

Don't risk getting Arrested...

...like an Idiot!

Are you running AdWords Servers or Campaigns?

Supreme Court case requires license purchase

**Legal Aspects of the
Lead Option Engine[®],
known as AdWords[®] / AdSense[®]**

for

Attorneys & Other Idiots

**who don't understand IP Law and
use AdWords thinking they won't get**

ARRESTED

**for felony copyright infringement
if they don't purchase an LOE license**

Learn:

*AdWords is an illegal
reverse-engineered copy of the Lead Option Engine,
a software copyrighted in 1999, and patented in 2006.*

*Patent cases are civil matters and start with
a complaint and end years later.*

*Copyright cases are criminal matters and
start with an arrest within a few weeks and
may end in prison time and seizure of assets.*



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Table of Contents

Introduction

- About This Book
- Foolish Assumptions
- How This Book is Organized
- Icons Used in This Book
- Where to Go From Here

Chapter 1: The Lead Option Engine®

- What is the Lead Option Engine® & What is AdWords?
- What is required to register the LOE for copyrights?
- What is required to register the LOE for patent protection?

Chapter 2 Intellectual Property

- What is copyrighted software?
- What is a patented computer invention?
- Criminal Copyright Cases vs Civil Patent Cases
- Prior Art Perspectives

Chapter 3 Supreme Court of the United States and the LOE

- Supreme Court confirmation of facts cannot be reviewed again and stands as a final decision:
 - (i) No Prior Art
 - (ii) Failed to state a claim
 - (iii) Rights to a jury trial still maintained

Acknowledgements

I would like to thank all my enemies, for without them, I could not have become as strong as I am.

“Love thy enemies, they make you stronger.”

I would like to thank all my family, friends, business associates, and investors for NEVER having invested in me, so that I would be in a lost abyss for 14 years without my Lead Option Engine© Kingdom. For if I would have had my Kingdom sooner, the King would not have been as wise as he needs to be to be King.

I thank all the attorneys and judges who blatantly stole my life, blatantly disregarded USA Laws and International Laws, for without them, I would never have the chance to indulge in the revenge and reckoning that will eventually change the legal systems in the world for the next generations wherein Justice will not be bought and sold to the highest bidder.

In conclusion, I thank those family members, friends, business associates, and investors for alienating me in all walks of life, including dinners, parties, business deals, and vacations. For without them I would not understand true unfair alienation that so man of my brothers and sisters go through everyday.

Truth Goes through three phases:

- 1) First it's ridiculed and ignored**
- 2) Then it's violently opposed**
- 3) Then it becomes self evident**

Introduction

.....

A new dawn of technology innovation saw the birth of the Lead Option Engine in the seventh month of 1999, which today is generating unprecedented revenue of over forty billion dollars (\$40 billion) per year that drives an estimated \$400 billion of the service sector.

The Lead Option Engine now controls as much as 1% of GDP for the USA.



Google's AdWords is a reverse engineered illegal copy of the Lead Option Engine©®.

When ever you see the “bomb in a hand” symbol like above, this means that someone is illegally advertising to people that it's OK to use the Lead Option Engine©® software without purchasing a license from the Author/Inventor which is an act of felony copyright infringement, which could result in arrest or seizure of assets or stopping your Internet business.

About This Book

What a crazy story:

Google reverse-engineers the Lead Option Engine,
calls it “AdWords”,

switching the world “lead” with “ad”.

makes billions using someone else's amazing lead

marketplace copyrighted and patented software invention,

never pays the original author/inventor, and

now the Supreme of the United States has enabled the arrest of many of the wealthiest Internet CEOs in the world because “No Prior Art” was found, and such facts about Prior Art cannot be

argued again in a US Court.

Foolish Assumptions

First and foremost, despite the title of this book, we assume that you know a little something about intellectual property law in the USA and internationally. The author/inventor holds both a French and an American passport, and hence is protected by the intellectual property laws of both countries. You may not be familiar with these differences in the law of these countries, which could result in serious repercussions to you, if you run AdWords Servers, or use AdWords campaigns.

How Do I know if I am Using a Reverse Engineered Copy of the Lead Option Engine?

How Do I Know If I Am Infringing?



If one of the following is true about the Internet lead / ad system you are using, the system is a reverse engineered copy of the Lead Option Engine:

(i) If a question about maximum prices is included such as:

“What is the Maximum price you are willing to pay for an Ad”

the system is definitely an illegal reverse-engineered copy of the Lead Option Engine.

(ii) If a user enters in a price for a lead or an ad, and the price paid is different than price bid, the system infringes on the copyrights and patent rights of the LOE Author/Inventor.

What is the DEFINITION of the Lead Option Engine?

What is it legally?

What is it to the layman?

Instead of trade shows 200 leads, you get them at home.

Pretty amazing. Don't have to go trade shows anymore.

The Leads still cost money.

The invention is all about the price mechanism.

There are several ways to define what the Lead Option Engine is and what it does.

The LOE is a "Real time Fair Valued Internet marketplace for leads using

(i) lead contracts (aka AdWords Campaigns)"

(ii) "What is the max price you would pay for a lead/ad?"

(iii) where the price paid for a lead/ad is NOT the same as the Maximum Price that was "bid".

Copyright Definition - copyrighted software is considered by US law to be like a "story" with "characters". There are users, buyers, sellers, service providers. Each one has characteristics. Copyright protection is afforded to the personal expression of an idea. Ideas, by themselves, are not protectable by law, but in fact, ideas are freely shared without limitation. In other words, if I have an idea to write a book about the planet Mars, and I tell a friend, and then my friend writes a book about Mars, that is perfectly legal. But if I write a book about Mars, that is a personal expression of my idea, where I create characters with names, and personalities, and then someone copies my work, that does violate copyright law. Copyright laws do not have any limitations like patent claims. Patent claims are more strict in interpretation than copyrights.

Patents provide complete monopoly control for a limited time of approximately 17 years. Copyrights do not guarantee monopolies, but still allow the author to control distribution and royalties. Hence, one way to define the LOE is to describe how it works, like a story. There is a consumer of services, and several providers of services, and they interact in an economically fair marketplace where the Maximum Price System is used.

2. The Patent definition is different. According to the patent, which is pretty close to the copyright story, any system that does the following infringes:

1. A method for a user using a communication network to search for and identify at least one matching provider of project work, the method comprising; transmission of a lead comprising contact information that enables communication between the user and the provider, wherein the transaction lead price is the amount of money paid for the lead, and further wherein a service is performed by the user or the provider as a result of the transmission of the lead and wherein the performance of the service includes a service transaction fee paid by the user or the provider; storing in a database at least first provider information and second provider information, the at least first provider information and the at least second provider representing at least respective maximum lead prices, each of the respective maximum lead prices representing the maximum amount that each of at least a first provider and a second provider is willing to pay for an lead, wherein each of the at least first and second providers provide at least one service with which the lead is associated; comparing the respective maximum lead prices to determine a lowest respective maximum lead price; identifying the provider associated with the lowest one of the respective maximum lead prices; receiving at least one lead limit that represents a maximum quantity of leads to be provided; receiving from a user or provider a request for contact information, the contact information enabling communication between the user and at least one of the first provider and the second provider; limit; selecting at least one provider based on each respective provider's maximum lead price and the lead calculating a respective transaction lead price for each of the at least one selected provider, wherein the respective transaction lead price equals at most each respective selected provider's maximum lead price; and providing the at least one lead to the user or provider for project work.

The patent gives complete monopoly control until 2020. But since the CIA, US Judges, Google, and Facebook have stolen most of the time, 15 years, there will be an extension until 2035.

Economic Science Definition

The "Invisible Hand" of pricing working perfectly with competition and demand and supply, and communicating demand and supply perfectly, creates a billion dollar marketplaces. The system is also used for Internet Day Labor, and Day Services.

Marketplaces for the next 100 years." This means, it seems that this system IS the system humans will use to find each other labor across the Earth, for at least the next 100 years. Since its inception, it has been used for 15 years. The marketplace enables all to think together to find labor good fit based on qualifications and need.

Another valid definition is the code and commands the computer processor executes. The algorithm can also be regarded as a definition of the Lead Option Engine economically fair labor marketplace which distributes leads and ads.

The screens that users use is another valid detailed description of the LOE. The Lead Option contract screen and resulting Leads the user sees, and an invoice showing different prices under the same maximum price, and another invoice showing subtotals without individual pricing, is also a valid definition.

Why did it take 12 years for the Original Author/Inventor to start arresting people and asserting his rights?

(i) - Crooked attorneys successfully managed to lengthen the process to obtain the patent for 7 years, where most other patents were issued in under three years. The patent examiner said, and I quote, "Those attorneys are not working in your best interests. Four sets of crooked law firms, presumably all working for Google, delayed the processing of the patent.

(ii) After the patent was issued, two years were required to prepare for filing the landmark case against Google.

(iv) The case went on for two years, and never went to trial or discovery. But it was found there is no prior art.

(v) Two more years were required to prepare an arrest agency to arrest infringers. Personnel engaged in training in handcuffing for an arrest, swat team shooting, pistol shooting, professional carry training, concealed carry training, security guard training, and hand to hand combat.

The inventor is determined to shut down all servers using his software with permission and without a license.

Users that pay license fees may ask to have the fees reimbursed by an LOE Originator they are using, such as Google or Facebook. Eventually the fees will be reimbursed after control has been taken away from Google and Facebook. An LOE Originator is a company that runs the LOE software on their own servers, and conspire to have their clients also commit felony copyright infringement.

Ultimately, only LOE Originators, those running the software will actually be paying. They will be forced and coerced into accepting the credit notes, else they will risk arrest and incarceration, or they will be required to stop their businesses completely.

Who Won the Desenberg v Google case?

In law the following can be true:

A Plaintiff can be awarded a sum of money and lose, or the case can be dismissed, yet the Defendant lose. Which side “won” and by “how much” is often not apparent.

How Can You Tell If a Case Was Won or Lost?

This section is for people don't understand the law and for attorneys who are IDIOTS or IGNORANT when it comes to understanding law.

Background and Definitions

There is Civil Court and Criminal Court.

The idea of separating civil court and criminal court does two things for society:

- 1) it earns a great deal of money for attorneys and judges.
- 2) helps criminals to continue committing theft and to keep the money they have stolen.

Righteous persons who understands law well realize that the US Court system of having separate civil and criminal court is a blatant misuse of the legal system that is a source of corruption, and a source of only giving “justice” to the wealthy or the highest bidder. The idea

that money is required for justice is criminal in and of itself.

In Civil Court:

The **PLAINTIFF** files a **COMPLAINT** with the court against a **DEFENDANT**. The Plaintiff is generally the persons that got ripped off or hurt. The Defendant is generally the persons defending against the Complaint.

Here is an example of how a judge can decide a case in the favor of the Plaintiff, and award the Plaintiff money that must be paid by the Defendant, yet the Plaintiff still loses.

Suppose, for example, the Plaintiff says the Defendant stole something worth \$200,000, and the Plaintiff demands \$200,000. The judge finally makes a final decision in favor of the plaintiff, and writes:

“It has been decided that the Defendant shall pay the Plaintiff \$100 for the damages incurred.

Case closed.”

This means the judge did not grant \$200,000, but only \$100!

The case is actually lost!!!!

WHAT DOES ALL THIS MEAN?

To understand who “won” or “lost” a case is not easy to understand.

Here is a good way to understand what happened in a case:

- 1) what facts were uncovered and decided about a case?
- 2) Is anyone receiving money? getting prison time?
- 3) what is going to happen next?

Let's apply that to the Desenberg v Google Case:

What facts were uncovered and decided about a case?



FACT: Finally, after 12 years, the most important fact was confirmed by the Supreme Court of the United States:

There is no prior art to the invention described in US Patent 7,139,732, which is a combination of copyrighted software, The Lead Option Engine© and a machine, a computer, which together, works automatically generating revenue while connected to an Internet enabling its owner/operator sleeps at night while earning millions of dollars.

And it follows that since there is no prior art, and the software is copyrighted, a felony crime of copyright infringement is incurred for all acts amounting to over \$250.

Judges claimed that the Plaintiff Failed to State a Claim. This is the judges' way of dismissing the case through corruption.

This means very little, except the Plaintiff failed to state a claim this time, and can try again next time. What the court meant:

For the Southern District of New York (SDNY) to proceed in such a multi-billion dollar civil case, the SDNY would need to see the Plaintiff have a well funded legal team to properly prosecute the case, and therefore the Court has seen it fit to decide the Plaintiff has Failed to State a Claim in this case since such well funded legal team was not in place; and hence for the Plaintiff to realize his rights to a jury trial, he is able to re-file the case in another jurisdiction, and with different representation that is not filed pro se.

The case was filed Pro Se which means filed without an attorney, where the Plaintiff represents himself. The Plaintiff later hired an attorney as a consultant to help write arguments, but the court did not approve of the Plaintiff being part of the legal team and hence dismissed the case. This is completely illegal, yet the judges dismissed anyway. This is the legal system in America, and has been for some time. It's time to completely throw out America's legal system and replace it with real justice.

Is anyone receiving the stolen money? getting prison time?

With no prior art, the Author / Inventor has rights to arrest those running his copyrighted software on their servers without an LOE License. THIS IS AWESOME for the Author/Inventor!

WHY?

No more paying lawyers huge fees for lawsuits that take three years to finish. Instead, the Author / Inventor can have copyright infringers arrested.

Which is faster, arresting or the courts?

(a) Threatening to arrest someone and collect fees in thirty days and contact infringer and threaten arrest if they don't pay for license. If the don't pay arrest them, and they stay arrested in jail until the criminal acts stop. Which means they must pay for the

appropriate fees for past usage, and pay for future usage or stop using the software.

or

(b) Filing a patent case and wait five years.

Obviously leveraging copyrights is much quicker.

Hence the Author / Inventor can collect fees in days instead of waiting years for crooked attorney and crooked judges who need bribes to judge fairly.

Instead of spending millions of dollars on attorneys, having people arrested is not expensive at all, and costs very little. Law enforcement officers are much less expensive than attorneys. And law enforcement gets results fast. The Author / Inventor can protect his own commercial interests without the lengthy and inadequate court systems and crooked attorneys everyone jokes about.

What is going to happen next?

Arrests, seizure of assets, payment of LOE License fees, broker licenses, broker education license fees paid, and the end of Google's bid rigging system called Quality Score, and a new Internet age will restart.



How US Law works:

A U.S. citizen who witnesses a criminal committing a felony crime in their presence can make an arrest.

That's the law. Most Americans think only police officers are permitted to make arrests. This is completely false. America was built on U.S. citizens enforcing law. This is part of the same philosophy and spirit the founders had when they wrote the 2nd amendment protecting every citizen's rights to carry firearms.

All that is needed to make an arrest is legitimate probable cause.

No court order is needed.

No judge is needed.

No arrest warrant is needed.

If a criminal is stealing in the presence of a U.S. citizen, the citizen has the right arrest the criminal. People who have rights to arrest those committing felony crimes in their presence includes:

(i) law enforcement, (ii) private security, and (iii) fully constituted U.S. citizens.

**The Supreme Court and Google confirmed that
no prior art exists on the planet.**



This means that the courts have found that no invention nor any copyrighted work in the world predated the Lead Option Engine©, that was started in the first month of 1999, and completed the seventh month of 1999.

Moral Rights is Codified Copyright Law in France

https://en.wikipedia.org/wiki/French_copyright_law#Moral_rights

How does french law and culture come into play? French copyright law treats a protected work as an extension of the personality of the author which is protected by a certain number of moral rights. In general, the author has the right to “the respect of his name, of his status as author, and of his work” (Art. L121-1). The following rights are usually recognized:

- **right of publication** (droit de divulgation): the author is the sole judge as to when the work may be first made available to the public (Art. L121-2).
- **right of attribution** (droit de paternité): the author has the right to insist that his name and his authorship are clearly stated.
- **right to the respect of the work's integrity** (droit au respect de l'intégrité de l'oeuvre): the author can

prevent any modification to the work.

- **right of withdrawal**

(droit de retrait et de repentir): the author can prevent further reproduction, distribution or representation in return for compensation paid to the distributor of the work for the damage done to him (Art. L121-4).

- **right to protection of honour and reputation**

(droit à s'opposer à toute atteinte préjudiciable à l'honneur et à la réputation).



The moral rights are inalienable, perpetual and inviolable. Moral rights pass to the author's heirs or executor on the author's death.

Moral rights may not be otherwise transferred or sold under any circumstances, by either the author or his legal successors.

Any agreement to waive an author's moral rights is null and void, although the author cannot be forced to protect his work.

**This following section is only For Attorneys and
Those Studying the
"Failed to State a Claim"
arguments from the judges and the
Defendant's attorneys in the
Desenberg v Google Case**

If you don't need further proof that the reason the judge dismissed the case was because he didn't approve of the legal team, you can skip this section.

If you think that the judge dismissed the case because the Plaintiff Failed to State a Claim because of a precedent about multiple users in another patent case, then read this short section to understand that you have joined the "pretending to be stupid" group.

The Invention runs completely by itself, as software running

on a web server, without any intervention by a person. A person is not needed to run any of the actions of the invention. In fact, money is deposited in the invention's owner's bank account automatically. So, there are ZERO (0) users required to run the Lead Option Engine.

The judges and attorney's arguments ignore this fact, which is an intentional error on their part. Claim 1 of US Patent 7,139,732 describes the invention in terms of "virtual" users, which is obvious, because that's how all Internet inventions run, with virtual users. A user is not a person on the Internet. It could be a software program. The Internet is electrons only, flowing back and forth.

The judges and attorneys claimed that because there are multiple users, saying the patent failed to state a claim. The judges used a precedent in a completely unrelated case, and basically said, "your patent is remotely like their patent, and their patent wasn't a real invention, so your patent isn't a real invention, therefore we will dismiss the case." The judge claimed that a patent cannot have multiple users, but this is not true. Such logic ONLY made sense in another patent case, and has absolutely no relevance in this case. Any reasonable non-crooked attorney and non-crooked judge can see this. But suppose it were true, that patents cannot have multiple people participating in the invention process. Even in this case, there are no real users, only virtual ones! In reality, there are thousands of valid patents that have multiple "people" participating in the patented process defined. The judge compared a real valid invention, that runs by itself, and said it was like a patent that was found invalid, because it included people making phone calls as part of the process patented. Any idiot could see that the patent the judge was using to dismiss the case was not an invention or a valid patent, and is completely unrelated to the greatest invention of the Internet which generates billions. Patent 732 is written perfectly and is perfectly valid.

What the judge really meant was, "You failed to state a claim because I can't understand you unless you have a legal team I approve of and I don't like you anyway."

The judge was given a complete set of arguments, one written by the Inventor and another by the Inventor's attorney, in clear and well written legal language. The judge's warning was clearly written:

“Get a new legal team or I am dismissing the case!”

But since no prior art was already found, it was in the best interests of the Plaintiff to see the case through to the Supreme Court of the United States, which was done, and which resulted in the Supreme Court confirming there is no prior art, which enables the Plaintiff to arrest infringers based on probable cause without any need for judges or lawyers approvals or judgements or warrants.

Degrees of Infringement

How Criminal Are You?

To what Degree Are You a Criminal?

Technically, anyone who uses, buys, or sells the LOE© software or the information derived from its use, is technically committing felony copyright infringement if the amount of infringement is greater than \$250. This means that if someone uses Google AdWords, and then clicks on an ad, and purchases something for more than \$250, this is, technically, a felony criminal act.

4th Degree Infringement - the least criminal infringement

Who Commits 4th Degree infringement?

Answer: EVERY SINGLE INTERNET USER

Technically, every single Internet user commits copyright infringement of the 4th degree every time they see AdWords or AdSense ads without purchasing a Lead Option Engine© license.

This kind of infringement is the least degree of infringement, meaning this kind of infringement is not very criminal, and is the least criminal of all the infringement types.

Can you imagine arresting someone just because they use a browser and cruise the Internet? That would be crazy.

Technically, and legally, such arrest is valid, but makes little sense.

3rd Degree of Infringement Making \$\$\$ with LOE Who Commits 3rd Degree infringement?

Those who earn revenue from the use of the Lead Option Engine but who do not actually execute the Lead Option Engine® contracts, also known as AdWords Campaigns. This would include all Google and Facebook employees as all the money they earn such as salaries is derived from the felony copyright infringement of the Lead Option Engine®.

When 3rd Degree Infringers are contacted and required to pay for an LOE License, they must pay, or stop its usage, or risk being arrested. A 3rd Degree Infringer earns profits from using the LOE without paying for an LOE License. This is a crime, and punishment for illegal usage is deserved.

Personally, I have no compassion for any Google employee or Facebook employee who has their assets seized or who is arrested for felony copyright infringement. They should have done their due diligence before working for a criminal company.

Ignorance is no excuse to break the law.

These employees should know that their money comes from felony copyright infringement, and they deserve to be punished, in my opinion. Most likely, you will see a few regular employees, who are not management, get arrested as an example for others.

Educating users on how Google or Facebook advertising works without mentioning the author, violates the author's right to insist that his name and his authorship are clearly stated.

Example: A company was making a living providing API services (application programming interface) to advertisers for Facebook advertising, which is Lead Option Engine® infringing. During the seminars the company provides, the company talks about the "CPC" or "cost per click" advertising, which is the LOE® system. And they did without mentioning the Lead Option Engine® and who invented it, as required by law. At the end of the presentation they showed a picture of Zuckerberg's ugly face on the screen. Few people are as ugly as him. He character shows in his ugly face. The

company was informed that they must:

- (i) pay a license fee
- (ii) state clearly the inventor when presenting the CPC software in any way.
- (iii) also include the inventor's picture at the end of the presentation.
- (iv) state clearly to audiences how Google's bid rigging Quality Score and "click through rate" or "CTR" works and how it violates the Sherman Act.

During the presentation some audience members asked about the click through rate and how it works. Because the company was not properly trained by the Inventor's organization they had no answer. If the company does not comply, the management team will be arrested. They were given a felony copyright infringement notice with thirty days grace period before risking arrest. They paid the fees instead of being arrested.

2nd Degree Infringement LOE Contracts - AdWords Campaigns

Who commits 2nd Degree Infringement?

- Vendors who execute LOE© contracts for other companies
- Make web pages and put AdWords AdSense on them
- Companies who provide advertising services using Google or Facebook advertising. These infringers know how the Lead Option Engine® software works because they answer the question:

"What is the Maximum Price you are willing to pay?"

Anyone who fills out contracts, campaigns, or other software forms or screens that answers this question, without the purchase of a Lead Option Engine® License, will be arrested, eventually, if they continue earning revenue without the purchase of an LOE License.

1st Degree Infringement - Running LOE Server Software & Attorneys, CEOs Who Recommend the Continued Felony Crime of Copyright Infringement

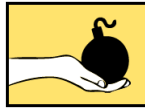
Who commits 1st Degree infringement?

If you or your company is running unauthorized Lead Option Engine© servers, it's only a matter of time before you are arrested or pay for an Lead Option Engine License©.

Those who advise for other to continue to use the Lead Option Engine© without the purchase of a License is at risk for arrest.

Attorneys do not have any special protection to prevent being arrested for advising clients to continue felony copyright infringement. There won't be any civil suits, only arrests.

Most of the initial arrests will include people who have committed 1st and 2nd degree felony copyright infringement, willfully, without purchasing a Lead Option Engine license. Occasionally a person committing 3rd degree infringement may be arrested.



Conclusion:

If you earn money using a reverse engineered copy of the Lead Option Engine© like AdWords or AdSense or similar systems, we recommend you purchase a license, else you may risk being arrested.

Why 14 Years?

In conclusion, the reasons why justice is taking more than 14 years in the case of the Lead Option Engine and AdWords/AdSense:

1) A one man team takes a lot longer to do things than a twenty person team. A 20 year project takes 20 years for one man to complete, and 1 year for 20 people to complete.

2) The legal system encourages justice to go through a process that, on average, takes 10 to 14 years to obtain justice, for the benefits of the attorneys and judges that run and profit from the legal system, and their criminal clients. The legal system is currently configured to empower well invested companies to steal from others who are not as well invested. Hence justice is sold to the highest bidder.

3) Fraud by attorneys who were employed by Google and pretended to work for the Author/Inventor.
(undeniable evidence is available)

Recap of 14 Years

- 7 years to have patent issue - thanks to Google's Attorneys working fraudulently wherein the patent examiner said to the Author / Inventor "These attorneys are not working for you."
- 2 years to prepare for civil patent case
- 2 years to prosecute the civil patent case and go to Supreme Court of the United States
- 2 years to prepare to arrest Internet's biggest criminal thieves wherein 99% of their revenue is derived from the illegal use and copy of the Lead Option Engine®.

Arrest Document Information

The following information is included with a willful felony copyright infringement notice.

Willful copyright Infringement Notices

YOUR OPTIONS to RESPOND to Non-Willful Felony Copyright Infringement Citation

"You have received a citation for the non-willful felony copyright infringement of a copyrighted work. You have the following three (3) options:

1. Disregard the notification and citation and risk being arrested and extradited.
2. Stop infringement by stopping the use, resale, origination, advertising, and education of:
 - (i) Google AdWords® and AdSense® systems
 - (ii) any Internet lead or ad generation system based on maximum prices
 - (iii) any Internet lead or ad generation system that has a real time pricing mechanismand notify in writing to the contact address above; within thirty (30) days from the Date of Notification on

the citation, that you have stopped infringement; and include proof and a summary of verifiable evidence that all infringement has stopped.

3. Purchase a Lead Option Engine® license.

Lead Option Engine® License Types

USER LICENSES

1) Individual User Fees

Individual user fees are generally collected from groups of users.

2) Commercial User Fees

License of Use by commercial businesses

RESELLER LICENSES

3) Broker License

Individual brokers can gain access to a Lead Option Engine® marketplace, and writes lead contracts and buy and sell leads, and consult users on writing lead contracts.

4) Broker House

A group of individual brokers that writes lead contracts and buy and sell leads.

5) Distributor

Large distribution organization that monitor's houses and brokers to ensure high quality.

ORIGINATOR LICENSES

6) Originator license - only available for temporary use as eventually all origination will be on the inventor's servers.

NON-PROFIT AND GOVERNMENT LICENSES

7) Special non-profit and government licenses are available.

LICENSE DETAILS

There are three types of licenses, user, reseller, and originator.

A user license is for organizations or individuals that uses the Lead Option Engine® copyrighted software or the patented method of machine invention. Using includes receiving leads or using the system in any way. There are individual and commercial user licenses. Commercial licenses are for businesses and organizations of various types.

Reseller licenses are for individuals or organizations that earn revenue or profits from:

- (i) writing lead contracts, or
- (ii) buying or selling leads, or
- (iii) providing leads or
- (iv) consulting or advising or training users on how to write lead contracts.

For example, a “Pay per click” consultant is required to have a User Reseller license to train and advise on writing lead contracts. “Pay per click” consultants will be required to complete training online or take an exam to prove their understanding of how the Lead Option Engine® works.

ORIGINATOR LICENSE

Originators are the organizations or individuals controlling the servers that accept and store the lead contract data, and that provide leads and set prices for the leads. Originator licenses may not be available until 2015 or later.

LICENSE FEES

License fees can be paid annually or monthly. A monthly license fee can be paid at the beginning of the month that provides the Licensee a month’s worth of use. The amount of the fee paid depends on many factors, such as volume, and amount of fraud being experienced by the Licensee’s customers. The monthly or annual rate can change at any time, as the rate is based on volume and performance factors.

REPORTING

Just as leading banks and financial institutions need data

to understand the money supply, and market interest rates in order to configure parameters such as prime rates to maintain a balanced marketplace, Lead Option Engine® licensees are required to adhere to reporting policies. Most reporting is done online and automatically. Data is reported in a format that makes anonymous customers names, so privacy is protected. The data is used for setting configuration parameters to maintain balanced lead marketplaces, which includes preventing excessive fraud. The data is not used to breach the privacy of licensees or snooping of any kind, and customers are assured the data is in a format wherein breaching privacy is difficult to accomplish as names and addresses and contact information is not included in the data.

The reporting process will undergo several series of revisions for two to three years, until such processes and software and policies are mature and accepted and adopted in the Internet Lead Option Engine® marketplace.

GOOGLE'S ANTI-TRUST VIOLATIONS BY MANIPULATING MAXIMUM PRICES

Google currently violates anti-trust laws by adjusting the maximum prices customers set. This is analogous to changing bids in an auction to favor certain customers. Continued infringement by you or your company, after thirty (30) days, sends a message to the Lead Option Engine® owners that you and your company support the violation of anti-trust laws that Google's Quality Score performs. Purchasing a license from the Lead Option Engine® owners contributes to the ultimate halting of Google's felony anti-trust violations.

To ascertain whether or not Company, Inc.'s systems infringes on the copyrights of the Lead Option Engine®, go to

<http://www.OneRedPill.com>

and review the information therein.

On the Internet, if leads or ads are being sold that use a maximum price, or a real time pricing mechanism wherein the customer doesn't know the price being paid for the lead / ad until after it is delivered, there is infringement.

Any attempt to create a system that tries to hide infringement,

such as changing the name “maximum price” to something else that is misleading to its true meaning, or other attempts to hide infringement, such as temporary “dumb” systems, will be met with the most harsh responses from the Lead Option Engine® owners, which may include arrests.

If you are not sure about infringement you can contact our offices at info@leadoptionengine.com

LEVERAGING THE US COPYRIGHT AND PATENT SYSTEM TO CREATE A BETTER INTERNET LEAD MARKETPLACE WITHOUT EXCESSIVE FRAUD

The many faceted mission of the Lead Option Engine® owners includes:

removing the unnecessary excessive fraud currently in the AdWords® and AdSense® systems which amount to over \$3 billion per year; and

halting Google’s anti-violating behavior of manipulating bids to favor specific customers via their Quality Score algorithms.

The Licence Purchasing Procedure

- (i) Go to LeadOptionEngine.com and purchase the license.
- (ii) Upon receipt of payment, your license will be sent to you electronically or via a mail service.

Case Summary

Lead Option Engine® vs AdWords®

Supreme Court of the United States

**United States Court of Appeals for the
Federal Circuit**

**United States District Court for the
Southern District of New York**

Complete Set of Pleadings:

<http://www.desenbergvgoogle.com>

or <http://www.oneredpill.com>

Case Title

Desenberg v. Google, Inc.

SDNY Case No.

1:08-cv-10121

Appeals Case No.

2010-1212

Supreme Court Case No.

10-706

Date Action Opened

November 21, 2008

Date Action Closed

January 10, 2011

Courts Final Decision & Conclusions

Though it was discovered there is no prior art, the US Courts require the patent owner to re-file the patent infringement case with a well funded legal team of attorneys, which will require another three (3) years to process, in order to proceed to discovery and trial to protect his patent rights via civil legal proceedings.

Judges decided that exclusivity rights granted by the USPTO, and supported by the US Constitution, Article 1, Section 8, are not a priority over the courts' requirements that the patent and copyright owner must endure excessively and fraudulently lengthy federal legal process requirements in order to obtain protection from the courts, even though there is, clearly, no prior art.

Any savvy Internet user in high school can ascertain infringement in about 15 minutes by comparing the Lead Option Engine® and AdWords® and AdSense® systems and their explanations of use.

There is no reasonable reason and no legal basis according to US law, why a court needs three (3) years to make a determination that takes the average person 15 minutes.

Copyright infringement charges were not part of this patent infringement case.

Desenberg v Google Summary of Case Involving Lead Option Engine® & Related Information (2008-2011)

1) NO PRIOR ART

Most significant and critical event

No Prior Art

No prior art was confirmed by three (3) US Courts of Law:

(i) Southern District of New York

(ii) United States Court of Appeals for the Federal Circuit

(iii) Supreme Court of the United States

This means that the US Copyrights, French Copyrights, International Copyrights, and US patent rights, and French patent rights are valid:

Roger Marx Desenberg really was the first human on Earth to invent the Lead Option Engine®(aka AdWords)

The only way to ascertain if an inventor / author really was the first to invent or author a work, is to present infringement accusations in the courts. The patent office understands that from time to time, a patented invention may have been patented at an earlier time and the patent examiner did not find an earlier patent. Or a patented invention may have had prior art from copyrighted works, which were not patented. Hence, having a patent issue, does not guarantee to the inventor / author, that the inventor really was the first person to invent such work. Only when a case is filed and prior art is analyzed in a court of law, can the question of prior art be finally decided.

In this case, Google presented technologies in an attempt to identify prior art, but the judge decided none of Google's presentations to the court is prior art. Google did present a patent for

a related invention that was not the same, and the Southern District Court of New York decided that Google's presentation of prior art was indeed, not prior art. This is the single most significant fact and decision revealed in the case.

There is not any prior art, the Lead Option Engine© inventor / author really was the first person to invent this amazing technology. Copyrights and patent rights are valid.

2) Google's Defense Could Not Reasonably Argue Google Does Not Infringe

Google has no patent for the maximum price lead generation technology and no copyright protection.

Google's legal arguments were based on trying to identify errors in the sentence structure or language of the wording of the patent claims in US Patent 7,139,732, which are written perfectly according to patent law; and

Google's defense completely failed to present any reasonable argument against the facts showing Google's infringement of the intellectual property rights of the Lead Option Engine© owners.

3) Google's Infringement of the Plaintiff's Patent Rights and Copyrights Earns 99% of Google's Revenue, according to Google's own accounting records, and **Google Never Denied This Fact.**

4) The Courts Refused to Let The Case Go to Discovery or Trial Because the Courts Did Not Approve of the Plaintiff's Legal Team

Technically, the Case was dismissed based on a "failed to state a claim" technicality which means the judges were not willing to let the case go forward with a Pro Se Plaintiff who has a hired attorney acting as a consultant which is a way of the judge saying:

"In this court the Plaintiff is not allowed to represent himself, or speak in court, even though such right is guaranteed by the US Constitution, and even though pleadings presented by the Plaintiff have been professional and thorough in quality."

In conclusion, the courts claimed their reason for denying the Plaintiff's constitutional right to discovery and a trial is because the courts did not approve of the Plaintiff's legal team, which consisted of the inventor, and a single US intellectual property attorney.

The case was originally filed Pro Se, and the judges "highly

recommended” the Plaintiff hire an attorney, even though the pleadings were professional with high quality. The Plaintiff acquiesced to the judges request and hired an attorney who wrote the remainder of the pleadings;

but the Plaintiff retained his final rights to negotiate with the courts as a Pro Se litigant in order to protect his patent rights from unscrupulous or incompetent attorneys. The SDNY judges refused to allow the Plaintiff to safeguard his USPTO exclusion rights from possible fraud or incompetence which would most likely result if the Plaintiff has given up those rights.

Though this legal action violates the Plaintiff’s US Constitutional Rights, this is policy in US Courts: Judges require a certain kind of legal team in order for litigants to proceed in civil corporate litigation. The judge decided that the Lead Option Engine© legal team, which had very little funding at the time, was not ample enough to proceed to discovery and trial.

Clearly, the options for the Inventor, are to exclude the commercial businesses himself, or establish a legal team to the court’s liking to retry the case, or use copyright laws and make arrests to prevent infringement. The inventor has opted to use copyrights, and force arrests instead of litigating other long and lengthy civil cases with unscrupulous judges and attorneys.

5) Google violates US Anti-Trust laws by fraudulently manipulating bids through their “Quality Score” Algorithm. This is also a direct violation of the French copyright provision for “Respect For The Work’s Integrity”

6) INVENTOR IS NOT A PATENT TROLL

During the proceedings, patent troll techniques were discussed and analyzed by both sides. It is apparent that the LOE© Inventor does not behave like a “patent troll” business, The Inventor’s business was actually an Internet startup who invested considerable time and money and resources and salaries for several employees with which to develop the LOE© invention in the marketplace. The LOE inventor really invented one (1) very useful thing during his career that was worthy of copyright and patent protection, that being the Lead Option Engine©. The invention was the result of a lifetime of study and work, and is the Inventor’s most valuable piece of work.

The entire Internet follows the commands of the Inventor everyday.

The LOE© Inventor launched a viable Internet startup in 1999 during a time wherein;

every big Internet investor, like Bill Gates, Steven Jobs, and the rest were investing millions and millions of dollars into inventing new technology to monetize the Internet; and wherein more scientists around the world were working together on the same problem, than at any other time in our World History.

Scientists from most industries from most countries around the globe, were all focusing on the same problem:

“How to invent the next best thing on the Internet”, and wherein;

one inventor, who had an Internet startup in 1999 and had ten (10) employees and \$100,000 in the bank, at the same time that Google had ten employees and \$100,000 in the bank,

wherein the LOE© inventor is a Computer Scientist / Economist from Emory University, and wherein the Inventor invented the next best thing:

“Maximum Price Lead Generation Systems”.

The inventor owns one patent, and thus is not a patent troll like some inventors who apply for hundreds of patents. The inventor recognized that he invented and discovered things, and that these discoveries and inventions and writings would have considerable significance for the Internet, and human kind.

Thus the inventor filed for the only patent he owns: US Patent 7,139,732 to protect the machine invented. The software is also protected internationally by copyright law.

7) PATENTS AND COPYRIGHT LAW RELEVANT TO THE LEAD OPTION ENGINE®

Most intellectual property is protected by ONE of:

- (i) trademarks OR
- (ii) copyrights OR
- (iii) patents for inventions

Software has the fortunate aspect in that it can be protected in TWO ways:

- (i) copyright, because software code is “written”, like a story

with characters.

AND

(ii) patent rights, because the software code can be patented as part of a machine, the machine consisting of hardware, like a computer, and the software.

PATENT RIGHTS

Patents enable the inventor to own 100% monopoly control (granted by US law) of the invention for short period of time, usually 17 years, to allow the inventor to fully develop his invention for humanity. Upon patent expiration, the intellectual property becomes public domain, and other competitors may enter the market.

Patent rights are granted country by country, and requires filing in each jurisdiction, and hence, to secure patent rights world wide is a very expensive endeavor. The Lead Option Engine© inventor has filed in the US and France for patent rights.

Patent infringement is a civil matter, unless it involves conspiracy, fraud, or violations of anti-trust laws.

COPYRIGHTS

Copyrights, like for songs, books, and software, do not have monopoly control granted by the US law, nor International law. But copyrights do contain exclusive rights which can be leveraged to have monopoly powers in some cases. The copyright author is able to leverage US Copyright laws, and international laws, to earn a royalty fee on all sales. Copyrights are automatically extended internationally by international law, without any filings. Thus, international copyrights cost zero and are automatically granted upon unique authorship of a work.

Copyrights, for enjoyment of their family and estate, in the US, lasts for 70 years after the death of the author. Thus, feasibly, an inventor can copyright something, die, get reincarnated, and if they reconnect with their family, enjoy copyrights for another lifetime. This ultimately means, that the Lead Option Engine© copyright owners will NEVER give up their copyrights because of their immense value.

Copyright infringement is a crime. Copyright infringement is a misdemeanor crime for users who copy works for their own use, and copyright infringement results in a felony crime for infringers who use or sell the work repeatedly for their own profits.

What is the Magic of the Lead Option Engine®?

Why does it work so well?

There are so many patents today, and so many patents are issued to “non-inventions”. It seems today, the slightest improvement on anything may be considered as being an invention by the USPTO.

An invention is supposed to be a discovery and invented machine that is something unique never before invented by anyone.

A real invention is worthy of patent protection because;

- such invention is useful for humanity; and
- requires a great deal of investment of time; and
- costs personal sacrifice, family savings; and
- resources, creative ingenuity, ; and
- requires, through hard work, that the inventor become, for a limited time, the number one leading expert in a certain science.

And this is exactly what the inventor of the Lead Option Engine© experienced.

Though the USPTO issues patents, the patent’s validity relies on its interpretation by the Courts and its enforceability. A patent may issue, but found to be invalid by the courts. Thus, having a patent does not guarantee that the patented invention is a true new discovery, nor does having a patent issue mean the patent represents a significant invention for humanity.

Most patent applications are for very modest improvements on existing technology. And most patent applications are not for complete machines, but rather, an improvement upon an existing machine.

In the case of the Lead Option Engine®, the software runs on a computer. The software is not an improvement to some other

software system, but a complete, and non-obvious, and unique software system never before written. Contrast this to a patent such as a database storage technique patent, which does not provide useful use by itself, but only provides useful use if such database storage technique is used by another machine or another software. The Lead Option Engine®, by itself, is an amazing invention that generates enormous revenue by providing amazing services. The invention is implemented as one software system running on a set of two Internet web servers, connected to the world via the Internet;

which earns revenue in the amounts of millions of dollars per day, all by itself, without human intervention except for a very small amount of customer service;

which is all due a price mechanism that enables the marketplace to charge the correct fair price for a lead;

which is the one and only reason customers keep returning to buy more leads/ads:

because most of the competing lead and ad generation systems don't charge fees that are commensurate with their values. Only the Lead Option Engine© machine has proven itself to reliably price leads and ads according to their value, in real time, around the globe. And there is a plethora of surrounding functions that enable the marketplace to work magically.

Thus, where most inventions are not complete inventions, the Lead Option Engine® is a complete encapsulated machine, a complete invention. These complete types of inventions enjoy more protection from patent law and copyright law than modest improvements to existing technology. In fact, the LOE© could be built, without too much difficulty, with a computer and no operating system.

The Lead Option Engine® is a valid, and substantial invention, and is the most commonly used lead and advertising system found on the Internet today. In essence it is the labor marketplace for the Internet. After the magic of the invention is revealed, with hind sight, it is easy for the charlatan to proclaim that the invention is trivial and obvious. But was the formula $E=MC^2$ obvious? Sure it seemed obvious after physicists studied it a bit.

Nicolas Otto invented the four stroke engine. It was a stroke of genius to realize that the four stroke engine was the solution to

create a good working engine for cars. It was such a good invention, it is still used 150 years later, in most cars today. It's easy for a layman to say, "What's the big invention? This piston goes up and down twice per cycle instead of once... so what?". Yet such invention did require genius and hard work, and was very creative.

The same charlatans and naysayers could easily rebuke Nicholas Tesla's great discovery and inventions of alternating current using a three phase system. In fact, we all still use Nicholas Tesla's inventions today.

And the same will occur with the Lead Option Engine®, as most likely, 150 years from today, the world will still use the remarkable pricing mechanism of the Lead Option Engine®, which communicates like a magic invisible hand across the Internet, creating economic transactions by enabling the correct set of several users, from a pool of billions of users, to instantly identify each other, and communicate and do business. It's quite remarkable. And everyone pays a fair market value for leads and ads, which is why customers keep coming back.

Before the Lead Option Engine® was created, the Internet had no fair pricing mechanism to work the Internet. The pricing mechanism fuels and lubricates the Internet, like oil and gas for a car. Without the pricing mechanism, the seemingly magical result of millions of transactions per day, would never occur.

The huge problem solved by the Lead Option Engine® is a pricing problem and a fair marketplace problem. Most overly greedy investors, businessmen, and inventors, in 1999, were focused on trying to make an invention that would make the most revenue for the owner of the invention. A better inventor would wish to make an invention for humankind first, and not for just the inventor's own financial success. The common American attitude of greed does not work well for inventors of Internet technologies. **As Albert Einstein said, "Most people say that it is the intellect which makes a great scientist. They are wrong: it is character."**

For example, a set of greedy investors, greedy business executives, and greedy software programmers get together to try and invent the next big Internet thing. Such a group almost invariably has the same focus: What kind of website can we build that makes

the most money for us?

And that exact question, ironically, would prevent all the greedy wanna-be Internet inventors from inventing the next greatest thing.

The gallant question is NOT,

“How can I invent for me?”,

but rather the gallant question IS

“How can I invent for all of humanity?”

As evidenced in the book “Built to Last”, the greatest corporations who earn the most revenue, base their decisions on ethical core values, and not on how to earn the most money. Ironically, those companies whose focus on themselves and money, do not earn the most revenue. In fact those companies who focus on building value for their customers end up earning the most revenue in the long run.

Thus in 1999 while the other inventors who were working on Internet advertising and lead technologies were asking the question:

“How can we build a web site to sell ads and leads
while making the most money for us?”

The much more gallant and ethical inventor was asking:

“How can I build a fair emarketplace for leads where
each customer pays a fair market value for each lead
so it works for everyone?”

Greed blocked the big greedy corporations and greedy inventors from ever discovering and inventing the next big Internet invention. Their focus was not building a “fair economic marketplace”, but rather just creating a web site to earn money, and then go public, and run.

Interestingly enough, the inventor of the Lead Option Engine© is an economist / computer scientist expert and a leader in his field in Internet Architecture. This is exactly the kind of person that is most likely to invent the pricing mechanism that is currently monetizing the Internet.

Is the Lead Option Engine© a worthy invention? Absolutely. It is the most commonly used lead and advertising system on the Internet. And it is fully protected internationally through copyright law, and protected in the US and France via patent law and copyright law.

April 7, 2012

It's quite amazing that one single patented and copyrighted software based computer invention, the Lead Option Engine©, earns more profits, than all of Apple®, Inc. Imagine, of all the iPods, iPads, laptops, G5s desktops, the software, imagine all the money earned from all those sales. My one single patented and copyrighted invention earns more than twice the profits as the entire company of Apple Inc. And for the past 12 years, Google has stolen all of my money.

Am I the smartest man in the world since I invented the \$20 billion revenue a year technology? Or am I the stupidest man on earth since I was not able to even earn a penny from my invention over twelve (12) years while the thieves have been enjoying my billions?

It's quite amazing how Google has stolen, and infringed on this technology for 12 years, and most people in the industry suppress the truth, that Sergey, Larry, and Eric, are just a bunch of common criminals. Google has never invented anything, not even the search engine. They have created modest improvements on other people's inventions, and have infringed on copyrights and patents in many ways, and were backed by huge investment for marketing and lawyers, and soon, the three, will be going to prison. They were backed by the CIA, who confiscated my computer, an Apple G5.

There is the usual question: "Why so late? Why notifications are finally being delivered 12 years after the invention was created?" Google's reach into the fraternity of lawyers and judges is very far and violates anti-trust laws.

In the US, as you know, typically the courts and attorneys illegally and unconstitutionally prevent inventors from exercising their rights; which is usually accomplished through unethical lengthy court and legal procedures,

which results in the US Court system favoring the extending and enabling of very large amounts of intellectual property theft by large corporations. This happens all the time. This is not new, many movies have been made about such events since the 1930s.

I think its “hilarious” that attorneys and judges and corporate executive teams think their are the only ones with American rights. I have as much rights as any judge, any attorney, any law enforcement officer, any military person, or any government official, and I fully intend to execute those rights. Civil play time is over, it’s time for criminal prosecution. Wait till they get a load of me.

In the LOE© scenario, Google is the “manufacturer” or originator of illegal leads, and their partners, like Apple®, are resellers of the illegally originated leads. Thus I can start making arrests by anyone who infringes, either by those who are originating leads, or those involved with reselling or advertising or using leads. The rest is obvious. A reseller only earns a small portion of their total income from infringing on my software. Thus a reseller will never fight as hard as Google, whose only source of income is through infringement of my software. All I have to do is crack the egg, and finally, Google will come tumbling down.

I remember working with criminals from Arthur Anderson before they went down. Google’s story will be much of the same.

Very truly yours,

Roger Marx Desenberg

Inventor of Lead Option Engine® @ ProjectWork©1999,

All Rights Reserved.

The Single Highest Revenue Generating System on the Internet

US Patent 7,139,732

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