




6-9-2004

Vol. VIII, Tab 39 - Ex. 1 - Email from Lepe Bismarck

Lepe Bismarck
Google

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Evan Combs

From: Bismarck Lepe [bismarck@google.com] on behalf of sps-prod@google.com
Sent: Wednesday, June 09, 2004 1:57 AM
To: ad-sales@google.com
Subject: Update : Trademarks (US/NA) - Trademark Policy Launching 6/15/2004

Trademark Update

On 6/15/2004, Google's Trademark complaint investigations will no longer result in Google monitoring or restricting keywords for ads served in the US and Canada. This is the policy change that we relayed to our advertisers several weeks ago.

Because there will have been a significant lapse of time since the policy change was first announced and its actual implementation, we're providing an email template that you can use to inform your large strategic clients of the launch date.

Resources

- [Trademark Communication Page](#)
- [6/15 Trademark Communication Email](#) : Please feel free to send to your advertiser starting 6/10/2004.

Things to Note

- Policy will only apply to new ads - we will not retroactively approve keywords that were previously denied for containing trademarked terms, unless the advertiser submits a new request.
- Policy only affects queries that trigger ads to show in the US and Canada
- We should remember that this is a change that will benefit everybody including our advertisers, so please do not apologize for the change.
- You should escalate any and all legal questions/threats to the legal team (legal_tm@google.com)
- If you have further general questions, please contact Bismarck Lepe (bismarck@google.com)

Thank you,

Trademark Launch Team

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9/16/2004

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