

Google's Profits from Unlawful Ads and Unlawful Content

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Categories of Behavior of Concern

- AdWords ads (appearing on Google.com) promoting unlawful goods/services
 - Syndicated ads (placed by Google onto other sites) promoting unlawful goods/services
 - Syndicated ads placed onto sites offering unlawful goods/services
 - Auto-complete suggestions encouraging users to search for unlawful goods/services
 - Google platforms (Blogspot, YouTube) providing technical assistance and hosting to unlawful content
 - Google algorithmic search offers unlawful goods/services
-
- Direct profits to Google
- Indirect profits to Google

Substantive areas of concern

- Consumer deception
 - Charging for something that's ordinarily free
 - Promising “free” service but imposing a charge
 - Mortgage modification
 - Fake government sites (fake green card, grants, etc.)
- Copyright infringement
 - Counterfeits
 - Infringing audio & video
- Sites/programs that harm users' computers
- Unlawful goods/services
 - Fake pharmacies

Reason to suspect sub-par effort

- YouTube required that rights-owner license content to Google in order to use Google's best tools to remove infringing content
- Google grants its own brands/marks a higher level of protection than others' brands/marks
- DOJ investigation revealed Google's intentional support for rogue pharmacies
- Prior Google statements about blocking unlawful ads were revealed to be untrue in DOJ investigation
- Google supports advertisers with obvious unlawful material (largest creditor to EasyDownloadCenter and TheDownloadCenter, offering copyright-infringing software)
- So much money at stake

Google Revenue & Profit

- Rogue advertisers bid against each other, bid up prices → high revenue to Google; low marginal cost
- Advertisers have genuine costs including sending merchandise and buying ads → modest profits
- In general Google makes more profit from these ads than the advertisers!

What to do?

- Advertiser claims

AdWords Terms & Conditions

Customer understands and agrees that ads may be placed on any other content or property provided by a third party ("Partner") upon which Google places ads ("Partner Property"). Customer agrees that all placements of Customer's ads shall conclusively be deemed to have been approved by Customer unless Customer produces contemporaneous documentary evidence showing that Customer disapproved such placements in the manner specified by Google.

What to do?

- Advertiser claims
- AG litigation or other public litigation
 - Possible CDA 230 defenses
 - Criminal exception to CDA 230
- False advertising claims
 - If Google claims X and does Y ...
- Seek documents and see where they lead

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Fioricet: Migraine Remedy Medication Or Just Another Headache?

We've all had garden variety headaches from time to time. Getting sleep, drinking water, or taking aspirin or Tylenol lets you squash these "tension headaches" (as doctors call them) quickly and easily.

But if you suffer from severe or chronic tension headaches, you know that headaches can take over your work and family life. A study by the American Headache Society shows that 70% of chronic headache sufferers have significant problems with daily functioning because of the headaches.

Migraine sufferers have symptoms in addition to headache; they may spend days each month in a darkened room because the pain and light-sensitivity are unbearable otherwise.

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Fioricet: A New Option

Fioricet is one of the drugs that researchers have developed to manage headaches. It has been found to be effective for tension headaches. While studies haven't shown it to be effective for migraine sufferers overall, some people with migraines seem to find it helpful as well.

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Fioricet gets its effect from three different ingredients that attack different "parts" of your headache, just like a good laundry detergent has different ingredients to tackle grease, odors, and dirt.

So how does the dynamic trio work?

Fioricet has three parts, two of which may be old friends:

Butalbital

Acetaminophen

Caffeine

Butalbital is a barbiturate; like other barbiturates, it has a relaxing effect. Butalbital will help you relax and make you feel a bit drowsy, which seems to help with tension headaches.

Acetaminophen is a drug that you may recognize as the active ingredient in Tylenol. It can help with pain relief especially when combined with a relaxant.

Caffeine gives you the "buzz" that you may feel after drinking tea, coffee, or colas, or eating chocolate. Caffeine helps to reduce blood flow to the brain. Many scientists believe that "too much" blood flowing to the brain is part of what causes chronic tension headaches, so caffeine can reduce that effect.

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/* 160x600, created 9/8/08 */
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//-->
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src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script></p>
```




A drug-free way to learn how to get rid of migraines is acupuncture. Studies show that patients use, acupuncture as a treatment of migraine headache get less, and those who do receive a lot less painful. Another benefit: no side effects. Fear of needles? Do not worry. Acupuncture needles are truly son for no bigger than a hair around and you will not even feel it.

Herbal Remedies also prevent migraines. Dried herbs can also be used to make tea or tinctures. But, it is advisable to dilute plant extracts prior to use. These herbal medicines can be taken in the form of capsules. These herbal combinations are readily available in different pharmacies. Feverfew experienced a natural herb, hormones in mood in the brain, a big help is free. It is best to enjoy the fresh feverfew for effective results. It can also be taken as a tea or capsule.

relaxing herbal tension and restore nerve activity to normal levels, while brain activity to reduce the sedative at lower than normal operation. This can undermine rather than improve the focus, it is a good example of a balancing effect, for the plants are well known. These plants act in two ways: Nervine relaxants act centrally, reducing the brain's nerve cells sensitive to messages from the periphery (skin, joints, muscles, etc.)

- [Previous Entry: Natural Remedies for Migraine Headaches – Get to control and prevent your migraines for good!](#)
- [Next Entry: Why and how to tell if you have a migraine](#)

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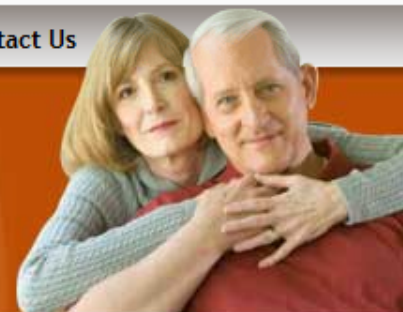
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Flurbiprofen

Generic Name: Gen Ansaïd

Product Description

Flurbiprofen Description

Flurbiprofen tablet, USP contain Flurbiprofen, which is a member of the phenylalkanoic acid derivative of nonsteroidal anti-inflammatory drugs. Flurbiprofen tablet, USP are white, oval, film-coated tablets for oral administration. Flurbiprofen is a racemic mixture of (+)S- and (-)R-enantiomers. Flurbiprofen is a white or slightly yellow crystalline powder. It is slightly soluble in water at pH 7.0 and readily soluble in most polar solvents. The chemical name is [1,1'-biphenyl]-4-acetic acid, 2-fluoro- α -methyl-, (\pm)-. The molecular weight is 244.26. Its molecular formula is C₁₅H₁₃FO₂ and it has the following structural formula:

Each tablet, for oral administration contains 50 mg or 100 mg of Flurbiprofen. In addition, each tablet contains the following inactive ingredients: colloidal silicon dioxide, croscarmellose sodium, lactose



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(October 2006)
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