

Exhibit A

Comparison of Claim 1 of the '139 Patent and Claim 1 of the '146 Patent

Claim 1 of the '139 Patent	Claim 1 of the '146 Patent
<p>1. A method of directing electronic advertisements, performed by a computer system comprised of one or more computers, the method comprising:</p> <p>for each of a multitude of different electronic visitors to a first media property:</p> <p>(a) automatically with the computer system directing, to a third-party server computer controlling advertising space on a second media property, indicia of a condition for display of an advertisement, which condition relates specifically to an electronic visitor;</p> <p>and</p> <p>(b) automatically with the computer system electronically authorizing the server computer to automatically cause display of an advertisement, to the electronic visitor when the electronic visitor visits the second media property at a time after the electronic visitor visits the first media property, subject to determining that the condition has been met;</p> <p>(c) wherein the act of authorizing in part (b) is based on information indicating at least one of a plurality of profile attributes possibly applicable to the electronic visitor, which indicated profile attribute or attributes was received by the computer system as a result of the electronic visitor visiting the first media property; and</p> <p>(d) wherein the advertisement is correlated with the indicated profile attribute or attributes.</p>	<p>1. A method of directing electronic advertisements, performed by a computer system comprised of one or more computers, the method comprising:</p> <p>for each of a multitude of different electronic visitors to a first media property:</p> <p>(a) automatically with the computer system directing, to a third-party server computer controlling advertising space on a second media property, indicia of a condition, which condition relates specifically to an electronic visitor, for display of an advertisement to the electronic visitor when the electronic visitor visits the second media property at a time after the electronic visitor visits the first media property, subject to determining that the condition has been met;</p> <p>(b) wherein directing the indicia is based on information indicating to the computer system that at least one of a plurality of profile attributes is possibly applicable to the electronic visitor, which indicated profile attribute or attributes was received by the computer system as a result of the electronic visitor visiting the first media property; and</p> <p>(c) wherein the advertisement is correlated with the indicated profile attribute or attributes.</p>

Comparison of Claim 1 of the '398 Patent and Claim 1 of the '878 Patent

Claim 1 of the '398 Patent	Claim 1 of the '878 Patent
<p>1. A method implemented using a programmed hardware computer system, the method comprising:</p> <p>(a) receiving, at the computer system, an electronic identifier of a first device;</p> <p>(b) with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and</p> <p>(c) with the computer system, based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.</p>	<p>1. A method for identifying an association among multiple electronic devices of a group of devices connected through a common local area network (LAN) and using the association for cross-device action, the method comprising:</p> <p>(a) with a computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection information for each of the plurality of Internet-accessing electronic devices includes:</p> <p>(i) a device identifier;</p> <p>(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and</p> <p>(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;</p> <p>(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;</p> <p>(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and</p> <p>(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take</p>

	an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.
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