

# CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON PAGE TWO OF THE FORM.)

<p><b>I. (a) PLAINTIFFS</b></p> <p>DAVID ALMEIDA, individually and on behalf of all others similarly situated</p>	<p><b>DEFENDANTS</b></p> <p>GOOGLE, INC., a Delaware Corporation; and DOES 1 through 250, inclusive</p>
<p><b>(b)</b> County of Residence of First Listed Plaintiff Essex County, Mass. (EXCEPT IN U.S. PLAINTIFF CASES)</p>	<p>County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY)</p> <p>NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE LAND INVOLVED.</p>
<p><b>(c)</b> Attorney's (Firm Name, Address, and Telephone Number)</p> <p>See attachment</p>	<p>Attorneys (If Known)</p>

<p><b>II. BASIS OF JURISDICTION</b> (Place an "X" in One Box Only)</p> <p><input type="checkbox"/> 1 U.S. Government Plaintiff</p> <p><input type="checkbox"/> 2 U.S. Government Defendant</p> <p><input type="checkbox"/> 3 Federal Question (U.S. Government Not a Party)</p> <p><input checked="" type="checkbox"/> 4 Diversity (Indicate Citizenship of Parties in Item III)</p>	<p><b>III. CITIZENSHIP OF PRINCIPAL PARTIES</b> (Place an "X" in One Box for Plaintiff and One Box for Defendant)</p> <p>(For Diversity Cases Only)</p> <table style="width: 100%;"> <tr> <td style="width: 25%;">Citizen of This State</td> <td style="width: 5%;">PTF <input type="checkbox"/> 1</td> <td style="width: 5%;">DEF <input type="checkbox"/> 1</td> <td style="width: 45%;">Incorporated or Principal Place of Business in This State</td> <td style="width: 5%;">PTF <input type="checkbox"/> 4</td> <td style="width: 5%;">DEF <input checked="" type="checkbox"/> 4</td> </tr> <tr> <td>Citizen of Another State</td> <td><input checked="" type="checkbox"/> 2</td> <td><input type="checkbox"/> 2</td> <td>Incorporated and Principal Place of Business in Another State</td> <td><input type="checkbox"/> 5</td> <td><input type="checkbox"/> 5</td> </tr> <tr> <td>Citizen or Subject of a Foreign Country</td> <td><input type="checkbox"/> 3</td> <td><input type="checkbox"/> 3</td> <td>Foreign Nation</td> <td><input type="checkbox"/> 6</td> <td><input type="checkbox"/> 6</td> </tr> </table>	Citizen of This State	PTF <input type="checkbox"/> 1	DEF <input type="checkbox"/> 1	Incorporated or Principal Place of Business in This State	PTF <input type="checkbox"/> 4	DEF <input checked="" type="checkbox"/> 4	Citizen of Another State	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 2	Incorporated and Principal Place of Business in Another State	<input type="checkbox"/> 5	<input type="checkbox"/> 5	Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3	<input type="checkbox"/> 3	Foreign Nation	<input type="checkbox"/> 6	<input type="checkbox"/> 6
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Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3	<input type="checkbox"/> 3	Foreign Nation	<input type="checkbox"/> 6	<input type="checkbox"/> 6														

**IV. NATURE OF SUIT** (Place an "X" in One Box Only)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES	
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excl. Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	<p><b>PERSONAL INJURY</b></p> <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury	<p><b>PERSONAL INJURY</b></p> <input type="checkbox"/> 362 Personal Injury—Med. Malpractice <input type="checkbox"/> 365 Personal Injury—Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability <p><b>PERSONAL PROPERTY</b></p> <input checked="" type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 610 Agriculture <input type="checkbox"/> 620 Other Food & Drug <input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 630 Liquor Laws <input type="checkbox"/> 640 R.R. & Truck <input type="checkbox"/> 650 Airline Regs. <input type="checkbox"/> 660 Occupational Safety/Health <input type="checkbox"/> 690 Other <p><b>LABOR</b></p> <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Mgmt. Relations <input type="checkbox"/> 730 Labor/Mgmt. Reporting & Disclosure Act <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Empl. Ret. Inc. Security Act <p><b>IMMIGRATION</b></p> <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 463 Habeas Corpus—Alien Detainee <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 <p><b>PROPERTY RIGHTS</b></p> <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark <p><b>SOCIAL SECURITY</b></p> <input type="checkbox"/> 861 HLA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) <p><b>FEDERAL TAX SUITS</b></p> <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 810 Selective Service <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 875 Customer Challenge 12 USC 3410 <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 892 Economic Stabilization Act <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 894 Energy Allocation Act <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 900 Appeal of Fee Determination Under Equal Access to Justice <input type="checkbox"/> 950 Constitutionality of State Statutes
<p><b>REAL PROPERTY</b></p> <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	<p><b>CIVIL RIGHTS</b></p> <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 444 Welfare <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 440 Other Civil Rights	<p><b>PRISONER PETITIONS</b></p> <input type="checkbox"/> 510 Motions to Vacate Sentence <p><b>Habeas Corpus:</b></p> <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition			

**V. ORIGIN** (Place an "X" in One Box Only)

1 Original Proceeding     2 Removed from State Court     3 Remanded from Appellate Court     4 Reinstated or Reopened     5 Transferred from another district (specify)     6 Multidistrict Litigation     7 Appeal to District Judge from Magistrate Judgment

**VI. CAUSE OF ACTION**

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):  
 28 USC sec. 1332(d)(2) and 28 USC sec. 1332(d)(6)

Brief description of cause:  
 Unjust Enrichment, Fraudulent Concealment, Violation of Calif. Bus. & Prof. Code sec. 17200 et seq.

**VII. REQUESTED IN COMPLAINT:**  CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23    DEMAND \$ \_\_\_\_\_    CHECK YES only if demanded in complaint: JURY DEMAND:  Yes  No

**VIII. RELATED CASE(S) IF ANY** PLEASE REFER TO CIVIL L.R. 3-12 CONCERNING REQUIREMENT TO FILE "NOTICE OF RELATED CASE".

**IX. DIVISIONAL ASSIGNMENT (CIVIL L.R. 3-2)** (PLACE AND "X" IN ONE BOX ONLY)     SAN FRANCISCO/OAKLAND     SAN JOSE

DATE: 4/22/2008    SIGNATURE OF ATTORNEY OF RECORD: 

Attachment to Civil Cover Sheet

Plaintiff's attorneys of Record

BRIAN S. KABATECK, SBN 152054  
RICHARD L. KELLNER, SBN 171416  
ALFREDO TORRIJOS, SBN 222458  
KABATECK BROWN KELLNER LLP  
644 South Figueroa Street  
Los Angeles, CA 90017  
Telephone: (213) 217-5000  
Facsimile: (213) 217-5010

# UNITED STATES DISTRICT COURT

for the

Northern District of California

DAVID ALMEIDA, individually  
and on behalf of all others similarly situated

Plaintiff

GOOGLE, INC., a Delaware Corporation; and  
DOES 1 through 250, Inclusive

Defendant

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)  
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)  
)

Civil Action No.

## Summons in a Civil Action

To: GOOGLE, INC.  
*(Defendant's name)*

A lawsuit has been filed against you.

Within 20 days after service of this summons on you (not counting the day you received it), you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff's attorney, whose name and address are:

RICHARD L. KELLNER  
KABATECK BROWN KELLNER LLP  
644 South Figueroa Street  
Los Angeles, CA 90017

If you fail to do so, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

Richard W. Wieking

Name of clerk of court

Date: \_\_\_\_\_

\_\_\_\_\_  
Deputy clerk's signature

*(Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States allowed 60 days by Rule 12(a)(3).)*

**Proof of Service**

I declare under penalty of perjury that I served the summons and complaint in this case on \_\_\_\_\_,  
by:

(1) personally delivering a copy of each to the individual at this place, \_\_\_\_\_; or

(2) leaving a copy of each at the individual's dwelling or usual place of abode with \_\_\_\_\_  
who resides there and is of suitable age and discretion; or

(3) delivering a copy of each to an agent authorized by appointment or by law to receive it whose name is  
\_\_\_\_\_; or

(4) returning the summons unexecuted to the court clerk on \_\_\_\_\_.

My fees are \$ \_\_\_\_\_ for travel and \$ \_\_\_\_\_ for services, for a total of \$ 0.00.

Date: \_\_\_\_\_

\_\_\_\_\_  
Server's signature

\_\_\_\_\_  
Printed name and title

\_\_\_\_\_  
Server's address

1 BRIAN S. KABATECK, SBN 152054  
(bsk@kbklawyers.com)  
2 RICHARD L. KELLNER, SBN 171416  
(rlk@kbklawyers.com)  
3 ALFREDO TORRIJOS, SBN 222458  
(at@kbklawyers.com)  
4 KABATECK BROWN KELLNER LLP  
644 South Figueroa Street  
5 Los Angeles, California 90017  
Telephone: (213) 217-5000  
6 Facsimile: (213) 217-5010

7 Attorneys for Plaintiff  
David Almeida

8  
9  
10 **UNITED STATES DISTRICT COURT**  
11 **NORTHERN DISTRICT OF CALIFORNIA**

12 DAVID ALMEIDA, individually and on  
13 behalf of all others similarly situated,

14 Plaintiff,

15 vs.

16  
17 GOOGLE, INC., a Delaware  
18 Corporation; and DOES 1 through 10,  
inclusive,

19 Defendants.

CASE NO.

**CLASS ACTION COMPLAINT**

**JURY TRIAL DEMANDED**

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21  
22  
23 Plaintiff David Almeida (“Plaintiff”), individually and on behalf of the class  
24 described below, by his attorneys, makes the following allegations pursuant to the  
25 investigation of his counsel and based upon information and belief except as to  
26 allegations specifically pertaining to Plaintiff and his counsel, which are based on  
27 personal knowledge. Plaintiff brings this action for damages and injunctive relief against  
28 defendant, demanding a trial by jury.

NATURE OF THE ACTION

1  
2 1. Plaintiff brings this class action against Google, Inc. (“Google”) to recover  
3 damages and other relief available at law and in equity on behalf of himself as well as on  
4 behalf of the members of the following class:

5 *All persons or entities located within the United States who*  
6 *bid on a keyword through AdWords, left the “CPC content*  
7 *bid” input blank, and were charged for content ads.*

8 2. This action arises from Google’s deceptive, fraudulent and unfair practice  
9 of tricking advertisers who seek on-line advertising through Google’s AdWords program  
10 into bidding for a service that they do not want.

11 3. Google is commonly thought simply as an Internet search engine; in fact  
12 Google’s business is online advertising. Google’s business model is primarily dependent  
13 on linking individuals who are searching the internet with advertisers who pay Google  
14 (and others) for each time the linkage occurs. The Google Network is the largest online  
15 advertising network in the United States.

16 4. AdWords is Google’s primary advertising program and is the main source  
17 of its revenue. Through AdWords, Google permits would-be advertisers to bid on words  
18 or phrases that will trigger the advertisers’ ads. AdWords is premised on a pay-per-click  
19 (“PPC”) model, meaning that advertisers pay only when their ads are clicked. As part of  
20 the AdWords bidding process, therefore, advertisers must set a maximum cost per click  
21 (“CPC”) bid that the advertiser is willing to pay each time someone clicks on its ad.  
22 When an advertiser is choosing its CPC bid, it is also given the “option” of entering a  
23 separate bid for clicks originating from Google’s “content network” which consists of  
24 sites that are not search engines. These content network sites are those that use AdSense,  
25 the other side of the Google advertising model.

26 5. This action arises from the fact that Google does not inform its advertisers  
27 that if they leave the content bid CPC input blank, Google will use the advertiser’s CPC  
28 bid for clicks occurring on the content network. Google does this despite the fact that ads

1 placed on the content network are demonstrably inferior to ads appearing on search result  
2 pages. Because there is no option to opt out of content ads during the AdWords  
3 registration process, advertisers reasonably believe that by leaving the content ad CPC  
4 input blank they can opt out of having their ads placed on the content network. Google,  
5 however, has charged and continues to charge those advertisers who leave content ad  
6 CPC input blank for content ads on third party websites.

7 **PARTIES**

8 6. Plaintiff David Almeida (“Plaintiff”) is a resident of Essex County,  
9 Massachusetts and citizen of Massachusetts. Plaintiff has previously registered for an  
10 AdWords account as more particularly described herein and has also previously been  
11 charged for content ads as more particularly described herein.

12 7. Plaintiff is informed and believes and thereon alleges that defendant  
13 Google, Inc. (“Google”) is a Delaware Corporation doing business in the state of  
14 California. Plaintiff is informed and believes and thereon alleges that there is no one  
15 state where Google conducts a substantial predominance of its business, making its  
16 principal place of business the state where it is headquartered. Network Solutions’  
17 headquarters – and, thus, its principal place of business – are located at 1600  
18 Amphitheatre Parkway, Mountain View, California. Accordingly, Defendant Google is a  
19 citizen of Delaware and California.

20 8. Plaintiff does not know the true names or capacities of the persons or  
21 entities sued herein as DOES 1 to 10, inclusive, and therefore sues such defendants by  
22 such fictitious names. Plaintiff is informed and believes and thereon alleges that each of  
23 the DOE defendants is in some manner legally responsible for the damages suffered by  
24 Plaintiff and the members of the class as alleged herein. Plaintiff will amend this  
25 complaint to set forth the true names and capacities of these defendants when they have  
26 been ascertained, along with appropriate charging allegations, as may be necessary.

27  
28



1 the advertiser has two choices, the “Default CPC bid” and the “CPC content bid”. Next  
2 to the “CPC content bid” input is the word “optional”.

3 12. Nowhere on this page, or anywhere in the registration process, is there the  
4 option to opt-out of content ads.

5 13. Advertisers who do not want to pay for ads placed on third party websites,  
6 therefore leave the “CPC content bid” input blank, reasonably believing that the word  
7 “optional” means that having content ads placed on third party websites is optional.

8 14. Google, however, fails to inform that an advertiser who leaves this  
9 “optional” input blank will nonetheless be charged for third party content ads. By  
10 redefining the universally understood meaning of an input form left blank, and then  
11 intentionally concealing this redefinition, Google has fraudulently taken millions of  
12 dollars from Plaintiff and the members of the class.

13 15. Plaintiff enrolled in AdWords in November 2006. Plaintiff created an  
14 advertising campaign for his private investigation business. Plaintiff set the desired bids  
15 for his ads, and, not wanting to pay for ads placed on third part content sites, left the CPC  
16 content bid input blank. Plaintiff, like any reasonable consumer, expected that leaving an  
17 input blank would indicate that he did not want to bid on content ads. This expectation  
18 was supported by the fact that Plaintiff was not given the option of opting out of content  
19 bids during the advertising campaign creation process.

20 16. Despite leaving the CPC content bid input blank, Google charged Plaintiff  
21 for unwanted third party content ads.

### 22 CLASS ALLEGATIONS

23  
24 13. Description of the Class: Plaintiff brings this nationwide class action on  
25 behalf of himself and the Class defined as follows:

26 *All persons or entities located within the United States*  
27 *who bid on a keyword though AdWords, left the “CPC*  
28 *content bid” input blank, and were charged for content ads.*

1           14. Excluded from the Class are governmental entities, Defendant, any entity in  
2 which Defendant has a controlling interest, and Defendant’s officers, directors, affiliates,  
3 legal representatives, employees, co-conspirators, successors, subsidiaries, and assigns.  
4 Also excluded from the Class is any judge, justice, or judicial officer presiding over this  
5 matter and the members of their immediate families and judicial staff.

6           15. Plaintiff reserves the right to modify the class description and the class  
7 period based on the results of discovery.

8           16. Numerosity: The proposed Class is so numerous that individual joinder of  
9 all its members is impracticable. Due to the nature of the trade and commerce involved,  
10 however, Plaintiff believes that the total number of class members is at least in the  
11 hundreds of thousands and that the members of the Class are numerous and  
12 geographically dispersed across the United States. While the exact number and identities  
13 of class members are unknown at this time, such information can be ascertained through  
14 appropriate investigation and discovery. The disposition of the claims of the Class  
15 members in a single class action will provide substantial benefits to all parties and to the  
16 court.

17           17. Common Questions of Law and Fact Predominate: There are many  
18 questions of law and fact common to the representative Plaintiff and the proposed Class,  
19 and those questions substantially predominate over any individualized questions that may  
20 affect individual class members. Common questions of fact and law include, but are not  
21 limited to, the following:

- 22           a. Whether Google charges for advertisements placed on third party  
23 websites when the “optional” CPC content bid input is left blank,  
24 and whether Google discloses this material fact to consumers;
- 25           b. Whether Google failed to disclose that when the “optional” CPC  
26 content bid input is left blank, Google will still charge for ads placed  
27 on third party websites;

28

- 1 c. Whether or not Plaintiff and the members of the Class have been  
2 damaged by the wrongs complained of herein, and if so, the measure  
3 of those damages and the nature and extent of other relief that should  
4 be afforded;
- 5 d. Whether Google engaged in unfair, unlawful and/or fraudulent  
6 business practices; and
- 7 e. Whether Google failed to disclose material facts about the subject  
8 Google Adwords program.

9 18. Typicality: Plaintiff's claims are typical of the claims of the members of  
10 the Class. Plaintiff and all members of the Class have been similarly affected by  
11 Defendant's common course of conduct since they were charged for ads although they  
12 also left the "optional" CPC content bid blank..

13 19. Adequacy of Representation: Plaintiff will fairly and adequately represent  
14 and protect the interests of the Class. Plaintiff has retained counsel with substantial  
15 experience in prosecuting complex and class action litigation. Plaintiff and his counsel  
16 are committed to vigorously prosecuting this action on behalf of the Class, and have the  
17 financial resources to do so. Neither Plaintiff nor his counsel has any interests adverse to  
18 those of the proposed Class.

19 20. Superiority of a Class Action: Plaintiff and the members of the Class have  
20 suffered, and will continue to suffer, harm as a result of Defendant's unlawful and  
21 wrongful conduct. A class action is superior to other available methods for the fair and  
22 efficient adjudication of the present controversy as individual joinder of all members of  
23 the Class is impractical. Even if individual Class members had the resources to pursue  
24 individual litigation, it would be unduly burdensome to the courts in which the individual  
25 litigation would proceed. Individual litigation magnifies the delay and expense to all  
26 parties in the court system of resolving the controversies engendered by Defendant's  
27 common course of conduct. The class action device allows a single court to provide the  
28 benefits of unitary adjudication, judicial economy, and the fair and equitable handling of

1 all class members' claims in a single forum. The conduct of this action as a class action  
2 conserves the resources of the parties and of the judicial system, and protects the rights of  
3 the class member. Furthermore, for many, if not most, Class members, a class action is  
4 the only feasible mechanism that allows an opportunity for legal redress and justice.

5 21. Adjudication of individual Class members' claims with respect to the  
6 Defendant would, as a practical matter, be dispositive of the interests of other members  
7 not parties to the adjudication and could substantially impair or impede the ability of  
8 other Class members to protect their interests.

9  
10 **FIRST CAUSE OF ACTION**  
11 **UNJUST ENRICHMENT**

12 22. Plaintiff realleges the preceding paragraphs as if fully set forth herein and,  
13 to the extent necessary, pleads this cause of action in the alternative.

14 23. Through the actions described above, Google has received money  
15 belonging to Plaintiff and the Class through the fees collected from ads placed on third  
16 party content sites when a reasonable advertiser would have believed that leaving the  
17 CPC content bid input blank meant that they would not be charged for content ads.

18 24. Additionally, Google has reaped substantial profit by concealing the fact  
19 that when left blank, the "optional" CPC content bid would be set at an amount that could  
20 reach the amount bid for the search bid. Ultimately, this resulted in Google's wrongful  
21 receipt of profits and injury to Plaintiff and the Class. Google has benefited from the  
22 receipt of such money that it would not have received but for its concealment.

23 25. As a direct and proximate result of Google's misconduct as set forth above,  
24 Google has been unjustly enriched.

25 26. Under principles of equity and good conscience, Google should not be  
26 permitted to keep the full amount of money belonging to Plaintiff and the Class which  
27 Google has unjustly received as a result of its actions.

28 WHEREFORE, Plaintiff and the Class pray for relief as set forth below.

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**SECOND CAUSE OF ACTION**  
**FRAUDULENT CONCEALMENT**

27. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the extent necessary, pleads this cause of action in the alternative.

28. Google knew at all material times that when an advertiser left the “optional” CPC content bid input blank, that advertiser would still be charged for content ad placed on third party websites. These facts were not known to Plaintiff and the Class.

29. Google had a duty to disclose the above known material facts because it knew that these material facts were unknown to Plaintiff and the Class, that Google was in a superior position of knowledge with regard to its own technology, and Google chose to make certain representations that presented only a part of the true story and misled consumers about the subject products.

30. Google’s knowledge that advertisers would be charged for content ads placed on third party websites even when they left the “optional” CPC content bid input blank, combined with Google’s knowledge that Plaintiff and the Class relied or relies upon Google to communicate the true state of facts relating to its AdWords program creates a legal obligation on Google’s part to disclose to Plaintiff and the Class that leaving the “optional” CPC content bid input blank did not mean that they were not subject to charges for ads placed on third party websites.

31. Google intentionally concealed and/or suppressed the above facts with the intent to defraud Plaintiff and the Class.

32. Plaintiff and the Class were unaware of the above facts and would not have acted as they did if they had known of the concealed material facts.

33. Google’s concealment of the above facts has caused damage to Plaintiff and the Class in an amount to be shown at trial.

WHEREFORE, Plaintiff and the Class pray for relief as set forth below.

**THIRD CAUSE OF ACTION**

**VIOLATION OF CALIFORNIA BUSINESS & PROFESSIONS CODE**

**SECTIONS 17200 ET SEQ.**

1  
2  
3  
4 34. Plaintiff realleges the preceding paragraphs as if fully set forth herein and,  
5 to the extent necessary, pleads this cause of action in the alternative.

6 35. Plaintiff has standing to pursue this claim as Plaintiff has suffered injury in  
7 fact and have lost money or property as a result of Google's actions as delineated herein.

8 36. Class members have suffered injury in fact and have lost money or property  
9 as a result of Google's actions as delineated herein.

10 37. Google's actions as alleged in this complaint constitute an unfair or  
11 deceptive practice within the meaning of California Business and Professions Code  
12 sections 17200 *et seq.* in that Google's actions are unfair, unlawful and fraudulent, and  
13 because Google has made unfair, deceptive, untrue or misleading statements in  
14 advertising media, including the Internet, within the meaning of California Business and  
15 Professions Code sections 17500 *et seq.*

16 38. Google's business practices, as alleged herein, are unfair because they  
17 offend established public policy and/or are immoral, unethical, oppressive, unscrupulous  
18 and/or substantially injurious to consumers in that consumers are not informed that they  
19 will be charged for ads placed on third party websites even though the "optional" CPC  
20 content bid input was left blank.

21 39. Google's business practices, as alleged herein, are unlawful because the  
22 conduct constitutes fraudulent concealment, as well as the other causes of action herein  
23 alleged.

24 40. Google's practices, as alleged herein, are fraudulent because they are likely  
25 to deceive consumers.

26 41. Google's wrongful business acts alleged herein constituted, and constitute,  
27 a continuing course of conduct of unfair competition since Google is marketing and  
28 selling their products in a manner that is likely to deceive the public.

1 42. Google's business acts and practices, as alleged herein, have caused injury  
2 to Plaintiff, the Class and the public.

3 43. Pursuant to section 17203 of the California Business and Professions Code,  
4 Plaintiffs and the class seek an order of this court enjoining Google from continuing to  
5 engage in unlawful, unfair, or deceptive business practices and any other act prohibited  
6 by law, including those acts set forth in the complaint. Plaintiff and the Class also seek  
7 an order requiring Google to make full restitution of all moneys it wrongfully obtained  
8 from Plaintiff and the Class.

9 WHEREFORE, Plaintiff and the Class pray for relief as set forth below.

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11 **PRAYER FOR RELIEF**

12 WHEREFORE, Plaintiff and members of the proposed Class request that the  
13 court enter an order or judgment against Defendant as follows:

- 14 1. Certification of the proposed Class and notice thereto to be paid by  
15 Defendant;
- 16 2. Adjudge and decree that Defendant has engaged in the conduct alleged  
17 herein;
- 18 3. For restitution and disgorgement on certain causes of action;
- 19 4. For an injunction ordering Defendant to cease and desist from engaging in  
20 the unfair, unlawful, and/or fraudulent practices alleged in the Complaint;
- 21 5. For compensatory and general damages according to proof on certain  
22 causes of action;
- 23 6. For special damages according to proof on certain causes of action;
- 24 7. For both pre and post-judgment interest at the maximum allowable rate on  
25 any amounts awarded;
- 26 8. Costs of the proceedings herein;
- 27 9. Reasonable attorneys fees as allowed by statute; and

Kabateck Brown Kellner LLP  
644 South Figueroa Street  
Los Angeles, California 90017  
(213) 217-5000  
FAX (213) 217-5010

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10. Any and all such other and further relief that this Court may deem just and proper.

Dated: April 22, 2008

KABATECK BROWN & KELLNER, LLP

By:   
BRIAN S. KABATECK  
RICHARD L. KELLNER  
ALFREDO TORRIJOS  
*Attorneys for Plaintiff and proposed class*

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**DEMAND FOR JURY TRIAL**

Plaintiff hereby demands a trial by jury in the instant action.

Dated: April 22, 2008

KABATECK BROWN & KELLNER, LLP

By:   
BRIAN S. KABATECK  
RICHARD L. KELLNER  
ALFREDO TORRIJOS  
*Attorneys for Plaintiff and proposed class*

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