

EXHIBIT 6

Exhibit 6 - U.S. Patent No. 10,984,445 (“445 Patent”)

Claim 1	Lotame’s Infringement
<p>A method of causing delivery of electronic advertisements based on provided profiles comprising:</p>	<p>Lotame performs a method of causing delivery of electronic advertisements based on provided profiles.</p> <p><i>See, e.g.,</i> evidence and analysis for claim limitations (a)-(e) below.</p>
<p>with a computer system automatically storing, in a central database associated with the computer system, profile information associated with a visitor, as a result of electronic receipt from a profile owner computer indicia of the profile information, which profile information associated with the visitor matches a profile or kind of profiles requested by an entity controlling the computer system, wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor;</p>	<p>Lotame automatically stores, with a computer system, profile information associated with a visitor in a central database associated with the computer system, as a result of electronic receipt from a profile owner computer of indicia of the profile information, which profile information associated with the visitor matches a profile or kinds of profiles requested by an entity controlling the computer system, wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor.</p> <p>For example, Lotame (e.g., through its Accused Instrumentalities) receives profile information associated with visitors from profile owners (such as, e.g., the Oracle BlueKai data management platform). As a result of receiving this profile information, which matches a kind of profile requested by Lotame, Lotame automatically stores the profile information associated with a visitor in a central database, and a tag (e.g., a cookie) associated with the visitor device serves as a link to the corresponding profile information.</p> <p><i>See, e.g.,</i> https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html:</p>

Oracle Data Cloud data directory

The Oracle Data Cloud data directory showcases Oracle's aggregation of market-leading data available through the Oracle Data Marketplace - the world's largest collection of third-party data. This data is cultivated from industry leading branded and unbranded data providers giving users access to a billion profiles across 30,000 categories that can be leveraged for ad targeting, site optimization, custom segmentation and more to deliver the most relevant customer experiences at every touch point.

Categories in the Oracle Data Marketplace

The following tables summarize the third-party data available in the Oracle Data Marketplace that you can add to your target audiences.

Oracle Data Cloud platform data

Category	Description
Consumer technology	Users interested and in-market for consumer technology products, as well as people who own specific technology devices.
Demographic	The Oracle Data Cloud captures over 200 demographic attributes from online and offline data sources including age, gender, employment, language, family composition, household income and net worth. All Oracle Data Cloud demographic data is 'self declared' and is not inferred or modeled.
In-market auto	Users who have demonstrated intent through make and model searches, car configurations and dealership quote requests via online automotive sites. 93% of the platform's in-market auto users come from comScore top 10 automotive sites.

; <https://www.oracle.com/advertising/audiences/#rc30p2>:

Audiences by Oracle

Customize audiences or activate any of the more than 4,000 syndicated audiences by Oracle that include a range of demographic and lifestyle segments to deliver more sophisticated targeting, such as purchase-based targeting solutions. We can help you reach customers and prospects at any buyer journey stage with highly relevant, privacy-centric targeting solutions. Below are a few examples of the audience targeting types available to help you achieve your ad campaign goals:

Business to business

Oracle's business-to-business audiences include some of the most significant professional demographic and firmographic data assets. These curated audiences are built from attributes, such as company size, sales volume, company age, industry, job function, and management level.

Custom

Leverage our vast data assets to build custom audiences specific to your targeting needs and KPIs.

Demographics

Oracle's demographic audiences source the best online and offline data based on attributes, such as age, gender, and household composition. Audience sources include the US census, vehicle registration information, public records, surveys, deeds, and more.

In-market

Reach consumers actively searching for products online through product review pages, comparison sites, online product configuration tools, and online searches. Popular in-market audience categories include auto, real estate, technology, and travel.

Life stages

Reach consumers who are in specific life stages or life events, such as college graduation, new parents, and recently married. These life stages are curated from online and offline data sources, including consumer purchases, public records, registration data, surveys, online search, and browsing data.

Lifestyle

Oracle lifestyle targeting finds audiences based on their daily activities and purchase behavior. These can range from food lovers and fashionistas to soccer parents and outdoor enthusiasts. These audiences are built and maintained using data about where consumers shop, how they shop, what the purchase, the websites they visit, along with demographic and psychographic attributes.

Proximity

Reach people who live within a certain range of retailers, places of business, attractions, and more. Oracle proximity audiences are sourced from known offline addresses and merchant locations.

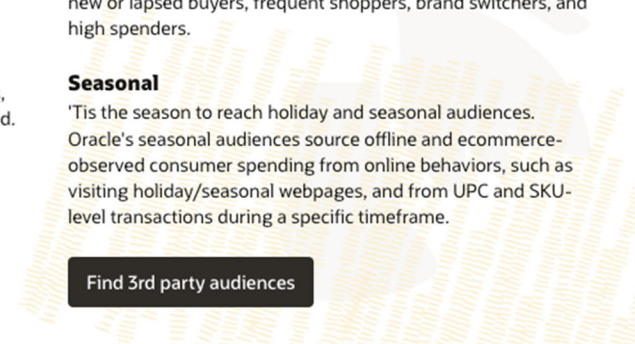
Purchase based

Engage customers based on their shopping behavior. These modeled audiences are built using purchase data from industries, such as consumer packaged goods (CPG), retail, restaurants, entertainment, and more. They include where consumers visit, how often they shop, how much they spend, and the products purchased. You can use purchase-based audiences to reach your brand buyers, competitive buyers, new or lapsed buyers, frequent shoppers, brand switchers, and high spenders.

Seasonal

'Tis the season to reach holiday and seasonal audiences. Oracle's seasonal audiences source offline and ecommerce-observed consumer spending from online behaviors, such as visiting holiday/seasonal webpages, and from UPC and SKU-level transactions during a specific timeframe.

Find 3rd party audiences



; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/deliver_audience_newflow.htm:

Delivering Audiences

After you have created and configured an audience, you can deliver to it to media execution platforms for targeting, optimization, and analytics. The Oracle Data Cloud platform includes integrations with top technology partners that enable you to power your media targeting campaigns with your first-party data. Many partners also allow you to target third-party data purchased from the [Oracle Data Marketplace](#). Different partners support different ID sources ranging from desktop and mobile web cookies to mobile advertising IDs (MAIDs).

In this topic

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- Specifying advanced settings
- Pausing audience data delivery
- Changing delivery end dates
- Managing failed deliveries

Setting the delivery method

You can choose from three methods to deliver audience data:

- Data delivery platform (app)
- Pixel URL delivery
- JSON return delivery

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