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Vol. IX, Tab 47 - Ex. 23 - Deposition of Jonathan Alferness (Google AdWords Product Manager)

Jonathan Alferness
Google

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IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

ROSETTA STONE, LTD.,

Plaintiff,

vs.

GOOGLE, INC.,

Defendant.

CASE NO.
1:09-cv-00736 (GBL/TCB)

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

DEPOSITION OF
JONATHAN ALFERNESS
PALO ALTO, CALIFORNIA
MARCH 12, 2010

Reported by Katherine E. Lauster, CSR No. 1894



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1 two components, the promotion and disabling component,
 2 that utilizes a system called "good click." Good click
 3 has a number of signals that it incorporates, including
 4 some signals that -- that reflect the, sort of, overall
 5 quality of the user experience on that landing page.

REDACTED

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