

### Dires' Disapproval Suspension Timeline--Private Search-Engine Companies

Date	Issue	Ad Text	Account	Non-exhaustive reasons for disapproval of ad caused by Sleep Number's complaint
7/22/2013	Disapproval	Sleep 55% Off Numbers Bed	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
7/22/2013	Disapproval	Sleep55% Numbers Bed Sale	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
7/22/2013	Disapproval	Number Bed	Google Ads	Response from Google Rep stating "Number Bed" has been registered trademark in Google's system.
7/25/2013	Disapproval	Sleep 50% Off Number Sale	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
3/31/2014	Disapproval	Sleep 60% Off Number Bed Personal Comfort Bed Sale Ends 3/31 (Online) Save \$2000 No Tax Free S/H PersonalComfortBed.Com/vSleepNumber	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
3/4/2015	Disapproval	Number Bed	Bing	Several disapprovals during this time
4/2/2015	Disapproval	Ebay Listings that have "Compare to Sleep Number"	eBay	Sleep Number previously complained about use of trademark to compare Dires' products
4/30/2015	Disapproval	Sleep 50% Number Beds (Ends 11/05) + \$500 Free Upgrades! + Save \$1600 w/ Online Edition Beds	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Number Beds, Sleep Number
5/22/2015	Disapproval	Sleep Sale 60%OFF Bed Set Number Closeout Beds Lowest Prices Compare & Save \$2000 Free S/H NoTax	Google Ads	^
5/22/2015	Disapproval	Sleep Sale 60% Off Number 60% Off Numbered Online Edition Bed Compare: Save \$2000 + Free Shipping	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
5/22/2015	Disapproval	FINAL WARNING	Google Ads	Email regarding multiple ad disapproval caused by Sleep Number's complaint
5/29/2015	Suspension		Google Ads	

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5/31/2015	Disapproval	Fits Sleep Number® Parts Save Up To 50% On Replacement Parts Receive Parts In 7-10 Business Days PersonalComfortBed.Com/Replacement	Google Ads	Sleep Number previously complained about Dires' use of "number bed" and "Sleep Number"
8/16/2015	Policy Warning	Amazon listings were removed.	Amazon	Sleep Number previously complained about "Compare to Sleep Number," which was used in the listings
8/20/2015	Disapproval	Amazon Listings were removed.	Amazon	Sleep Number previously complained about "Compare to Sleep Number," which was used in the listings. The string contained Gretchen Mitchell gretchen.mitchell@selectcomfort.co
9/24/2015	Disapproval	Amazon Listings were removed.	Amazon	Sleep Number previously complained about "Compare to Sleep Number," which was used in the listings
5/5/2016	Disapproval	Several ad texts were disapproved	Bing	Sleep Number previously complained about Dires' use of "number bed"
3/16/2017	Disapproval	60%Off Mattresses - Sleep Sale Number Bed Final Closeout Sale Closeout Number Bed Sale - Better Warranty, Free Ship, Pillow & No Tax Ends 3/20	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
4/4/2017	Disapproval	60%Off Mattresses - Sleep Sale Number Bed Final Closeout Sale	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
4/4/2017	Disapproval	Sleep Sale Number	Google Ads	Sleep Number previously complained about alleged trademarks in ad text: Sleep Sale Number
4/6/2017	Disapproval	Number Bed Sleep Sleep Better - Number	Google Ads	Sleep Number previously complained about alleged trademarks in ad text: Number Bed Sleep Sleep Better - Number see chat with google on this date

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4/6/2017	Disapproval	Sleep isn't a Number Sleep is Not Just a Number	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Sleep isn't a Number Sleep is Not Just a Number
4/6/2017	Disapproval	c4	Google Ads	Sleep Number previously complained about alleged trademarks in ad text c4
4/6/2017	Disapproval	sleep number competitor	Google Ads	Sleep Number previously complained about alleged trademarks in ad text c4
4/6/2017	Disapproval	split beds	Google Ads	Sleep Number previously complained about alleged trademarks in ad text c4
4/6/2017	Disapproval	vs outlet	Google Ads	Sleep Number previously complained about alleged trademarks in ad text vs outlet
4/6/2017	Disapproval	flex	Google Ads	Sleep Number previously complained about alleged trademarks in ad text flex
4/6/2017	Disapproval	Select Number	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Select Number
4/26/2017	Disapproval	Sleep Sale, 60% Off Number Bed Lowest Prices of the Year Closeout Number Bed Sale - Compare & Save \$3490 - Free Shipping - Sale Ends 4/30	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
5/24/2017	Disapproval	Video Ads	Google Ads	Sleep Number previously complained about alleged trademarks in ad text
5/24/2017	Disapproval	60% Off - Sleep isn't a Number Lowest Bed Prices of the Year Tryout for 120 Nights! Take 60% Off Better Warranty, Free Shipping & Returns	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Sleep isn't a Number

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5/26/2017	Disapproval	Sleep is Not Just a Number 60% Off - Lowest Price of Year Improve Sleep and Reduce Pain - 120 Night Trial - Free Ship, Returns & Pillows	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Sleep is Not Just a Number
5/30/2017	Disapproval	Sleep on a Number Bed Save 60% Lowest Prices of the Year Lowest Prices - Mattress Sale Ends {PH_0} Free Layaway, Free Ship & Return!	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
6/2/2017	Disapproval	Sleep# C-4 vs A3 Number Bed Lowest Prices of the Year Limited Time, Save \$1139 - Sleep Better Guaranteed, Free Ship *Ends 6/5	Google Ads	Sleep Number previously complained about alleged trademarks in ad text and "number bed"
<b>6/6/2017</b>	<b>Suspension</b>		<b>Google Ads</b>	
6/15/2017	Disapproval	Sleep on a Number Bed Save 60% Lowest Prices of the Year Lowest Prices - Mattress Sale Ends {PH_0} Free Layaway, Free Ship & Return!	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
7/17/2017	Disapproval	Sleep on a Number Bed Save 60% Lowest Price of Year Guarantee Compare Better Warranty, Quality & Service - Free Trial, Ship, Returns & Pillows	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
8/9/2017	Disapproval	Sleep on a Number Bed Save 60% Lowest Price of Year Guarantee Compare Better Warranty, Quality & Service - Free Trial, Ship, Returns & Pillows	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
9/21/2017	Disapproval	Sleep on a Number Bed @ 60%Off Save up to \$2528 on Number Bed The Original Numbered Air Bed™ - Compare Best Warranty, Quality, Reviews & Value	Google Ads	Sleep Number previously complained about Dires' use of "number bed"

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9/23/2017	Disapproval	Compare & Save 60% or \$2528 Better Sleep on a Number Bed Compare Best Warranty, Quality, Reviews & Value. Free Ship & Returns Ends 9/25!	Google Ads	Sleep Number previously complained about Dires' use of "number bed"
<b>10/18/2017</b>	<b>JURY VERDICT (NO ADS INFRINGED)</b>			
1/12/2018	Disapprovals	Several Variations	Google Ads	
1/15/2018	Disapproval	60%Off Compare to 360 Smartbed The Original Number Bed Starts at \$2039 - Best Warranty, Quality & Value, Free Ship & Returns, Ends Mon!	Google Ads	Sleep Number previously complained about alleged trademarks in ad text 360 smartbed
2/22/2018	Disapproval	60% Off President's Day Sale - Highest Rated Number Bed \$499 Compare Best Warranty & Value - 120 Night Trial - Free Ship, Returns & Pillows	Bing	Sleep Number previously complained about Dires' use of "number bed"
3/1/2018	Disapproval	60% Off Select Number Beds Risk Free Trial & Free Returns Compare Best Quality, Warranty & Value - Huge Labor Day Sleep Sale - Ends Mon!	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Select Number
3/1/2018	Disapproval	Start at \$2099 vs 360 SmartBed Sleep Better on a Number Bed Save 50% over 360 Bed (Best Quality, Warranty & Value) - Lowest Prices Ends	Google Ads	Sleep Number previously complained about alleged trademarks in ad text 360 smart bed
3/1/2018	Disapproval	Select Your Comfort by Number Save up to \$2528 Closeout Sale Closeout Number Bed Sale - Best Warranty, Value, Free Ship & Returns - Ends Mon	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Select Your Comfort
6/15/2018	Disapproval	Select Personal Comfort Semi-Annual Sale Start @ \$499 Compare Best Quality, Warranty & Value - Huge Labor Day Sleep Sale - Ends Mon!	Google Ads	Sleep Number previously complained about alleged trademarks in ad text Select Personal Comfort

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