

## **.Brand TLD Designation Application for .GOOG**

Internet Corporation for Assigned Names and Numbers ("ICANN")  
12025 Waterfront Drive, Suite 300  
Los Angeles, California 90094  
Attention: New gTLD Program Staff

RE: Application for .Brand TLD Designation

Charleston Road Registry Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .GOOG TLD (the "Registry Agreement"), hereby applies for the .GOOG TLD (Application ID: 1-1099-4940) to be qualified by ICANN as a .Brand TLD.

Registry Operator confirms and represents to ICANN that the TLD meets most of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate and not misleading in any respect. Registry Operator also represents that the trademark registration attached hereto as Exhibit A and the registration policies attached hereto as Exhibit B are complete and accurate copies of the official trademark registration and Registry Operator's registration policies for the TLD, respectively.

Registry Operator also submits detailed information, including particular evidence, attached hereto as Exhibits C-D, supporting the TLD's satisfaction of the .Brand TLD criteria set forth below, and where the TLD does not satisfy the .Brand criteria, justification for the TLD to nonetheless be qualified as a .Brand.

- i. **The TLD is Recognized as a Reference to the Google Brand.** The TLD string GOOG is a commonly-used abbreviation of the famous GOOGLE mark (the "GOOGLE mark"), owned by Registry Operator's Affiliate Google Inc. ("Google"). Accordingly, in support of this application, Registry Operator submits a United States trademark registration for GOOGLE (Reg. No. 2,806,075) (See Exhibit A.)

In support of the of the position that the TLD will be understood by Internet users to be a reference to the GOOGLE mark, Registry Operator submits that: (1) Internet users already use GOOG to refer to the source of the services identified in the submitted trademark registration and in connection with market investments related to Google (See Exhibit C; 1 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition § 7:18 (4th ed. 2014) ("Americans are prone to abbreviate recognized trademarks and to use nicknames. Such abbreviations and nicknames are just as entitled to legal protection as the original full trademark."); (2) Registry Operator intended the GOOG TLD string to be an abbreviation for and represent the famous GOOGLE mark and will brand websites at domains in the GOOG TLD with the GOOGLE mark, as demonstrated by the TLD's Mission and Registration Policies (See Exhibit B); (3) because GOOG is the NASDAQ Stock Market ticker symbol for

Registry Operator's Affiliate Google, it is accordingly understood by a large segment of the population to refer to Google and entitled to comparable exclusivity and protection to the GOOGLE mark, as established by several UDRP panels, courts and the United States Securities and Exchange Commission. E.g. Securities Act of 1933, Release No. 5005, issued September 17, 1969, 34 Fed.Reg. 15245, 17 C.F.R. 231.5005 ("A registrant's ticker name may also be misleading if it is the same or substantially the same as the name of another well-known company. If it appears likely that the registrant's name may be confused with the name of another company, consideration should be given to changing the name."); Waterman-Bic Pen Corp. v. Beisinger Industries Corp., 321 F. Supp. 178, 180 (S.D.N.Y. 1970) ("[D]espite the sharp difference in the underlying product, the use of 'BIC' as an exchange symbol by defendant does not reflect that distinction; nor do defendant's advertisements disassociate the stock from plaintiff corporations. We find a real possibility that both the investor in defendant's stock and the purchaser of defendant's products may assume, in an era of extreme corporate diversification, that defendant is a part of plaintiff's corporate structure."); Hindustan Petroleum Corporation Limited v. Neel Punatar, WIPO Case No. D2004-0351 (August 15, 2004) ("Although there is no evidence of registration of HINDPETRO it has clearly been used continuously and extensively as an abbreviation for the Complainant and as its stock exchange representation. As such, the reputation acquired through such use would be capable of protection as a trademark at common law."); Verizon Trademark Services v. Paulo c/o Paulo Kann, WIPO Case No. D2010-0989 (August 9, 2010) (finding one of respondent's domain names confusingly similar to Verizon's stock ticker VZ); Google Inc. v. Herit Shah, WIPO Case No. D2009-0405 (May 15, 2009) (Noting as fact that "The Complainant has used the name 'GOOG' as a NASDAQ financial stock ticker since 2004" and transferring the GOOGBLOG.COM domain name to Google); and (4) there are no other common or well-known uses of the "GOOG" term to confuse Internet users into thinking the GOOG TLD will represent anything but GOOGLE.

For all the reasons discussed above, GOOG should be qualified as a .Brand TLD.

- a. **Trademark Clearinghouse Entry.** Registry Operator's Affiliate Google owns and recorded the GOOGLE mark including proof of use with the Trademark Clearinghouse, and such proof of use was verified by the Trademark Clearinghouse. A Signed Mark Data file ([REDACTED]) was thereafter issued by the Trademark Clearinghouse to Google for the GOOGLE mark.
- b. **Trademark Ownership.** As detailed in its new gTLD application for the .GOOG TLD, the statements and representations of which were expressly warranted as true and accurate by Registry Operator by submitting its application under the Top-Level Domain Application Terms and Conditions, Registry Operator is a wholly-owned subsidiary of Google. Under the Registry Agreement, "Affiliate" means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one

or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified, and (ii) “control” (including the terms “controlled by” and “under common control with”) means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit arrangement or otherwise. As the owner of all shares of Registry Operator, Google has the power to directly control the Registry Operator. Google is thus an Affiliate of Registry Operator, and is the owner of the GOOG brand and United States trademark registration for the GOOGLE mark.

- c. **Registration Timing.** Google has traded under the stock ticker GOOG since it went public in 2004 and its trademark registration for the GOOGLE mark was issued on January 20, 2004 (See Exhibit A). Both of these events occurred well before ICANN opened its new gTLD application window on January 12, 2012 and the Registry Operator submitted its TLD registry application.
  - d. **Continuous Trademark Use.** Registry Operator’s Affiliate Google has continuously used the GOOGLE mark in connection with all of the services identified in the submitted trademark registration since at least as early as 1997, has traded under the stock ticker GOOG since it went public in 2004, and intends to maintain both uses through the Term of the Registry Agreement. Specimens showing Google’s use of the mark for the services identified in the submitted trademark registration are attached hereto as Exhibit D.
  - e. **The Marks Do Not Begin with a Period or Dot.** The GOOGLE and GOOG marks do not begin with a period or dot. See Exhibits A, C, D.
  - f. **Trademark Unrelated To Registry Services.** Registry Operator’s Affiliate Google has continuously used the GOOGLE mark in connection with all of the services identified in the submitted trademark registration since at least as early as 1997, and intends to maintain such use through the Term of the Registry Agreement. See Exhibits A, D. The services identified in the submitted trademark registration and supporting specimens do not reference the provision of any TLD Registry Service, as defined in Section 2.1 of Specification 6 of the Registry Agreement.
- ii. **Registrants and DNS Record Control.** As detailed in its Registration Policies (See Exhibit B), only Registry Operator, its Affiliates or Trademark Licensees are eligible to be registrants of domain names in the TLD and control the DNS records associated with domain-names at any level in the TLD.

- iii. **Non-Generic String.** The applied-for TLD GOOG is not a Generic String TLD as defined in Specification 11 of the Registry Agreement. As defined in Section 3(c) of Specification 11 of the Registry Agreement, “Generic String” means a string consisting of a word or term that denominates or describes a general class of goods, services, groups, organizations or things, as opposed to distinguishing a specific brand of goods, services, groups, organizations or things from those of others. “Goog” is not a general class of goods or services, but is a reference to a specific brand of goods or services offered by Google Inc. At the United States Patent & Trademark Office, Trademark Examining Attorneys substantively analyze trademark applications to determine if they are unregistrable for being generic in relation to the applied-for goods and services under Sections 2(e) and 23 of the Trademark Act. See Trademark Manual of Examining Procedure (TMEP) §§1209.01-.02 . Registry Operator’s Affiliate Google holds a presumptively valid United States trademark registration (Reg. No. 2,806,075) for the GOOGLE mark, meaning that it is the opinion of the United States Patent and Trademark Office that the word GOOGLE is not generic, and that it distinguishes a specific brand of services from the services of others. Indeed, no court of law has ever held that GOOGLE or GOOG is a generic term for any class of goods or services.
- iv. **Registration Certificate.** Registry Operator has provided ICANN with an accurate and complete copy of a United States trademark registration (Reg. No. 2,806,075) for the GOOGLE mark. See Exhibit A.

For all of the reasons stated above, Internet users will understand the GOOG TLD string as a source identifier to refer to Google, and thus ICANN should qualify the .GOOG TLD as a .Brand TLD.

Registry Operator agrees that if Registry Operator makes any changes to its registration policies for the TLD (whether before or after this application has been approved) that may disqualify the TLD as a .Brand TLD, it will promptly provide ICANN with a complete and accurate copy of the revised registration policies. In addition, if Registry Operator fails to maintain the trademark registration underlying its .Brand TLD application, it shall promptly notify ICANN of such failure. Registry Operator also agrees to maintain the criteria required to qualify as a .Brand TLD and to immediately notify ICANN of any changes in circumstances that could alter the statements made, and supporting materials provide with, this application.

Registry Operator acknowledges and agrees that this letter is binding on Registry Operator and, if any of the foregoing representations and agreements becomes untrue or not complied with, it shall be deemed a breach of the Registry Agreement by Registry Operator, and ICANN may assert its rights under the Registry Agreement, including by determining that the TLD no longer qualifies as a .Brand TLD pursuant to the terms of Specification 13.

Questions about this request should be directed to [REDACTED]

Submitted by: [REDACTED]

Position: Senior Policy Analyst

Dated: June 4, 2014

Email: [REDACTED]

**Exhibit A**

**Trademark Registration**

**Int. Cls.: 38 and 42**

**Prior U.S. Cls.: 100, 101 and 104**

**United States Patent and Trademark Office**

**Reg. No. 2,806,075**

**Registered Jan. 20, 2004**

**SERVICE MARK  
PRINCIPAL REGISTER**

**GOOGLE**

GOOGLE INC. (CALIFORNIA CORPORATION)  
2400 BAYSHORE PARKWAY  
MOUNTAIN VIEW, CA 94043

FOR: PROVIDING ELECTRONIC MAIL AND WORKGROUP COMMUNICATIONS SERVICES OVER COMPUTER NETWORKS; PROVIDING MULTIPLE USER ACCESS TO PROPRIETARY COLLECTIONS OF INFORMATION BY MEANS OF GLOBAL COMPUTER INFORMATION NETWORKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 9-0-1997; IN COMMERCE 9-0-1997.

FOR: COMPUTER SERVICES, NAMELY, PROVIDING SOFTWARE INTERFACES AVAILABLE OVER A NETWORK IN ORDER TO CREATE A PERSONALIZED ON-LINE INFORMATION SERVICE; EXTRACTION AND RETRIEVAL OF INFOR-

MATION AND DATA MINING BY MEANS OF GLOBAL COMPUTER NETWORKS; CREATING INDEXES OF INFORMATION, INDEXES OF WEB SITES AND INDEXES OF OTHER INFORMATION SOURCES IN CONNECTION WITH GLOBAL COMPUTER NETWORKS; PROVIDING INFORMATION FROM SEARCHABLE INDEXES AND DATABASES OF INFORMATION, INCLUDING TEXT, ELECTRONIC DOCUMENTS, DATABASES, GRAPHICS AND AUDIO VISUAL INFORMATION, BY MEANS OF GLOBAL COMPUTER INFORMATION NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1997; IN COMMERCE 3-0-1997.

SER. NO. 75-978,469, FILED 9-16-1999.

APRIL L. RADEMACHER, EXAMINING ATTORNEY

## **Exhibit B**

### **.GOOG TLD Registration Policies**

#### ***Mission***

The mission of the proposed gTLD is to make the world's information universally accessible and useful through the streamlined provision of Google service. The purpose of the proposed gTLD is to provide a dedicated Internet space in which Google can continue to innovate on its Internet offerings. Specifically, the new gTLD will augment Google's offerings through existing registries, provide Google with greater ability to categorize its present online locations around the world, and provide a more recognizable, branded, trusted web space to both the general Internet population and Google employees.

In addition, the .GOOG gTLD will clearly be differentiated from other gTLDs due to its purposefully limited scope. This differentiation includes:

- (1) A clear indicator that second-level domains within the gTLD offer a particular, targeted content; and
- (2) The ability for Registry Operator's Affiliates to affix Google's well-known brand to second-level domains, which will result in Internet users immediately knowing the source of the gTLD.

#### ***Registration Policies***

Registry Operator believes that the .GOOG gTLD will best add value to the gTLD space by remaining completely closed for the sole use of Google. Second-level domain names within the proposed gTLD are intended for registration and use by Registry Operator, its affiliates and trademark licensees. Domain names under the new gTLD will not be available to the general public for purchase, sale, or registration.

Google's existing business and marketing decision-making channels will define policies and manage decisions, in accordance with the technical specifications in Registry Operator's agreement with ICANN, regarding the registration and use of domain names. Once a name has been reviewed and deemed in compliance with internal rules and procedures, the name will be approved by the Registry Operator and submitted for registration through an ICANN-accredited registrar. The registration and use of domain names in the gTLD will also be shaped by Registry Operator's:

- (1) Abuse prevention policy (available at <http://www.google.com/registry/policies/domainabuse/>); and
- (2) Privacy policy (available at <http://www.google.com/registry/privacy.html>).



If multiple parties affiliated with the Registry Operators express an interest in registering the same domain name, the designated personnel will make the decision regarding which party's registration and use of the domain name is a higher business priority.

**Exhibit C**

**Evidence of Interchanging Use of GOOGLE with GOOG**



\$143  
VALUE

8-PIECE DELUXE GIFT

with \$55 purchase + free shipping.

Code: **SWEET** **GET GIFT NOW >>**



\$50 says you'll love getting rid of checking fees.

LEARN MORE



REWARDS CARD

Hot Topics: [ETFs](#) | [Banking](#) | [Forex Education](#) | [Online Broker Center](#)

[Join NASDAQ](#) or [Log In](#)

NASDAQ®

QUOTES

MARKETS

NEWS

INVESTING

ADVANCED INVESTING

PERSONAL FINANCE

MY NASDAQ

Search



[Home](#) > [Quotes](#) > [GOOG](#) > [Real Time Quotes](#)

US Market Open May 23, 2014 2:57PM ET NASDAQ 4182.27 27.93 ▲0.67% DJIA 16600.16 57.08 ▲0.35% S&P 1899.88 7.39 ▲0.39%

 **Google Inc. Real Time Stock Quotes**  
**\$552.9 \* 7.84 ↑ 1.44%**


\*Real-Time - data as of 5/23/2014 2:58:48 PM

Get Up to \$2,000  
Restrictions Apply

 Monitor FINRA SIPC

Exchange: NASDAQ

Industry: Technology

Community Rating:  **Bullish**

View:  **GOOG Real Time**

 [Edit Symbol List](#)

 [Symbol Lookup](#)

**GOOG**

Save stocks

SYMBOL LIST VIEWS

[FlashQuotes](#)

[InfoQuotes](#)

[STOCK DETAILS](#)

[Summary Quote](#)

**Real-Time Quote**

[After Hours Quote](#)

[Pre-market Quote](#)

[Historical Quote](#)

[Option Chain](#)

CHARTS

[Basic Chart](#)

[Interactive Chart](#)

COMPANY NEWS

[Company](#)

[Headlines](#)

[Press Releases](#)

[Market Stream](#)

STOCK ANALYSIS

[Analyst Research](#)

[Guru Analysis](#)

[Stock Report](#)

[Competitors](#)

[Stock Consultant](#)

[Stock Comparison](#)

GOOG's NASDAQ Last Sale (NLS)	NLS Volume	Previous Close	Today's High / Low	52 Wk High / Low
552.9 7.84 ▲ 1.44%	822,435	\$545.06	552.9596 / 543.70	\$ 604.83 / \$ 502.80

Data as of 5/23/2014 2:58:48 PM -

Volume8:00 AM10:00 AM12:00 PM2:00 PM4:00 PM6:00 PM8:00 PM\$544.00\$546.00\$548.00\$550.00\$552.00k20k40k60k

Intraday

5 day

1 Month

6 Months

1 Year


More Charting

Last Five Real-Time Trades



NLS Time (ET)	NLS Price	NLS Share Volume
14:58:39	\$552.90	100
14:58:39	\$552.90	100
14:58:39	\$552.90	100

Stock Rating / Target Est.

Community Rating:  Rate it 100% bullish of 5 ratings

1y Target Est: **\$660**



### Sell GOOG Today?

I'm Steve Reitmeister with Zacks Investment Research. We're releasing a free GOOG analysis that forecasts where it's heading in 1-3 months.

This prediction model is worth noting because it nearly triples the market's average yearly gain.

**Important:** A second free report based on that model reveals all of Zacks' MUST-SELL stocks. See if GOOG or any of your holdings are on this list.

[Get both free reports right now »](#)

### News for GOOG

► [Vanguard Growth ETF Experiences Big Inflow](#)

5/23/2014 11:14:50 AM - BNK Invest

► [Report: Google Developing a 3-D Tablet](#)

5/23/2014 7:37:00 AM - Fox Business

► [What Will Google's \\$30 Billion In Foreign Acquisitions Do?](#)

5/23/2014 4:47:00 AM - Seeking Alpha

► [Google's Nest to Sell Smoke Detectors Again](#)

5/22/2014 5:26:00 PM - Fox Business

► [Uber Looking to Raise \\$500M at \\$12B Valuation?](#)

5/22/2014 4:54:00 PM - Fox Business

 [Subscribe](#)

[More GOOG News & Commentary](#)

 **CME Group**

**STRIKE** While the Options Market is Hot With a new **FREE** interactive tool.

[QuikStrike Options Tool →](#)



Show Ticker

- FUNDAMENTALS
- Call Transcripts
- Annual Report
- Income Statement
- Revenue/EPS
- SEC Filings
- Short Interest
- Dividend History
- HOLDINGS
- Ownership Summary
- Institutional Holdings
- Insiders (SEC Form 4)

14:58:39	\$552.90	104
14:58:37	\$552.95	100

See All Trades

The last real-time five trades feature is not available during the [Pre-Market](#), nor the [After Hours](#) . Visit the respective link for the trading information in that session.

NASDAQ Official Price

Open Price / Date	Close Price / Date
\$ 547.26/May 23, 2014	\$ 545.06/May 22, 2014

Learn more about [real time quotes](#).

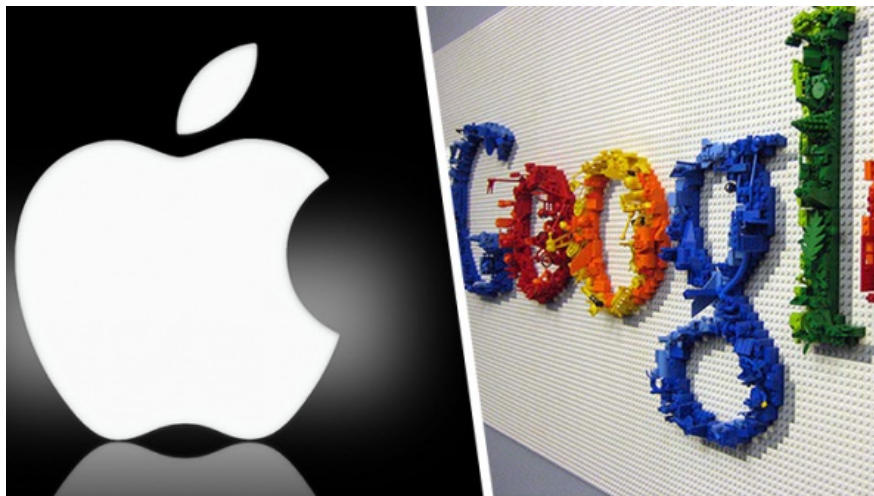
Want to trade FX?

Visit our Forex Broker Center





## Google Dethrones Apple As Most Valuable Brand



By Mike Schuster,  
Minyanville  
May 21, 2014

In the tech world's game of thrones, Google (NASDAQ:GOOG) can officially be called Kingslayer. Having usurped Apple (NASDAQ:AAPL) as the world's most valuable brand, Mountain View claims the top spot from a company few thought would ever see a decline.

With nearly a \$159 billion valuation for this year, Google was deemed as having the most coveted brand valuation by [research outfit Millward Brown](#). Jumping from the Number Two slot in 2013, Google's brand value climbed an impressive 40 percent to reach the top.

### [Related: Silicon Valley Conspiracy: When Apple and Google Get Together, Watch Out](#)

But things aren't as sleek and shiny over at Apple, whose brand value dropped 20 percent, causing it to fall to second place on the annual ranking after three years at the top. Although a brand valued at \$147.8 billion is obviously nothing to sneeze at, Apple's seemingly do-no-wrong image has been tarnished in recent years after the company failed to introduce exciting [new product](#) lines and opted instead for incremental updates to its mobile lines -- many of which had been introduced long ago by its competitors.

Oscar Yuan, vice president at Millward Brown, [explained to Forbes](#) the reasoning behind the company's decision to swap Google and Apple for the top-two slots.

"It's a story about two hugely successful technology companies," Yuan said. "Apple's been known for earth-shattering, category-creating, revolutionary products. And I would say, just recently, Apple's innovations have been more evolutionary than revolutionary. I think that may have played a little bit in the drop from first to second."

Indeed, analysts and consumers have noticed an "innovation shift" between Mountain View and Cupertino as [Google](#) has been responsible for a flurry of new products and services that often outshine Apple's offerings -- even on its home turf. (See: [Google Has Destroyed Apple's Walled Garden From Within](#).) Google's constant polishing of services like Google Now, Google Maps, Gmail, and its omnipresent Search -- not to mention its scene-stealing Chromecast and the exponential growth of the Android platform -- has cast a shadow over Apple's unimpressive updates to [iOS](#), its hardware, and its app lineup.

"Google has been doing just the opposite -- they've been organizing the world's information and putting it at your fingertips," Yuan said. "Even to things as aggressive as GoogleX -- they are making Wi-Fi available globally by putting satellites tied to balloons over the earth. [That kind of innovation] does enormous things for the brand -- it's seen as a making-dreams-come-true-type company, and that certainly helps their brand value."

### [Related: Google Preps Self-Driving Cars for City Traffic](#)

He added that with products like Google Glass and the much-anticipated release of the Android Wear platform, "Google continues to deliver

on bringing to consumers and the business world things they've never seen before and things they've never imagined were possible. That shows in their brand value."

Unfortunately, Apple's brand image under the leadership of Tim Cook has been taking a beating from those still waiting for a new product as groundbreaking as the [iPhone](#). But with the iWatch and Apple HDTV still considered vaporware, and a mobile line trailing Android in now-essential features and specs, it appears that Apple has some catching up to do.

*This article by Mike Schuster originally appeared at [Minyanville](#). More from Minyanville:*

- [Apple Bought Beats for Its Future Apple TV, Says Steve Jobs' Biographer](#)
  - [AT&T's Pricey Triple-Play Deal](#)
  - [Apple Bug Deletes Text Messages Sent to Android Converts](#)
- 
- 

---

**Source URL:** <http://www.thefiscaltimes.com/Articles/2014/05/21/Google-Dethrones-Apple-Most-Valuable-Brand>

# Google Buys Hot Enterprise Android Startup Divide (GOOG)

## Divide helps split Android into personal and business spaces

By , [Business Insider](#) | May 19, 2014, 3:10 pm EDT

**Google (GOOG)** is in the news for a big acquisition — [video game streaming service Twitch.tv](#) — but it also announced today that it bought **Divide**, a company that makes a popular app that lets you securely access corporate documents and email from your phone.

Terms of the deal were not disclosed, but Divide, founded in 2010, has raised \$23 million from venture investors including Google's own VC arm, Google Ventures.

Divide was founded by former **Morgan Stanley (MS)** IT professionals who led the bank's mobile app development. The startup wanted to find a way to give IT departments all the control over corporate apps and data that they needed when people accessed them via their private smartphones and tablets, without giving IT the authority to completely wipe all data from someone's personal device.

As its name implies, this app divides an Android device into personal space and business space. In geek speak, this kind of app is called a "secure container."

It's not the only app that does such a thing. **VMware (VMW)** Horizon is another, and **Samsung (SSNLF)** offers this on its Android devices too, via a feature [called Samsung Knox](#).

But Divide was a really popular secure container app, downloaded over 200,000 times as of last October, [TechCrunch reported](#). And users rated it with a [four stars out of five on the Google Play app store](#).

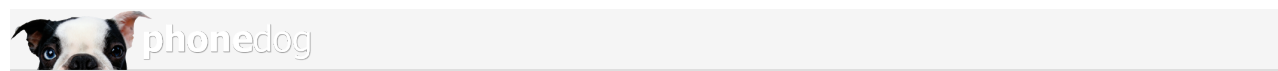
**40 Profit-Building Blue Chip Stocks:** Get the Buy List of 40 best-in-class blue chips, including specific buy instructions. **OFFER EXPIRES IN 24 HOURS -- [CLICK HERE](#)**

According to [the blog post](#) from the Divide team, Divide is joining Google as an acquihire and the app will continue to be developed and supported "as it always has."

### See Also:

- [Why We Need Sleep — And How To Get Enough Of It](#)
- [This Guy Was Fired As CEO From His Own Company, Worked His Way Back, And Just Raised \\$35 Million](#)





ANDROID

FEATURED



o

Search

# Google acquires enterprise-focused Divide, company will join Android team



Alex Wagner - Editorial Director of News and Content  
@PhoneDog\_Alex

Published: May 19 1:10 PM  
[More by this editor](#)

android news Google

0

comments

Tweet



Apparently Google is feeling pretty acquisition-y lately.

Less than a week after it was revealed that Google had snapped up Word Lens app maker Quest Visual to beef up Google Translate, El Goog has bought up a company named Divide. Formerly known as Enterproid, this firm is focused on helping users to keep their business and personal information separate on a single device.

There's no word yet on how much Google dropped for Divide. However, it's said that the company will join Google's Android group.

While the enterprise may not get quite as much attention as consumer products do, it's still an important business for any company that wants to succeed in mobile. After all, smartphones and tablets are becoming increasingly powerful and versatile, allowing people to conduct business anywhere and at any time.

Software that allows users to carry one device with both their business and personal information will likely become increasingly important. This allows businesspeople to carry a single device, possibly one of their own choosing. Most businesses would prefer their information to be kept private, though, and I'm sure that most employees would like to keep their personal and professional lives as separate as possible. That's exactly where companies like Divide come in handy.

How many of you use a smartphone for work? If you do, do you have a separate device for your personal life or does your one phone juggle all of your info?

Via [Re/code](#)

**Don't forget to VOTE!** Each week, PhoneDog Fans vote for their #1 smartphone in the Official Smartphone Rankings. [Vote now and contribute to the industry's most relevant weekly ranking charts](#)

# Google Maps Now Tells You What Lane to Get Into and More Goodies



Brent Rose

Filed to: GOOGLE 5/06/14 12:02 PM

47,404 g 14 1

E

j

i

r

Share to Kinja

Share to Facebook

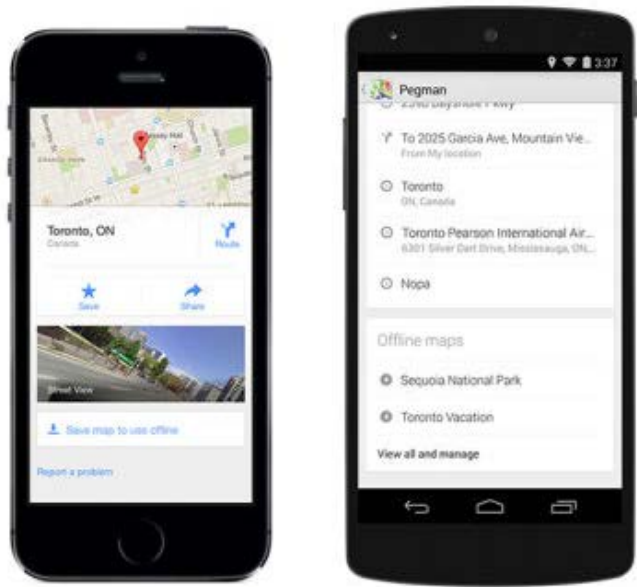
Share to Twitter

Go to permalink

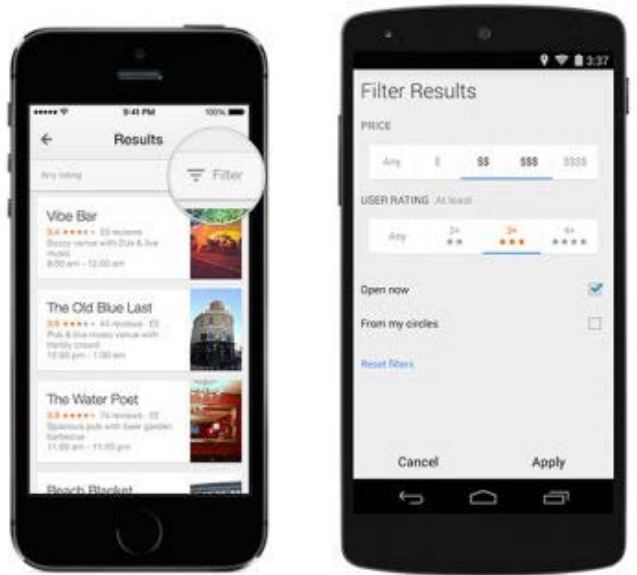


El Goog is rolling out a bunch of improvements to its Maps apps for Android and iOS. Some of them are small improvements, and some of them are friggin' awesome.

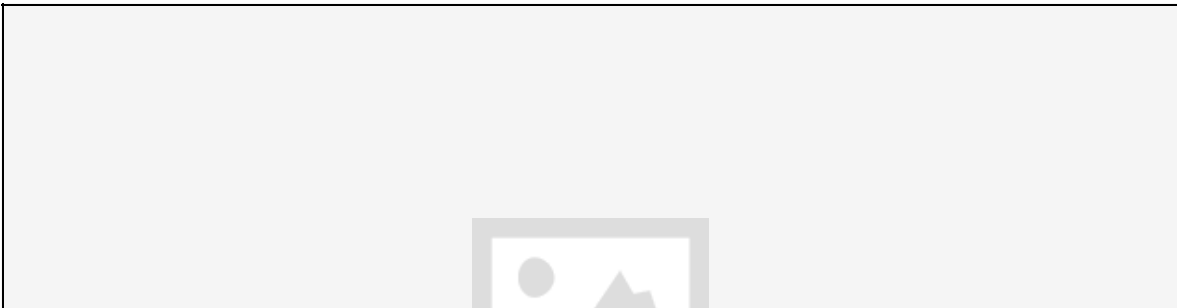
Most significantly, when you're using Maps for turn-by-turn navigation, it will tell you which lane you should stay in (or move to), so you won't be surprised by suddenly having to make a left when you've been cruising in the far-right lane. This is fantastic. I can't count how many times I've missed a turn I could have easily made if only I'd known what lane I should be getting into. Reducing the number of times you have to drive off for miles in the wrong direction before you finally get to an exit where you can turn around? Massive improvement.

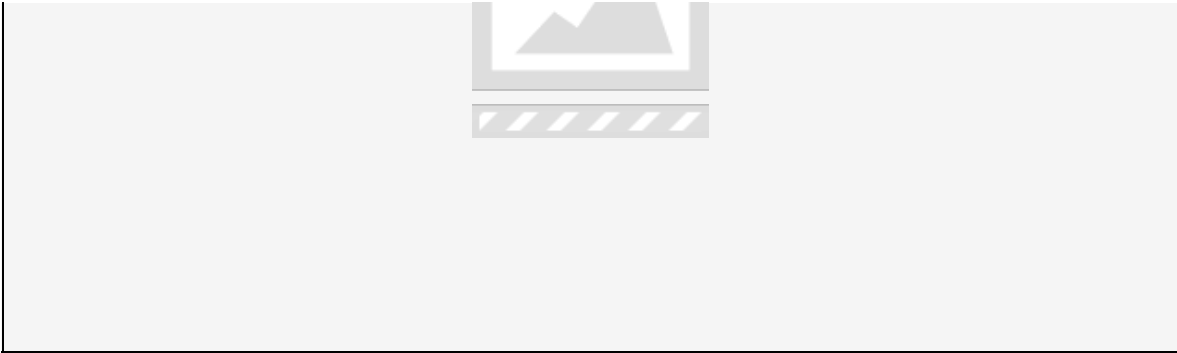


It's also going to be easier to save maps for offline use. Currently, you have to know to type in the secret phrase "OK maps" which will save whatever is on your screen, but with this update you'll be able to simply search for an area, tap on its place info sheet, and hit "Save map to use offline." Much more intuitive. You can also name your saved maps for easier referencing.



New filters are also being added to the search system. You'll be able to look for restaurants, hotels, bars, and businesses by open hours, rating, price, and other criteria. This is nothing revolutionary, of course, but it will make Maps more competitive with Yelp, which has offered those kinds of (extremely useful) filters for a long time.






It's also improving things for those of us without cars. If you're planning on taking public transportation you can add options like "Depart at" to chose the time and date you want to leave. And for those of us who stay out late, there's even a "last train home" feature. Or, if you're planning on searching for alternative ways home, Maps will now integrate data from Uber. You'll be able to compare the ride with transit and walking directions, and if you choose the Uber option, it will jump you right over to the Uber app (assuming you have it installed and it's available in your area).

There are a few other little things, but all of this adds up to a pretty significant update. It should begin rolling out today. Can't wait to try the turning lane feature. [\[Google LatLong\]](#)

14 1 125  Reply


Brent Rose's Discussions

All replies

 [potholessuck](#) U Brent Rose  
5/06/14 12:38pm


So my only question is why the hell would anybody buy an in-car navigation system now? (besides for when it's bundled in with other things you really want because yeah it sucks)

5 1 5  Reply



 [wasting\\_company\\_time](#) U Brent Rose  
5/06/14 1:09pm

The lane feature was built into my stand alone GPS I had a few years ago. It was awesome. The hardest part of switching to a phone based GPS was losing that feature.



2 1 2  Reply

 [Travelingfool](#) U Brent Rose  
5/06/14 12:31pm



These features are awesome! Yay for Google Maps! I wish they could integrate the Waze feature that allows you to add multiple waypoints and look for waypoints (like gas or restaurants) along your route. After all, they already own the freaking company. Might as well make it available for everyone.

 **Brent Rose**, Host  Travelingfool  
5/06/14 12:33pm  
Very much agree.

1 1 Reply

 **sygyzy**  Brent Rose  
5/06/14 1:06pm  
Does anyone know if Google will ever let us access and use Custom Maps on mobile? This used to be a standard feature. Every time I go on a trip, I like to make a map marking things like the hotel I am staying at, the conference center, bars and restaurants, metro stations, etc. Then I would access it from my Android device. They totally took that off and the only way to get to them now is via the mobile version in (Mobile Chrome) or through some weird app called the Google Maps Engine or something which does not look like "native" Google Maps at all. It's very frustrating and confusing why they would remove this.

1 1 2  Reply

 **Brent Rose**, Host  sygyzy  
5/07/14 2:34pm  
Would love to see this feature added back.

1 Reply

[View all 125 replies](#)

Log In

Trending Tags: [HTC One \(M8\) Reviews](#) [Samsung Galaxy S5](#) [HTC Motorola Verizon Rumors](#) [GoogleRSS Feed](#) [Android and Me on Twitter](#) [Android and Me on Google+](#) [Android and Me on Facebook](#) [Android and Me on YouTube](#) [Android and Me on Klout](#)

# Android and Me

24 hours ago

## Top 10 new Android games this week: Hoppu, OTTTD



## Android Silver is the future

#Android Silver #Nexus

1 week ago

## Wallpaper apps to make your Android device yours

#customization #wallpaper

1 week ago

## Top 10 new Android games this week: JoyJoy, Front Wars



### News

May 21 AT 8:08 PM [Alex Wagner](#) 4 Comments

# Google reportedly planning to offer affordable Wi-Fi gear to businesses

45

Tweet

3

Share

Hotly debated



16

90

Like



As many carriers have switched to **tiered** or **throttled** data plans in recent years, Wi-Fi is becoming increasingly important as a way to conserve your precious mobile data. The good news is that Wi-Fi is becoming more ubiquitous as more and more businesses offer Wi-Fi connectivity to their customers, and according to a new rumor, Google may help improve the situation even further.

Sources speaking to **The Information** claim that Google is planning to offer “heavily subsidized” Wi-Fi equipment to small and medium-sized businesses. The effort will reportedly be targeted at places where consumers are likely to visit frequently and want Internet access, like restaurants and gyms.

This equipment would reportedly be offered to the businesses at a substantial discount. Perhaps the best news of all is that Google is reportedly planning to roll this initiative out both to the U.S. and the rest of the globe.

Google recently teamed up with Starbucks to power the Wi-Fi offered at the Seattle chain's coffee houses, and I could definitely see El Goog working to help provide quality Wi-Fi to other businesses as well. Not only would the businesses benefit from the improved Wi-Fi access for its customers, but Google would likely gain additional info on users and and the searches conducted on those Wi-Fi networks.

Do you sign into Wi-Fi networks while you're visiting businesses or do you primarily rely on your cellular data when you're out and about?

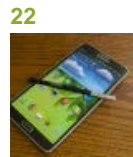
Via: **Android Central**  
Source: **The Information**



## Android Silver is the future



## Wallpaper apps to make your Android device yours



## Samsung Galaxy Note 4 display rumors



## Samsung Galaxy S5 Prime images, video



## More info points towards “Google” button replacing home button in nav bar

14



Editorial Director of News and Content at PhoneDog Media. I love phones, just about every other kind of tech, coffee and cooking.

- Tagged
- [#google](#)
- [#Wi-Fi](#)

Sponsored From Around the Web

5 Warning Signs That Cancer Is Starting in Your Body

Do-It-Yourself Free Testosterone Solution

The Sexiest Celebrity Butts

New Fat Burner Takes GNC by Storm

#1 Way to Reverse Age-Related Weight Gain

Related posts

Google in talks about launching wireless network

Epson Moverio BT-200 smart glasses now available

Google working on new read-it-later service called Stars

Google Glass Explorer bundle now available for purchase

Glamour Red HTC One (M8) reportedly heading to Verizon

# Most Tweeted

## Top Links

## Top commenters

- Nigel +24  
*on I'll miss the Nexus line, but Android Silver sounds even better*
- Kishan +18  
*on I'll miss the Nexus line, but Android Silver sounds even better*
- BlazeHN +17  
*on More info points towards "Google" button replacing home button in nav bar*

## Threads

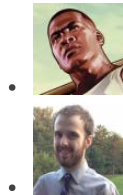
## Staff

- 
- 
- 
- 
- 
- 
- 
- 
-





# This Week



## 4 Comments Join the discussion!

Sort by **DateRating**

Nigel HealyGuest **05/21/14 8:47 PM**

**Thumb upThumb down** +2

Hope the free Wifi equipment is paired up with a decent broadband connection or its slower than using your cellular service. Many hotels free Wifi is 10% of the speed of 3G.

**Reply**



OBart **05/21/14 9:06 PM**

**Thumb upThumb down** -2

Yeah, I was reading about this elsewhere today. I heard about wifi phones a couple years ago. I wonder if that is part of the overall plan for Google.

**Reply**

PryyGuest **1 day ago**

**Thumb upThumb down** +1

Public wlan is so 2007. In terms of security, performance and ease of use (no signups or approvals) I prefer LTE.

**Reply**

kenneth warnershooKGuest **1 day ago**

**Thumb upThumb down** 0

Google needs to have their WiFi out in at McDonalds  
I mean Google + McDonalds = win win

**Reply**

## Leave a Reply

Your email address will not be published. Required fields are marked \*

**Name \***

Email \*

Website

Comment

You may use these HTML tags and attributes: <a href="" title=""> <abbr title="">  
<acronym title=""> <b> <blockquote cite=""> <cite> <code> <del  
datetime=""> <em> <i> <q cite=""> <strike> <strong>

Notify me of follow-up comments by email.

Notify me of new posts by email.



**Exhibit D**

**Specimens of Use**



Now you can create shortcuts for easier navigation across your favorite Google products. [Show me how](#)

## Web

-  [Web Search](#)

Search billions of web pages

-  [Google Chrome](#)

A browser built for speed, simplicity and security

-  [Toolbar](#)

Add a search box to your browser

-  [Helpouts](#)

Get help on a wide range of topics from experts over live video


-  [Bookmarks](#)

Access your bookmarks and starred items

## Mobile

-  [Mobile](#)

Get Google products on your mobile phone

-  Maps for mobile

View maps, your location and get directions on your phone

-  Search for Mobile


Search Google wherever you are

## Business

-  AdWords

Attract more customers and only pay for results

## Media

-  YouTube

Watch, upload and share videos

-  Google Play

Your music, movies, books, and Android apps available anywhere

-  Books

Search the full text of books

-  Image Search

Search for images on the web

-  News

Search thousands of news stories

-  Video Search

Search for videos on the web

-  Picasa

Find, edit and share your photos

## Geo

-  Maps

View maps and directions

-  Earth

Explore the world from your computer

-  Panoramio

Explore and share photos of the world

## Specialized Search

-  Blog Search

Find blogs on your favorite topics

-  Custom Search

Create a customized search experience for your community

-  Patent Search

Search the full text of US Patents

-  Google Shopping

Search for stuff to buy

-  Finance

Business info, news and interactive charts

-  Scholar

Search scholarly papers

-  Alerts

Get email updates on the topics of your choice

-  Trends

Explore past and present search trends

## Home & Office

-  Gmail

Fast, searchable email with less spam

-  Drive

Create, share and keep all your stuff in one place

-  Docs

Open, edit, and create documents

-  Sheets

Open, edit, and create spreadsheets

-  Slides

Open, edit, and create presentations

-  Forms

Build free surveys

-  Drawings

Create diagrams and flow charts

-  Sites

Create websites and secure group wikis



-  Calendar

Organize your schedule and share events with friends

-  Translate

Instantly translate text, web pages, and files between over 50 languages

-  Voice

One number for all your phones, online voicemail and cheap calling

-  Google Wallet

Make your phone your wallet

-  Google Cloud Print

Print anywhere, from any device

-  Google Keep

Save what's on your mind

## Social

-  Google+

Real-life sharing, rethought for the web

-  Blogger

Share your life online with a blog - it's quick, easy and free

-  Groups

Create mailing lists and discussion groups

-  Hangouts

Conversations that come to life. Anytime, anywhere, for free.

-  Orkut

Meet new people and stay in touch with friends

## Innovation

-  Fusion Tables

Visualize, combine, host, and share your data tables

-  Code

Developer tools, APIs and resources

There's no place like [#MyBeautifulEarth](#). Share your photos for Earth Day.

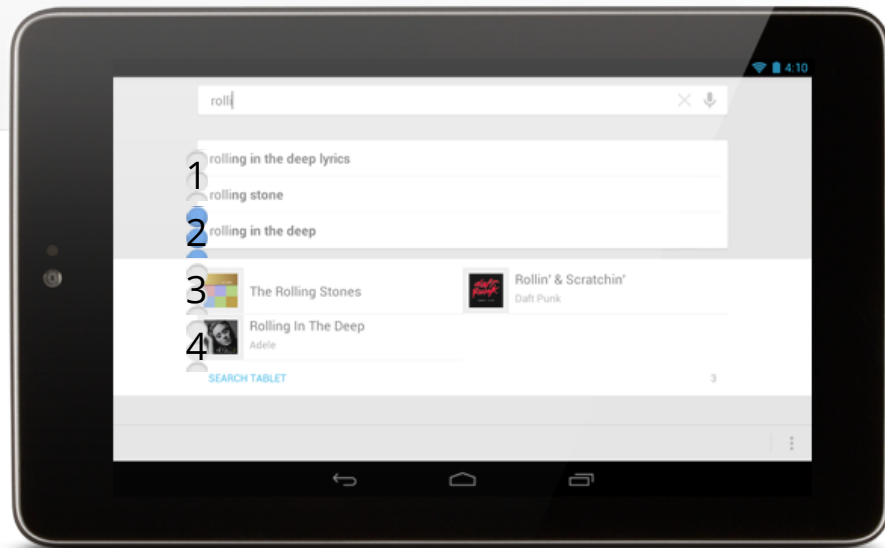
[Browse apps](#) 

# Google Search for Android

The fastest, easiest way to find what you need on the web and your phone or tablet.

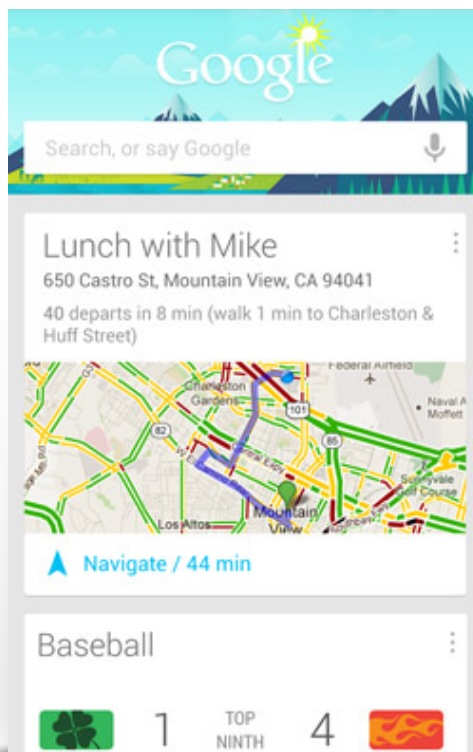
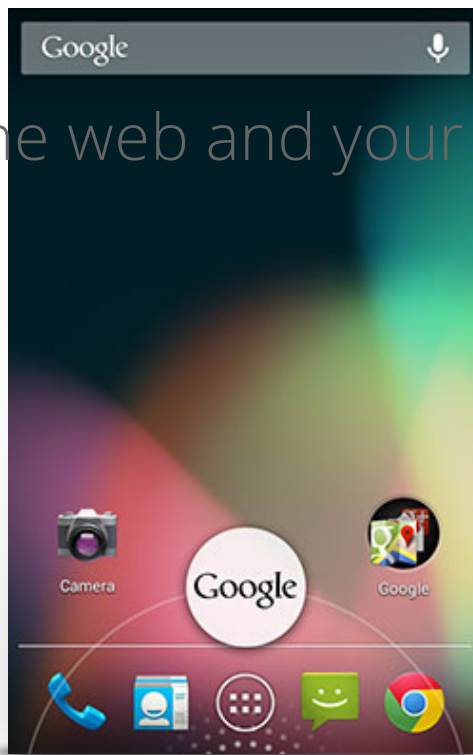
## Download Google Search for Android

[Not on Android? Get Google Search](#)



Quickly search the web and your phone or tablet

[more ▶](#)



Google Now: just the right information at just the right time

Google Now gives you what you need to know, when you need it. Learn more.  
(Google Now is currently available on Android 4.1, Jelly Bean)



Only on Android

▲ Back to top

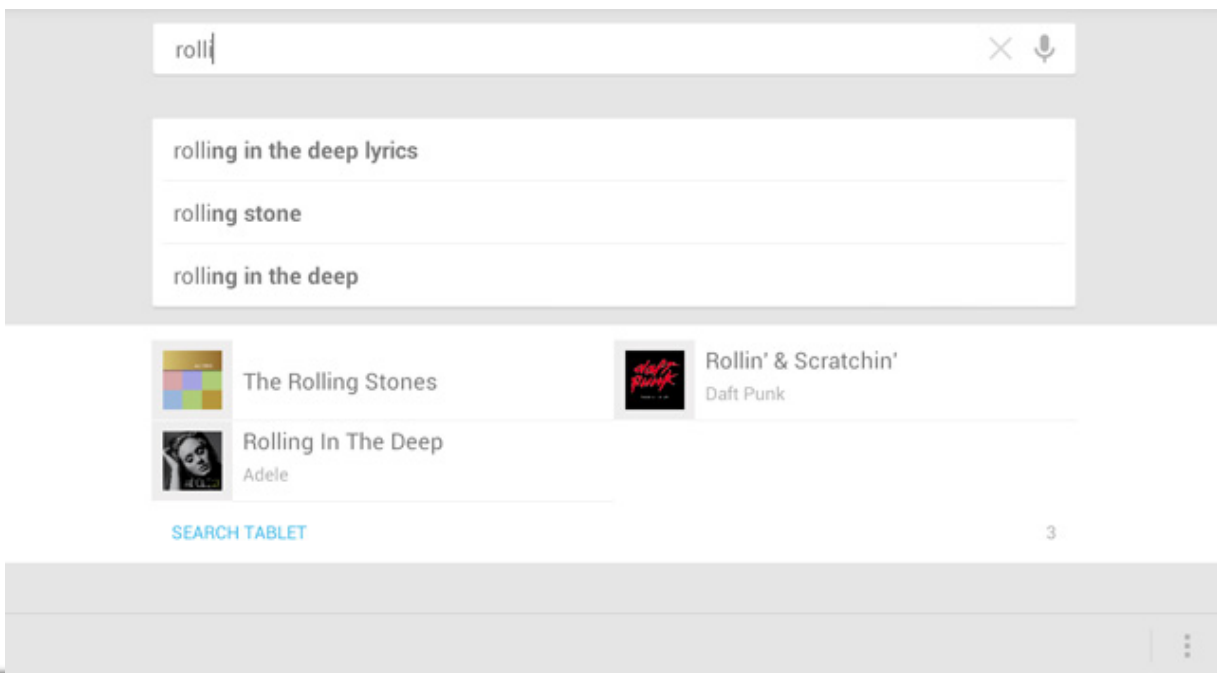
# Quickly search the web and your phone or tablet

Google Search app is the fastest way to search—right from the Google Search box on your home screen. Search the web and your phone or tablet, getting suggestions as

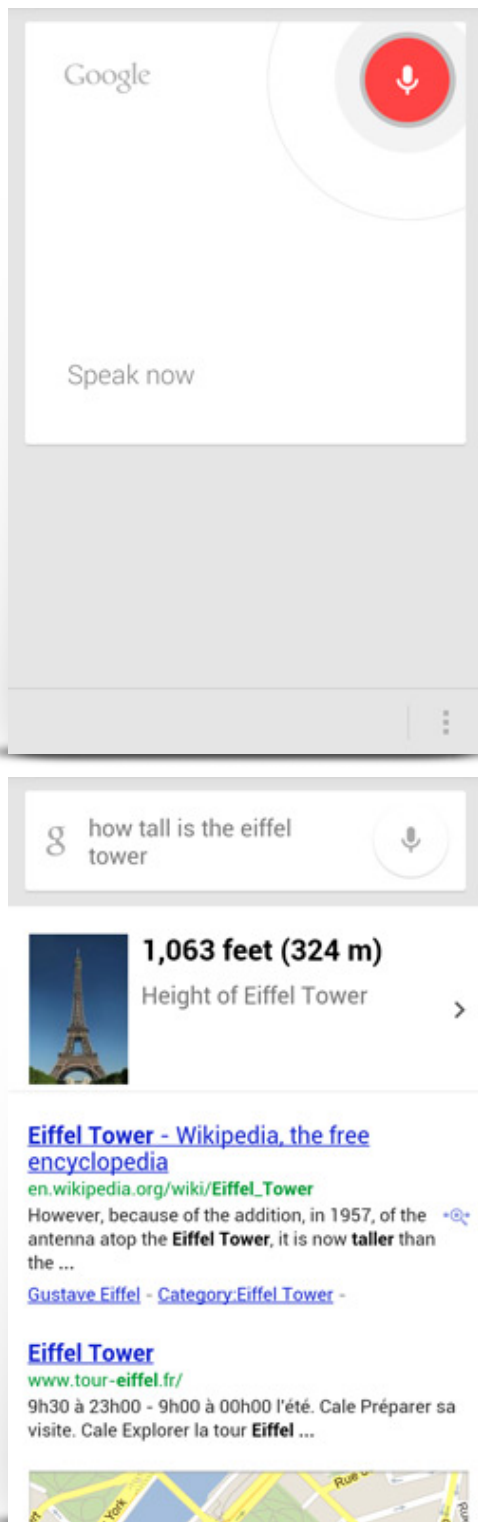
you type.



Only on Android



▲ Back to top



# Use your voice to search and more

Speak instead of type, using your voice to control your phone or tablet. Search the web and your phone, call your contacts, send emails, get directions and

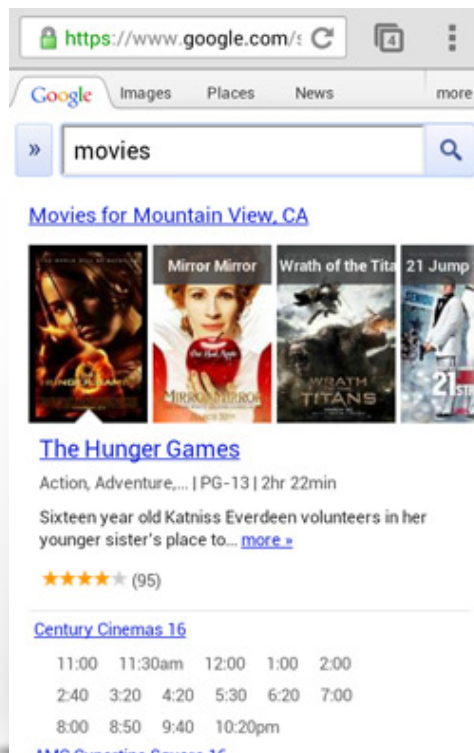
listen to music, all without worrying about having to type.



Back to top

# Get personalized results based on your location

Google Search can give you personalized results for things like weather and movies based on where you are.






www.google.com/search?hl=e

Google Images Places News more

» weather





Use my location Choose a location

Mountain View, CA 94043

 **58°** F | °C Humidity: 20% Wind: 5 mph

Clear

12 PM 3 PM 6 PM 9 PM 12 AM

Wed	Thu	Fri	Sat
			
64° 37°	70° 36°	73° 39°	70° 45°

[National and Local Weather Forecast, Hurricane, Radar...](#)

[www.weather.com/](http://www.weather.com/)

The Weather Channel and weather.com provide a

▲ Back to top

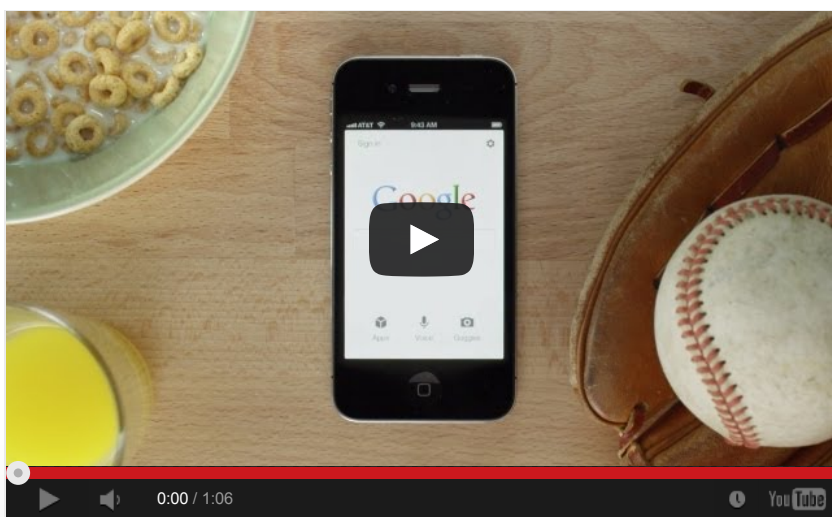


## Inside Search

# Your answer, loud and clear

In the latest version of the Google Search App for iOS and Android, not only can you say your question out loud, but your search app can speak your answer right back to you. And, using Google's [Knowledge Graph](#), your search app gives you smarter answers loud and clear.

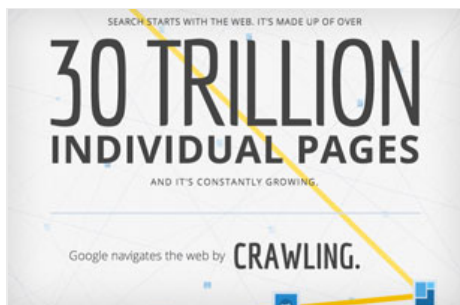
[Learn more.](#)



## New Stuff

Find out what's new with Google Search through recently released features.

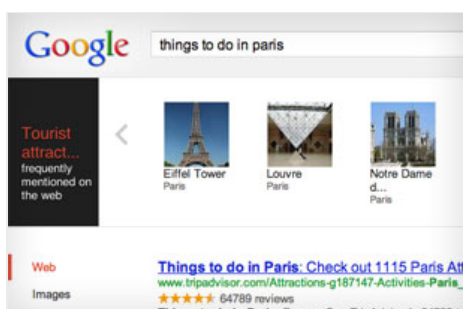
## How Search Works



Ask a question, get an answer. But what happens in between? Here you can follow the entire life of a search query, from the web, to crawling and indexing, to algorithmic ranking and serving, to fighting web spam.

[Learn more.](#)

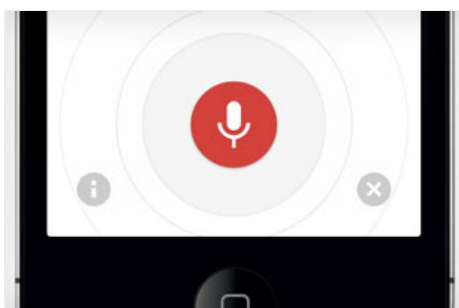
## Knowledge Graph carousel



Get a more complete picture of what you're curious about with a new carousel along the top of the results page. It helps you find answers and explore when you're looking for a collection or a list of things, like [\[things to do in paris\]](#) or [\[2011 action movies\]](#).

[Learn more.](#)

## Voice Search



In the latest version of the Google Search App for iOS and Android, you can just ask Google a question and the search app can speak back to you.

[Learn more.](#)

## The Evolution of Google Search

Learn about Google by exploring innovations, features and milestones in Search since our founding in 1997.

## Handwrite

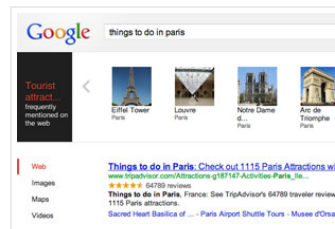
7/26/12

We launch Handwrite, a feature that provides a fast and easy new way to search Google from your tablet or smartphone.

## Knowledge Graph carousel

8/8/12

[Learn more](#)



We launch a Knowledge Graph carousel along the top of your results. It helps to answer your questions and explore when you're looking for a

list or a collection of things, like [things to do in paris] or [2011 action movies].





Follow us on Google+

volume around the world, visualized on the [WebGL Globe](#)

*Google's mission is to organize the world's information and make it universally accessible and useful.*

- [Products](#)
- [Company](#)
- [Management](#)

Ten things we know to be true

## **#1: Focus on the user and all else will follow.**

Since the beginning, we've focused on providing the best user experience possible. Whether we're designing a new Internet browser or a new tweak to the look of the homepage, we take great care to ensure that they will ultimately serve you, rather than our own internal goal or bottom line.

[More about our philosophy](#)

## **News from Google**

Read up on our [latest news](#), browse our [blog directory](#), or choose to follow a number of [Google+ pages](#) for updates on various products and initiatives.

[Learn more](#)

## **Google careers**

Ever wondered what life at Google looks like or what benefits you might expect as a Googler? Search for a job at Google or check out one of our locations worldwide.

[Learn more](#)

## Investor relations

Find out about investor news, financial information or corporate governance.

[Learn more](#)

## Doodles



Charlotte Brontë's 198th Birthday (born 1816)

Doodles are the fun, surprising and sometimes spontaneous changes that are made to the Google logo to celebrate holidays, anniversaries and the lives of famous artists, pioneers and scientists.

[View all Doodles](#)

## Google Ventures



Google Ventures is an independent venture capital fund financed by Google. With \$300 million to invest each year, the team looks to find and invest in the most disruptive and interesting startup founders.

[Learn more](#)

**Technology for social impact**



# Ads



## Advertise on Google

Those customers you are looking for, are looking for you – on Google.

[Learn more](#)

### Get started



If you prefer, we'll set up your ad for you, free of charge.

Call us at 1 877 906-7957\* or [request a callback](#)





# Make money from your site

Show ads that relate to the content and users of your website.

[Learn more](#)

## **Get started**

\* Phone support in English available Monday-Friday, 9am-9pm ET. For new customers based in the US or Canada only. Subject to website and business qualification.