

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

No. S175 of 2012

BETWEEN:

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Google Inc
Applicant

and



Australian Competition and Consumer Commission
Respondent

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**
Prepared by: **Corrs Chambers Westgarth**
Level 32, Governor Philip
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1 Farrer Place
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Dated: 17 August, 2012

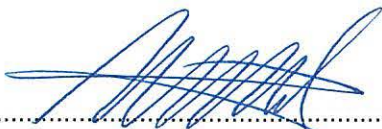
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No.	Date	Event	Reference
	August 2006	"maximising" the STA Travel account	420
7.	5 July 2006	Email from Alice Wood to Arjan Goudsblom and STA Travel attaching suggestions for the Generic Travel Campaign which included the keywords "harvey travel" and "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.	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
14.	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
15.	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
16.	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
17.	12 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 796
18.	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

No.	Date	Event	Reference
19.	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
20.	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
21.	14 December 2007	Google files and serves a Defence	NR
22.	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
23.	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
24.	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
25.	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
26.	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
27.	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
28.	11 November 2008	The ACCC files a Third Further Amended Statement of Claim	1 AB 21-92
29.	17 November 2008	Google files a Defence to the Third Further Amended Statement of Claim	1 AB 93-116
30.	31 March 2010	The ACCC files a Fourth Further Amended Application	1 AB 1-20
31.	8 March 2010 – 1 April 2010	Hearing before Nicholas J	N/A
32.	22 September 2011	Judgment of Nicholas J	3 AB 901-1017
33.	12 October 2011	The ACCC files a Notice of Appeal	3 AB 1023-1037
34.	1 November 2011	Google files a Notice of Contention	NR
35.	27 February 2012 –	Hearing before Full Court (Keane CJ, Jacobson J and	N/A

No.	Date	Event	Reference
	28 February 2012	Lander J)	
36.	3 April 2012	Judgement of Full Court	3 AB 1047-1091
37.	14 May 2012	Google files an Application for Special Leave	NR
38.	22 June 2012	Special Leave to Appeal granted by Gummow, Crennan and Kiefel JJ	3 AB 1102-1103
39.	28 June 2012	Google files a Notice of Appeal	3 AB 1104-1107
40.	5 July 2012	The ACCC files a Notice of Contention	3 AB 1108-1110

Dated 17 August 2012



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