

EXHIBIT 8

Exhibit 8 - U.S. Patent No. 8,775,249 (“’249 Patent”)

Claim 1	Lotame’s Infringement
<p>re]. An automated method of collecting profiles of Internet-using entities, the method comprising:</p>	<p>Lotame performs an automated method of collecting profiles of Internet-using entities.</p> <p><i>See, e.g.,</i> evidence and analysis for claim limitations (a)-(e) below; https://www.lotame.com/lotame-data-exchange/:</p> <h1 style="text-align: center;">Lotame Data Exchange</h1> <p style="text-align: center;">The World’s Largest, Trusted Data Marketplace</p> <p>Buyers have ready access to thousands of high-quality audience segments in the world via Lotame’s second- and third-party data marketplaces. Choose from pre-packaged, custom, or proprietary Lotame Precision Demographic and Intent audiences. Meet your unique data needs by <u>connecting directly</u> with our dedicated data experts for help with pre-sale, RFPs, or current campaigns.</p>

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No matter where you sit, harness the power of third-party data — with or without third-party cookies — from the largest, highest quality data marketplace in the world. Lotame’s audience segments are available in 50+ advertising platforms, including Google, The Trade Desk, Xandr, and more.

See our [Partners and Integrations](#) to learn more.

; <https://my.lotame.com/t/p8yyptf#monetizing-with-behavior-amp-sightings-information>:

[Monetizing with Behavior & Sightings Information](#)

; <https://my.lotame.com/category/lightning-tag>:

	 <p>The screenshot shows the Lotame Knowledge Base interface. At the top left is the Lotame logo with a 'PUBLIC' badge and the text 'Lotame Knowledge Base'. The main heading is 'Data Collection with Lightning Tag'. Below the heading is a paragraph: 'Lightning Tag facilitates all Spherical platform operations. Find the implementation documentation, code examples and reference material for web ops, front end web developers and ad delivery teams.' At the bottom left of the screenshot is a breadcrumb trail: 'Home > Technical Documentation'.</p>
<p>electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties, a partial profile of an entity that uses a computer coupled to the global computer network and accessing a website, which partial profile is available to one of the third parties and contains at least one profile attribute related to the entity;</p>	<p>Lotame performs a method comprising electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing a website, which partial profile is available to one of the third parties and contains at least one profile attribute related to the entity.</p> <p>For example, Lotame (e.g., through its Accused Instrumentalities) electronically receives a partial profile (e.g., browsing information) of a computer user from a server controlled by an unaffiliated third party (e.g., one of Lotame’s data providers, advertising partners, clients, or affiliates) and that partial profile contains profile attribute information related to that user (e.g., data about a user based on that user’s activity on a website).</p> <p>See, e.g., https://my.lotame.com/t/g9hvxvw/lt-js-detailed-reference-guide:</p> <p>Lightning Tag Methods</p> <p>collect()</p> <p>The collect() method is available to pass data to the Spherical Platform after the Lotame javascript is loaded. An example use-case is tracking events such as user interaction with a video player on your site.</p> <p>; https://my.lotame.com/t/g9hvxvw/lt-js-detailed-reference-guide:</p>

data Object

The data object is used to pass first party-data to the Spherical Platform for use in targeting or other features. The object is optionally passed at setup time in the tag input function. It can also be passed post-page load in the `collect({data})` or in the `page({data})` methods that are described further down this page.

Name	Description	Example
behaviorIds	Existing behavior ID's from your Platform account that are owned by the same client supplied in the tag	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> Copy <pre style="margin: 0;">{ behaviorIds: [1,2,3], }</pre> </div>

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