

IN THE HIGH COURT OF AUSTRALIA  
SYDNEY REGISTRY  
ON APPEAL FROM THE FEDERAL COURT OF AUSTRALIA

ANNOTATED

No. S175 of 2012

BETWEEN:

10



Google Inc  
Applicant

and

Australian Competition and Consumer Commission  
Respondent

AMENDED RESPONDENT'S CHRONOLOGY

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Part I:

These submissions are in a form suitable for publication on the internet.

Part II:

No.	Date	Event	Reference
1.	7 March 2006	Email from Chris Bayley to Daniel Johnson recommending keyword insertion and broad match for the Carsales account	1 AB 434-436
2.	8 May 2006	Emails between Alice Wood and Ben Hawksworth regarding "maximising" the STA Travel account	1 AB 386-389
3.	9 May 2006	Email from Mark Armstrong to Ms Wood regarding "maximising" the STA Travel account	1 AB 469-470
4.	12 May 2006	Email from Alice Wood to Mark Armstrong and Dionne Reid regarding "maximising" the STA Travel account	1 AB 390-392
5.	18 May 2006	Email from Alice Wood to Arjan Goudsblom regarding "maximising" the STA Travel account	1 AB 471-472
6.	7 June 2006 – 10	Emails between Google and STA Travel regarding	1 AB 393-

Filed on behalf of:

**The Respondent**  
**Corrs Chambers Westgarth**  
Level 32, Governor Philip  
Tower  
1 Farrer Place  
SYDNEY NSW 2000

Dated: 4 September, 2012

Prepared by:

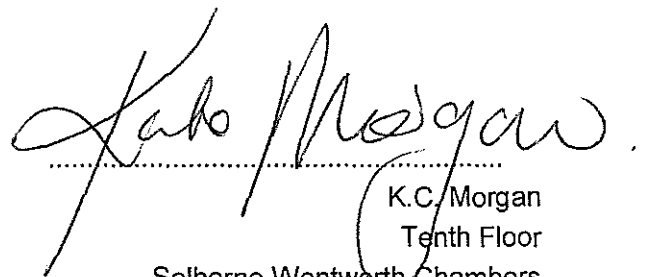
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Ref: 9086053

No.	Date	Event	Reference
	August 2006	"maximising" the STA Travel account	420
7.	5 July 2006	Email from Alice Wood to Arjan Goudsblom and STA Travel attaching suggestions for the Generic Travel Campaign which included the keywords "harvey travel" and "Harvey World Travel" within the AdGroup called "Competitors"	1 AB 408-412
8.	20 April 2007	Just 4x4 advertisement appeared as a right sponsored link following a search by ACCC staff who entered the search term "just 4x4s magazine"	2 AB 791
9.	23 April 2007	Just 4x4 advertisement appeared as a top left sponsored link following a search by ACCC staff who entered the search term "just 4x4s magazine"	2 AB 792
10.	26 April 2007	Just 4x4 advertisement appeared as a right sponsored link following a search by ACCC staff who entered the search term "just 4x4s magazine"	2 AB 793
11.	26 April 2007	Harvey World Travel (HWT) advertisements appeared as a right sponsored link following a search conducted by ACCC staff who entered the search term "Harvey World Travel"	2 AB 798
12.	26 April 2007	Honda advertisement appeared as a top left sponsored link following a search conducted by ACCC staff who entered the search term "honda.com.au"	2 AB 815
13.	<u>28 May 2007</u>	<u>Honda advertisement appeared as a top left sponsored link following a search conducted by ACCC staff who entered the search term "honda.com.au"</u>	<u>2 AB 816</u>
<del>13-14</del>	29 May 2007	HWT advertisements appeared as a top left sponsored link following a search conducted by ACCC staff who entered the search term "Harvey World Travel"	2 AB 799
<del>14-15</del>	29 May 2007	Just 4x4 advertisement appeared as a top left sponsored link following a search by ACCC staff who entered the search term "just 4x4s magazine"	2 AB 794
<del>15-16</del>	11 July 2007	The ACCC files and serves on Google Australia Pty Ltd an Application and Statement of Claim in the Federal Court. A copy of the Application and Statement of Claim are provided to Google.	NR
<del>16-17</del>	12 July 2007	Just 4x4 advertisement appeared as a right sponsored link following a search by ACCC staff who entered the search term "just 4x4s magazine"	2 AB 795
<del>17-18</del>	12 July 2007	Just 4x4 advertisement appeared as a top left sponsored link following a search by ACCC staff who	2 AB 796

No.	Date	Event	Reference
		entered the search term "just 4x4s magazine"	
<del>18-19</del>	18 July 2007	HWT advertisement appeared as a right sponsored link following a search conducted by ACCC staff who entered the search term "harvey world travel"	2 AB 800
<del>19-20</del>	18 July 2007	Just 4x4 advertisement appeared as a top left sponsored link following a search by ACCC staff who entered the search term "just 4x4s magazine"	2 AB 797
<del>20-21</del>	24 October 2007	HWT advertisement appeared as a right sponsored link following a search conducted by ACCC staff who entered the search term "harveyworld travel"	2 AB 801
<del>24-22</del>	14 December 2007	Google files and serves a Defence	NR
<del>22-23</del>	12 March 2008	Alpha Dog advertisements appeared as a top left sponsored links following searches conducted by Gregory Fontana who entered the search term "Alpha Dog Training"	2 AB 817 and 819
<del>23-24</del>	13 March 2008	Alpha Dog advertisements appeared as a top left sponsored links following searches conducted by Gregory Fontana who entered the search term "Alpha Dog Training"	2 AB 820 and 822
<del>24-25</del>	27 March 2008	Alpha Dog advertisement appeared as top left sponsored link following searches conducted by Gregory Fontana who entered the search term "Alpha dog Training" and "Alpha Dog Training"	2 AB 823-825
<del>25-26</del>	15 April 2008	HWT advertisements appeared as a right sponsored links following a search conducted by ACCC staff who entered the search term "harvey travel"	2 AB 806-808
<del>26-27</del>	17 April 2008	HWT advertisements appeared as top left sponsored links following a search conducted by ACCC staff who entered the search term "Harvey World Travle"	2 AB 809-810
<del>28.</del>	<del>17 April 2008</del>	<del>HWT advertisements appeared as a right sponsored links following a search conducted by ACCC staff who entered the search term "Harvey World Travle"</del>	<del>2 AB 811</del>
<del>27-29</del>	17 April 2008	HWT advertisement appeared as top left sponsored link following a search conducted by ACCC staff who entered the search term "Hervey World Travel"	2 AB 812-813
<del>30.</del>	<del>17 April 2008</del>	<del>HWT advertisement appeared as a right sponsored link following a search conducted by ACCC staff who entered the search term "Hervey World Travel"</del>	<del>2 AB 813-814</del>
<del>28-31</del>	11 November 2008	The ACCC files a Third Further Amended Statement of Claim	1 AB 21-92
<del>29-32</del>	17 November 2008	Google files a Defence to the Third Further Amended	1 AB 93-116

No.	Date	Event	Reference
		Statement of Claim	
<del>30-33</del>	31 March 2010	The ACCC files a Fourth Further Amended Application	1 AB 1-20
<del>31-34</del>	8 March 2010 – 1 April 2010	Hearing before Nicholas J	N/A
<del>32-35</del>	22 September 2011	Judgment of Nicholas J	3 AB 901-1017
<del>33-36</del>	12 October 2011	The ACCC files a Notice of Appeal	3 AB 1023-1037
<del>34-37</del>	1 November 2011	Google files a Notice of Contention	NR
<del>35-38</del>	27 February 2012 – 28 February 2012	Hearing before Full Court (Keane CJ, Jacobson J and Lander J)	N/A
<del>36-39</del>	3 April 2012	Judgement of Full Court	3 AB 1047-1091
<del>37-40</del>	14 May 2012	Google files an Application for Special Leave	NR
<del>38-41</del>	22 June 2012	Special Leave to Appeal granted by Gummow, Crennan and Kiefel JJ	3 AB 1102-1103
<del>39-42</del>	28 June 2012	Google files a Notice of Appeal	3 AB 1104-1107
<del>40-43</del>	5 July 2012	The ACCC files a Notice of Contention	3 AB 1108-1110

Dated 4 September 2012



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