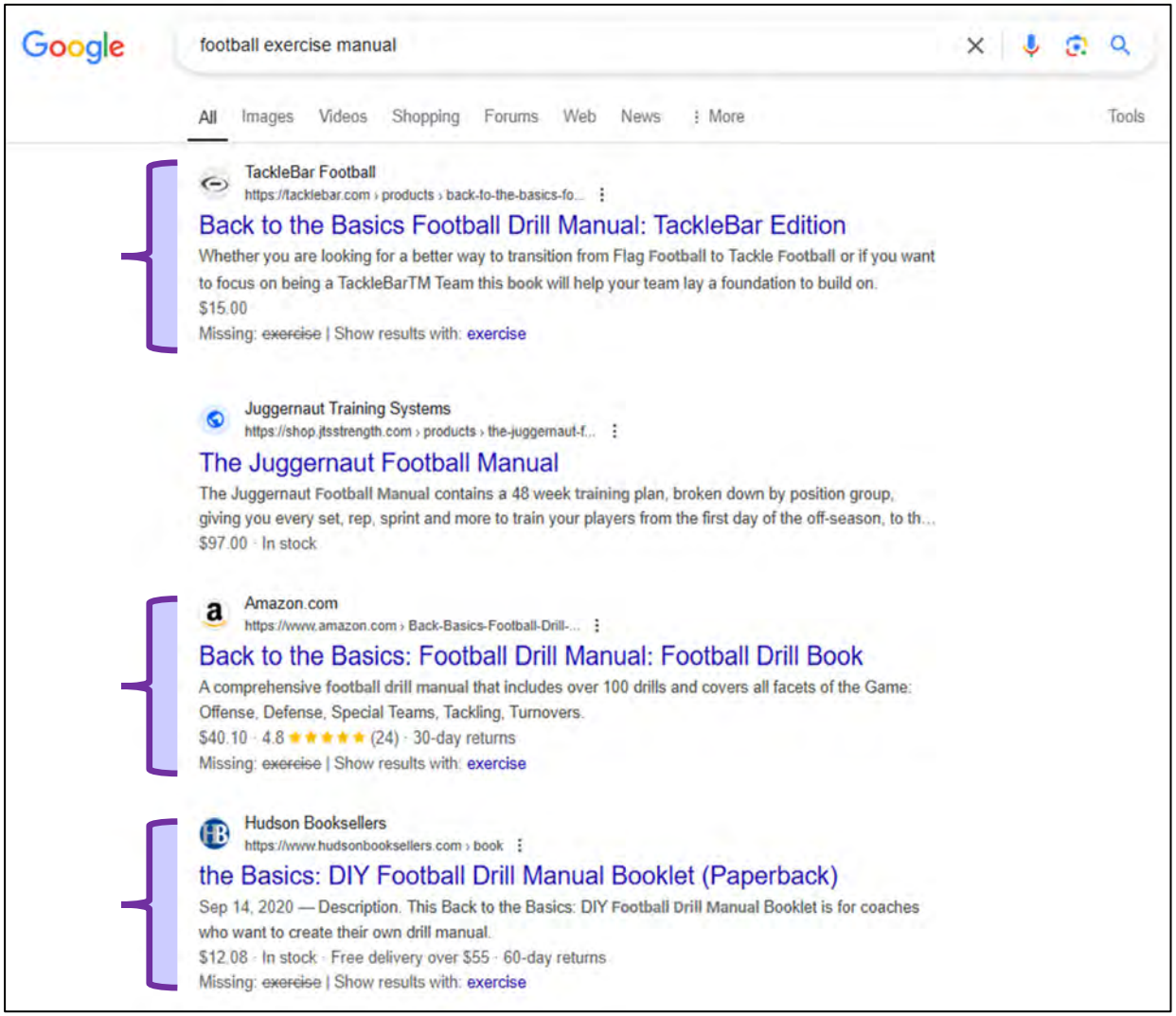


See www.google.com; *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

[19.3] transmitting to the computing device via the Internet, a first search results webpage comprising the one or more search results, the first search results webpage being displayed on the interactive graphical user interface on the computing device's display screen;	**Google Search**
See also Example Developer Tool Images.	

Claim [19.4]	
[19.4] wherein the first search result is displayed as a first search result grouping;	**Google Search**
Google conducts a method wherein the first search result is displayed as a first search result grouping.	

[19.4] wherein the first search result is displayed as a first search result grouping;	**Google Search**

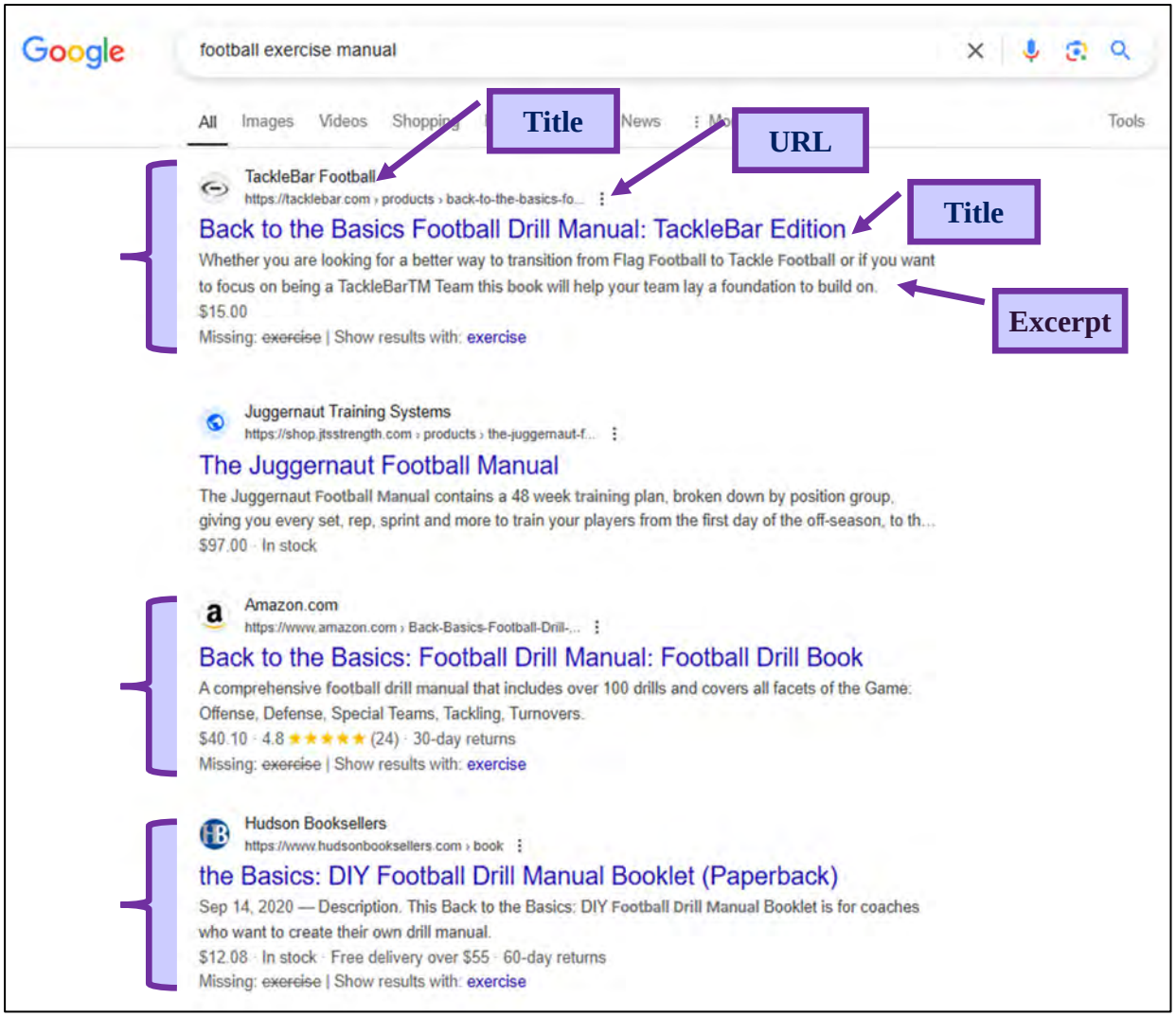


[19.4] wherein the first search result is displayed as a first search result grouping;	**Google Search**
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.	

Claim [19.5]

[19.5] wherein the first search result grouping is comprised of a missing search term annotation and one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage;	**Google Search**
Google provides a method wherein the first search result grouping is comprised of a missing search term annotation **(e.g., a search result that references a webpage and indicates "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")** and one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage (**e.g., a title of a second webpage displayed as a set of results on a search results webpage, an Internet link for that webpage, an excerpt of that webpage, and a URL of that webpage)**.	

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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.

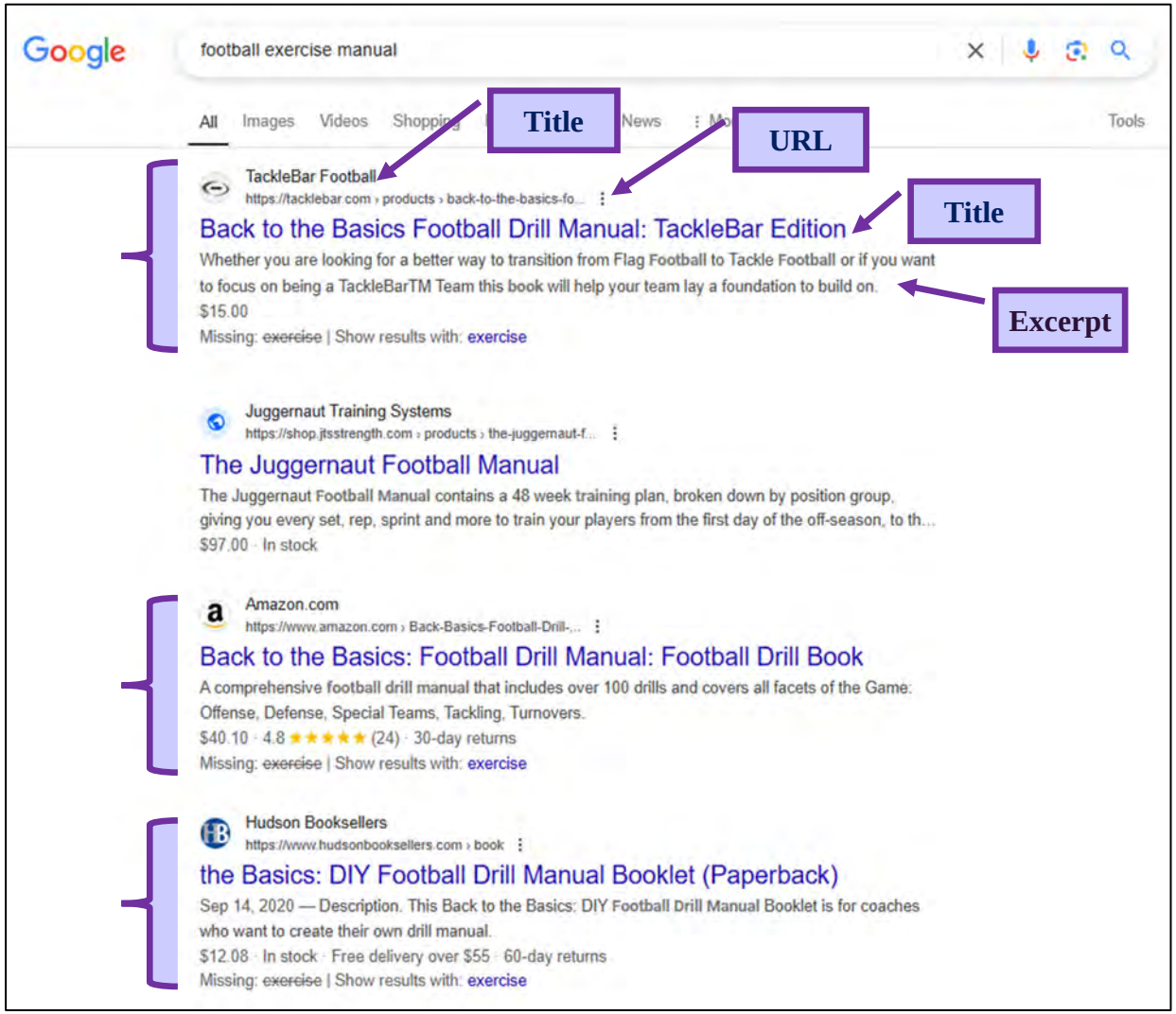
{02191132;v1 }

[19.5] wherein the first search result grouping is comprised of a missing search term annotation and one or more of: a title for the first webpage, an Internet link for the first webpage, an excerpt of the first webpage, or a URL for the first webpage;	**Google Search**
See also Example Developer Tool Images.	

Claim [19.6]

[19.6] wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the first webpage;	**Google Search**
Google condcuts a method wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the first webpage **(e.g., a search result that references a webpage and <u>indicates</u> "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**. For example, Google provides search results that include a title for a webpage (*see* purple), an excerpt of that webpage (*id.*), a URL of that webpage (e.g., a shortened version of the URL and a complete version of the URL), and an annotation comprised of a text representing that at least one search term element that is missing (e.g., "exercise"):	

[19.6] wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the first webpage;	**Google Search**

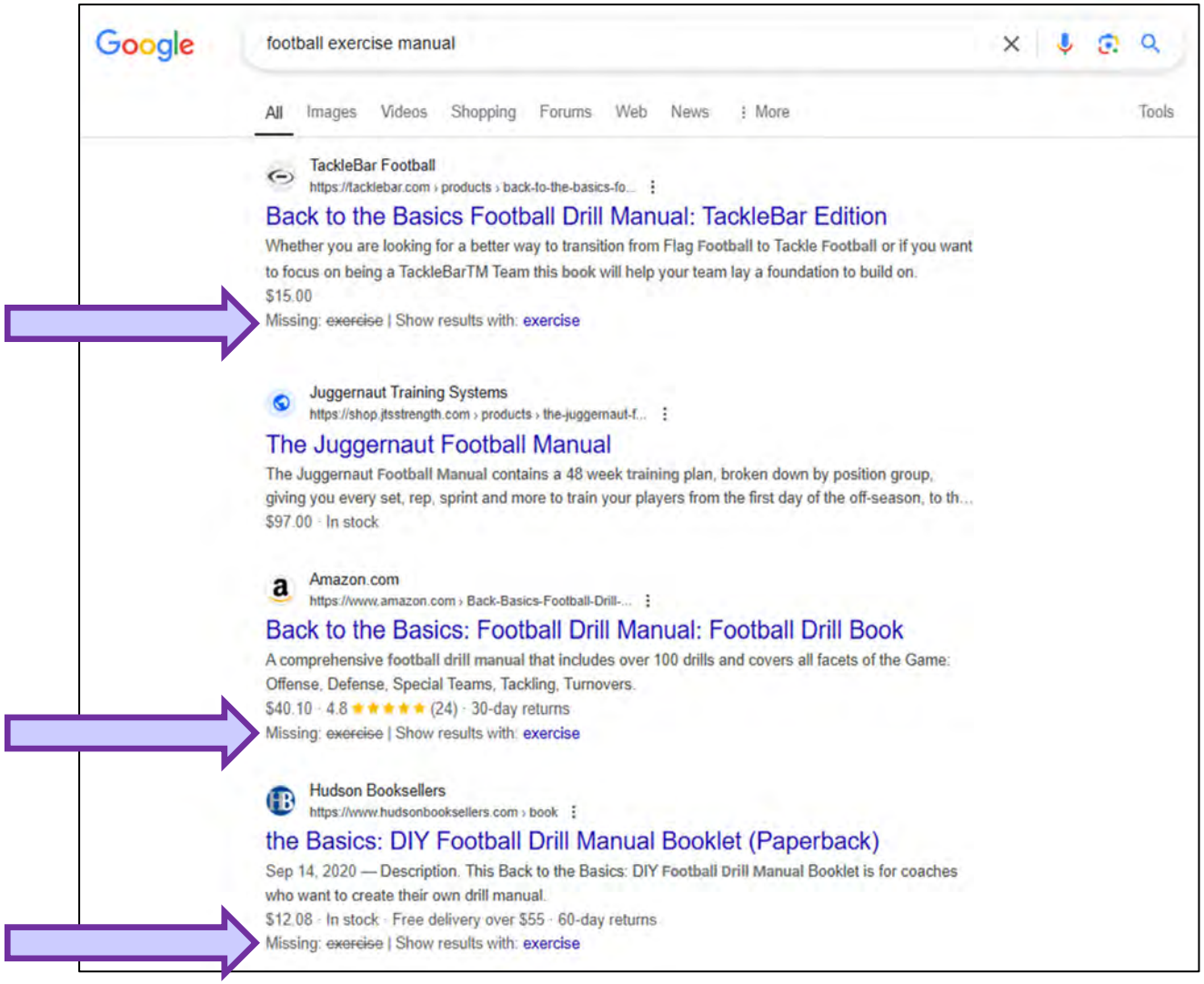


[19.6] wherein the missing search term annotation is comprised of a text representing at least one search term element missing in the first webpage;	**Google Search**
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. *See also* Example Developer Tool Images.	

Claim [19.7]

[19.7] wherein the annotation is located on the display at the bottom of the first search result grouping;	**Google Search**
Google conducts a method wherein the annotation is located on the display at the bottom of the first search result grouping **(e.g., on the last line in connection with the grouping)**.	

[19.7] wherein the annotation is located on the display at the bottom of the first search result grouping;	**Google Search**

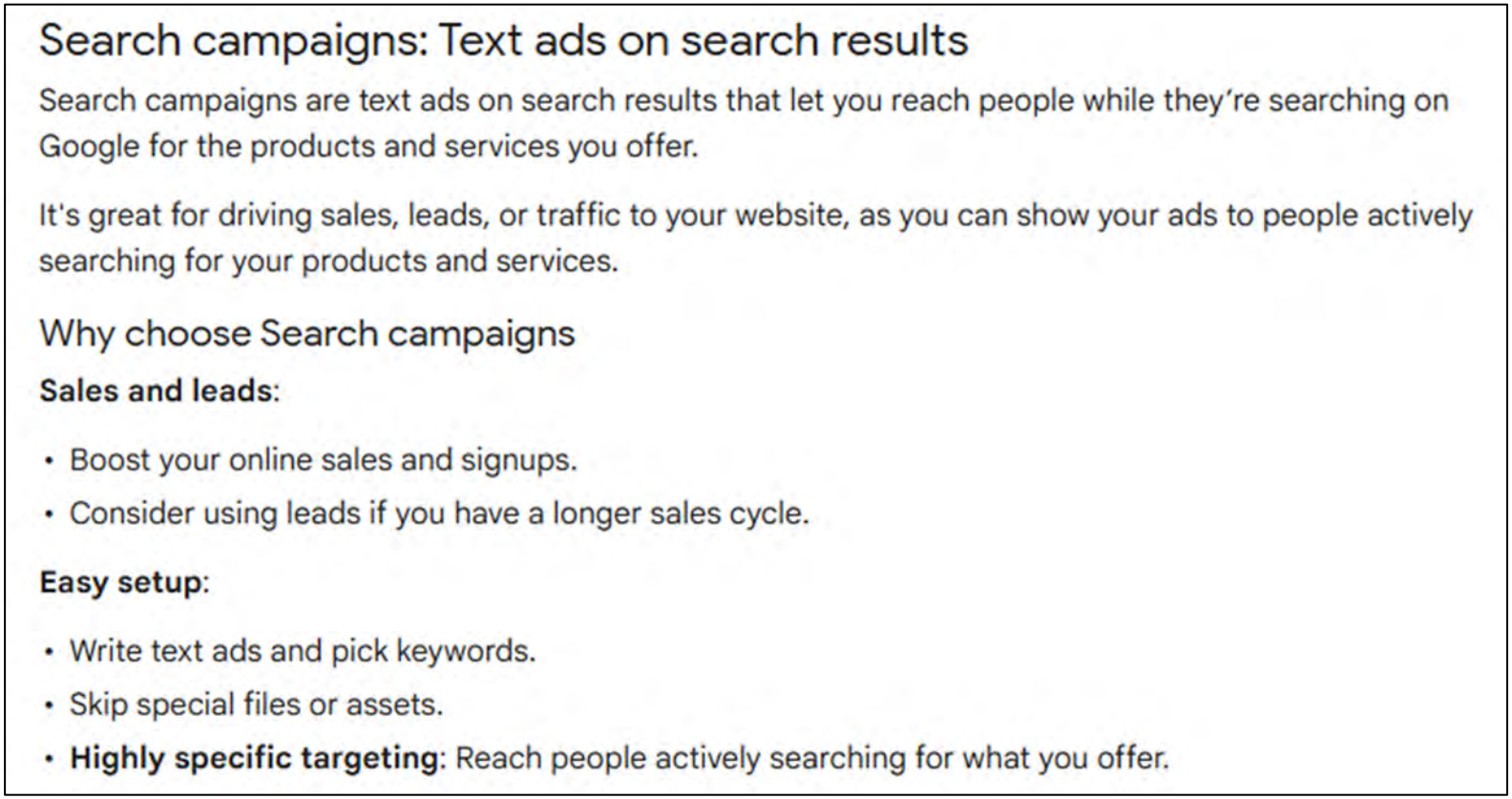


[19.7] wherein the annotation is located on the display at the bottom of the first search result grouping;	**Google Search**
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. *See also* Example Developer Tool Images.	

Claim [19.8]

[19.8] wherein the first search results webpage also comprises one or more selectable advertisements related to one or more of the search term elements; and	**Google Search**
Google conducts a method wherein the first search results webpage also comprises one or more selectable advertisements **(e.g., indicated by the words "Sponsored" or "Ad" one search results pages" that a user can click on)** related to one or more of the search term elements. For example, Google provides one or more sponsored links that are related to search term elements and that a user can select (by clicking on the ad):	

[19.8] wherein the first search results webpage also comprises one or more selectable advertisements related to one or more of the search term elements; and	**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.

[19.8] wherein the first search results webpage also comprises one or more selectable advertisements related to one or more of the search term elements; and	**Google Search**

Click: Definition

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

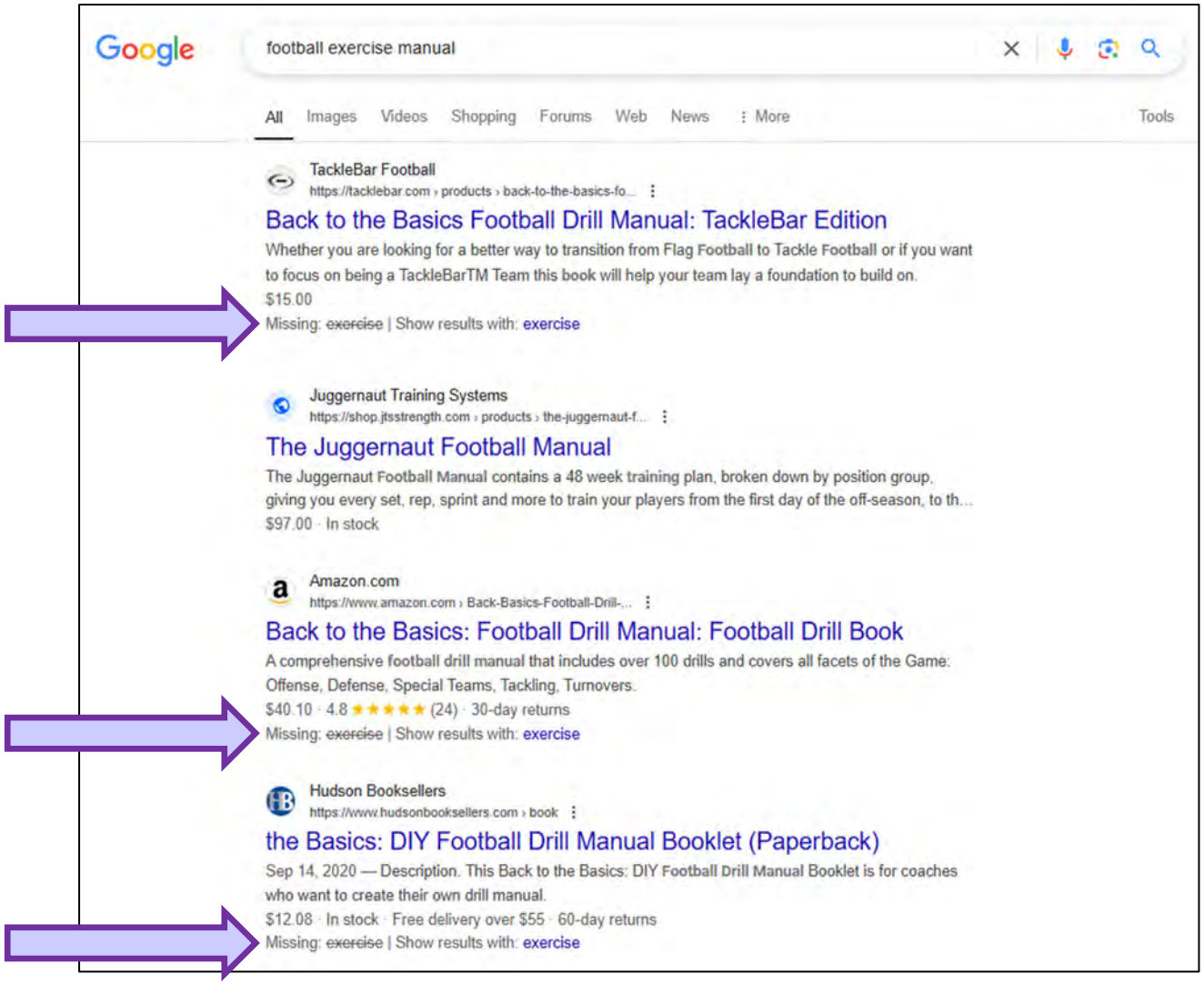
- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might find a difference between the number of clicks on your ad and the number of visits to your website. For YouTube on TV screens, clicks reported are for actions taken on the TV call-to-action button (CTA), not for actions taken on follow-up notifications.
- Clicks can help you understand how well your ad is appealing to people who view it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll find the clickthrough rate (CTR), which lets you know how many people who've viewed your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Google Ads automatically filters out invalid clicks, such as accidental clicks or clicks by automated clicking tools, robots, or other deceptive software, and you aren't charged for them.

Note: A good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

See https://support.google.com/google-ads/answer/31799?hl=en.

Claim [19.9]	
[19.9] wherein the annotation warns the user that one or more search term elements are missing on the first webpage, and that not selecting the first search result will speed the Internet search process by reducing wasted time.	**Google Search**
Google conducts a method wherein the annotation warns the user that one or more search term elements are missing on the first webpage, and that not selecting the first search result will speed the Internet search process by reducing wasted time **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)**. For example, Google provides a search results webpage that indicates which particular term is missing. Further, Google provides an annotation that warns the user, and allows the user to discern, that a specific search term element is missing. Thus, for example, if that missing element is important to the user, the user will decline to click on (e.g., open) a webpage that omits the missing search term element. Additionally, Google provides an annotation suggesting a revised search (e.g., a link to show results containing the missing search term) that provides an immediately available alternative to clicking on (e.g., opening) the second webpage. Each alone, and in combination, enable a faster execution of the Internet search process, as it prevents the user from navigating to webpages that are not relevant to, or are less relevant than other webpages to, the user:	

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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.

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[19.9] wherein the annotation warns the user that one or more search term elements are missing on the first webpage, and that not selecting the first search result will speed the Internet search process by reducing wasted time.	**Google Search**
See also Example Developer Tool Images.	

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Claim [20]	
[20] The method of claim 19, wherein the one or more search results further includes: (i) a second search result which references a second webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the second webpage contains the at least one missing search term element; and (ii) a third search result which references a third webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the third webpage are also missing the at least one search term element; and further comprising: causing the display screen to display the third search result in a same manner as the first search result grouping.	**Google Search**
Google uses, provides, and employs a method wherein the one or more search results further includes: (i) a second search result which references a second webpage that is missing at least one search term element, wherein a descendant webpage linked directly one level from the second webpage contains the at least one missing search term element; and (ii) a third search result which references a third webpage that is missing at least one search term element, wherein all descendant webpages linked directly one level from the third webpage are also missing the at least one search term element; and further comprising: causing the display screen to display the third search result in a same manner as the first search result grouping. *See* Claim [6].	

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Claim [21]	
[21] The method of claim 19, wherein the display screen displays, in combination with the annotation within the first search result grouping, a selectable filtering function that, when selected, automatically causes the first search result grouping to be removed from the search results webpage.	**Google Search**
Google conducts a method wherein the display screen displays, in combination with the annotation within the first search result grouping, a selectable filtering function that, when selected, automatically causes the first search result grouping to be removed from the search results webpage. *See* Claim [3].	

Claim [22]	
[22] The method of claim 21, wherein the user-operated computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the first search result grouping enables the smaller display screen to display an increased number of first type of search results.	**Google Search**
Google conducts a method wherein the user-operated computing device is a smart phone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the automatic removal of the first search result grouping enables the smaller display screen to display an increased number of first type of search results. *See* Claim [4].	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

Claim [15.Pre]	
[15.Pre] A system for providing an enhanced interactive graphical Internet search user interface for an Internet search process combining Internet search, annotation, and filtering that enables a search engine user to request an Internet search and automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the system comprising:	**Google Search**

Google, including itself and one or more of its affiliates, entities its 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 provides a system for providing an enhanced interactive graphical Internet search user interface **(e.g., a search results webpage displayed on screen to a user)** for an Internet search process **(e.g., available at www.google.com and including related domains, websites, and functionality)** combining Internet search, annotation, and filtering **(e.g., as shown below**) that enables a search engine user to request an Internet search **(e.g., using a search entry field)** and automatically remove one or more search results that each reference a webpage that does not contain a desired search term element **(e.g., no longer showing search result that referenced a webpage that does not contain the search element)**, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the system comprising:

[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.

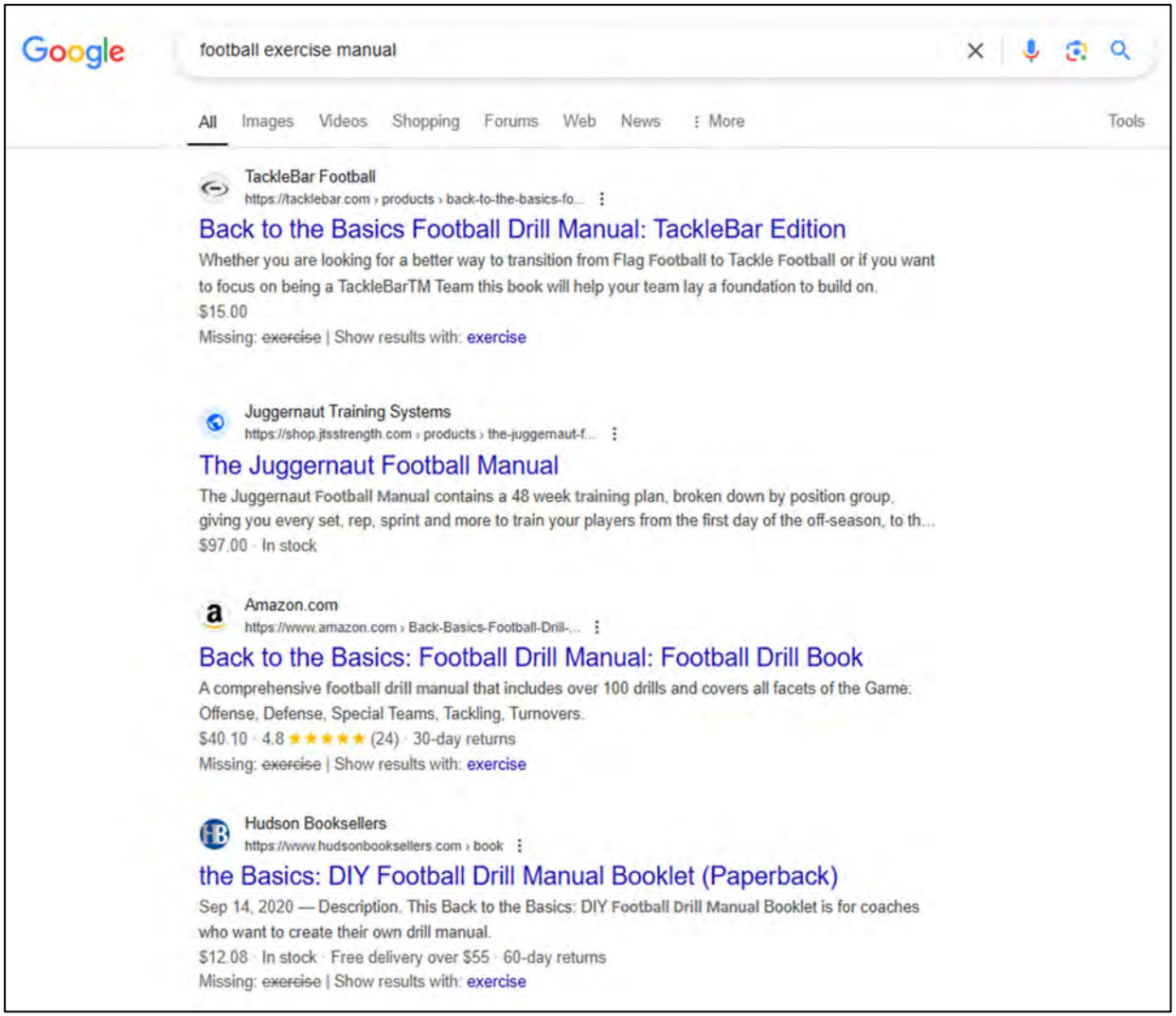
This chart is based upon publicly available information. For example, limited information is available related to the operation of software or other backend or server-based functionality, if any. AccuSearch reserves the rights to revise and supplement this chart based upon additional investigation and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

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

[15.Pre] A system for providing an enhanced interactive graphical Internet search user interface for an Internet search process combining Internet search, annotation, and filtering that enables a search engine user to request an Internet search and automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the system comprising:	**Google Search**

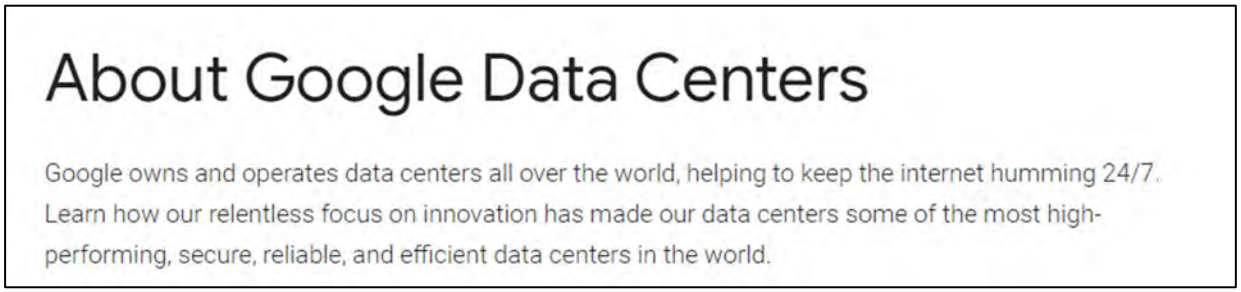


See www.google.com.



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.

[15.Pre] A system for providing an enhanced interactive graphical Internet search user interface for an Internet search process combining Internet search, annotation, and filtering that enables a search engine user to request an Internet search and automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the system comprising:	**Google Search**



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



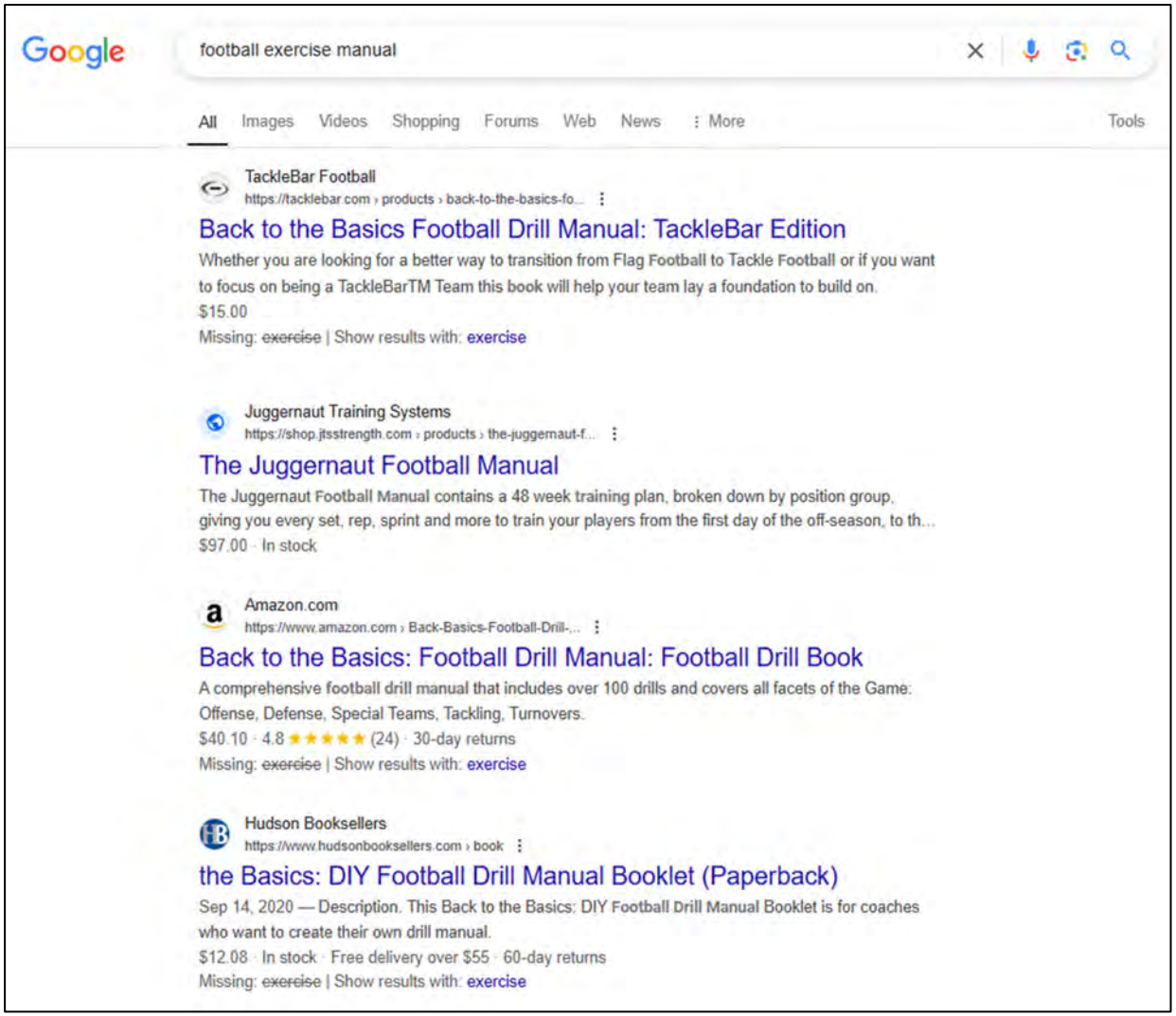
See https://developers.google.com/search/docs/fundamentals/how-search-works.

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

[15.Pre] A system for providing an enhanced interactive graphical Internet search user interface for an Internet search process combining Internet search, annotation, and filtering that enables a search engine user to request an Internet search and automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the system comprising:	**Google Search**



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



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.

Claim [15.1]	
[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**

Google provides a system in which one or more servers **(e.g., a remote or distributed computing system, server, or cloud)** for operating a search engine **(e.g., available at www.google.com and including related domains, websites, and functionality)** and for providing an Internet search user interface **(e.g., a search results webpage displayed on screen to a user)** to a search engine user for operation on a personal computing device having a display screen **(e.g., a local computer, mobile device, or other means of connecting to the Internet and displaying content)**.

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

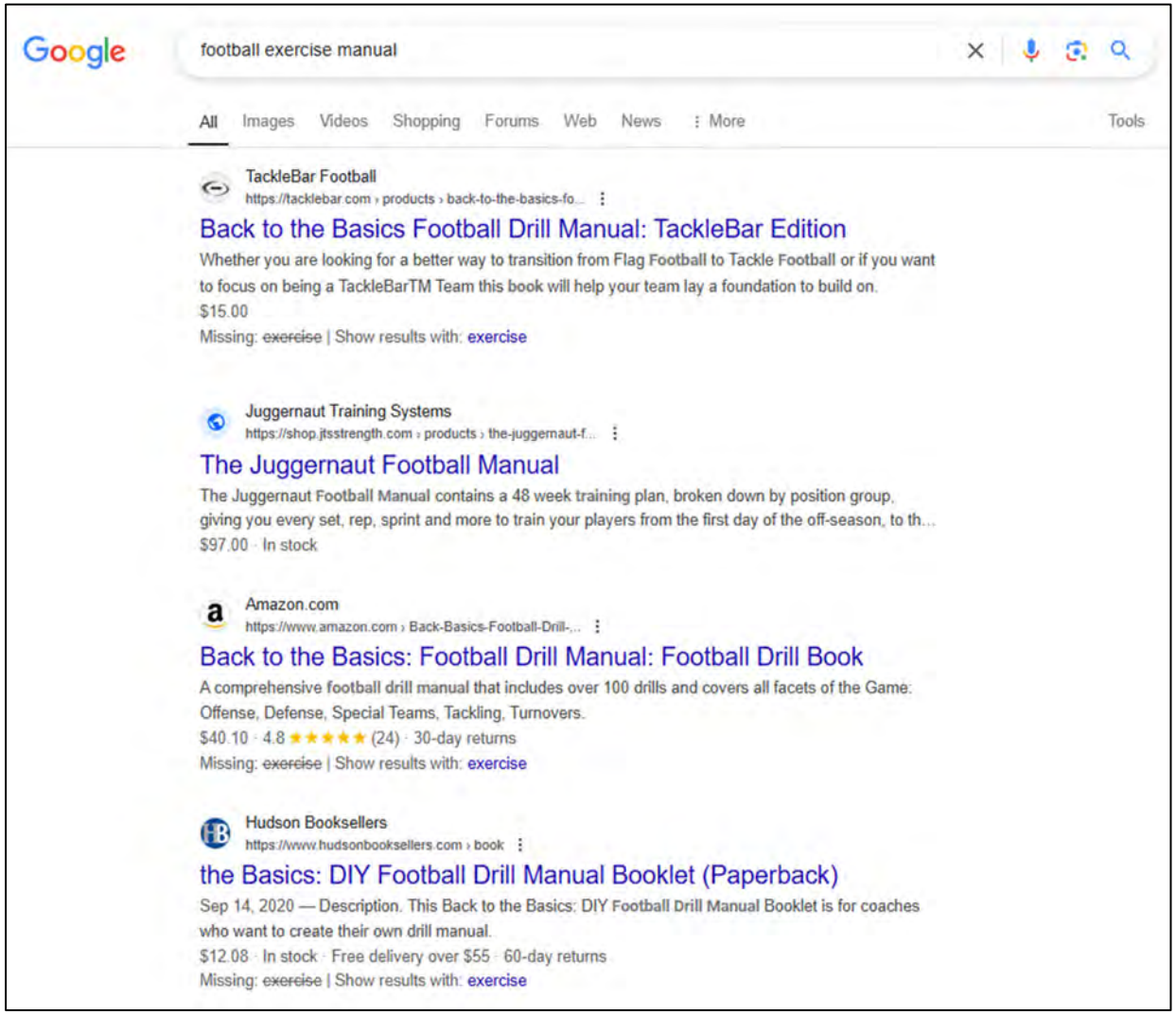


See www.google.com.

Further, 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:

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[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**



[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**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.



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

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



[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**

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

Further, Google' search functionality is operated by one or more servers, including webservers that provide the user interface:



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/.



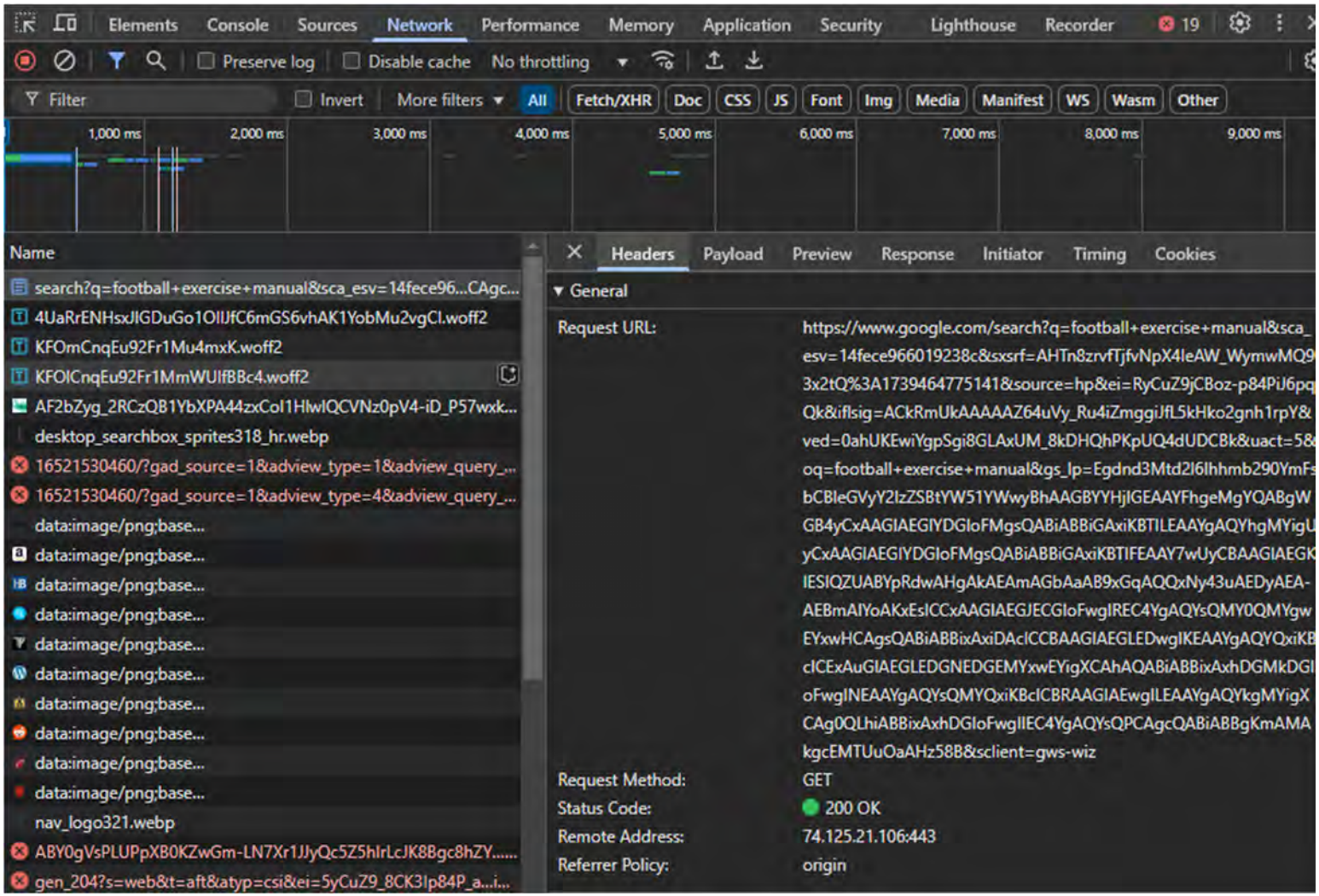
Introducing the three stages of Google Search

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.

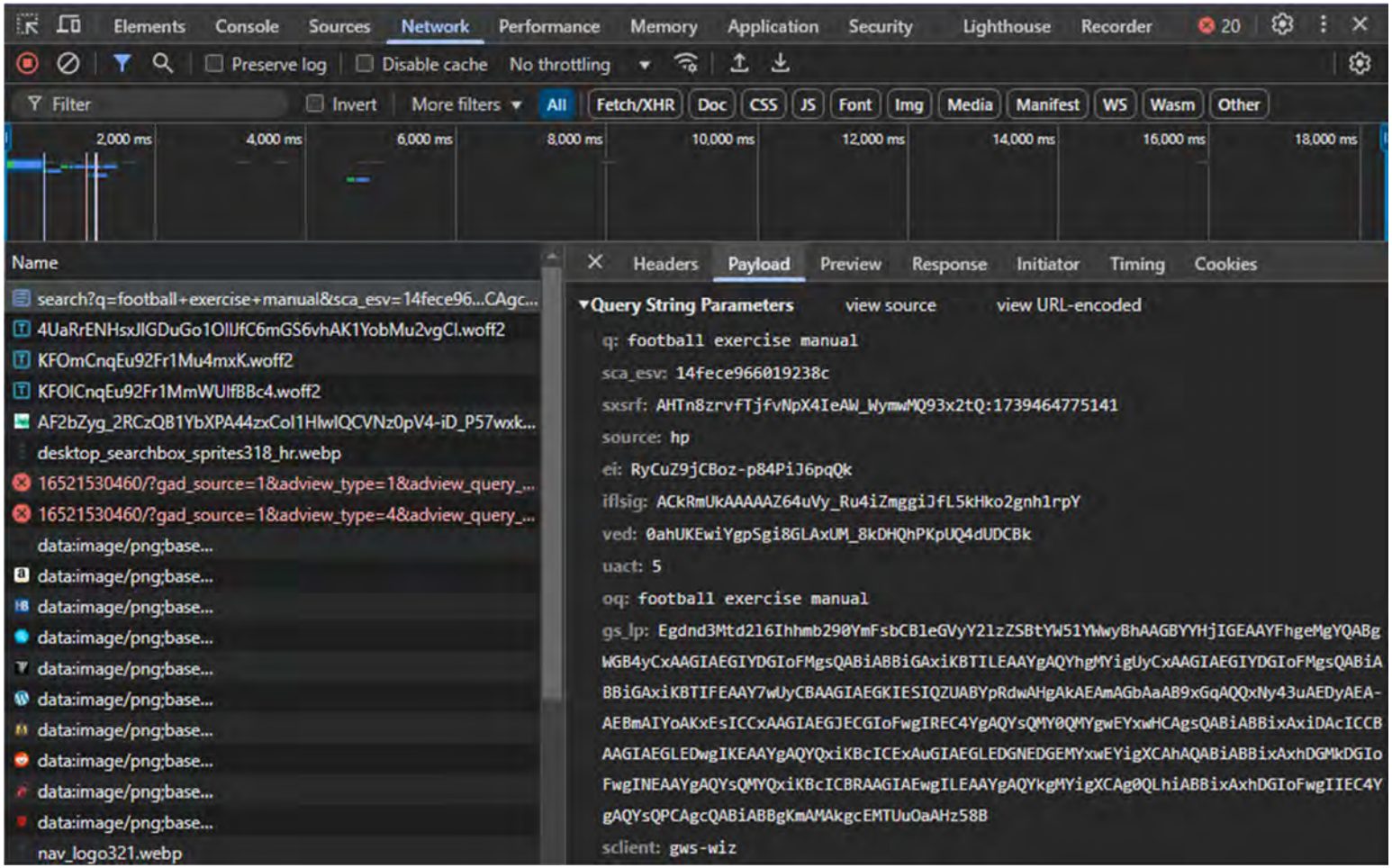
See https://developers.google.com/search/docs/fundamentals/how-search-works.

[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**



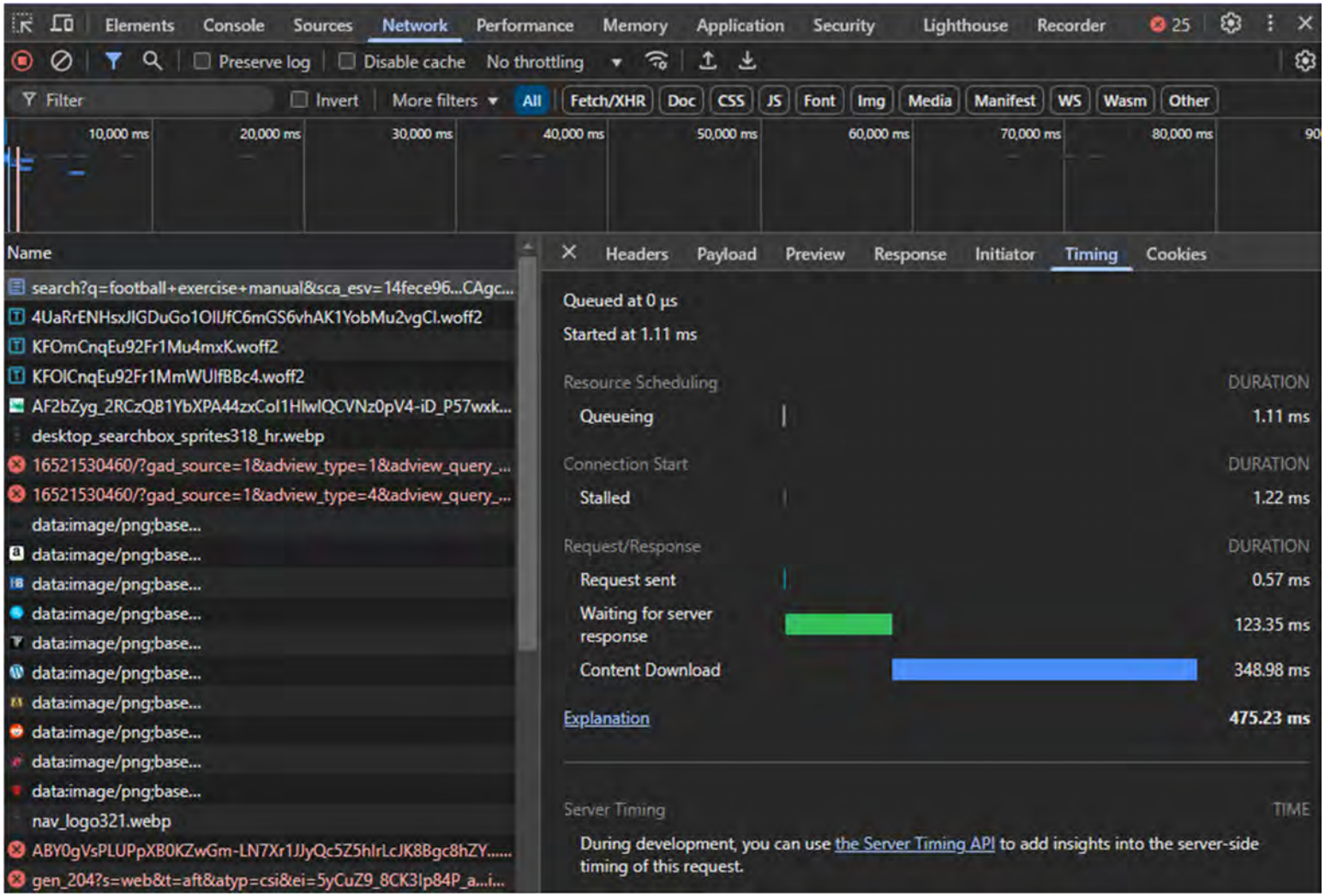
See also www.google.com (see developer tools – network) (showing GET request);

[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**

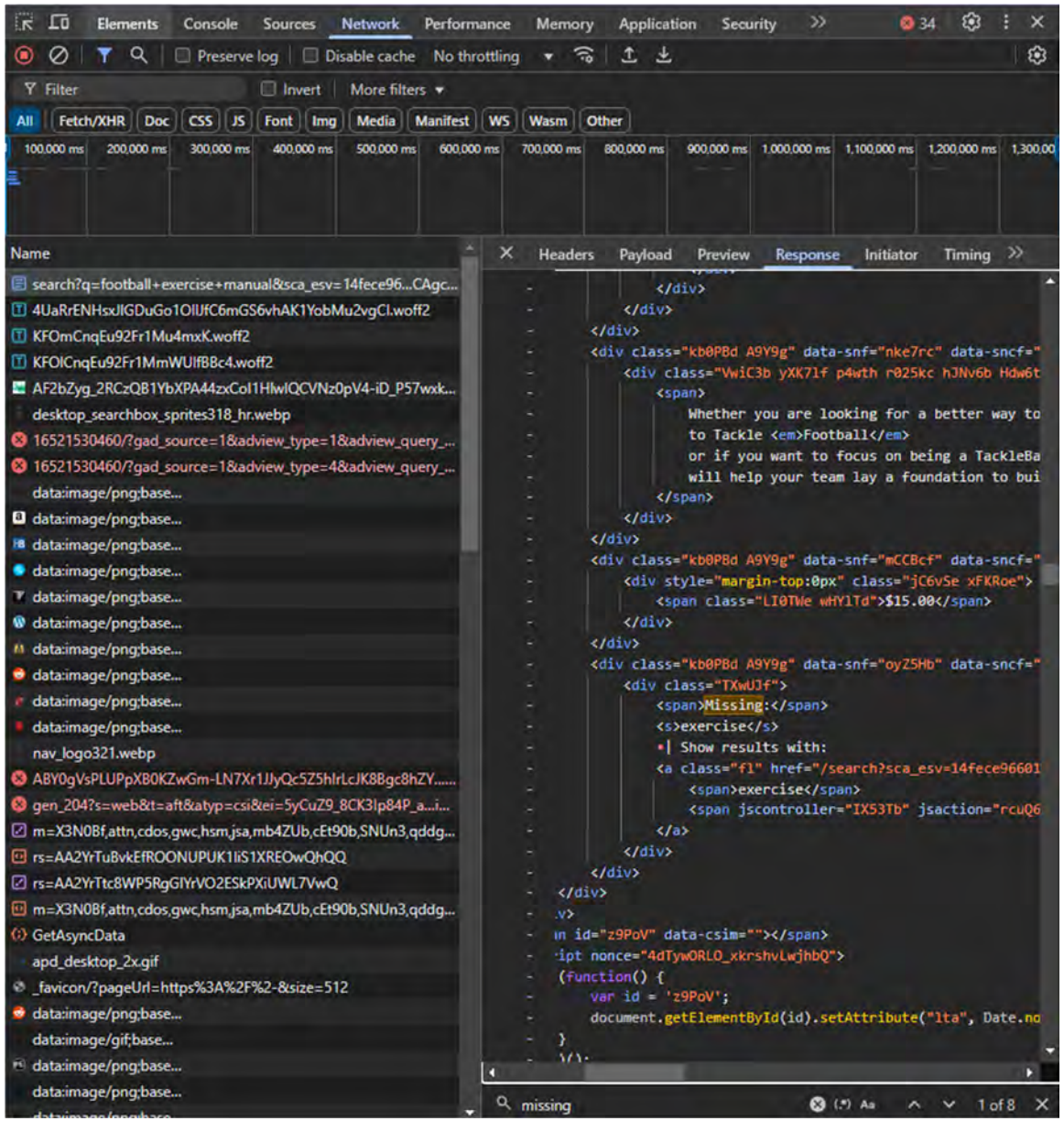


Id. (showing payload of request);

[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**



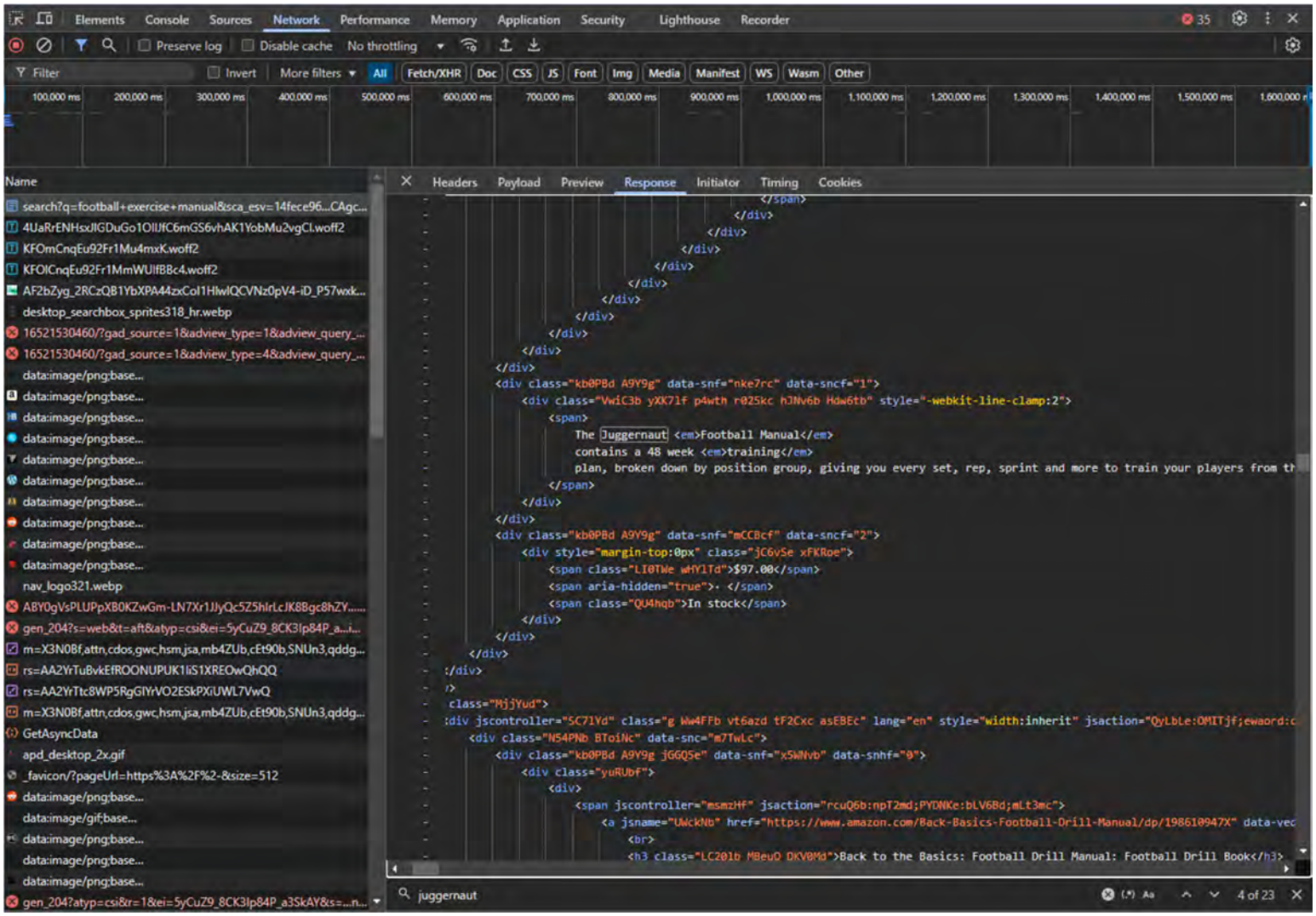
Id. (showing response time)


Elements
Console
Sources
Network
Performance
Memory
Application
Security
Preserve log
Disable cache
No throttling
Filter
Invert
More filters
All
Fetch/XHR
Doc
CSS
JS
Font
Img
Media
Manifest
WS
Wasm
Other
Name
Headers
Payload
Preview
Response
Initiator
Timing
search?q=football+exercise+manual&sca_esv=14fece96...CAgc...
4UaRrENHsxJlGDuGo1OIlJfC6mGS6vhAK1YobMu2vgCl.woff2
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desktop_searchbox_sprites318_hr.webp
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16521530460/?gad_source=1&adview_type=4&adview_query_...
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rs=AA2YrTtc8WP5RgGlYrVO2ESkPXiUWL7VwQ
GetAsyncData
apd_desktop_2x.gif
_favicon/?pageUrl=https%3A%2F%2-&size=512
data:image/gif;base...
missing
1 of 8

[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**
Id. (showing response identifying missing term);	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**



[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	**Google Search**

Id. (showing example responses from server).

The foregoing images from www.google.com (see developer tools – network): "Example Developer Tool Images".

Claim [15.2]

[15.2] wherein the one or more servers receive a search request from the search engine user via the personal computing device, the search request comprising one or more search term elements;	**Google Search**

Google provides a system in which one or more servers **(e.g., a remote or distributed computing system, server, or cloud)** receive a search request **(e.g., in response to a GET or other request)** from the search engine user via the personal computing device computing **(e.g., an electronic device having a monitor, touch screen, or other display device or output component)**, the search request comprising one or more search term elements **(e.g., single words, groups of words, strings, or other queries)**.

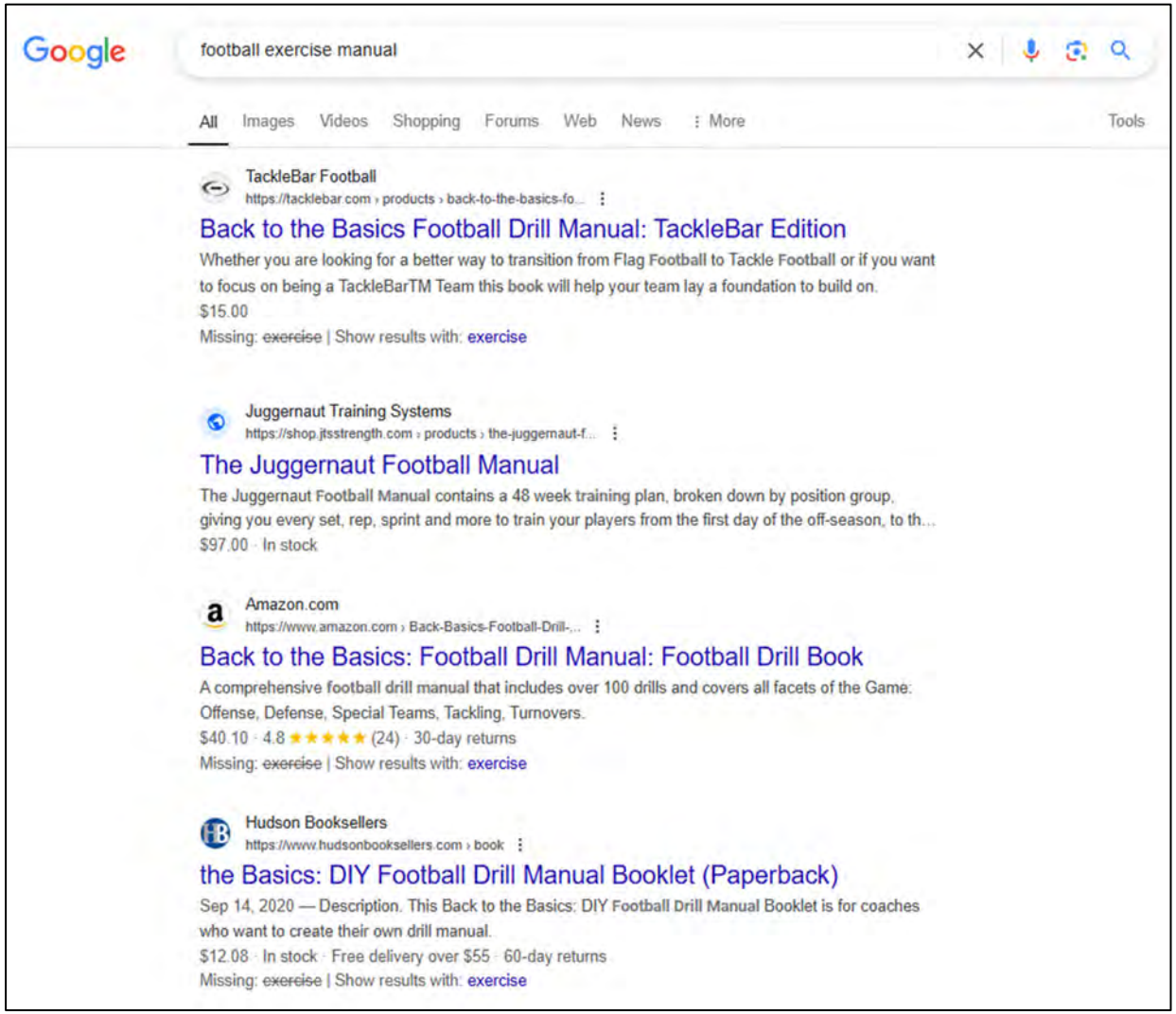
For example, Google's system provides a search field placed prominently at the top of the search interface:



See www.google.com.

Further, 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:

[15.2] wherein the one or more servers receive a search request from the search engine user via the personal computing device, the search request comprising one or more search term elements;	**Google Search**



[15.2] wherein the one or more servers receive a search request from the search engine user via the personal computing device, the search request comprising one or more search term elements;	**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.



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

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



[15.2] wherein the one or more servers receive a search request from the search engine user via the personal computing device, the search request comprising one or more search term elements;	**Google Search**

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

Further, Google receives search requests on one or more servers:



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

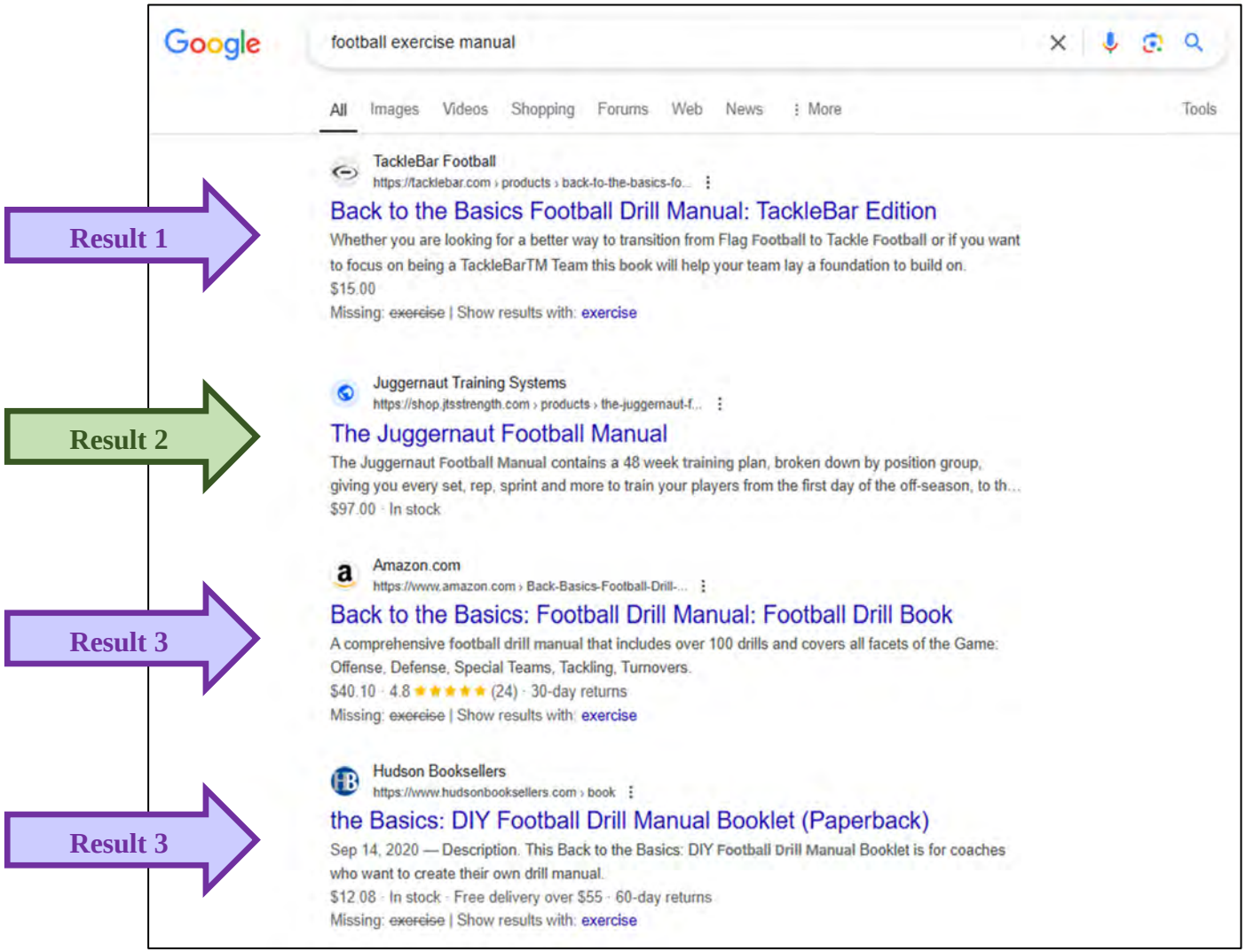


[15.2] wherein the one or more servers receive a search request from the search engine user via the personal computing device, the search request comprising one or more search term elements;	**Google Search**
See https://developers.google.com/search/docs/fundamentals/how-search-works. *See also* Example Developer Tool Images.	

Claim [15.3]

[15.3] wherein the one or more servers generate, by operating the search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage;	**Google Search**
Google provides a system in which the one or more servers **(e.g., a remote or distributed computing system, server, or cloud)** generate, by operating the search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element **(e.g., a search result that references a first webpage without "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)** and a second Internet search result that references a second webpage **(e.g., a search result that references a second webpage without indicating "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**. For example, in the image below, first Internet search results that reference first webpages that are each missing a first search term element are shown below as "Result 1," "Result 2," and "Result 3." A second Internet search result referencing a second web pages is shown below as "Result 2":	

[15.3] wherein the one or more servers generate, by operating the search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage;	**Google Search**



[15.3] wherein the one or more servers generate, by operating the search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second 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.

The search results and related references are generated by the one or more servers.



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

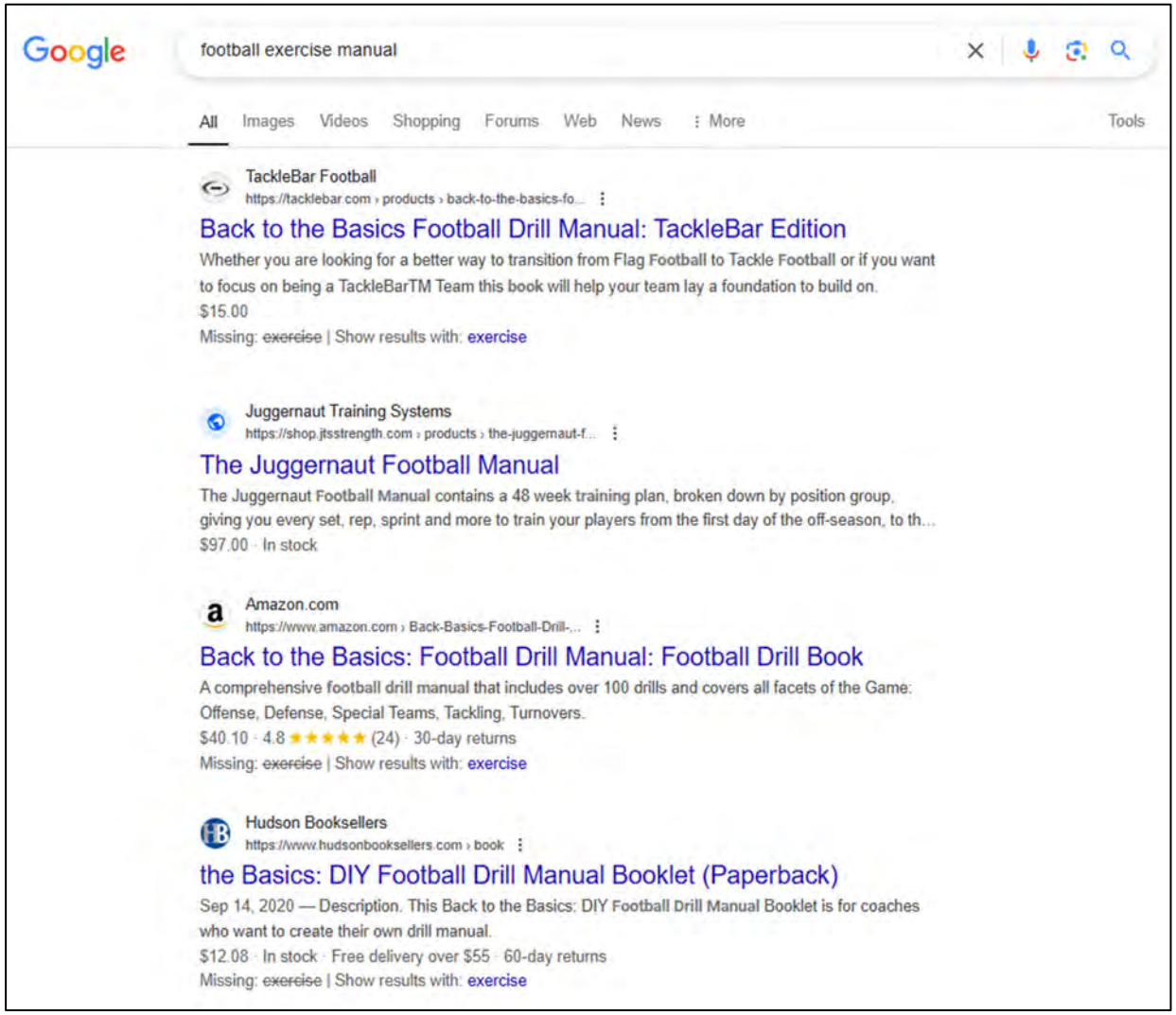


See https://developers.google.com/search/docs/fundamentals/how-search-works.

[15.3] wherein the one or more servers generate, by operating the search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage;	**Google Search**
See also Example Developer Tool Images.	

Claim [15.4]	
[15.4] wherein the one or more servers generate and provide, for display on the personal computing device, the Internet search user interface;	**Google Search**
Google provides a system in which the one or more servers **(e.g., a remote or distributed computing system, server, or cloud)** generate and provide, for display on the personal computing device **(e.g., a local computer, mobile device, or other means of connecting to the Internet)**, the Internet search user interface **(e.g., a search results webpage displayed on screen to a user)**. For example, Google's system provides one or more servers controlled by Google that generate the Internet search user interface:	

[15.4] wherein the one or more servers generate and provide, for display on the personal computing device, the Internet search user interface;	**Google Search**



[15.4] wherein the one or more servers generate and provide, for display on the personal computing device, the Internet search user interface;	**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.

The search results and related references are generated by the one or more servers.



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

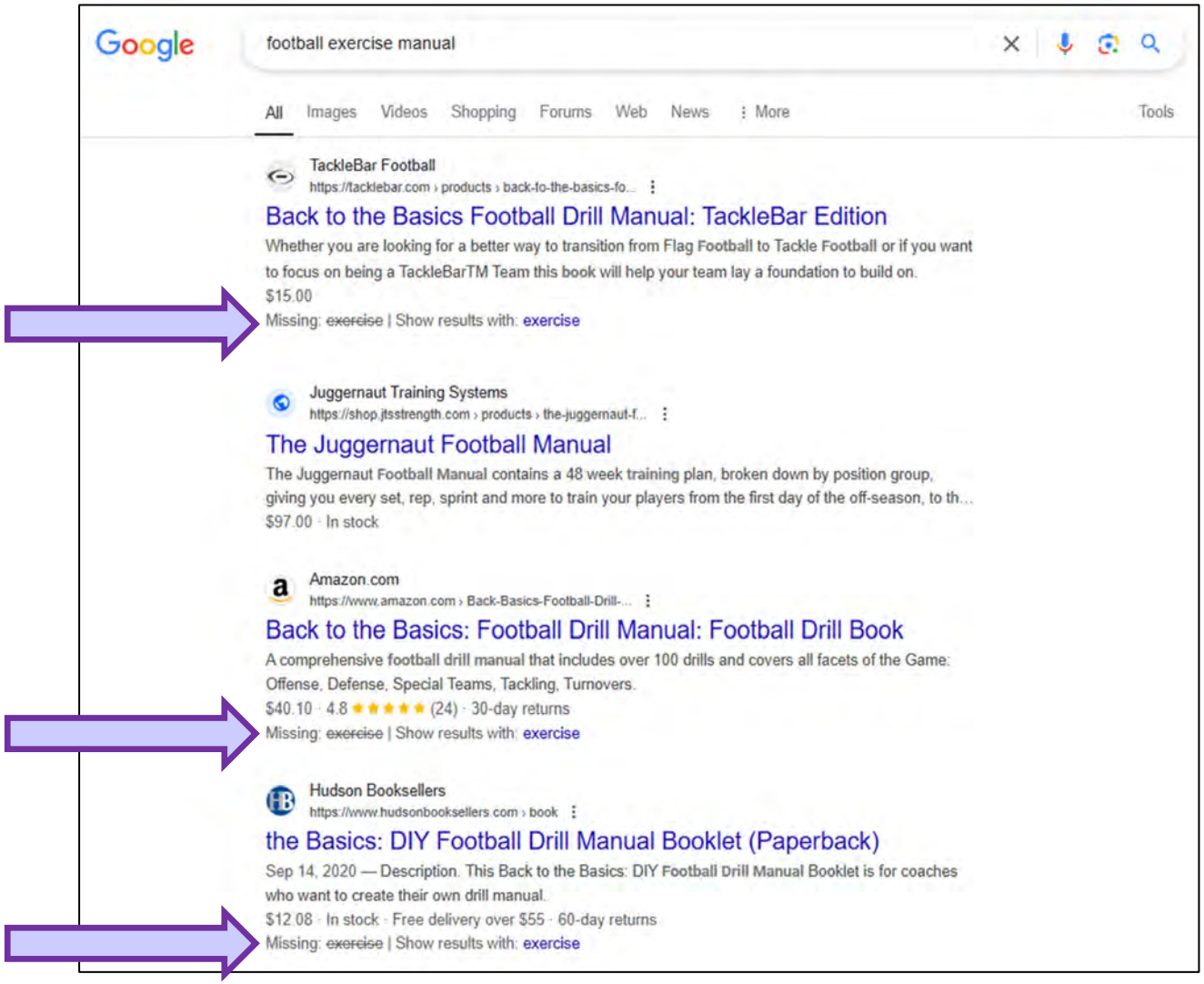


See https://developers.google.com/search/docs/fundamentals/how-search-works.

[15.4] wherein the one or more servers generate and provide, for display on the personal computing device, the Internet search user interface;	**Google Search**
See also Example Developer Tool Images.	

Claim [15.5]	
[15.5] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element;	**Google Search**
Google provides a system in which the Internet search user interface **(e.g., a search results webpage displayed on screen to a user)** comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)**. For example, Google's system provides a warning to the search engine user that the first webpage is missing the first search term element using text representing the missing term:	

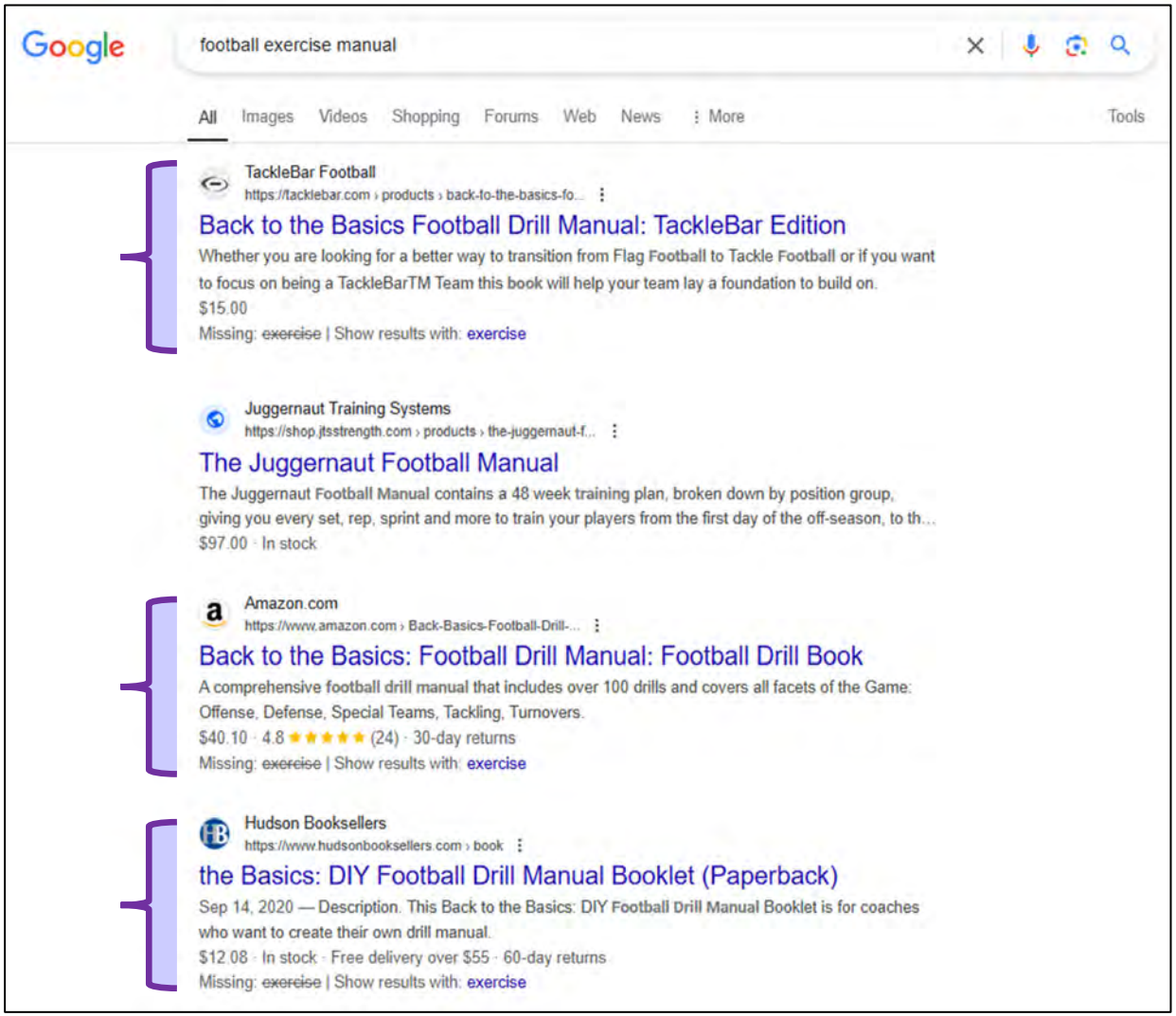
[15.5] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element;	**Google Search**



[15.5] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element;	**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.	

Claim [15.6]	
[15.6] wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage, a first Internet link for the first webpage, and the first warning;	**Google Search**
Google provides a system in which the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage **(e.g., a title of a referenced webpage and a selection of text from it)**, a first Internet link for the first webpage **(e.g., a hyperlink upon which a user can click directed to the webpage)**, and the first warning **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)**. For example, Google's system provides one or more first search result groupings each containing an excerpt for the first webpage, a first Internet link for the first webpage, and the first warning:	

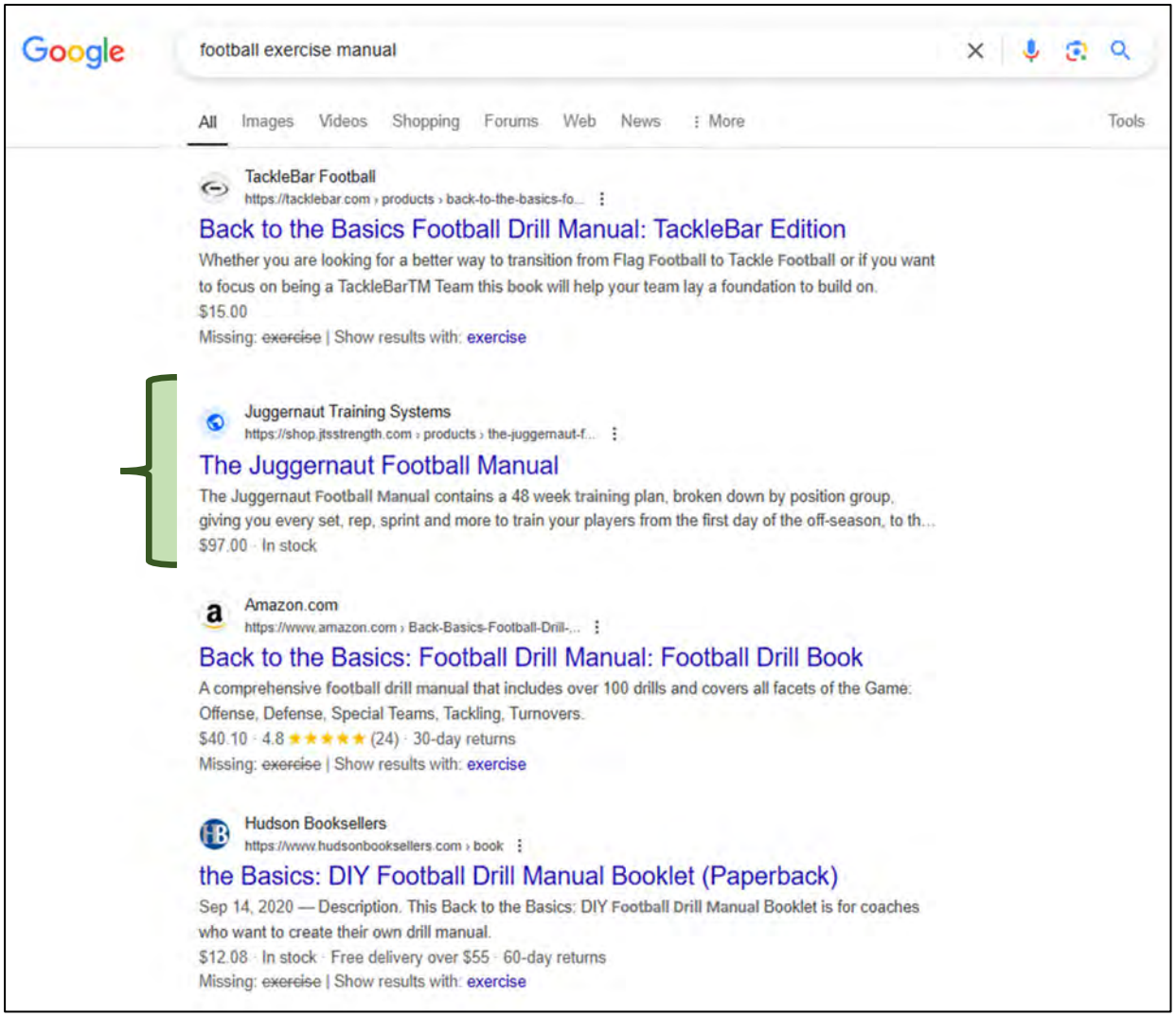
[15.6] wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage, a first Internet link for the first webpage, and the first warning;	**Google Search**



[15.6] wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage, a first Internet link for the first webpage, and the first warning;	**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.	

Claim [15.7]	
[15.7] wherein the Internet search user interface further comprises the second Internet search result, wherein the second Internet search result is organized for display as a second search result grouping that comprises a second excerpt from the second webpage and a second Internet link for the second webpage but does not comprise any warning that any of the one or more search term elements is missing from the second webpage;	**Google Search**
Google provides a system in which the Internet search user interface **(e.g., a search results webpage displayed on screen to a user)** further comprises the second Internet search result **(e.g., as shown above)**, wherein the second Internet search result is organized for display as a second search result grouping that comprises a second excerpt from the second webpage **(e.g., a title of a referenced webpage and a selection of text from it)** and a second Internet link for the second webpage **(e.g., a hyperlink upon which a user can click directed to the webpage)** but does not comprise any warning that any of the one or more search term elements is missing from the second webpage **(e.g., a search result that references a webpage without indicating "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**. For example, Google's system provides second search result grouping but does not include any warning that the second webpage is missing any of the one or more search term elements:	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google



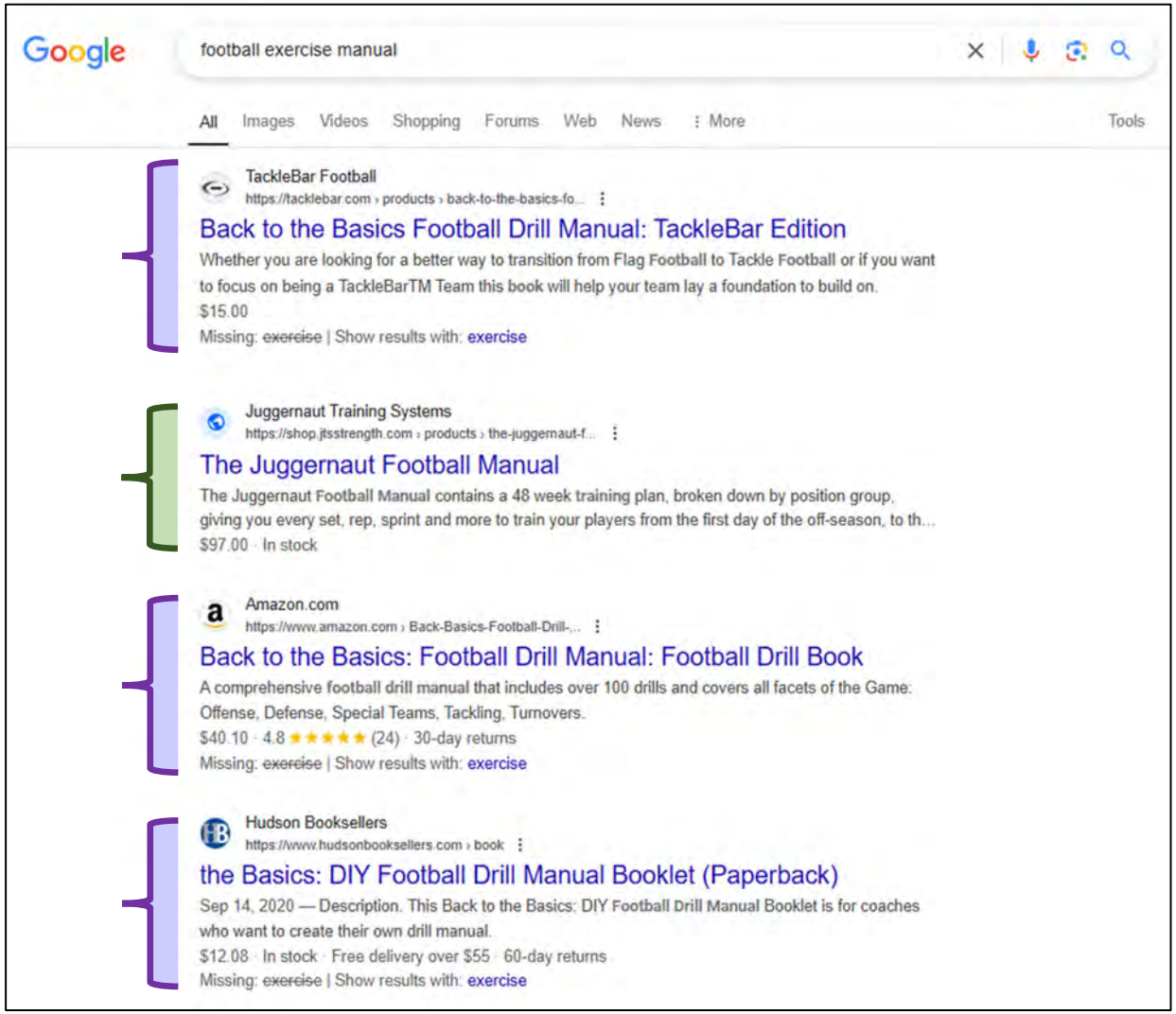
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

[15.7] wherein the Internet search user interface further comprises the second Internet search result, wherein the second Internet search result is organized for display as a second search result grouping that comprises a second excerpt from the second webpage and a second Internet link for the second webpage but does not comprise any warning that any of the one or more search term elements is missing from the second webpage;	**Google Search**
See also Example Developer Tool Images.	

Claim [15.8]

[15.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other;	**Google Search**
Google provides a system in which the first and second search result groupings are each a unique search result grouping displayed separately from each other **(e.g., groupings of search results that are separated from one another visually by whitespace)**:	

[15.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other;	**Google Search**

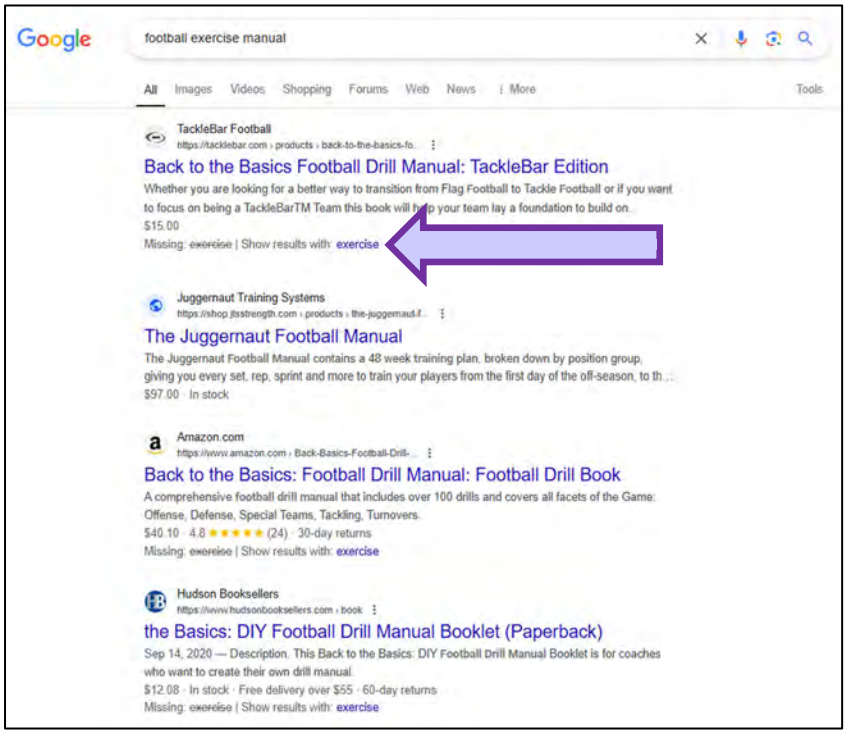


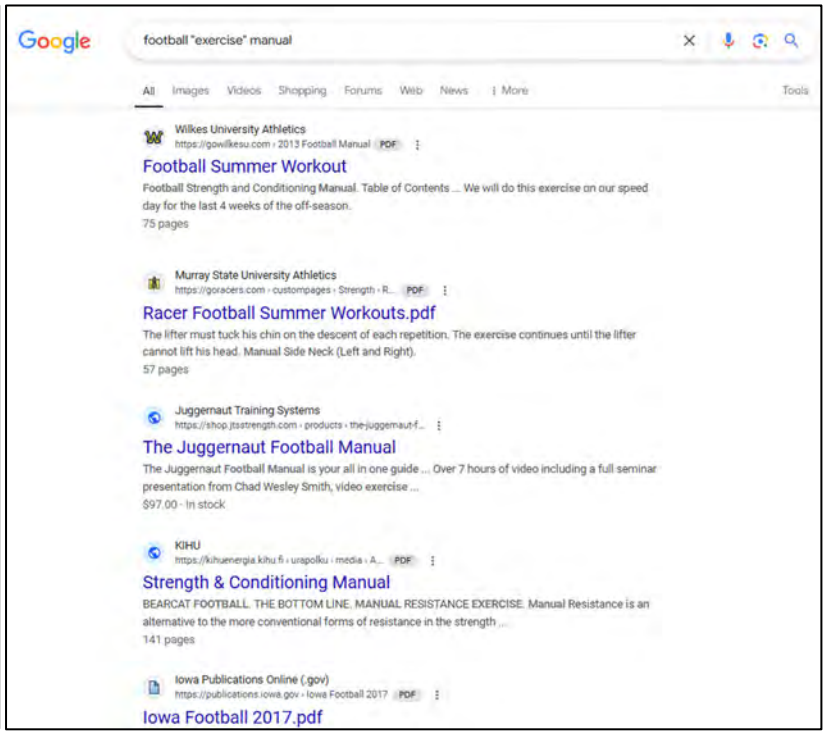
[15.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other;	**Google Search**
See www.google.com (annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery. *See also* Example Developer Tool Images.	

Claim [15.9]

[15.9] wherein the Internet search user interface provides a filtering option, wherein the search engine user's selection of the filtering option causes an updated Internet search user interface to be generated and provided, by the one or more servers, for display on the personal computing device; and	**Google Search**
Google provides a system in which the Internet search user interface provides a filtering option **(e.g., a hyperlink or other option associated with the terms "Missing: [missing search term element]," "Show results with: [missing search term element]," or similar variant thereof")**, wherein the search engine user's selection of the filtering option **(e.g., by clicking the hyperlink or selecting the option)** causes an updated Internet search user interface to be generated and provided, by the one or more servers **(e.g., a remote or distributed computing system, server, or cloud)**, for display on the personal computing device **(e.g., an electronic device having a monitor, touch screen, or other display device or output component)**. For example, Google's system provides a hyperlink that a user can click to cause an updated Internet search user interface to be generated and provided for display:	

[15.9] wherein the Internet search user interface provides a filtering option, wherein the search engine user's selection of the filtering option causes an updated Internet search user interface to be generated and provided, by the one or more servers, for display on the personal computing device; and	**Google Search**





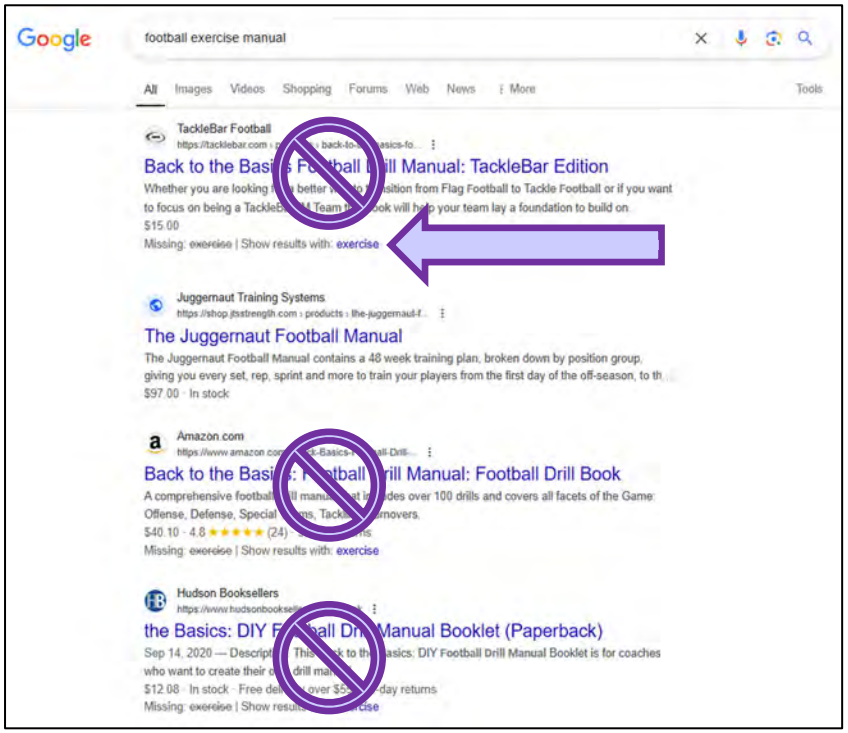
See www.google.com (image on right obtained after clicking first hyperlink labeled "exercise" as annotated); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

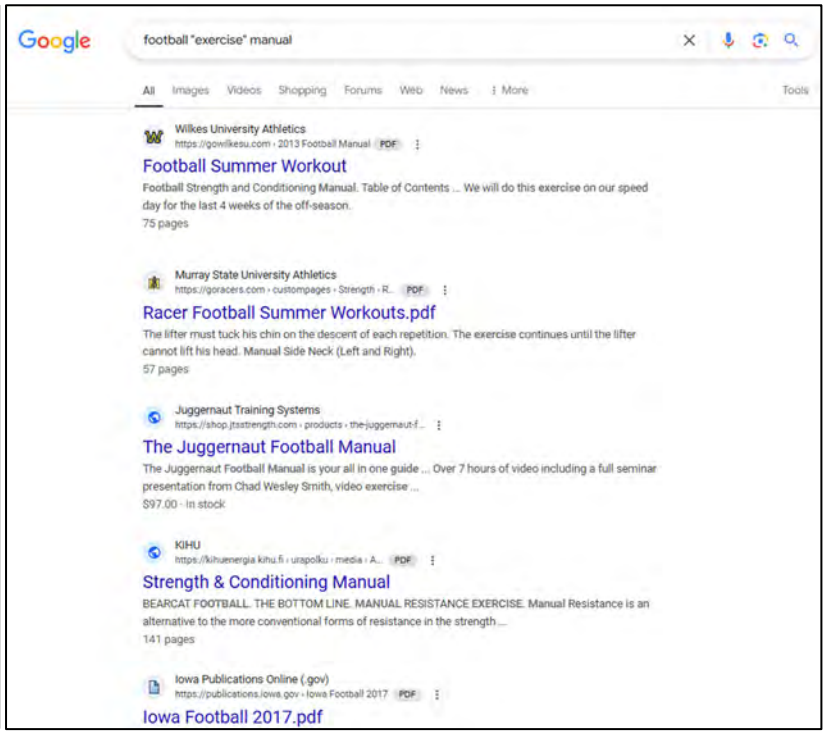
See also Example Developer Tool Images.

Claim [15.10]

[15.10] wherein the updated Internet search user interface does not display the first Internet search result	**Google Search**

Google provides a system in which the updated Internet search user interface does not display the first Internet search result **(e.g., no longer showing search result that previously included the warning)**.





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); *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.

[1.Pre] A process for Internet search, annotation, and filtering for providing an enhanced interactive graphical user interface for Internet search that enables a search engine user to automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the process comprising:	**Google Search**
Google conducts a process for Internet search, annotation, and filtering for providing an enhanced interactive graphical user interface for Internet search that enables a search engine user to automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element. *See* Claim [15.Pre].	

Claim [1.1]

[1.1] receiving a search request from a search engine user on a personal computing device having a display screen, the search request comprising one or more search term elements;	**Google Search**
Google conducts a process that includes receiving a search request from a search engine user on a personal computing device having a display screen, the search request comprising one or more search term elements. *See* Claim [15.1] and [15.2].	

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Claim [1.2]	
[1.2] generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage;	**Google Search**
Google conducts a process that includes generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage. *See* Claim [15.3]	

Claim [1.3]	
[1.3] generating and providing, for display on the personal computing device, an Internet search user interface;	**Google Search**
Google conducts a process that includes generating and providing, for display on the personal computing device, an Internet search user interface. *See* Claim [15.4]	

Claim [1.4]	
[1.4] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element;	**Google Search**
Google conducts a process wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element.	

[1.4] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing the first search term element;	**Google Search**
See Claim [15.5].	

Claim [1.5]

[1.5] wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage, a first Internet link for the first webpage, and the first warning;	**Google Search**
Google conducts a process wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage, a first Internet link for the first webpage, and the first warning. *See* Claim [15.6].	

Claim [1.6]

[1.6] wherein the Internet search user interface further comprises the second Internet search result;	**Google Search**
Google conducts a process wherein the Internet search user interface further comprises the second Internet search result. *See* Claim [15.7].	

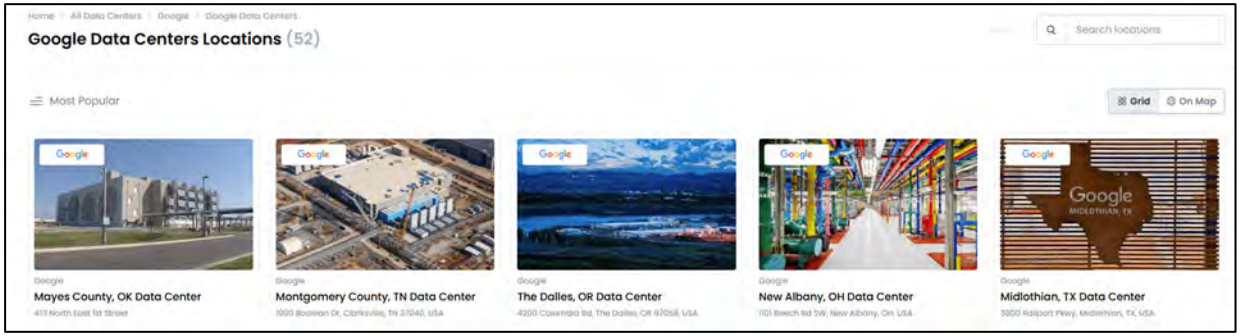
Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

Claim [1.7]	
[1.7] wherein the second Internet search result is organized for display as a second search result grouping that comprises a second excerpt from the second webpage and a second Internet link for the second webpage but does not comprise any warning that any of the one or more search term elements is missing from the second webpage;	**Google Search**
Google conducts a process wherein the second Internet search result is organized for display as a second search result grouping that comprises a second excerpt from the second webpage and a second Internet link for the second webpage but does not comprise any warning that any of the one or more search term elements is missing from the second webpage. *See* Claim [15.7].	

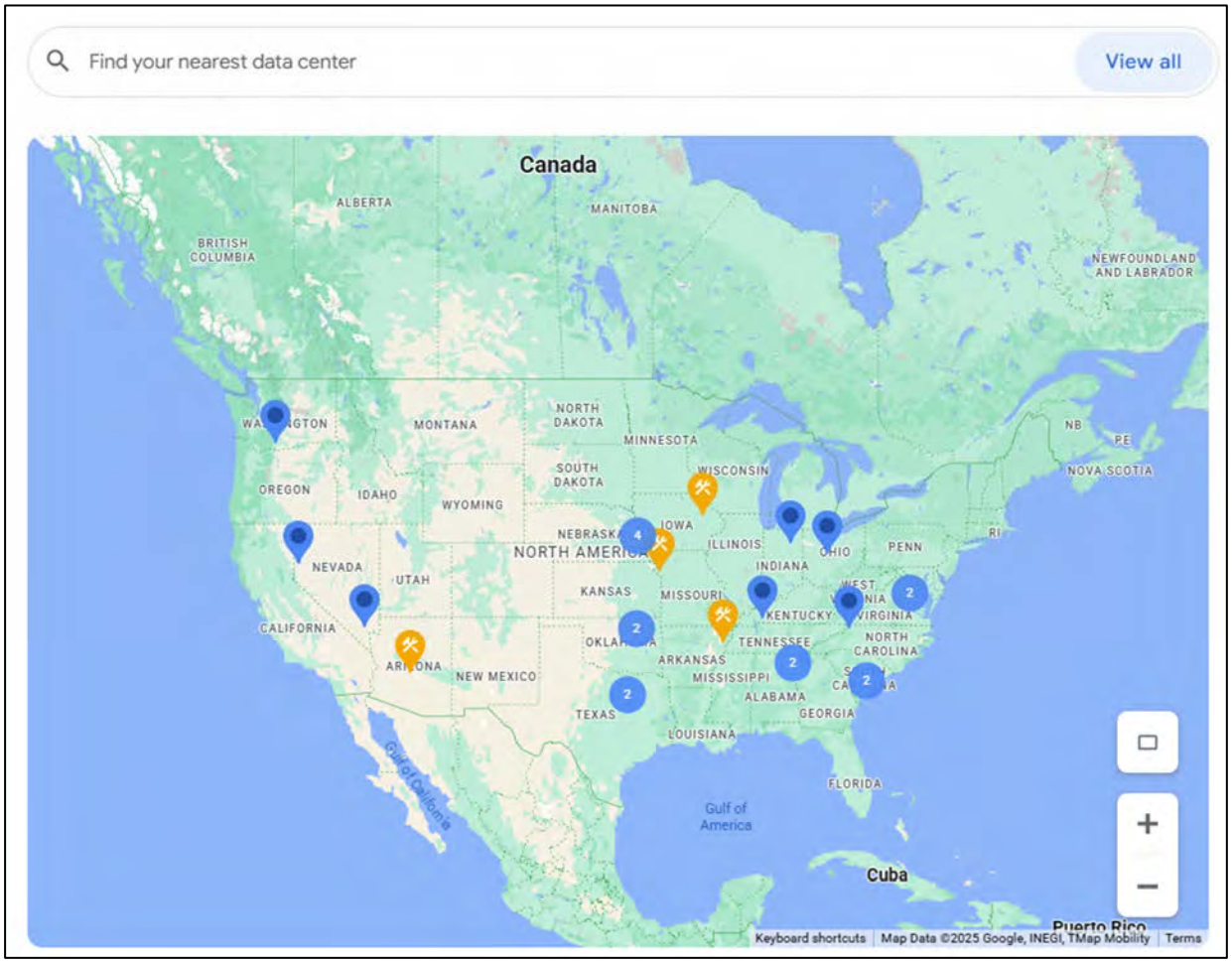
Claim [1.8]	
[1.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other;	**Google Search**
Google conducts a process wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other. *See* Claim [15.8].	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

Claim [1.9]	
[1.9] wherein the Internet search user interface provides a filtering option, wherein the search engine user's selection of the filtering option causes an updated Internet search user interface to be generated and provided for display on the personal computing device, and wherein the updated Internet search user interface does not display the first Internet search result; and	**Google Search**
Google conducts a process wherein the Internet search user interface provides a filtering option, wherein the search engine user's selection of the filtering option causes an updated Internet search user interface to be generated and provided for display on the personal computing device, and wherein the updated Internet search user interface does not display the first Internet search result. *See* Claim [15.9] and [15.10].	

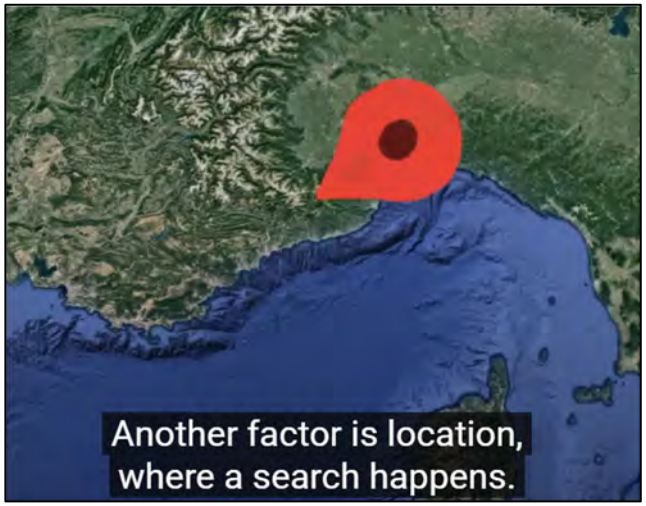
Claim [1.10]	
[1.10] wherein the process is performed on one or more servers located remotely from the personal computing device.	**Google Search**
Google conducts a process wherein the process is performed on one or more servers located remotely from the personal computing device **(e.g., servers located at different locations than the personal computing device)**. Google servers are remote:  *See* https://www.datacenters.com/providers/google/data-center-locations.	

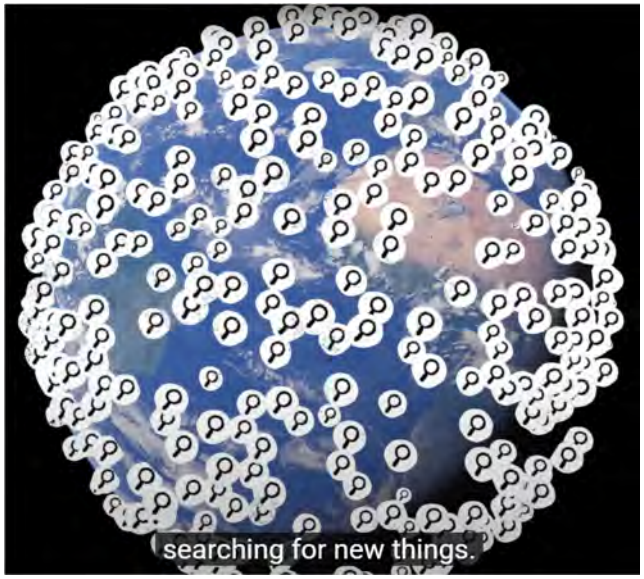
[1.10] wherein the process is performed on one or more servers located remotely from the personal computing device.	**Google Search**



See https://datacenters.google/locations/.

[1.10] wherein the process is performed on one or more servers located remotely from the personal computing device.	**Google Search**



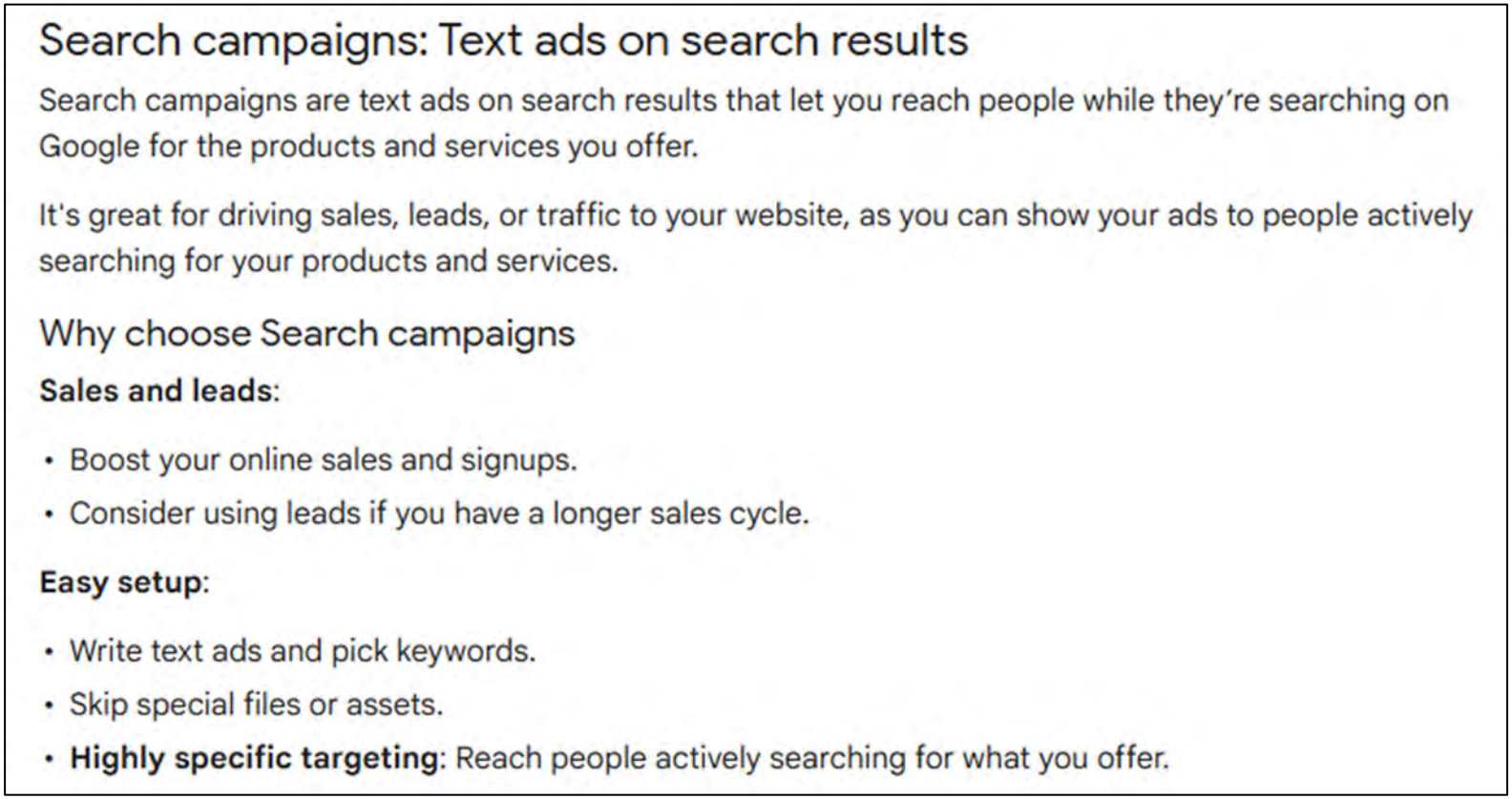


See https://www.google.com/intl/en_us/search/howsearchworks/how-search-works/ (video at 2:09 and 3:38); *see also* https://support.google.com/websearch/answer/179386?hl=en&co=GENIE.Platform%3DAndroid.

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

Claim [2]	
[2] The process of claim 1, wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more of the search term elements.	**Google Search**
Google conducts a process wherein the Internet search user interface further comprises a selectable advertisement **(e.g., indicated by the words "Sponsored" or "Ad" one search results pages" that a user can click on)** that is related to at least some of the one or more of the search term elements. Google provides one or more sponsored links that are related to search term elements and that a user can select (by clicking on the ad):	

[2] The process of claim 1, wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more of the 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:

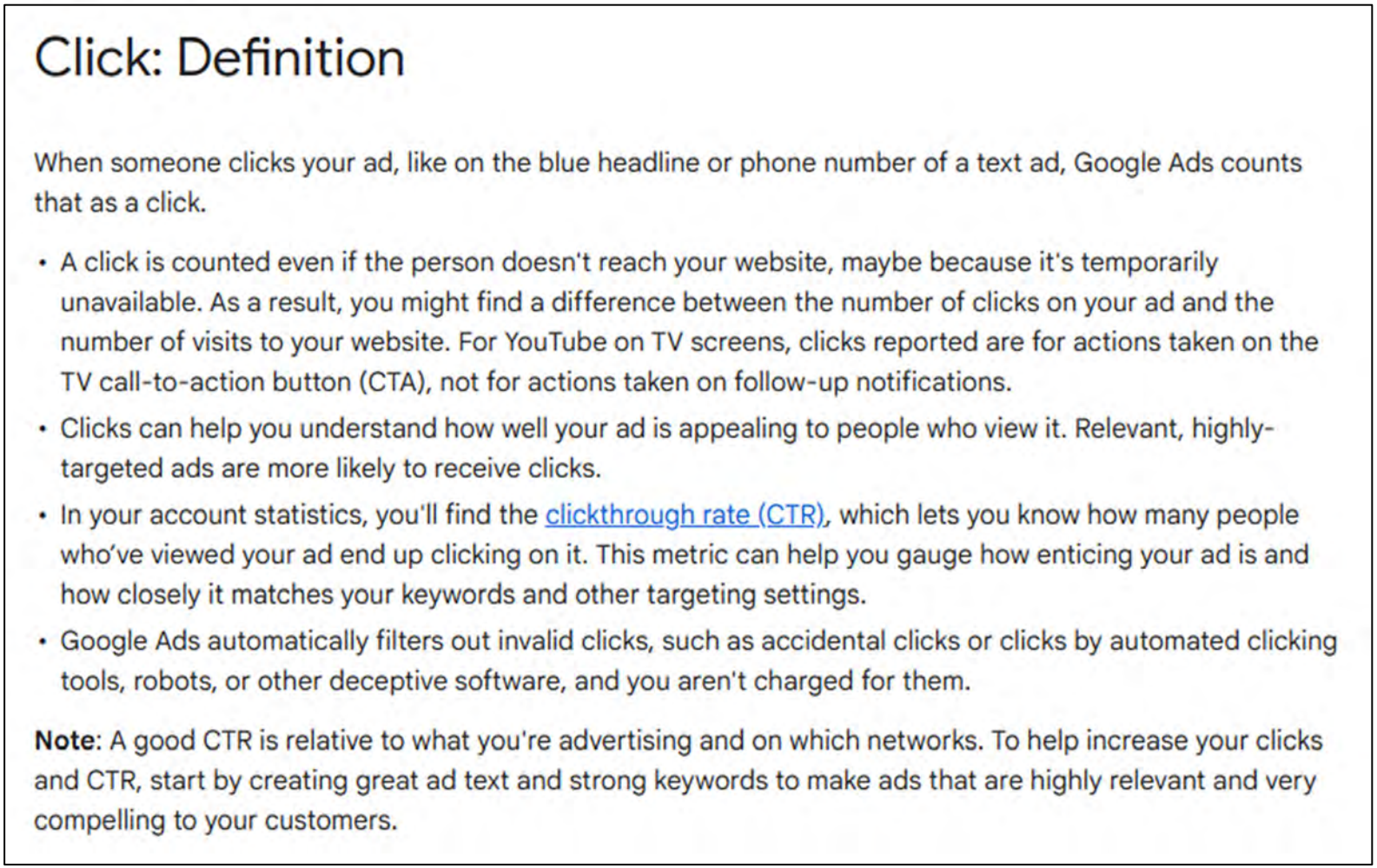
- Boost your online sales and signups.
- Consider using leads if you have a longer sales cycle.

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.

[2] The process of claim 1, wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more of the search term elements.	**Google Search**



Click: Definition

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

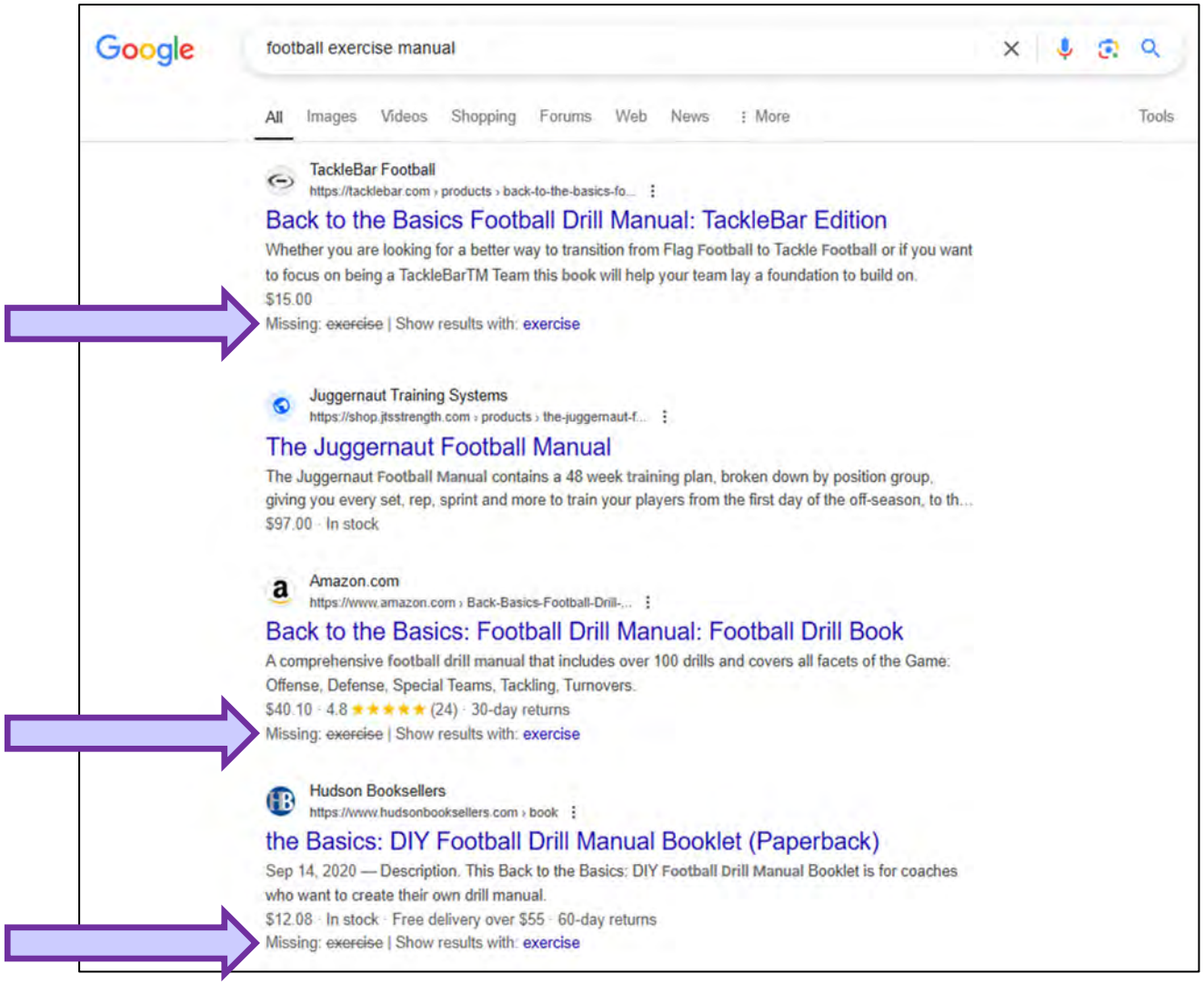
- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might find a difference between the number of clicks on your ad and the number of visits to your website. For YouTube on TV screens, clicks reported are for actions taken on the TV call-to-action button (CTA), not for actions taken on follow-up notifications.
- Clicks can help you understand how well your ad is appealing to people who view it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll find the clickthrough rate (CTR), which lets you know how many people who've viewed your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Google Ads automatically filters out invalid clicks, such as accidental clicks or clicks by automated clicking tools, robots, or other deceptive software, and you aren't charged for them.

Note: A good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

See https://support.google.com/google-ads/answer/31799?hl=en.

Claim [3]	
[3] The process of claim 2, wherein the text representing the first 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; and (v) the text is shown with a reversed format.	**Google Search**
Google conducts a process 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)**.	

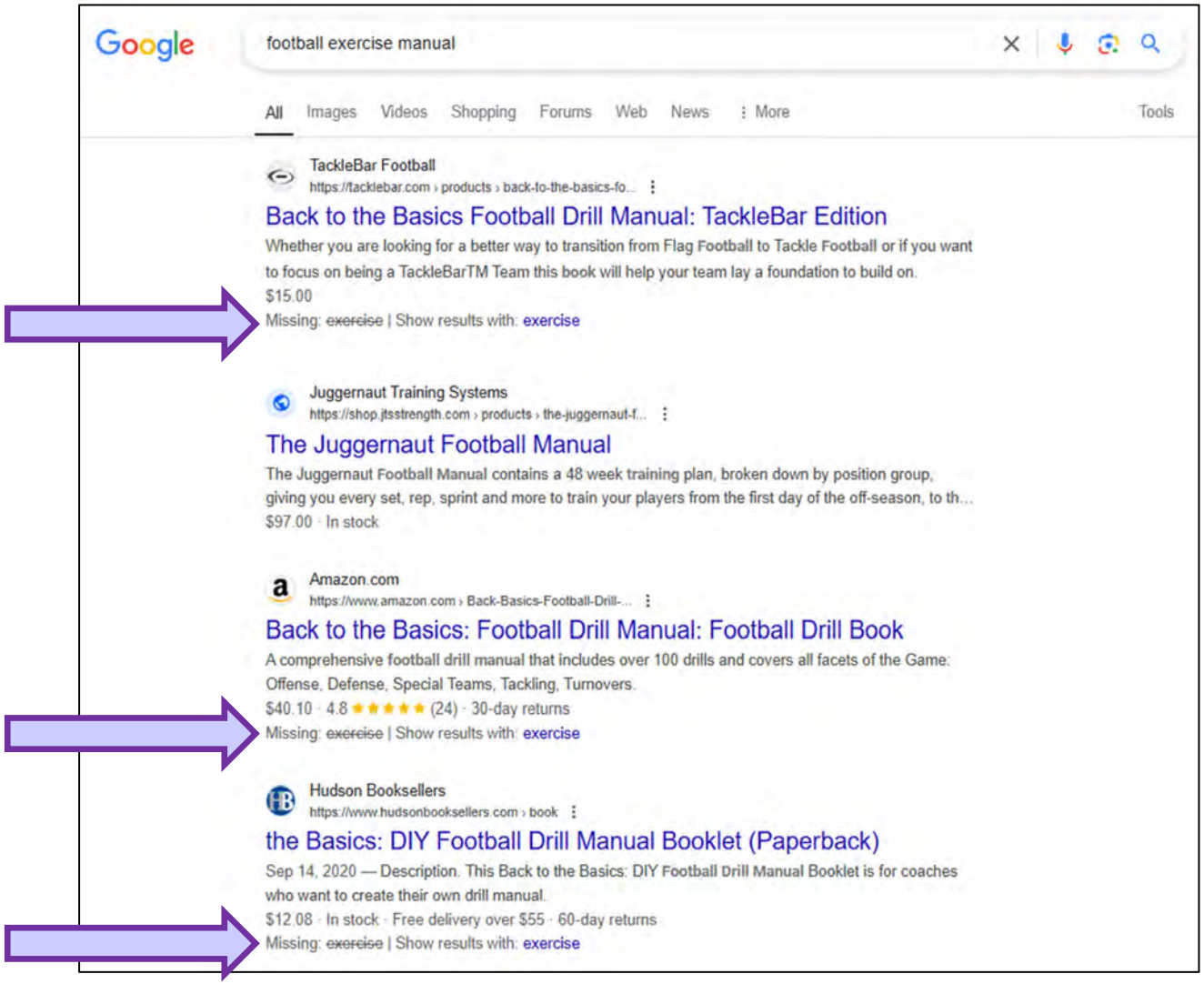
Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google



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.

Claim [4]	
[4] The process of claim 3, wherein the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**
Google conducts a process the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element **(e.g., results that do not contain all search term elements input by a user as demonstrated, for example, by the missing term annotations)**.	

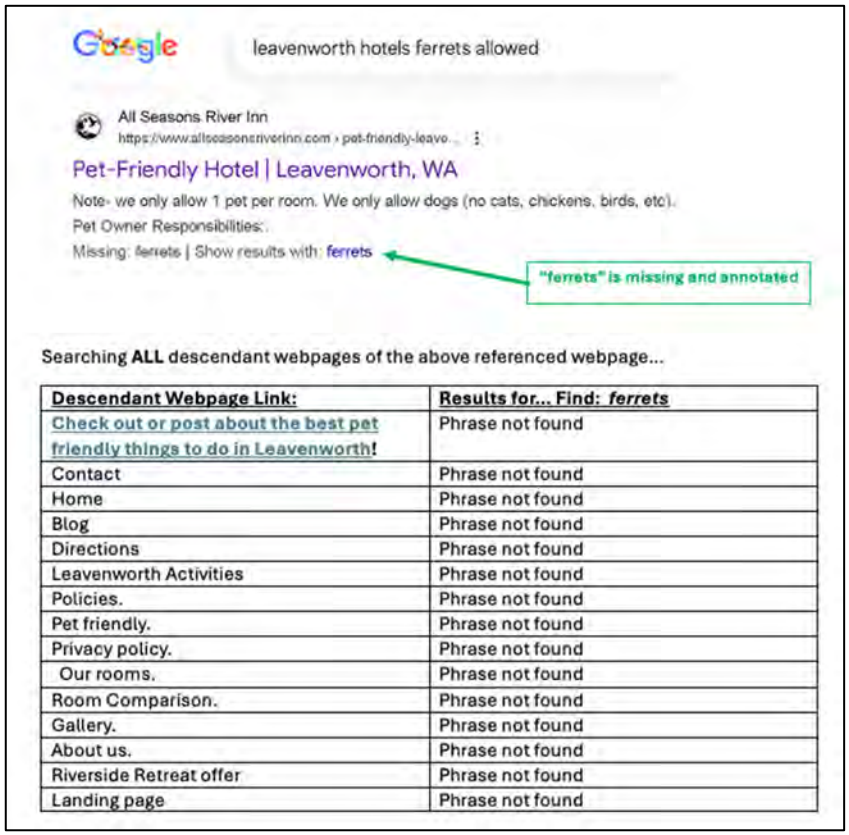
[4] The process of claim 3, wherein the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**



[4] The process of claim 3, wherein the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**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.	

Claim [5]	
[5] The process of claim 4, wherein the first webpage has one or more descendant webpages, wherein each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first webpage.	**Google Search**
Google conducts a process wherein the first webpage has one or more descendant webpages **(e.g., webpages linked within webpages returned in search results)**, wherein each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first webpage **(e.g., in instances where the first search term element is not present)**.	

[5] The process of claim 4, wherein the first webpage has one or more descendant webpages, wherein each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first webpage.	**Google Search**



Searching **ALL** descendant webpages of the above referenced webpage...

Descendant Webpage Link:	**Results for... Find: *ferrets***
Check out or post about the best pet friendly things to do in Leavenworth!	Phrase not found
Contact	Phrase not found
Home	Phrase not found
Blog	Phrase not found
Directions	Phrase not found
Leavenworth Activities	Phrase not found
Policies.	Phrase not found
Pet friendly.	Phrase not found
Privacy policy.	Phrase not found
Our rooms.	Phrase not found
Room Comparison.	Phrase not found
Gallery.	Phrase not found
About us.	Phrase not found
Riverside Retreat offer	Phrase not found
Landing page	Phrase not found

Claim [6]	
[6] The process of claim 5, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google conducts a process wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen **(e.g., a Google smart phone or other smart phone with a browser such as Chrome installed)**, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search **(e.g., removing one or more second search result groupings referencing webpages that do not contain search elements and replacing the area of the display with one or more first search result groupings where the replaced result is placed on the portion of the screen that appears on the device without the necessity of scrolling to it)**. For example, Google provides a Pixel phone or functionality on other smart phones with smaller screens:	

[6] The process of claim 5, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**



See https://store.google.com/category/phones?hl=en-US&pli=1.

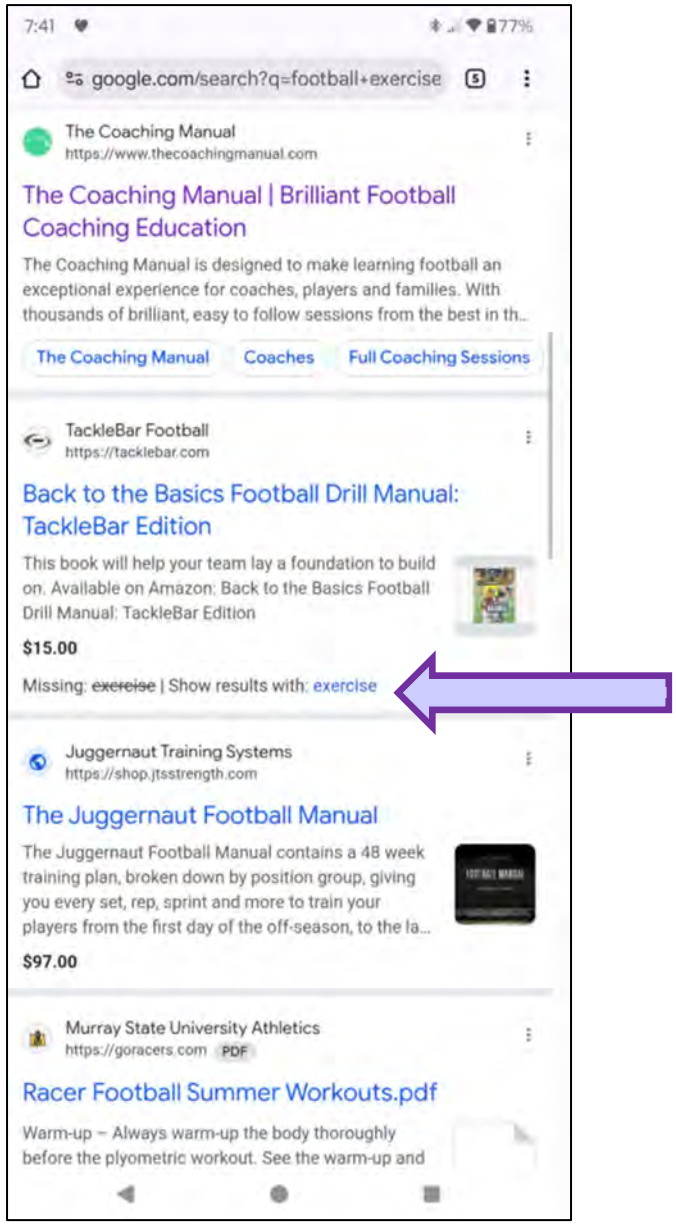
[6] The process of claim 5, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**



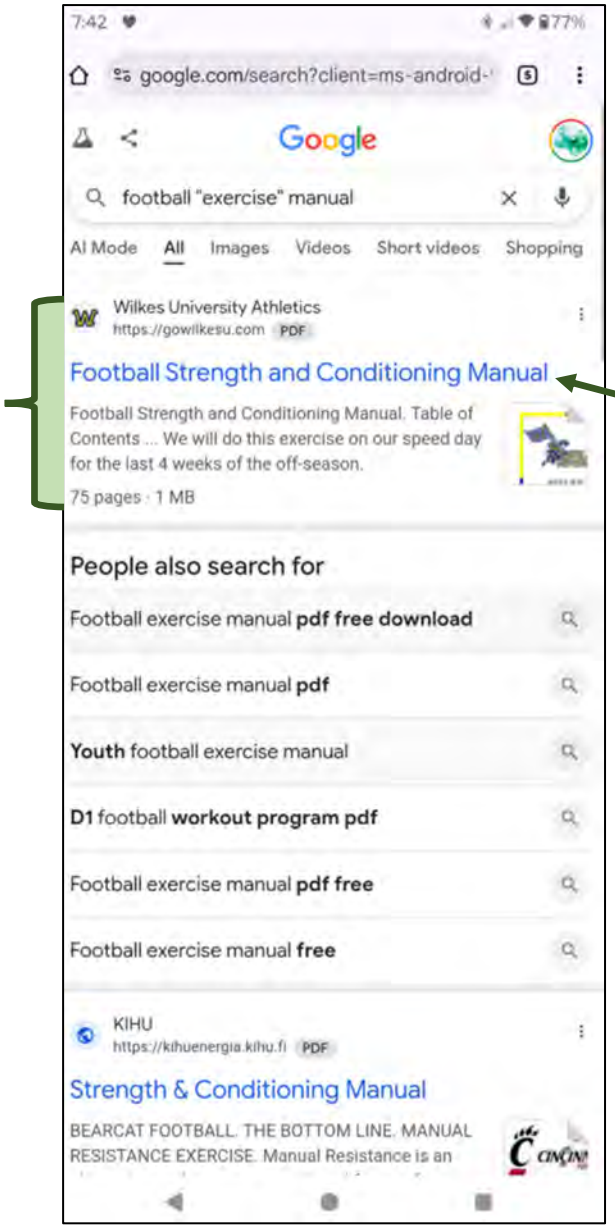
See https://www.google.com/chrome/browser-features/.

For example, when a user clicks on the "Show results with: [hyperlink]" the smaller display screen will show additional results.

Before clicking hyperlink:


7:41
77%
google.com/search?q=football+exercise
The Coaching Manual
https://www.thecoachingmanual.com
The Coaching Manual | Brilliant Football Coaching Education
The Coaching Manual is designed to make learning football an exceptional experience for coaches, players and families. With thousands of brilliant, easy to follow sessions from the best in th...
The Coaching Manual
Coaches
Full Coaching Sessions
TackleBar Football
https://tacklebar.com
Back to the Basics Football Drill Manual: TackleBar Edition
This book will help your team lay a foundation to build on. Available on Amazon: Back to the Basics Football Drill Manual: TackleBar Edition
$15.00
Missing: exercise | Show results with: exercise
Juggernaut Training Systems
https://shop.jtsstrength.com
The Juggernaut Football Manual
The Juggernaut Football Manual contains a 48 week training plan, broken down by position group, giving you every set, rep, sprint and more to train your players from the first day of the off-season, to the la...
$97.00
Murray State University Athletics
https://goracers.com PDF
Racer Football Summer Workouts.pdf
Warm-up – Always warm-up the body thoroughly before the plyometric workout. See the warm-up and

[6] The process of claim 5, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
After clicking hyperlink:	


7:42
77%
google.com/search?client=ms-android-
Google
football "exercise" manual
AI Mode
All
Images
Videos
Short videos
Shopping
Wilkes University Athletics
https://gowilkesu.com
PDF
Football Strength and Conditioning Manual
Football Strength and Conditioning Manual. Table of Contents ... We will do this exercise on our speed day for the last 4 weeks of the off-season.
75 pages · 1 MB
People also search for
Football exercise manual pdf free download
Football exercise manual pdf
Youth football exercise manual
D1 football workout program pdf
Football exercise manual pdf free
Football exercise manual free
KIHU
https://kihuenergia.kihu.fi
PDF
Strength & Conditioning Manual
BEARCAT FOOTBALL. THE BOTTOM LINE. MANUAL RESISTANCE EXERCISE. Manual Resistance is an
No scrolling required

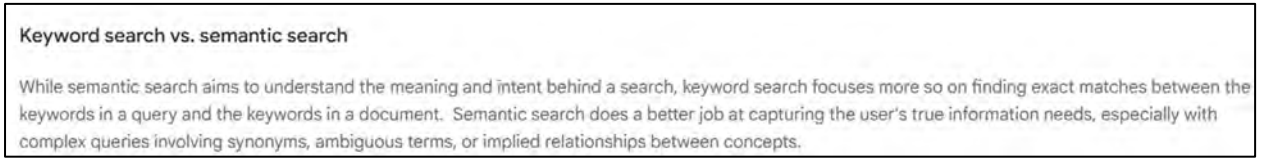
[6] The process of claim 5, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**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. *See also* Example Developer Tool Images.	

Claim [7]	
[7] The process of claim 6, wherein a search term element is considered to be contained 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 process wherein a search term element is considered to be contained 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. For example, Google returns results containing synonyms as part of its semantic search.	

[7] The process of claim 6, wherein a search term element is considered to be contained 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**



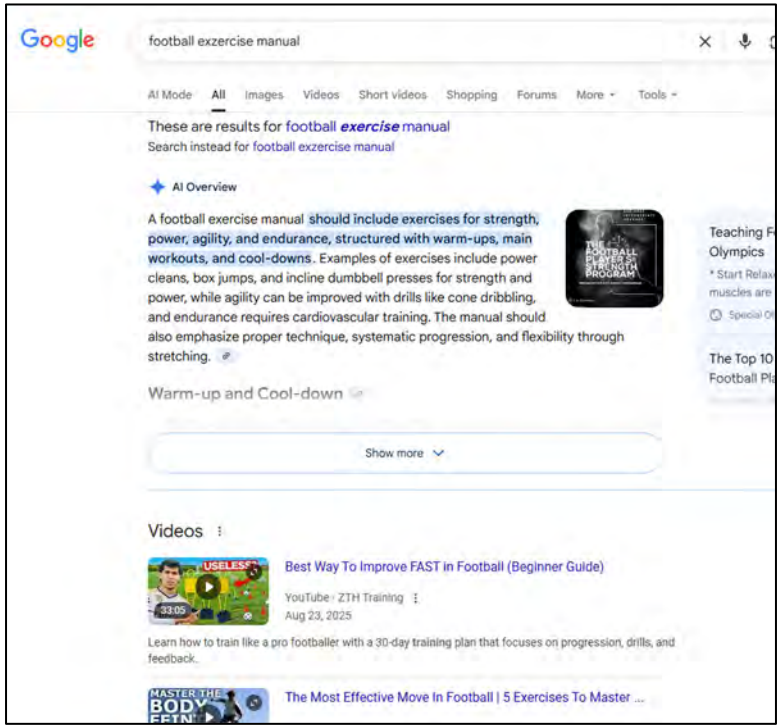
See https://cloud.google.com/discover/what-is-semantic-search;

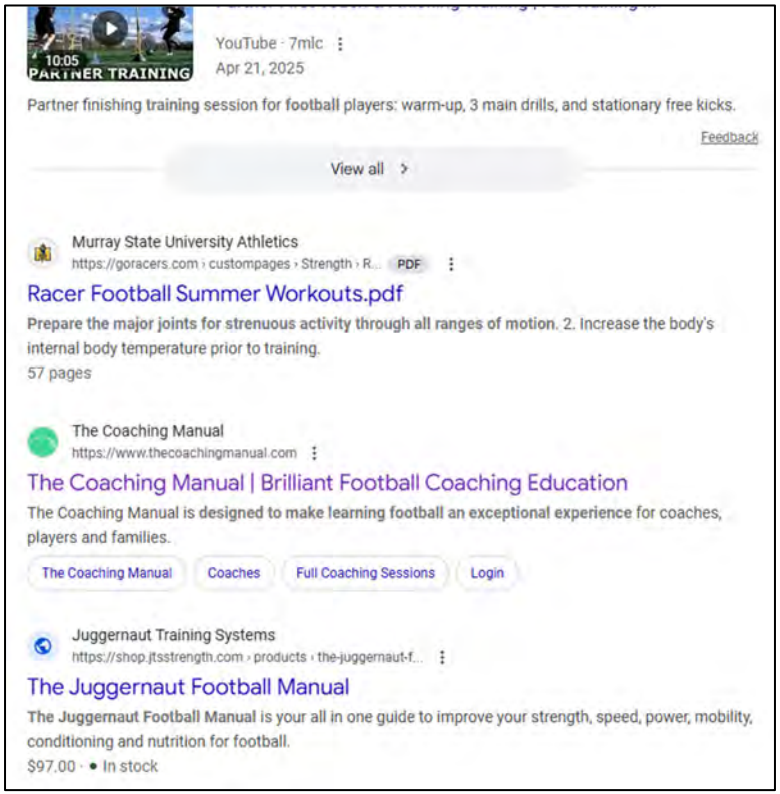


Id.

For example, Google autocorrects misspellings:

[7] The process of claim 6, wherein a search term element is considered to be contained 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**



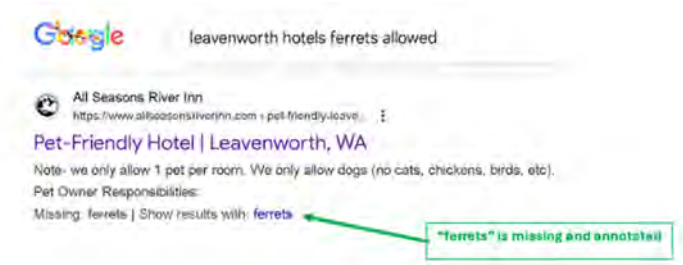


See www.google.com (both images from same search); *see also* https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/; https://developers.google.com/search/docs/appearance/visual-elements-gallery.

See also Example Developer Tool Images.

Claim [8]	
[8] The process of claim 3, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google conducts a process wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search. *See* Claim [6].	

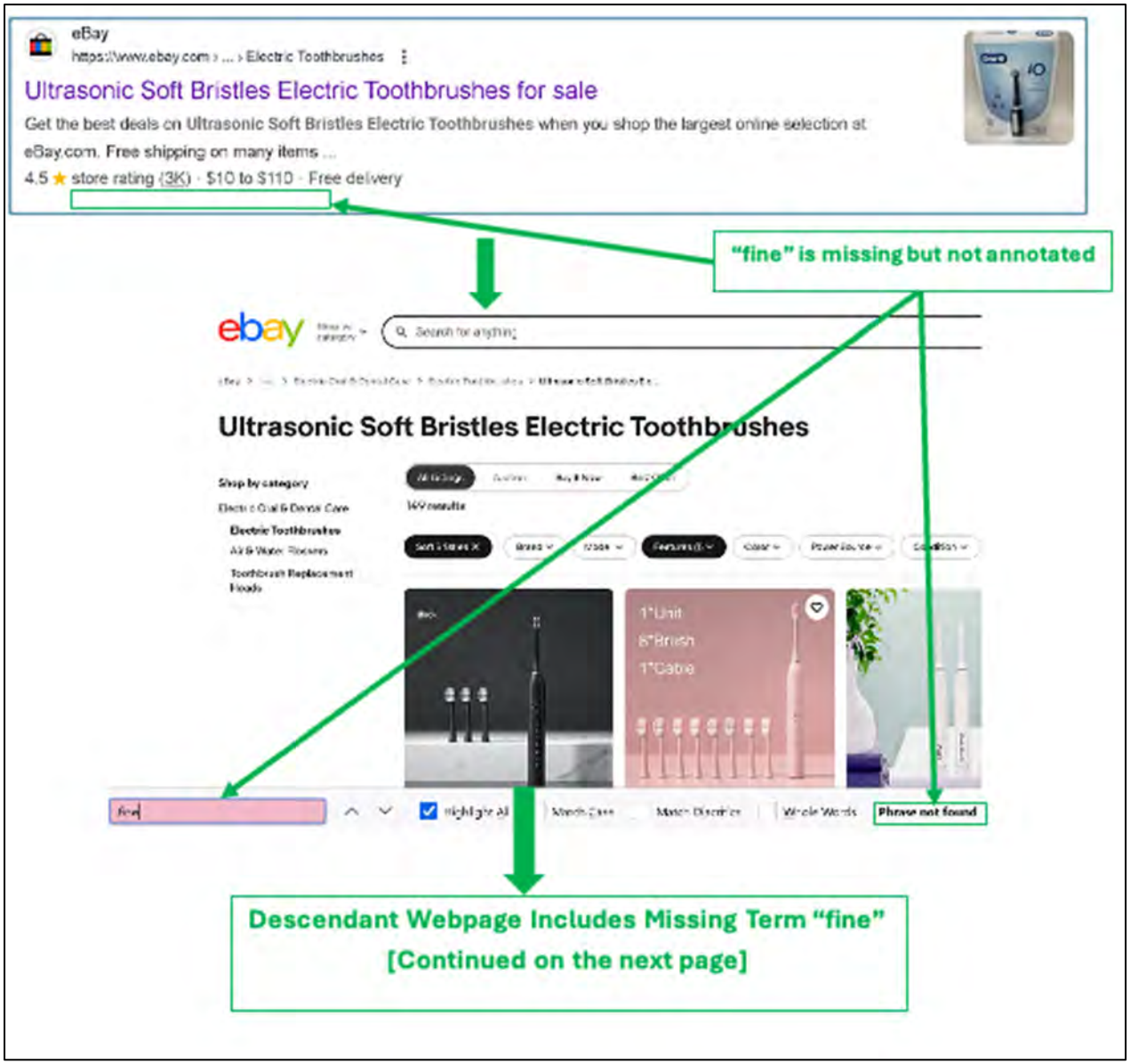
Claim [9]	
[9] The process of claim 3, wherein the first webpage has one or more first descendant webpages, wherein each of the one or more first descendant webpages is also missing the first search term element, wherein each of the one or more first descendant webpages is linked directly one level from the first referenced webpage; and wherein the second webpage is missing a second search term element, wherein the second webpage has one or more second descendant webpages, wherein the second search result grouping not comprising any warning that any of the one or more search term elements is missing from the second referenced webpage indicates that the second search term element is contained in at least one of the one or more second descendant webpages, and wherein each of the one or more second descendant webpages is linked directly one level from the second webpage.	**Google Search**
Google practices the process of claim 3, wherein the first webpage has one or more first descendant webpages, wherein each of the one or more first descendant webpages is also missing the first search term element, (e.g., the search term “ferrets”) wherein each of the one or more first descendant webpages is linked directly one level from the first referenced webpage, as demonstrated by the images below:	



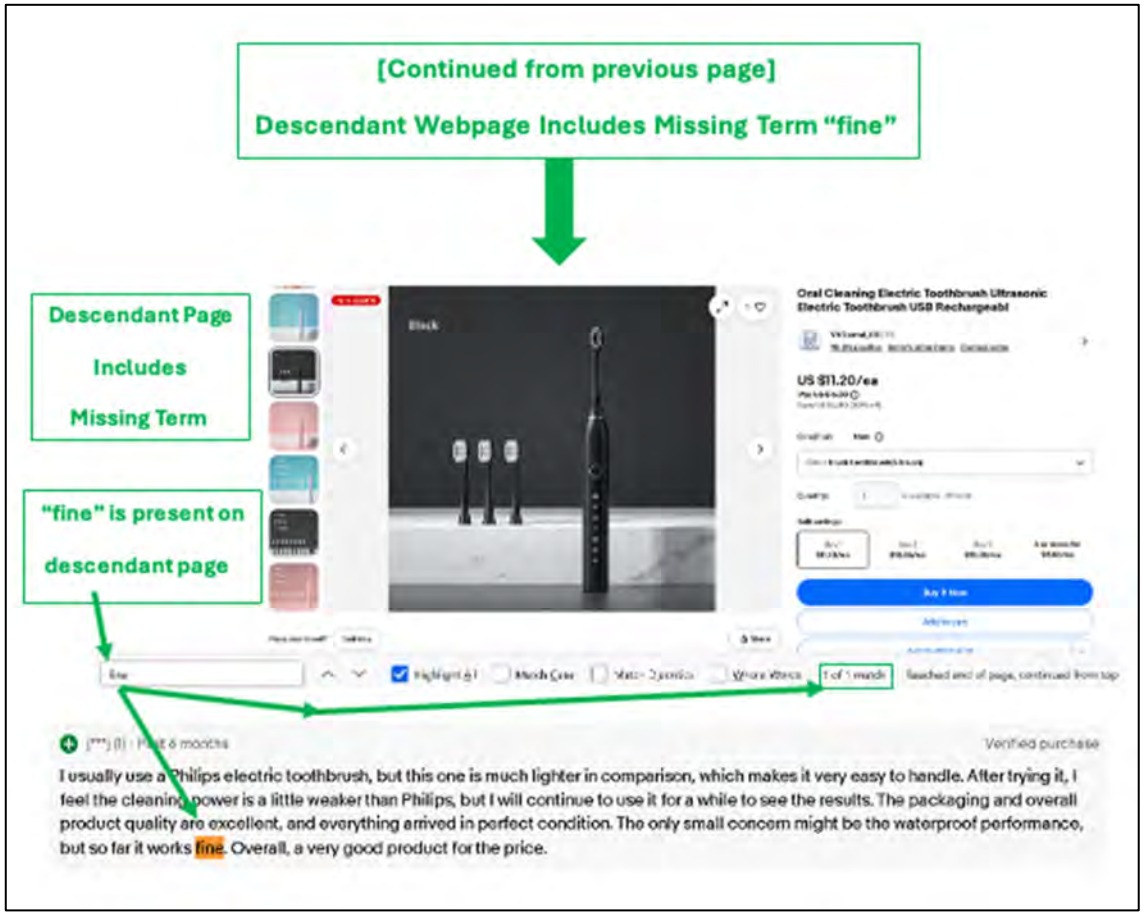
Searching **ALL** descendant webpages of the above referenced webpage...

Descendant Webpage Link:	**Results for... Find: *ferrets***
Check out or post about the best pet friendly things to do in Leavenworth!	Phrase not found
Contact	Phrase not found
Home	Phrase not found
Blog	Phrase not found
Directions	Phrase not found
Leavenworth Activities	Phrase not found
Policies.	Phrase not found
Pet friendly.	Phrase not found
Privacy policy.	Phrase not found
Our rooms.	Phrase not found
Room Comparison.	Phrase not found
Gallery.	Phrase not found
About us.	Phrase not found
Riverside Retreat offer	Phrase not found
Landing page	Phrase not found

wherein the second webpage is missing a second search term element, wherein the second webpage has one or more second descendant webpages, wherein the second search result grouping not comprising any warning that any of the one or more search term elements is missing from the second referenced webpage indicates that the second search term element is contained in at least one of the one or more second descendant webpages, and wherein each of the one or more second descendant webpages is linked directly one level from the second webpage as demonstrated by the images below:


eBay
https://www.ebay.com › ... › Electric Toothbrushes
Ultrasonic Soft Bristles Electric Toothbrushes for sale
Get the best deals on Ultrasonic Soft Bristles Electric Toothbrushes when you shop the largest online selection at eBay.com. Free shipping on many items ...
4.5 ★ store rating (3K) · $10 to $110 · Free delivery
"fine" is missing but not annotated
ebay
Ultrasonic Soft Bristles Electric Toothbrushes
Shop by category
Electric Toothbrushes
Phrase not found
Descendant Webpage Includes Missing Term "fine"
[Continued on the next page]

[9] The process of claim 3, wherein the first webpage has one or more first descendant webpages, wherein each of the one or more first descendant webpages is also missing the first search term element, wherein each of the one or more first descendant webpages is linked directly one level from the first referenced webpage; and wherein the second webpage is missing a second search term element, wherein the second webpage has one or more second descendant webpages, wherein the second search result grouping not comprising any warning that any of the one or more search term elements is missing from the second referenced webpage indicates that the second search term element is contained in at least one of the one or more second descendant webpages, and wherein each of the one or more second descendant webpages is linked directly one level from the second webpage.	**Google Search**
The term “fine” is missing from the search result, shown above, but not from its descendent webpage shown below:	


[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 Rechargeabl
US $11.20/ea
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 [10]	
[10] The process of claim 9, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google conducts a process wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search. *See* Claim [6].	

Claim [11]	
[11] The process of claim 10, wherein a search term element is considered to be contained 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 process wherein a search term element is considered to be contained 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 [7].	

Exhibit D
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Claim [12]	
[12] The process of claim 9, wherein the first search term element and the second search term element are a same search term element.	**Google Search**
Google provides a process wherein the first search term element and the second search term element are a same search term element.	

Claim [13]	
[13] The process of claim 2, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**
Google provides a process wherein the selectable advertisement **(e.g., indicated by the words "Sponsored" or "Ad" one search results pages" that a user can click on)** and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element **(e.g., as indicated by missing term warning)**. Google provides one or more sponsored links that are related to search term elements and that a user can select (by clicking on the ad):	

[13] The process of claim 2, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**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

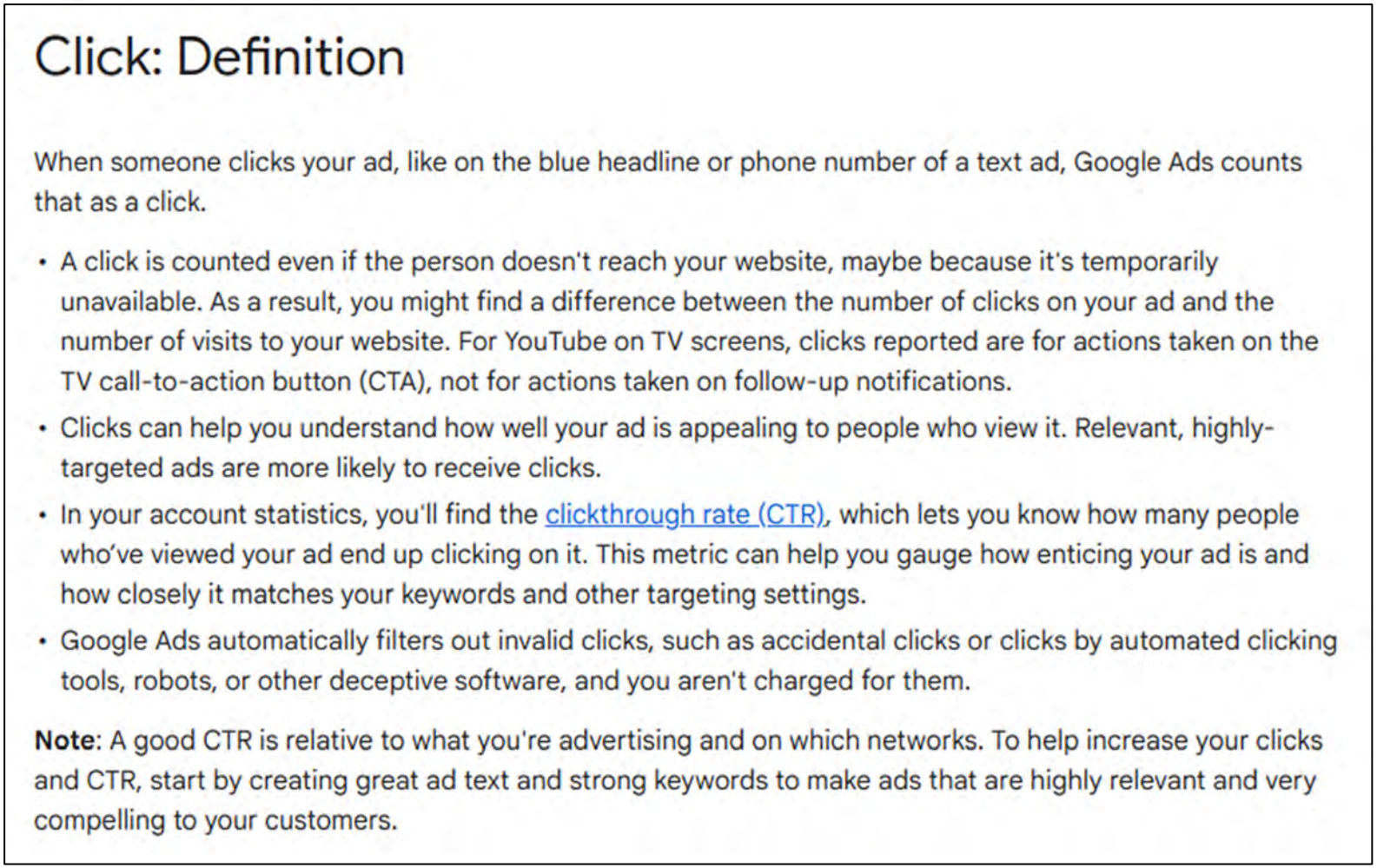
Sales and leads:

- 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.

[13] The process of claim 2, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**
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.	



Click: Definition

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

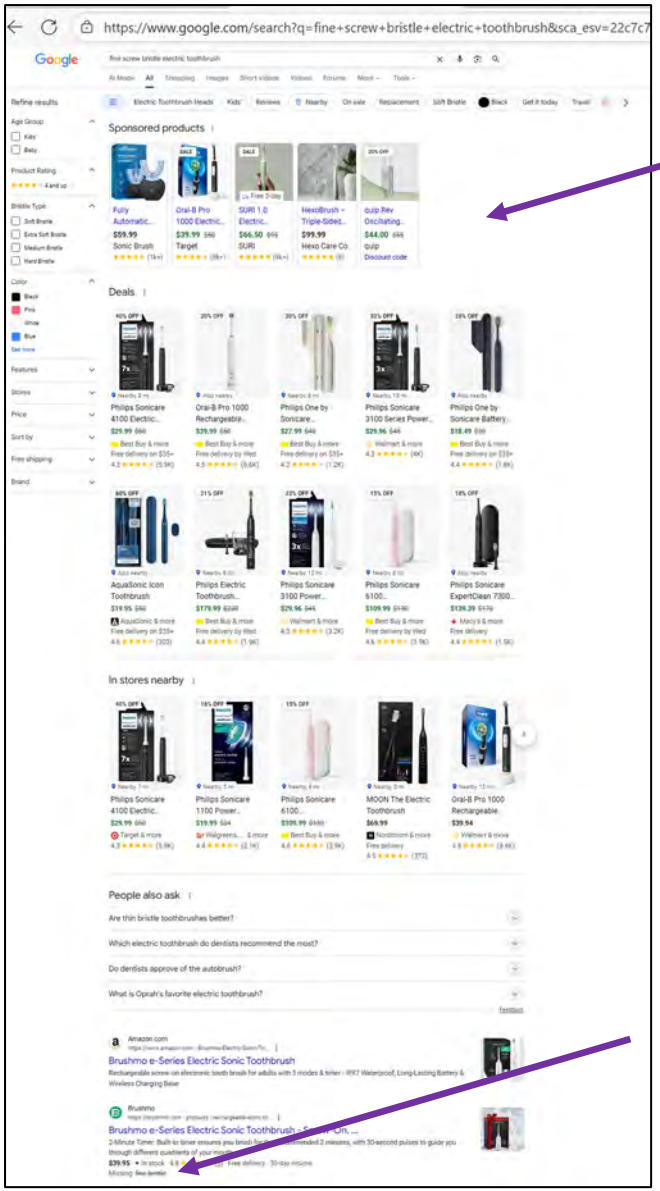
- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might find a difference between the number of clicks on your ad and the number of visits to your website. For YouTube on TV screens, clicks reported are for actions taken on the TV call-to-action button (CTA), not for actions taken on follow-up notifications.
- Clicks can help you understand how well your ad is appealing to people who view it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll find the clickthrough rate (CTR), which lets you know how many people who've viewed your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Google Ads automatically filters out invalid clicks, such as accidental clicks or clicks by automated clicking tools, robots, or other deceptive software, and you aren't charged for them.

Note: A good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

See https://support.google.com/google-ads/answer/31799?hl=en.

The selectable advertisement is simultaneously viewable on the same page on the display screen. They are included with annotations indicating a missing search term element. The search result grouping corresponding to missing search term warning would not be displayed if the "AND" logical operation were used.

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Selectable advertisements

"Missing: fine bristle"

{02191133;v1 }

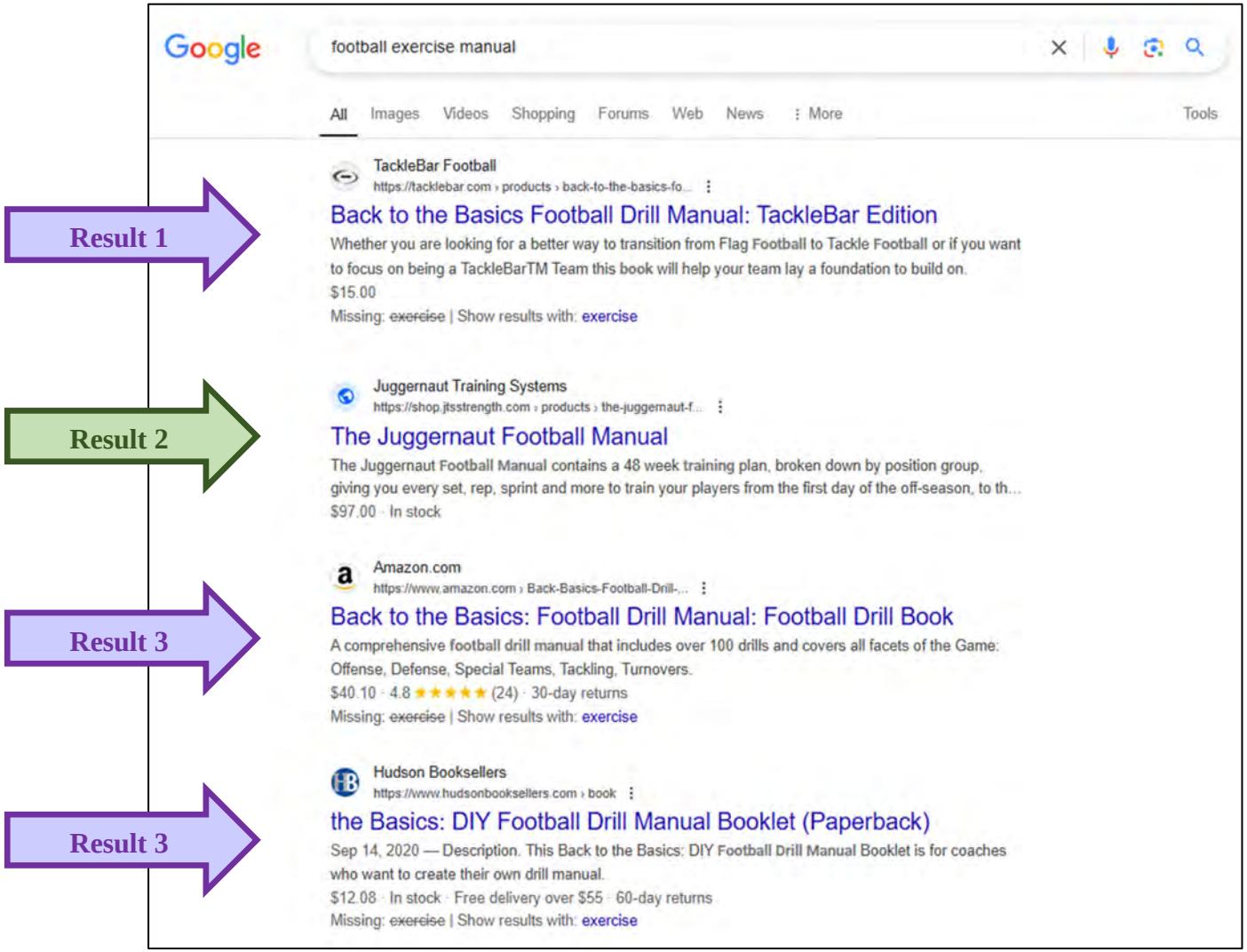
[13] The process of claim 2, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**
See www.goooogle.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. *See also* Example Developer Tool Images.	

Claim [14]

[14] The process of claim 13, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**Google Search**
Google conducts a process wherein the selectable advertisement and the first or second search result grouping are adjacent to each other **(e.g., one is located directly above another)**.	

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[14] The process of claim 13, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**Google Search**



[14] The process of claim 13, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**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.	

Claim [16]

[16] The system of claim 15, wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more of the search term elements.	**Google Search**
Google provides a system wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more of the search term elements. *See* Claim [2].	

Claim [17]	
[17] The system of claim 16, wherein the text representing the first 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; and (v) the text is shown with a reversed format.	**Google Search**
Google provides a 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 [3].	

Claim [18]	
[18] The system of claim 17, wherein the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**
Google provides a system wherein the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element. *See* Claim [4].	

Claim [19]	
[19] The system of claim 18, wherein the first webpage has one or more descendant webpages, where each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first webpage.	**Google Search**
Google provides a system wherein the first webpage has one or more descendant webpages, where each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first webpage. *See* Claim [5].	

Claim [20]	
[20] The system of claim 19, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google provides a system wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search. *See* Claim [6].	

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Claim [21]	
[21] The system of claim 20, wherein a search term element is considered to be contained 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 to be contained 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 [7].	

Claim [22]	
[22] The system of claim 17, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google provides a system wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search. *See* Claim [8].	

Claim [23]	
[23] The system of claim 17, wherein the first webpage has one or more first descendant webpages, wherein each of the one or more first descendant webpages is also missing the first search term element, wherein each of the one or more first descendant webpages is linked directly one level from the first webpage; and wherein the second webpage is missing a second search term element, wherein the second webpage has one or more second descendant webpages, wherein the second search result grouping not comprising any warning that any of the one or more search term elements is missing from the second webpage indicates that the second search term element is contained in at least one of the one or more second descendant webpages, and wherein each of the one or more second descendant webpages is linked directly one level from the second webpage.	**Google Search**
Google provides a system wherein the first webpage has one or more first descendant webpages, wherein each of the one or more first descendant webpages is also missing the first search term element, wherein each of the one or more first descendant webpages is linked directly one level from the first webpage; and wherein the second webpage is missing a second search term element, wherein the second webpage has one or more second descendant webpages, wherein the second search result grouping not comprising any warning that any of the one or more search term elements is missing from the second webpage indicates that the second search term element is contained in at least one of the one or more second descendant webpages, and wherein each of the one or more second descendant webpages is linked directly one level from the second webpage. *See* Claim [9].	

Claim [24]	
[24] The system of claim 23, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google provides a system wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first search term element compared with the Internet search user interface prior to the selection of the filtering option without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search. *See* Claim [10].	

Claim [25]	
[25] The system of claim 24, wherein a search term element is considered to be contained 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 to be contained 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 [11].	

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Claim [26]	
[26] The system of claim 23, wherein the first search term element and the second search term element are a same search term element.	**Google Search**
Google provides a system wherein the first search term element and the second search term element are a same search term element. *See* Claim [12].	

Claim [27]	
[27] The system of claim 16, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element.	**Google Search**
Google provides a system wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and wherein the first Internet search result grouping would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first search term element. *See* Claim [13].	

Claim [28]	
[28] The system of claim 27, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**Google Search**
Google provides a system wherein the selectable advertisement and the first or second search result grouping are adjacent to each other. *See* Claim [14].	

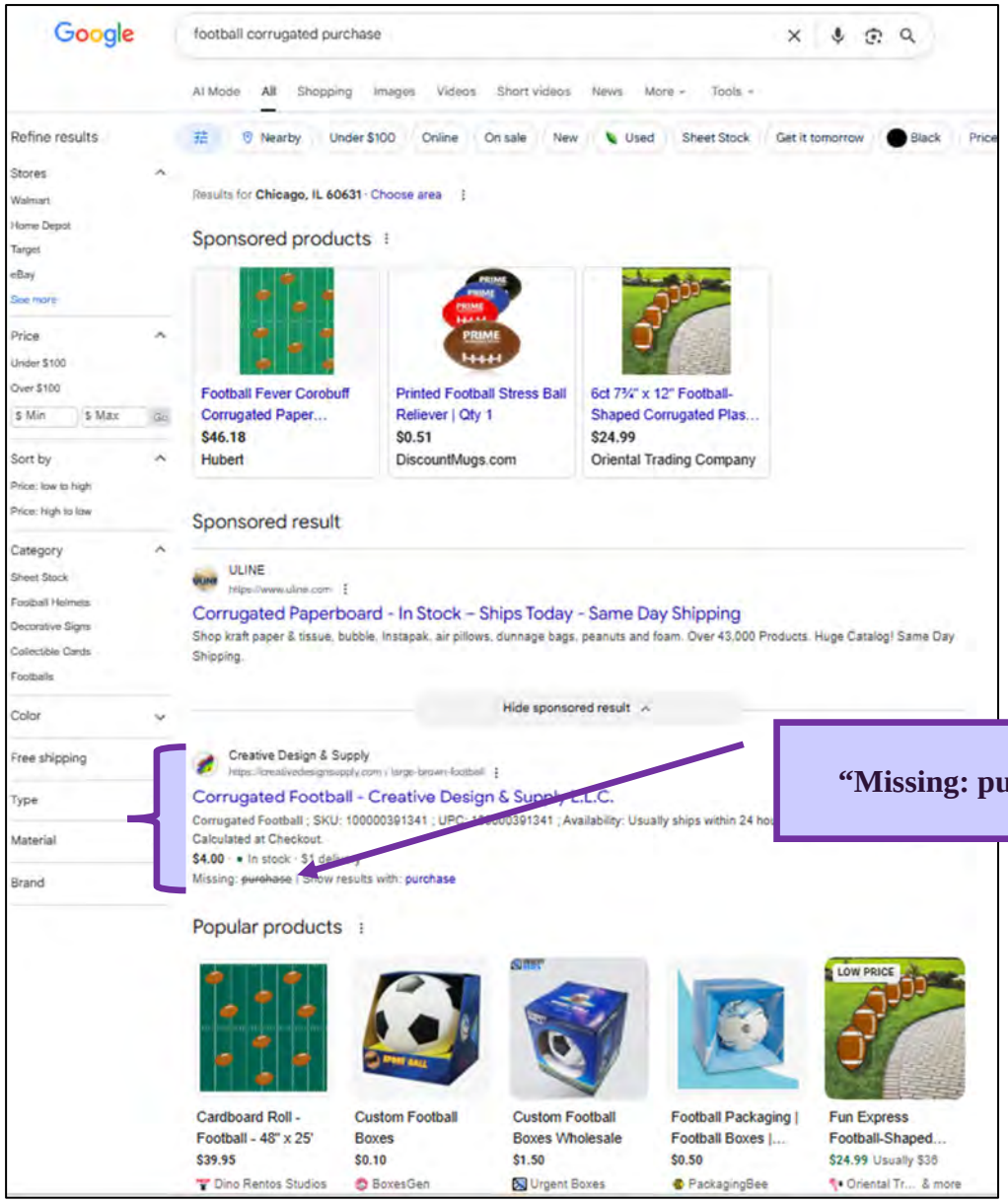
Claim [29.Pre]	
[29.Pre] A process for Internet search, annotation, and filtering for providing an enhanced interactive graphical user interface for Internet search that enables a search engine user to automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element, the process comprising:	**Google Search**
Google conducts a process for Internet search, annotation, and filtering for providing an enhanced interactive graphical user interface for Internet search that enables a search engine user to automatically remove one or more search results that each reference a webpage that does not contain a desired search term element, enabling a faster operation of Internet search for the search engine user by enabling the search engine user to avoid spending time visiting a webpage that is missing the desired search term element. *See* Claim [15.Pre].	

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Claim [29.1]	
[29.1] receiving a search request from a search engine user via a personal computing device having a display screen, the search request comprising one or more search term elements;	**Google Search**
Google conducts a process that includes receiving a search request from a search engine user via a personal computing device having a display screen, the search request comprising one or more search term elements. *See* Claim [15.1] and [15.2].	

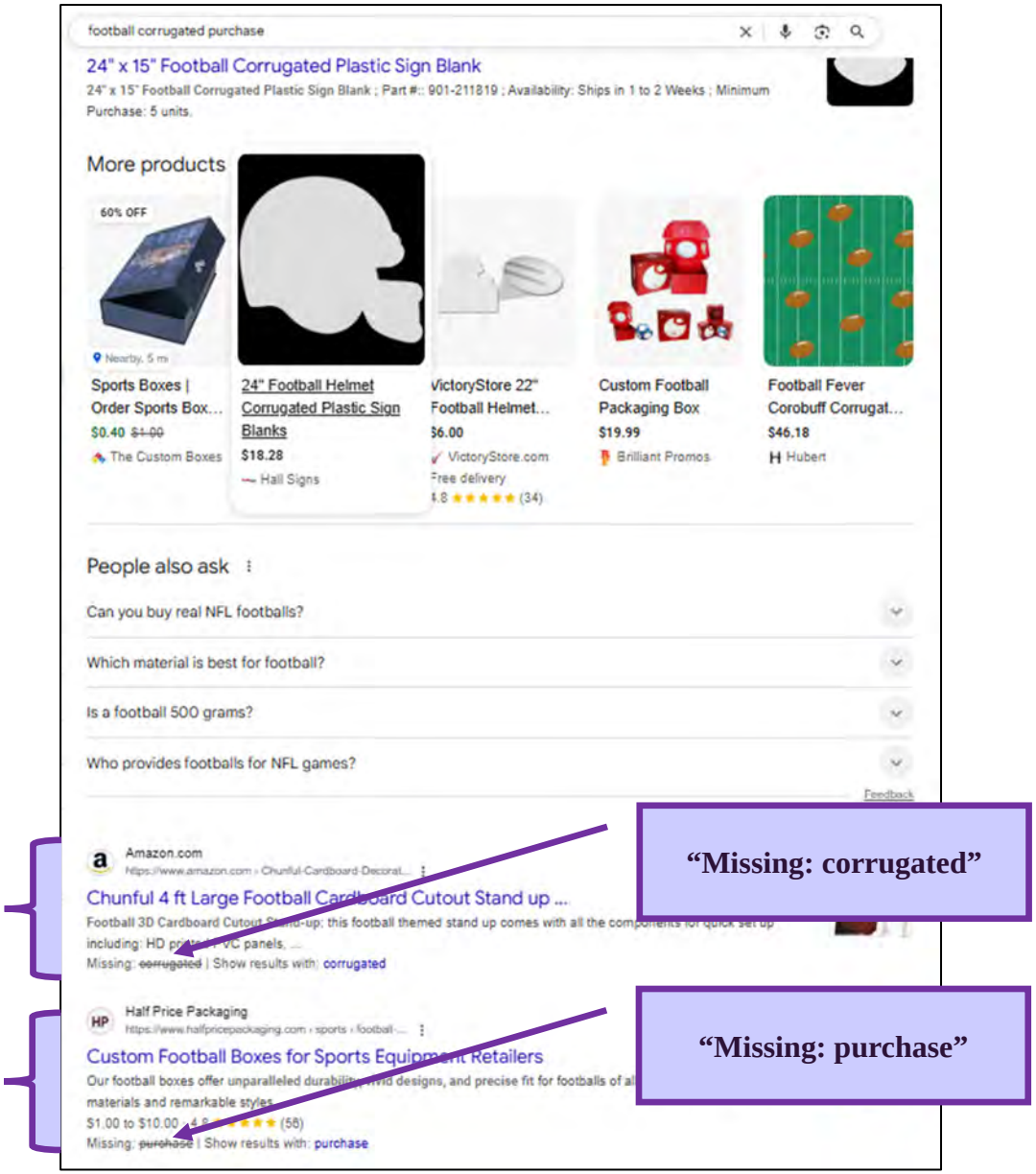
Claim [29.2]	
[29.2] generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage that is missing a second search term element;	**Google Search**
Google conducts a process that includes generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element **(e.g., a search result that references a first webpage without "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof)** and a second Internet search result that references a second webpage that is missing a second search term element **(e.g., a search result that references a second webpage with "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof")**. For example, in the image below, first Internet search results that reference first webpages that are each missing a first search term element are shown below as "Result 1," "Result 2," and "Result 3." A second Internet search result referencing a second web pages is shown below as "Result 2":	

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[29.2] generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage that is missing a second search term element;	**Google Search**
Continued:	


football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
Missing: purchase | Show results with: purchase
"Missing: corrugated"
"Missing: purchase"

[29.2] generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage that is missing a second search term element;	**Google Search**

See www.goooogle.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.

The search results and related references are generated by the one or more servers.



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



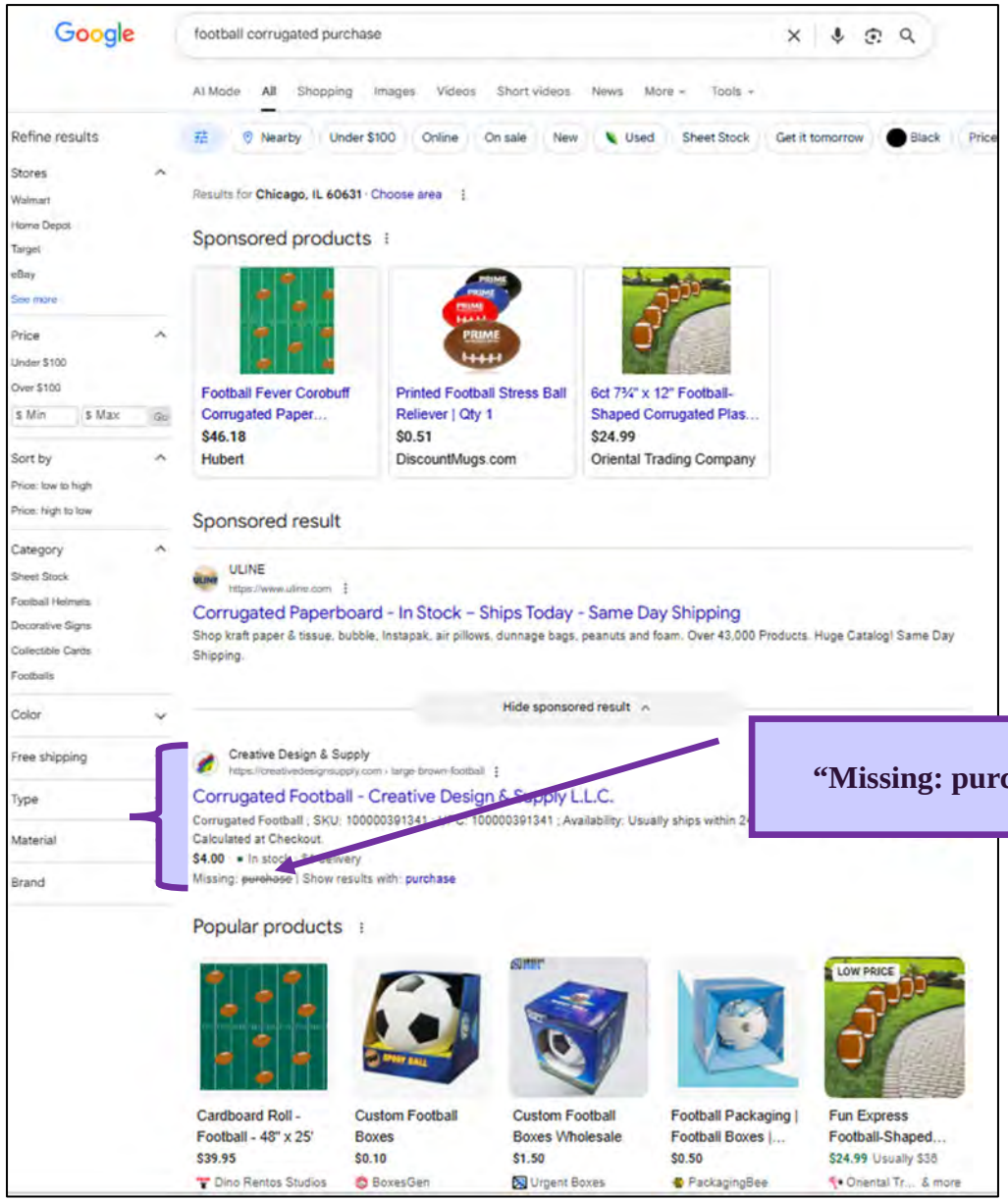
[29.2] generating, by operating a search engine in response to receiving the search request, a first Internet search result that references a first webpage that is missing a first search term element and a second Internet search result that references a second webpage that is missing a second search term element;	**Google Search**
See https://developers.google.com/search/docs/fundamentals/how-search-works. *See also* Example Developer Tool Images.	

Claim [29.3]	
[29.3] generating and providing, for display on the personal computing device, an Internet search user interface;	**Google Search**
Google conducts a process that includes generating and providing, for display on the personal computing device, an Internet search user interface. *See* Claim [15.4].	

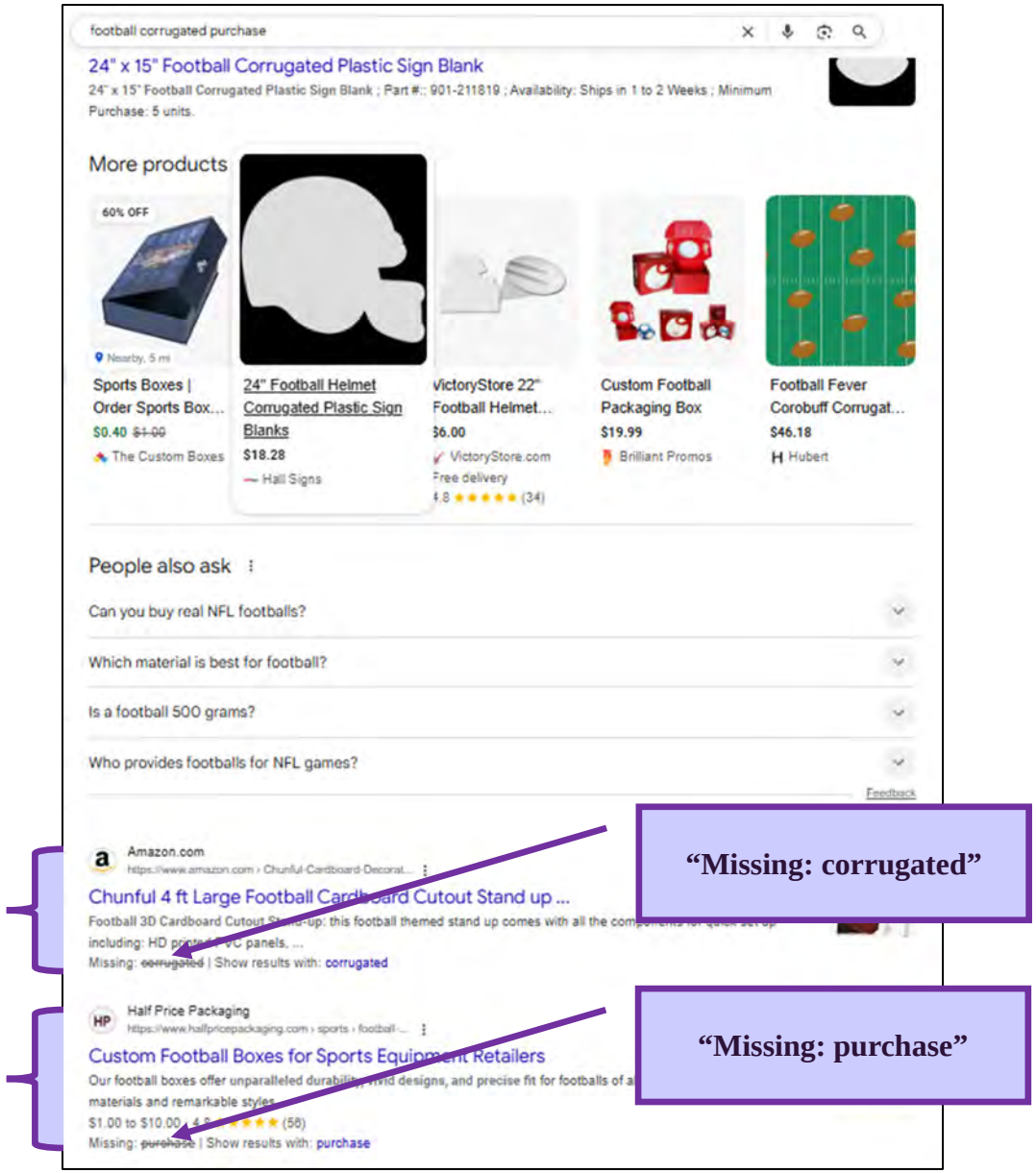
Claim [29.4]	
[29.4] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a first text representing the first search term element;	**Google Search**
Google conducts a process wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a first text representing the first search term element. *See* Claim [15.5].	

Claim [29.5]	
[29.5] wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt from the first webpage, a first Internet link for the first webpage, and the first warning;	**Google Search**
Google conducts a process that includes wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt from the first webpage, a first Internet link for the first webpage, and the first warning. *See* Claim [15.6].	

Claim [29.6]	
[29.6] wherein the Internet search user interface further comprises the second Internet search result and a second warning to the search engine user that the second webpage is missing the second search term element, wherein the second warning comprises a second text representing the second search term element;	**Google Search**
Google conducts a process wherein the Internet search user interface further comprises the second Internet search result and a second warning to the search engine user that the second webpage is missing the second search term element, wherein the second warning comprises a second text representing the second search term element **(e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof) with a second term listed as missing)**. *See* Claim [15.7]. Google conducts a process with a second warning that comprises a second text:	


Google
football corrugated purchase
AI Mode
All
Shopping
Images
Videos
Short videos
News
More
Tools
Refine results
Nearby
Under $100
Online
On sale
New
Used
Sheet Stock
Get it tomorrow
Black
Stores
Walmart
Home Depot
Target
eBay
See more
Price
Under $100
Over $100
$ Min
$ Max
Sort by
Price: low to high
Price: high to low
Category
Sheet Stock
Football Helmets
Decorative Signs
Collectible Cards
Footballs
Color
Free shipping
Type
Material
Brand
Results for Chicago, IL 60631 · Choose area
Sponsored products
Football Fever Corobuff Corrugated Paper...
$46.18
Hubert
Printed Football Stress Ball Reliever | Qty 1
$0.51
DiscountMugs.com
6ct 7¾" x 12" Football-Shaped Corrugated Plas...
$24.99
Oriental Trading Company
Sponsored result
ULINE
https://www.uline.com
Corrugated Paperboard - In Stock – Ships Today - Same Day Shipping
Shop kraft paper & tissue, bubble, Instapak, air pillows, dunnage bags, peanuts and foam. Over 43,000 Products. Huge Catalog! Same Day Shipping.
Hide sponsored result
Creative Design & Supply
Corrugated Football - Creative Design & Supply L.L.C.
Calculated at Checkout
$4.00
Missing: purchase | Show results with: purchase
Popular products
Cardboard Roll - Football - 48" x 25'
$39.95
Dino Rentos Studios
Custom Football Boxes
$0.10
BoxesGen
Custom Football Boxes Wholesale
$1.50
Urgent Boxes
Football Packaging | Football Boxes |...
$0.50
PackagingBee
LOW PRICE
Fun Express Football-Shaped...
$24.99 Usually $38
Oriental Tr... & more
"Missing: purchase"

[29.6] wherein the Internet search user interface further comprises the second Internet search result and a second warning to the search engine user that the second webpage is missing the second search term element, wherein the second warning comprises a second text representing the second search term element;	**Google Search**
Continued:	

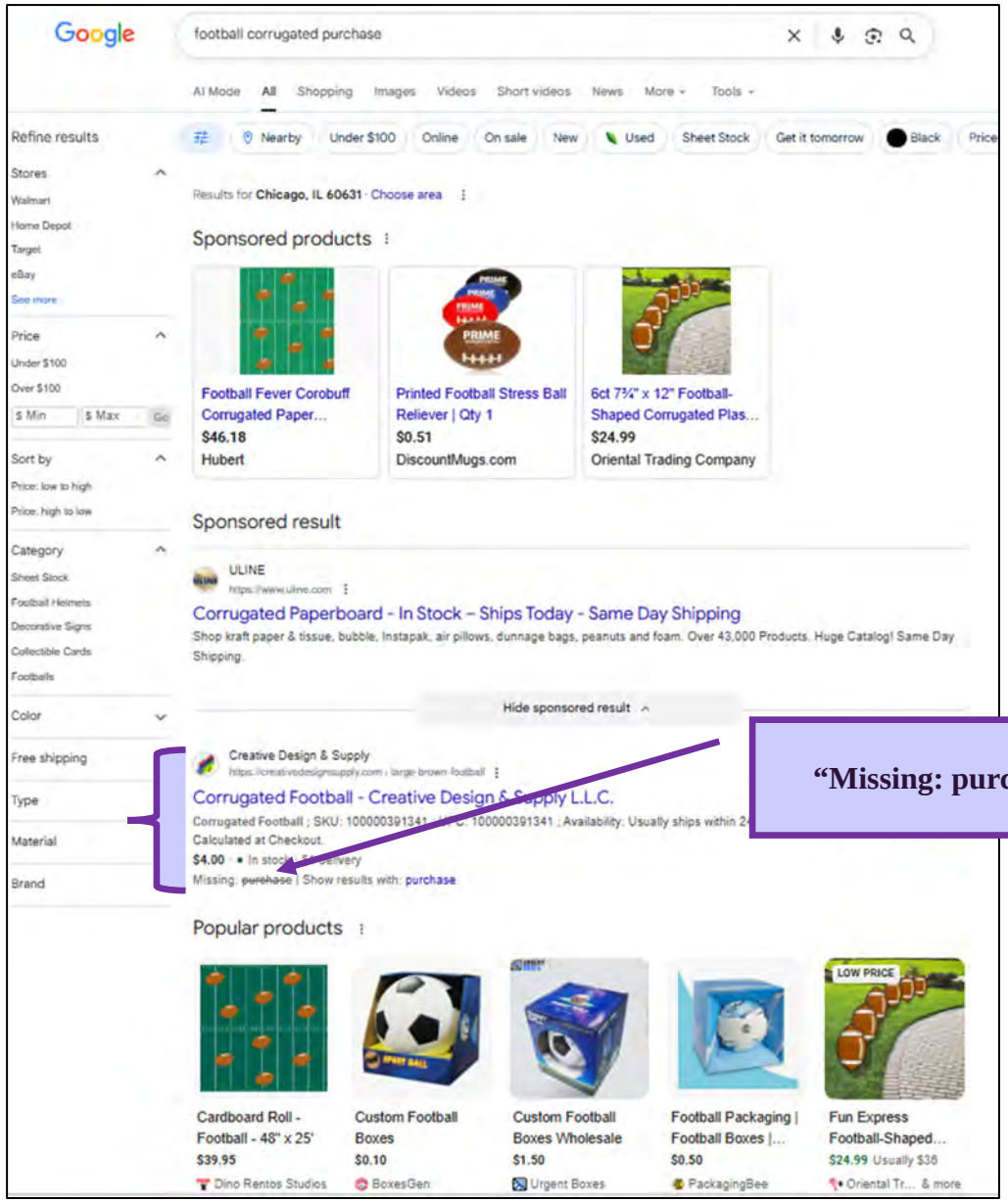

football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
Missing: purchase | Show results with: purchase
"Missing: corrugated"
"Missing: purchase"

[29.6] wherein the Internet search user interface further comprises the second Internet search result and a second warning to the search engine user that the second webpage is missing the second search term element, wherein the second warning comprises a second text representing the second search term element;	**Google Search**
See www.goooogle.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.	

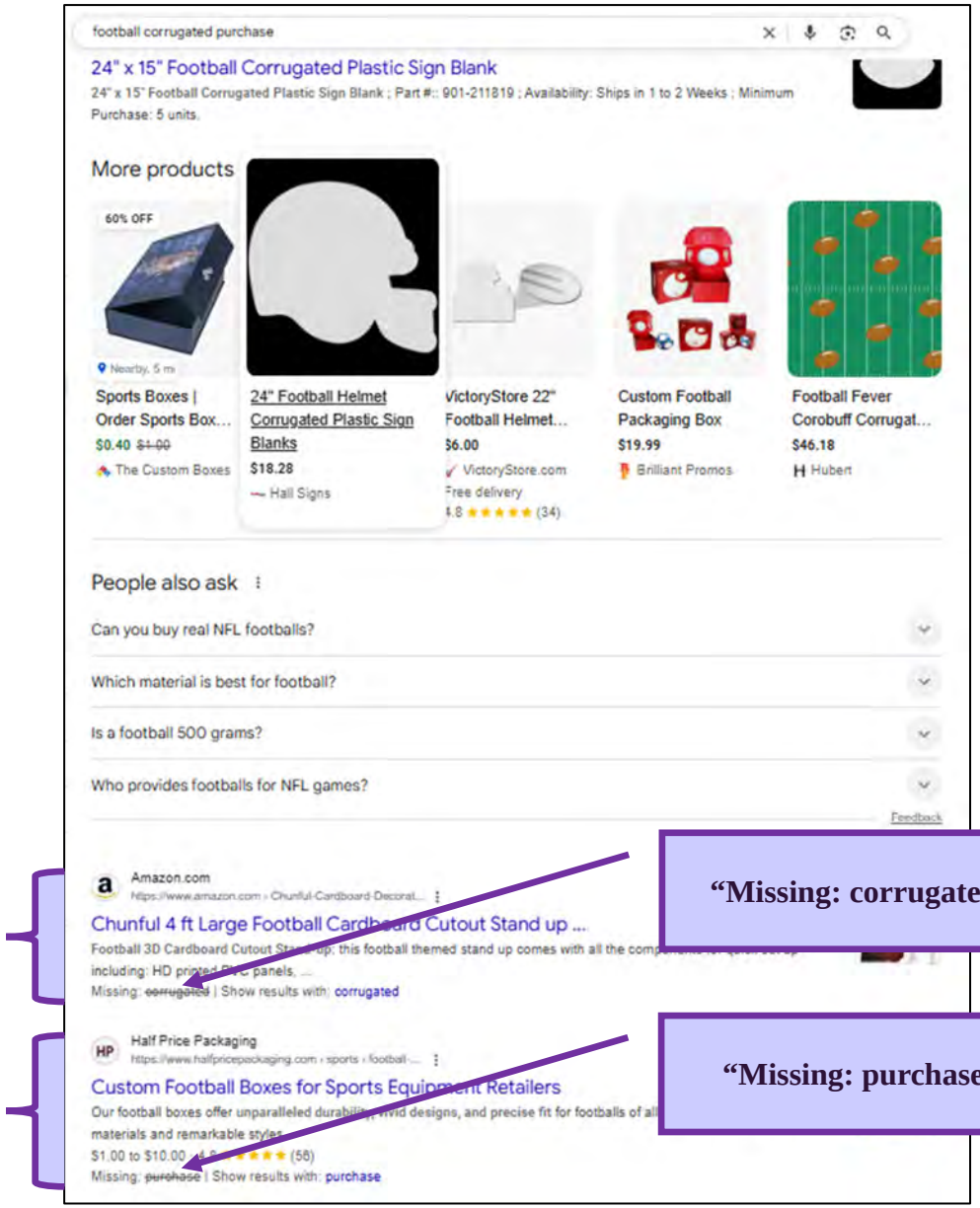
Claim [29.7]

[29.7] wherein the second Internet search result is organized for display as a second search result grouping comprising a second excerpt from the second webpage, a second Internet link for the second webpage, and the second warning;	**Google Search**
Google conducts a process wherein the second Internet search result is organized for display as a second search result grouping comprising a second excerpt from the second webpage **(e.g., a title of a referenced webpage and a selection of text from it)** , a second Internet link for the second webpage **(e.g., a hyperlink upon which a user can click directed to the webpage)**, and the second warning (**e.g., "Missing: [missing search term element]," "Show results with: [missing search term element]," or a similar variant thereof) with a second term listed as missing).**	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google



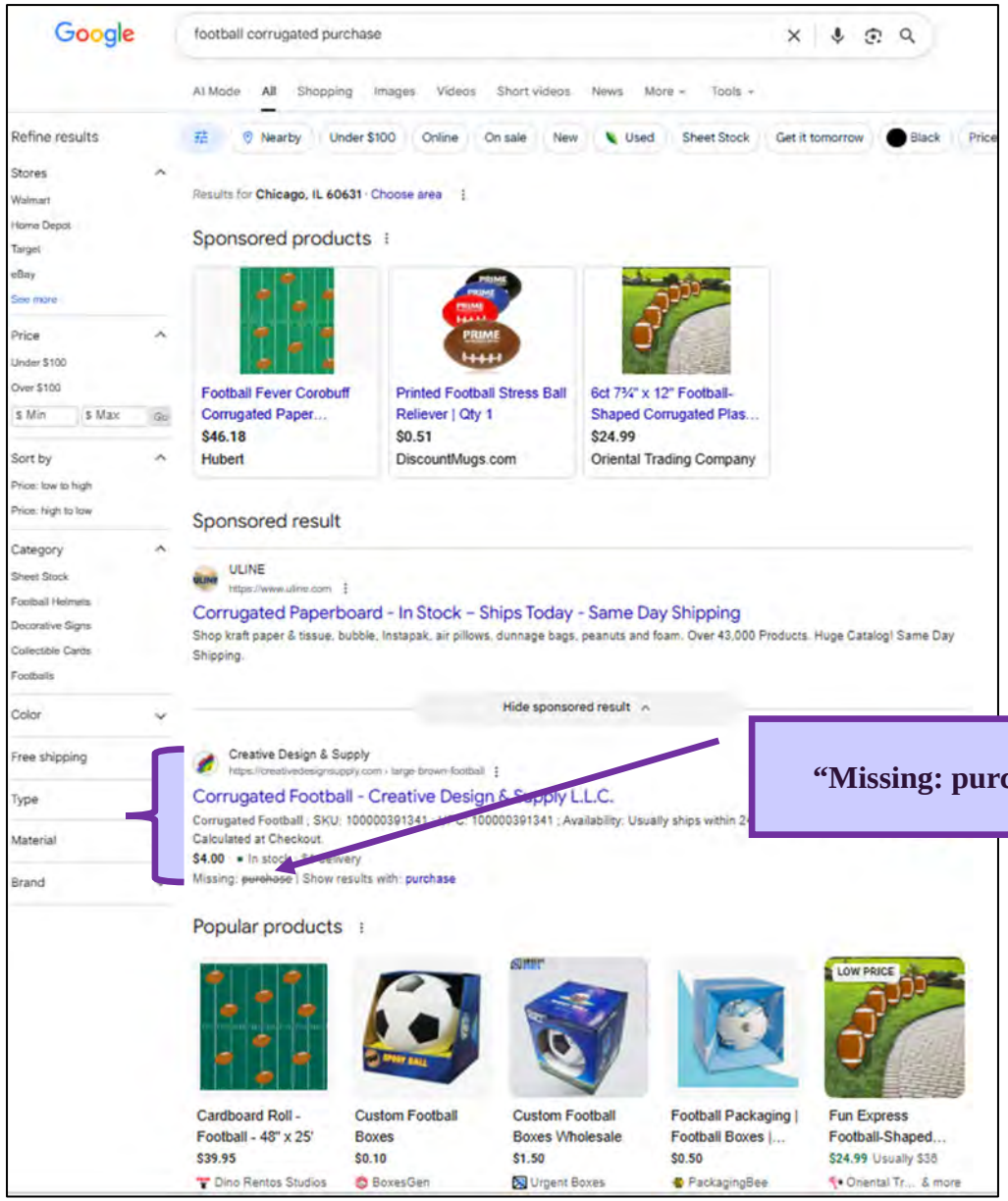
[29.7] wherein the second Internet search result is organized for display as a second search result grouping comprising a second excerpt from the second webpage, a second Internet link for the second webpage, and the second warning;	**Google Search**
Continued:	


football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
Missing: purchase | Show results with: purchase
"Missing: corrugated"
"Missing: purchase"

[29.7] wherein the second Internet search result is organized for display as a second search result grouping comprising a second excerpt from the second webpage, a second Internet link for the second webpage, and the second warning;	**Google Search**
See www.goooogle.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. *See also* Example Developer Tool Images.	

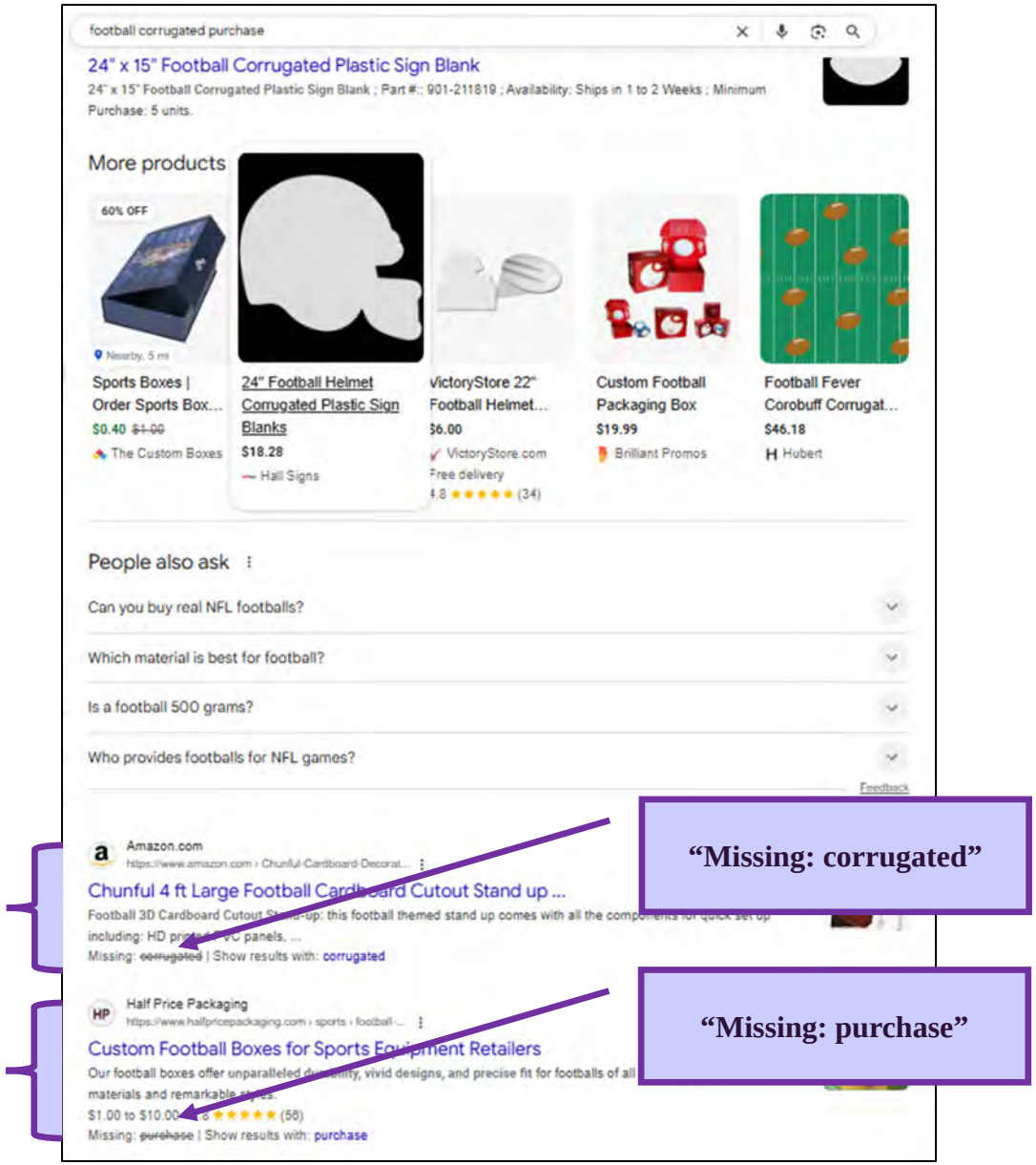
Claim [29.8]	
[29.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other, wherein the first warning from the first search result grouping and the second warning from the second search result grouping are each an individual warning displayed separately from each other;	**Google Search**
Google conducts a process wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other **(e.g., groupings of search results that are separated from one another visually by whitespace)**, wherein the first warning from the first search result grouping and the second warning from the second search result grouping are each an individual warning displayed separately from each other **(e.g., separate warnings located at the bottom of each grouping)**:	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google



{02191133;v1 }

[29.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other, wherein the first warning from the first search result grouping and the second warning from the second search result grouping are each an individual warning displayed separately from each other;	**Google Search**
Continued:	


football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: ~~corrugated~~ | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
Missing: ~~purchase~~ | Show results with: purchase
"Missing: corrugated"
"Missing: purchase"

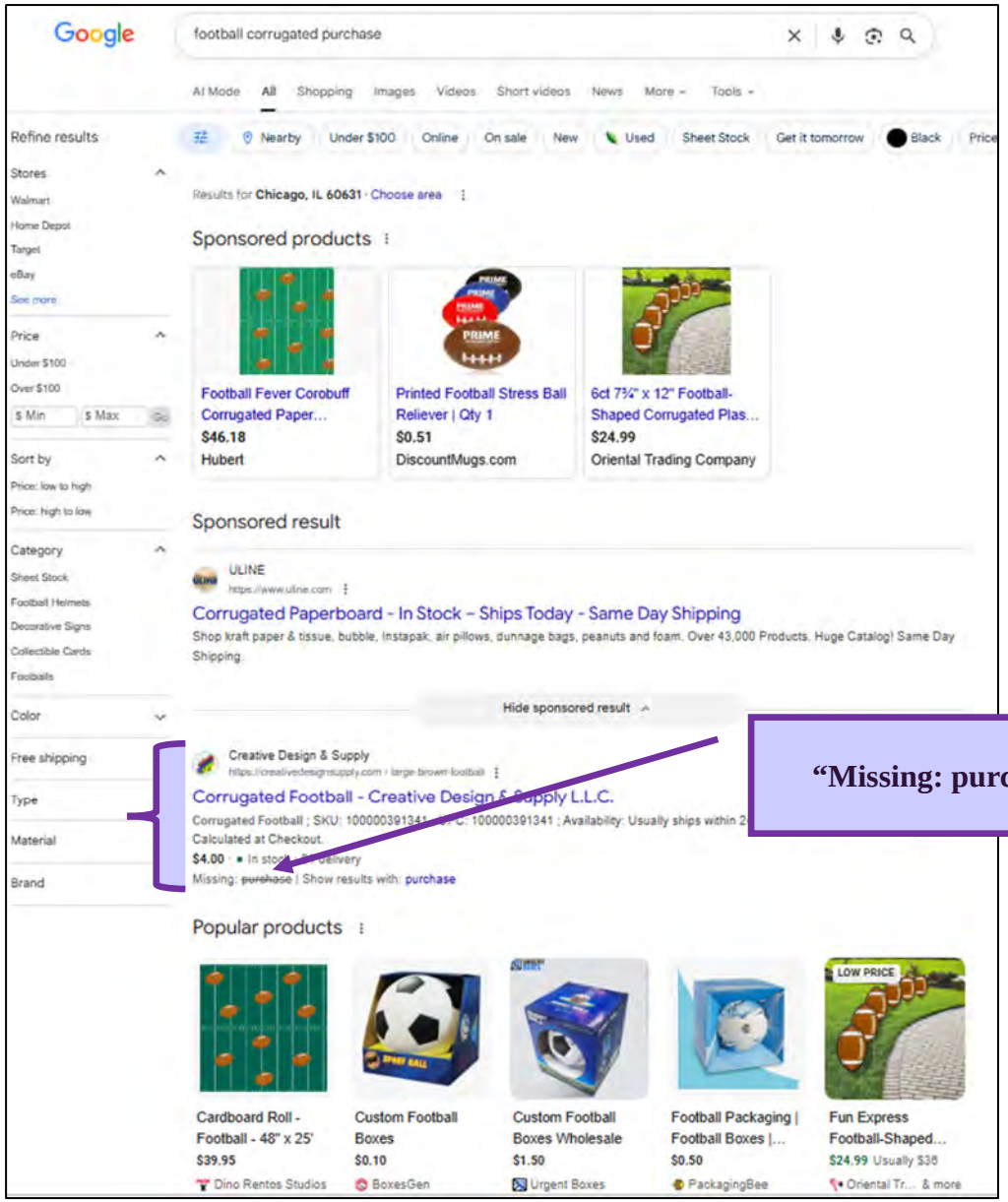
[29.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other, wherein the first warning from the first search result grouping and the second warning from the second search result grouping are each an individual warning displayed separately from each other;	**Google Search**
See www.gooogle.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. *See also* Example Developer Tool Images.	

Claim [29.9]

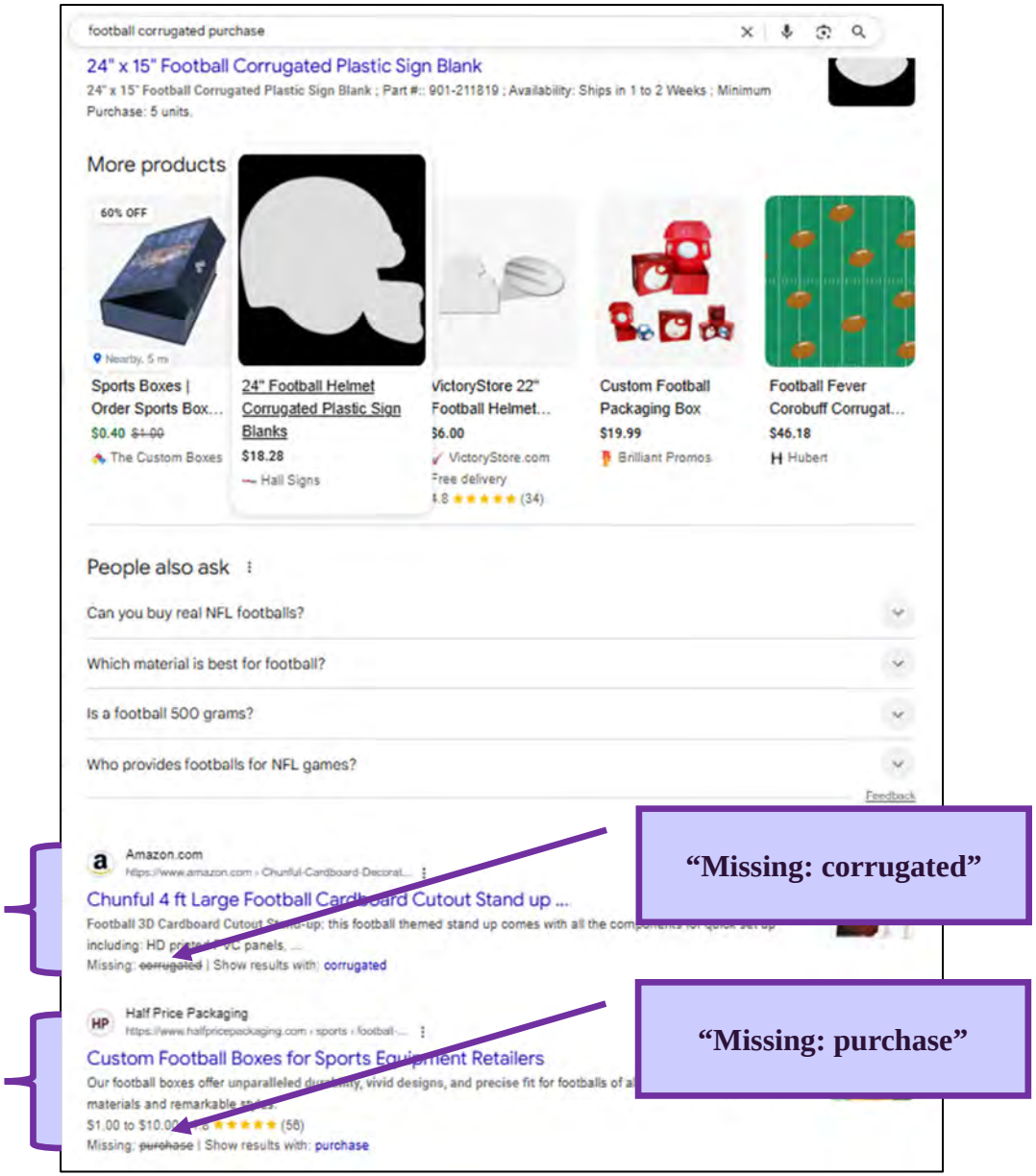
[29.9] wherein the Internet search user interface provides a first filtering option in connection with the first search term element and a second filtering option in connection with the second search term element, wherein the search engine user's selection of the first filtering option causes a first updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the first updated Internet search user interface does not display the first Internet search result, wherein the search engine user's selection of the second filtering option causes a second updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result; and	**Google Search**
Google conducts a process wherein the Internet search user interface provides a first filtering option in connection with the first search term element **(e.g., a first hyperlink or other option associated with the terms "Missing: [missing search term element]," "Show results with: [missing search term element]," or similar variant thereof")** and a second filtering option in connection with the second search term element **(e.g., a second hyperlink or other option associated with the terms "Missing: [missing search term element]," "Show results with: [missing search term element]," or similar variant thereof")**, wherein the search engine user's selection of the first filtering **(e.g., by clicking the hyperlink or selecting the option)** causes a first updated Internet search user interface to be generated and provided for display on the personal computing device **(e.g., an electronic device having a monitor, touch screen, or other display device or output component)**, wherein the first updated Internet search user interface does not display the first Internet search result **(e.g., no longer showing the first search result that previously included the warning)**, wherein the search engine user's selection of the second filtering option causes a second	

[29.9] wherein the Internet search user interface provides a first filtering option in connection with the first search term element and a second filtering option in connection with the second search term element, wherein the search engine user's selection of the first filtering option causes a first updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the first updated Internet search user interface does not display the first Internet search result, wherein the search engine user's selection of the second filtering option causes a second updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result; and	**Google Search**
updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result **(e.g., no longer showing the second search result that previously included the warning)**.	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

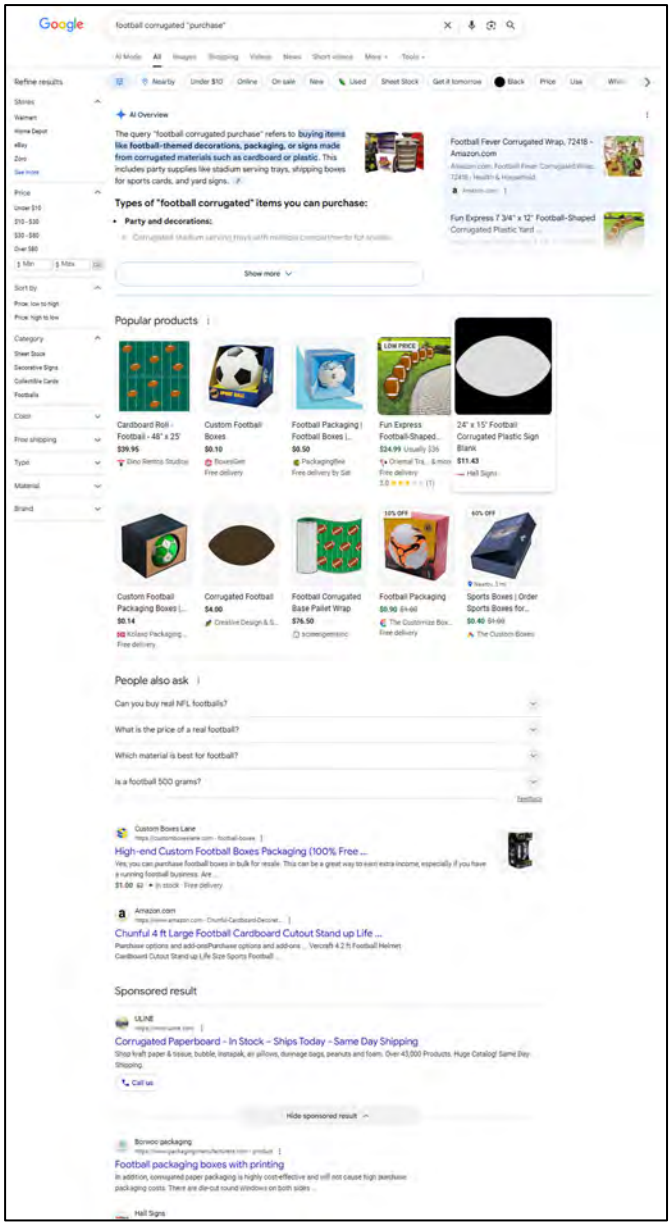


[29.9] wherein the Internet search user interface provides a first filtering option in connection with the first search term element and a second filtering option in connection with the second search term element, wherein the search engine user's selection of the first filtering option causes a first updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the first updated Internet search user interface does not display the first Internet search result, wherein the search engine user's selection of the second filtering option causes a second updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result; and	**Google Search**
Continued:	

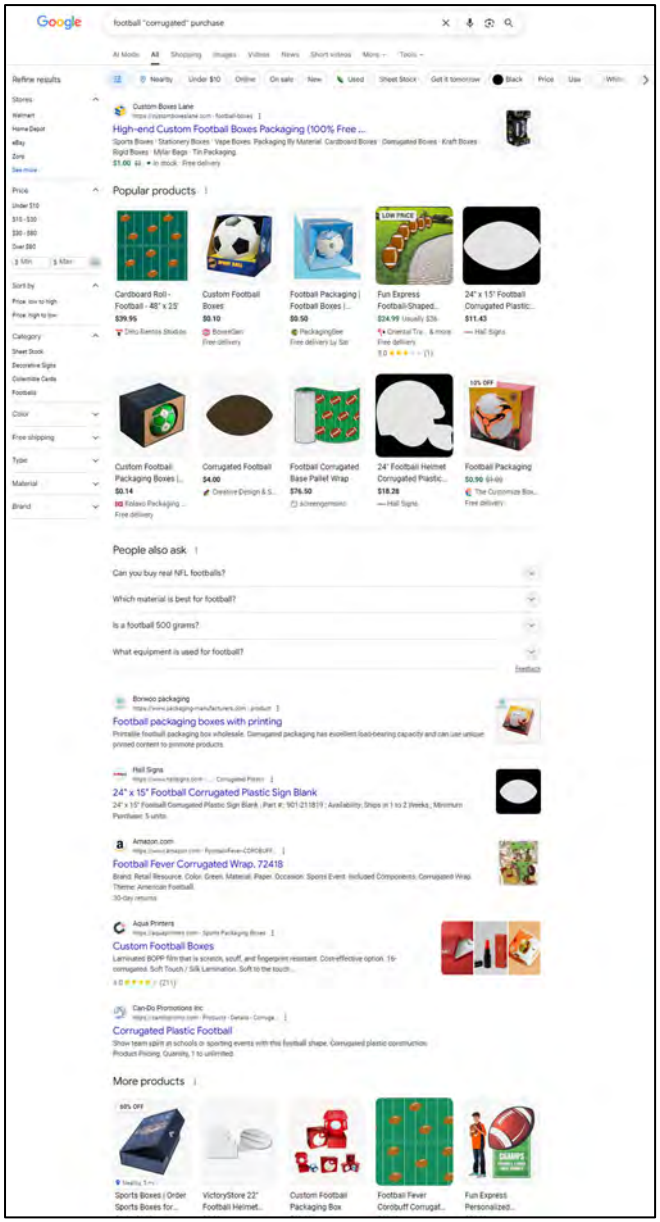

football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
Missing: purchase | Show results with: purchase
"Missing: corrugated"
"Missing: purchase"

{02191133;v1 }

[29.9] wherein the Internet search user interface provides a first filtering option in connection with the first search term element and a second filtering option in connection with the second search term element, wherein the search engine user's selection of the first filtering option causes a first updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the first updated Internet search user interface does not display the first Internet search result, wherein the search engine user's selection of the second filtering option causes a second updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result; and	**Google Search**
See www.goooogle.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. Clicking on the "purchase" hyperlink:	


Google
football corrugated "purchase"
AI Overview
The query "football corrugated purchase" refers to buying items like football-themed decorations, packaging, or signs made from corrugated materials such as cardboard or plastic. This includes party supplies like stadium serving trays, shipping boxes for sports cards, and yard signs.
Types of "football corrugated" items you can purchase:
Party and decorations:
Show more
Popular products
People also ask
Can you buy real NFL footballs?
What is the price of a real football?
Which material is best for football?
Is a football 500 grams?
High-end Custom Football Boxes Packaging (100% Free ...
Chunful 4 ft Large Football Cardboard Cutout Stand up Life ...
Sponsored result
Corrugated Paperboard - In Stock – Ships Today - Same Day Shipping
Football packaging boxes with printing

[29.9] wherein the Internet search user interface provides a first filtering option in connection with the first search term element and a second filtering option in connection with the second search term element, wherein the search engine user's selection of the first filtering option causes a first updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the first updated Internet search user interface does not display the first Internet search result, wherein the search engine user's selection of the second filtering option causes a second updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result; and	**Google Search**
Clicking on the "corrugated" hyperlink:	


Google
football "corrugated" purchase
Popular products
Cardboard Roll - Football - 48" x 25'
Custom Football Boxes
Football Packaging | Football Boxes |...
Fun Express Football-Shaped...
24" x 15" Football Corrugated Plastic...
Custom Football Packaging Boxes |...
Corrugated Football
Football Corrugated Base Pallet Wrap
24" Football Helmet Corrugated Plastic...
Football Packaging
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
What equipment is used for football?
Football packaging boxes with printing
24" x 15" Football Corrugated Plastic Sign Blank
Football Fever Corrugated Wrap, 72418
Custom Football Boxes
Corrugated Plastic Football
More products
Sports Boxes | Order Sports Boxes for...
VictoryStore 22" Football Helmet...
Custom Football Packaging Box
Football Fever Cordbuff Corrugat...
Fun Express Personalized...

[29.9] wherein the Internet search user interface provides a first filtering option in connection with the first search term element and a second filtering option in connection with the second search term element, wherein the search engine user's selection of the first filtering option causes a first updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the first updated Internet search user interface does not display the first Internet search result, wherein the search engine user's selection of the second filtering option causes a second updated Internet search user interface to be generated and provided for display on the personal computing device, wherein the second updated Internet search user interface does not display the second Internet search result; 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. *See also* Example Developer Tool Images.	

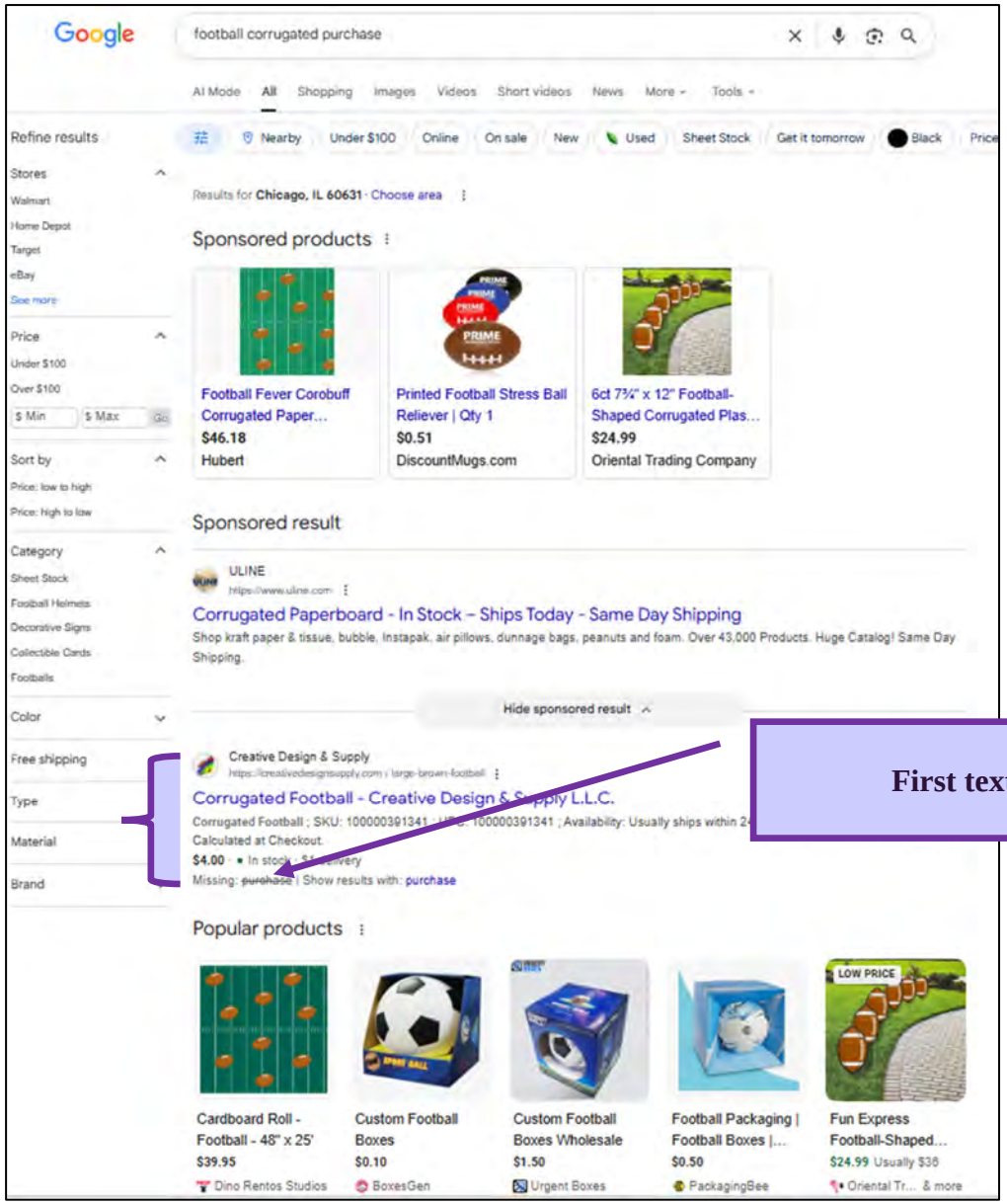
Claim [29.10]

[29.10] wherein the process is performed on one or more servers located remotely from the personal computing device.	**Google Search**
Google conducts a process that is performed on one or more servers located remotely from the personal computing device. *See* Claim [1.10].	

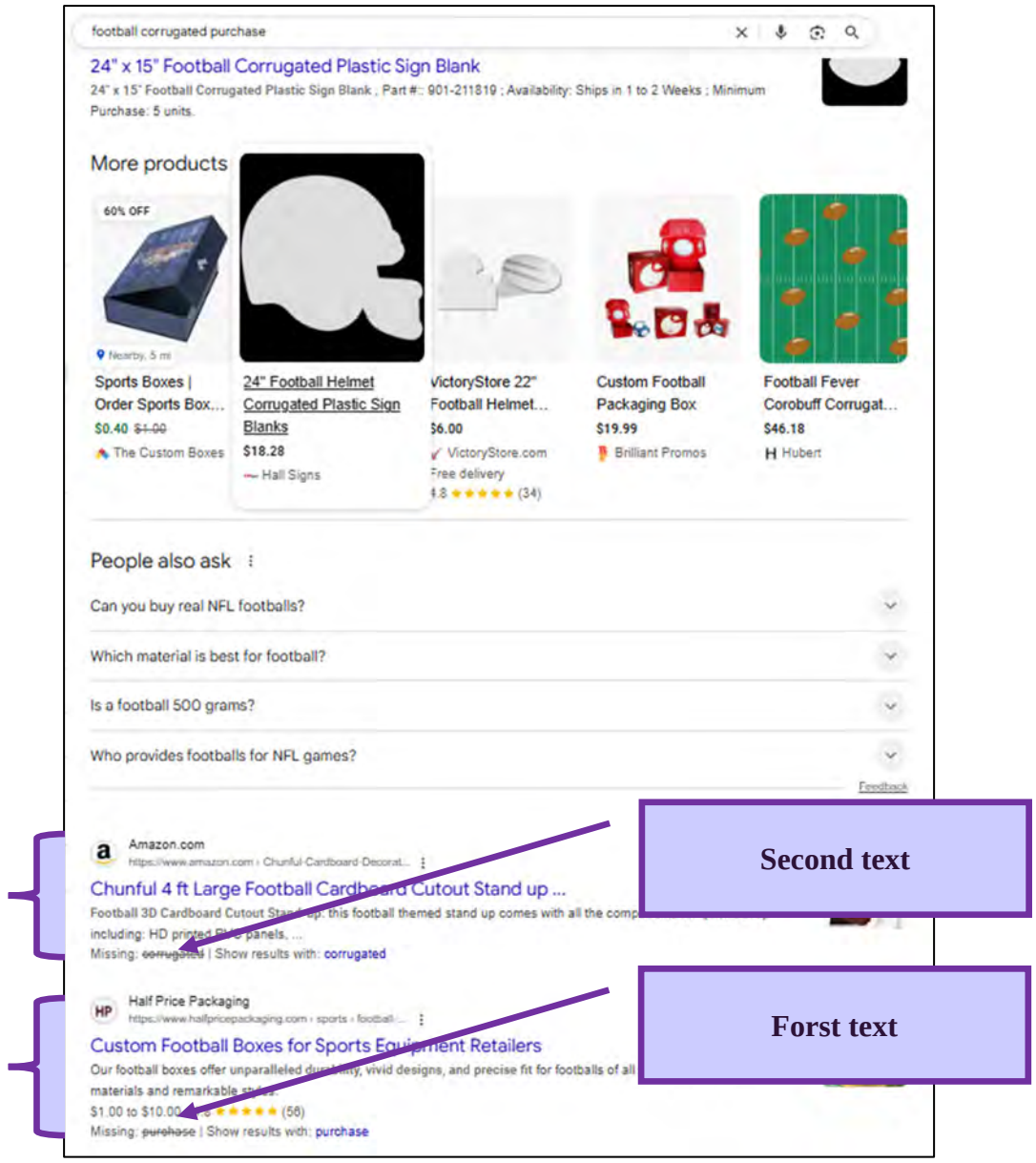
Claim [30]	
[30] The process of claim 29, wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more search term elements.	**Google Search**
Google conducts a process wherein the Internet search user interface further comprises a selectable advertisement that is related to at least some of the one or more search term elements. *See* Claim [2].	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

Claim [31]	
[31] The process of claim 30, wherein the first or second text representing the first or second search term element, respectively, is shown in at least one of the following formats: (i) a font representing the first or second text has been altered; (ii) the first or second text is shown with one or more lines merged with the text; (iii) the first or second text is shown with one or more lines superimposed thereupon; (iv) the first or second text is shown within a shaded area; and (v) the first or second text is shown with a reversed format.	**Google Search**
Google conducts a process wherein the text representing at least one of two or more search term elements 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)**.	


Google
football corrugated purchase
AI Mode
All
Shopping
Images
Videos
Short videos
News
More
Tools
Refine results
Nearby
Under $100
Online
On sale
New
Used
Sheet Stock
Get it tomorrow
Black
Stores
Walmart
Home Depot
Target
eBay
See more
Price
Under $100
Over $100
$ Min
$ Max
Sort by
Price: low to high
Price: high to low
Category
Sheet Stock
Football Helmets
Decorative Signs
Collectible Cards
Footballs
Color
Free shipping
Type
Material
Brand
Results for Chicago, IL 60631 · Choose area
Sponsored products
Football Fever Corobuff Corrugated Paper...
$46.18
Hubert
Printed Football Stress Ball Reliever | Qty 1
$0.51
DiscountMugs.com
6ct 7¾" x 12" Football-Shaped Corrugated Plas...
$24.99
Oriental Trading Company
Sponsored result
ULINE
Corrugated Paperboard - In Stock – Ships Today - Same Day Shipping
Shop kraft paper & tissue, bubble, Instapak, air pillows, dunnage bags, peanuts and foam. Over 43,000 Products. Huge Catalog! Same Day Shipping.
Hide sponsored result
Creative Design & Supply
Corrugated Football - Creative Design & Supply L.L.C.
Calculated at Checkout.
$4.00 · In stock
Missing: purchase | Show results with: purchase
Popular products
Cardboard Roll - Football - 48" x 25'
$39.95
Dino Rentos Studios
Custom Football Boxes
$0.10
BoxesGen
Custom Football Boxes Wholesale
$1.50
Urgent Boxes
Football Packaging | Football Boxes |...
$0.50
PackagingBee
LOW PRICE
Fun Express Football-Shaped...
$24.99 Usually $38
Oriental Tr... & more
First text

[31] The process of claim 30, wherein the first or second text representing the first or second search term element, respectively, is shown in at least one of the following formats: (i) a font representing the first or second text has been altered; (ii) the first or second text is shown with one or more lines merged with the text; (iii) the first or second text is shown with one or more lines superimposed thereupon; (iv) the first or second text is shown within a shaded area; and (v) the first or second text is shown with a reversed format.	**Google Search**
Continued:	

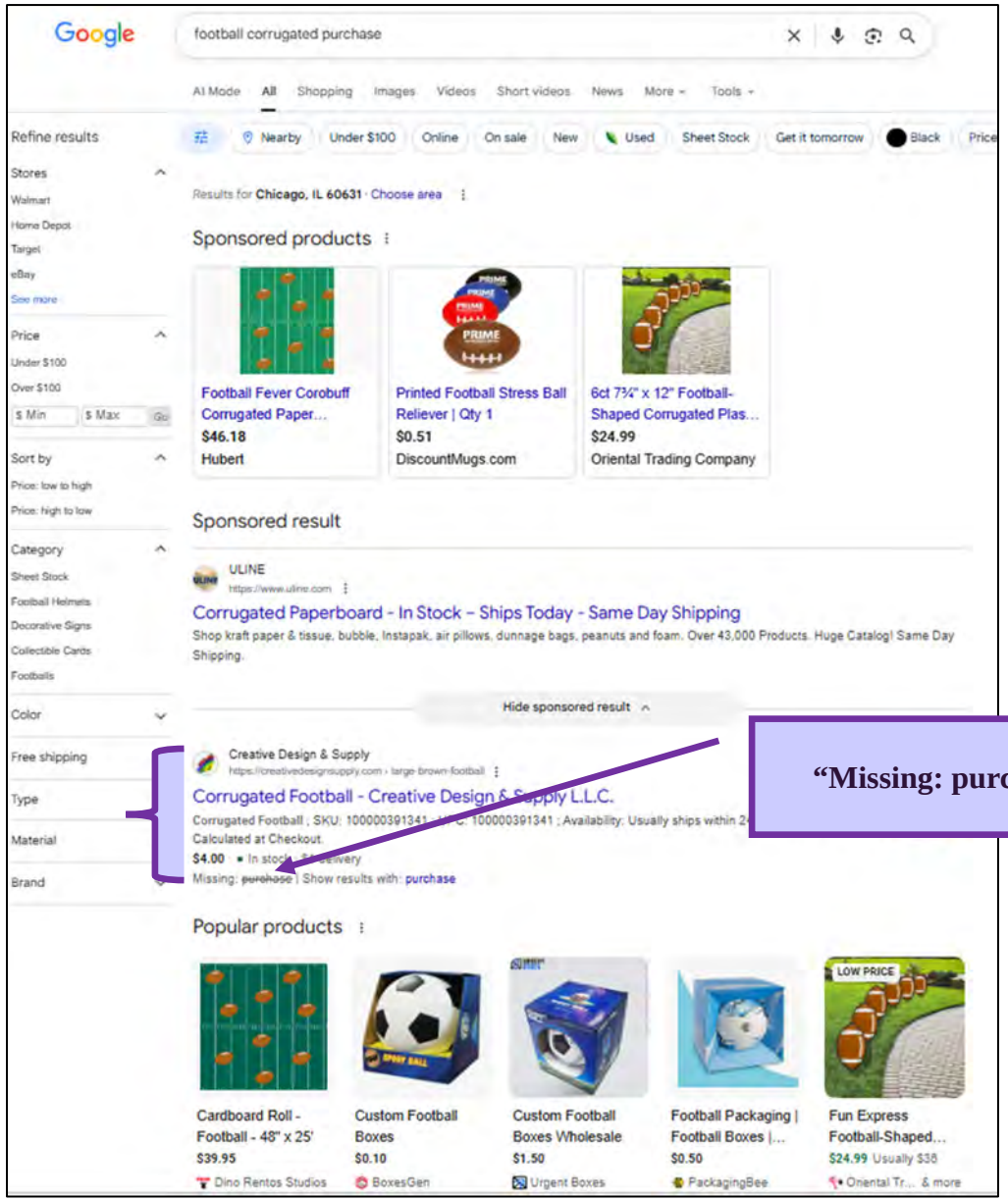

football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
(34)
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
(56)
Missing: purchase | Show results with: purchase
Second text
Forst text

[31] The process of claim 30, wherein the first or second text representing the first or second search term element, respectively, is shown in at least one of the following formats: (i) a font representing the first or second text has been altered; (ii) the first or second text is shown with one or more lines merged with the text; (iii) the first or second text is shown with one or more lines superimposed thereupon; (iv) the first or second text is shown within a shaded area; and (v) the first or second text is shown with a reversed format.	**Google Search**
See www.goooogle.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 D
Infringement of U.S. Patent No. 11,971,937 by Google

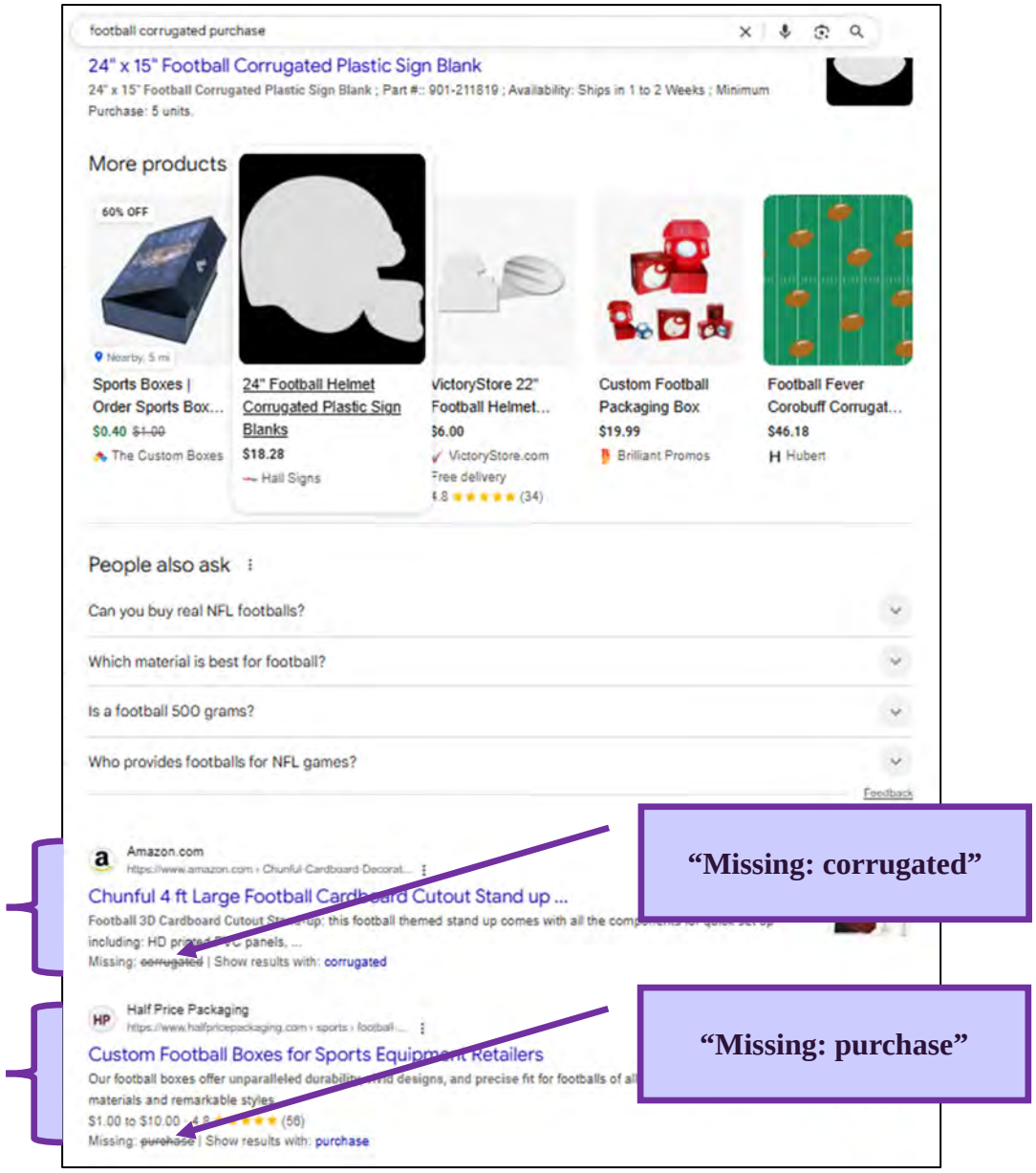
Claim [32]	
[32] The process of claim 31, wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
Google conducts a process wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements **(e.g., results that do not contain all search term elements input by a user as demonstrated, for example, by the missing term annotations)**.	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google



{02191133;v1 }

[32] The process of claim 31, wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
Continued:	


football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
Missing: purchase | Show results with: purchase
"Missing: corrugated"
"Missing: purchase"

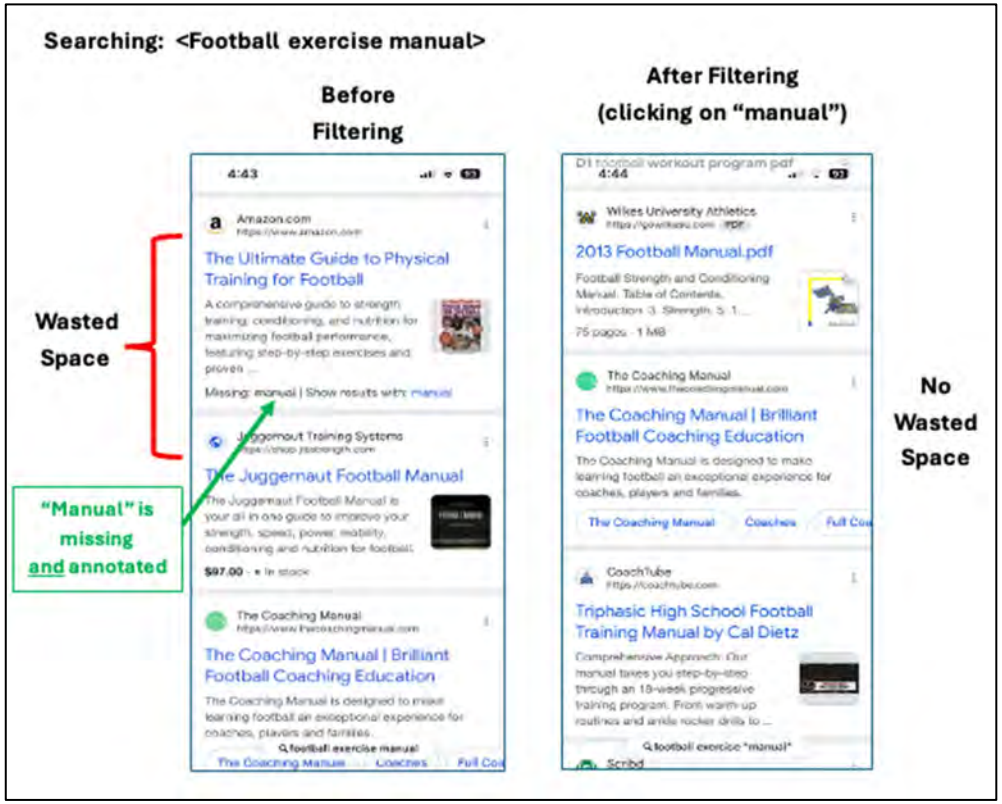
[32] The process of claim 31, wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
See www.goooogle.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. *See also* Example Developer Tool Images.	

Claim [33]	
[33] The process of claim 32, wherein the first webpage has one or more descendant webpages, wherein each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first referenced webpage.	**Google Search**
Google conducts a process wherein the first webpage has one or more descendant webpages, wherein each of the one or more descendant webpages is also missing the first search term element, and wherein each of the one or more descendant webpages is linked directly one level from the first referenced webpage. *See* Claim [5].	

Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

Claim [34]	
[34] The process of claim 33, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the first and second updated Internet search user interfaces enable the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first or second search term elements, respectively, compared with the Internet search user interface prior to the selection of the first or second filtering option, respectively, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google conducts a process wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen **(e.g., a Google smart phone or other smart phone with a browser such as Chrome installed)**, and wherein the first and second updated Internet search user interfaces enable the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first or second search term elements, respectively, compared with the Internet search user interface prior to the selection of the first or second filtering option, respectively, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search **(e.g., removing one or more second search result groupings referencing webpages that do not contain search elements and replacing the area of the display with one or more first search result groupings where the replaced result is placed on the portion of the screen that appears on the device without the necessity of scrolling to it)**.	

[34] The process of claim 33, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the first and second updated Internet search user interfaces enable the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first or second search term elements, respectively, compared with the Internet search user interface prior to the selection of the first or second filtering option, respectively, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**



Claim [35]	
[35] The process of claim 34, wherein a search term element is considered to be contained 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 process wherein a search term element is considered to be contained 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 [7].	

Exhibit D
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Claim [36]	
[36] The process of claim 31, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the first and second updated Internet search user interfaces enable the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first or second search term elements, respectively, compared with the Internet search user interface prior to the selection of the first or second filtering option, respectively, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search.	**Google Search**
Google conducts a process wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, notebook, or tablet computer's display screen, and wherein the first and second updated Internet search user interfaces enable the smaller display screen to display an increased number of Internet search results that each reference a webpage containing the first or second search term elements, respectively, compared with the Internet search user interface prior to the selection of the first or second filtering option, respectively, without being scrolled by the search engine user, thereby further speeding the search engine user's operation of Internet search. *See* Claim [34].	

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Claim [37]	
[37] The process of claim 30, wherein the selectable advertisement and the first or second search result grouping are simultaneously viewable on the display screen; and wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
Google conducts a process wherein the selectable advertisement **(e.g., indicated by the words "Sponsored" or "Ad" one search results pages" that a user can click on)** and the first or second search result grouping are simultaneously viewable on the display screen; and wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements **(e.g., as indicated by missing term warning)**. Google provides one or more sponsored links that are related to search term elements and that a user can select (by clicking on the ad):	

[37] The process of claim 30, wherein the selectable advertisement and the first or second search result grouping are simultaneously viewable on the display screen; and wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second 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

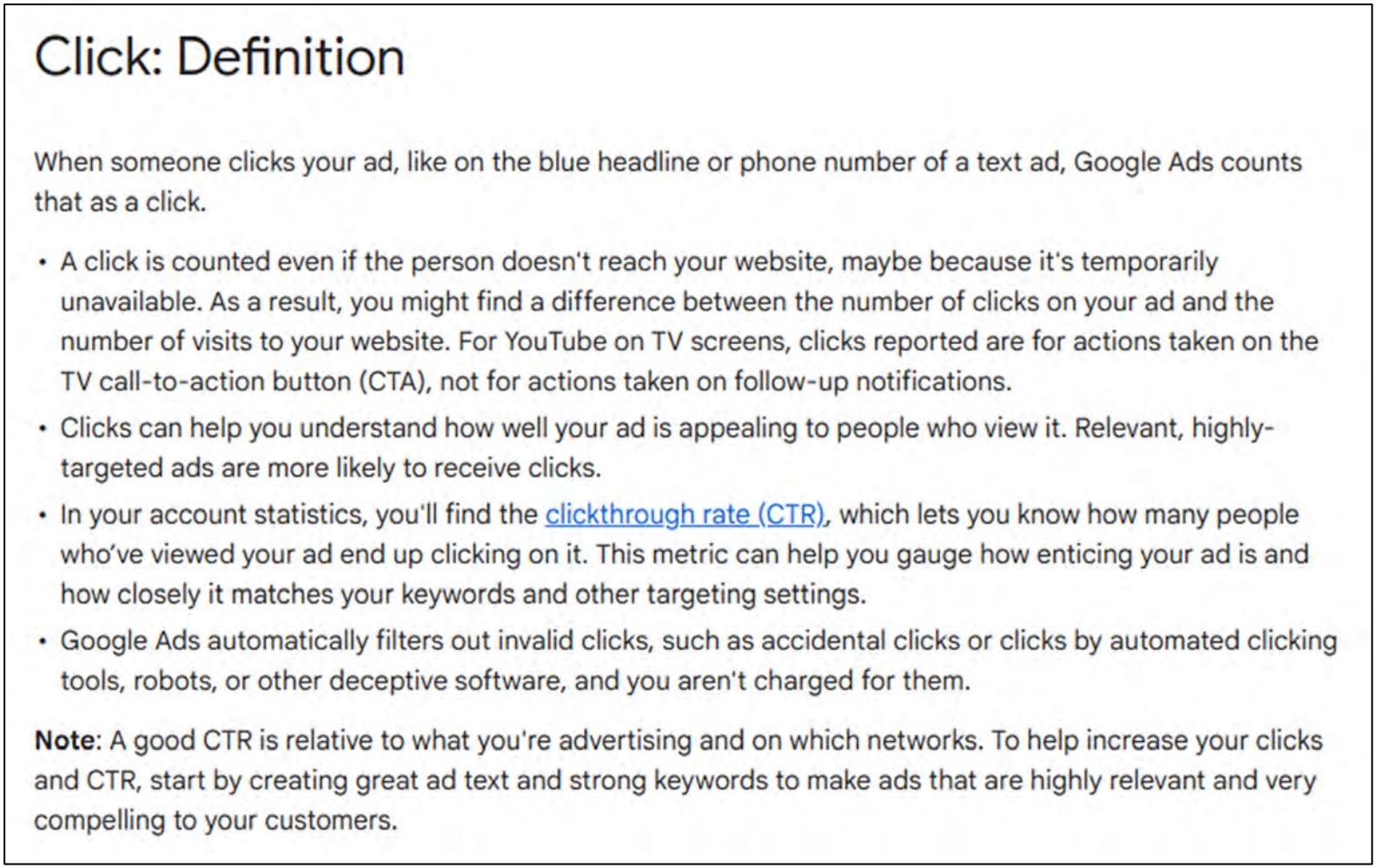
Sales and leads:

- 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.

[37] The process of claim 30, wherein the selectable advertisement and the first or second search result grouping are simultaneously viewable on the display screen; and wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
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.	



Click: Definition

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

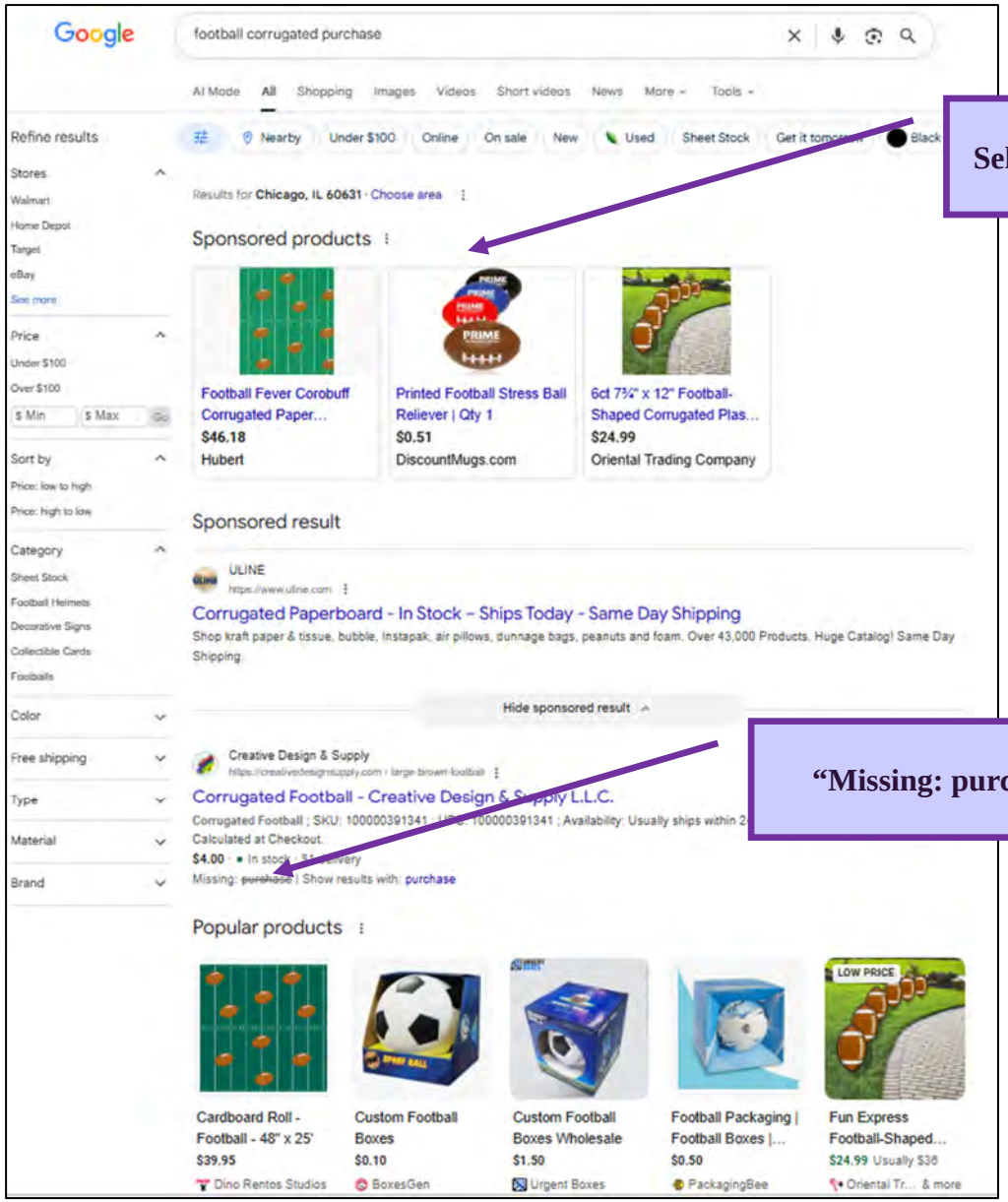
- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might find a difference between the number of clicks on your ad and the number of visits to your website. For YouTube on TV screens, clicks reported are for actions taken on the TV call-to-action button (CTA), not for actions taken on follow-up notifications.
- Clicks can help you understand how well your ad is appealing to people who view it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll find the clickthrough rate (CTR), which lets you know how many people who've viewed your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Google Ads automatically filters out invalid clicks, such as accidental clicks or clicks by automated clicking tools, robots, or other deceptive software, and you aren't charged for them.

Note: A good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

See https://support.google.com/google-ads/answer/31799?hl=en.

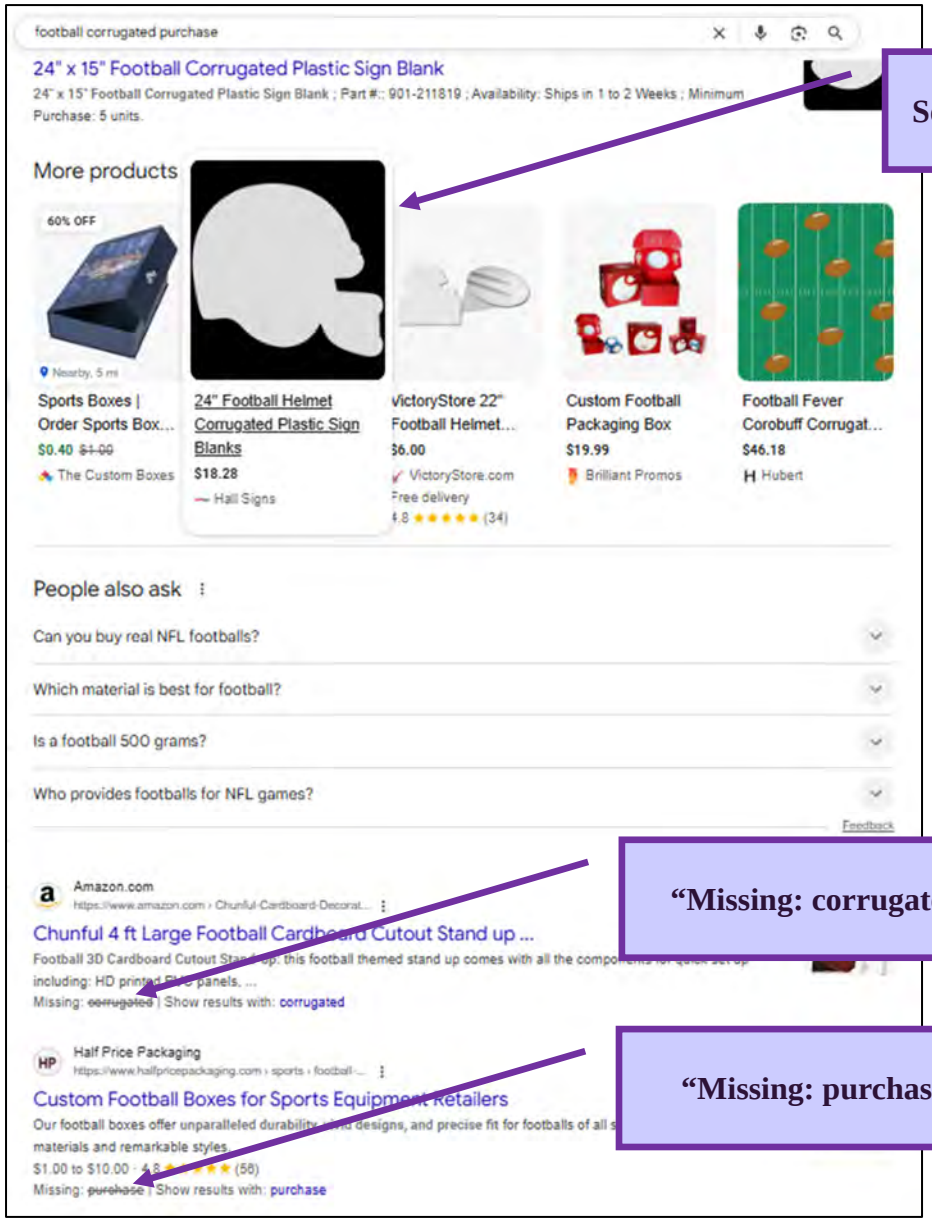
The selectable advertisement is simultaneously viewable on the same page on the display screen. They are included with annotations indicating a missing search term element. The search result grouping corresponding to missing search term warning would not be displayed if the "AND" logical operation were used.

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{02191133;v1 }

[37] The process of claim 30, wherein the selectable advertisement and the first or second search result grouping are simultaneously viewable on the display screen; and wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
Continued:	

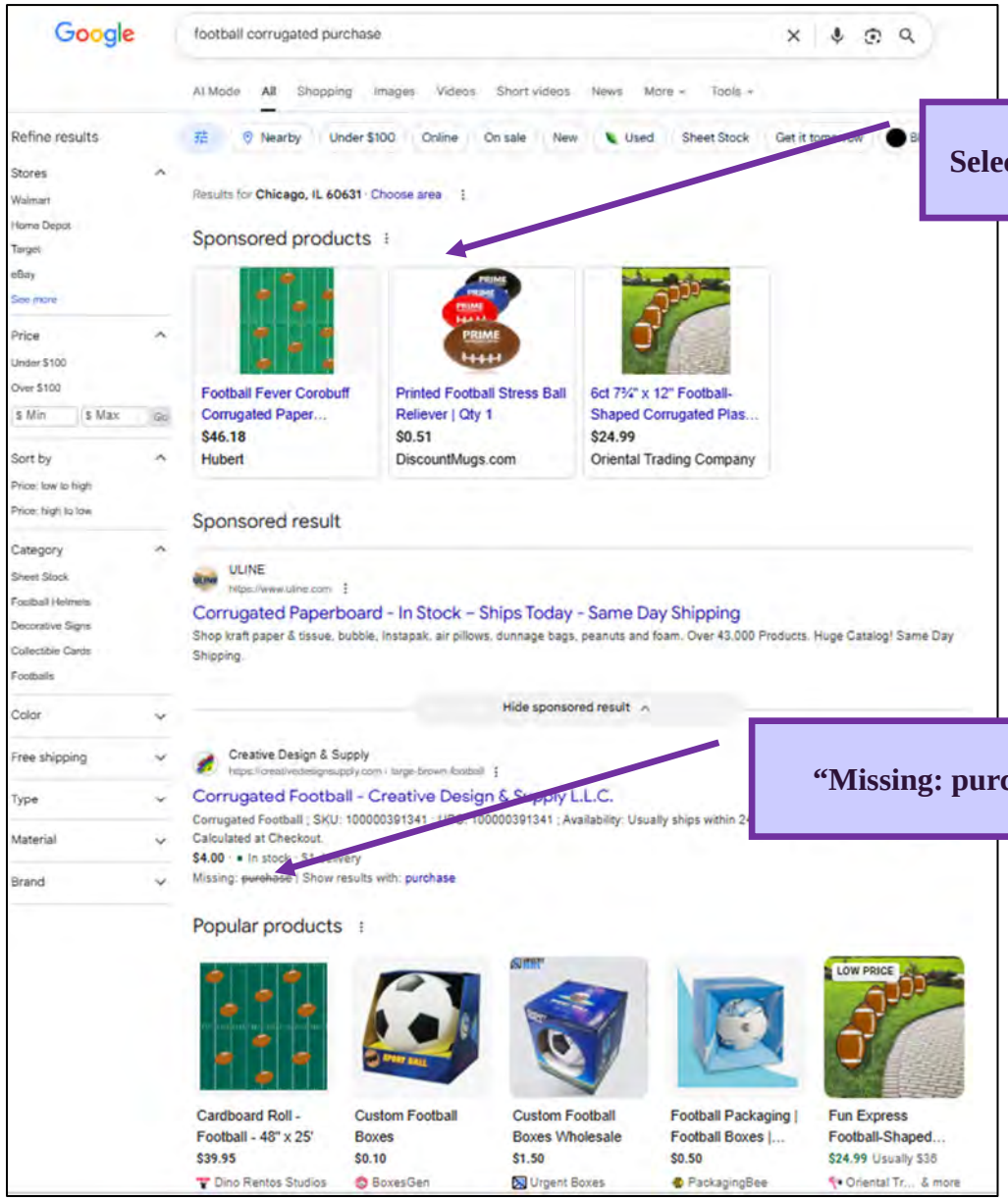

football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
(34)
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: corrugated | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
(56)
Missing: purchase | Show results with: purchase
Selectable advertisements
"Missing: corrugated"
"Missing: purchase"

[37] The process of claim 30, wherein the selectable advertisement and the first or second search result grouping are simultaneously viewable on the display screen; and wherein the first and second Internet search results would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an "AND" logical operation that includes the first and second search term elements.	**Google Search**
See www.gooogle.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. *See also* Example Developer Tool Images.	

Claim [38]

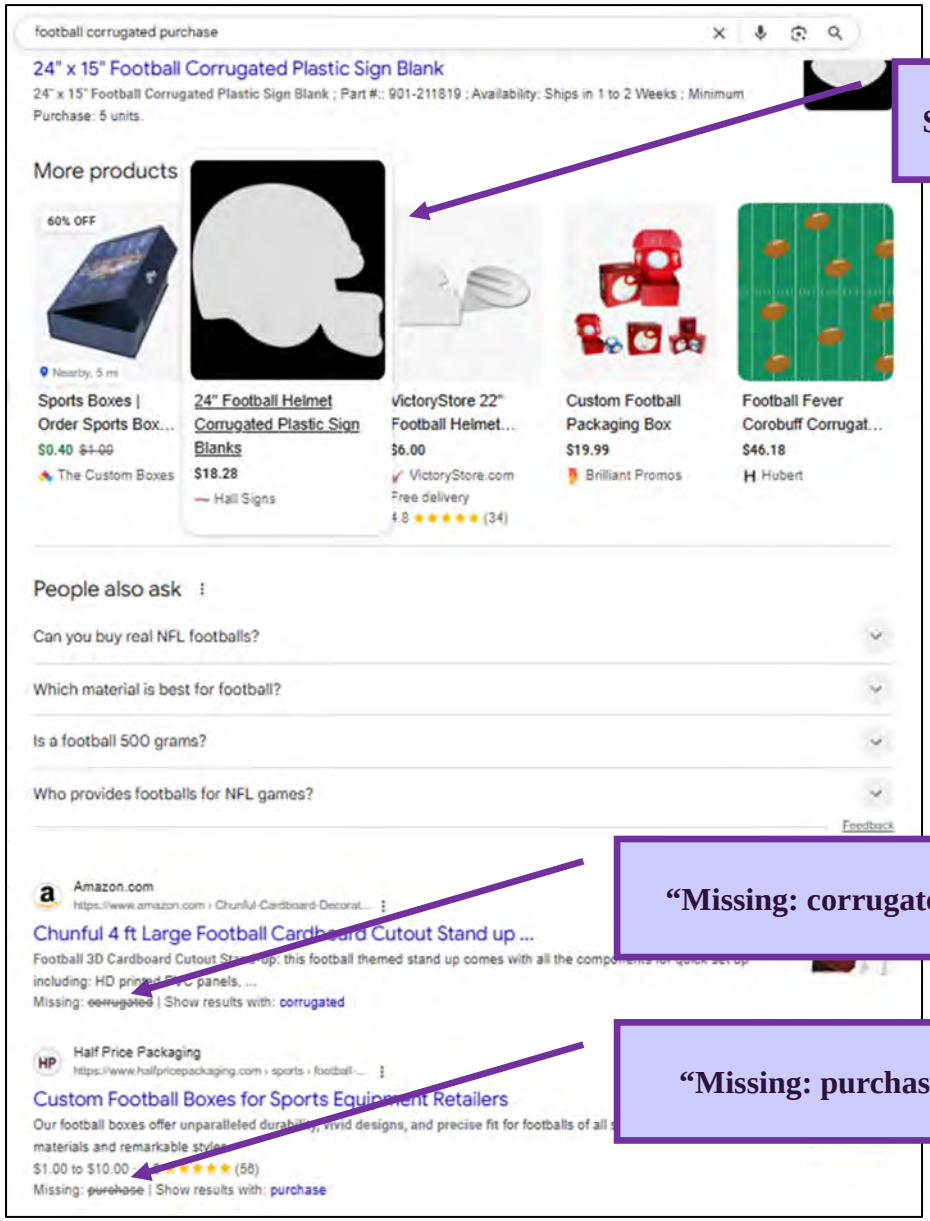
[38] The process of claim 37, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**Google Search**
Google conducts a process wherein the selectable advertisement and the first or second search result grouping are adjacent to each other **(e.g., one is located directly above another)**.	

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{02191133;v1 }

[38] The process of claim 37, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**Google Search**
Continued:	


football corrugated purchase
24" x 15" Football Corrugated Plastic Sign Blank
24" x 15" Football Corrugated Plastic Sign Blank ; Part #:: 901-211819 ; Availability: Ships in 1 to 2 Weeks ; Minimum Purchase: 5 units.
More products
60% OFF
Sports Boxes | Order Sports Box...
$0.40 $1.00
The Custom Boxes
24" Football Helmet Corrugated Plastic Sign Blanks
$18.28
Hall Signs
VictoryStore 22" Football Helmet...
$6.00
VictoryStore.com
Free delivery
(34)
Custom Football Packaging Box
$19.99
Brilliant Promos
Football Fever Corobuff Corrugat...
$46.18
Hubert
People also ask
Can you buy real NFL footballs?
Which material is best for football?
Is a football 500 grams?
Who provides footballs for NFL games?
Feedback
Amazon.com
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Missing: ~~corrugated~~ | Show results with: corrugated
Half Price Packaging
Custom Football Boxes for Sports Equipment Retailers
$1.00 to $10.00
(58)
Missing: ~~purchase~~ | Show results with: purchase
Selectable advertisements
"Missing: corrugated"
"Missing: purchase"

[38] The process of claim 37, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	**Google Search**
See www.goooogle.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.	

Claim [39]	
[39] he process of claim 29, wherein the first search term element and the second search term element are a same search term element, wherein the first text and the second text are identical, and wherein each of the first and second updated Internet search user interfaces does not display the first and second Internet search results.	**Google Search**
Google conducts a process wherein the first search term element and the second search term element are a same search term element, wherein the first text and the second text are identical, and wherein each of the first and second updated Internet search user interfaces does not display the first and second Internet search results.	