

BETWEEN:

GOOGLE INC
Appellant

and

AUSTRALIAN COMPETITION AND CONSUMER COMMISSION
Respondent



APPELLANT'S CHRONOLOGY

Part I:

The appellant certifies that this submission is in a form suitable for publication on the internet.

Part II:

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No.	Date	Event	Reference
1.	28/05/2007	Carsales ad with the ad headline "Honda .com.au" is displayed (along with another ad and many organic search results) following a search query undertaken by the ACCC on the words "honda.com.au".	[2011] FCA 1086 at [243] and Sch 2; Third Further Amended Statement of Claim (TFASC) para 64 and Sch A page 2; Ex A page 49; Hare 24.04.08, para 23.
2.	29/05/2007	Trading Post ad with the ad headline "Just 4x4s Magazine" is displayed (along with many other ads and organic search results) following a search query undertaken by the ACCC on the words "just 4x4s magazine".	[2011] FCA 1086 at [332] and Sch 4; TFASC paras 10 and 42; Ex A page 5; Hare 24.04.08, para 8.
3.	29/05/2007	STA Travel ad with the ad headline "Harvey World Travel" is displayed (along with many organic search results) following a search query undertaken by the ACCC on the words "Harvey World Travel".	[2011] FCA 1086 at [209]; TFASC para 50 and Sch A page 2; Ex A page 14; Hare 24.04.08 para 15.
4.	11/07/2007	Proceedings commenced by the ACCC.	Application and Statement of Claim (NR).

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No.	Date	Event	Reference
5.	18/07/2007	STA Travel ad with the ad headline "Harvey Travel" is displayed (along with three other ads and many organic search results) following a search query undertaken by the ACCC on the words "harvey world travel".	[2011] FCA 1086 at [209] and [225]; TFASC para 51 and Sch D page 1; Ex A page 15; Hare 24.4.08, para 18.
6.	24/10/2007	STA Travel ad with the ad headline "Harveyworld Travel" is displayed (along with another ad and many organic search results) following a search query undertaken by the ACCC on the words "harveyworld travel".	[2011] FCA 1086 at [225]; TFASC para 52 and Sch D page 2; Ex A page 17; Hare 24.4.08, para 20.
7.	12/03/2008	Ausdog ad with the ad headline "Alpha Dog Training" is displayed (along with many other ads and organic search results) following a search query undertaken by Alpha Dog Training owner, Mr Greg Fontana, on the words "Alpha Dog Training".	[2011] FCA 1086 at [305]; TFASC para 119 and Sch D page 11; Ex A page 112; Fontana 23.04.08 para 11.
8.	17/04/2008	STA Travel ad with the ad headline "Hervey World Travel" is displayed (along with another ad and many search results) following a search query undertaken by the ACCC on the words "Harvey World Travle".	[2011] FCA 1086 at [225]; TFASC para 53 and Sch D page 3; Ex A page 40; Hong 28.4.08, para 24.
9.	17/04/2008	STA Travel ad with the ad headline "Hervey World Travel" is displayed (along with many organic search results) following a search query undertaken by the ACCC on the words "Hervey World Travel".	[2011] FCA 1086 at [225]; TFASC para 54 and Sch D page 4; Ex A page 43; Hong 28.4.08, para 25.
10.	11/11/2008	ACCC files TFASC.	TFASC.
11.	8/03/2010 — 1/04/2010	Hearing before Justice Nicholas.	N/A.
12.	22/09/2011	Nicholas J delivers judgment.	<i>Australian Competition and Consumer Commission v Trading Post Australia Pty Ltd</i> (2011) 197 FCR 498; (2011) 283 ALR 310; (2011) 93 IPR 358; [2011] FCA 1086.

No.	Date	Event	Reference
13.	12/10/2011	ACCC files Notice of Appeal to the Full Court of the Federal Court of Australia (Full Court).	ACCC Notice of Appeal.
14.	27-28/02/2012	Hearing before Full Court comprised by Chief Justice Keane and Justices Jacobson and Lander.	N/A.
15.	3/04/2012	Full Court delivers judgment.	<i>Australian Competition and Consumer Commission v Google Inc</i> (2012) 201 FCR 503; [2012] FCAFC 49.
16.	22/06/2012	Special leave to appeal granted.	Order of Gummow, Crennan and Kiefel JJ.
17.	28/06/2012	Google files Notice of Appeal.	Google Notice of Appeal.
18.	5/07/2012	ACCC files Notice of Contention.	ACCC Notice of Contention.

Dated: 27 July 2012



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