

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

Claim [15.Pre]	
<p>[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:</p>	<p style="text-align: center;">Google Search</p>
<p>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</p> <p>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:</p>	

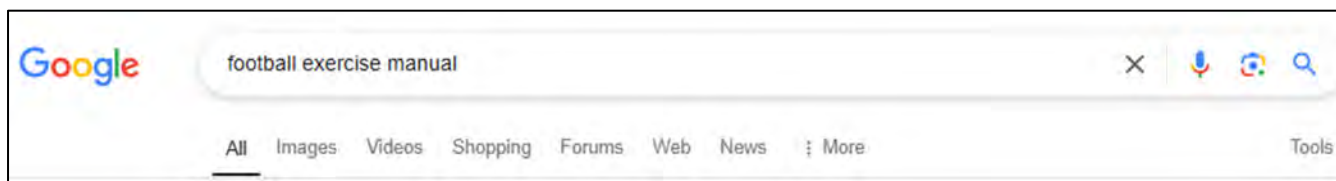
¹ For clarity, this chart is exemplary and not exhaustive. Only certain Google Accused Instrumentalities, and only certain generations or versions of those products, have been described in this chart. However, there are multiple other products that include these elements, and this chart will apply to 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.

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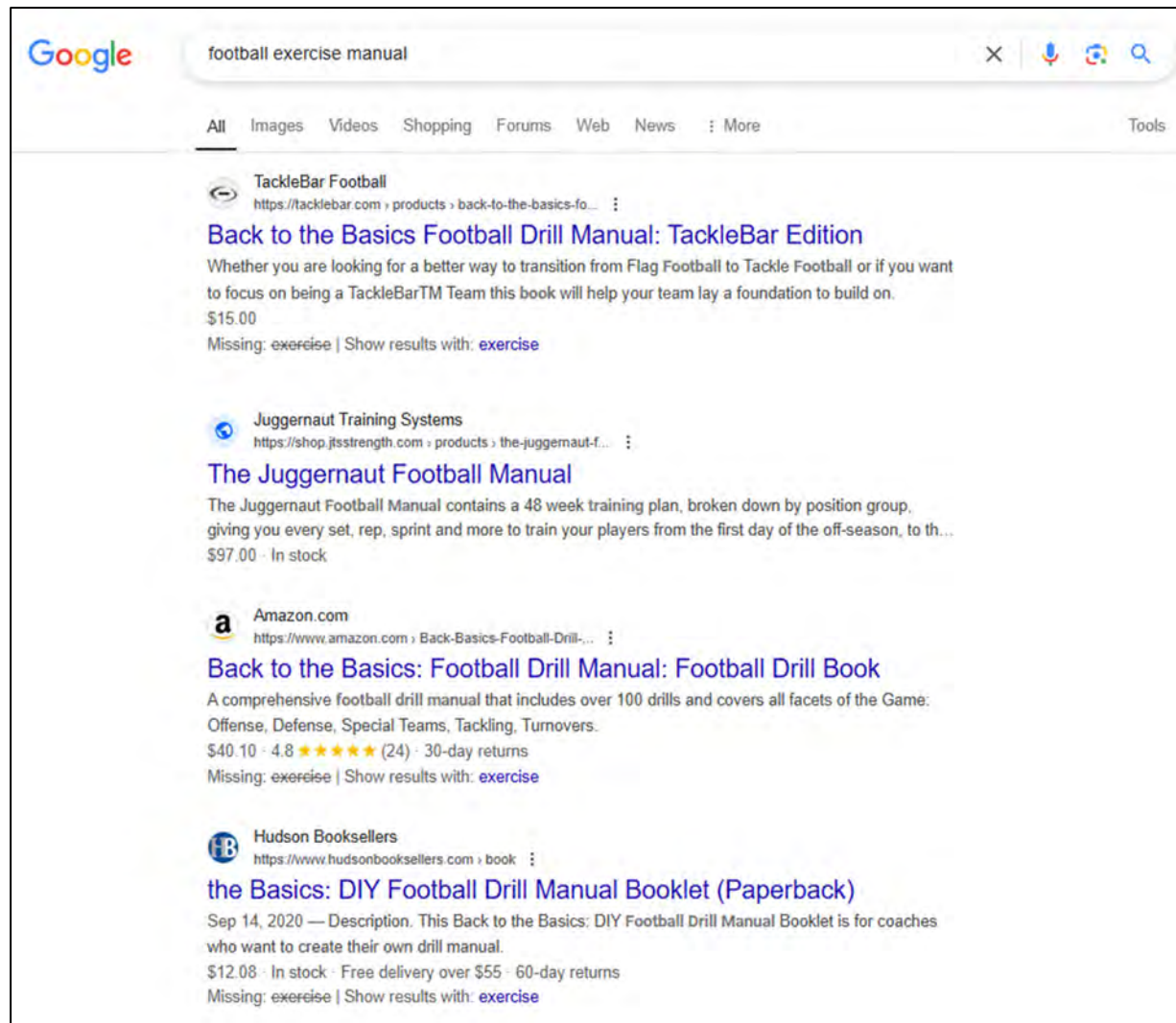
[15.Pre] A system for providing an enhanced interactive graphical Internet search user interface for an Internet search process combining Internet search, annotation, and filtering that enables a search engine user to request an Internet search and automatically remove one or more search results that 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.

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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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[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

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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:

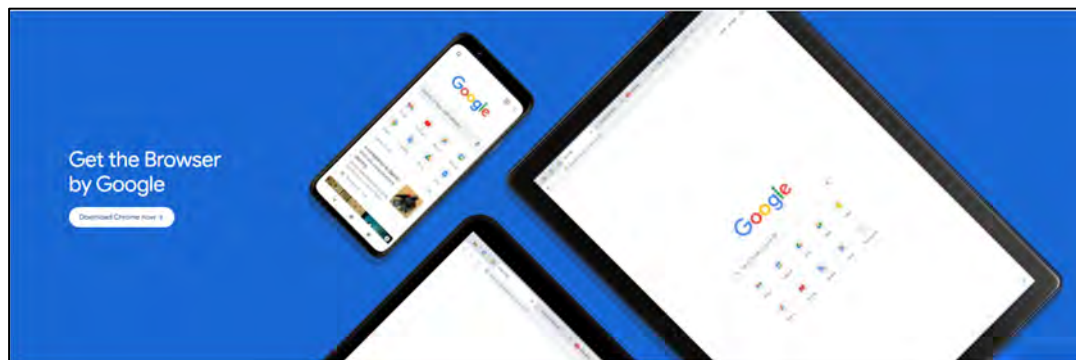
1. **Crawling:** Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.
2. **Indexing:** Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.
3. **Serving 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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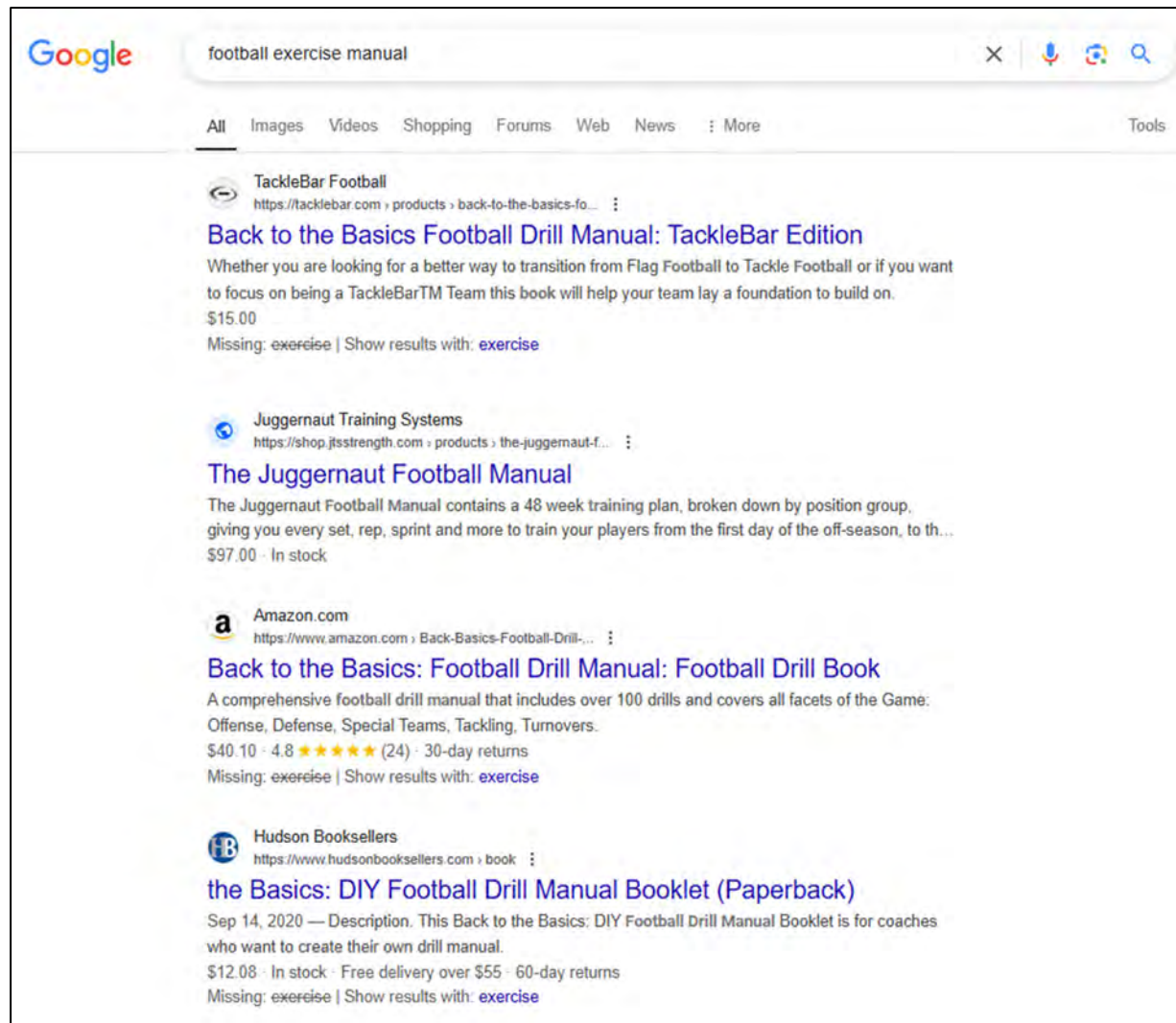
[15.Pre] A system for providing an enhanced interactive graphical Internet search user interface for an Internet search process combining Internet search, annotation, and filtering that enables a search engine user to request an Internet search and automatically remove one or more search results that 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/>.

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Id.; see also <https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/>;
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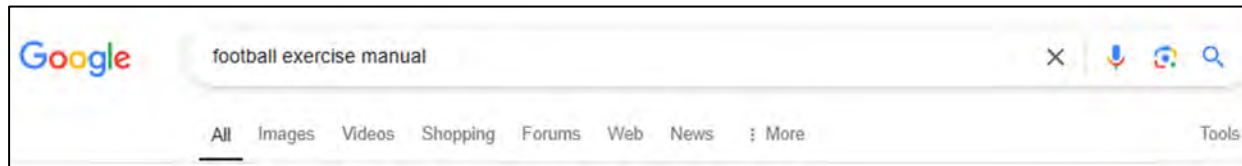
Claim [15.1]

[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

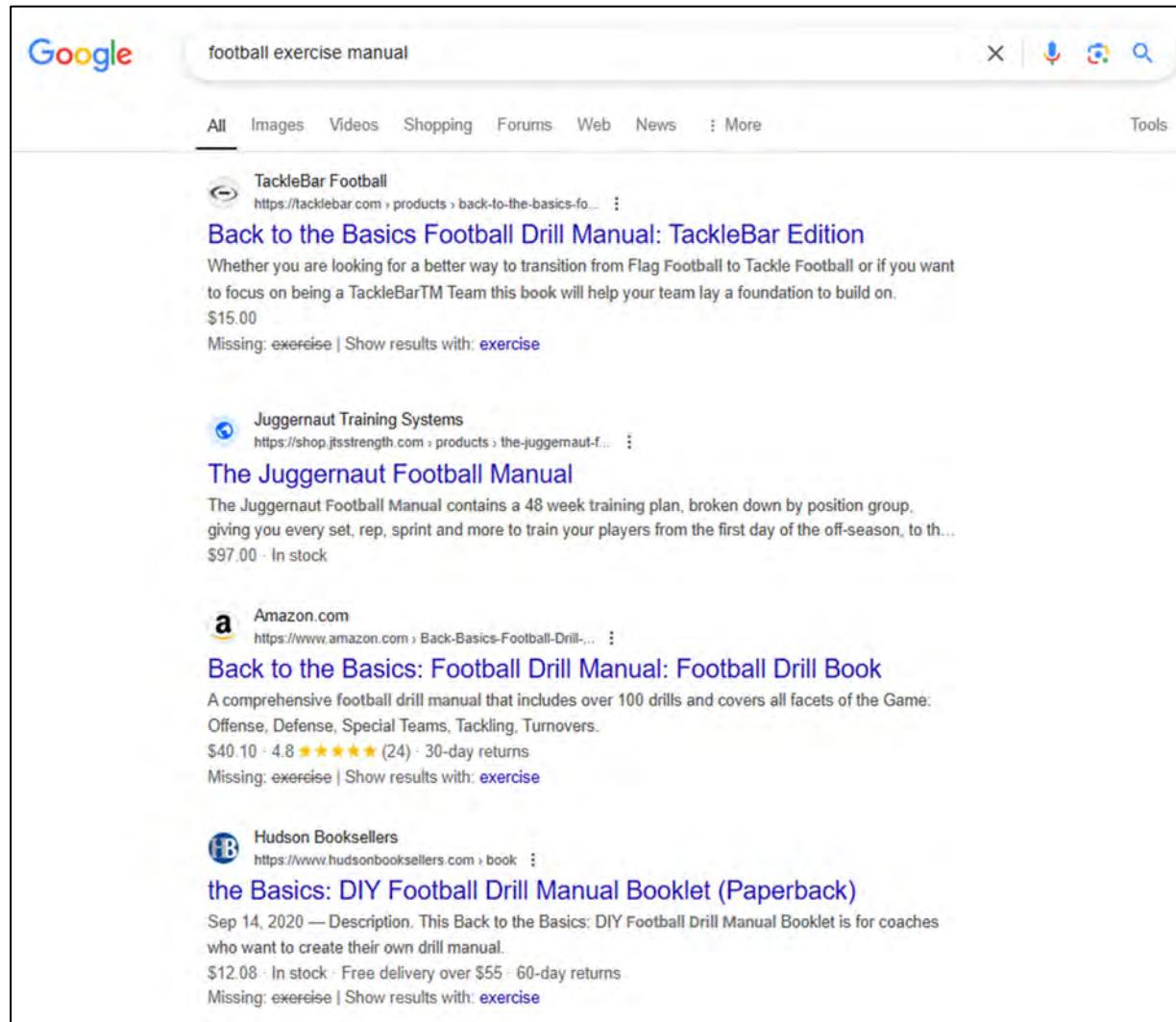


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[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;

Google Search

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:



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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

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

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

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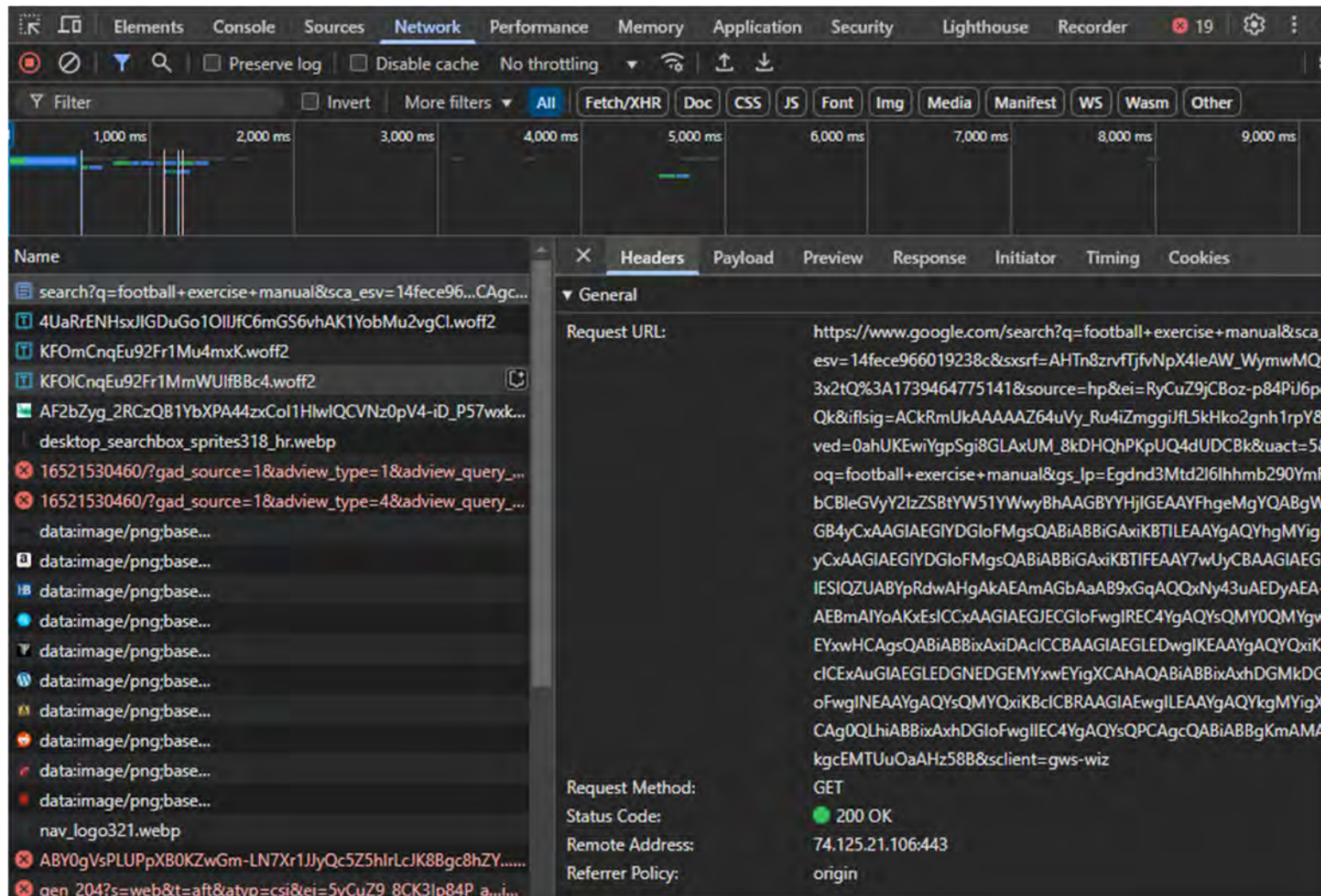
1. **Crawling:** Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.
2. **Indexing:** Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.
3. **Serving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

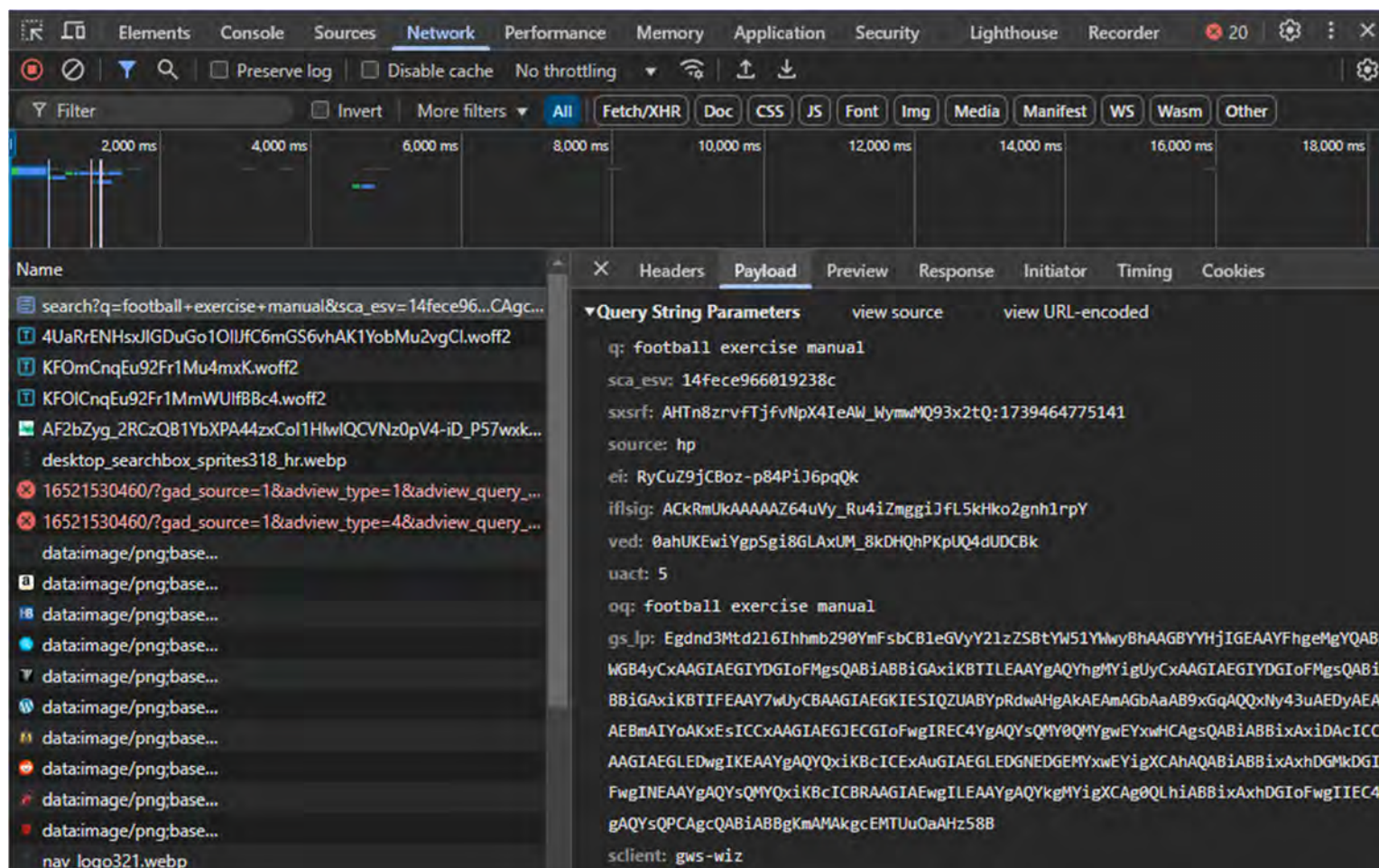


See also www.google.com (see developer tools – network) (showing GET request);

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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

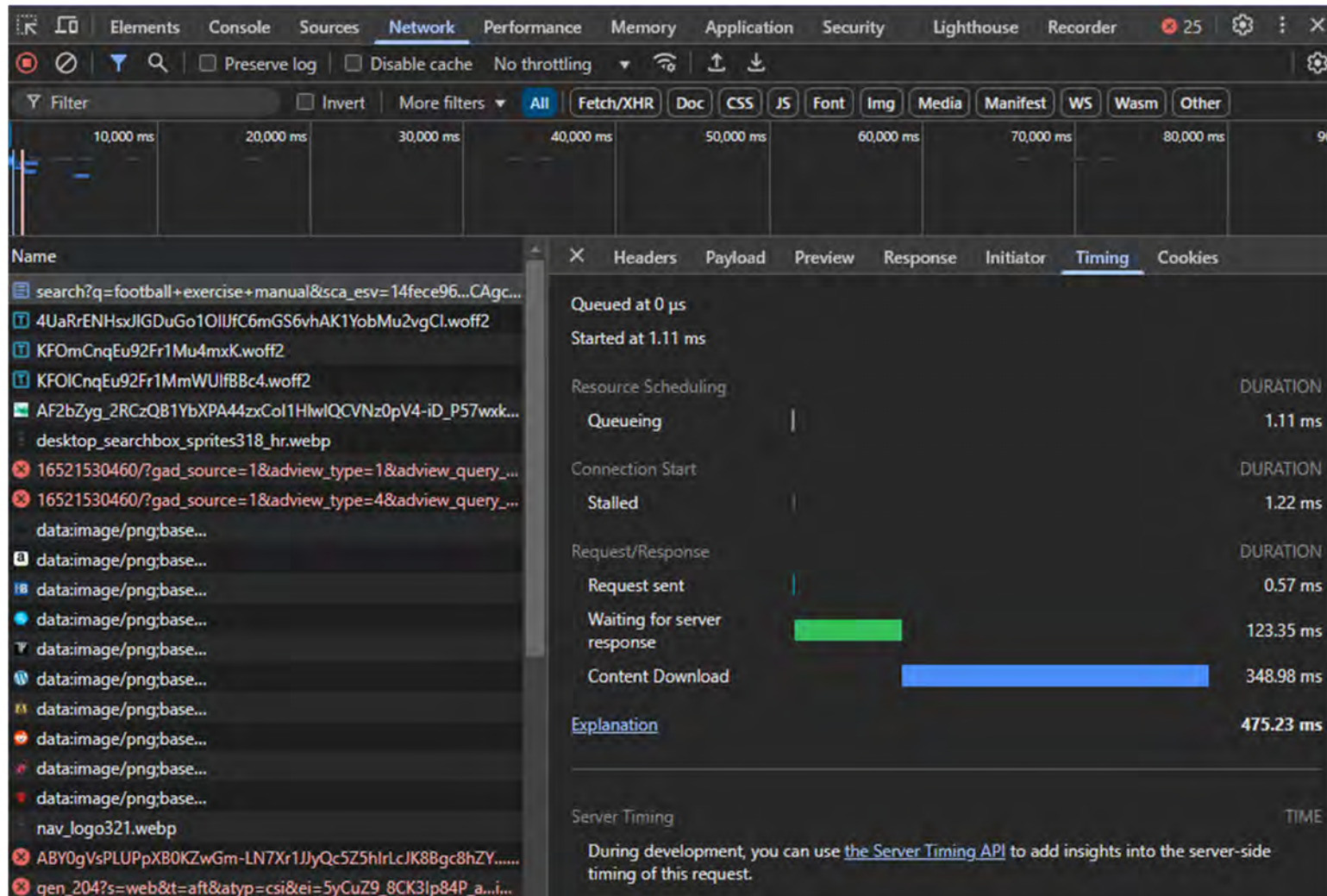


Id. (showing payload of request);

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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



Id. (showing response time)

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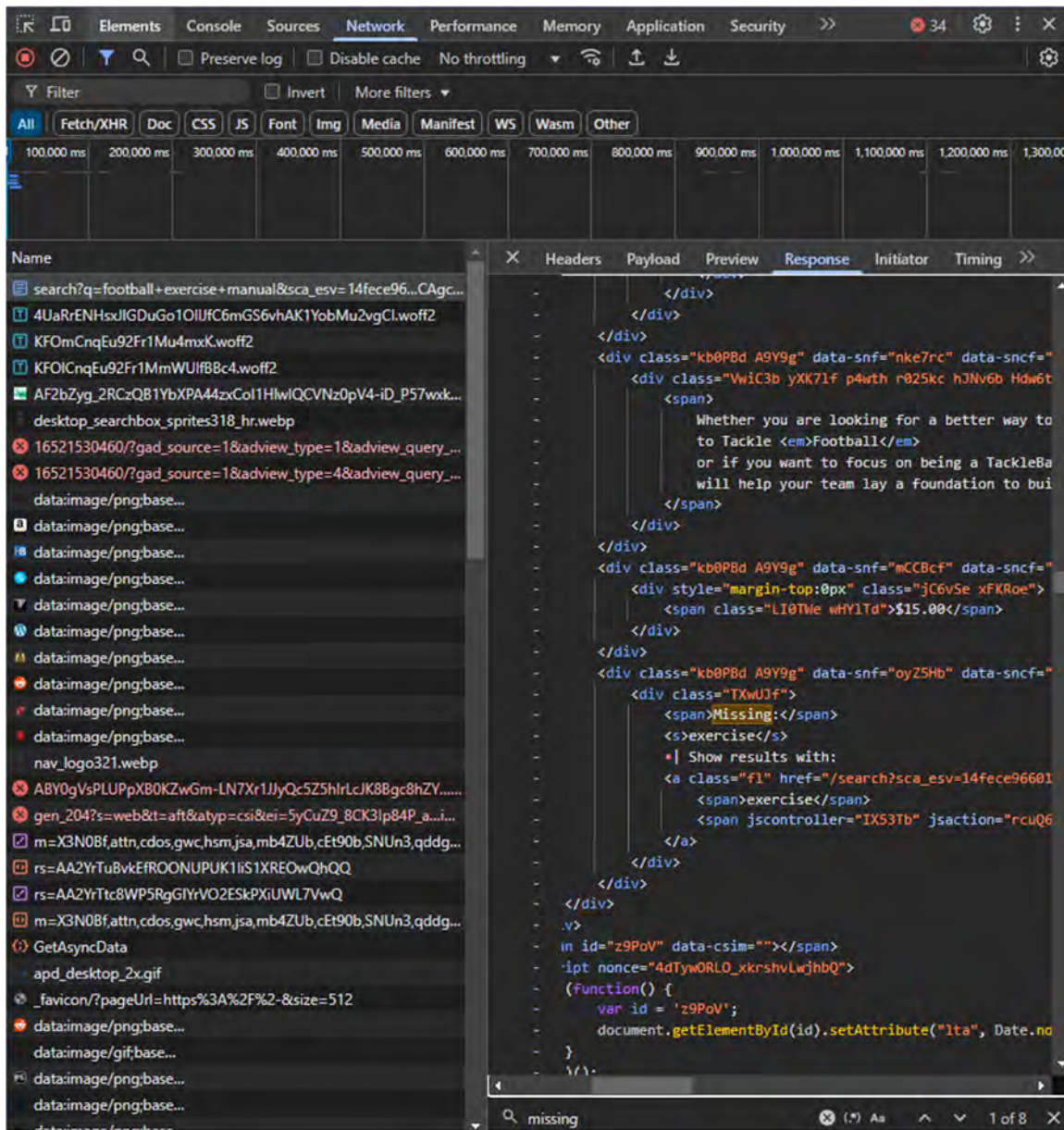


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[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	Google Search
<i>Id.</i> (showing response identifying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

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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

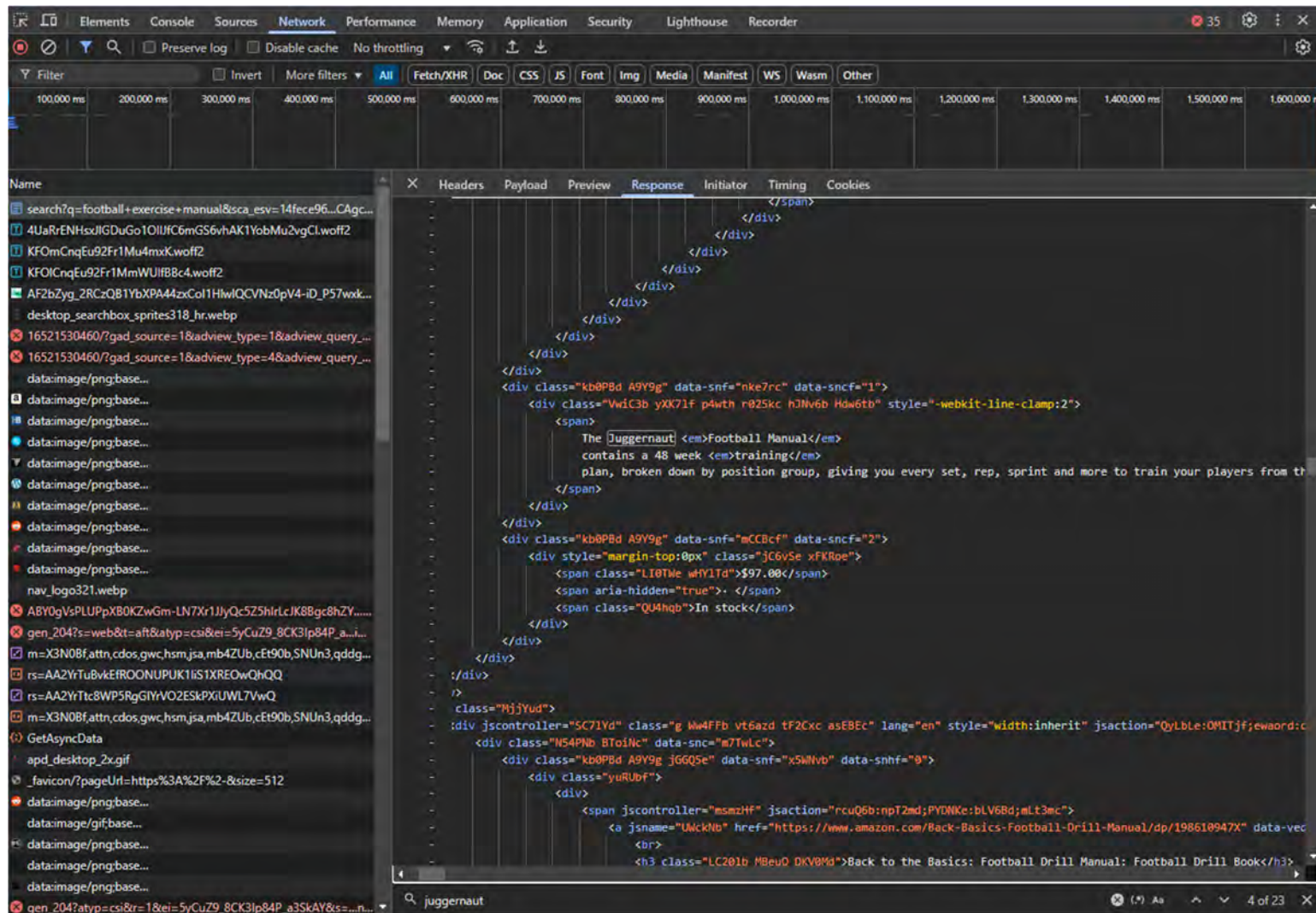


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[15.1] one or more servers for operating a search engine and for providing an Internet search user interface to a search engine user for operation on a personal computing device having a display screen;	Google Search
<i>Id.</i> (showing example responses 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
<p>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).</p> <p>For example, Google’s system provides a search field placed prominently at the top of the search interface:</p> <div data-bbox="422 930 1659 1094" data-label="Image">A screenshot of the Google search homepage. The Google logo is on the left. In the center is a search bar containing the text "football exercise manual". To the right of the search bar are icons for voice search, image search, and a magnifying glass. Below the search bar is a horizontal menu with links: "All", "Images", "Videos", "Shopping", "Forums", "Web", "News", and "More". The "All" link is underlined. On the far right of the menu is a link labeled "Tools".</div> <p>See www.google.com.</p> <p>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:</p>	

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[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

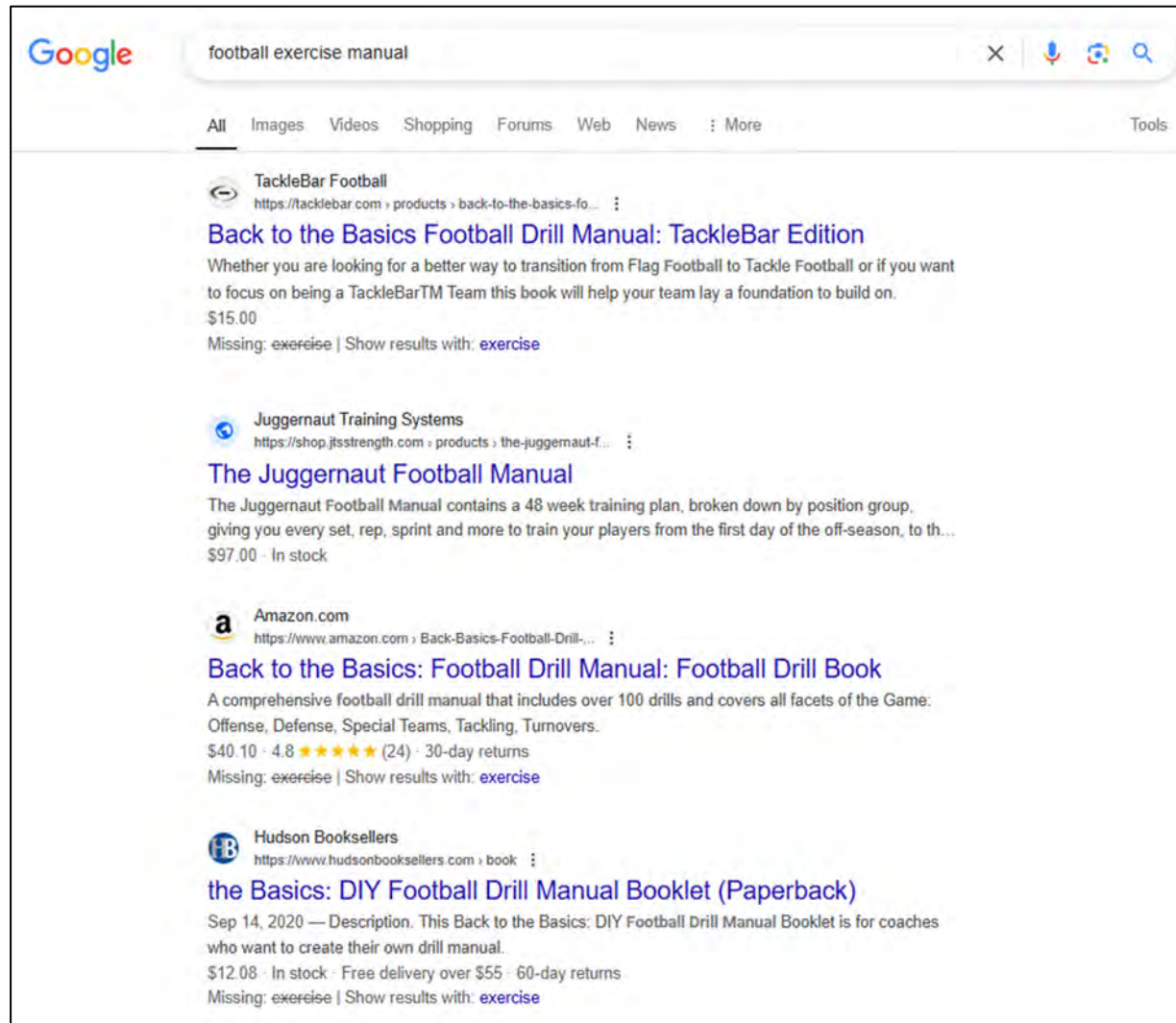


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[15.2] wherein the one or more servers receive a search request from the search engine user via the personal computing device, the search request comprising one or more search term elements;

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>.

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:



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[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:

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[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
<p>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 <u>without</u> indicating “Missing: [missing search term element],” “Show results with: [missing search term element],” or a similar variant thereof”).</p> <p>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”:</p>	

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[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

The image shows a screenshot of a Google search for "football exercise manual". The search bar at the top contains the text "football exercise manual". Below the search bar, there are tabs for "All", "Images", "Videos", "Shopping", "Forums", "Web", "News", and "More". The search results are listed below the tabs. Four results are highlighted with arrows pointing to them from the left:

- Result 1** (purple arrow): TackleBar Football, <https://tacklebar.com/products/back-to-the-basics-football-drill-manual-tacklebar-edition/>, **Back to the Basics Football Drill Manual: TackleBar Edition**, Whether you are looking for a better way to transition from Flag Football to Tackle Football or if you want to focus on being a TackleBar™ Team this book will help your team lay a foundation to build on. \$15.00. Missing: exercise | Show results with: exercise
- Result 2** (green arrow): Juggernaut Training Systems, <https://shop.jtsstrength.com/products/the-juggernaut-football-manual/>, **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... \$97.00 · In stock.
- Result 3** (purple arrow): Amazon.com, <https://www.amazon.com/Back-Basics-Football-Drill-Book/dp/1628600000/>, **Back to the Basics: Football Drill Manual: Football Drill Book**, A comprehensive football drill manual that includes over 100 drills and covers all facets of the Game: Offense, Defense, Special Teams, Tackling, Turnovers. \$40.10 · 4.8 ★★★★★ (24) · 30-day returns. Missing: exercise | Show results with: exercise
- Result 3** (purple arrow): Hudson Booksellers, <https://www.hudsonbooksellers.com/book/the-basics-diy-football-drill-manual-booklet-paperback/>, **the Basics: DIY Football Drill Manual Booklet (Paperback)**, Sep 14, 2020 — Description. This Back to the Basics: DIY Football Drill Manual Booklet is for coaches who want to create their own drill manual. \$12.08 · In stock · Free delivery over \$55 · 60-day returns. Missing: exercise | Show results with: exercise

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[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.

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

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[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
<i>See also</i> 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
<p>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).</p> <p>For example, Google's system provides one or more servers controlled by Google that generate the Internet search user interface:</p>	

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[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

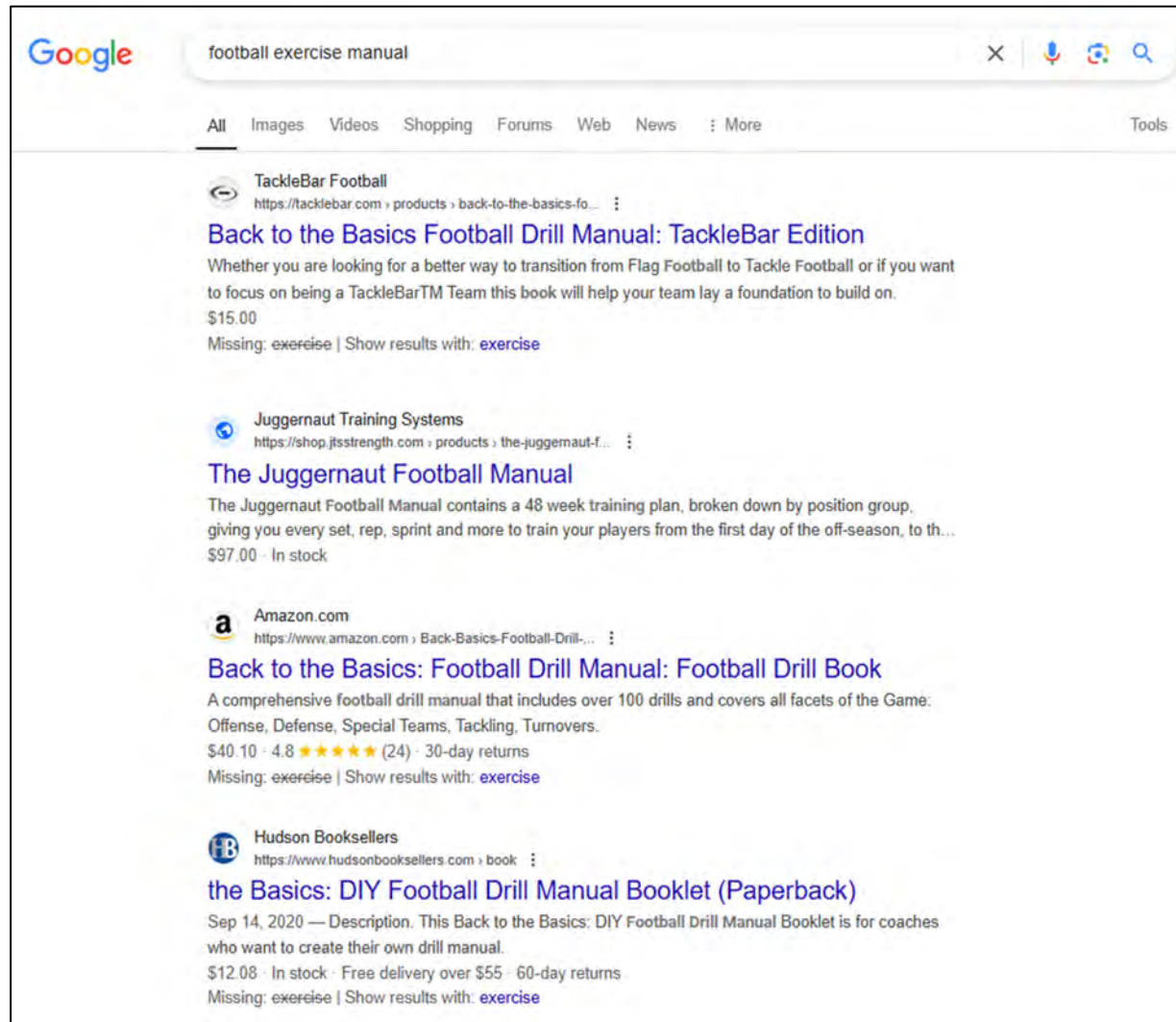


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[15.4] wherein the one or more servers generate and provide, for display on the personal computing device, the Internet search user interface;

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.

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

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[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
<i>See also</i> 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
<p>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).</p> <p>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:</p>	

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[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

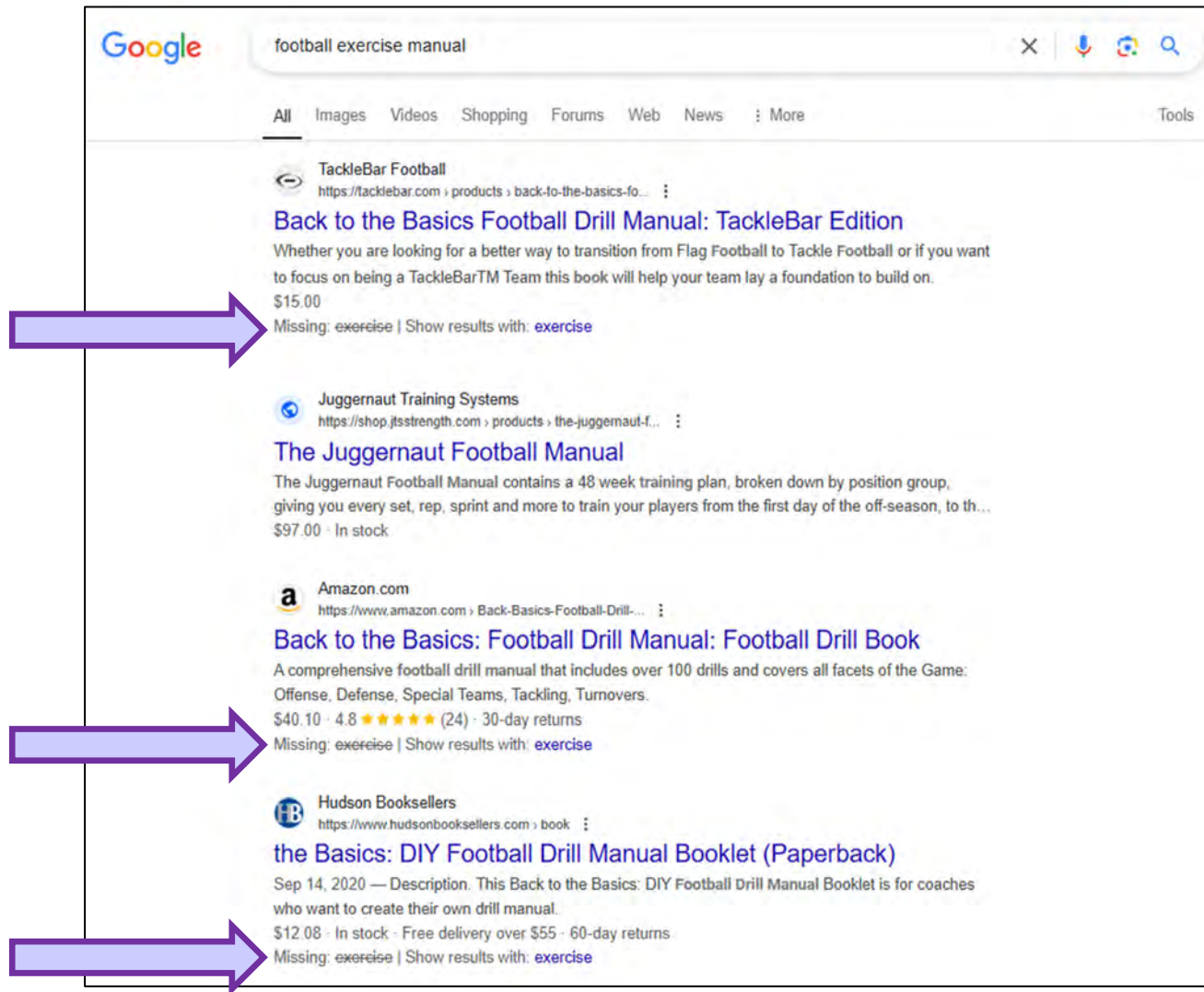


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[15.5] wherein the Internet search user interface comprises the first Internet search result and a first warning to the search engine user that the first webpage is missing the first search term element, wherein the first warning comprises a text representing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

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[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

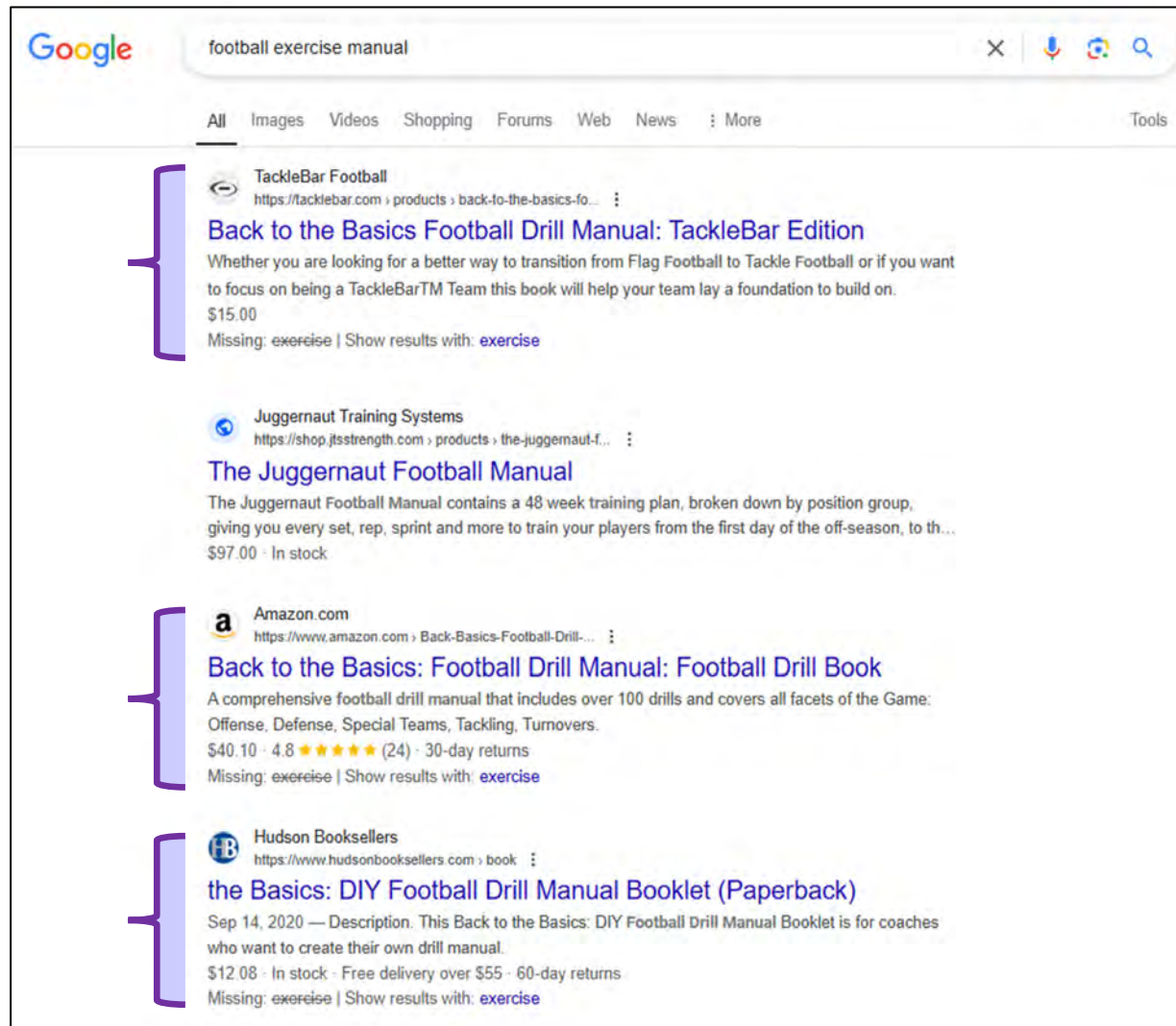
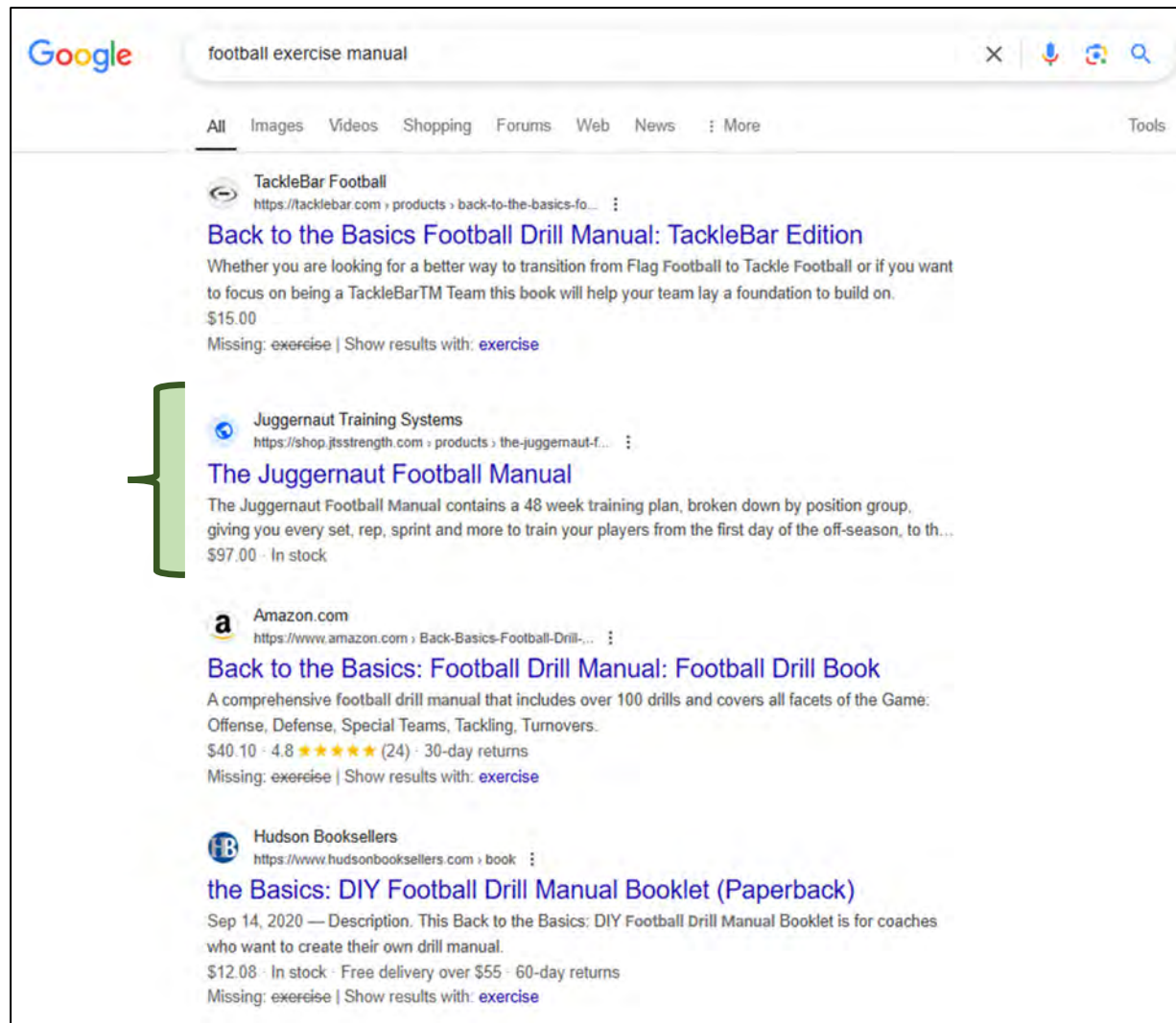


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[15.6] wherein the first Internet search result is organized for display as a first search result grouping comprising a first excerpt for the first webpage, a first Internet link for the first webpage, and the first warning;	Google Search
<p>See www.google.com (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.</p> <p>See also Example Developer Tool Images.</p>	

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
<p>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 <u>without</u> indicating “Missing: [missing search term element],” “Show results with: [missing search term element],” or a similar variant thereof).</p> <p>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:</p>	

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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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[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
<i>See also</i> 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):	

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

Google Search

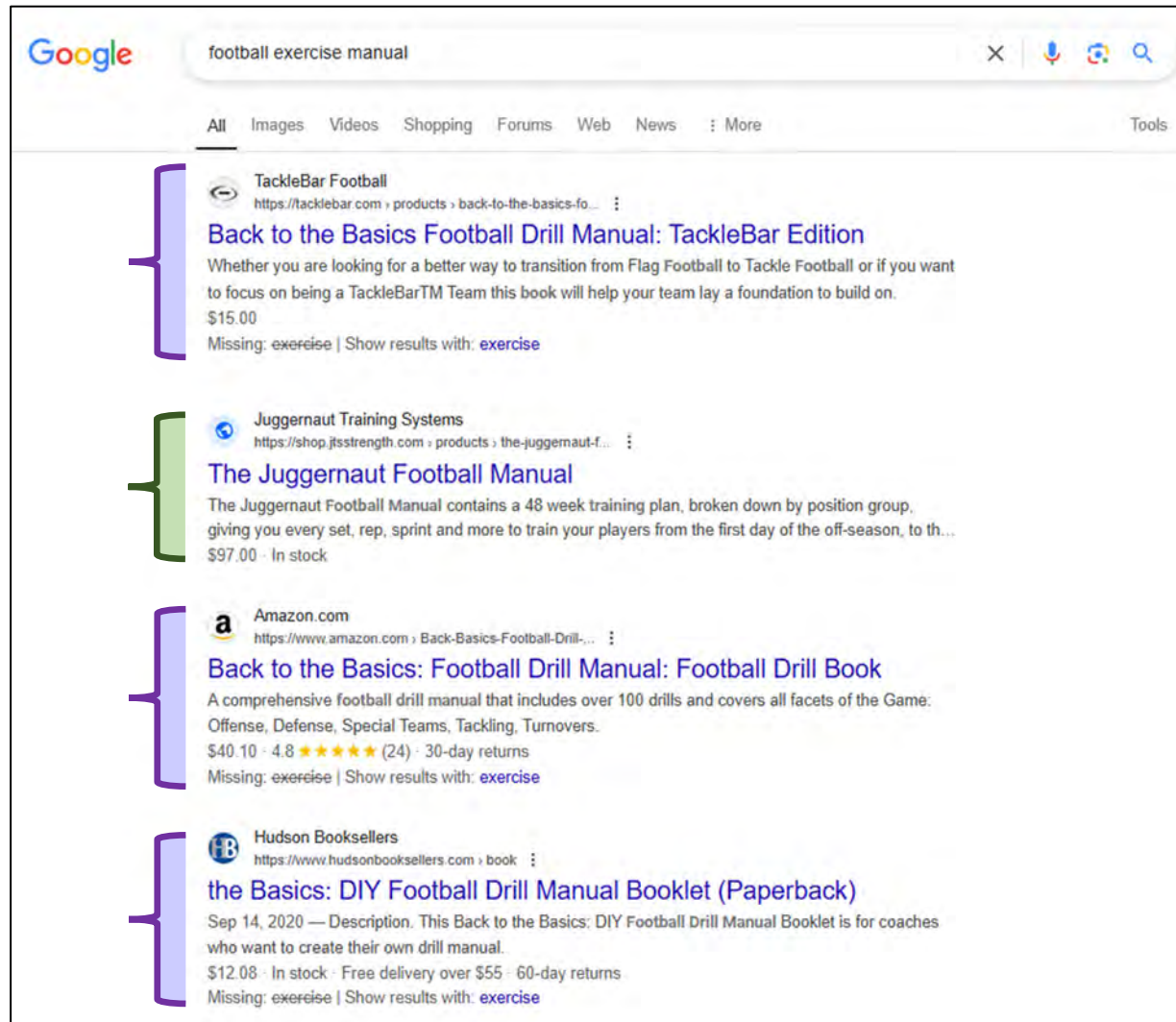


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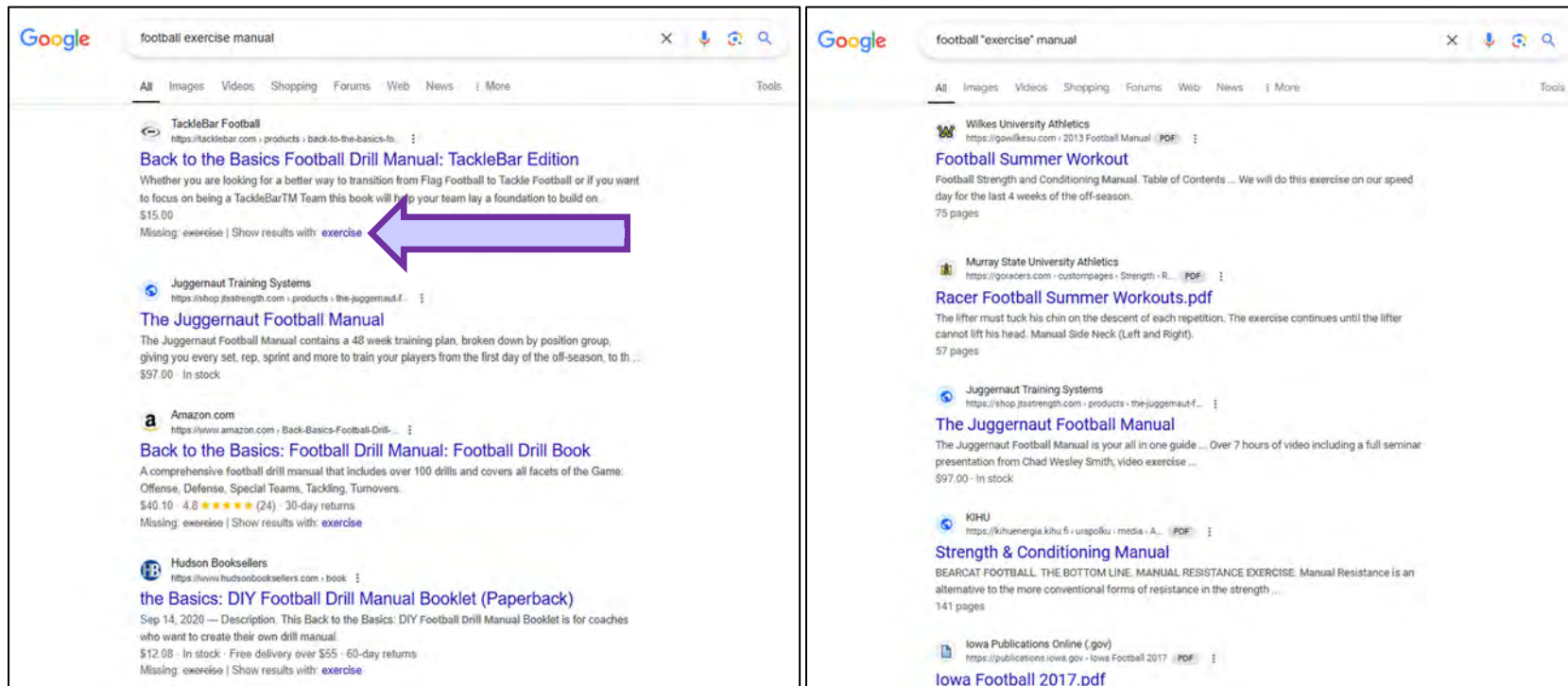
[15.8] wherein the first and second search result groupings are each a unique search result grouping displayed separately from each other;	Google Search
See www.google.com (annotated); see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; https://developers.google.com/search/docs/appearance/visual-elements-gallery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

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[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]

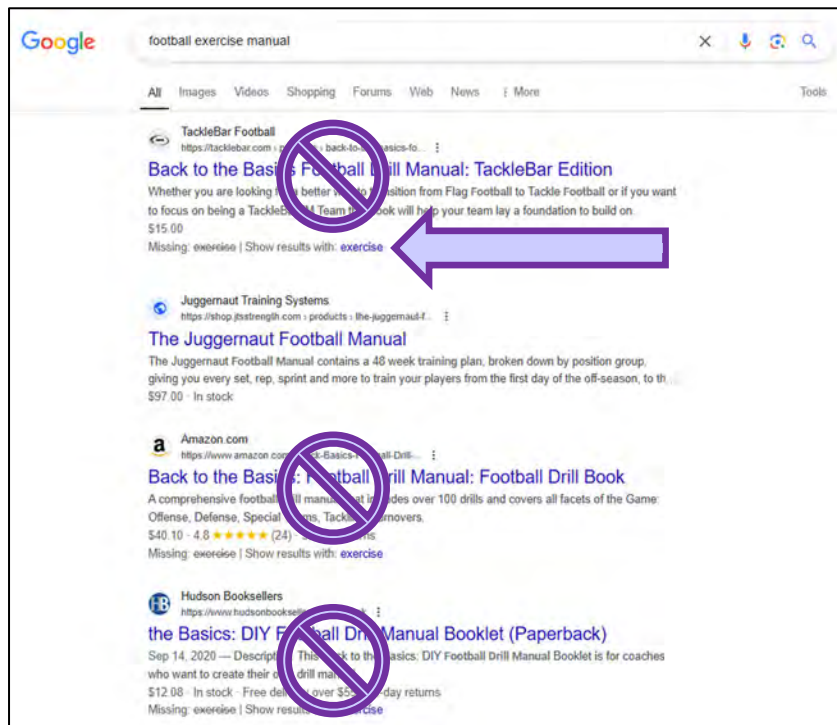
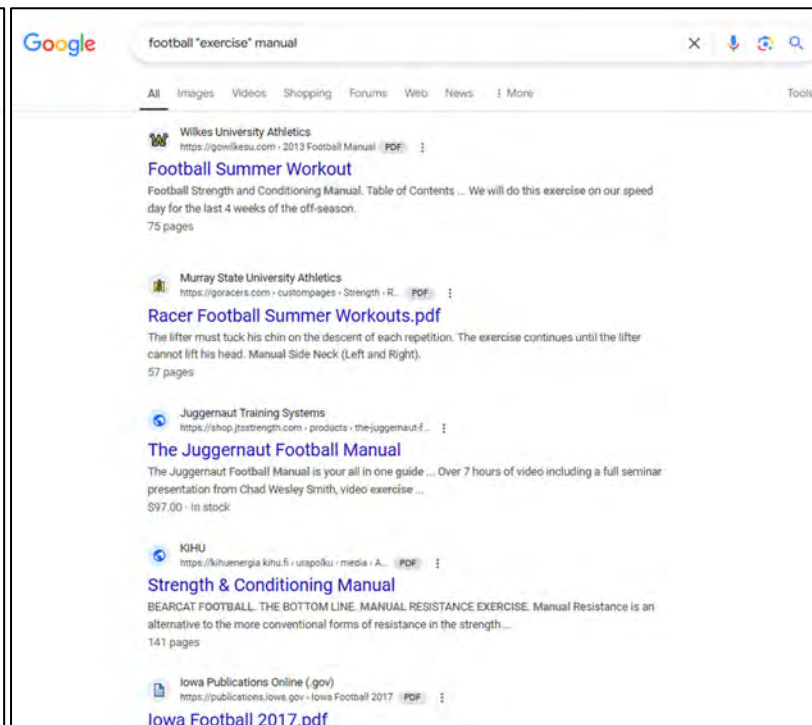
{02191133;v1 }

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[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.

Claim [1.Pre]

{02191133;v1 }

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<p>[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:</p>	Google Search
<p>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.</p> <p>See Claim [15.Pre].</p>	

Claim [1.1]	
<p>[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;</p>	Google Search
<p>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.</p> <p>See Claim [15.1] and [15.2].</p>	

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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.	

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[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].	

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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].	

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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].

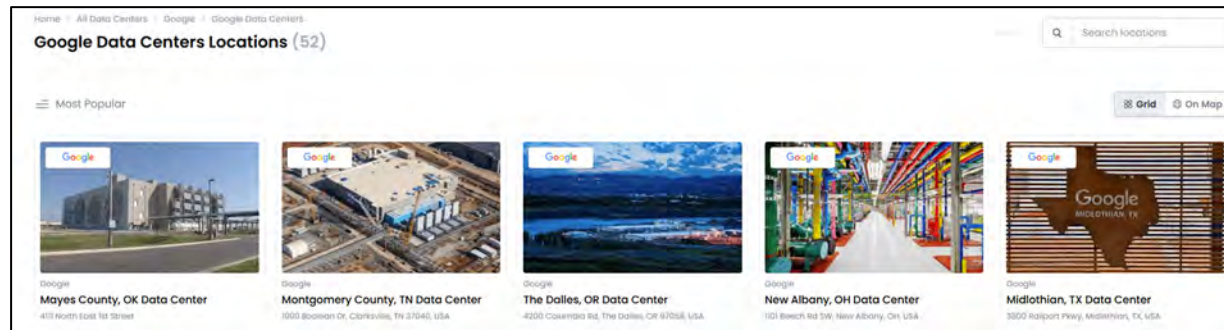
Claim [1.10]

[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:

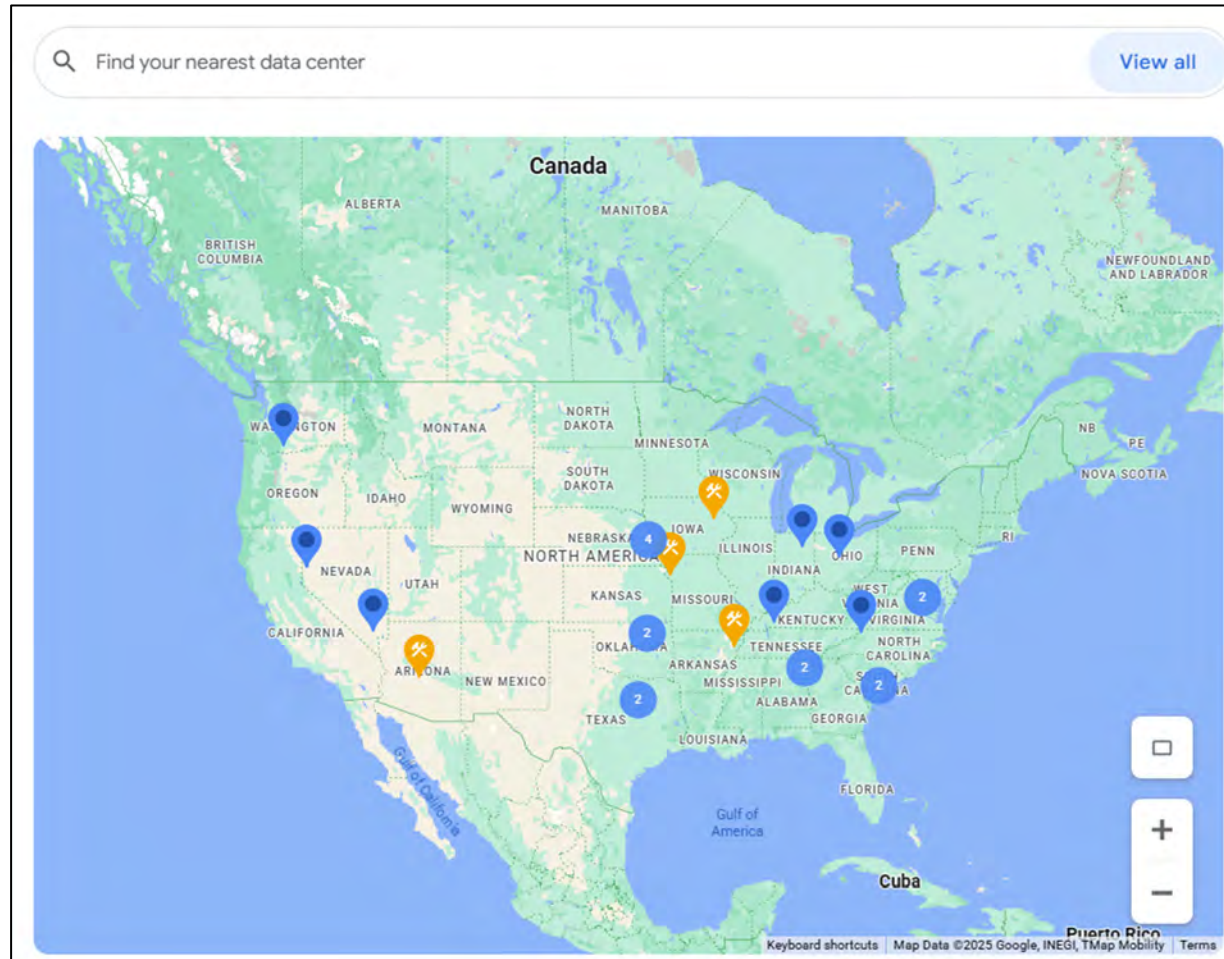


See <https://www.datacenters.com/providers/google/data-center-locations>.

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

Google Search

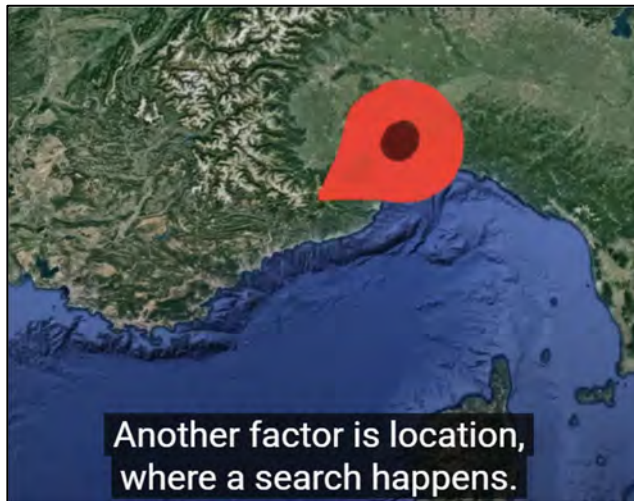
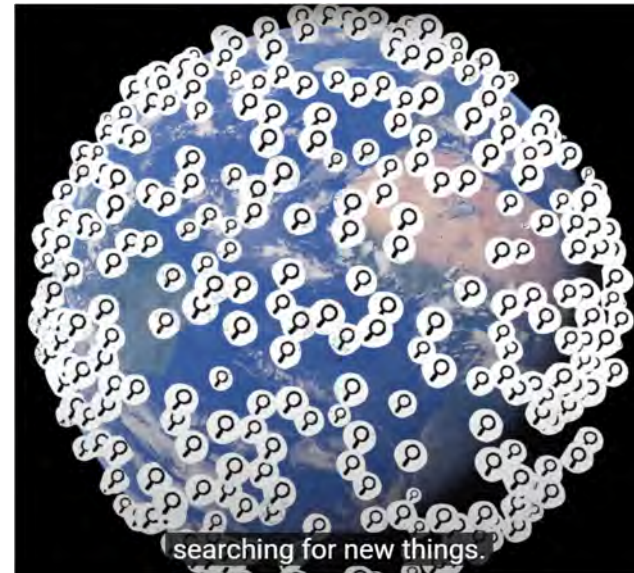


See <https://datacenters.google/locations/>.

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[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>.

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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
<p>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.</p> <p>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):</p>	

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[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.

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[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.

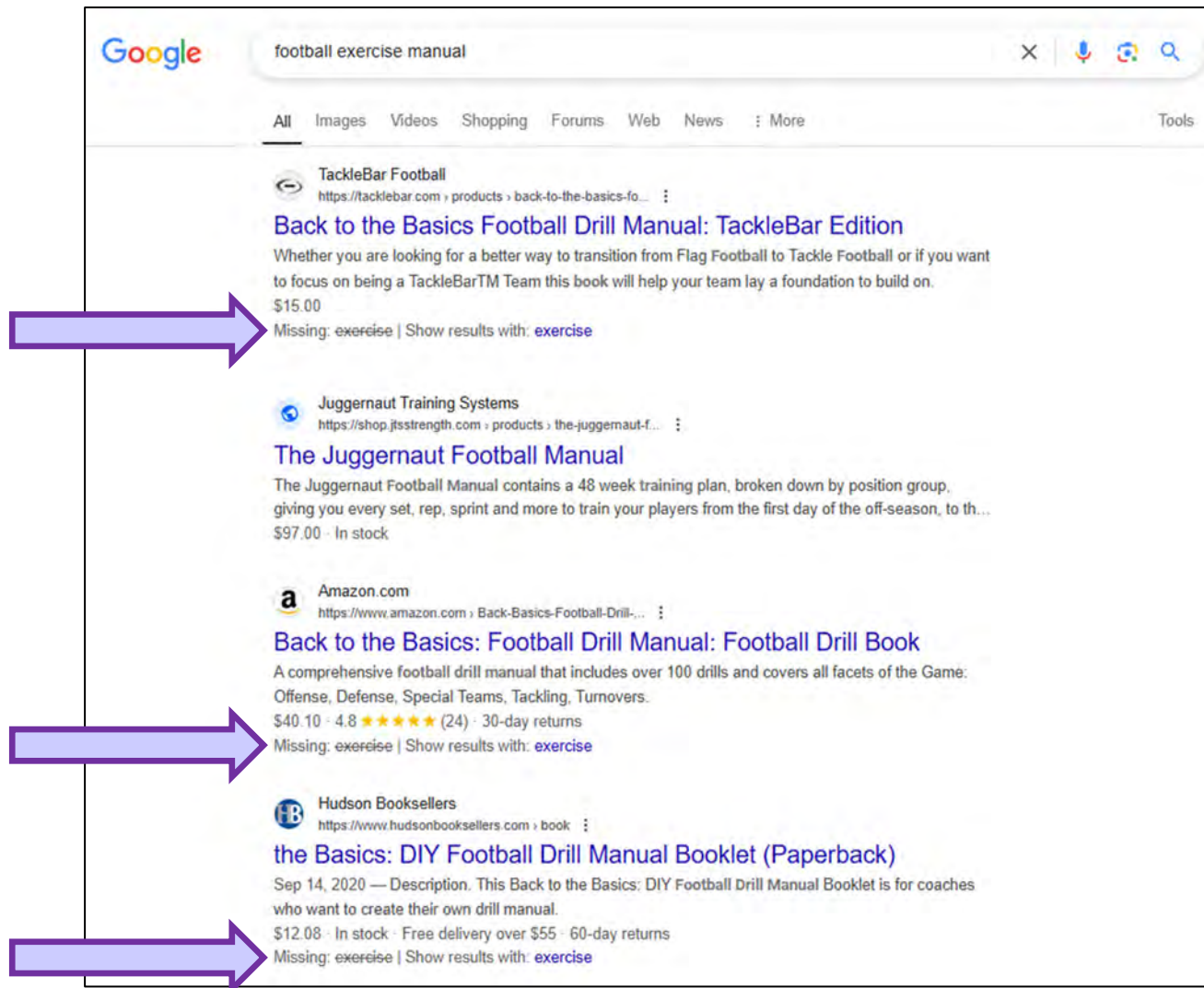
Note: A good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

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

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Claim [3]	
<p>[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:</p> <ul style="list-style-type: none">(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
<p>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).</p>	

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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 [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) .	

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[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

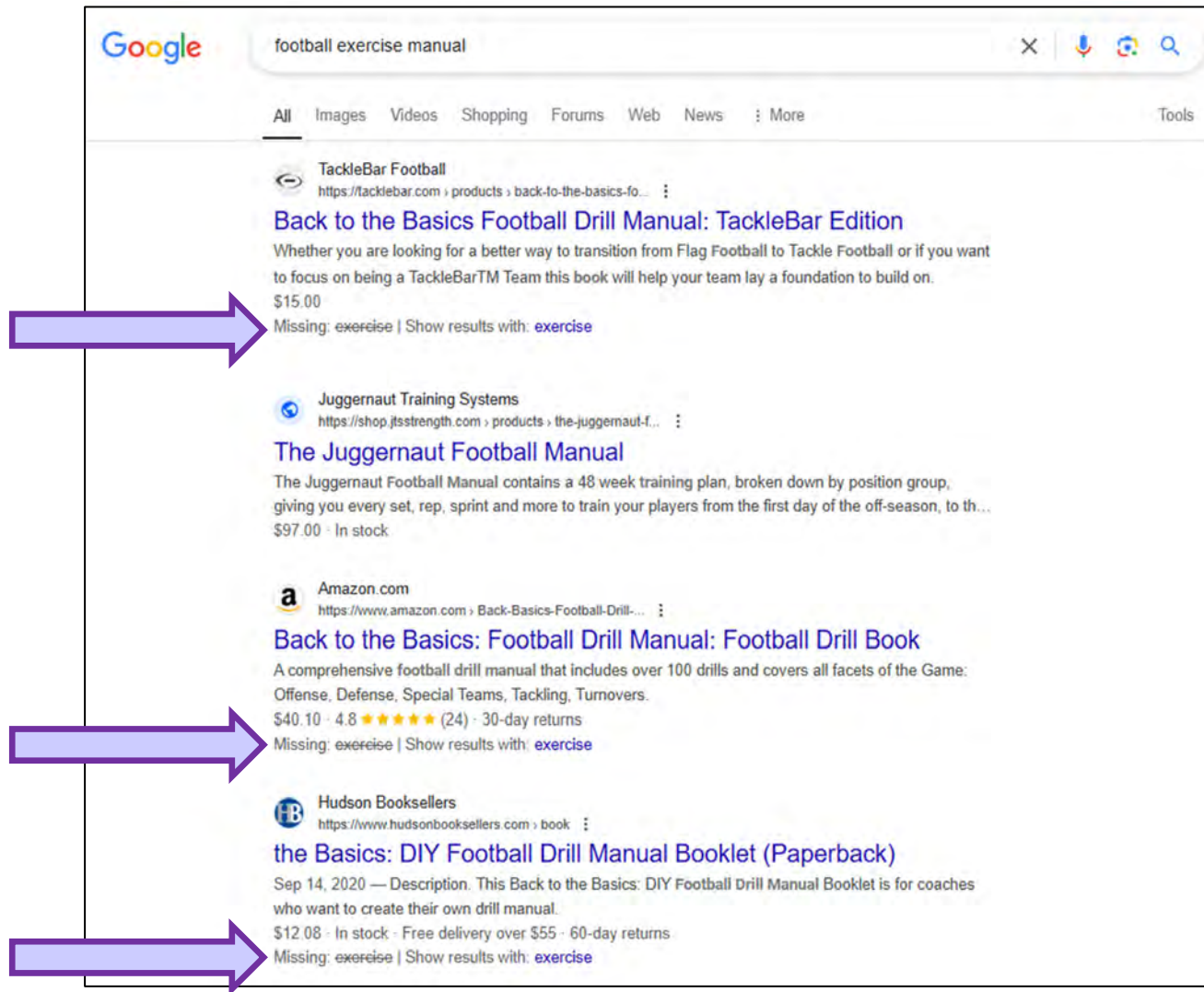


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[4] The process of claim 3, wherein the first Internet search result would not have been displayed on the Internet search user interface if, in response to receiving the search request, the search engine was operated by using an “AND” logical operation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

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[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



leavenworth hotels ferrets allowed



All Seasons River Inn

<https://www.allseasonsriverrinn.com> » pet-friendly-leave...

Pet-Friendly Hotel | Leavenworth, WA

Note- we only allow 1 pet per room. We only allow dogs (no cats, chickens, birds, etc).

Pet Owner Responsibilities:

Missing: ferrets | Show results with: ferrets

"ferrets" is missing and annotated

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 [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:

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[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

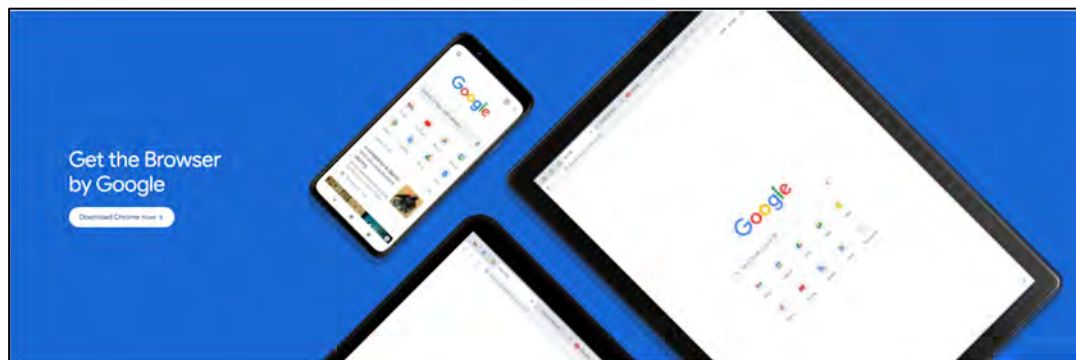


See <https://store.google.com/category/phones?hl=en-US&pli=1>.

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[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

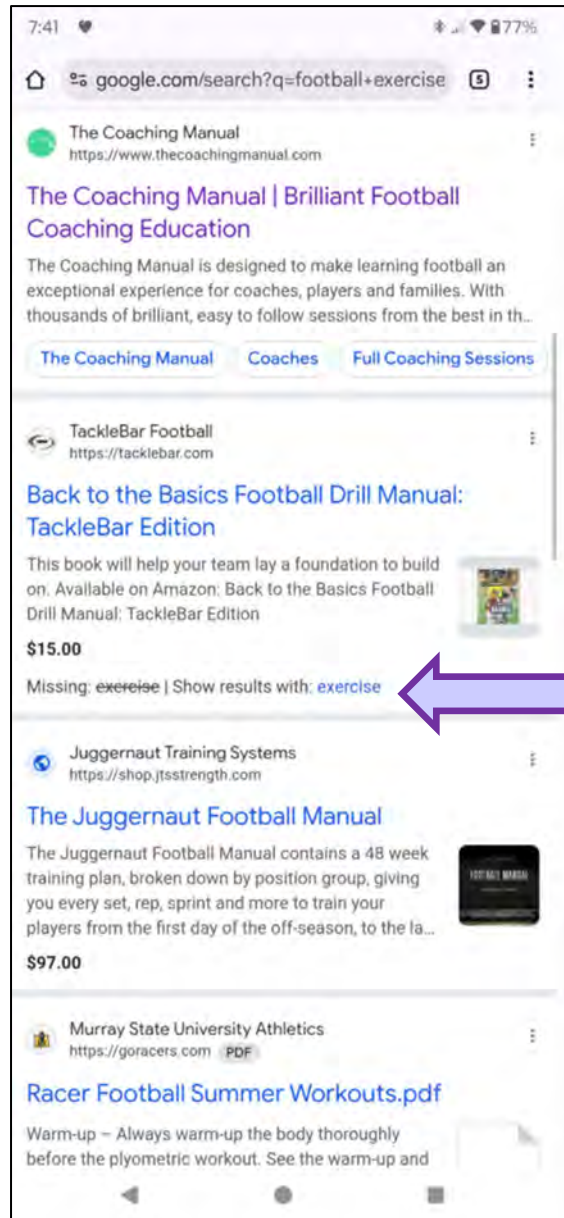


See <https://www.google.com/chrome/browser-features/>.

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

Before clicking hyperlink:

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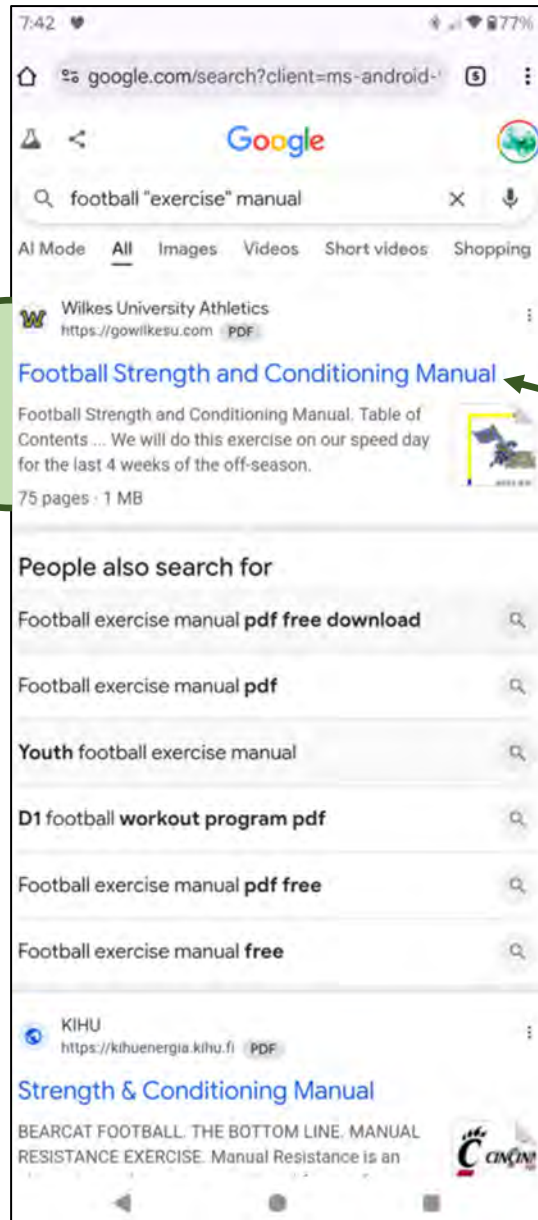


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<p>[6] The process of claim 5, wherein the personal computing device is a smartphone with a smaller display screen than a laptop, desktop, or tablet computer's display screen, and wherein the updated Internet search user interface enables the smaller 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.</p>	<p style="text-align: center;">Google Search</p>
<p>After clicking hyperlink:</p>	

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No scrolling required

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<p>[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.</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p> <p>See also Example Developer Tool Images.</p>	

Claim [7]	
<p>[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.</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p> <p>For example, Google returns results containing synonyms as part of its semantic search.</p>	

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[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

What is semantic search?

Semantic search is a data searching technique that focuses on understanding the contextual meaning and intent behind a user's search query, rather than only matching keywords. Instead of merely looking for literal matches between search queries and indexed content, it aims to deliver more relevant search results by considering various factors, including the relationships between words, the searcher's location, any previous searches, and the context of the search.

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

Keyword search vs. semantic search

While semantic search aims to understand the meaning and intent behind a search, keyword search focuses more so on finding exact matches between the keywords in a query and the keywords in a document. Semantic search does a better job at capturing the user's true information needs, especially with complex queries involving synonyms, ambiguous terms, or implied relationships between concepts.

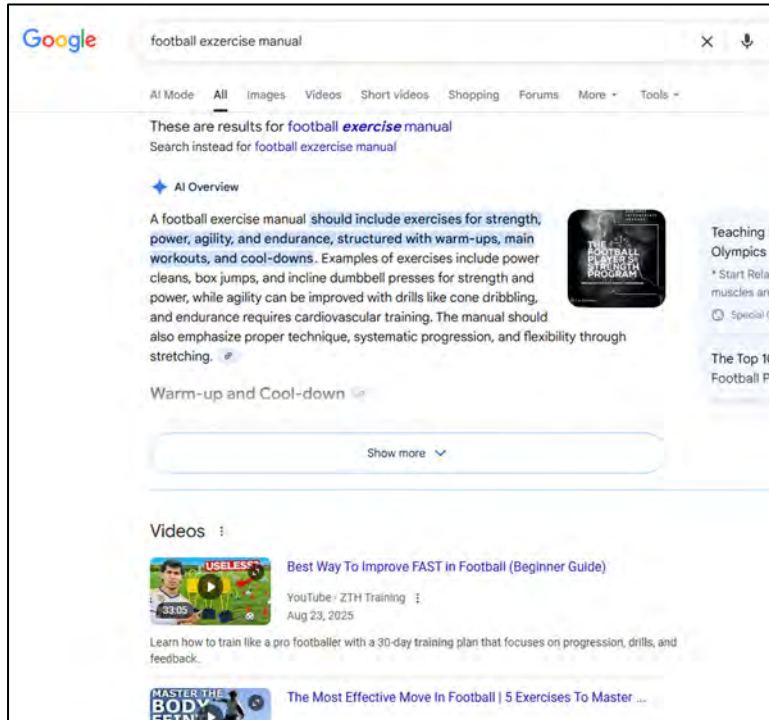
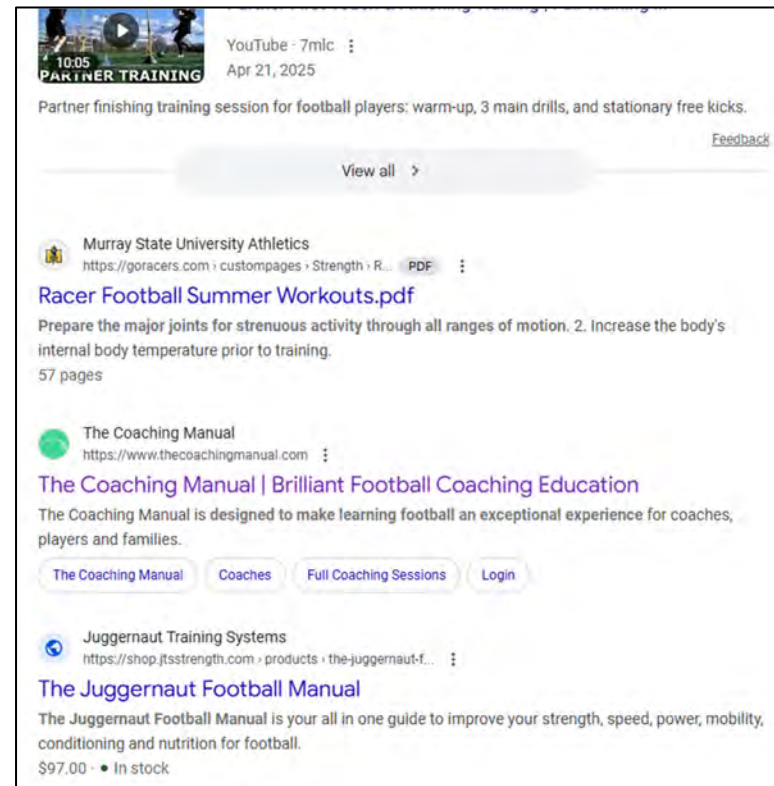
Id.

For example, Google autocorrects misspellings:

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[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.

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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
<p>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.</p> <p>See Claim [6].</p>	

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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

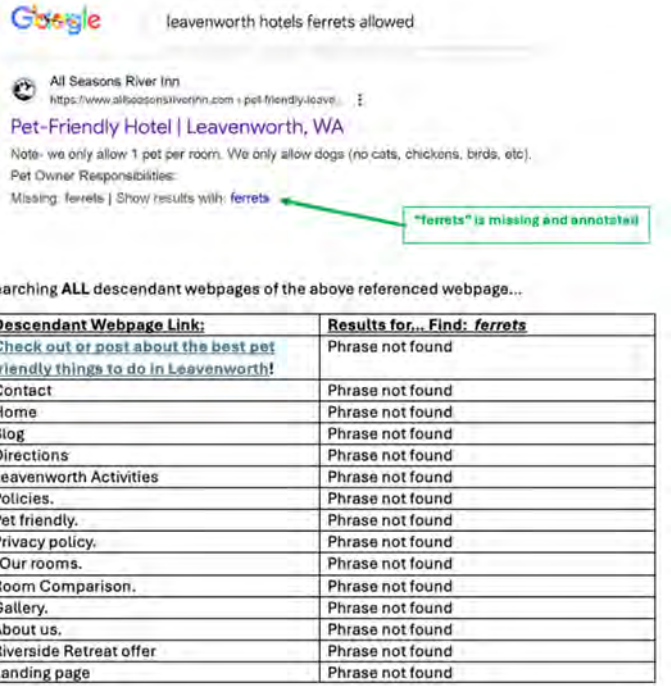
wherein the second webpage is missing a second search term element, wherein the second webpage has one or more second descendant webpages, wherein the second search result grouping not comprising any warning that any of the one or more search term elements is missing from the second referenced webpage 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:

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Google leavenworth hotels ferrets allowed

All Seasons River Inn
<https://www.allseasonsriverrin.com/pet-friendly-leavenworth/>

Pet-Friendly Hotel | Leavenworth, WA

Note- we only allow 1 pet per room. We only allow dogs (no cats, chickens, birds, etc).
 Pet Owner Responsibilities:
 Missing: ferrets | Show results with: **ferrets**

"ferrets" is missing and annotated

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:

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The screenshot shows an eBay search results page for "Ultrasonic Soft Bristles Electric Toothbrushes". The page includes a search bar, filters, and product listings. Annotations highlight a search for the term "fine" and a "Phrase not found" error.

Annotations:

- "fine" is missing but not annotated**: A green box pointing to the search bar.
- Descendant Webpage Includes Missing Term "fine" [Continued on the next page]**: A green box pointing to the search results.
- Phrase not found**: A green box pointing to the search results.

Search Results:

Search for anything

Ultrasonic Soft Bristles Electric Toothbrushes

Stop by category

- Electric Oral & Dental Care
- Electric Toothbrushes
- Air & Water Purifiers
- Toothbrush Replacement Heads

149 results

Soft & Gentle

1" Unit
6" Brush
1" Cable

fine

highlight All

Match Case

Match Diacritics

Whole Words

Phrase not found

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[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:

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[Continued from previous page]

Descendant Webpage Includes Missing Term "fine"

Descendant Page Includes Missing Term

"fine" is present on descendant page

Oral Cleaning Electric Toothbrush Ultrasonic Electric Toothbrush USB Rechargeable

US \$11.20/ea

1 of 1 made

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.

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Claim [10]	
<p>[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.</p>	Google Search
<p>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.</p> <p>See Claim [6].</p>	
Claim [11]	
<p>[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.</p>	Google Search
<p>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.</p> <p>See Claim [7].</p>	

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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):	

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[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.

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<p>[13] The process of claim 2, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and</p> <p>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.</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p>	

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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.

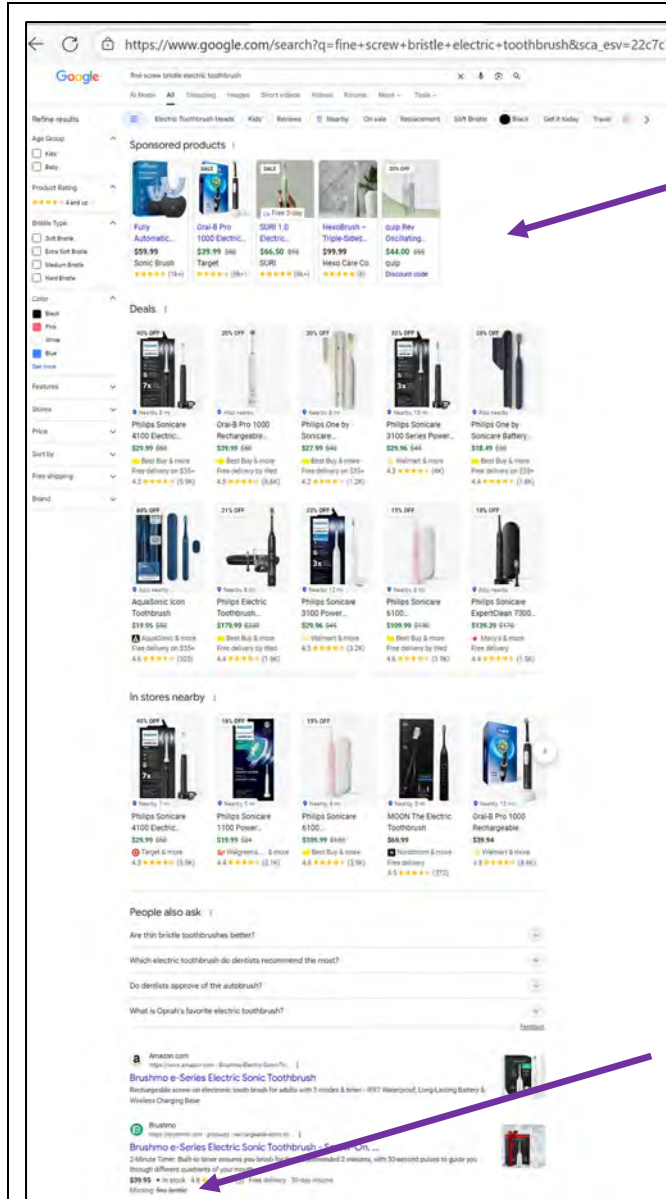
- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might find a difference between the number of clicks on your ad and the number of visits to your website. For YouTube on TV screens, clicks reported are for actions taken on 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”

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<p>[13] The process of claim 2, wherein the selectable advertisement and the first search result grouping are simultaneously viewable on the display screen; and</p> <p>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.</p>	Google Search
<p>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.</p> <p>See also Example Developer Tool Images.</p>	

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

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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

Result 1

Result 2

Result 3

Result 3

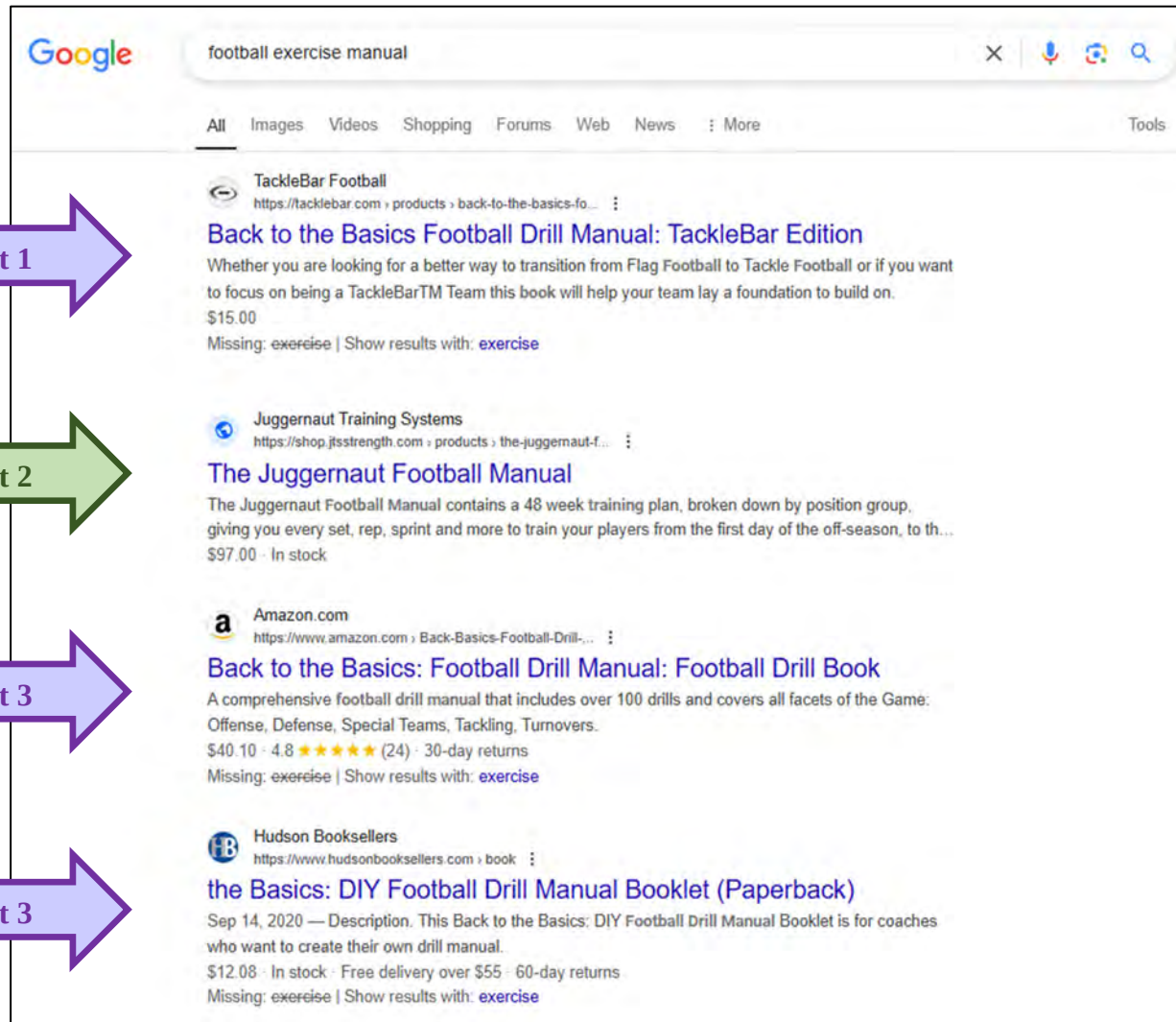


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[14] The process of claim 13, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.	Google Search
See www.google.com (annotated); see also https://www.google.com/intl/en/search/howsearchworks/our-approach/ads-on-search/ ; 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].	

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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].

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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
<p>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.</p> <p>See Claim [5].</p>	

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
<p>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.</p> <p>See Claim [6].</p>	

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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
<p>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.</p> <p>See Claim [7].</p>	

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
<p>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.</p> <p>See Claim [8].</p>	

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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].

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Claim [24]	
<p>[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.</p>	Google Search
<p>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.</p> <p>See Claim [10].</p>	
Claim [25]	
<p>[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.</p>	Google Search
<p>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.</p> <p>See Claim [11].</p>	

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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].	

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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”:	

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

The screenshot shows a Google Shopping search for "football corrugated purchase". The search results are filtered for Chicago, IL 60631. The left sidebar shows filters for Stores, Price, Sort by, Category, Color, Free shipping, Type, Material, and Brand. The main content area displays "Sponsored products" and a "Sponsored result" from ULINE. Below the sponsored result, a product from Creative Design & Supply is highlighted with a purple bracket and a purple arrow pointing to a "Missing: purchase" error message. The error message is enclosed in a purple box with the text "Missing: purchase". Below the error message, the "Popular products" section displays five products: Cardboard Roll - Football - 48" x 25", Custom Football Boxes, Custom Football Boxes Wholesale, Football Packaging | Football Boxes |..., and Fun Express Football-Shaped....

Google
football corrugated purchase

AI Mode All Shopping Images Videos Short videos News More Tools

Refine results

Stores

Walmart

Home Depot

Target

eBay

See more

Price

Under \$100

Over \$100

\$ Min \$ Max Go

Sort by

Price: low to high

Price: high to low

Category

Sheet Stock

Football Helmets

Decorative Signs

Collectible Cards

Football

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 7 3/4" 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
https://creativedesignsupply.com

Corrugated Football - Creative Design & Supply, L.L.C.

Corrugated Football ; SKU: 100000391341 ; UPC: 100000391341 ; Availability: Usually ships within 24 hours. Calculated at Checkout.

\$4.00 • In stock • \$1 delivery

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

Fun Express Football-Shaped... \$24.99 Usually \$35 Oriental Tr... & more

{02191133;v1 }

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

<p>[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;</p>	<p style="text-align: center;">Google Search</p>
<p>Continued:</p>	

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

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



Nearby, 5 mi

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
4.8 (34)



Custom Football Packaging Box
\$19.99
Brilliant Promos



Football Fever Corobuff Corrugat...
\$46.18
H 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
<https://www.amazon.com/Chunful-Cardboard-Decorat...>

Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand-up; this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: ~~corrugated~~ | Show results with: **corrugated**

Half Price Packaging
<https://www.halfpricepackaging.com/sports-football-...>

Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, wild designs, and precise fit for footballs of all materials and remarkable styles.
\$1.00 to \$10.00 4.9 (58)
Missing: ~~purchase~~ | Show results with: **purchase**

"Missing: corrugated"

"Missing: purchase"

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

[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.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.

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.

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

[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].	

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

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:	

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

The screenshot shows a Google Shopping search for "football corrugated purchase". The search results are for Chicago, IL 60631. The left sidebar shows filters for Stores (Walmart, Home Depot, Target, eBay), Price (Under \$100, Over \$100), 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, and Brand. The main results area shows "Sponsored products" and a "Sponsored result" from ULINE. Below these, a result from Creative Design & Supply is highlighted with a purple bracket and a purple arrow pointing to the text "Missing: purchase". A purple box with the text "Missing: purchase" is also present. The bottom section shows "Popular products" including Cardboard Roll - Football, Custom Football Boxes, Custom Football Boxes Wholesale, Football Packaging | Football Boxes, and Fun Express Football-Shaped...

Google
football corrugated purchase

AI Mode All Shopping Images Videos Short videos News More Tools

Refine results

Stores
Walmart
Home Depot
Target
eBay
See more

Price
Under \$100
Over \$100
\$ Min \$ Max Go

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 734" 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
https://creativedesignsupply.com · large brown football
Corrugated Football - Creative Design & Supply L.L.C.
Corrugated Football ; SKU: 100000391341 ; M.C. 100000391341 ; Availability: Usually ships within 2
Calculated at Checkout.
\$4.00 In stock Free delivery
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

Fun Express Football-Shaped...
\$24.99 Usually \$38
Oriental Tr... & more

{02191133;v1 }

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

[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:	

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

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



Nearby, 5 mi

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
4.8 ★★★★★ (34)



Custom Football Packaging Box
\$19.99
Brilliant Promos



Football Fever Corobuff Corrugat...
\$46.18
H 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
<https://www.amazon.com/Chunful-Cardboard-Decorat...>

Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand-up: this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

Half Price Packaging
<https://www.halfpricepackaging.com/sports/football...>

Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, vivid designs, and precise fit for footballs of all materials and remarkable styles.
\$1.00 to \$10.00 4.8 ★★★★★ (58)
Missing: purchase | Show results with: purchase

"Missing: corrugated"

"Missing: purchase"

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

[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.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 [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).	

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The screenshot shows a Google Shopping search for "football corrugated purchase". The search results are filtered for Chicago, IL 60631. The left sidebar shows filters for Stores, Price, Sort by, Category, Color, Free shipping, Type, Material, and Brand. The main results area displays "Sponsored products" and a "Sponsored result" from ULINE. Below these, a product from Creative Design & Supply is highlighted with a purple box and a purple arrow pointing to it. The product is "Corrugated Football - Creative Design & Supply L.L.C." with a price of \$4.00. A purple box with the text "Missing: purchase" is overlaid on the right side of the page, with a purple arrow pointing to the product. Below the highlighted product, there is a "Popular products" section with five items: Cardboard Roll - Football, Custom Football Boxes, Custom Football Boxes Wholesale, Football Packaging | Football Boxes, and Fun Express Football-Shaped...

Google
football corrugated purchase

AI Mode All Shopping Images Videos Short videos News More Tools

Refine results

Stores
Walmart
Home Depot
Target
eBay
See more

Price
Under \$100
Over \$100
\$ Min \$ Max Go

Sort by
Price: low to high
Price: high to low

Category
Sheet Stock
Football Helmets
Decorative Signs
Collectible Cards
Football

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 7 3/4" 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
https://creativedesignsupply.com
Corrugated Football - Creative Design & Supply L.L.C.
Corrugated Football ; SKU: 100000391341 ; UPC: 100000391341 ; Availability: Usually ships within 24 hours
Calculated at Checkout.
\$4.00 • In stock • Free delivery
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

Fun Express Football-Shaped... \$24.99 Usually \$38 Oriental Tr... & more

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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:	

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

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



Nearby, 5 m

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
4.8 (34)



Custom Football Packaging Box
\$19.99
Brilliant Promos



Football Fever Corobuff Corrugat...
\$46.18
H 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
https://www.amazon.com/Chunful-Cardboard-Decorat...
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand up; this football themed stand up comes with all the components required for assembly including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

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\$1.00 to \$10.00 (58)
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"Missing: corrugated"

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[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.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 [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):	

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The screenshot shows a Google Shopping search for "football corrugated purchase". The search results are for Chicago, IL 60631. The left sidebar shows filters for Stores (Walmart, Home Depot, Target, eBay), Price (Under \$100, Over \$100), 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, and Brand. The main results area shows "Sponsored products" and a "Sponsored result" from ULINE. Below these, a result from Creative Design & Supply is highlighted with a purple bracket and a purple arrow pointing to a purple box labeled "Missing: purchase". The result is for "Corrugated Football - Creative Design & Supply L.L.C." with a price of \$4.00. Below this, the "Popular products" section shows five items: Cardboard Roll - Football - 48" x 25' (\$39.95), Custom Football Boxes (\$0.10), Custom Football Boxes Wholesale (\$1.50), Football Packaging | Football Boxes (\$0.50), and Fun Express Football-Shaped... (\$24.99).

Google
football corrugated purchase

AI Mode All Shopping Images Videos Short videos News More Tools

Refine results

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Home Depot

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See more

Price

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Decorative Signs

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Footballs

Color

Free shipping

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Material

Brand

Results for Chicago, IL 60631 · Choose area

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Football Fever Corobuff Corrugated Paper... \$46.18 Hubert

Printed Football Stress Ball Reliever | Qty 1 \$0.51 DiscountMugs.com

6ct 734" x 12" Football-Shaped Corrugated Plas... \$24.99 Oriental Trading Company

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Hide sponsored result

Creative Design & Supply
https://creativedesignsupply.com · large brown football

Corrugated Football - Creative Design & Supply L.L.C.

Corrugated Football ; SKU: 100000391341 ; M.C. 100000391341 ; Availability: Usually ships within 2... Calculated at Checkout.

\$4.00 In stock Same day delivery

Missing: purchase | Show results with: purchase

Popular products

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Custom Football Boxes Wholesale \$1.50 Urgent Boxes

Football Packaging | Football Boxes |... \$0.50 PackagingBee

Fun Express Football-Shaped... \$24.99 Usually \$38 Oriental Tr... & more

“Missing: purchase”

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

[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:	

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

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

Nearby, 5 mi

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Amazon.com
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Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand-up: this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

Half Price Packaging
https://www.halfpricepackaging.com/sports/football...
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\$1.00 to \$10.00 ★★★★★ (58)
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"Missing: corrugated"

"Missing: purchase"

Exhibit D
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<p>[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;</p>	<p>Google Search</p>
<p>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.</p> <p>See also Example Developer Tool Images.</p>	

Claim [29.9]	
<p>[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</p>	<p>Google Search</p>
<p>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</p>	

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

<p>[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</p>	<p style="text-align: center;">Google Search</p>
<p>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).</p>	

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

The screenshot shows a Google Shopping search for "football corrugated purchase". The search results are filtered for "Chicago, IL 60631". The left sidebar shows filters for "Refine results", "Stores" (Walmart, Home Depot, Target, eBay), "Price" (Under \$100, Over \$100), "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", and "Brand".

The main results area shows "Sponsored products" and "Sponsored result". The "Sponsored result" is for "Creative Design & Supply" and is highlighted with a purple bracket and a purple arrow pointing to the text "Missing: purchase". The product is "Corrugated Football - Creative Design & Supply L.L.C." with a price of \$4.00. The text "Missing: purchase" is highlighted in a purple box with the text "Missing: purchase".

The "Popular products" section shows five items:

- 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)
- Fun Express Football-Shaped... - \$24.99 Usually \$36 (Oriental Tr... & more)

{02191133;v1 }

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

<p>[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</p>	<p style="text-align: center;">Google Search</p>
<p>Continued:</p>	

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

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



Nearby, 5 m

Sports Boxes | Order Sports Box...
\$0.40 \$4.00
The Custom Boxes



24" Football Helmet Corrugated Plastic Sign Blanks
\$18.28
Hall Signs



VictoryStore 22" Football Helmet...
\$6.00
VictoryStore.com
Free delivery
4.8 (34)



Custom Football Packaging Box
\$19.99
Brilliant Promos



Football Fever Corobuff Corrugat...
\$46.18
H 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
<https://www.amazon.com/Chunful-Cardboard-Decorat...>

Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand-up; this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

Half Price Packaging
<https://www.halfpricepackaging.com/sports-football-...>

Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, vivid designs, and precise fit for footballs of all materials and remarkable styles.
\$1.00 to \$10.00 (58)
Missing: purchase | Show results with: purchase

"Missing: corrugated"

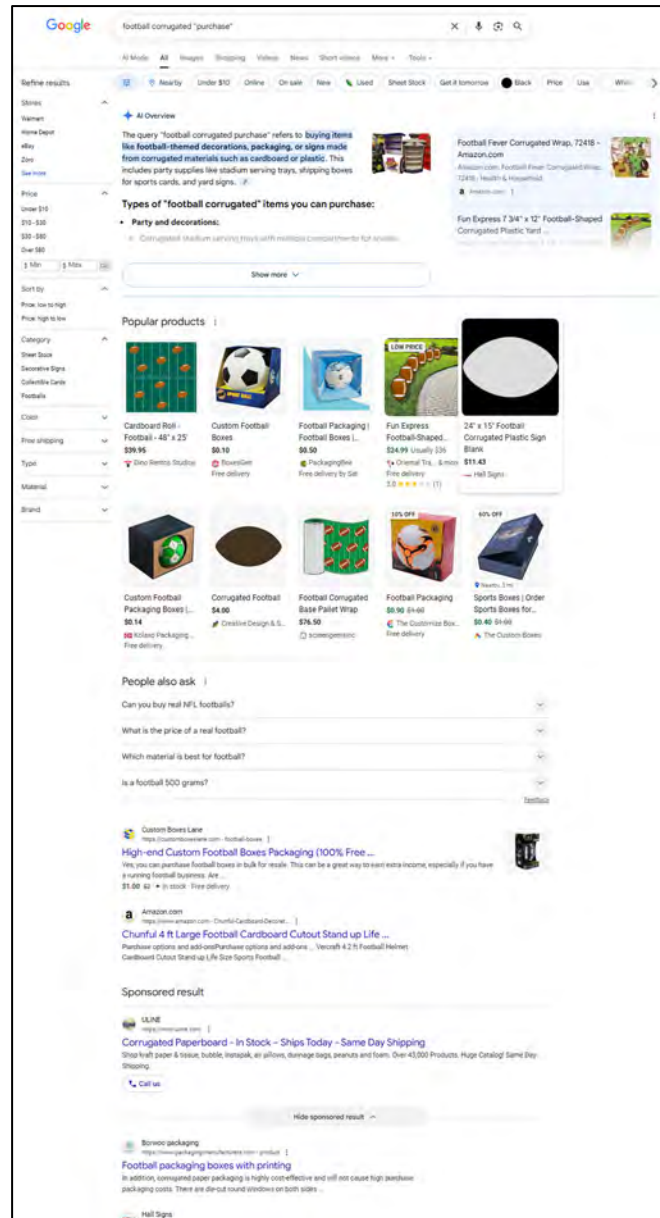
"Missing: purchase"

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

<p>[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</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p> <p>Clicking on the “purchase” hyperlink:</p>	

Exhibit D

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



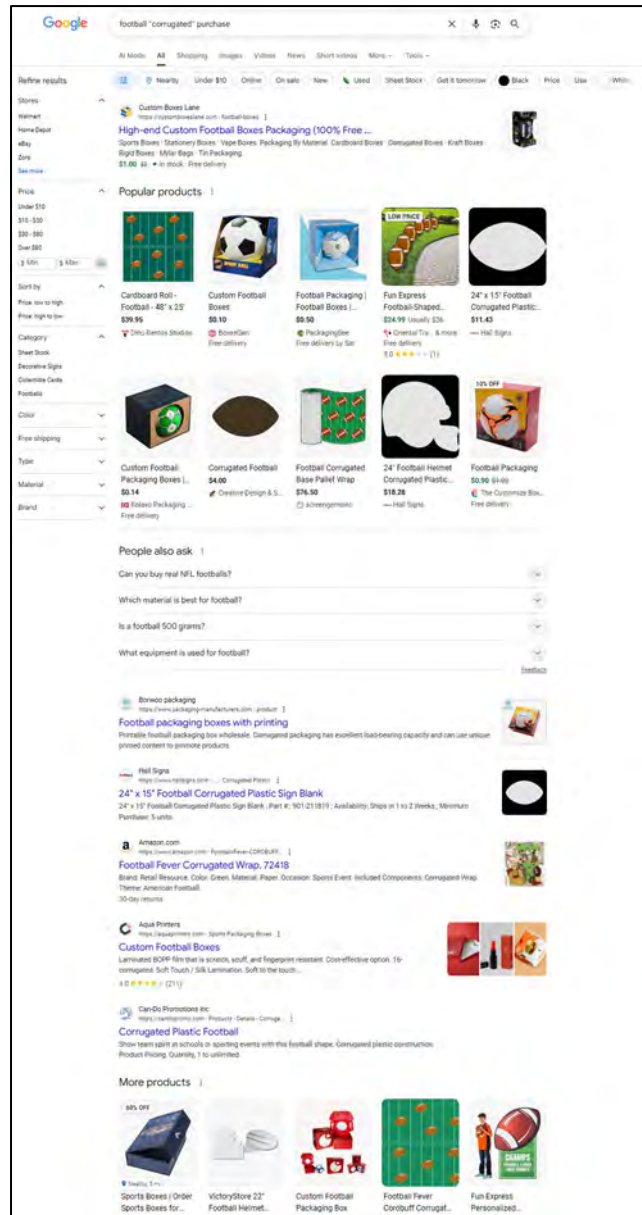
{02191133;v1 }

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

<p>[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</p>	<p style="text-align: center;">Google Search</p>
<p>Clicking on the “corrugated” hyperlink:</p>	

Exhibit D

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



{02191133;v1 }

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

<p>[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</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p> <p>See also Example Developer Tool Images.</p>	

Claim [29.10]	
<p>[29.10] wherein the process is performed on one or more servers located remotely from the personal computing device.</p>	<p style="text-align: center;">Google Search</p>
<p>Google conducts a process that is performed on one or more servers located remotely from the personal computing device.</p> <p>See Claim [1.10].</p>	

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

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
<p>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.</p> <p>See Claim [2].</p>	

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

Claim [31]	
<p>[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:</p> <ul style="list-style-type: none">(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
<p>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).</p>	

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

The screenshot shows a Google Shopping search for "football corrugated purchase". The search bar at the top contains the text "football corrugated purchase". Below the search bar, there are tabs for "All", "Shopping", "Images", "Videos", "Short videos", "News", "More", and "Tools". The "Shopping" tab is selected. On the left side, there are filters for "Refine results", "Stores" (Walmart, Home Depot, Target, eBay, See more), "Price" (Under \$100, Over \$100, \$ Min, \$ Max, Go), "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", and "Brand". The main content area shows "Sponsored products" and "Sponsored result". The "Sponsored products" section includes three items: "Football Fever Corobuff Corrugated Paper..." by Hubert for \$46.18, "Printed Football Stress Ball Reliever | Qty 1" by DiscountMugs.com for \$0.51, and "6ct 7 3/4\" x 12\" Football-Shaped Corrugated Plas..." by Oriental Trading Company for \$24.99. The "Sponsored result" section shows a listing for "Corrugated Paperboard - In Stock - Ships Today - Same Day Shipping" by ULINE. Below this, there is a listing for "Corrugated Football - Creative Design & Supply L.L.C." with a price of \$4.00. A purple bracket highlights the "Type" filter on the left and the "Corrugated Football - Creative Design & Supply L.L.C." listing. A purple arrow points from a box labeled "First text" to the "Corrugated Football - Creative Design & Supply L.L.C." listing. The "Popular products" section at the bottom includes five items: "Cardboard Roll - Football - 48\" x 25\"" by Dino Rentos Studios for \$39.95, "Custom Football Boxes" by BoxesGen for \$0.10, "Custom Football Boxes Wholesale" by Urgent Boxes for \$1.50, "Football Packaging | Football Boxes |..." by PackagingBee for \$0.50, and "Fun Express Football-Shaped..." by Oriental Tr... & more for \$24.99 (usually \$30).

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

<p>[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:</p> <ul style="list-style-type: none">(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.	<p style="text-align: center;">Google Search</p>
<p>Continued:</p>	

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

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

Nearby, 5 mi

Sports Boxes |
Order Sports Box...
\$0.40 \$4.00
The Custom Boxes

24" Football Helmet
Corrugated Plastic Sign
Blanks
\$18.28
Hall Signs

VictoryStore 22" Football Helmet...
\$6.00
VictoryStore.com
Free delivery
4.8 ★★★★★ (34)

Custom Football
Packaging Box
\$19.99
Brilliant Promos

Football Fever
Corobuff Corrugat...
\$46.18
H 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
https://www.amazon.com/Chunful-Cardboard-Decorat...
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand up: this football themed stand up comes with all the comp...
including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

Half Price Packaging
https://www.halfpricepackaging.com/sports-football...
Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, vivid designs, and precise fit for footballs of all...
materials and remarkable styles.
\$1.00 to \$10.00 ★★★★★ (56)
Missing: purchase | Show results with: purchase

Second text

Forst text

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

<p>[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:</p> <ul style="list-style-type: none">(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.	<p style="text-align: center;">Google Search</p>
<p>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.</p>	

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

The screenshot shows a Google Shopping search for "football corrugated purchase". The search results are for Chicago, IL 60631. The left sidebar shows filters for Stores (Walmart, Home Depot, Target, eBay), Price (Under \$100, Over \$100), 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, and Brand. The main results area shows "Sponsored products" and a "Sponsored result" from ULINE. Below these, a result from Creative Design & Supply is highlighted with a purple bracket and a purple arrow pointing to a purple box labeled "Missing: purchase". The result is for "Corrugated Football - Creative Design & Supply L.L.C." with a price of \$4.00. Below this, "Popular products" are listed, including Cardboard Roll - Football, Custom Football Boxes, Custom Football Boxes Wholesale, Football Packaging | Football Boxes, and Fun Express Football-Shaped...

Google
football corrugated purchase

AI Mode All Shopping Images Videos Short videos News More Tools

Refine results

Stores

Walmart

Home Depot

Target

eBay

See more

Price

Under \$100

Over \$100

\$ Min \$ Max Go

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 734" 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
https://creativedesignsupply.com · large brown football

Corrugated Football - Creative Design & Supply L.L.C.

Corrugated Football ; SKU: 100000391341 ; M.C. 100000391341 ; Availability: Usually ships within 2... Calculated at Checkout.

\$4.00 In stock Free delivery

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

Fun Express Football-Shaped... \$24.99 Usually \$38 Oriental Tr... & more

“Missing: purchase”

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

<p>[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.</p>	<p style="text-align: center;">Google Search</p>
<p>Continued:</p>	

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

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



Nearby, 5 mi

Sports Boxes | Order Sports Box...
\$0.40 \$1.00
The Custom Boxes



24" Football Helmet Corrugated Plastic Sign Blanks
\$18.28
Hail Signs



VictoryStore 22" Football Helmet...
\$6.00
VictoryStore.com
Free delivery
4.8 (34)



Custom Football Packaging Box
\$19.99
Brilliant Promos



Football Fever Corobuff Corrugat...
\$46.18
H 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
<https://www.amazon.com/Chunful-Cardboard-Decorat...>

Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand-up: this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: ~~corrugated~~ | Show results with: **corrugated**

Half Price Packaging
<https://www.halfpricepackaging.com/sports/football...>

Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, wild designs, and precise fit for footballs of all materials and remarkable styles.
\$1.00 to \$10.00 4.2 (56)
Missing: ~~purchase~~ | Show results with: **purchase**

"Missing: corrugated"

"Missing: purchase"

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

<p>[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.</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p> <p>See also Example Developer Tool Images.</p>	

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

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
<p>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.</p> <p>See Claim [5].</p>	

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).**

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

[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

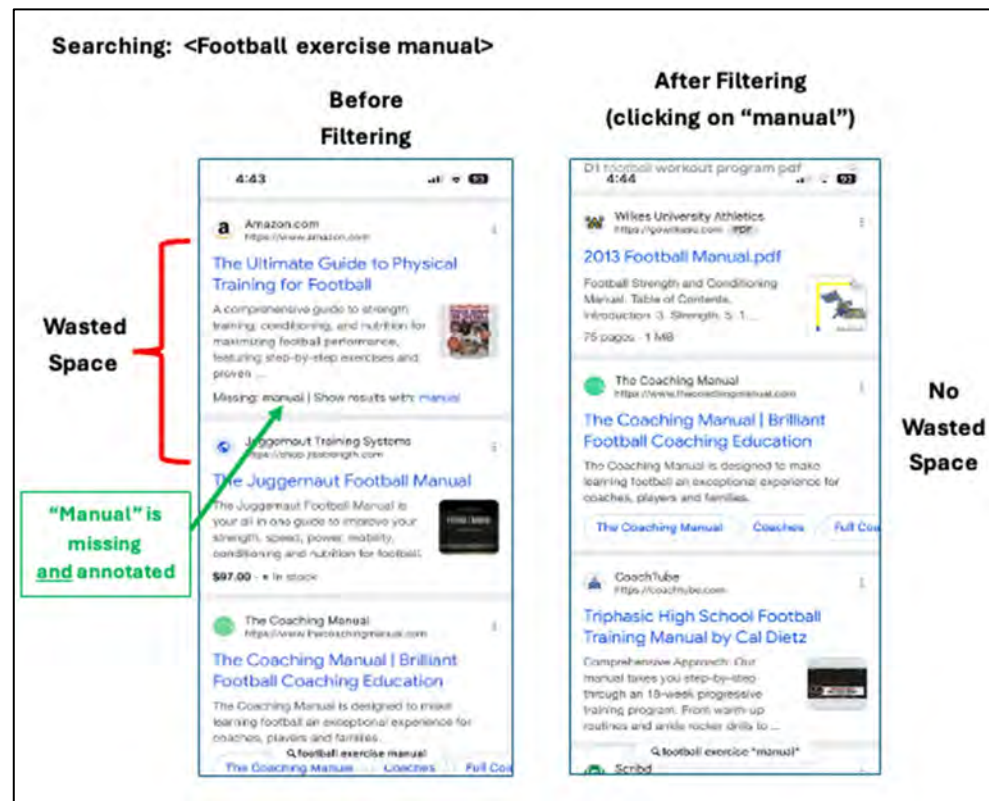


Exhibit D
Infringement of U.S. Patent No. 11,971,937 by Google

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

Claim [36]	
<p>[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.</p>	Google Search
<p>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.</p> <p>See Claim [34].</p>	

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

Claim [37]	
<p>[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</p> <p>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.</p>	Google Search
<p>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).</p> <p>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):</p>	

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

[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.

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

<p>[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</p> <p>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.</p>	<p style="text-align: center;">Google Search</p>
<p>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.</p>	

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

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.

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

The screenshot shows a Google search for "football corrugated purchase". The search results are filtered for "Chicago, IL 60631". The "Sponsored products" section displays three items: "Football Fever Corobuff Corrugated Paper..." for \$46.18, "Printed Football Stress Ball Reliever | Qty 1" for \$0.51, and "6ct 7 1/2\" x 12\" Football-Shaped Corrugated Plas..." for \$24.99. The "Sponsored result" section shows a link to "ULINE" for "Corrugated Paperboard - In Stock - Ships Today - Same Day Shipping". The "Popular products" section displays five items: "Cardboard Roll - Football - 48\" x 25\" for \$39.95, "Custom Football Boxes" for \$0.10, "Custom Football Boxes Wholesale" for \$1.50, "Football Packaging | Football Boxes |..." for \$0.50, and "Fun Express Football-Shaped..." for \$24.99. A purple arrow points from the "Selectable advertisements" box to the "Sponsored products" section. Another purple arrow points from the "Missing: purchase" box to the "Creative Design & Supply" result, which shows a "Missing: purchase" message.

Google

football corrugated purchase

Refine results

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

Football

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 7 1/2" 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 https://creativedesigndesignsupply.com

Corrugated Football - Creative Design & Supply L.L.C.

Corrugated Football ; SKU: 100000391341 ; UPC: 100000391341 ; Availability: Usually ships within 2

Calculated at Checkout.

\$4.00 In stock \$4.00 delivery

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

Fun Express Football-Shaped... \$24.99 Usually \$36 Oriental Tr... & more

Selectable advertisements

"Missing: purchase"

{02191133;v1 }

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

<p>[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</p> <p>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.</p>	<p style="text-align: center;">Google Search</p>
<p>Continued:</p>	

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

The screenshot shows a Google search for "football corrugated purchase". The top result is a product listing for "24" x 15" Football Corrugated Plastic Sign Blank" with a price of \$18.28. Below this is a "More products" section with five items: "Sports Boxes" (60% OFF, \$0.40), "24" Football Helmet Corrugated Plastic Sign Blanks" (\$18.28), "VictoryStore 22" Football Helmet" (\$6.00), "Custom Football Packaging Box" (\$19.99), and "Football Fever Corobuff Corrugated" (\$46.18). Below the products is a "People also ask" section with four questions: "Can you buy real NFL footballs?", "Which material is best for football?", "Is a football 500 grams?", and "Who provides footballs for NFL games?". At the bottom are two search results: "Chunful 4 ft Large Football Cardboard Cutout Stand up ..." from Amazon.com and "Custom Football Boxes for Sports Equipment Retailers" from Half Price Packaging. Annotations include a purple box labeled "Selectable advertisements" pointing to the product listings, and two purple boxes labeled "Missing: corrugated" and "Missing: purchase" pointing to the search filters in the bottom results.

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
Nearby, 5 mi
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
4.8 (34)

Custom Football Packaging Box
\$19.99
Brilliant Promos

Football Fever Corobuff Corrugat...
\$46.18
H 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
https://www.amazon.com/Chunful-Cardboard-Decorat...
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand up: this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

Half Price Packaging
https://www.halfpricepackaging.com/sports/football...
Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, bold designs, and precise fit for footballs of all materials and remarkable styles.
\$1.00 to \$10.00 · 4.8 (58)
Missing: purchase | Show results with: purchase

Selectable advertisements

"Missing: corrugated"

"Missing: purchase"

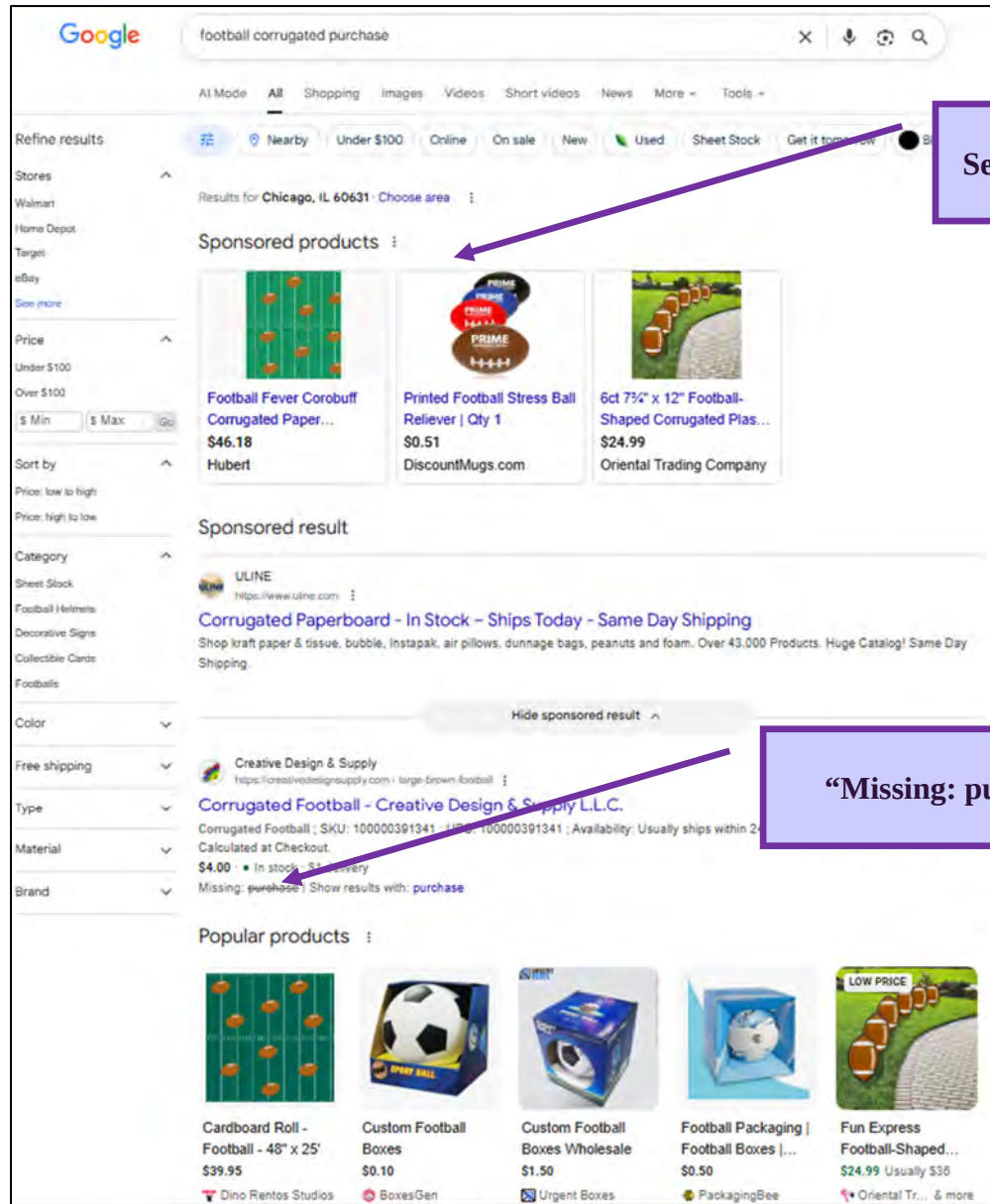
{02191133;v1 }

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

<p>[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</p> <p>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.</p>	Google Search
<p>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.</p> <p>See also Example Developer Tool Images.</p>	

Claim [38]	
<p>[38] The process of claim 37, wherein the selectable advertisement and the first or second search result grouping are adjacent to each other.</p>	Google Search
<p>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).</p>	

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



Selectable advertisements

“Missing: purchase”

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

[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:	

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

The screenshot shows a Google search for "football corrugated purchase". The top result is a product listing for "24" x 15" Football Corrugated Plastic Sign Blank" with a price of \$18.28. Below this is a "More products" section with five items: "Sports Boxes" (60% OFF, \$0.40), "24" Football Helmet Corrugated Plastic Sign Blanks" (\$18.28), "VictoryStore 22" Football Helmet" (\$6.00), "Custom Football Packaging Box" (\$19.99), and "Football Fever Corobuff Corrugated" (\$46.18). Below the products is a "People also ask" section with four questions. At the bottom are two search results: "Chunful 4 ft Large Football Cardboard Cutout Stand up ..." from Amazon.com and "Custom Football Boxes for Sports Equipment Retailers" from Half Price Packaging. Annotations include a purple box labeled "Selectable advertisements" pointing to the product listings, a purple box labeled "Missing: corrugated" pointing to the Amazon result, and a purple box labeled "Missing: purchase" pointing to the Half Price Packaging result.

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
Nearby, 5 mi
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
4.8 (34)

Custom Football Packaging Box
\$19.99
Brilliant Promos

Football Fever Corobuff Corrugat...
\$46.18
H 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
https://www.amazon.com/Chunful-Cardboard-Decorat...
Chunful 4 ft Large Football Cardboard Cutout Stand up ...
Football 3D Cardboard Cutout Stand up: this football themed stand up comes with all the components for quick set up including: HD printed PVC panels, ...
Missing: corrugated | Show results with: corrugated

Half Price Packaging
https://www.halfpricepackaging.com/sports/football...
Custom Football Boxes for Sports Equipment Retailers
Our football boxes offer unparalleled durability, vivid designs, and precise fit for footballs of all materials and remarkable styles.
\$1.00 to \$10.00 (58)
Missing: purchase | Show results with: purchase

Selectable advertisements

"Missing: corrugated"

"Missing: purchase"

{02191133;v1 }

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

[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.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 [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.	