




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:jbutler@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 [mailto:fuloria@google.com]
Sent: Friday, February 20, 2004 11:01 AM
To: ush@google.com; adimarco@google.com; bart@google.com; canilich@google.com; cgray@google.com; theo@google.com; christina@google.com; davidh@google.com; david@google.com; dscacco@google.com; echa@google.com; efiller@google.com; erica@google.com; gaynell@google.com; goutami@google.com; jham@google.com; kctw@google.com; kristin@google.com; alana@google.com; pkeane@google.com; petcro@google.com; rhomsany@google.com; salar@google.com; sheryl@google.com; tim@google.com; wnuller@google.com; 'Larry Page'; 'Jonathan Rosenberg'
Cc: 'Prashant Fuloria'; 'Aina Karen'; knusson@google.com; 'Bismarck Lepc'; 'Rose Haguri'; 'Ramsey Homsany'; 'Leshika Samarasinghe'; 'David Krane'; 'Michael Mayzel'; 'Ted Souder'; jdicola@google.com; 'Jane Butler'; efiller@google.com; 'Jessica L Blum'; 'Maria Stone'; 'Kerry Ruddon'; 'Nikhil Bhatia'; kulpreet@google.com
Subject: Trademark policy transition - update (2/20)

SUMMARY

(1) Transition team in place and coordinated

REDACTED

(3) 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 mgmt)
- Kabir (online sales & ops training)
- Bismarck (direct sales training & coordination)

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REDACTED

- Leshika (external communication including phone script, emails templates, internal slide deck)
- David Krane, Michael Mayzel (PR strategy)
- Ted Souder (represent CSR's)
- John DiCola (represent sales raps)
- Jane Butler (represent VMG)
- Eric Filter, Jessica Bluet (client ROI analyses, Google revenue impact analysis)
- Miriam Wynn (AdWords writing)
- Peter Change (Syndication partner impact)
- Prashant (overall coordination, **REDACTED** product changes)

REDACTED

EXHIBIT

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