2-20-2004

Vol. XXIII, Tab 60 - Ex. 7 - Email from Prashant Fuloria (Google Product Management Director)

Prashant Fuloria
Google

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Evan Combs

From: Prashant Fuloria [fuloria@google.com]
Sent: Friday, February 20, 2004 11:40 AM
To: 'Jane Butler'
Subject: RE: Trademark policy transition - update (2/20)

Eric Filler has requested that we do this on Wednesday instead (late morning PST or later) so that his team can come up with some good analysis. So we will do it then.

Prashant

--- Original Message ---
From: Jane Butler [mailto:ibulcer@google.com]
Sent: Friday, February 20, 2004 11:39 AM
To: Prashant Fuloria
Subject: RE: Trademark policy transition - update (2/20)

Hi Prashant - do you know what time the meeting will be on Tuesday?

--- Original Message ---
From: Prashant Fuloria [fuloria@google.com]
Sent: Friday, February 20, 2004 11:01 AM
To:Центральных сервисов[gmail.google.com]; adinanzer@google.com; barb@google.com; canulsha@google.com; cgray@google.com; ibus@google.com; clausnitz@google.com; davids@google.com; david@google.com; dataco@google.com; echo@google.com; efiller@google.com; erice@google.com; garywill@google.com; goutten@google.com; jaswee@google.com; keewa@google.com; krain@google.com; elena@google.com; pickers@google.com; prithee@google.com; rhomsey@google.com; salin@google.com; shery@google.com; timr@google.com; wawlin@google.com; 'Larry Page'; 'Sonathan Rosenberg'
Cc: Prashant Fuloria; 'Alina Koen'; knausson@google.com; 'Bismarck Leep'; 'Rosa Hug'; 'Ramsey Homans'; 'Leshka Samarasinha'; 'David Krane';
Michael Mayfield; 'Ted Souder'; pjcoulie@google.com; 'Jane Butler';
efiller@google.com; jessica L Bluest; 'Maria Stone'; 'Kerry Radda';
'Nikhil Blaha'; kulpreet@google.com
Subject: Trademark policy transition - update (2/20)

SUMMARY

(1) Transition teams in place and coordinated

REDACTED
(2) Meeting to be scheduled next week for more detailed update on experiment results; tangible transition progress

TRANSITION TEAM
- Alana (approval policy changes, general TM owner oversight)
- Kabir (online sales & op training)
- Bismarck (direct sales training & coordination)

9/16/2004
RE: Trademark policy transition - update (2/20)

- Loghi (external communication including phone script, email templates, internal slide deck)
- David Krane, Michael Meyers (PR strategy)
- Tod Souder (represent CSR's)
- John DiCola (represent sales rep)
- Jane Butler (represent VMG)
- Eric Filter, James Black (client KCI analyses, Google revenue impact analysis)
- Miriam Wyen (AsWord writing)
- Peter Change (Syndication partner impact)
- REDACTED (overall coordination, product changes)

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