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UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

RENE CABRERA and RM CABRERA COMPANY, INC., Individually and On Behalf of All Others Similarly Situated,

Plaintiffs,

v.

GOOGLE LLC,

Defendant.

Case No. 11-cv-1263-EJD

REPLY MEMORANDUM OF POINTS AND AUTHORITIES IN FURTHER SUPPORT OF (I) PLAINTIFFS' MOTION FOR FINAL APPROVAL OF SETTLEMENT AND ALLOCATION METHODOLOGY; AND (II) CLASS COUNSEL'S MOTION FOR ATTORNEYS' FEES, LITIGATION EXPENSES AND SERVICE AWARD

Date: August 21, 2025
Time: 9:00 a.m.
Place: Courtroom 4, 5th Floor
Judge: Hon. Edward J. Davila

Plaintiffs Rene Cabrera and RM Cabrera Company, Inc. (together, "Plaintiffs"), on behalf of themselves and the Court-certified Classes, and Class Counsel respectfully submit this reply memorandum of points and authorities in further support of: (i) Plaintiffs' Motion for Final Approval of Settlement and Allocation Methodology (Dkt. No. 889), and (ii) Class Counsel's Motion for Attorneys' Fees, Litigation Expenses and Service Award (Dkt. No. 890) (together, the "Motions").[1]

I. INTRODUCTION

As detailed in Plaintiffs' and Class Counsel's opening papers in support of the Motions filed on June 13, 2025 (Dkt. Nos. 889-891) ("Opening Papers"), the proposed Settlement—providing for a $100 million non-reversionary payment in exchange for the resolution of all claims asserted in the Action against Google LLC—is an excellent result for the Classes. The Settlement is the culmination of 14 years of litigation which ended just seven weeks before trial, protracted arm's-length negotiations between experienced counsel, and, ultimately, the Parties' acceptance of Judge DeMarchi's proposal to resolve the Action for the Settlement Amount.

The Settlement accounts for the substantial risks involved in taking this complex Action to trial, as well as the delay and continued expense of post-trial appeals. The Settlement Amount (after deduction of Court-approved fees and expenses) will be distributed fairly to Class Members pursuant to the Allocation Methodology developed in consultation with Plaintiffs' damages expert. In addition, Class Counsel's request for a 33% fee and Litigation Expenses is fair and reasonable considering the result achieved for the Classes, the extent and caliber of the work performed by Class Counsel over the course of 14 years, and the risks of taking the case to trial.

Given the quality of the Settlement, it is perhaps not surprising that the Classes' response has

[1] Unless otherwise defined, all capitalized terms shall have the meanings ascribed to them in the Class Action Settlement and Release Agreement dated March 27, 2025 (Dkt. No. 877-1), or in the Joint Declaration of Matthew L. Mustokoff and Andrew G. Pate dated June 13, 2025 (Dkt. No. 891).

been positive. In accordance with the Court's April 16, 2025 Order Preliminarily Approving Settlement and Authorizing Notice of Settlement (Dkt. No. 882) ("Preliminary Approval Order"), the Settlement Administrator, Angeion Group, LLP ("Angeion"), conducted an extensive notice campaign, including sending notice by email and/or First-Class U.S. Mail to potential Class Members, transmitting the Settlement Ads over various media platforms, and posting relevant information and documents, including the long-form Notice and the Opening Papers, on the Settlement Website, www.AdWordsClicksClassAction.com.[2] Defendants also issued notice pursuant to the Class Action Fairness Act of 2005, 28 U.S.C. § 1715 *et seq*. Dkt. No. 879. This notice campaign informed Class Members of the Settlement as well as their options regarding form of payment, requesting exclusion from the Classes, and submitting an objection.

In response to this robust notice campaign, there have been ***no objections*** to any aspect of the Settlement, including the requested attorneys' fees, Litigation Expenses, and Service Award to Plaintiffs—a stark indication that the Settlement is fair and reasonable and should be approved. In addition, there have been 600 requests for exclusion received in connection with the Settlement, ***of which 518 were submitted by the same individual***. *See* Ex. D to Supp. Weisbrot Decl. (list of exclusion requests for Settlement phase). These requests for exclusion, along with the 73 exclusion requests received in connection with Class Notice, represent an exceedingly small portion (roughly 0.014%) of potential Class Members.[3] As of August 6, 2025, Angeion has received just under 48,000 Payment Forms, which are associated with 22,011 unique Customer IDs reflected in Google's data. Supp. Weisbrot Decl., ¶ 28. These 22,011 unique Customer IDs represent approximately $24.3 million in damages. *Id*., ¶ 30. Efforts to reach Class Members are ongoing.

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[2] *See* Supplemental Declaration of Steven Weisbrot ("Supp. Weisbrot Decl.") attached as Exhibit 1, at ¶¶ 7-24, as well as the previously-filed Declaration of Steven Weisbrot (Dkt. No. 891-2) ("Initial Weisbrot Decl."), at ¶¶ 7-19.

[3] Certain of the requests for exclusion received in connection with the Class Notice were submitted by advertisers who are not Class Members.

For the reasons below, the Motions should be approved.

II. ARGUMENT

Plaintiffs and Class Counsel respectfully submit that their Opening Papers demonstrate that approval of the Motions is warranted. Now that the deadline for objections has passed, the lack of any objections from Class Members provides additional support for the Court's approval of the Motions.

A. The Extensive Court-Approved Notice Program

In accordance with the Court's Preliminary Approval Order, Angeion conducted an extensive notice program under Class Counsel's supervision. The notice program included disseminating direct notice to potential Class Members via email and/or First-Class U.S. Mail, transmitting the Settlement Ads over various media platforms, and updating the case website, www.AdWordsClicksClassAction.com, where copies of the long-form Notice, Payment Form and other information and documents related to the Settlement can be accessed.

On April 30, 2025, Angeion began sending notice to the potential Class Members identified in Google's February 2025 data production. *See* Initial Weisbrot Decl., ¶¶ 6, 10, 15; *see also* Supp. Weisbrot Decl., ¶ 8. As of May 6, 2025, Angeion emailed a total of 7,950,517 Email Notices to potential Class Members. Supp. Weisbrot Decl., ¶ 8.[4] Email Notices to 762,858, or 12.5%, of the unique email addresses were undeliverable, with 368,024, or 6%, identified as undeliverable with no opportunity for delivery. *Id*., ¶ 9. This rate is consistent with comparable notice programs where the relevant class data is over ten years old. *Id.* Angeion also mailed a total of 10,290 notices by First-Class U.S. Mail to potential Class Members for which a physical mailing address was provided in Google's data. *Id*., ¶ 10. Angeion sent two reminder emails to potential Class Members on June

[4] The number of emails sent exceeds the number of unique Customer IDs as some Customer IDs have multiple associated email addresses. Additionally, if an email address was associated with both Classes, that email address received two emails—a Location Targeting Class Email Notice and a Search Bundled Clicks Class Email Notice.

9, 2025, and July 11, 2025. *Id.*, ¶¶ 12-14.

In addition to direct notice, Angeion also conducted a far-reaching media notice campaign from May 16, 2025 through June 15, 2025, transmitting the Settlement Ads over various media platforms such as X, Facebook, and Instagram. Initial Weisbrot Decl., ¶ 16; Supp. Weisbrot Decl., ¶ 16. In total, roughly 17.9 million impressions were served during this time. Supp. Weisbrot Decl., ¶ 16. The Summary Ads provided a link to the Settlement Website where recipients could obtain additional information regarding the Action and the Settlement and submit a Payment Form.

The Email Notices and long-form Notice posted on the Settlement Website informed Class Members of the terms of the proposed Settlement and Allocation Methodology, and that Class Counsel would apply for: (i) an award of attorneys' fees in an amount not to exceed 33% of the Settlement Fund; (ii) Litigation Expenses in an amount not to exceed $4.2 million; and (iii) a Service Award to Plaintiffs in an amount not to exceed $20,000. *See* Email Notices; Notice at p. 2 & ¶ 37. These notices also advised Class Members of their right to request exclusion from the Classes and to object to the proposed Settlement, the Allocation Methodology, and/or the request for attorneys' fees, Litigation Expenses, and Service Award to Plaintiffs, and the July 20, 2025 deadline for doing so. *See* Email Notices; Notice at p. 3 & ¶¶ 32, 39-43, 49-51.

On June 13, 2025, 37 days before the objection and exclusion deadline, Plaintiffs and Class Counsel filed their Opening Papers in support of the Settlement, Allocation Methodology, and fee and Litigation Expense request. These papers are available on the public docket (Dkt. Nos. 889-891), and were promptly posted to the Settlement Website. Supp. Weisbrot Decl., ¶ 23.[5]

In consultation with Class Counsel and Google's counsel, Angeion conducted additional notice efforts in the week leading up to the July 20, 2025 deadline for objecting, requesting exclusion, and submitting a Payment Form. Specifically, Angeion sent a ***third reminder email*** to

[5] The long-form Notice informed Class Members that Class Counsel would file their papers in support of their motion for attorneys' fees and Litigation Expenses by June 15, 2025, and that those papers would be made available on the Settlement Website. *See* Notice, ¶ 38.

potential Class Members on July 17, 2025, and conducted additional media notice consisting of targeted internet banner advertisement notice, first-party social media notice via X, Facebook, LinkedIn, Instagram, and Threads, search engine marketing, and programmatic re-targeting. Supp. Weisbrot Decl., ¶ 20.

Here, the efforts taken to notify the Classes of the Settlement were substantial. Notably, the media notice campaign far exceeded the targeted reach percentage estimated at the outset of the notice campaign, delivering an approximate 87.79% reach with an average frequency of 3.81 times per intended viewer by serving over 24 million impressions. Supp. Weisbrot Decl., ¶ 21.[6] This exceedingly high reach is separate and apart from the direct notice efforts, Settlement Website, and toll-free telephone hotline. As noted above, following this extensive notice program, not a single Class Member has objected to any aspect of the proposed Settlement, the Allocation Methodology, or Class Counsel's request for attorneys' fees, Litigation Expenses and Service Award. In addition, only a small portion of Class Members have sought to exclude themselves from the Classes. Supp. Weisbrot Decl., ¶ 25 & Ex. D. Collectively, the individuals requesting exclusion represent less than $70,000 in damages, as calculated by Plaintiffs' damages expert based on the data produced by Google.

B. The Reaction of the Classes Supports Approval of the Settlement, Allocation Methodology, and Motion for Attorneys' Fees, Litigation Expenses and Service Award

The Ninth Circuit instructs district courts to consider the reaction of the class in determining whether to approve a class action settlement. *See Churchill Vill., L.L.C. v. Gen. Elec.*, 361 F.3d 566, 575 (9th Cir. 2004). "It is established that the absence of a large number of objections to a proposed class action settlement raises a strong presumption that the terms of a proposed class settlement

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[6] The Federal Judicial Center states that a publication notice plan that reaches 70% of class members is one that reaches a "high percentage" and is within the "norm." Barbara J. Rothstein & Thomas E. Willging, Federal Judicial Center, "Managing Class Action Litigation: A Pocket Guide or Judges," at 27 (3d Ed. 2010).

action are favorable to the class members." *Nat'l Rural Telecomms. Coop. v. DIRECTV, Inc.*, 221 F.R.D. 523, 529 (C.D. Cal. 2004).

Here, the absence of ***any*** objections, along with the small number of requests for exclusion, supports a finding that the proposed Settlement is fair, reasonable, and adequate. *See, e.g.*, *Vataj v. Johnson*, 2021 WL 5161927, at *7 (N.D. Cal. Nov. 5, 2021) ("[T]he absence of a large number of objections to a proposed class action settlement raises a strong presumption that the terms of a proposed class settlement action are favorable to the class members.") (alteration in original); *Taafua v. Quantum Glob. Techs., LLC*, 2021 WL 579862, at *7 (N.D. Cal. Feb. 16, 2021) ("The lack of objections and low number of requested exclusions . . . indicates support among the class members and weighs in favor of approving the settlement."); *Giroux v. Essex Prop. Tr., Inc.*, 2019 WL 2106587, at *5 (N.D. Cal. May 14, 2019) ("The Court finds that the absence of objections and very small number of opt-outs indicate overwhelming support among the Class Members and weigh in favor of approval."); *Destefano v. Zynga, Inc.*, 2016 WL 537946, at *13 (N.D. Cal. Feb. 11, 2016) ("By any standard, the lack of objection of the Class Members favors approval of the Settlement."); *In re Apollo Grp. Inc. Sec. Litig.*, 2012 WL 1378677, at *3 (D. Ariz. Apr. 20, 2012) ("There have been no objections from Class Members or potential class members, which itself is compelling evidence that the Proposed Settlement is fair, just, reasonable, and adequate.").

The lack of objections also supports approval of the proposed Allocation Methodology. *See, e.g.*, *In re Heritage Bond Litig.*, 2005 WL 1594403, at *11 (C.D. Cal. June 10, 2005) ("The fact that there has been no objection to this plan of allocation favors approval of the Settlement."); *Patel v. Axesstel, Inc.*, 2015 WL 6458073, at *7 (S.D. Cal. Oct. 23, 2015) (approving plan of allocation where "no class members objected").

Likewise, the absence of any objections to Class Counsel's motion for attorneys' fees and expenses supports a finding that the fee and expense request is fair and reasonable. *See, e.g., Acosta v. Frito-Lay, Inc.*, 2018 WL 2088278, at *12 (N.D. Cal. May 4, 2018) ("The absence of objections or disapproval by class members . . . supports the finding that Plaintiffs' request is reasonable.");

Destefano, 2016 WL 537946, at *18 ("[T]he lack of objection by any Class Members" supported the fee requested.); *Heritage Bond*, 2005 WL 1594403, at *21 ("The absence of objections or disapproval by class members to Class Counsel's fee request further supports finding the fee request reasonable."); *In re Nuvelo, Inc. Sec. Litig.*, 2011 WL 2650592, at *3 (N.D. Cal. July 6, 2011) (finding only one objection to the fee request to be "a strong, positive response from the class, supporting an upward adjustment of the benchmark [fee award]").

C. Class Member Recovery and *Cy Pres* Distribution

As set forth in the notices, Class Members were required to submit a completed Payment Form either by mail or through the online portal available on the Settlement Website and affirm their location in the U.S. during the class period(s) in order to be eligible to receive a Settlement Payment. As of August 6, 2025, Angeion has received just under 48,000 Payment Forms. *See* Supp. Weisbrot Decl., ¶ 28. The Payment Forms submitted as of August 6, 2025 are associated with a total of 22,011 unique Customer IDs. *Id*. However, Plaintiffs understand that approximately 40% of the advertisers associated with Customer IDs identified in Google's data who received the notice are located outside the U.S. and are thus not eligible to participate in the Settlement as the certified Classes are limited to advertisers located in the U.S. Plaintiffs opted for a broad notice campaign intended to reach all potential Class Members, regardless of their current location. As such, a significant portion of the noticed advertisers are not actually Class Members. Excluding these individuals, the claims rate is approximately 0.75% of eligible Customer IDs (i.e., eligible Class Members). Given the extensiveness of the notice campaign, this claims rate is largely a function of the age of the Class Member contact information and the claims in this Action which cover conduct between 2004 and 2012.[7] Plaintiffs continue to accept Payment Forms and contact Class Members.

[7] Settlements with similar claims rates have been approved both in this District and around the country. *See, e.g.*, *In re Apple iPhone 4 Prods. Liab. Litig.*, 2012 WL 3283432, at *1-3 (N.D. Cal. Aug. 10, 2012) (approving class action settlement with claims rate between 0.16% and 0.28%);

Plaintiffs' expert has calculated the total damages for the Payment Forms associated with the 22,011 unique Customer IDs identified in Google's data submitted as of August 6, 2025 to be $24,271,448.47. As stated above, Class Counsel are continuing their efforts to reach Class Members, the process having been made much more complicated by (i) the age of the data and (ii) the conduct at issue having occurred so long ago. For example, Class Counsel have identified several Class Members with damages of over $100,000 (and some with damages in the millions of dollars). Certain of these Class Members have businesses that no longer exist or have been merged or are otherwise not operating. As a result, Class Counsel, with the help of Angeion, are working to help ensure that Payment Forms will continue to be filed. Any balance of the Net Settlement Fund following payment to Class Members will be distributed to the *cy pres* recipients approved by the Court.[8]

Pollard v. Remington Arms Co., LLC, 320 F.R.D. 198, 214-15 (W.D. Mo. 2017), *aff'd,* 896 F.3d 900 (8th Cir. 2018) (observing that "Courts around the country have approved settlements where the claims rate was less than one percent" and collecting cases).

[8] The amount distributed to the *cy pres* recipients does not impact the approvability of the Settlement. *See In re Easysaver Rewards Litig.*, 906 F.3d 747, 760-61 (9th Cir. 2018) (noting that "a settlement is not fatally flawed solely because class members did not deplete the entirety of the settlement fund" and affirming approval of settlement that distributed approximately 70% of settlement fund remaining after payment of attorneys' fees and costs to *cy pres* recipients). Indeed, the Ninth Circuit has made clear that its assessment of a settlement "has not turned on what portion of the settlement funds–some or all"—goes to *cy pres* recipients. *In re Google Inc. St. View Elec. Commc'ns Litig.*, 21 F.4th 1102, 1113 (9th Cir. 2021). Similarly, other courts of appeals have affirmed settlements where the *cy pres* recipients received tens, if not hundreds, of millions of dollars. *See, e.g.*, *Keepseagle v. Perdue*, 856 F.3d 1039, 1042 (D.C. Cir. 2017) (approving settlement where *cy pres* recipients received $380 million out of $680 million settlement fund); *Marshall v.*

As described in the Allocation Methodology and in Plaintiffs' motion in support of preliminary approval of the Settlement (Dkt. No. 877, p. 19-20), the proposed *cy pres* recipients are the Consumer Federation of America, the National Consumer Law Center, and the Public Justice Foundation.[9] These organizations were chosen as *cy pres* awardees because they support the protection of consumers through the enforcement of consumer fraud laws, an endeavor that relates directly to the subject matter of this Action.

III. CONCLUSION

For the foregoing reasons and the reasons set forth in their Opening Papers, Plaintiffs and Class Counsel respectfully request that the Court approve the Settlement, the Allocation Methodology, and the motion for attorneys' fees, Litigation Expenses and Service Award to Plaintiffs. Copies of the (i) proposed Final Approval Order and Judgment, (ii) proposed Order Approving Allocation Methodology for Net Settlement Fund, and (iii) proposed Order Awarding Attorneys' Fees, Litigation Expenses and Service Award are attached hereto as Exhibits 2, 3, and 4 and submitted in Word format to Your Honor's email. At the time of any *cy pres* distribution, Class

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Nat'l Football League, 787 F.3d 502, 507 (8th Cir. 2015) (approving *cy pres* settlement totaling $42 million).

[9] The Consumer Federation of America ("CFA") advances consumers' interest through research, advocacy, and education. As part of its work, CFA investigates consumer issues, works to advance pro-consumer policies before Congress, and educates the public and news media regarding important consumer issues. *See* www.consumerfed.org. Similarly, the National Consumer Law Center uses advocacy, education, and litigation to fight for consumers and the needs of the most vulnerable communities and, for over 50 years, has played a leading role in crafting the laws and regulations that protect consumers from abusive and deceptive transactions. *See* www.nclc.org. The Public Justice Foundation uses advocacy and high-impact litigation to protect the consumer by taking on abusive corporate power and predatory practices. *See* www.publicjustice.net. The Parties do not have a relationship with these organizations.

Counsel may propose additional *cy pres* recipients mutually agreed to by the Parties for the Court's approval.

Dated: August 6, 2025

Respectfully Submitted,

/s/ Matthew L. Mustokoff
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Counsel for Plaintiffs and the Classes

CERTIFICATE OF SERVICE

I hereby certify that on August 6, 2025, I electronically filed the foregoing with the Clerk of the Court using the CM/ECF system, which will send notification of such filing to counsel of record.

I certify under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on August 6, 2025.

/s/ Matthew L. Mustokoff
Matthew L. Mustokoff

EXHIBIT 1

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

RENE CABRERA and RM CABRERA COMPANY, INC., Individually and On Behalf of All Others Similarly Situated,

Plaintiffs,

v.

GOOGLE LLC,

Defendant.

Case No. 11-cv-1263-EJD

SUPPLEMENTAL DECLARATION OF STEVEN WEISBROT RE: IMPLEMENTATION OF NOTICE PLAN AND REPORT ON REQUESTS FOR EXCLUSION AND PAYMENT FORMS RECEIVED

I, **STEVEN WEISBROT**, hereby declare under penalty of perjury pursuant to 28 U.S.C. § 1746 that the following is true and correct to the best of my knowledge:

1. I am the President and Chief Executive Officer at the class action notice and claims administration firm Angeion Group, LLC ("Angeion"). I am fully familiar with the facts contained herein based upon my personal knowledge.[1]

2. My personal credentials (as well as the credentials and administration experience of Angeion) were provided in my prior declaration outlining the proposed Notice Plan for the Settlement filed with the Court on March 27, 2025 ("Notice Plan Declaration") (Dkt. No. 877-3).

3. Angeion was retained by Class Counsel and appointed by the Court to serve as the Settlement Administrator and to, among other tasks, disseminate notice of the Settlement to the Court-certified Classes, and perform the duties as specified in the Settlement Agreement, pursuant to the Court's Order Preliminarily Approving Settlement and Authorizing Notice of Settlement dated April 16, 2025 ("Preliminary Approval Order") (Dkt. No. 882).

4. Angeion is not related to or affiliated with the Plaintiffs, Class Counsel, Google, or Google's Counsel.

5. The work performed by Angeion to implement the Notice Plan was previously detailed in the Declaration of Steven Weisbrot re: Implementation of Notice Plan dated June 13, 2025 ("Initial Notice Declaration") (Dkt. No. 891-2). The purpose of this declaration is to provide the Court with additional information pertaining to the work performed to effectuate notice to the Classes (including an additional reminder email and media notice), as well as an update regarding the total number of requests for exclusion and Payment Forms received to date.

SUMMARY OF NOTICE PROVIDED PURSUANT TO NOTICE PLAN

6. Pursuant to the Preliminary Approval Order and as detailed in the Initial Notice Declaration, Angeion was responsible for providing notice of the Settlement to potential Class Members pursuant to the Notice Plan described in the previously-filed Notice Plan Declaration.

[1] All capitalization terms not otherwise defined herein shall have the meanings ascribed to them in the Class Action Settlement and Release Agreement dated March 27, 2025 ("Settlement Agreement") (Dkt. No. 877-1) and the Initial Notice Declaration (defined below).

A. Direct Notice Efforts

7. For purposes of direct notice, Angeion utilized the contact information set forth in the data provided by Google in February 2025. *See* Initial Mailing Decl., ¶ 6. After removing duplicative records, Google's data resulted in 6,086,377 unique records/email addresses (i.e., 3,686,585 records associated with the Location Targeting Class and 4,263,932 records associated with the Search Bundled Clicks Class (with 1,864,140 records associated with both Classes)).[2] *Id.* The 6,086,377 unique records/email addresses are associated with 4,895,731 unique Customer IDs (i.e., potential Class Members).[3]

8. Beginning on April 30, 2025 and continuing through May 6, 2025, Angeion disseminated a total of 7,950,517 Email Notices to the unique records/email addresses contained in Google's data. *Id.*, at ¶ 10. As described in the Initial Mailing Declaration, prior to disseminating the Email Notices, Angeion undertook various measures to verify the accuracy of the email addresses provided in Google's data as well as to increase the likelihood of delivery. *Id.*, ¶¶ 7-8. In total, Email Notices were delivered to 5,323,519 (or 87.5%) of the unique email records. Email Notices to 762,858 (or 12.5%) of the unique email records were undeliverable. *Id*. This rate of undeliverability is consistent with comparable notice programs where the relevant class data is over ten years old.

9. As of the date of this declaration, of the total undeliverable Email Notices, 368,024 were determined to be Hard Bounces (i.e., undeliverable emails with no opportunity for delivery). Angeion has made additional attempts to successfully deliver the undeliverable Email Notices that were determined not to be Hard Bounces.

10. In addition to disseminating Email Notices, on May 6, 2025, Angeion sent 10,290

[2] If a unique record/email address was determined to be associated with both Classes, Angeion sent two emails to that email address – a Location Targeting Class Email Notice and a Search Bundled Clicks Class Email Notice.

[3] As noted in Plaintiffs' reply submission filed herewith, Plaintiffs understand that approximately 40% of the Customer IDs identified in Google's data belong to individual advertisers located outside of the U.S. who are thus not eligible to participate in the Settlement as the certified Classes are limited to U.S.-based advertisers. As such, a significant portion of the noticed advertisers are not actually Class Members.

notices by First-Class U.S. Mail to potential Class Members for which a physical mailing address was provided in Google's data. *See* Initial Mailing Decl., ¶ 15.

11. Mailed notices returned by the United States Postal Service ("USPS") as undeliverable were re-mailed to the forwarding address if one was provided. Mailed notices that were returned by the USPS without a forwarding address were subjected to an address verification search ("skip trace") in an attempt to locate an updated address. As a result of these skip tracing efforts, of the 2,346 mailed notices returned as undeliverable by the USPS, 741 were re-mailed to an updated address.

12. Finally, as noted in my previous declarations, Angeion sent two reminder notices via email ("Reminder Email Notices") to the unique records/email addresses whose initial Email Notice was successfully delivered.[4] These emails were sent to remind potential Class Members of the upcoming deadlines, including the deadline to submit a Payment Form in order to be eligible to receive a Settlement Payment.

13. Angeion disseminated the first Reminder Email Notice on June 9, 2025. A true and correct copy of the first Reminder Email Notice is attached hereto as **Exhibit A**.

14. Angeion disseminated the second Reminder Email Notice on July 11, 2025. The second Reminder Email Notice was substantially in the same form as Exhibit A hereto.

15. Thereafter, Angeion caused a reverse email address lookup ("append") to be performed on all email addresses that previously could not be delivered due to a Hard Bounce. The append uses data points such as the prior email address to locate updated email addresses. Through this append, Angeion identified 4,161 updated email addresses out of the 368,024 email addresses searched. On July 16, 2025, Angeion caused the Email Notice to be sent to the 4,161 updated email address identified via the append.

B. Media Notice Campaign

16. As described in the Initial Notice Declaration, Angeion, for a period of 30 days (from May 16, 2025 through June 15, 2025), conducted a media notice campaign to reach those members

[4] *See* Notice Plan Decl., ¶ 36; Initial Mailing Decl., ¶¶ 13-14.

of the Classes that may not have received an Email Notice or mailed notice. *See* Initial Notice Decl., ¶ 16. This media campaign consisted of targeted internet banner advertisement notice, social media notice (on X, Facebook and Instagram), and a paid search campaign. *Id.* As of June 15, 2025, approximately 17,935,194 impressions were delivered. Total reach and frequency percentages are provided in ¶¶ 21, 33 below.

ADDITIONAL NOTICE EFFORTS

17. During the week of July 7, 2025, the Parties began discussing the possibility of conducting additional notice efforts in advance of the July 20, 2025 Payment Form submission deadline. On July 14, 2025, Plaintiffs' Counsel and Google conferred with Angeion regarding the possible benefits of additional notice in the week leading up to the July 20, 2025 deadline. In accordance with these discussions, Angeion implemented the following notice efforts. These additional efforts did not increase the administration cost estimated by Angeion at the outset of its engagement (i.e., $897,072). *See* Notice Plan Decl., ¶ 67.

A. Third Reminder Email Notice

18. On July 17, 2025, Angeion sent a third Reminder Email Notice to the unique records/email addresses whose initial Email Notice was successfully delivered. A true and correct copy of the third Reminder Email Notice is attached hereto as **Exhibit B**.

19. Across the three Reminder Email Notices sent, a total of 5,219,257 of the unique records/email addresses contained in Google's data received at least one of the Reminder Email Notices.

B. Additional Media Notice Efforts

20. On July 16, 2025, Angeion commenced an additional media notice campaign consisting of targeted internet banner advertisement notice, first-party social media notice via X, Facebook, LinkedIn, Instagram, and Threads, search engine marketing, and programmatic re-targeting. This additional media campaign ran from July 16, 2025 through July 20, 2025. True and correct copies of the notice ads used for this campaign are attached hereto as **Exhibit C**.

21. As described in the Initial Notice Declaration, the state-of-the-art media notice

campaign detailed in the Notice Plan and employed in this matter was designed to deliver an approximate 70.20% reach with an average frequency of 3.05 times each by serving approximately 15.3 million impressions. The media notice campaign (inclusive of the additional media notice efforts detailed in ¶ 20) **far exceeded the targeted reach percentage**, delivering an approximate 87.79% reach with an average frequency of 3.81 times to each intended recipient by serving over 24 million impressions. The 87.79% reach is separate and apart from the direct notice efforts described above, the Settlement Website, and the toll-free telephone hotline.

TOLL-FREE TELEPHONE HOTLINE AND WEBSITE

22. Angeion continues to maintain the toll-free telephone number (1-833-355-0988) with an interactive voice response system ("IVR") to accommodate inquiries about the Settlement. Since the administration began on April 30, 2025, Angeion has received 270 in-bound calls, which included 15 hours and 23 minutes spent by callers interacting with the IVR. Angeion has also received 1,494 emails to the case-dedicated email address, info@AdWordsClicksClassAction.com and has promptly responded to each of them.

23. Angeion also continues to maintain the dedicated Settlement Website (www.AdWordsClicksClassAction.com) to further assist potential Class Members. On June 16, 2025, Angeion posted to the Settlement Website copies of the papers filed in support of Plaintiffs' motion for final approval of the Settlement and Allocation Methodology and in support of Class Counsel's motion for attorneys' fees, Litigation Expenses and Service Award. As of August 5, 2025, the Website has received 232,858 visitors.

24. Angeion will continue maintaining and, as appropriate, updating the toll-free telephone hotline/IVR and Settlement Website until the conclusion of the administration.

EXCLUSIONS AND OBJECTIONS

25. The deadline for Class Members to request exclusion from the Classes was July 20, 2025. In connection with the Settlement phase of the Action, Angeion received a total of 600

exclusion requests, all of which were received on or before the July 20, 2025 deadline.[5] A list containing the names of the individuals and entities that submitted a request for exclusion in connection with the Settlement phase of the Action is attached hereto as **Exhibit D**.

26. Class Members who previously requested exclusions from the Classes in connection with Class Notice were permitted to request to opt back into the Classes by July 20, 2025. To date, Angeion has not received any requests to opt back into the Classes.

27. The notices also informed recipients that objections must be submitted to the Court by July 20, 2025. While the notices do not instruct Class Members to send copies of objections to the Settlement Administrator, Angeion has monitored the P.O. Box for the matter as well as the case-dedicated email address for any objections sent to Angeion in error. To date, Angeion has not received and has not been made aware of any objections to the Settlement, Allocation Methodology, or Class Counsel's request for attorneys' fees, Litigation Expenses and Service Award.

PAYMENT FORM SUBMISSIONS

28. The deadline for Class Members to submit a Payment Form and be eligible to receive a Settlement Payment was July 20, 2025. As of the date of this declaration, Angeion has received just under 48,000 Payment Forms. The Payment Forms received to date are associated with 22,011 unique Customer IDs reflected in the data provided by Google. Angeion's review of these Payment Forms is ongoing, and these submissions are subject to final audits, including the full assessment of each Payment Form's validity and a review for duplicate submissions.

29. At Class Counsel's direction, Angeion will continue to accept and process Payment Forms received by mail and via the Settlement Website portal and will provide updated numbers to Class Counsel prior to the Final Fairness Hearing.[6]

30. I understand that Plaintiffs' damages expert has calculated the total damages for the

[5] A total of seventy-three (73) requests for exclusion were previously submitted in connection with Class Notice. Those exclusion requests are not included in the exclusion count provided in ¶ 25.

[6] "Class Counsel may, at their discretion, accept late Payment Forms provided such acceptance does not delay the distribution of the Net Settlement Fund to Participating Class Members." *See* Preliminary Approval Order, ¶ 8.

22,011 unique Customer IDs referenced above to be $24,271,448.47.

FRAUD PREVENTION IN PROCESSING PAYMENT FORMS

31. As discussed in the Initial Notice Declaration, Angeion has implemented various measures to deter and prevent fraud in this matter. One such measure is the information required to successfully submit a Payment Form via the Settlement Website. Angeion designed the Settlement Website so that Class Members submitting a Payment Form via the Settlement Website must provide either their unique credentials found on the Email Notice or mailed notice sent to them or their Google Account ID (which has to match the number provided in Google's data). These methods ensure that only actual Class Members can submit a Payment Form online.

32. In addition, as detailed in the Initial Mailing Declaration, Angeion's proprietary real-time fraud detection system, AngeionAffirm 2.0 was deployed to evaluate online Payment Form submissions in this matter. AngeionAffirm 2.0 identifies fraud in real-time based on both state-of-the-art technology and over a decade of historical claim data to ensure that Angeion is interacting with a real, unique person.

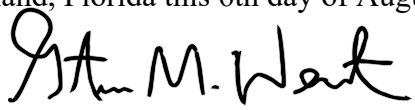
CONCLUSION

33. The notice efforts undertaken for the Settlement included direct notice to the unique records/email addresses provided in Google's data, including the dissemination of several reminder notices, combined with a state-of-the-art digital media campaign and the implementation of a dedicated Settlement Website and toll-free telephone hotline to further inform Class Members of their rights and options in connection with the Settlement. The media notice campaign, separate and apart from the direct notice efforts, exceeded initial expectations by delivering an approximate 87.79% reach with an average frequency of 3.81 times to each of the intended recipients. The Federal Judicial Center states that a publication notice plan that reaches 70% of class members is one that reaches a "high percentage" and is within the "norm." Barbara J. Rothstein & Thomas E. Willging, Federal Judicial Center, "Managing Class Action Litigation: A Pocket Guide or Judges," at 27 (3d Ed. 2010).

34. It remains my professional opinion that the notice efforts utilized here provided for the full and proper notice of the Settlement to Class Members, and that the Notice Plan implemented

was the best notice practicable under the circumstances, fulfilling all due process requirements, and fully comporting with Fed. R. Civ. P. 23 and the Northern District of California's Procedural Guidance for Class Action Settlements.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed at Parkland, Florida this 6th day of August 2025.



STEVEN WEISBROT

EXHIBIT A

REMINDER EMAIL NOTICE TO SEARCH BUNDLED CLICKS CLASS

To: [Search Bundled Clicks Class member email address]

From: AdWords Clicks Class Action Settlement Administrator

Subject: Rene Cabrera, et al. v. Google LLC – Notice of Class Action Settlement

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Dear Potential Search Bundled Clicks Class member:

IMPORTANT - This is a reminder email. This Class Action Settlement may affect your rights. The deadline to submit a Payment Form is July 20, 2025.

THIS NOTICE HAS BEEN ISSUED TO ADVISE YOU OF A PROPOSED CLASS ACTION SETTLEMENT AND YOUR RIGHTS IN CONNECTION THEREWITH.

PLEASE READ THIS ENTIRE NOTICE. YOU ARE REQUIRED TO SUBMIT A PAYMENT FORM IN ORDER TO RECEIVE A SETTLEMENT PAYMENT.

You are receiving this Court-approved notice because Google's records indicate that you or someone associated with your contact information may be a member of the Search Bundled Clicks Class in the pending class action lawsuit *Rene Cabrera, et al. v. Google LLC*, Case No. 5:11-cv-1263-EJD (N.D. Cal.) ("Action"). You may have been previously notified by email that the Action had been certified by the Court to proceed as a class action ("Class Notice"). You are now being notified that the Action has reached a proposed settlement ("Settlement"). This notice contains summary information regarding the Settlement, including important deadlines to act. ***Your legal rights may be affected by this case, so please read this notice carefully. A federal court authorized this notice – it is not a solicitation from a lawyer.***

Search Bundled Clicks Class: As previously notified, the Court certified two classes in the Action. One of the classes - the "Search Bundled Clicks Class" is comprised of all persons and entities located within the United States who, between June 1, 2009 and December 13, 2012, advertised through Google's AdWords Program and paid for clicks on ads on Google's Display Network where the advertiser's settings allowed its ads to show on both the Search and Display Networks and did not set a Display Network bid different from the Search Network bid ("Search Bundled Clicks Class" or "Class"). Excluded from the Search Bundled Clicks Class are Google LLC ("Google" and "Defendant") and its affiliates, officers, and directors, as well as members of the judiciary and their staff. Also excluded from the Search Bundled Clicks Class are (i) the individuals and entities who requested exclusion from the Search Bundled Clicks Class pursuant to Class Notice and do not opt back into the Class in connection with the Settlement; and (ii) the individuals and entities who submit timely and valid requests for exclusion from the Search Bundled Clicks Class in connection with the Settlement.

The Proposed Settlement: The parties to the Action have reached a proposed Settlement of the claims against Google. If approved, the Settlement will resolve the claims of ***both*** certified classes (including the Search Bundled Clicks Class) and will dismiss the Action in its entirety. More information regarding the claims being resolved can be found in the detailed Notice of (I) Proposed Settlement; (II) Final Fairness Hearing; and (III) Motion for Attorneys' Fees and Expenses ("Settlement Notice"), available at www.AdWordsClicksClassAction.com. Google denies all claims and wrongdoing asserted in the Action, as well as any liability arising out of the conduct alleged in the Action.

Pursuant to the Settlement, Google has agreed to pay **$100,000,000.00**, which, after deducting any Court-awarded attorneys' fees and expenses, notice and administration costs, and taxes, will be allocated among those Search Bundled Clicks Class Members and Location Targeting Class Members that (1) are eligible to receive a payment under the Settlement based on an assessment by Plaintiffs' experts of data produced by Google in the Action, (2) submit a completed Payment Form, and (3) have not requested exclusion from the Classes ("Participating Class Members"), as long as they are entitled to receive at least $1.00. A Participating Class Member's actual share of the Settlement will be determined pursuant to the proposed Allocation Methodology set forth in the Settlement Notice, or other allocation method ordered by the Court. If you are a Participating Class Member, your *pro rata* share of the Settlement will depend on your alleged damages during the relevant time period based on an assessment by Plaintiffs' experts of data produced by Google in the Action, in comparison to the total alleged damages of all Participating Class Members. **For additional information regarding the Settlement and the proposed Allocation Methodology, please review the Settlement Notice and the parties' Class Action Settlement and Release Agreement dated March 27, 2025, available at www.AdWordsClicksClassAction.com**.

Final Fairness Hearing: A hearing will be held on **August 21, 2025 at 9:00 a.m.**, before the Honorable Edward J. Davila, United States District Court Judge for the Northern District of California, either in person at the San Jose Courthouse, 280 South 1st Street, San Jose, CA 95113, in Courtroom 4—5th Floor, or by telephone or videoconference (in the discretion of the Court), to determine, among other things: (i) whether the Settlement on the terms and conditions provided for in the Settlement Agreement is fair, reasonable, and adequate to the Classes, and should be finally approved by the Court; (ii) whether the Action should be dismissed with prejudice against Google and the releases specified and described in the Settlement Agreement (and in the Settlement Notice) should be granted; (iii) whether Class Counsel's motion for attorneys' fees in an amount not to exceed 33% of the Settlement Fund and reimbursement/ payment of expenses in an amount not to exceed $4.2 million should be approved; and (iv) whether a Service Award to Plaintiffs in an amount not to exceed $20,000 should be approved. Any updates regarding the hearing, including any changes to the date or time of the hearing or updates regarding in-person or remote appearances at the hearing, will be posted to www.AdWordsClicksClassAction.com.

What Are My Options?:

- **Settlement Payments**: If an assessment by Plaintiffs' experts of data produced by Google in the Action indicates that you are eligible to receive a payment from the Settlement and you submit a completed Payment Form, the Settlement Administrator will issue you a Settlement Payment, as long as you are entitled to at least $1.00. You can fill out the

Payment Form online here. You can also print out the Payment Form at www.AdWordsClicksClassAction.com and mail your completed form to the Settlement Administrator. **Payment Forms must be completed and submitted by July 20, 2025.** You may elect to receive your Settlement Payment by physical check, virtual prepaid MasterCard, Venmo, or ACH transfer (direct deposit). ACH transfer (direct deposit) may only be requested via online submission. If you are eligible for a Settlement Payment and do not indicate a payment method on the Payment Form, you will receive the default payment (i.e., a virtual prepaid Mastercard).

  - IMPORTANT: **Only one payment will be issued per Customer ID/Account Number.** To the extent there is more than one email address associated with a single Customer ID/Account Number and multiple Payment Forms are submitted for the same Customer ID/Account Number, the Settlement Administrator will take steps to determine the primary Payment Form and ensure that only one payment is issued.

- **Request Exclusion from the Search Bundled Clicks Class**: If you DO NOT want to be a Search Bundled Clicks Class member and be legally bound by any releases, judgments, or orders in the Action, **you must exclude yourself** from the Search Bundled Clicks Class by **July 20, 2025**. To exclude yourself or someone for whom you are an authorized representative, you must: (i) send a letter by mail to *AdWords Clicks Class Action*, ATTN: Exclusion Request, P.O. Box 58220, Philadelphia, PA 19102 or (ii) submit your request for exclusion online at www.AdWordsClicksClassAction.com, in accordance with the instructions set forth in the Settlement Notice. Excluding yourself from the Class is the only option that allows you to reserve your right to separately sue Google regarding the legal claims in this lawsuit. Google retains all of its defenses to any individual claims against it and may seek the dismissal of those claims. If you exclude yourself, you will not be eligible to receive a payment from the Settlement.

  - PLEASE NOTE: If you previously requested exclusion from the Class pursuant to Class Notice, you do not have to request exclusion again. If you previously requested exclusion, you will remain excluded from the Class unless you request to opt back into the Class to be potentially eligible to receive a Settlement Payment. You can request to opt back into the Class by mailing a letter to *AdWords Clicks Class Action*, ATTN: Opt Back In Request, P.O. Box 58220, Philadelphia, PA 19102 or by emailing info@AdWordsClicksClassAction.com by **July 20, 2025**.

- **Submit an Objection**: Any Class Member who or that does not request exclusion from the Class may file a written objection to the proposed Settlement, the proposed Allocation Methodology, and/or Class Counsel's motion for attorneys' fees and Litigation Expenses. Objections must be submitted to the Court by **July 20, 2025**, in accordance with the instructions set forth in the Settlement Notice. Any Class Member who or that does not make his, her, or its objection in the manner provided in the Settlement Notice may be deemed to have waived his, her, or its right to object to any aspect of the proposed Settlement, the proposed Allocation Methodology, and/or Class Counsel's motion for attorneys' fees and Litigation Expenses and shall be forever barred and foreclosed from objecting to the fairness, reasonableness, or adequacy of the Settlement, the Allocation

Methodology, or the requested attorneys' fees and Litigation Expenses, or from otherwise being heard on these matters.

More Information: This notice summarizes the proposed Settlement. Additional information regarding the Settlement and your options in connection therewith can be found at www.AdWordsClicksClassAction.com. You may also contact the Settlement Administrator at *AdWords Clicks Class Action Settlement Administrator*, 1650 Arch Street, Suite 2210, Philadelphia, PA 19103; 1-833-355-0988; info@AdWordsClicksClassAction.com, or Court-appointed Class Counsel Kessler Topaz Meltzer & Check, LLP, 280 King of Prussia Road, Radnor, PA 19087; 1-610-667-7706; info@ktmc.com or Nix Patterson, LLP, 8701 Bee Cave Road, Building 1, Suite 500, Austin, TX 78746; 1-512-328-5333; info@nixlaw.com. You may also access the Settlement Agreement and other case documents by accessing the Court docket for the Action, for a fee, through the Court's Public Access to Court Electronic Records (PACER) system at https://ecf.cand.uscourts.gov. **PLEASE DO NOT CONTACT THE COURT, GOOGLE, OR GOOGLE'S COUNSEL REGARDING THIS NOTICE.**

REMINDER EMAIL NOTICE TO LOCATION TARGETING CLASS

To: [Location Targeting Class member email address]

From: AdWords Clicks Class Action Settlement Administrator

Subject: Rene Cabrera, et al. v. Google LLC – Notice of Class Action Settlement

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Dear Potential Location Targeting Class member:

IMPORTANT - This is a reminder email. This Class Action Settlement may affect your rights. The deadline to submit a Payment Form is July 20, 2025.

THIS NOTICE HAS BEEN ISSUED TO ADVISE YOU OF A PROPOSED CLASS ACTION SETTLEMENT AND YOUR RIGHTS IN CONNECTION THEREWITH.

PLEASE READ THIS ENTIRE NOTICE. YOU ARE REQUIRED TO SUBMIT A PAYMENT FORM IN ORDER TO RECEIVE A SETTLEMENT PAYMENT.

You are receiving this Court-approved notice because Google's records indicate that you or someone associated with your contact information may be a member of the Location Targeting Class in the pending class action lawsuit *Rene Cabrera, et al. v. Google LLC*, Case No. 5:11-cv-1263-EJD (N.D. Cal.) ("Action"). You may have been previously notified by email that the Action had been certified by the Court to proceed as a class action ("Class Notice"). You are now being notified that the Action has reached a proposed settlement ("Settlement"). This notice contains summary information regarding the Settlement, including important deadlines to act. ***Your legal rights may be affected by this case, so please read this notice carefully. A federal court authorized this notice – it is not a solicitation from a lawyer.***

Location Targeting Class: As previously notified, the Court certified two classes in the Action. One of the classes - the "Location Targeting Class" is comprised of all persons and entities located within the United States who, between January 1, 2004 and March 22, 2011, advertised through Google's AdWords Program and paid for clicks on their Google AdWords advertisement(s), where such clicks did not originate from the location selected by the advertiser ("Location Targeting Class" or "Class"). Excluded from the Location Targeting Class are Google LLC ("Google" or "Defendant") and its affiliates, officers, and directors, as well as members of the judiciary and their staff. Also excluded from the Location Targeting Class are (i) the individuals and entities who requested exclusion from the Location Targeting Class pursuant to Class Notice and do not opt back into the Class in connection with the Settlement; and (ii) the individuals and entities who submit timely and valid requests for exclusion from the Location Targeting Class in connection with the Settlement.

The Proposed Settlement: The parties to the Action have reached a proposed Settlement of the claims against Google. If approved, the Settlement will resolve the claims of ***both*** certified

classes (including the Location Targeting Class) and will dismiss the Action in its entirety. More information regarding the claims being resolved can be found in the detailed Notice of (I) Proposed Settlement; (II) Final Fairness Hearing; and (III) Motion for Attorneys' Fees and Litigation Expenses ("Settlement Notice"), available at www.AdWordsClicksClassAction.com. Google denies all claims and wrongdoing asserted in the Action, as well as any liability arising out of the conduct alleged in the Action.

Pursuant to the Settlement, Google has agreed to pay **$100,000,000.00**, which, after deducting any Court-awarded attorneys' fees and expenses, notice and administration costs, and taxes, will be allocated among those Location Targeting Class Members and Search Bundled Clicks Class Members that (1) are eligible to receive a payment under the Settlement based on an assessment by Plaintiffs' experts of data produced by Google in the Action, (2) submit a completed Payment Form, and (3) have not requested exclusion from the Classes ("Participating Class Members"), as long as they are entitled to receive at least $1.00. A Participating Class Member's actual share of the Settlement will be determined pursuant to the proposed Allocation Methodology set forth in the Settlement Notice, or other allocation method ordered by the Court. If you are a Participating Class Member, your *pro rata* share of the Settlement will depend on your alleged damages during the relevant time period based on an assessment by Plaintiffs' experts of data produced by Google in the Action, in comparison to the total alleged damages of all Participating Class Members. **For additional information regarding the Settlement and the proposed Allocation Methodology, please review the Settlement Notice and the parties' Class Action Settlement and Release Agreement dated March 27, 2025, available at www.AdWordsClicksClassAction.com**.

Final Fairness Hearing: A hearing will be held on **August 21, 2025 at 9:00 a.m.**, before the Honorable Edward J. Davila, United States District Court Judge for the Northern District of California, either in person at the San Jose Courthouse, 280 South 1st Street, San Jose, CA 95113, in Courtroom 4—5th Floor, or by telephone or videoconference (in the discretion of the Court), to determine, among other things: (i) whether the Settlement on the terms and conditions provided for in the Settlement Agreement is fair, reasonable, and adequate to the Classes, and should be finally approved by the Court; (ii) whether the Action should be dismissed with prejudice against Google and the releases specified and described in the Settlement Agreement (and in the Settlement Notice) should be granted; (iii) whether Class Counsel's motion for attorneys' fees in an amount not to exceed 33% of the Settlement Fund and reimbursement/ payment of Litigation Expenses in an amount not to exceed $4.2 million should be approved; and (iv) whether a Service Award to Plaintiffs in an amount not to exceed $20,000 should be approved. Any updates regarding the hearing, including any changes to the date or time of the hearing or updates regarding in-person or remote appearances at the hearing, will be posted to www.AdWordsClicksClassAction.com.

What Are My Options?:

- **Settlement Payments**: If an assessment by Plaintiffs' experts of data produced by Google in the Action indicates that you are eligible to receive a payment from the Settlement and you submit a completed Payment Form, the Settlement Administrator will issue you a Settlement Payment, as long as you are entitled to receive at least $1.00. You can fill out the Payment Form online here. You can also print out the Payment Form at www.AdWordsClicksClassAction.com and mail your completed form to the Settlement

Administrator. **Payment Forms must be completed and submitted by July 20, 2025.** You may elect to receive your Settlement Payment by physical check, virtual prepaid MasterCard, Venmo, or ACH transfer (direct deposit). ACH transfer (direct deposit) may only be requested via online submission. If you are eligible for a Settlement Payment and do not indicate a payment method on the Payment Form, you will receive the default payment (i.e., a virtual prepaid Mastercard).

  - IMPORTANT: **Only one payment will be issued per Customer ID/Account Number.** To the extent there is more than one email address associated with a single Customer ID/Account Number and multiple Payment Forms are submitted for the same Customer ID/Account Number, the Settlement Administrator will take steps to determine the primary Payment Form and ensure that only one payment is issued.

- **Request Exclusion from the Location Targeting Class**: If you DO NOT want to be a Location Targeting Class member and be legally bound by any releases, judgments, or orders in the Action, **you must exclude yourself** from the Location Targeting Class by **July 20, 2025**. To exclude yourself or someone for whom you are an authorized representative, you must: (i) send a letter by mail to *AdWords Clicks Class Action*, ATTN: Exclusion Request, P.O. Box 58220, Philadelphia, PA 19102 or (ii) submit your request for exclusion online at www.AdWordsClicksClassAction.com, in accordance with the instructions set forth in the Settlement Notice. Excluding yourself from the Class is the only option that allows you to reserve your right to separately sue Google regarding the legal claims in this lawsuit. Google retains all of its defenses to any individual claims against it and may seek the dismissal of those claims. If you exclude yourself, you will not be eligible to receive a payment from the Settlement.

  - PLEASE NOTE: If you previously requested exclusion from the Class pursuant to Class Notice, you do not need to request exclusion again. If you previously requested exclusion, you will remain excluded from the Class unless you request to opt back into the Class to be potentially eligible to receive a Settlement Payment. You can request to opt back into the Class by mailing a letter to *AdWords Clicks Class Action*, ATTN: Opt Back In Request, P.O. Box 58220, Philadelphia, PA 19102 or by emailing info@AdWordsClicksClassAction.com by **July 20, 2025**.

- **Submit an Objection**: Any Class Member who or that does not request exclusion from the Class may file a written objection to the proposed Settlement, the proposed Allocation Methodology, and/or Class Counsel's motion for attorneys' fees and Litigation Expenses. Objections must be submitted to the Court by **July 20, 2025**, in accordance with the instructions set forth in the Settlement Notice. Any Class Member who or that does not make his, her, or its objection in the manner provided in the Settlement Notice may be deemed to have waived his, her, or its right to object to any aspect of the proposed Settlement, the proposed Allocation Methodology, and/or Class Counsel's motion for attorneys' fees and Litigation Expenses and shall be forever barred and foreclosed from objecting to the fairness, reasonableness, or adequacy of the Settlement, the Allocation Methodology, or the requested attorneys' fees and Litigation Expenses, or from otherwise being heard on these matters.

More Information: This notice summarizes the proposed Settlement. Additional information regarding the Settlement and your options in connection therewith can be found at www.AdWordsClicksClassAction.com. You may also contact the Settlement Administrator at *AdWords Clicks Class Action Settlement Administrator*, 1650 Arch Street, Suite 2210, Philadelphia, PA 19103; 1-833-355-0988; info@AdWordsClicksClassAction.com, or Court-appointed Class Counsel Kessler Topaz Meltzer & Check, LLP, 280 King of Prussia Road, Radnor, PA 19087; 1-610-667-7706; info@ktmc.com or Nix Patterson, LLP, 8701 Bee Cave Road, Building 1, Suite 500, Austin, TX 78746; 1-512-328-5333; info@nixlaw.com. You may also access the Settlement Agreement and other case documents by accessing the Court docket for the Action, for a fee, through the Court's Public Access to Court Electronic Records (PACER) system at https://ecf.cand.uscourts.gov. **PLEASE DO NOT CONTACT THE COURT, GOOGLE, OR GOOGLE'S COUNSEL REGARDING THIS NOTICE.**

EXHIBIT B

FINAL Reminder -- $100 Million Google AdWords Settlement • Payment Form Due July 20th

Dear Potential Location Targeting Class Member,

This is a FINAL reminder. The proposed **$100 million settlement** of the class action *Rene Cabrera, et al. v. Google LLC* may affect your rights.

• **Who is included?** U.S.-based advertisers who, **between January 1, 2004 and March 22, 2011**, paid for AdWords clicks that did **not** originate from the location they selected.

• **What can I receive?** If you are eligible and **submit a Payment Form by July 20, 2025**, you will receive your pro-rata share of the net settlement proceeds (if at least $1) by check, direct deposit, virtual Mastercard, or Venmo.

• **What are my choices?**

  • **File a Payment Form** -- only way to obtain any money.

  • **Request Exclusion** -- if you do not want to be bound by any releases or orders in the action and keep any rights you may have to sue Google separately.

  • **Object** -- tell the Court if you do not like the settlement or any part of it.

FILE YOUR PAYMENT FORM

DEADLINE: July 20, 2025 - Submit Payment Form

See full details, the Payment Form, and the complete Settlement Notice at **www.AdWordsClicksClassAction.com**.

Final Fairness Hearing

The Court will hold a **Final Fairness Hearing on August 21, 2025** (9:00 a.m. PT) in San Jose, CA. You may attend, but attendance is not required.

Questions? Visit the website, e-mail **info@AdWordsClicksClassAction.com**, or call **1-833-355-0988**.

(Please do not contact the Court or Google.)

CLAIM YOUR SHARE NOW

Unsubscribe

FINAL Reminder -- $100 Million Google AdWords Settlement • Payment Form Due July 20th

Dear Potential Search Bundled Clicks Class Member,

This is a FINAL reminder. The proposed **$100 million settlement** of the class action *Rene Cabrera v. Google LLC* may affect your rights.

• **Who is included?** U.S.-based advertisers who, **between June 1, 2009 and December 13, 2012**, paid for clicks on the Google Display Network while their AdWords settings bundled Search and Display bids.

• **What can I receive?** If you are eligible and **submit a Payment Form by July 20, 2025**, you will receive your pro-rata share of the net settlement proceeds (if at least $1) by check, ACH, virtual Mastercard, or Venmo.

• **What are my choices?**

- **File a Payment Form** -- only way to obtain any money.
- **Request Exclusion** -- if you do not want to be bound by any releases or orders in the action and keep any rights you may have to sue Google separately.
- **Object** -- tell the Court if you do not like the settlement or any part of it.

FILE YOUR PAYMENT FORM

DEADLINE: July 20, 2025 - Submit Payment Form

See full details, the Payment Form, and the complete Settlement Notice at **www.AdWordsClicksClassAction.com**.

Final Fairness Hearing

The Court will hold a **Final Fairness Hearing on August 21, 2025** (9:00 a.m. PT) in San Jose, CA. You may attend, but attendance is not required.

Questions? Visit the website, e-mail **info@AdWordsClicksClassAction.com**, or call **1-833-355-0988**.

(Please do not contact the Court or Google.)

CLAIM YOUR SHARE NOW

Unsubscribe

EXHIBIT C

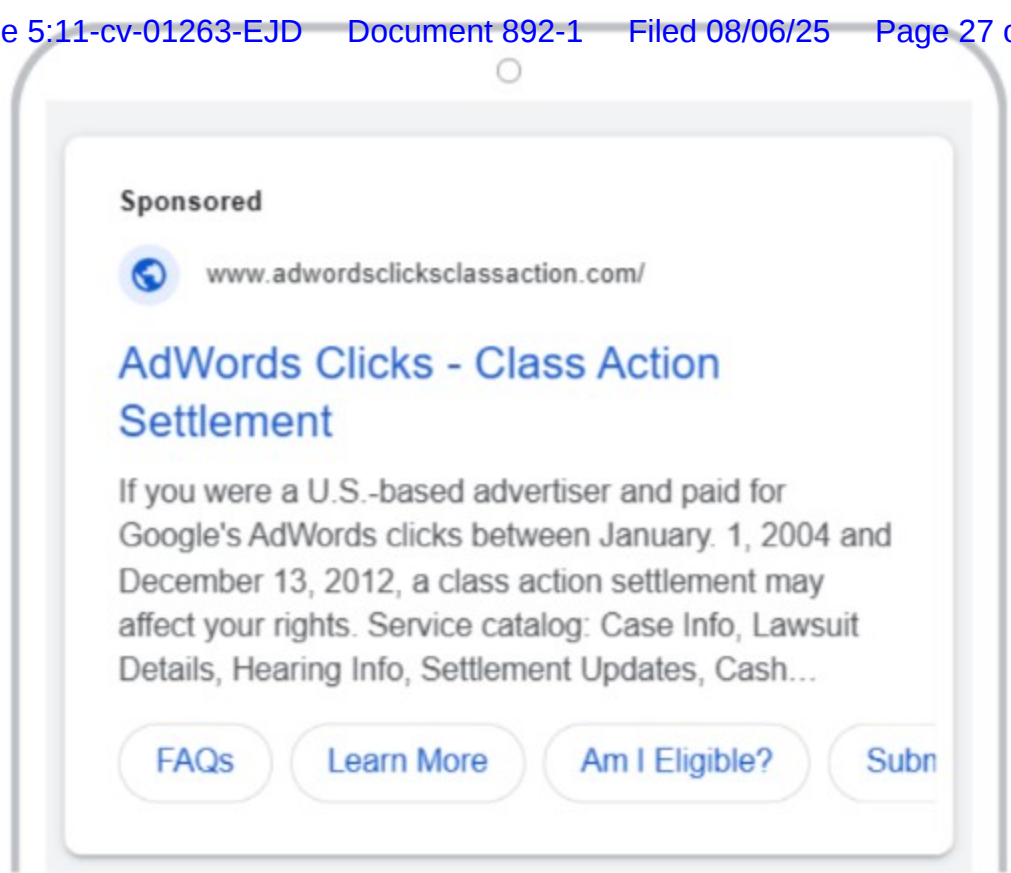
Sponsored

www.adwordsclicksclassaction.com/

AdWords Clicks - Class Action Settlement

If you were a U.S.-based advertiser and paid for Google's AdWords clicks between January. 1, 2004 and December 13, 2012, a class action settlement may affect your rights. Service catalog: Case Info, Lawsuit Details, Hearing Info, Settlement Updates, Cash Refunds, Check Now!.

Submit Claim · Learn More · FAQs · Am I Eligible?


Sponsored
www.adwordsclicksclassaction.com/
AdWords Clicks - Class Action Settlement
If you were a U.S.-based advertiser and paid for Google's AdWords clicks between January. 1, 2004 and December 13, 2012, a class action settlement may affect your rights. Service catalog: Case Info, Lawsuit Details, Hearing Info, Settlement Updates, Cash...
FAQs
Learn More
Am I Eligible?
Subn

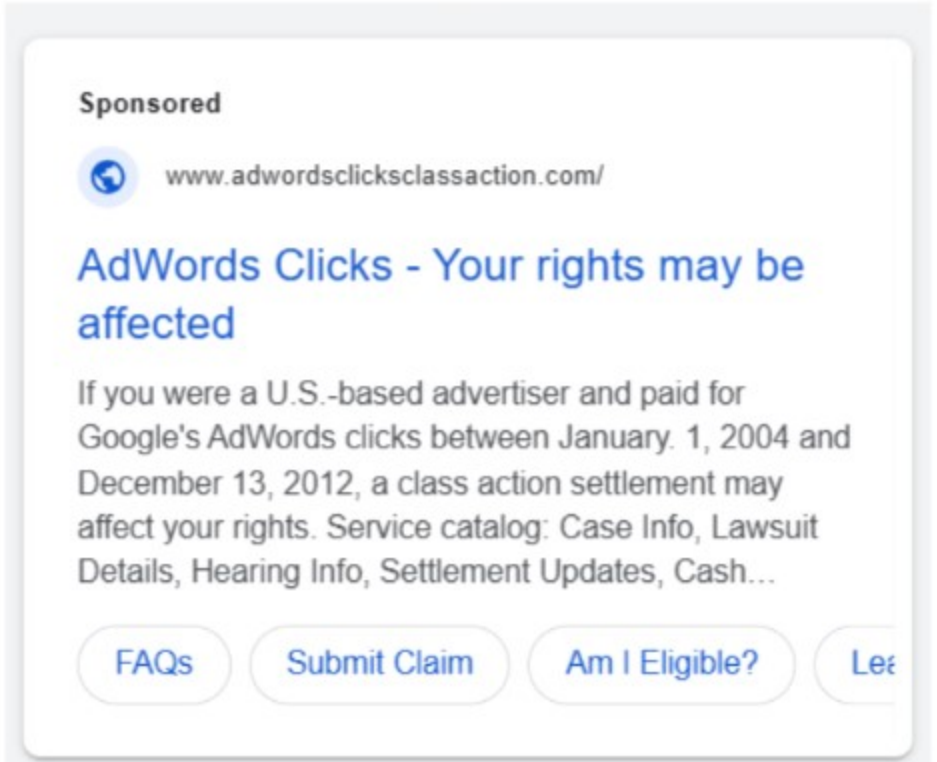
Sponsored

www.adwordsclicksclassaction.com/

AdWords Clicks - Your rights may be affected

If you were a U.S.-based advertiser and paid for Google's AdWords clicks between January. 1, 2004 and December 13, 2012, a class action settlement may affect your rights. Service catalog: Case Info, Lawsuit Details, Hearing Info, Settlement Updates, Cash Refunds, Check Now!.

FAQs · Learn More · Am I Eligible? · Submit Claim


Sponsored
www.adwordsclicksclassaction.com/
AdWords Clicks - Your rights may be affected
If you were a U.S.-based advertiser and paid for Google's AdWords clicks between January. 1, 2004 and December 13, 2012, a class action settlement may affect your rights. Service catalog: Case Info, Lawsuit Details, Hearing Info, Settlement Updates, Cash...
FAQs
Submit Claim
Am I Eligible?
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If you paid for Google Ads between January 1, 2004 and December 13, 2012, you may be eligible for compensation from a $100 million settlement.

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Act now! The deadline to submit your claim is July 20, 2025.



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AdWords Clicks Class Action Settlement

Submit Claim by July 20, 2025.

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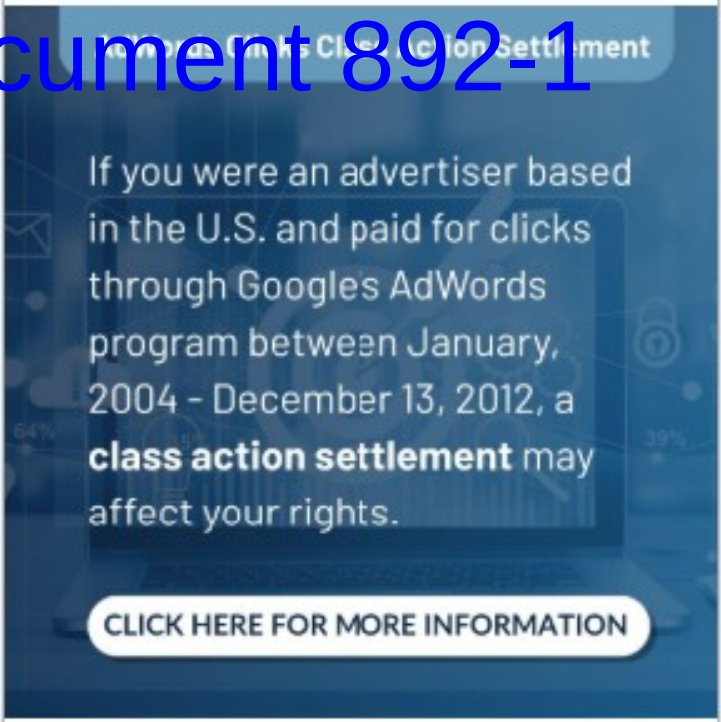

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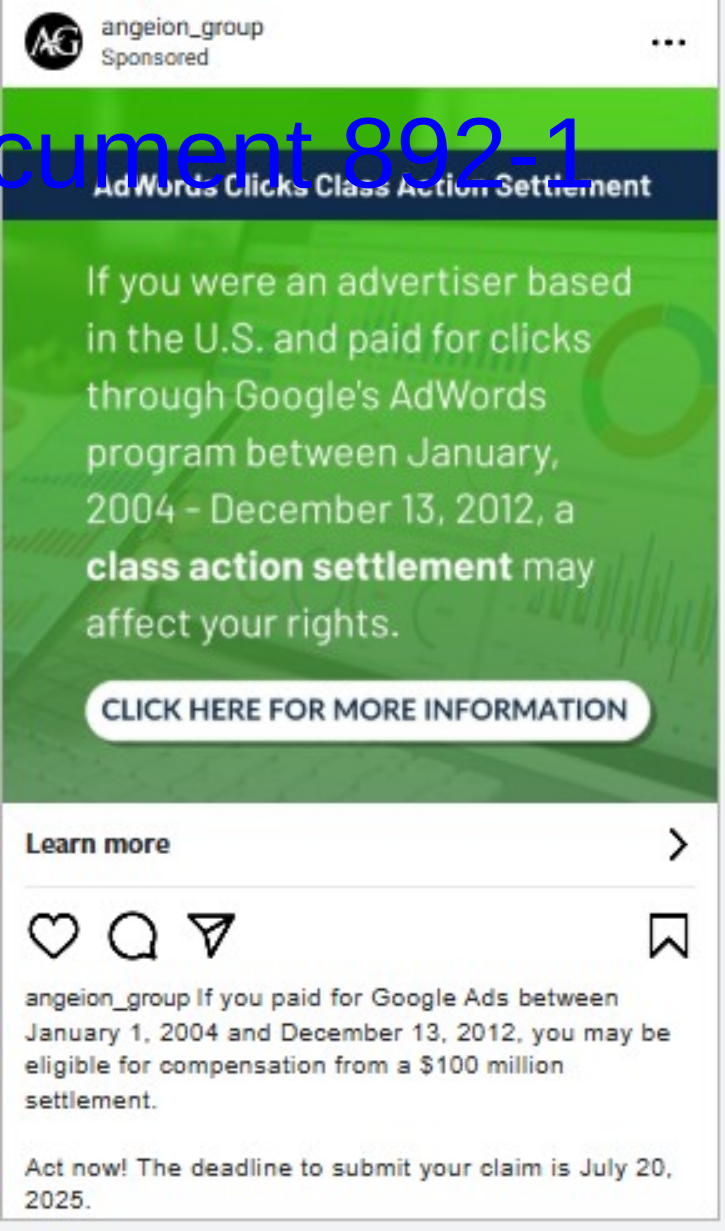
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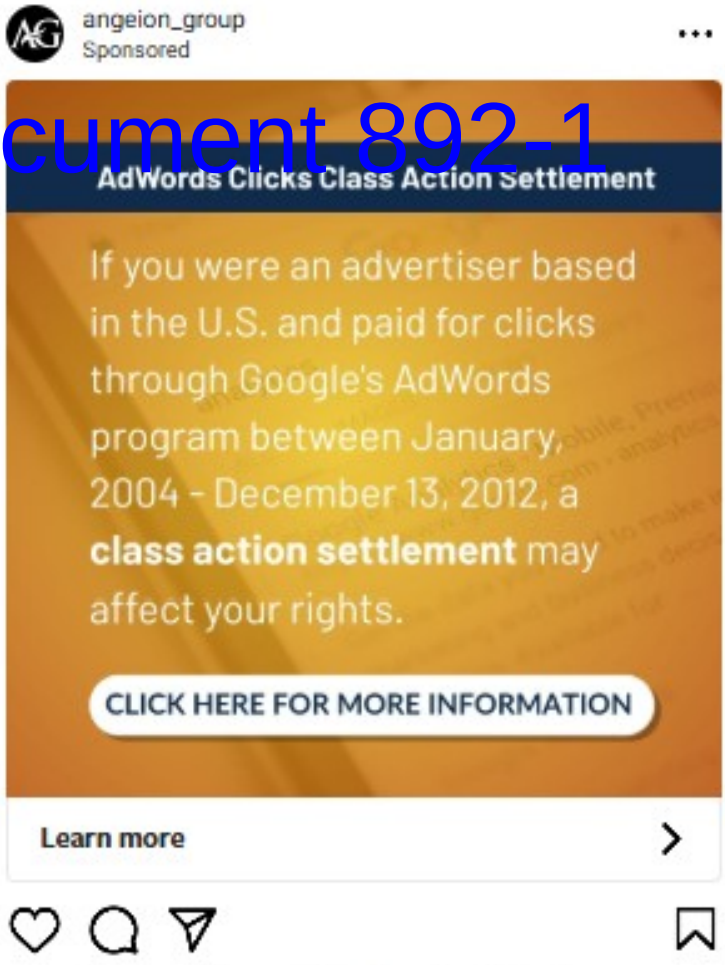

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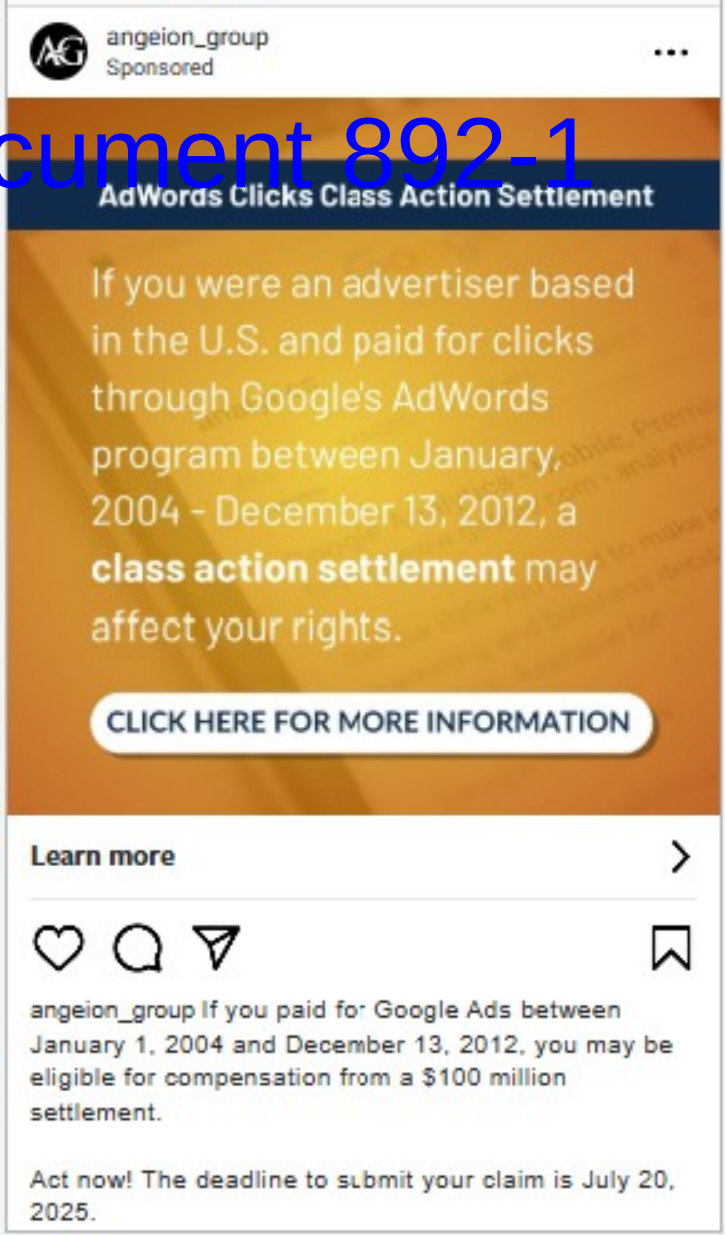
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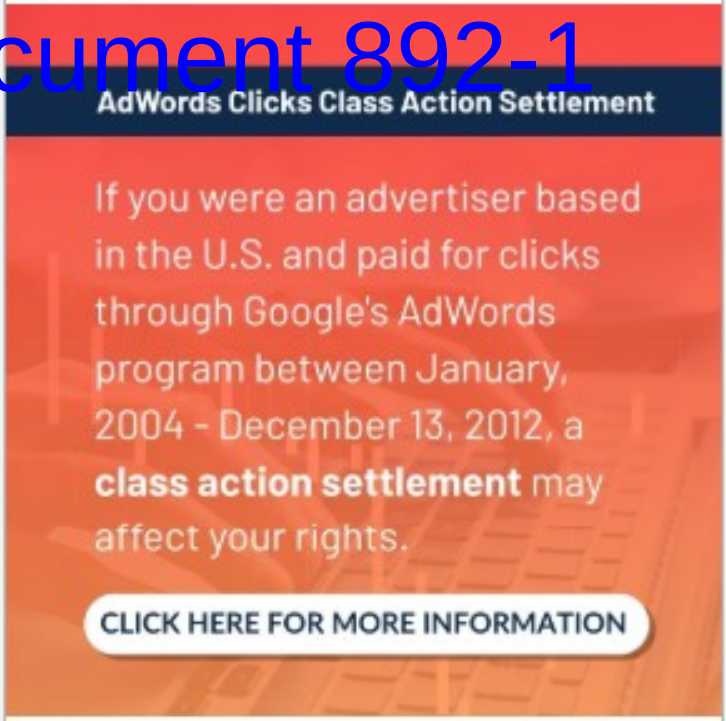

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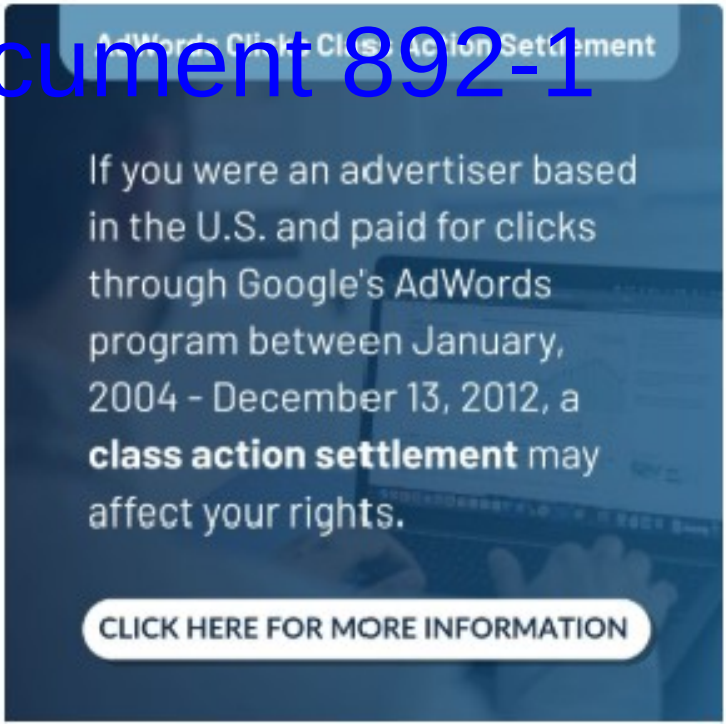

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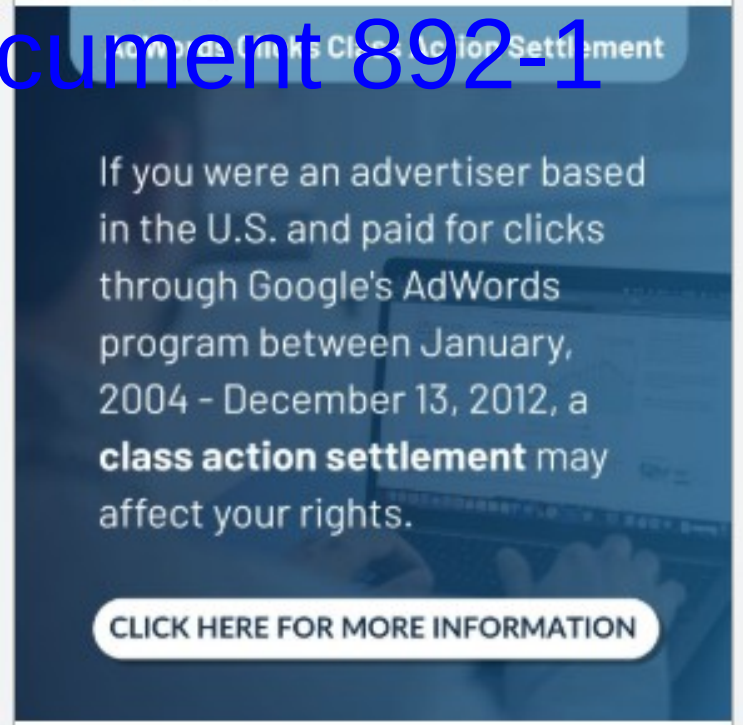

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Act now! The deadline to submit your claim is July 20, 2025.

EXHIBIT D

Requests for Exclusion received in Settlement Phase

Number	First Name	Last Name
1	Aleksei	Aleinikov
2	Chris	Algra
3	Natalie	Amecke
4-5	Thomas	Andersson**
6	Alana	Anoskey
7	Saner	Apaydin
8	Emily	Barracano
9	Silvio	Biaggi
10	Mark	Borrington
11	Andy	Brabec
12	Lukas	Cholasta
13	Richie	Church
14	Nã Lio	Codices
15	Alex	Crossman
16	Chris	Cuciurean
17	Sean	Daugherty
18	Vasileios	Dertilis
19	Markus	Eichler
20	Rafael Navas Da	Fonseca
21	Valorie	Fougeres
22	Sabrina	Frank
23	Fuckoff	Fuckoff
24	Shannon	Glover
25	Magdalena	Gurgacz
26-27	Renata	Gurgel**
28	Brendan	Gurrie
29	Piia	HãNninen
30	Lars	Hansson
31	Aries	Hilton
32	Kaori	Hirukawa
33	Victor	Honorio De Lima
34	Michael	Hu
35	Phil	Huff
36	Devin	Hull
37	Steve	Hutchinson
38	Kuhn	Istvã¡n
39	B	J
40	Jasmine	Jus
41	Janet	Kassell
42	Seth	Kinkaid
43	Mareike	Knie
44	John Smith	Kristiansen

45	Saifuddin	Lahorewala
46	Philip	Lyons
47	Sharon	Maricle
48	Glanville	Martin
49		Merkur Publishing Inc.
50	Jenny	Mevers
51-54	Daniel	Milkie**
55	Wim	Mirer
56	Yasuhiro	Moriizumi
57	Kees	Mudde
58	Michael	Murray
59	Alok	Narayana
60	Francesco	Nieddu
61	Stone	Ning
62	Astrid	Nolde-Gallasch
63	Gabriele	Omini
64	Prathan	Phakdeephon
65	Jannes	Pockelã
66	Daniel	Procter
67-68	Graziela	Rainatto**
69	John Smith	Riedel
70	Jackie	Robinson
71	Mirjam	Rosman
72	Luã-s Miguel	Sequeira
73	Darrell	Shand
74-592	Greg	Supan*
593	Erickson	Swift
594	Scott	Tyburski
595	Pentti	Vataja
596	Roger	Vilanou Valles
597	Christophe	Vlaminck
598	Yoshihiro	Wada
599	Stephen	Weber
600	Tim	Wright

*Greg Supan submitted 518 exclusion requests on behalf of numerous third parties.

**These individuals submitted exclusion requests for multiple unique Customer IDs.

EXHIBIT 2

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

RENE CABRERA and RM CABRERA COMPANY, INC., Individually and On Behalf of All Others Similarly Situated,

Plaintiffs,

v.

GOOGLE LLC,

Defendant.

Case No. 5:11-cv-1263-EJD

[PROPOSED] FINAL APPROVAL ORDER AND JUDGMENT

WHEREAS, the above-captioned class action is pending in this Court ("Action");

WHEREAS, by Order dated August 15, 2023 (Dkt. 675), the Court certified the following two classes under Federal Rule of Civil Procedure 23: (i) the "Location Targeting Class" defined as all persons and entities located in the United States who, between January 1, 2004 and March 22, 2011, advertised through Google's AdWords Program and paid for clicks on their Google AdWords advertisement(s), where such clicks did not originate from the location selected by the advertiser; and (ii) the "Search Bundled Clicks Class" defined as all persons and entities located in the United States who, between June 1, 2009 and December 13, 2012, advertised through Google's AdWords Program and paid for clicks on ads on Google's Display Network where the advertiser's settings allowed its ads to show on both the Search and Display Networks and did not set a Display Network bid different from the Search Network bid (together, the "Classes" or "Class");[1]

WHEREAS, pursuant to the Court's Order dated August 16, 2024 (Dkt. 810), notice was disseminated to potential members of the Classes to notify them of, among other things: (i) the Action pending against Google; (ii) the Court's certification of the Action to proceed as a class action on behalf of the Classes; and (iii) their right to request to be excluded from the Class(es), the effect of remaining in the Class(es) or requesting exclusion, and the requirements for requesting exclusion;

WHEREAS, (a) Rene Cabrera and RM Cabrera Company, Inc. (together, "Plaintiffs"), on behalf of themselves and the Court-certified Classes, and (b) Google (together with Plaintiffs, the "Parties") have entered into the Class Action Settlement and Release Agreement dated March 27, 2025 ("Settlement Agreement"), that provides for a complete dismissal with prejudice of the claims asserted against Google in the Action on the terms and conditions set forth in the Settlement Agreement, subject to the approval of this Court ("Settlement");

---

[1] Excluded from the Classes are Google LLC ("Google" or "Defendant") and its affiliates, officers, and directors, as well as members of the judiciary, their staff and jurors in this case. Also excluded from the Classes are (i) the individuals and entities who requested exclusion from the Classes pursuant to Class Notice (as listed on Appendix 1 to the Settlement Agreement) and do not opt back into the Classes in connection with the Settlement; and (ii) the individuals and entities who submit timely and valid requests for exclusion from the Classes in connection with the Settlement. All individuals and entities excluded from the Classes by request are listed on Exhibit 1 hereto.

WHEREAS, unless otherwise defined in this Final Approval Order, the capitalized terms herein shall have the same meanings as they have in the Settlement Agreement;

WHEREAS, by Order dated April 16, 2025 ("Preliminary Approval Order"), this Court: (a) found, pursuant to Rule 23(e)(1)(B) of the Federal Rules of Civil Procedure, that it would likely be able to approve the Settlement as fair, reasonable, and adequate under Rule 23(e)(2); (b) ordered that notice of the proposed Settlement be provided to potential members of the Classes; (c) provided Class Members with the opportunity to exclude themselves from the Class(es), to object to the proposed Settlement, or to opt back into the Class(es) if they previously excluded themselves from the Class(es) pursuant to Class Notice; and (d) scheduled a hearing regarding final approval of the Settlement;

WHEREAS, due and adequate notice has been given to the Classes;

WHEREAS, the Court conducted a hearing on August 21, 2025 ("Final Fairness Hearing") to consider, among other things (a) whether the terms and conditions of the Settlement are fair, reasonable, and adequate to the Classes, and should therefore be approved; and (b) whether a judgment should be entered dismissing the Action with prejudice as against Defendant; and

WHEREAS, the Court having reviewed and considered the Settlement Agreement, all papers filed and proceedings held herein in connection with the Settlement, all oral and written comments received regarding the Settlement, and the record in the Action, and good cause appearing therefor;

NOW THEREFORE, IT IS HEREBY ORDERED:

1. **Jurisdiction** – The Court has jurisdiction over the subject matter of the Action, and all matters relating to the Settlement, as well as personal jurisdiction over all of the Parties and each of the Class Members.

2. **Incorporation of Settlement Documents** – This Final Approval Order incorporates and makes a part hereof: (a) the Settlement Agreement filed with the Court on March 27, 2025; and (b) the Email Notices, Settlement Notice, Settlement Notice Ads, and Payment Form all of which were filed with the Court on June 13, 2025.

3. **Notice** – The Court finds that the dissemination of the Email Notices, Settlement Notice, Settlement Notice Ads, and Payment Form: (a) were implemented in accordance with the Preliminary Approval Order; (b) constituted the best notice practicable under the circumstances; (c)

constituted notice that was reasonably calculated, under the circumstances, to apprise Class Members of (i) the effect of the proposed Settlement (including the releases to be provided thereunder); (ii) Class Counsel's motion for attorneys' fees and Litigation Expenses; (iii) their right to object to any aspect of the Settlement, the Allocation Methodology and/or Class Counsel's motion for attorneys' fees and Litigation Expenses; (iv) their right to exclude themselves from the Class(es); (v) their right to opt back into the Class(es) if they previously requested exclusion from the Class(es) pursuant to Class Notice; and (vi) their right to appear at the Final Fairness Hearing; (d) constituted due, adequate, and sufficient notice to all individuals and entities entitled to receive notice of the proposed Settlement; and (e) satisfied the requirements of Rule 23 of the Federal Rules of Civil Procedure, the United States Constitution (including the Due Process Clause), and all other applicable law and rules. No Class Member is relieved from the terms of the Settlement, including the releases provided for therein, based upon the contention or proof that such Class Member failed to receive actual or adequate notice. A full opportunity has been offered to Class Members to object to the proposed Settlement and to participate in the hearing thereon. Thus, it is hereby determined that all Class Members are bound by this Final Approval Order, except those individuals and entities listed on Exhibit 1 hereto.

4. **CAFA Notice** - The Court finds that the notice requirements set forth in the Class Action Fairness Act of 2005, 28 U.S.C. § 1715, have been satisfied.

5. **Objections** – There are no objections to the Settlement.

6. **Final Settlement Approval and Dismissal of Claims** – Pursuant to, and in accordance with, Rule 23(e)(2) of the Federal Rules of Civil Procedure, this Court hereby fully and finally approves the Settlement set forth in the Settlement Agreement in all respects (including, without limitation, the Settlement Amount, the releases provided for therein, and the dismissal with prejudice of the claims asserted against Google in the Action), and finds that the Settlement is, in all respects, fair, reasonable and adequate, and in the best interests of the Classes. Specifically, the Court finds that (a) Plaintiffs and Class Counsel have adequately represented the Classes; (b) the Settlement was negotiated by the Parties at arm's length; (c) the relief provided for the Classes under the Settlement is adequate taking into account the costs, risks, and delay of trial and appeal, the proposed means of distributing the Settlement Fund to the Classes, and the proposed attorneys' fee award; and (d) the

Settlement treats members of the Classes equitably relative to each other. The Parties are directed to implement, perform, and consummate the Settlement in accordance with the terms and provisions contained in the Settlement Agreement.

7. The Action and all of the claims asserted against Google in the Action by Plaintiffs and the other members of the Classes are hereby dismissed with prejudice as to Google. The Parties shall bear their own costs and expenses, except as otherwise expressly provided in the Settlement Agreement.

8. **Binding Effect** – The terms of the Settlement Agreement and of this Final Approval Order shall be forever binding on Google, Plaintiffs, and all other members of the Classes (regardless of whether or not any individual Class Member is a Participating Class Member or seeks or obtains a distribution from the Net Settlement Fund), as well as their respective successors and assigns. The individuals and entities listed on Exhibit 1 hereto are excluded from the Classes pursuant to request and are not bound by the terms of the Settlement Agreement or this Final Approval Order.

9. **Release** – The release set forth in the Settlement Agreement, together with the definitions contained in § 1 of the Settlement Agreement relating thereto, is expressly incorporated herein. The release is effective as of the Effective Date. Accordingly, this Court orders that: subject to paragraph 10 below, upon the Effective Date of the Settlement Agreement, the Releasing Parties shall release, forever discharge, will not in any manner pursue this Action, and shall be forever barred from asserting, instituting, or maintaining against the Releasees, any and all Released Claims, as defined in § 1.34 of the Settlement Agreement. This release shall not apply to any individual or entity listed on Exhibit 1 hereto.

10. Notwithstanding paragraph 9 above, nothing in this Final Approval Order shall bar any action by any of the Parties to enforce or effectuate the terms of the Settlement Agreement or this Final Approval Order.

11. **No Admissions** – This Final Approval Order, the Settlement Agreement, the Settlement, all documents, orders, and other evidence relating to the Settlement, the fact of their existence, any of their terms, any press release or other statement or report by the Parties or by others concerning this Final Approval Order, the Settlement Agreement, the Settlement, their existence, or

their terms, any negotiations, proceedings, acts performed, or documents drafted or executed pursuant to or in furtherance of the Settlement Agreement or the Settlement shall not be offered or received as evidence, nor shall they be deemed to be, used as, construed as, or constitute a presumption, concession, admission, or evidence of (a) the validity of any Released Claims or of any liability, culpability, negligence, or wrongdoing on the part of the Releasees; (b) any fact alleged, any defense asserted or any fault by the Releasees; (c) the propriety of certifying a litigation class or any decision by any court regarding the certification of a class; and/or (d) whether the consideration to be given in the Settlement Agreement represents the relief that could or would have been obtained through trial in the Action in any trial, civil, criminal, administrative, or other proceeding of the Action or any other action or proceeding in any court, administrative agency, or other tribunal. Google and the other Releasees shall have the right to file the Settlement Agreement and/or the Final Approval Order in any action that may be brought against them in order to support a defense or counterclaim based on principles of res judicata, collateral estoppel, release, good-faith settlement, judgment bar, reduction, or any other theory of claim preclusion or issue preclusion or similar defense or counterclaim.

12. **Retention of Jurisdiction** – Without affecting the finality of this Final Approval Order in any way, this Court retains continuing and exclusive jurisdiction over: (a) the Parties for purposes of the administration, interpretation, implementation, and enforcement of the Settlement; (b) the disposition of the Settlement Fund; (c) any motion for attorneys' fees and/or Litigation Expenses by Class Counsel in the Action that will be paid from the Settlement Fund; (d) any motion to approve the Allocation Methodology; and (e) members of the Classes for all matters relating to the Action.

13. Separate orders shall be entered regarding approval of the Allocation Methodology and the motion of Class Counsel for attorneys' fees and Litigation Expenses. Such orders shall in no way affect or delay the finality of this Final Approval Order and shall not affect or delay the Effective Date of the Settlement.

14. **Modification of the Agreement of Settlement** – Without further approval from the Court, Plaintiffs and Google are hereby authorized to agree to and adopt such amendments or modifications of the Settlement Agreement or any exhibits attached thereto to effectuate the Settlement that: (a) are not materially inconsistent with this Final Approval Order; and (b) do not materially limit

the rights of Class Members in connection with the Settlement. Without further order of the Court, Plaintiffs and Google may agree to reasonable extensions of time to carry out any provisions of the Settlement.

15. **Termination of Settlement** – If the Settlement is terminated as provided in the Settlement Agreement or the Effective Date of the Settlement otherwise fails to occur, this Final Approval Order shall be vacated, rendered null and void, and be of no further force and effect, except as otherwise provided by the Settlement Agreement, and this Final Approval Order shall be without prejudice to the rights of Plaintiffs, the other members of the Classes, and Google, and the Parties shall be restored to their respective positions immediately preceding execution of the Settlement Agreement, and any intervening Court rulings or decisions shall be vacated, as provided in the Settlement Agreement.

16. **Entry of Final Judgment** – There is no just reason to delay the entry of this Final Approval Order and immediate entry by the Clerk of the Court is expressly directed.

IT IS SO ORDERED.

Dated: _____ __, 2025

_____
HON. EDWARD J. DAVILA
United States District Judge

Exhibit 1

List of Individuals and Entities Excluded from the Classes Pursuant to Request

Requests for Exclusion received in Class Notice Phase

Number	First Name	Last Name
1	Thomas	Arnesen
2	Raphael	Barini
3	Jennie	Bolas
4	Jonathan	Bowles
5-6	Martin	Caparrotta*
7	Ben	Cheng
8	Davide	Colona
9	Paula	Couto Rodrigues Saldanha
10	Allen	Davey
11	Rosanna	De Paola
12-15	Robert	Delong*
16	Jennifer	Dew
17	Massimo	Discepoli
18	Gale	Duval
19	Mohamed Achraf	Elmimouni
20	Pascal	Faucompre
21-22	Luca	Fratini*
23	Karin	Freedman
24	James	Fry
25	Hella Karin	Fuchs (Balchunas)
26-27	Andrew	Gegg*
28	Michelle	Greenleaf
29	Renee	Griffith
30-31	Joseph	Haverty*
32	Paula	Henderson
33	Philip	Henderson
34	Andrew	Hercules
35	Kathryn	Hoather
36	Kyle	Hufford
37	Vishal	Jain
38	Josh	Kaner
39	Peter	Koryaka
40	Maggie	Lee
41	Jose	Luiz
42	Paul	Marshall
43	Joel	May
44	Melissa	Mcgovern
45	Jennifer	Meyer
46	Rajko	Milinic
47	Denis	Miquel
48	Paula	Muran
49	Ivan	Murray-Smith

50	Ian	Nelson
51	Lukasz	Osiak
52	Dan	Price
53	Soeren	Ramspeck
54	Mike	Rapoport
55	Daniel	Reitz
56-57	Hotel Wilerbad Ag	Renate Stocker*
58	Karsten	Rosenloecher
59	Christopher	Saunders
60	Nickolas	Simard
61	Jeff	Stein
62	Amri	Tarsis
63	Giovanni	Tomaselli
64	Donald	Triplett
65-66	Ramon	Valentim*
67	Jennifer	Vallieres
68	Heather	Varsho
69	Louis	Voellmy
70	Mark	Wainwright
71	Emily	Walton
72	Chen Yuling	Wenbi
73	Mignolet	Xavier

**These individuals submitted exclusion requests for multiple unique Customer IDs.

Requests for Exclusion received in Settlement Phase

Number	First Name	Last Name
1	Aleksei	Aleinikov
2	Chris	Algra
3	Natalie	Amecke
4-5	Thomas	Andersson**
6	Alana	Anoskey
7	Saner	Apaydin
8	Emily	Barracano
9	Silvio	Biaggi
10	Mark	Borrington
11	Andy	Brabec
12	Lukas	Cholasta
13	Richie	Church
14	Nã Lio	Codices
15	Alex	Crossman
16	Chris	Cuciurean
17	Sean	Daugherty
18	Vasileios	Dertilis
19	Markus	Eichler
20	Rafael Navas Da	Fonseca
21	Valorie	Fougeres
22	Sabrina	Frank
23	Fuckoff	Fuckoff
24	Shannon	Glover
25	Magdalena	Gurgacz
26-27	Renata	Gurgel**
28	Brendan	Gurrie
29	Piia	HãNninen
30	Lars	Hansson
31	Aries	Hilton
32	Kaori	Hirukawa
33	Victor	Honorio De Lima
34	Michael	Hu
35	Phil	Huff
36	Devin	Hull
37	Steve	Hutchinson
38	Kuhn	Istvã¡n
39	B	J
40	Jasmine	Jus
41	Janet	Kassell
42	Seth	Kinkaid
43	Mareike	Knie
44	John Smith	Kristiansen

45	Saifuddin	Lahorewala
46	Philip	Lyons
47	Sharon	Maricle
48	Glanville	Martin
49		Merkur Publishing Inc.
50	Jenny	Mevers
51-54	Daniel	Milkie**
55	Wim	Mirer
56	Yasuhiro	Moriizumi
57	Kees	Mudde
58	Michael	Murray
59	Alok	Narayana
60	Francesco	Nieddu
61	Stone	Ning
62	Astrid	Nolde-Gallasch
63	Gabriele	Omini
64	Prathan	Phakdeephon
65	Jannes	Pockelã
66	Daniel	Procter
67-68	Graziela	Rainatto**
69	John Smith	Riedel
70	Jackie	Robinson
71	Mirjam	Rosman
72	Luã-s Miguel	Sequeira
73	Darrell	Shand
74-592	Greg	Supan*
593	Erickson	Swift
594	Scott	Tyburski
595	Pentti	Vataja
596	Roger	Vilanou Valles
597	Christophe	Vlaminck
598	Yoshihiro	Wada
599	Stephen	Weber
600	Tim	Wright

*Greg Supan submitted 518 exclusion requests on behalf of numerous third parties.

**These individuals submitted exclusion requests for multiple unique Customer IDs.

EXHIBIT 3

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

RENE CABRERA and RM CABRERA COMPANY, INC., Individually and On Behalf of All Others Similarly Situated,

Plaintiffs,

v.

GOOGLE LLC,

Defendant.

Case No. 5:11-cv-1263-EJD

[PROPOSED] ORDER APPROVING ALLOCATION METHODOLOGY FOR THE NET SETTLEMENT FUND

This matter came on for hearing on August 21, 2025 ("Final Fairness Hearing"), on Plaintiffs' motion to determine whether the proposed plan for allocating the Net Settlement Fund ("Allocation Methodology") created by the Settlement achieved in the above-captioned class action ("Action") should be approved. The Court having considered all matters submitted to it at the Final Fairness Hearing and otherwise; it appearing that notice of the Final Fairness Hearing substantially in the forms approved by the Court, which also advised Class Members of the Allocation Methodology, was emailed/mailed to potential Class Members identified in the data provided by Google, and that a notice campaign, including transmittal of the Settlement Ads over various media platforms, was conducted in the manner approved by the Court; and the Court having considered and determined the fairness and reasonableness of the proposed Allocation Methodology,

NOW, THEREFORE, IT IS HEREBY ORDERED THAT:

1. This Order incorporates by reference the definitions in the Class Action Settlement and Release Agreement dated March 27, 2025 (Dkt. No. 877-1) ("Settlement Agreement") and all terms not otherwise defined herein shall have the same meanings as set forth in the Settlement Agreement.

2. The Court has jurisdiction to enter this Order and over the subject matter of the Action and all Parties to the Action, including all Class Members.

3. Notice of Plaintiffs' motion for approval of the proposed Allocation Methodology and of the date for the hearing on such motion was given to Class Members. The forms and methods of notifying the Class of the motion for approval of the proposed Allocation Methodology satisfied the requirements of Rule 23 of the Federal Rules of Civil Procedure, due process, and all other applicable law and rules, constituted the best notice practicable under the circumstances, and constituted due and sufficient notice to all persons and entities entitled thereto.

4. Email Notices were sent to approximately 4.9 million potential Class Members (i.e., unique Customer IDs). The Settlement Notice, which included the Allocation Methodology, was posted on the Settlement Website. No objections to the proposed Allocation Methodology were received.

5. The Court hereby finds and concludes that the formula for the calculation of Settlement Payments for Participating Class Members as set forth in the Allocation Methodology provides a fair and reasonable basis upon which to allocate the proceeds of the Net Settlement Fund among eligible

Class Members with due consideration having been given to administrative convenience and necessity.

6. The Court hereby finds and concludes that the Allocation Methodology is, in all respects, fair and reasonable to the Class. Accordingly, the Court hereby approves the Allocation Methodology proposed by Plaintiffs.

7. Any appeal or any challenge affecting this Court's approval of the Allocation Methodology shall in no way disturb or affect the finality of the Final Approval Order.

8. Exclusive jurisdiction is hereby retained over the Parties and the Class Members for all matters relating to this Action, including the administration, interpretation, effectuation or enforcement of the Settlement Agreement and this Order.

9. In the event that the Settlement is terminated or the Effective Date of the Settlement otherwise fails to occur, this Order shall be rendered null and void to the extent provided by the Settlement Agreement.

10. There is no just reason for delay in the entry of this Order, and immediate entry by the Clerk of the Court is expressly directed.

IT IS SO ORDERED.

Dated: _____ __, 2025

_____
HON. EDWARD J. DAVILA
United States District Judge

EXHIBIT 4

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

RENE CABRERA and RM CABRERA COMPANY, INC., Individually and On Behalf of All Others Similarly Situated,

Plaintiffs,

v.

GOOGLE LLC,

Defendant.

Case No. 5:11-cv-1263-EJD

[PROPOSED] ORDER AWARDING ATTORNEYS' FEES, LITIGATION EXPENSES AND SERVICE AWARD

This matter came on for hearing on August 21, 2025 ("Final Fairness Hearing"), on Class Counsel's motion for attorneys' fees, Litigation Expenses and Service Award. The Court having considered all matters submitted to it at the Final Fairness Hearing and otherwise; it appearing that notice of the Final Fairness Hearing substantially in the forms approved by the Court, which advised of Class Counsel's motion for attorneys' fees, Litigation Expenses and Service Award, was emailed/mailed to potential Class Members identified in the data provided by Google, and that a notice campaign, including the transmittal of the Settlement Ads over various media platforms, was conducted in the manner approved by the Court; and the Court having considered and determined the fairness and reasonableness of the attorneys' fees, Litigation Expenses and Service Award requested,

NOW, THEREFORE, IT IS HEREBY ORDERED THAT:

1. This Order incorporates by reference the definitions in the Class Action Settlement and Release Agreement dated March 27, 2025 (Dkt. No. 877-1) ("Settlement Agreement"), and all terms not otherwise defined herein shall have the same meanings as set forth in the Settlement Agreement.

2. The Court has jurisdiction to enter this Order and over the subject matter of the Action and all Parties to the Action, including all Class Members.

3. Notice of Class Counsel's motion for attorneys' fees, Litigation Expenses and Service Award and the date for the hearing on such motion was given to Class Members. The forms and methods of notifying the Class of the motion for attorneys' fees, Litigation Expenses and Service Award satisfied the requirements of Rule 23 of the Federal Rules of Civil Procedure, due process, and all other applicable law and rules, constituted the best notice practicable under the circumstances, and constituted due and sufficient notice to all persons and entities entitled thereto.

4. Class Counsel are hereby awarded attorneys' fees in the amount of ____% of the Settlement Fund and $_____ for payment of counsel's Litigation Expenses plus interest earned on such amounts. These attorneys' fees and expenses shall be paid from the Settlement Fund and the Court finds these sums to be fair and reasonable. In accordance with the Settlement Agreement, Class Counsel shall allocate the attorneys' fees awarded among counsel in a manner in which they, in good faith, believe reflects the contributions of each counsel to the institution, prosecution, and settlement of the Action.

5. In making this award of attorneys' fees and Litigation Expenses from the Settlement Fund, the Court has considered and found that:

a. The Settlement has created a fund of $100,000,000 in cash pursuant to the terms of the Settlement Agreement, and numerous Class Members who submit acceptable Payment Forms will benefit from the Settlement that occurred because of the efforts of Class Counsel;

c. Email Notices were sent to approximately 4.9 million potential Class Members (i.e., unique Customer IDs) and the Settlement Notice was posted on the Settlement Website. The notices advised that Class Counsel would apply for attorneys' fees in an amount not to exceed 33% of the Settlement Fund and payment of Litigation Expenses in an amount not to exceed $4.2 million, plus interest, and no objections to the requested attorneys' fees or Litigation Expenses were submitted;

d. Class Counsel conducted the litigation and achieved the Settlement with skill, perseverance, and diligent advocacy;

e. The Action raised a number of complex issues;

f. Had Class Counsel not achieved the Settlement there would remain a significant risk that Plaintiffs and the other members of the Classes may have recovered less or nothing from Google;

g. Over the course of 14 years, Class Counsel devoted more than 39,000 hours, with a lodestar value of over $22 million, to achieve the Settlement; and

h. The amount of attorneys' fees awarded and expenses to be paid from the Settlement Fund are fair and reasonable and consistent with awards in similar cases.

6. Plaintiff Rene Cabrera is hereby awarded a service award in the amount of $_____ from the Settlement Fund for the time and effort he devoted in prosecuting the Classes' claims and achieving the substantial Settlement for the Classes.

7. Any appeal or any challenge affecting this Court's approval regarding any attorneys' fees and expense application shall in no way disturb or affect the finality of the Final Approval Order.

8. Exclusive jurisdiction is hereby retained over the Parties and the Class Members for all matters relating to this Action, including the administration, interpretation, effectuation or enforcement of the Settlement Agreement and this Order.

9. In the event that the Settlement is terminated or the Effective Date of the Settlement otherwise fails to occur, this Order shall be rendered null and void to the extent provided by the Settlement Agreement.

10. There is no just reason for delay in the entry of this Order, and immediate entry by the Clerk of the Court is expressly directed.

IT IS SO ORDERED.

Dated: _____ __, 2025

_____
HON. EDWARD J. DAVILA
United States District Judge