

wherein the Defendant's "Quality Score" module may exclude this person from participating as one of the leads or ads;

thereby creating an unfair marketplace; and

forcing some groups of its customers to pay more for leads and ads than other groups of customers, while giving some valuable leads to their own selected partners or themselves;

and do so secretly.

Discovery of the Defendant's Quality Score system:

should be not be considered confidential or privileged information because it has nothing to do with the success of the Maximum Price system;

nor does such system have any significant or substantial beneficial effects to the success of Defendant's Maximum Price system.

The Defendant's Maximum Price would work better without Quality Score system. No vendor who understands how subtle changes in software can dramatically affect the characteristics of global economic marketplaces would ever use this Quality Score module except for exceptions, which should be very low in number, and hence insignificant. Few people or companies would be interested in copying the Quality Score module because its of little commercial value, and is only a vehicle for fraud and exceptions.

The reason the Defendant does not want discovery of its Quality Score system is because it will show how the Defendant commits fraud for its favorite customers by giving them the most valuable leads in a secret and unfair way.

A "Lead Exception" is defined as an event where a customer sets his maximum price in a high enough amount to be listed as a lead or an ad, but is denied being listed because of some other reason;

or where a customer sets his maximum price too low to be listed as a lead or an ad, but is listed regardless.

All infringers, resellers and custodians of Patent 732 technology who use their own code to generate leads will eventually have their code certified by the Patent 732 Owners to ensure the code does not produce fraud. Marketplace makers using the Patent 732 technology are, and will be required to submit exception

reporting on a monthly basis to Patent 732 owners to enable the Patent 732 owners to analyze the data to prevent excessive fraud.

The Defendant is claiming they should be allowed to continue to implement a system that produces excessive fraud and not be forced to adhere to proper rules that prevent fraud, wherein such rules are set by the Patent 732 Owners.

The most qualified person to review the computer code such as the Quality Score code, is the person with the most expertise in reviewing Maximum Price code and who also has been in the business of respecting other company's intellectual property for over 20 years, which is the Plaintiff. As Plaintiff business grows, he will train others to be able to inspect code. At this date, the only person with qualified training is the Plaintiff.

The quality score mathematically always converges toward insignificance or diverges toward fraud. Quality Score is a way for Google to fraudulently decide who gets on top, even if you set a maximum price higher than someone else. It's simple fair economics, and only those skilled in economics and software understand how subtle changes in software can create tremendous fraudulent rippling effects throughout the economy.

Discover will show that their Quality Score has no significant effect, and the only effects are to keep out inappropriate things or defraud people by helping others.

In the beginning and the end the maximum price is the invisible hand that creates the magic real time pricing system that keeps providers coming back to conduct repeat business to pay over \$16 billion per year for leads and ads generated by the Maximum Price system invented by the Plaintiff, which results in an estimated \$300 to \$400 billion of commerce each year. Google stole and copied the technology from the Plaintiff through the very tight network of venture capital organizations, and tried to add some components to try and hide infringement, and decided to use everyone's technology unless a court order was issued or was imminent. Regardless of the conclusions reached about the real effects of the Quality Score module, in any event, Google's Maximum Price AdWords actually infringes or substantially infringes, and therefore the Quality Score module does not significantly affect infringement.

