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Rosetta Stone v. Google (Joint Appendix)


Research Projects and Empirical Data

3-4-2004

# Vol. IX, Tab 46 - Ex. 40 - Document TMprocess.txt Trademark meeting 3/4

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TMprocess.TXT

Trademark mtg 3/4

- Data is based on exact match, not broad.
- Small number of advertisers will feel a significant revenue impact (~20)
- Some clients concerned about impact on brand name, even if revenue impact is low.
- Emotional attachment to TM terms, plus loss of 5cent advantage
- Communications around not making TM owners mad is key to minimize revenue loss.

Trademark mtg 3/18

- new policy after successful usability tests
- allow clients to run on TM terms, but not use in ad text.
- global TMs -- new keyword state, approved with TM restriction - show only in US and Canada

TM restricted cannot be used in dynamic kw insertion - make sure all kw insertion has defaults!

Will be incorporated into auto-approver

streamline process for TM team. possibility of putting form online for TM complaints.

mtg 3/23

- need to talk with alana/dara about escalation
- need to figure out what workflow is for coordinators and reps

communication:

- we will no longer disable keywords on TM terms US/Canada
- we will still review TM complaints as they come in regarding ad text
- advertisers are responsible for keywords and ad text they choose
- we will perform a limited investigation as a courtesy to advertisers
- not sure if it violates our privacy policy to give out advertiser info about TM's
- do not recommend trademark terms as keywords
- internationally:
- TM laws are country specific
- will allow TM terms as keywords in us and Canada, elsewhere it's the same as before

MEETING 3/26

- TM policy timed with approval bin automation (EOM)
- Escalation through TM queue in Trakken, and then Rose.
- legal tm (which is going to be Rose) will handle
- about 250 online advertisers need to be contacted
- alana will get and scrub list. we need to tier it so Tierland2 can call clients.
- will contact tm people at contact info we got with tm letter
- not sure about drop date for communication, prob week of 4/5

MEETING 4/5

- notification goes out 4/8
- will not process backlog re: kw's if we get to it after 4/8
- moving forward from that time, only process creatives
- translations needed

Page 1



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Δ π EXHIBIT 8  
 Deponent Karen  
 Date 3/2/10 Rptr. MA  
 www.getgoogle.com

...process.txt  
-data is scrubbing list for Tiers 1/2. will call on 4/7.

THIS PORTION OF THE JOINT APPENDIX

IS FILED UNDER SEAL

SPAZIANO  
EXHIBIT 43

Page 2

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