

Message

From: Sarika Mittal [Redacted @google.com]
Sent: 6/9/2020 2:18:05 AM
To: Kesh Patel [Redacted @google.com]
CC: Marie Mackey [Redacted @google.com]
Subject: Re: AT&T / Branch Discussion

PRIVILEGED

Thanks Kesh!

On Mon, Jun 8, 2020 at 6:57 PM Kesh Patel <Redacted @google.com> wrote:
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You were copied on my note to Eli. Let's see how they respond. In summary, we will be pushing all US carriers to clearly meet the *Alternative Search Service* requirement - really focus on on-device search vs pulling off device content.

Kesh Patel - Sr. Business Development Lead, Android Partnerships NA



On Mon, Jun 8, 2020 at 3:53 PM Sarika Mittal <Redacted @google.com> wrote:
Hi Kesh, Mari,

Sorry, i'm catching up on email. In case the meeting has not happened, can you please add me? If it has, please loop me into any subsequent syncs. Do we have any next steps outlined?

Best,
Sarika

On Mon, Jun 8, 2020 at 12:21 PM Marie Mackey <Redacted @google.com> wrote:
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Thanks to those who shared the screenshots. I'm taking a look at them. Also, Kesh is setting up a call with a subset of this group for this afternoon to discuss the screenshots. If you'd like to participate, please let him or me know.

Best,
Marie

Marie Mackey | Commercial Counsel | Redacted @google.com | Redacted

On Mon, Jun 8, 2020 at 12:04 PM Jiyoung Lee <Redacted @google.com> wrote:
Screenshots from US Open, VZW, ATT, TMO, SPR are captured in the shared doc. (Thanks +Seventeen!)

Ex. No.

UPX0664

1:20-cv-03010-APM

Results from US Open SKU shows the config with Samsung's revshare client id. Do we want to check non-US SKU's as well, such as EU Open SKU targeting EEA?

On Thu, Jun 4, 2020 at 9:39 PM Anna Kartasheva <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
That's right. Thank you Jim - Chris and Jiyoung are leading that.

Thank you
Anna

On Thu, Jun 4, 2020 at 9:38 PM Jim Kolotouros <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
** attorney client privileged **

anything specific for me/my team to do on this? is it to check the contract/RSA and confirm with Samsung whether this is global? thanks.

On Thu, Jun 4, 2020 at 4:26 PM Jiyoung Lee <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
We need to visit the office - planned early next week. Is Tuesday late for you?

On Thu, Jun 4, 2020 at 4:23 PM Kesh Patel <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
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Thanks Jiyoung - can you help prioritize the ATT screenshots? I want to make sure our thinking is correct before I get back to them on our recommendation.

Kesh Patel - Sr. Business Development Lead, Android Partnerships NA



On Thu, Jun 4, 2020 at 1:44 PM Jiyoung Lee <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
+Ryan Barnett FYI

On Thu, Jun 4, 2020 at 1:44 PM Jiyoung Lee <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
Here are screenshots from Samsung US SKUs (we have TMO and US Open so far. We may fill for other US carriers by Tue next week).

Notes:

- US Open SKU clearly indicates use of the technology.
- Both US Open and TMO SKU shows internet-based search results.

On Thu, Jun 4, 2020 at 1:04 PM Anna Kartasheva <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
Privileged // Kate and Rosie please advise

To summarize this thread for new people.

We have discovered that Samsung Finder in its current implementation (incorporating Branch io API) does appear to conduct off-device (web) search across multiple apps which conflicts with our definition of the Alternative Search (Example - when we search for "pizza" we see results from Netflix, Pinterest, Yelp, Galaxy Store, Play store, other 3rd party apps etc. when the Samsung phone

has connectivity. All these results disappear when we search for "pizza" in airplane mode - when it does truly conduct on -device search only, showing results from contacts, gallery, etc.)

Provided that ATT communicated that this is done by Samsung on all US carrier devices (possibly on open market devices too, and tbc if this is also happening globally), we agreed on the following next steps:

- 1) With all US/CA carriers: confirm that other carriers have language (they should) that gives us ability to ask them to discontinue this practice. And if so, we would need to work with them on removing this functionality. [@Adrienne McCallister](#) , [@Kate Lee](#) fyi.
- 2) With Samsung: confirm if they are doing it globally and check what our Alternative search definition allows us to do / whether it is a breach. [@Jim Kolotouros](#) fyi.
- 3) With ATT: Kesh is owning the outreach to ATT specifically to get this resolved.

Please let me know if this makes sense.

Thank you
Anna

On Thu, Jun 4, 2020 at 4:16 AM Banseok Ahn <[Redacted@google.com](#)> wrote:
No, I was not aware of it.

On Thu, Jun 4, 2020 at 12:13 PM Jiyoung Lee <[Redacted@google.com](#)> wrote:
It's new to me, too.

On Wed, Jun 3, 2020, 7:05 PM Sarika Mittal <[Redacted@google.com](#)> wrote:
[+Carol Lin](#) [+Matt Schwartz](#) TMO, VZ BDs
[+att-android-support](#) FYI

Kesh and I met with Chris Li today, and he said he can check whether SS has this technology across carriers.

Kesh, is tomorrow's meeting to determine our internal position in line with AT&T's (and other carriers') contract given we know the technology does a deep link into apps and could potentially impact internet searches?

[+Jiyoung Lee](#) [+Banseok Ahn](#) , are you aware of Branch's technology being part of S Finder across carrier devices?

Additional info from AT&T:

"Samsung informed us that the feature has been turned on in the Finder app on Samsung devices sold by TMO, Verizon, and Sprint and that it wants to make the functionality standard across all of Samsung's upcoming devices -- including those distributed by AT&T

AT&T is considering working directly with Branch, ideally standardizing and bettering the below user experience across various OEMs, and to return more relevant results. Branch may have deep links to various places within the Pizza Hut app or other relevant apps. In evolving the below in-app search, directly with Branch, instead of seeing just the Pizza Hut app icon (below), a drop down of results from the Finder search menu might show five different results for different places within the Pizza Hut app for the user to better access the relevant part of the app. A hypothetical example might be a deep link directly to the menu page within the app. Branch draws from its index/database of deep links into apps. Branch does not do an internet search on pizza to return

results to websites. We have confirmed with Branch that it doesn't return internet search results and that it draws from its own index/database of deep links.



Best,
Sarika

On Wed, Jun 3, 2020 at 4:35 PM Anna Kartasheva <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
probably asking Samsung or asking Carol or Matt

On Wed, Jun 3, 2020 at 4:27 PM Kesh Patel <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
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Chris will join. However he does not know much about Branch but he can take questions to SS.

In the meantime what's the best way to understand if Verizon Sprint or T-Mobile have this enabled on Samsung finder?

On Wed, Jun 3, 2020, 3:45 PM Anna Kartasheva <Redacted@google.com> wrote:

I think without Chris it is hard to get to a resolution here. Can we add him/find time that works for him too?

AT&T / Branch Discussion

Thu Jun 4, 2020 10am – 10:30am

Join with Google Meet

meet.google.com/eaz-vdzk-edm

Join by phone

+ Redacted

More phone numbers

- Kesh Patel
- Marie Mackey
- Anna Kartasheva
- Sarika Mittal

AT&T / Branch Technology - 6/1/20 <PRIVILEGED>

Please review attached doc - we have latest email from ATT and screenshot. Also, Chris Li is not aware of this t will ask SS at the high level, but may not know anything soon.

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