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Antitrust Basics for Search Team  
March 2011

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Reflects advice of outside counsel

Ex. No.

UPX1066

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## || Practical tips: Document writing

- Avoid references to “markets,” or “market shares” or “dominance”
- Avoid discussions of “scale” and “network effects”
- We do not “leverage” anything
- We don’t “lock up” or “lock in” our users/partners
- We don’t “bundle” or “tie” products together
- Avoid metaphors involving wars or sports, winning or losing

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