

From: AdWords Legal <noreply-legaladwords@google.com>

Subject: Your Recent Correspondence in Connection with AdWords Account #547-642-6050

Date: February 14, 2012 at 12:45:58 AM EST

To: brett@ilawco.com

Dear Brett,

Thank you for your letter of January 19, 2012 in connection with your client Walter Arnstein, Inc., d/b/a The Natural Sapphire Company.

In response to your inquiries, our internal Click Quality team has performed in-depth investigations into your client's reports of poor quality traffic delivered to their site via Google AdWords. The information which you have provided to us on behalf of your client previously (letter dated January 3, 2012) is unfortunately not adequate to allow the Click Quality team to perform any further reactive investigation.

As previously communicated, the information that we require to investigate this matter any further is as follows:

- * the unfiltered server logs from the webserver(s) hosting the The Natural Sapphire Company website and/or lead-generation form

- * the exact referrer URLs for any site visits that led to form submissions that your client believes to be invalid

- * the exact timestamp of the webform submissions that your client believes to be invalid

If your client can provide this additional information, we can conduct further analysis on your client's account. Otherwise, we will consider the matter closed.

In addition, as a courtesy to your client, our Click Quality team has also made a series of recommendations for potential technical changes to your client's website that could help them to prevent the submission of what they believe to be fictitious information. For your reference, these recommendations are as follows:

- * Use a captcha in a 2% test or for a particular adgroup (try www.google.com/recaptcha)

- * Consider implementing a robots.txt file (try www.robotstxt.org/robotstxt)

- * Inquire whether The Natural Sapphire Company would be open to allowing Google to host their conversion pages

- * As a last resort, opt-out of Search partners (approx. 18% of total search volume)

If there's any confusion on your client's part with respect to the nature and/or format of the data required for additional analysis, we would be happy to set up a call with a member of your client's technical staff to explain further.

Although this account does not accept incoming email, please feel free to contact legal@google.com if you have further questions regarding this matter.

Thanks,

The Google AdWords Legal Team